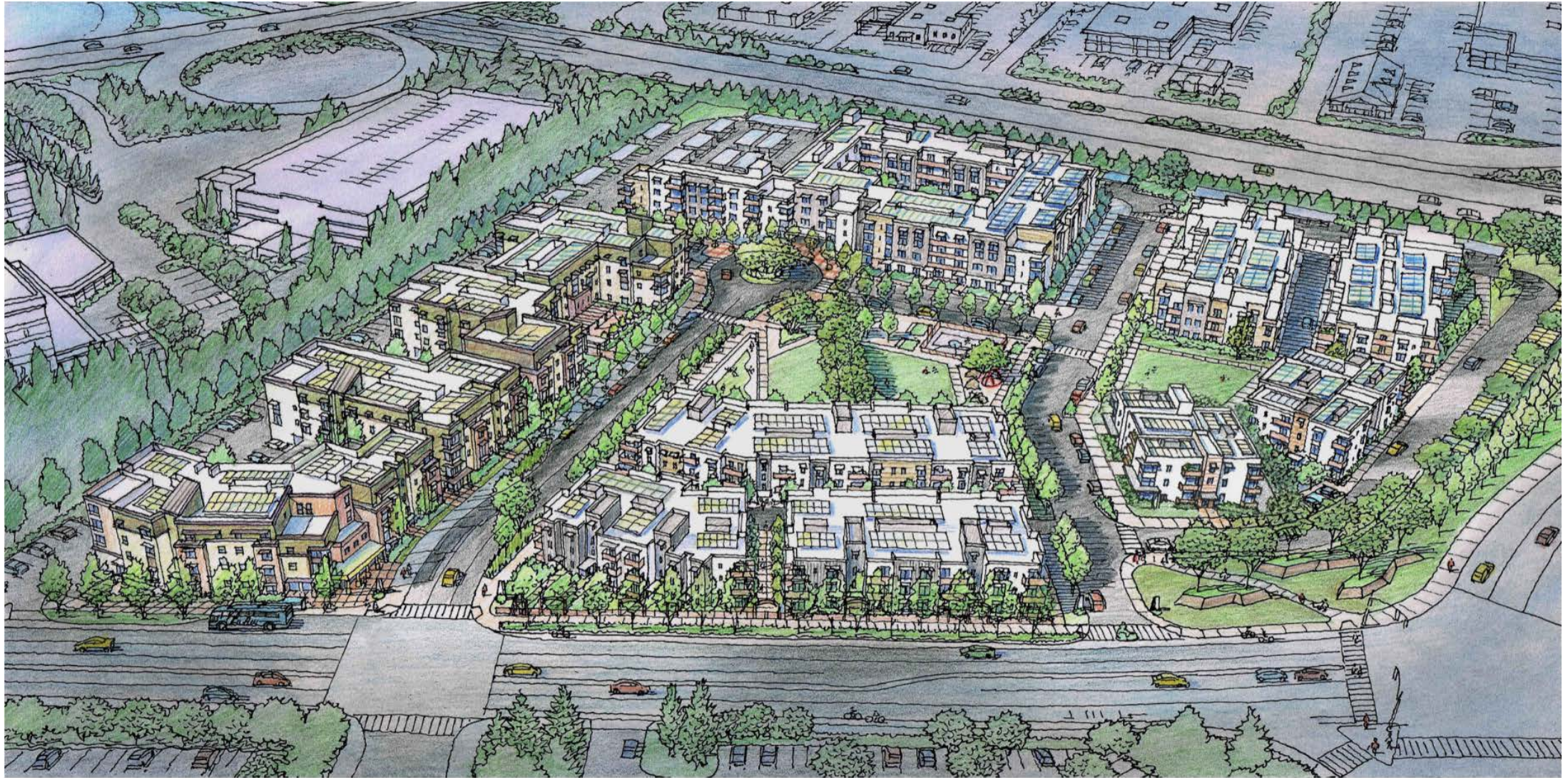


3575 Mendocino Avenue



City Council Hearing

Introduction of the Project Team

Development Partners

- **Affordable Housing Developer**
BRJE Communities, LLC
 - Larry Florin, CEO, Burbank Housing
 - Ann Silverberg, CEO, Related California
 - Efren Carrillo, Director, Burbank Housing
 - Karen Massey, Project Manager, Burbank Housing

Property Owner

- **3575 Mendocino Avenue Associates, LLC**
 - Ramsey Shuayto, Owner

Consultant Team

- **Master Planner & Architect**
Rick Williams & Kushal Modi, VMWP
- **Civil Engineer**
Rick Carlile, BKF Engineers
- **Landscape Architect**
Christine Talbot, Quadriga
- **Traffic Engineer**
Dalene Whitlock, W-Trans

Community & Outreach Partners



CALIFORNIA RURAL LEGAL ASSISTANCE



COUNTY OF SONOMA



The Road to Recovery (Est.)

