

**3575 MENDOCINO AVENUE, SANTA ROSA
PROJECT DESCRIPTION**

Date: September 22, 2020

Applicants: BRJE Communities, LLC
790 Sonoma Avenue
Santa Rosa, CA 95404

Property Owner: 3575 Mendocino Avenue Associates, LLC
15028 Ridgetop Drive
San Jose, CA 95127

Property Address: 3575 Mendocino Avenue, Santa Rosa

APN: 173-030-001& -002

Project Overview

The Project will redevelop an existing 13.3 acre in-fill site, located within a Priority Development Area, with up to 532 units of high-density housing comprised of up to 370 market rate units and 162 units affordable for low and very low senior households, set in a compact, sustainable, transit-oriented development.

Project Context

Located within a Priority Development Area

The Project site is a large, urban infill site comprised of 13.3 acres bounded by Highway 101 to the west, the Mendocino over-change to the north, Mendocino Avenue to the east and Russell Creek to the south. The site is centrally located on Mendocino Avenue, a major arterial that connects the Project site with downtown Santa Rosa to the south and greater Sonoma County to the north. The Project site is located within the Mendocino Avenue/Santa Rosa Avenue Priority Development Area, a transportation corridor designated for increased residential development around existing or planned bus transit (See Figure 1).¹

¹ Santa Rosa General Plan Figure 4-1



Figure 1

Close Proximity to Services & Major Employers

The Project site is completely surrounded by urban development and located in close proximity to services and major employers, including healthcare and medical services. Kaiser Permanente Santa Rosa Medical Center and Medical Offices is located directly south of the Project site. A major grocery store/supermarket is located within approximately 0.6 miles of the Project site. The 33.2-acre Nagasawa Park is located within approximately 1 mile of the Project site. Commercial services and restaurants are located within approximately 0.7 miles of the Project site in the Santa Rosa Northside Plaza Shopping Center. The Coddington Mall and Northwest Regional Library are located within approximately 1.8 miles of the Project site. The Steele Lane Community Center is located within approximately 1.4 miles of the Project site. The Steele Lane Elementary School, North Valley School and Piner-Olivet Union School are all located within a two-mile radius of the Project site. Six of Santa Rosa’s major employers including Keysight Technologies, Kaiser Permanente, Medtronic, the County of Sonoma, Santa Rosa Junior College and Sutter Medical Center are also located within a two-mile radius of the Project site (See Figure 2).

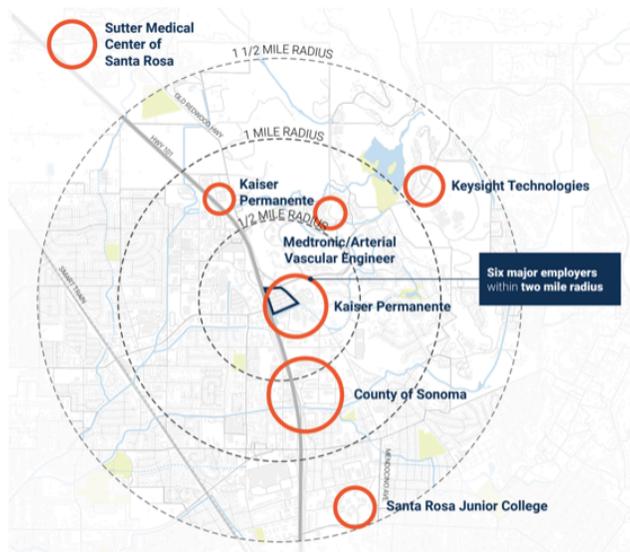


Figure 2

Ample Access to Transit Services

The Project site is served by several local and regional public transportation services including Santa Rosa CityBus, Sonoma-Marín Area Rail Transit (SMART), Sonoma County Transit and Paratransit.

Santa Rosa CityBus: Santa Rosa CityBus provides frequent transit service to and from the Project site offering a fast connection to the Transit Mall and the Coddington Transit Hub via Route 10. Route 10 runs along the Project frontage on Mendocino Avenue and has two bus stops in the vicinity of the Project; one near the Project site entrance and one further to the south in front of Kaiser Permanente. Riders can take Route 10 to connect to Route 1 on Bicentennial Way, to Piner Road, shopping opportunities in northwest Santa Rosa, and the Kaiser Permanente Medical Offices on Round Barn Boulevard. The Project site is also located less than ½ mile from the Bicentennial Way Transit Facility located on CityBus' primary route, Route 1. Route 1 is the City's highest quality transit corridor and connects the Transit Mall to the Santa Rosa Junior College, Kaiser Permanente Hospital and Coddington Mall. The route is completely two-way with no one-way loops and operates every 15 minutes, Monday through Friday. CityBus recently completed Phase I priority improvements to its transit system in 2017 and has proposed several Phase II route improvements to be completed in 2025 that will increase frequency on Routes 1 and 10 (See Figure 3). Transit riders can also bring bicycles on all Santa Rosa CityBus routes, for no additional fee, providing greater connectivity to destinations City-wide.

