

November 14, 2016

William Rose, Supervising Planner
Planning & Economic Development
100 Santa Rosa Ave, Room 3
Santa Rosa, CA 95404

RE: "Velo Village"
Multi-family housing proposal
759 Mendocino Ave, Santa Rosa

Dear Bill,

Attached are our applications for Concept Design Review and Pre-Application for our 759 Mendocino Ave proposal. This letter is the requested project description for each application.

GOALS

- Provide market rate multi-family housing that is affordable by design
- Build a community that caters to residents walking, biking and use of public transportation
- Design a courtyard centric property that engages residents in a close knit community that is separate from the parking and garages
- Respect the historical context of the property and house
- Make the existing home the historical feature of the property as viewed from the street
- Leveraging the period of significance from 1905-1930 (the Davis family tenancy), restore the form and massing of the residence to its original state prior to the WWII era additions and multi-family conversion
- Adopt the architectural cues of the neighborhood to construct a community that is deferential to the local feel, but not a copycat of it

759 Mendocino has been on the market for over two years with a dropping asking price. Having been in contract before, the stumbling block to meaningful and much needed residential infill housing that the property is zoned for, has been the placement of the existing home near the center of the property. By proudly featuring the home in its restored form and mass, we will align its front yard setback with similar historic homes on Mendocino Ave, thus ensuring that nothing will block its view from the street. The parking lot in front of the house currently will be replaced with a more pleasing and historically accurate garden.

In designing a courtyard centered community, we incorporate our values: a place where pedestrians and bicycles have an equal place with cars, a neighborhood where a sense of community reigns, a city where civic involvement, compassion for neighbors, and streets filled with life are the standard.

We don't just pay "lip service" to the priority of alternative transportation use in this proposal, we use design to make it the ethos of the community. If the best downtown locations are devoted to well designed multi-family housing, then residents can leave their cars behind. Bicycle garages allow residents to safely store their bikes and gear outside of their living rooms so that walking and cycling can become the default mode of transportation.

Velo Village is a proposal to fulfill Santa Rosa's own promise to encourage compelling housing, designed for affordability in a downtown location.

Sincerely,

Michael Folk
Ideal Sense, LLC
mikefolk@idealsense.net
415-596-3655 Mobile