Q4'17-Q1'18

Secured resources & housing for prior residents

Q1'18-Q3'18

Secured Tipping Point grant

Determined rebuilding economically infeasible

Q3'18-Q4'18

Initiated park closure discussions

Secured Kaiser grant

Q1'19-Q2'19

Assisted households with coaches remaining

City initiated review of Mobile Home Conversion Ordinance

Q3'19-Q4'19

City adopted revised Ordinance

Submitted Relocation Impact Report to City

Q1'20-Q2'20

City approved Report

Assisted households with coaches destroyed

Redevelopment plans submitted to City

Q3'20-Q4'20

CEQA document prepared & circulated

Planning Commission recommended unanimous approval

Lives Restabilized



Prior Journey's End Residents with Tzu Chi Community Foundation Team Members

Key Project Objectives

- Advance the City's goals & priorities
- Rebuild a more resilient community
- Create a healthy, sustainable community
- Maximize existing infrastructure investments

Advances Council's Top Priorities: Housing/Recovery

- Rebuilds 17% of units lost in 2017 wildfires
- Locates high-density housing in Mendocino Avenue Corridor Priority Development Area
- Creates walkable, pedestrian-oriented transit village near high-quality transit
- Locates housing near major employers
 - Kaiser, Medtronic, Keysight, SRJC, Sonoma County



Aligns with General Plan Goals & Objectives

- “Foster a **compact...development pattern** in order to reduce travel, energy, land, and materials consumption...”(Land Use Element, LUL-A)
- “Facilitate **higher-density and affordable housing** development in **Priority Development Areas (PDA)**, which include sites...on regional/arterial streets for convenient access to bus and rail transit.” (Housing Element, H-C-6)
- “Ensure adequate sites are available for development of a **variety of housing types** for all income levels...”(Housing Element, H-A-1)
- “Locate higher density residential uses **adjacent to transit facilities, shopping, and employment centers**, and link these areas with bicycle and pedestrian paths.” (Urban Design Element, UD-G-2)
- “Promote...higher density uses **along the city’s regional/arterial corridors.**” (Economic Vitality Element, EV-C)
- “Ensure that regulations...provide development standards, **parking requirements**, and use allowances which **facilitate the development of housing for all income groups.**” (Housing Element, H-A-1)

Achieves Housing Action Plan Objectives

- Increases affordable housing production
 - 30% affordable senior rental units
 - 119 units more than required by Code
- Provides 'Housing for All'
 - Serves households across income spectrum
 - Creates multi-generational community
- Expands City's housing stock
 - 14.5% of City's market rate housing goal
 - 9.8% of City's low/very low housing goal
- Rehouses prior Journey's End residents



Leverages Existing Investments

- Maximizes transit opportunities
 - < 1/2 mile from Bicentennial Way Transit Corridor
 - 6 bus stops
 - Connections to SMART
 - Class II bike lanes
- Optimizes existing utility & street infrastructure investments
- Synergizes with existing amenities
 - 2-mile radius: medical services, grocery store, commercial services, restaurants, regional open space, schools, community center & library



Located near high-quality transportation

Rebuilds a More Resilient Community

- Ensures adequate ingress/egress
 - 3 points of access
 - Adjacent to 3 City-identified evacuation routes
- Improves site & building safety
 - City water connections & fire hydrants
 - Certified alarm systems & fire sprinklers
 - Back-up power source
 - Fire resistant building materials
 - Fire resistant landscape design & materials
- Emphasizes readiness & preparedness
 - Emergency Response & Preparedness Plan for future residents



Supports Community Health & Wellness

- Creates diverse, inclusive community
 - All ages, all incomes
- Encourages outdoor activities
 - 1-acre public park
 - 0.8 acre private open space
 - Walkable, pedestrian friendly design
- Promotes socialization & engagement
 - Indoor & outdoor gathering spaces
- Prepares Health Action Plan
 - Addresses isolation, access to preventative care/transportation



Next Steps

Affordable Component

- Director Level Final Design Review December 2020
- Apply for State/Federal Funds Underway
- Design Development/Construction Documents Underway
- Construction Start September 2021

Market Rate Component

- Identify Market Rate Developer Early 2021

Questions?



View looking southwest across Mendocino Avenue at Senior Affordable Housing

Project Overview

- High-density residential transit village
 - Up to 532 multifamily rental units
 - 30% affordable units
 - 1-acre central park
 - Play area, dog park, sports court & passive area
 - 3 points of access
 - Primary entrance: full-access public street
 - Secondary entrances: 2 private driveways
 - 25% parking reduction
 - 719 parking spaces + 160 bicycle spaces



Project Master Plan

Project Overview - Modified

- High-density residential transit village
 - Up to 532 multifamily rental units
 - 30% senior affordable units
 - 1-acre central park
 - Play area, dog park, sports court & passive area
 - 3 points of access
 - Primary entrance: full-access public street
 - Secondary entrances: 2 private driveways
 - **16.2% parking reduction**
 - **803 parking spaces + 160 bicycle spaces**