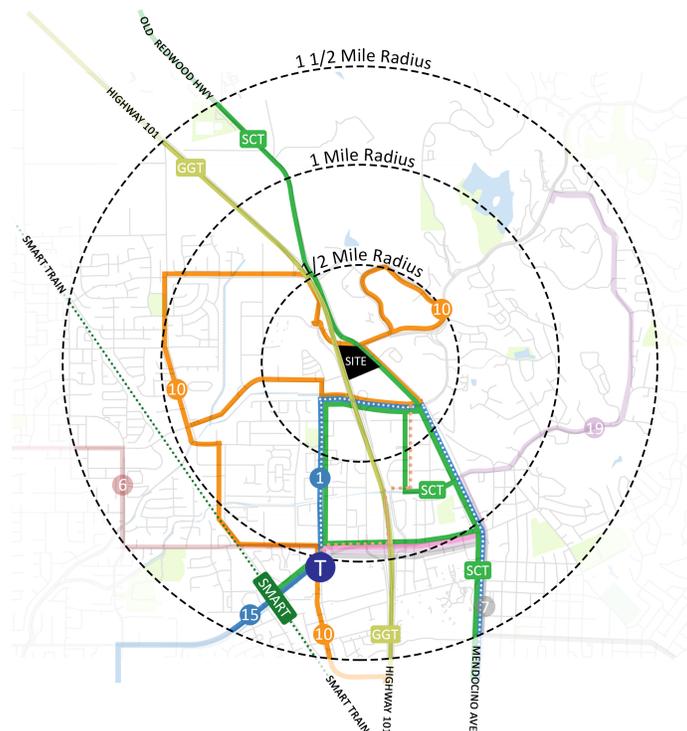


Figure 3

SMART: From the Project site, transit riders can take the Santa Rosa CityBus to the Coddington Transit Hub and Shopping Center and Downtown Santa Rosa where connections to SMART can be made via the Santa Rosa North SMART station and the Downtown Santa

Rosa SMART Station. From these stations, riders can use SMART to connect to greater Sonoma County and the greater Bay Area via SMART's 45 miles of rail corridor, including 12 stations, which extends from the Sonoma County Airport to Larkspur. Future extensions to Windsor, Healdsburg and Cloverdale will further enhance regional connections. At completion, SMART will provide 70 miles of passenger rail service, connecting passengers with jobs, education centers, retail hubs and housing along the Sonoma-Marin corridor and a bicycle-pedestrian pathway.

Sonoma County Transit: From the Project site, transit riders can enjoy access to greater Sonoma County via regional bus service provided by Sonoma County Transit's Route 60. Route 60 runs along the Project frontage on Mendocino Avenue with two bus stops in the vicinity of the Project site that connect the Project site to Windsor, Healdsburg and Cloverdale to the north. The Project site is also located less than ½ mile from Bicentennial Way which provides service for Route 57 and connects riders to the County Center and Santa Rosa Junior College.

Paratransit: ADA Paratransit transportation service, provided by the City, County and Golden Gate Paratransit Services, is available at the Project site seven days a week to those who are unable (temporarily or permanently) to independently use Santa Rosa CityBus due to a disability or health related condition. This service is provided within ¾ mile from existing CityBus routes, including both Routes 1 and 10. The service provides shared-ride public transportation for all trip purposes including shopping, higher education, medical appointments and work.

Direct Access to Existing Bicycle & Pedestrian Facilities

The Project site has direct access to existing Class I and II bike lanes that connect the Project site south to downtown Santa Rosa and north to greater Sonoma County, via Mendocino Avenue, as well as east to regional open space at Nagasawa Park (See Figure 4).

Ample pedestrian facilities exist in the vicinity of the Project site including a comprehensive network of continuous sidewalks, crosswalks, pedestrian signals, curb ramps, curb extensions, and various streetscape amenities such as lighting, benches, etc. Sidewalks exist along both the east and west sides of Mendocino Avenue. The four-legged stop-controlled intersection of Mendocino Avenue and Fountaingrove Parkway, north of the Project site, has marked crosswalks and curb ramps on two approaches. The four-legged stop-controlled intersection of Bicentennial Way and Mendocino Avenue, south of the Project site, has marked crosswalks and curb ramps on four approaches. Additionally, Mendocino Avenue provides overhead lighting along the Project frontage and down the Bicentennial Way corridor to the Transit Facility.

