



## PROJECT DESCRIPTION

1. **Project Title:** Santa Rosa Avenue Apartments
2. **Lead Agency**  
City of Santa Rosa  
Department of Planning and Economic Development  
100 Santa Rosa Avenue, Rm. 3  
Santa Rosa, CA 95404
3. **Contact Person**  
Andrew Trippel, Senior Planner  
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707-543-3223
4. **Project Location**  
2905 Santa Rosa Avenue, Santa Rosa, CA  
APN: 043-132-054 & 043
5. **Project Applicant**  
Integrated Community Development (ICD)  
Jake Lingo  
[jlingo@icdemail.com](mailto:jlingo@icdemail.com)  
818-974-2966  
20750 Ventura Boulevard, Ste: 155  
Woodland Hills, CA 91364
6. **General Plan/Specific Plan Designation**  
Retail and Business Services
7. **Zoning**  
Commercial General

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*By Andrew Trippel at 2:01 pm, Nov 18, 2019*

## 8. Existing Setting and Neighboring Land Uses:

The Santa Rosa Avenue Apartments (the Project) is located on the west side of Santa Rosa Avenue, situated mid-block between Court Road and Elsa Drive. The ±3.84-acre site is currently vacant. (See Figure 1, Vicinity Map) The site is within the Mendocino / Santa Rosa Avenue Priority Development Area. By utilizing the City of Santa Rosa's Resilient City Development Measures, the site can be developed to 30 dwelling units per acre, by right. The development will also be seeking a density bonus that will allow the 154-unit development.