Project Master Plan – Additional 84 Parking Spaces

Affordable Senior Housing

- 162 units
- 2.5-acre parcel
- 3 buildings, 3-4 stories
- 1 & 2 bedrooms, ~530-800 sf
- Multi-purpose rooms, health & wellness room, media room, laundry rooms, bike storage, walking paths, outdoor courtyards & community gardens
- 114 parking spaces + 60 bicycle spaces



Affordable Senior Housing

Affordability Overview

- Affordable to lower income seniors

	Area Median Income		
	Extremely Low	Very Low	Low
# Units*	20	99	41

**2 Manager's Units Not Included Above*

- Monthly Rent

	Monthly Rent
1 Bedroom	~\$587 - \$1,026
2 Bedroom	~\$698 - \$1,209



View looking southwest across Mendocino Avenue at Senior Affordable Housing

Market Rate Rental Housing

- Up to 370 units
- 9-acre parcel
- TV-R Development Standards
- 3-4 stories, up to 510,531 gsf

Unit Mix	# Units	Unit Size (gsf)
3 bed (15%)	56	1,300
2 bed (50%)	185	950
1 bed (30%)	111	725
Studio (5%)	18	500
Total	370	

- 689 parking spaces + 100 bicycle spaces



Market Rate Housing Concept Plan

Market Rate Design Features

- Shared design principles
 - Multiple buildings
 - Similar articulation
 - Variety of materials
 - Oriented onto street/central park
 - Parking to rear
 - Connections to open space & transit
- Massing/height reduced toward Fountaingrove Parkway
- Further design review/approval later date



Secondary Entry: Mendocino Avenue & Fountaingrove Parkway



Looking northwest from Central Park toward market rate units

Parking: Proposed Project

Code Analysis

Code Required Spaces	958 spaces
<u>Concession (25%)</u>	<u>- 239 spaces</u>
Total Spaces	719 spaces

Concession based on:

- ***Transit Priority Project***
- Location in ***Priority Development Area***
- ***Pedestrian Friendly Environment***
- Ample ***Access to Transit*** (routes 1, 10, 44, 48, 54, 60, & 62)
- ***Improved Transit Facilities***
- Direct Access to ***Class II Bicycle Lanes***
- ***160 Secure Bicycle Parking Spaces***
- ***Walking Distance*** Transit, Major Employers & Services
- ***15% fewer Vehicle Miles Traveled*** than County Average

Parking: Modified Project

	Proposed Project: 25% Concession	Modified Project: 16.2% Concession
# Spaces	958	958
Concession	(239)	(155)
Total	719	803



Project Master Plan - Additional 84 parking spaces

Parking Demand Analysis

Parking Supply Exceeds Parking Demand:

		Parking Demand Analysis		Proposed Project: 25% Concession		Modified Project: 16.2% Concession	
	# Units	Space/DU	# Spaces	Space/DU	# Spaces	Space/DU	# Spaces
Multifamily	370	1.47	544	1.64	605	1.86	689
Senior	162	0.72	117	0.7	114	0.7	114
Total	532		661		719		803



View from Mendocino Ave: Affordable Senior Housing - Building 3



View from Mendocino Ave: Entry Lobby of Affordable Senior Housing - Building 3



View from Central Park: Main Entry & Courtyard for Affordable Senior Housing - Building 1



View from Public Street: Entry Plaza & Arbor for Affordable Senior Housing - Building 1