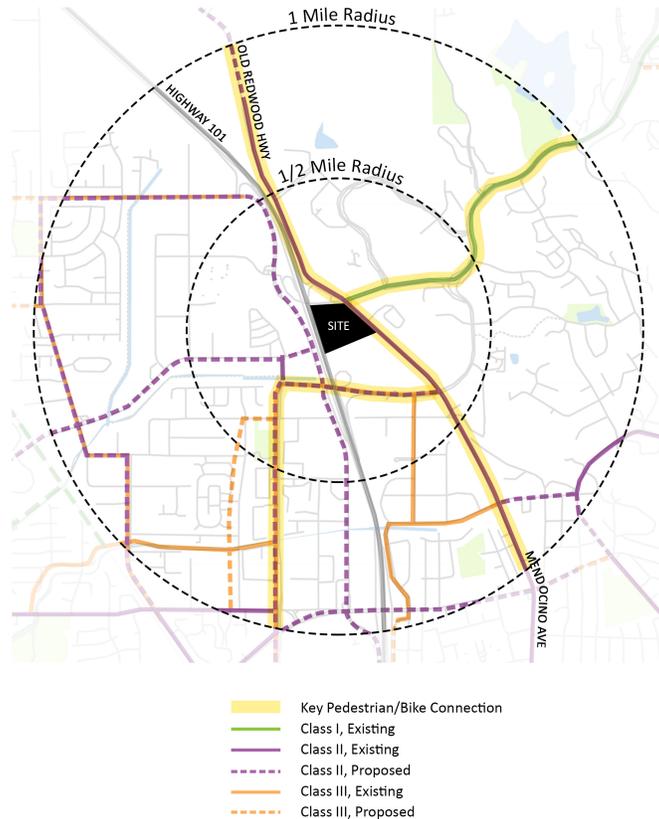


Figure 4

The existence of extensive infrastructure and services in the Project vicinity, as well as the Project site’s location within the Mendocino Avenue/Santa Rosa Avenue Priority Development Area, make the Project site a key opportunity site for locating high-density housing near public transit, major employers, commercial and medical services as well as bicycle routes.

Project Objectives

The Project objectives include:

- Transformation of a 13.3-acre infill site severely damaged by the 2017 wildfires into a vibrant, compact, high-density, mixed income and inter-generational transit village (Consistent with General Plan Guiding Principle #8, Goal LUL A);
- Development of a high-density residential transit village, consisting of an affordable housing component and a market rate housing component, located in one of the City’s Priority Development Areas and within ½ mile of the City’s highest quality transit corridor, the Bicentennial Way Transit Corridor (Consistent with General Plan Guiding Principle #4, Policies UD-G-2, H-A-2);
- Reduction of vehicle miles travelled by siting high-density housing near public transportation thereby reducing greenhouse gas emissions (Consistent with General Plan Guiding Principle #4, Goal LUL-A and Policies LUL-A-1);

- Facilitating high-density affordable housing in a Priority Development Area on a site located on a regional/arterial street for convenient access to bus and rail transit (Consistent with General Plan Guiding Principle #11, Policies H-C-6);
- Maximizing housing development near transit and supporting expansion of the existing bus stops and associated transit facilities, furthering the City’s goals of locating housing near public transportation, employment and services (Consistent with General Plan Guiding Principle #11, Policies LUL-A-1, T-H-3, T-H-8);
- Creating opportunities for jobs/housing synergies and transportation efficiencies by locating housing within a two-mile radius of six of the County’s major employers (Consistent with General Plan Policy UD-G-2);
- Providing a mix of residential uses including a variety of units by size, type, and affordability to serve a cross-section of needs and income levels (Consistent with General Plan Guiding Principle #10 and Goal LUL-F);
- Construction of up to 370 units of new, high quality, market rate apartments to help address Santa Rosa’s acute need for more rental housing (Consistent with General Plan Guiding Principle #10 and Policies LUL-Z-1, H-A, H-A-1);
- Construction of 162 senior affordable apartments, 30% of the Project’s total units, proximate to public transit and medical services (Consistent with General Plan Guiding Principle #10 and Policies LUL-F-1, LUL-Z-1, H-D, H-A, H-A-1, H-C, H-D-11);
- Offering affordable housing opportunities to qualifying prior Journey’s End Mobile Home Park residents displaced by the 2017 Tubbs Wildfire;
- Expanding capacity to connect seniors seeking a home with affordable housing solutions as well as amenities and services that improve their everyday lives;
- Increasing the City’s post-fire housing stock to help address the loss of approximately 3,000 homes as a result of the 2017 wildfires;
- Improving housing opportunities in the City by providing market rate and lower income rental units to help achieve the City’s Regional Housing Need Allocation and the goals of the General Plan (Consistent with General Plan Policy EV-C);
- Transforming the Mendocino Avenue/Fountaingrove Parkway intersection and a long stretch of Mendocino Avenue into a more attractive and pedestrian friendly corridor (Consistent with General Plan Policies LUL-L-3, LUL-M, UDC-C, UDC-C-6, UD-F-3);
- Activating and enhancing the pedestrian environment by creating a vibrant neighborhood park and gathering space to promote social interaction among residents, provide neighborhood recreational opportunities and improve connectivity with pedestrian walkways (Consistent with General Plan Guiding Principle #15 and Policies LUL-BB-1, UD-E-1, UD-G-1, T-K, T-K-3, PSF-A, PSF-A-6, PSF-A-15, PSF-A-16); and
- Improving pedestrian access and multi-modal connections through the creation of safe, active, pleasant streetscapes with public sidewalks, pedestrian paths, bicycle facilities and pedestrian amenities (Consistent with General Plan Guiding Principle #4 and Policies LUL-Z-2, LUL-AA, LUL-BB-1, LUL-DD, LUL-DD-2, UD-G, UD-G-3, T-H-3, T-J-2, T-K-1).