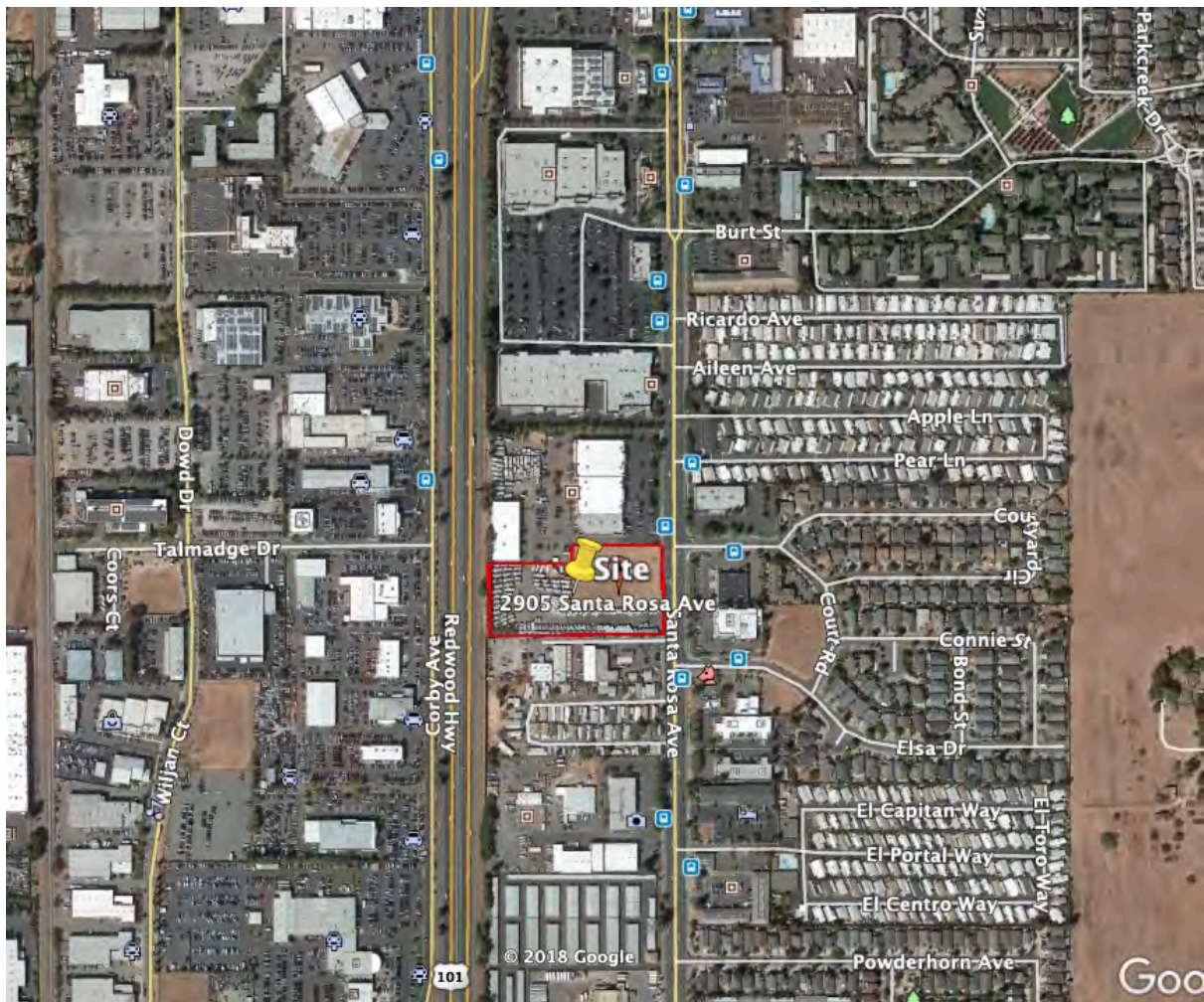
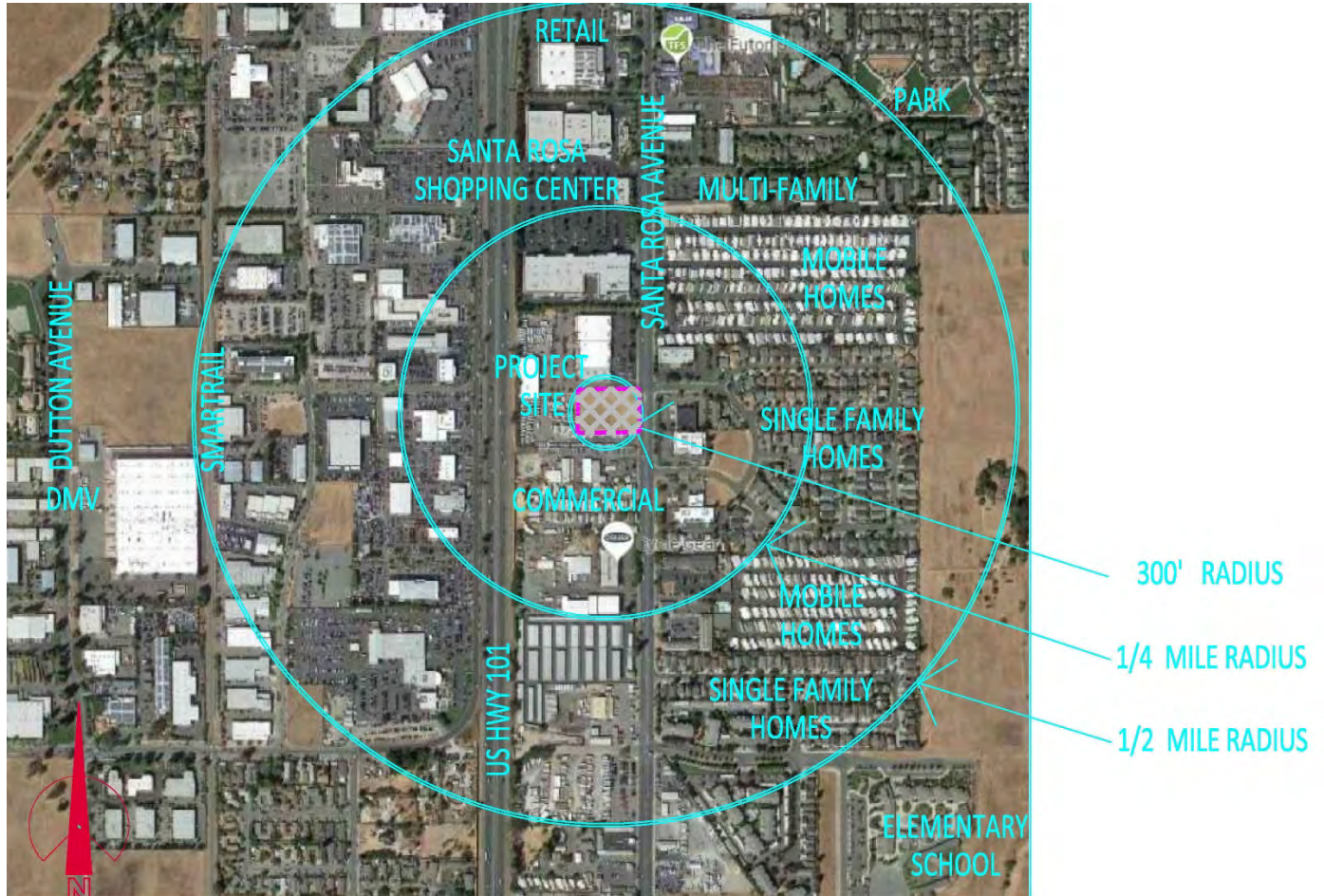