AFFORDABLE SENIOR HOUSING

COMMON SPACE & UNIT INTERIORS CHARACTER IMAGES

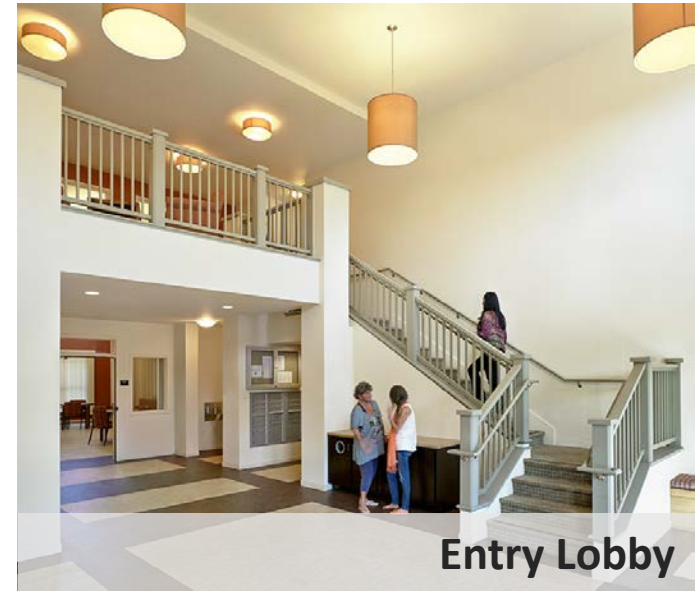
COMMON SPACE



Community Room



Community Room



Entry Lobby

UNIT



Unit Entry



Bathroom



Kitchen

SUSTAINABILITY FEATURES

WATER CONSERVATION



LOW FLOW PLUMBING
FIXTURES



DROUGHT TOLERANT
LANDSCAPE

INDOOR AIR QUALITY

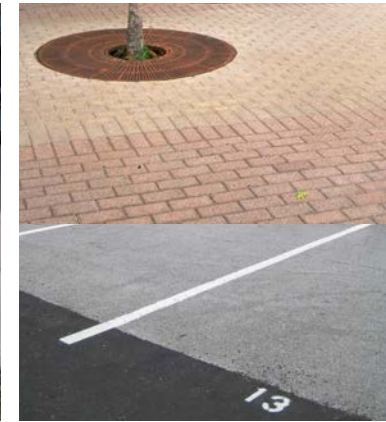


NATURAL VENTILATION
LOW OR NO VOC PAINTS
& FINISHES
FORMALDEHYDE FREE

STORMWATER CONTROL BEST PRACTICES



STORMWATER
FILTRATION &
RETENTION
THROUGH



PERVIOUS HARDSCAPE
SURFACES TO MINIMIZE
RUNOFF

ENERGY EFFICIENCY



SOLAR HOT



ENERGY STAR
APPLIANCES
BUILDING ENVELOPE



RENEWABLE ENERGY GENERATION

COMMUNITY GARDEN



COMMUNITY & QUALITY OF LIFE



SECURE INDOOR



GATHERING PLACES



LEED FOR
HOMES



BUILD IT GREEN
CHECKLIST

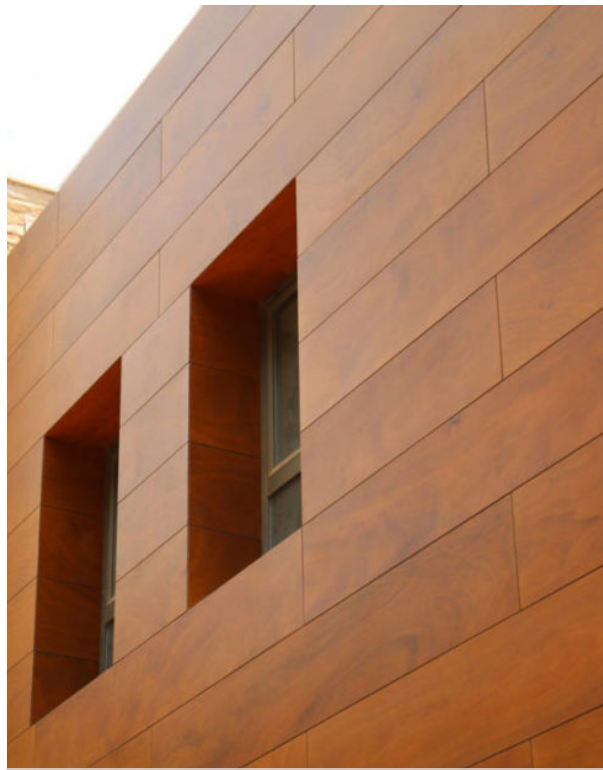


RESOURCE
CONSERVATION

AFFORDABLE SENIOR HOUSING
BUILDING MATERIALS & SYSTEMS