Project Description

The Project will redevelop an existing in-fill site, located within a Priority Development Area, from its prior automobile orientation into a compact, sustainable, transit-oriented development. The Project will result in the more efficient use of existing infrastructure and transit services by creating a high-density residential transit village on one of the City's main arterial corridors. The resulting neighborhood will create a central node of activity that will be well-integrated into the existing services, major employers, and transportation corridors that currently exist within ½ mile of the Project site.

The Project will emphasize multi-modal, transit supportive design with a strong emphasis on improving connectivity through enhanced transportation facilities along Mendocino Avenue and improved pedestrian and bicycle corridors. The existing bus stops and transit facilities will be well integrated into the Project design resulting in increased ridership on public transit systems and more efficient transport of employees, residents and patients to and from the Project site and the adjacent Kaiser Permanente campus.

The Project site will be master planned and developed with up to 532 units of high-density housing, resulting in a density of up to 40 dwelling units per acre, on the 13.3-acre Project site. The housing will be developed as two separate components: the market rate housing will be developed by a market rate developer with up to 370 units on approximately 9.00 acres and the affordable housing will be developed by BRJE with 162 affordable senior units on approximately 2.5 acres. The Project will be comprised of two separately leased and developed components. The table below summarizes the Project components:

Use	Acreage	Maximum # Units
Affordable Housing	2.50	162
Market Rate Housing	9.00	370
Central Park	1.00	-
Public Street	0.80	-
Total	13.30	532

Site Design - The Project site has been designed around a central park. The park is comprised of 1.00 acre and includes activities and gathering spaces that will act as a focal point for residents of all income levels and ages to gather in the community and offer recreational opportunities for nearby employees and residents. The overall design for the Project minimizes reliance on vehicles and maximizes connections to the Mendocino Avenue and Bicentennial Way transit facilities via pedestrian and bicycle connections thereby increasing access to adjacent services, major employers and transportation corridors in the immediate vicinity (i.e., Kaiser Hospital and other medical services, financial offices, the County government complex, etc.). The Project also includes ample space and equipment for secured bicycle parking and bicycle maintenance facilities.

Primary access to the Project site is provided by a public street that culminates in a roundabout with a central landscape feature. The roundabout connects to a series of private drives which

expand the internal circulation throughout the Project site. The central park is bounded by this public street emphasizing its shared access and neighborhood focus. The private drives around the park are designed similar to private streets with sidewalks, street trees, pedestrian lighting and crosswalks at intersections to emphasize pedestrian circulation and slow-moving vehicles for safety. The public street and private drives make up the circulation network, which provides the fire department and emergency services easy access into and throughout the Project site as well as to each building in the community.

The adjoining residential uses orient around and connect to the central park via public sidewalks and bicycle routes. The affordable housing component will be located directly across from the central park in the southeast corner of the Project site where it is most proximate to the services available on Mendocino Avenue, including Kaiser Permanente and the new bus stop proposed along the Project frontage. The market rate housing component will also be oriented toward the park and will encompass the remainder of the Project site.

Access - Primary site access will be via the new public street on Mendocino Avenue that aligns with the driveway of the large office complex located across the street. In addition to the main Project access, the Project site will have two additional access points along Mendocino Avenue, at the north and south ends of the Project site. These access points will meet the City's requirements for fire apparatus access as well as emergency ingress and egress from the Project site. These additional access points will be right-in and right-out only to reduce the potential for traffic conflicts along Mendocino Avenue. The Project Site will also have a pedestrian network that seamlessly connects to the public sidewalk on Mendocino Avenue and to transit.

Transportation Demand Management (TDM) Measures - The Project will provide information, encouragement and access to non-motorized travel options to reduce the number of vehicle trips, shifting these trips to other modes. The Project will incorporate the following TDM measures:

- Increased Diversity of Land Uses -The Project site includes diverse residential and open-space land uses and is located near major employers and services, as well as transit. Having different types of uses near one another helps to decrease the number of vehicular trips generated since the new trips between uses are shorter and may be accommodated by non-motorized modes of travel.
- Pedestrian Connections - The Project site design encourages residents to walk to the on-site amenities and to access commute benefits such as long-term bicycle storage and the adjacent transit service. The on-site pedestrian network links the residential units to bicycle lanes, transit, the central park and adjacent uses including Kaiser Permanente and the heavily used transit facilities on Mendocino Avenue and Bicentennial Way. The on-site pedestrian network seamlessly connects to the public sidewalk on Mendocino Avenue and will include pedestrian scale lighting to enhance pedestrian safety. Additional benches will be installed along Mendocino Avenue to provide resting locations for seniors and other residents walking to the Bicentennial Way Transit Facility.
- Expand Transit Network - The Project site design will enhance the existing transit stop near the Project entrance where CityBus Route 10 currently stops including a bus turnout, shelter and adequate lane width to accommodate buses, per City standard. The Project site design also incorporates designated curb space for paratransit services and ride-share drop off zones.