Figure 1. – Vicinity Map



As depicted in Figure 2 below, the site is within a mixed-use area, across the street from the Mountain View Mobile Estates and adjacent to the South Santa Rosa Shopping Center, and within walking distance (1/2 mile) to public transit, neighborhood retail and community parks.



**Figure 2. Neighborhood Context Map**

## **9. Project Description**

The Santa Rosa Avenue Apartments will fulfill the goals of the Resilient City Development Measures by redeveloping a vacant, infill site within the Mendocino / Santa Rosa Avenue Priority Development Area (PDA), into a high-density amenity rich, multi-family, 100% affordable housing development. The Project will provide area residents displaced by the wildfires of 2017, as well as the local workforce, with new family housing opportunities within a pedestrian-oriented neighborhood with access to transportation, job centers, retail, entertainment/recreation, neighborhood park, and community services.

The Project aims to deliver critically needed dwelling units to an impacted community. Santa Rosa, like the rest of California, continues to experience a housing shortage caused in part by ongoing under-building of dwelling units. The lack of supply has also exacerbated a

crisis in housing affordability. The 2017 wildfires turned an already historic lack of supply into a housing crisis.

The timing of currently available financing, and the extraordinary measures taken by the City to incentivize construction of affordable units in the Priority Development Area (PDA), combine to allow Integrated Community Development to propose the Santa Rosa Avenue Apartments. The project is eligible for a streamlined planning and permitting approval process available for housing projects in the PDA. With up to 154 units proposed, it will add a measurably significant number of family apartments in an area which is contextually well suited for the development of higher density housing.

The project will embrace goals of building housing with ready access to public transit, pedestrian friendly design, a high-quality of construction, inclusiveness, and sustainability to create a vibrant 21<sup>st</sup> Century living experience. The applicant proposes to construct 154 affordable apartment units on this ±3.84-acre parcel. The existing General Commercial zoning combined with the Resilient City Development Measures permits multi-family residential by right at 30 units per acre. A density bonus is applied given the affordable nature of the project.

The architectural design is for a five-story elevator building, with access to units along both sides of an exit corridor. The building footprint is broken into two main “L” shaped sections to break down the bulk, mass and scale of the structure, and to further define two open recreational areas. These landscaped courtyards feature barbecue areas, fire pits with seating, and children’s play structures. They are separated and linked by a fenced swimming pool/spa and pool deck with cabana/pool house, seating, outdoor fireplace, and an arbor structure for shade. A community space is located at the public/street front of the apartment building. A business center, lounge area, recreational room and indoor bicycle storage facility are located at the ground floor. A fitness center is located at the second floor.

The Project is comprised of 60 one-bedroom units, 64 two-bedroom units and 30 three-bedroom units. The building is set back from Santa Rosa Avenue approximately 80 feet by a landscaped drive with drop-off area which is aligned with the driveways of the existing adjacent commercial uses. facilities.

Pursuant to State Density Bonus Law, the development requires one parking stall for a one-bedroom unit, two stalls for a two-bedroom unit and two stalls for the three-bedroom units, for a total of 248 stalls. The development is currently designed with 137 covered parking stalls and 113 uncovered stalls, totaling 250 parking stalls. The proposed surface parking layout allows for carports, which will host a photovoltaic solar array with a goal to meet Net Zero Energy standards.

The Santa Rosa Avenue Apartments will connect jobs, housing and services while improving mobility options that reduce air pollution and encourage increased transit ridership. The infill development provides opportunities for housing in an urban environment. Our goal is to build a development that will be attractive, sustainable and support modern family lifestyles, while contributing to alleviate the housing shortage.

This amenity rich development will be made available to households with incomes in between 50% and 80% of Area Median Income. To qualify for the State of California's New State Credit Resource (AB 101), the development's affordability will average 60%. The goal is to provide market rate amenities at affordable income rents. In this incredibly impacted rental market, our rents will be at least 30% below market properties in the immediate area.