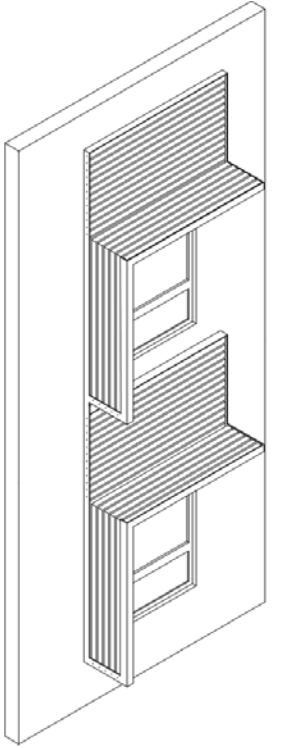
A. Building Top defined by Siding



B. Phenolic Panel



C. Sunshade with Wood Slats



Building Elevation



D. Wood Arbor at Main Entries



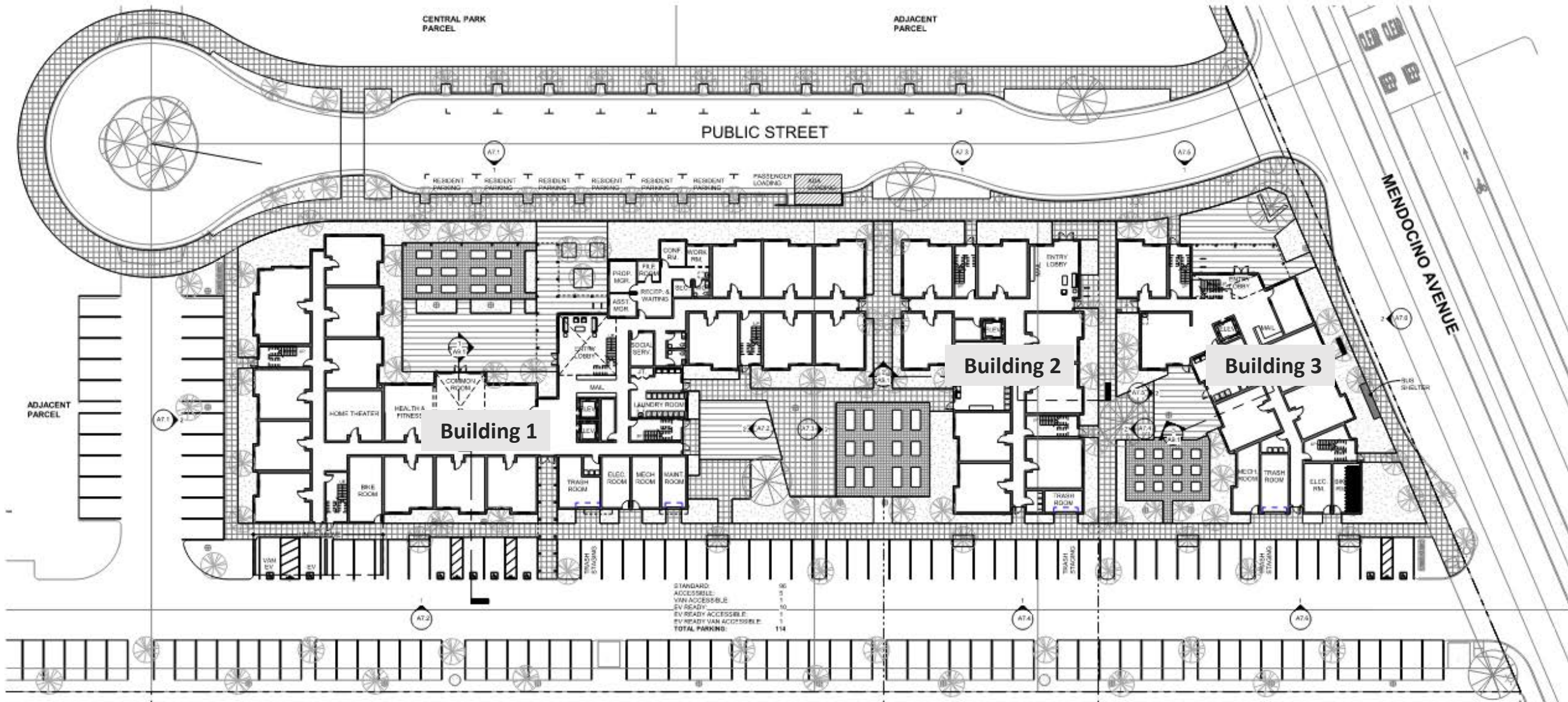
E. Wood Trellis to Frame Courtyard



F. Concrete Planters



Building Elevation



Affordable Senior Housing Site Plan

MARKET RATE RENTAL HOUSING
ARCHITECTURAL CHARACTER STUDY OF RECENT
DEVELOPMENTS IN SONOMA COUNTY





Public Space Character Images



Sculptural Berms



Dog Park



Central Park



Playground

Landscape Design for Central Park

Landscape Design

- Holistic, Neighborhood Approach
 - Central park offers engaging open space opportunities for all ages & incomes
 - Tree-lined, shaded streets create enhanced pedestrian-friendly environment
 - Ample pedestrian amenities
 - Sculptural park serves as neighborhood identifier
 - Private outdoor space
 - Drought tolerant & fire-resistant landscape design/palette