- Traffic Calming - The Project site design includes traffic calming measures to encourage non-motorized travel and reduce motor vehicle speeds. The transportation network includes marked accented crosswalks, on-street parking, street trees, and textured pavement.
- Long-Term Bicycle Storage - The Project site design incorporates substantial on-site residential and visitor bicycle parking. The Project will include long-term bicycle parking for 60 bicycles in the affordable housing component; the market rate housing component will provide bicycle parking pursuant to current code requirements.
- On-Site Transit Amenities - The affordable housing component will incorporate an alternative mode kiosk or monitors into the building design to provide residents with information about transit routes and schedules; carpooling and vanpooling; bicycle lanes, routes, paths and facilities and alternative commute subsidies. The monitors will display real-time arrival and departure times for nearby transit stops using transit feed. Additionally, residents will be provided with welcome packets that include information on the transit passes, transit maps and schedules and contact information for the TDM coordinator.
- EV Charging Stations- The affordable housing component will be wired to accommodate 12 electric vehicle charging stations which have been located along the southern side of the buildings. The 12 spaces include 1 van accessible and 1 standard accessible future EV-ready spaces. The market rate housing component will be wired to accommodate vehicle charging stations as required by code.

Utilities - New water, sewer and storm drain infrastructure will be constructed to serve the Project site. A public water main will be looped through the Project site providing two points of connection to the existing main in Mendocino Avenue. Private fire mains will also be constructed in the private drives to serve individual buildings. Two existing, private wells located on the Project site may be utilized to provide water to irrigate landscaping in the Project. A public sanitary sewer line will be constructed that connects to the existing line that runs along the Project's southern boundary. Private storm drain lines will connect to a public storm drain line that will be constructed with an outfall into Russell Creek.

Required public improvements, including the public street and public utility infrastructure, will be installed as part of the initial construction except for the portion of the public water main that will complete the water loop from the end of the proposed public street back through the northern portion of the Project site to Mendocino Ave. That portion of the water line, along with frontage improvements adjacent to the market rate component, will be installed when the market rate component of the Project site develops.

Parcel Configuration - The Project site will be subdivided via a phased tentative map to create separate legal parcels for the market rate housing component, affordable housing component and the park. Creation of separate legal parcels will enable the affordable and market rate housing components to be ground leased separately and also allow for separate phasing of construction and financing for each component.

Affordable Housing – The Project will provide 30% affordable senior units, or 162 units, to be built by BRJE and located on approximately 2.5 acres in the southeast corner of the Project site.

The affordable units will front on Mendocino Avenue, will be adjacent to Russell Creek and the new, public street serving the transit village and will be located directly across from the central park. This location offers seniors close proximity to the park which will serve as a central gathering area for the community, as well as proximity to services available on Mendocino Avenue, including the adjacent Kaiser Permanente Medical Center, as well as the bus stops along the Project frontage and further south on Bicentennial Way. The location will also offer ample access to the open space in the new neighborhood including the 1.00 acre park and adjoining pedestrian and bicycle paths.

The affordable housing will be developed with three buildings comprised of three- and four-story elements. The buildings will be predominately four stories in height with three story elements incorporated at the building corners and entries to reduce the perceived scale and highlight the building entries. Three buildings will break up the massing, and along with the buildings' articulation, entries and relationship to the tree-lined street, will create a more attractive pedestrian environment. Pedestrian scaled lighting will provide a pedestrian oriented streetscape and create a welcoming, pedestrian friendly environment. These features also reinforce the use of transit, allowing for easy access from the buildings, and support a healthy community, making walking for seniors through the affordable housing and around the park an enjoyable experience.

Each of the buildings in the affordable housing component has associated open space in the form of semi-private courtyards for the senior residents and their visitors to enjoy. These courtyards will provide gathering and seating spaces, as an extension of the community rooms, and will also have resident gardens, in the form of raised planters, for ease of use by the senior residents. The primary building has a unique entry design with a formal forecourt for waiting outside for pick-up and drop-off at the covered entry as well as an additional community courtyard facing the street which visually connects the courtyard to the central park. The courtyard is enclosed with a low fence and trellis to provide separation and some privacy. These features reduce the building mass facing the street and provide greater activity along the public street.

Each of the courtyards are interconnected by walkways which allow residents to walk throughout the senior community, talk with neighbors and fellow gardeners, or as they are walking their dogs through the complex. This design connects each building of the larger senior community while also providing opportunities for convenient and pleasant exercise for its residents as part of the Project's healthy community principles.

The buildings will include 162 units comprised of 158 one-bedroom/one-bath units and 4 two-bedroom/one-bath units (including two manager's units), as shown in the table below:

Building	# of Units	Square Feet
Building 1	94	79,685
Building 2	38	29,800
Building 3	30	26,700
Total	162	136,185

The units will range in size from approximately 530 to 800 square feet. The affordable housing will be designed to meet the needs of seniors and will include such amenities as multi-purpose activity common rooms, health and wellness room, media room, laundry rooms, bike rooms, manager’s offices, reception areas with alternative transportation mode kiosk or monitors and community gardens. 114 parking spaces will be provided (see discussion below regarding parking reductions). 60 bicycle spaces will also be provided in secure in-door bicycle rooms. Additional bicycle parking will be provided at the entries to the buildings to encourage visitors to arrive by alternative modes. The affordable housing is anticipated to be GreenPoint rated.

The units will be affordable to seniors with household incomes between approximately 30-60% of the Sonoma County area median income. BRJE also anticipates pursuing project-based vouchers for the affordable component to provide even deeper levels of affordability. When the new affordable units are completed, qualifying residents of the former Journey’s End Mobile Home Park will be given first priority as tenants in the new affordable housing development. On-site management will be provided 24 hours per day, seven days per week by two dedicated on-site staff. Professional facilities repair and maintenance staff as well as tenant services staff will also support the affordable housing.

Market Rate Housing - The market rate housing will be built by a market rate developer and will be located on approximately 9.00 acres, north of the affordable housing site. The market rate housing will have frontage on Mendocino Avenue and abut the Mendocino/Highway 101 Overchange to the north and Highway 101 to the west. This location will act as a focal point for the development from the intersection of Mendocino Avenue and Fountaingrove Parkway. The location will also offer ample access to the open space in the new neighborhood, including the 1.00-acre central park and pedestrian and bicycle paths.

The market rate buildings, which will undergo further design review and approval at a later date, will share a number of design principles with the affordable housing component. There will be multiple buildings of three and four stories. The buildings will have similar articulation, a variety of materials and will orient their entries toward the park, street and internal drives. Parking will be located and accessed so as not to impact the primary pedestrian walkways, connections, or open spaces. The private drives will provide shared ingress and egress around the central park and are designed similar to the public street with parallel parking, street trees and sidewalks, reinforcing the pedestrian focus of the Project. These fundamental shared characteristics tie the community together and reinforce its pedestrian and transit focus.

The market rate component will be developed with approximately eight buildings totaling approximately 510,531 gsf (including the parking garage) and up to 370 units in conformance with the allowed density of the Transit Village Medium Land Use Designation and the development standards of the Transit Village Residential Zoning District, including the height

limit of four stories. The market rate component will be developed with multiple buildings and will include a mix of studio (18 units), one (111 units), two (185 units) and three-bedroom (56 units) units. Units will range in size from approximately 500 to 1,300 square feet. Approximately 605 parking spaces will be provided for the market rate component, depending on final unit count, and provided in various parking configurations (see discussion below regarding parking reductions). Bicycle parking will also be provided in secure bicycle rooms located within the buildings, as required by City code. The market rate housing is anticipated to be GreenPoint rated. The affordable housing component to be constructed by BRJE will provide the required inclusionary units for the Project.

Existing Site Conditions

Prior to the 2017 wildfires, the Project site was fully disturbed and previously developed as the Journey's End Mobile Home Park. Improvements on the Project site included paved roads and driveways, gravel pads, 161 mobile homes, a clubhouse, pool, game room, laundry room, RV storage, car wash, and dog run. Vegetation on the Project site was very limited, including a small lawn area near Mendocino Avenue and small landscaping areas adjacent to individual mobile homes. Entrance to the Park was gained from the west side of Mendocino Avenue and a network of on-site streets allowed access for vehicles throughout the Park. Pacific Gas & Electric provided gas and electric utilities and sewer service was provided by the City of Santa Rosa. Water supply was provided from two private on-site wells and an aboveground water distribution system.

The October 2017 Tubbs Wildfire completely destroyed or severely damaged all of the improvements on the Project site. Today limited, fire-damaged vegetation, primarily along the Mendocino frontage remains on-site. In January 2020 the Santa Rosa City Council approved the Journey's End Mobile Home Park Relocation Impact Report and formally closed the mobile home park. All of the mobile homes have been removed from the Project site as part of the closure of the mobile home park.

The location of the Project site within one of the City's Priority Development Areas and on a main arterial as well as its proximity to existing infrastructure, utilities, transit, services and major employers combined with the Project site's flat, previously developed, infill nature make it physically suitable for the proposed Project. There are no issues associated with physical constraints, access, compatibility with adjoining land uses, or provision of utilities that would prevent development of the Project site as proposed.

Requested Entitlements

The Project requests several entitlements which are summarized in the table below.