Landscape Design

**MENDOCINO AVE FRONTAGE DESIGN
SCULPTURAL PARK & DOUBLE ROW OF STREET TREES**



SCULPTURAL BERMS WITH RETAINING WALLS



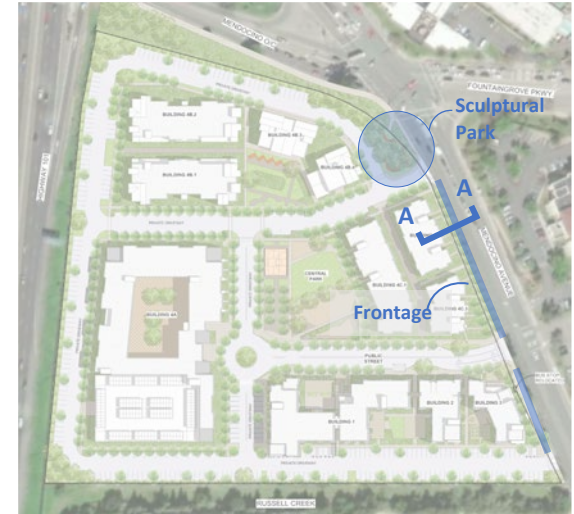
SCULPTURAL PARK AT THE NORTHEAST CORNER OF SITE



A-A: TYPICAL SECTION ALONG MENDOCINO AVE



VIEW OF SCULPTURAL PARK

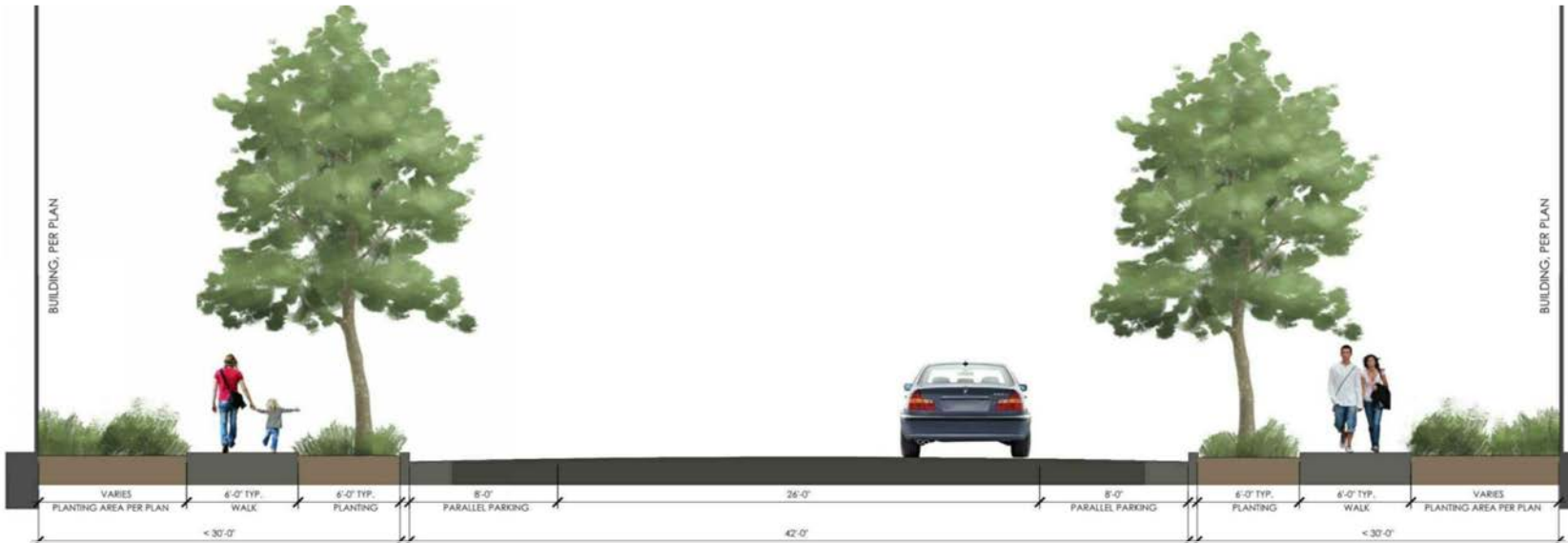


DOUBLE ROW STREET TREES

FENCING - 6'-0" METAL FENCE



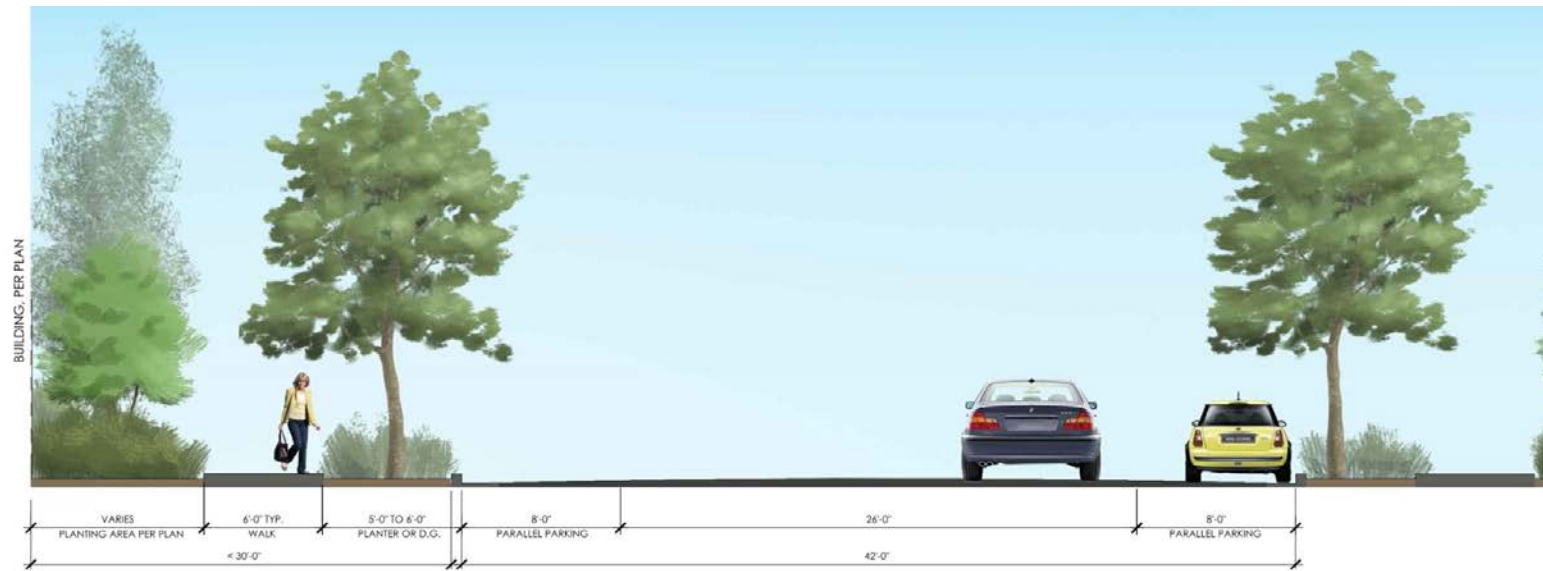
MODEL: MONTAGE II OR
EQUAL
HEIGHT: 6'-0" NOMINAL
MANUFACTURER: AMERISTAR
OR EQUAL
FINISH: POWDERCOAT BLACK