Item	Existing	Proposed	Entitlement
General Plan	Mobile Home (4-18 du/ac)	Transit Village Medium (TVM; 25-40 du/ac)	General Plan Amendment to TVM
Zoning	RR-40-RC	Transit Village Residential (TV-R) – Resilient City (RC) Senior Housing Combining District (SH) (Affordable Housing Parcel Only)	Rezone to TV-R-RC & SH (Affordable Housing Parcel Only)
Phased Tentative Map – Major Subdivision	Currently 1 legal parcel	Create separate legal parcels	Phased tentative map to create separate legal parcels
Director-Level Design Review ²	NA	Conceptual Design Review Final Design Review	Conceptual Design Review by Design Review Board Final Design Review by Director
Inclusionary Housing Requirement ³	NA	Alternative Compliance to exceed requirements and provide 162 affordable inclusionary units to be built on-site by BRJE	30% Inclusionary units constructed by BRJE
Reserve Allotments	NA	Exemption, Replacement & Reserve A Allocations	Exemption, Replacement & Reserve A Allocations
Environmental Review	NA	CEQA & NEPA	CEQA document & NEPA document

² Section 20-16.070, City of Santa Rosa Zoning Code

³ Section 21-02.070, City of Santa Rosa Zoning Code

General Plan:

The Project site is currently designated Mobile Home. Mobile homes are the only allowed housing type in the Mobile Home Land Use Designation. The Project requests a General Plan Amendment for the entire Project site to Transit Village Medium (TVM) to allow up to 532 units of high-density multi-family residential, at up to 40 du/ac. As the Transit Village Medium land use designation requires, the Project site is located less than ½ mile from the Bicentennial Way Transit Facility, the City’s highest quality transit corridor.⁵ The proposed amendment ensures and maintains internal consistency with the goals and policies of all elements of the General Plan as it is consistent with the City’s goals to locate high density residential within the City’s Priority Development Areas and on a main arterial, proximate to existing infrastructure, utilities, transit, services and major employers. The proposed amendment would not be detrimental to the public interest, health, safety, convenience, or welfare of the City as the Project proposes to address a critical public need - the provision of up to 532 market rate and affordable housing units post-wildfire - and the Project site’s flat, previously developed, infill nature and location proximate to existing infrastructure make it physically suitable for the proposed Project. There are no issues associated with physical constraints, access, compatibility with adjoining land uses, or provision of utilities that would prevent development of the Project site as proposed. Redesignating the Project site TVM will result in significant public benefit, including but not limited to: (i) increasing the supply of new market rate rental units in the City to help address the significant loss of housing units as a result of the wildfires, (ii) increasing the supply of affordable housing in the City by providing 162 units, or 30% of the total Project units, as affordable senior rental units, and (iii) reducing vehicle miles travelled and greenhouse gas emissions by siting high density housing near public transportation and major employers.

Zoning:

The Project site is currently zoned RR-40-RC. The Project requests a rezone for the entire Project site to Transit Village Residential (TV-R) with the Resilient City (RC) Combining District and rezoning of the 2.5 acre affordable housing component to include the Senior Housing (SH) Combining District. The TV-R Zoning District allows multi-family dwellings as a matter of right.⁶ The RC Combining District reduces final design review authority for projects with 10,000 sq.ft. or more in total floor area to review and approval by the Director. The SH Combining District applies to senior housing that seeks automobile and bicycle parking allowances based on the senior housing project parking requirements.⁷ Rezoning the entire Project site to TV-R-RC, with the SH Combining District applied to the affordable housing component, will result in the development of additional rental housing units to help address the significant housing shortage that exists post-wildfire and make senior affordable housing opportunities available to prior qualifying Journey’s End residents in accordance with the Journey’s End Mobile Home Park Relocation Impact Report. The proposed amendment ensures and maintains internal consistency with the goals and policies

⁵ See Santa Rosa General Plan 2035, page 4-36.

⁶ Table 2-2, City of Santa Rosa Zoning Code.

⁷ Section 20-36.040, Table 3-4, City of Santa Rosa Zoning Code.

of all elements of the General Plan as it is consistent with the City's goals to locate high density residential within the City's Priority Development Areas and on a main arterial, proximate to existing infrastructure, utilities, transit, services and major employers. The proposed amendment would not be detrimental to the public interest, health, safety, convenience, or welfare of the City as the Project proposes to address a critical public need - the provision of up to 532 market rate and affordable housing units post-wildfire - and the Project site's flat, previously developed, infill nature and location proximate to existing infrastructure make it physically suitable for the proposed Project. There are no issues associated with physical constraints, access, compatibility with adjoining land uses, or provision of utilities that would prevent development of the Project site as proposed.