C-C: Typical Private Drive Street Section with Parallel Parking



Detached Sidewalk with Street Trees



B-B: Public Right of Way Street Section





Wide Pathways



Patio Space



Communal Planters



Lawn for Activities



Seat Wall



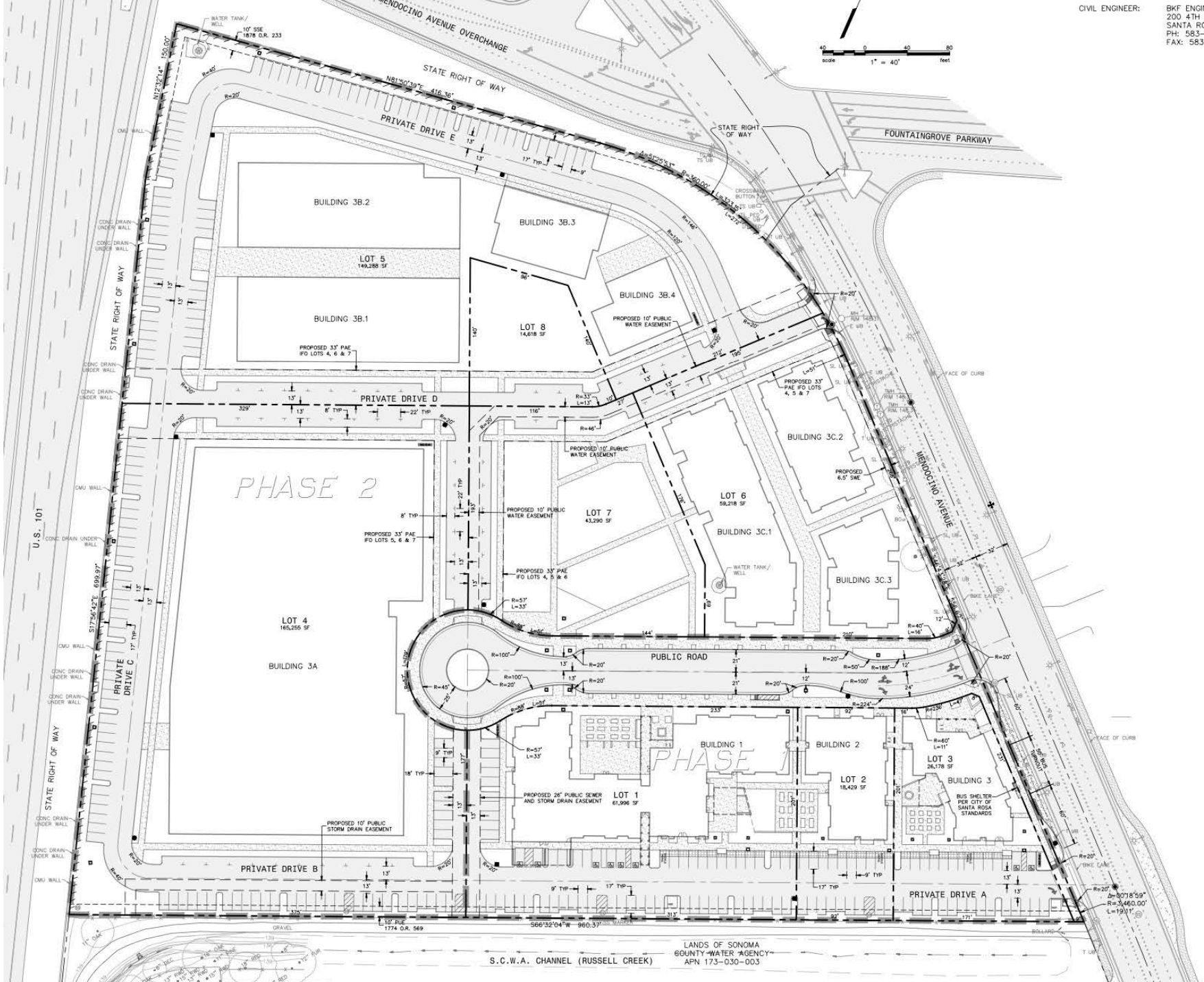