Phased Tentative Map/Major Subdivision: The Project site is currently comprised of one legal parcel. The Project seeks a phased subdivision map to subdivide the site into separate legal parcels that will enable the affordable and market rate components to be ground leased separately and also allow for phasing of construction. The affordable component, to be developed by BRJE, is currently anticipated to be developed in three phases; each phase must be on individual parcels for financing purposes. The market rate component will be developed by a market rate developer in two or more phases, the exact number of which will be determined at a later date; each phase must be on individual parcels for financing purposes. Upon approval of the Project entitlements, the affordable housing component and the market rate component, each with its associated sequencing, will proceed on individual schedules. Either the affordable component or the market rate component may commence first. The BRJE affordable housing component will provide the required inclusionary units for the Project.

Design Review: The Project proposes multi-family residential in the RC Combining District which requires conceptual design review by the Design Review Board and final design review approval by the Director. Design review approval is requested for the overall master plan and the affordable component of the Project. The market rate buildings will undergo further design review and approval at a later date.

Inclusionary Housing Requirement: The Zoning Code requires all for-rent residential housing projects pay a housing impact fee or construct at least 8% of the total number of new dwelling units as affordable to low income households or at least 5% as affordable to very-low income households.⁸ The Project proposes to exceed the inclusionary housing requirement of the Code, by constructing 30% of the total number of new dwelling units on-site as affordable to low and very low income senior households, and to utilize the alternative compliance section of the Inclusionary Housing Ordinance.⁹

⁸ City of Santa Rosa Zoning Code Section 21-02.040.A

⁹ City of Santa Rosa Zoning Code Section 21-02.070

Under the alternative compliance section, in exchange for providing an additional 135 senior affordable units in excess of Code requirements, the Project requests relief from the dispersion and concurrency requirements of the Inclusionary Housing Ordinance.¹⁰ The alternative compliance would enable the affordable senior units to be clustered in the southeast corner of the Project site optimizing their proximity to transit and services on Mendocino Avenue to best serve its senior residents, resulting in greater management efficiencies and lower costs, and addressing funding requirements. The alternative compliance would also help facilitate separate construction phases and independent financing for the market rate and affordable housing components, including allowing the BRJE affordable units to be built before, during or after the market rate housing. The affordable units will be subject to an affordability agreement for a term of at least 55 years.

Parking Reduction: The Zoning Code requires one parking space per unit for senior affordable housing and 1.5 spaces per unit for one-bedroom apartments and 2.5 spaces per unit for two-bedroom apartments for market rate multifamily units. Based on these rates, the project would need to provide a total of 958 parking spaces. Section 20-36-050 (C) of the Zoning Code allows for a reduction in parking requirements of up to 25 percent.

Based upon: (i) the additional affordable senior units being provided in excess of the Code requirement; (ii) the Project's proximity to jobs, services and public transit, including the Mendocino Avenue and Bicentennial Way transit facilities (the City's highest quality transit corridor) which includes CityBus Routes 1 and 10 and Sonoma County Transit Routes 44, 48, 54, 60, and 62, providing service throughout Santa Rosa and Sonoma County, including every 15 minutes throughout the day on CityBus Route 1 and every 30 minutes throughout the day on CityBus Route 10; (iii) the provision of significant on-site services and amenities for residents; (iv) the Project's transit oriented design including provision of multi-modal design elements and minimal reliance on vehicles including enhanced transit connections; and (v) observed parking conditions at similar residential developments, the Project proposes a 25% parking adjustment to allow for 114 spaces for the affordable component and for 605 spaces for the market rate component, for a total of 719 required parking spaces.

The proposed adjustment for the affordable component is also consistent with the average rate of use at similar affordable housing projects, including Burbank Housing's Fitch Mountain I and II communities in Healdsburg and the Vigil Light community in Santa Rosa. Given the Project's location proximate to the City's highest quality transit corridor, residents will enjoy much higher quality public transportation opportunities as well as more amenities accessible as a pedestrian at the Project site, thus significantly decreasing reliance on personal vehicles.

Reserve Allotments: The Zoning Code requires all residential development obtain allotments for each dwelling unit to be constructed unless the unit qualifies for an

¹⁰ City of Santa Rosa Zoning Code Section 21-02.100.B

exemption or is replacing an existing unit.¹⁴ The Project will construct 370 multifamily market rate rental units and 162 senior affordable units that will be subject to a regulatory agreement. Per the Code, the affordable units are exempt from needing allotments. The Project site was previously developed with 161 units which will be replaced with new multi-family units; therefore, per the Code, the Project requests 209 Reserve A allotments for the market rate component. The following table summarizes the requested allotments for the Project.

Request for Reserve ‘A’ Allotments

Year	Affordable Component Reserve A		Market Rate Component Reserve A	
	Exemption	Allotment	Exemption	Allotment
2021	94		100	100
2022	38		61	109
2023	30			
Total	162	0	161	209

Environmental Review: California Environmental Quality Act (CEQA) – The Project will be subject to environmental review under CEQA.

National Environmental Policy Act (NEPA) – Funding for the affordable component of the Project is anticipated to include federal funds, therefore, the Project will be subject to environmental review under NEPA.

¹⁴ City of Santa Rosa Zoning Code Chapter 21-03