Double Row Street Trees



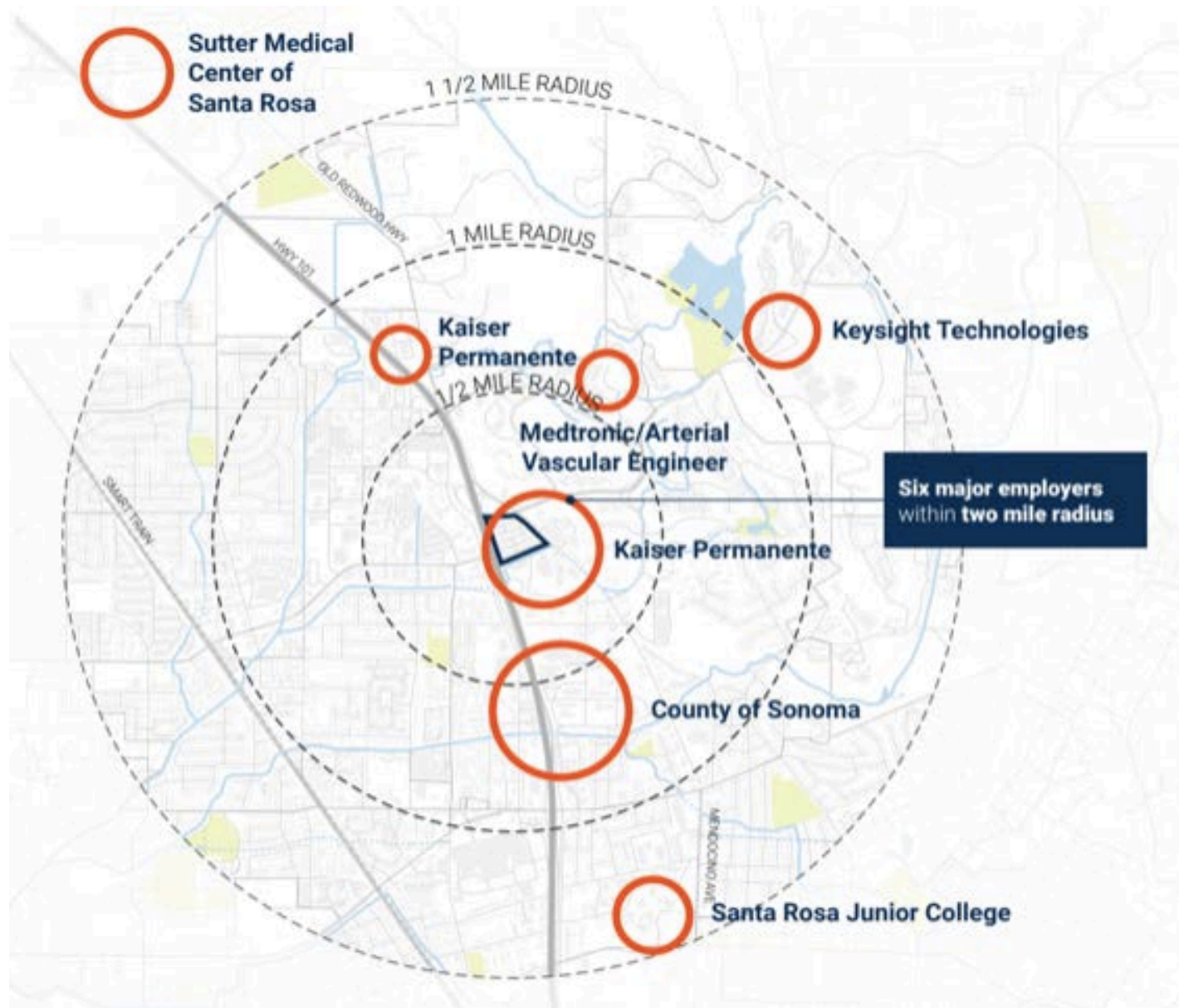
Affordable Senior Housing Landscape Plan

TENTATIVE MAP

CIVIL ENGINEER:
BKF ENGR
200 4TH
SANTA ROSA
PH: 583-
FAX: 583-



LANDS OF SONOMA COUNTY WATER AGENCY
APN 173-030-003
S.C.W.A. CHANNEL (RUSSELL CREEK)



Located near major employers