Casa Roseland
Project Description and Design Concept Narrative

Project Description

Casa Roseland is part of the larger Tierra De Rosas (f/k/a Roseland Village) Master Plan Development that seeks to create a vibrant neighborhood center at the site of the former Roseland Village shopping center. This is a public/private partnership between MidPen Housing and the Sonoma County Community Development Commission. MidPen is the lead developer, handling the project management of the overall master developer on behalf of our County partner. This master development will create a vital neighborhood hub developed on a 7.4-acre property at the former shopping center site at the intersection of Sebastopol Road and West Avenue, Santa Rosa. Tierra de Rosas aligns with community-led efforts to strengthen the Roseland neighborhood's economic resiliency, expand housing choice, and improve community health.

Tierra de Rosas is a mixed-use master and contains the following components:
- 100 market rate residential units ("Market Rate")
- 75 affordable residential units ("Affordable")
- Food-related building that may include an anchor restaurant and/or other food related enterprise uses ("Mercado")
- Civic building, current vision includes the Boys and Girls Club and Sonoma County Library ("Civic")
- 1 acre public plaza ("Plaza")
- Temporary food park to be open during construction ("Plaza Temporal")
- Public infrastructure including roads and utilities ("Infrastructure")

Casa Roseland is a multi-family affordable apartment building totaling 75 units located on 1.53 acres. This development will address the acute shortage of high-quality affordable housing in Sonoma County. The apartment homes are a mix of one, two, and three-bedrooms. The main entrance along the proposed West Avenue welcomes residents to their homes, as well as to the building community room, learning center, teen room, bike storage, and in-building laundry facility. Adjacent to the learning center, residents can enjoy an outdoor space with landscaped barbeque and play areas. The ground level units have private porches with street access, and the entire building sits across the street from the new proposed park. There are 108 off-street parking spaces, 33 of which are located within the podium parking garage.

Design Concept Narrative

The building design is a contemporary interpretation of traditional Spanish style, employing simple, strong massing and forms, with large sloped roof forms facing the streets, lowering the building height, and creating an intimate residential streetscape which is accented by undulating roof lines, with a dynamic silhouette of the corner building feature. The building façade is a simple whitewashed exterior plaster and strong colorful accents at the recessed outdoor patios and balconies. The windows along the street are recessed with concrete sills while the corner horizontal windows give a sense of the contemporary southern and bay area midcentury modern character which fits with the heavy stucco building. At some key locations, deeply recessed windows emulate traditional solid walls, while the metalwork details reflect contemporary design with laser cut patterns selected with input from the community.

The main building corner is a deep red color with sweeping roof form, creating a dynamic corner element viewed from the park. The undulating trellis mimics the roof form and provides a lower, pedestrian-scaled element with the warmth of clear stained wood along the base of the building corner.

While small in scale, the private open space is focused on a variety of play opportunities for the younger children of the residents. Extending from the Learning Center and the Teen Room, the outdoor area will be contemporary, providing active play area with chalk surfaces and climbing wall as well as unique mounding and topography echoing the natural beauty of the Santa Rosa hills. The streetscape provides an

urban vibe with street trees and small trellised porch/patios for ground level homes. Manifesting similarities to traditional communities, the open space is the village green/park directly across the street, presenting a place for the entire community to come together.

The all-electric building will be equipped with efficient systems, to allow for solar photovoltaic panels to offset as much of the energy load as possible, while also implementing the use of renewable green energy sources. Each unit will have an improved air quality through mechanical and filtered ventilation, which is especially needed in these times of airborne particulates and poor air quality due to wildfires. A backup power system will provide comfort to the residents during electric power outages. The stormwater will be collected and diverted to a central retainage basin located in the shared green area rather than individually handled at each parcel. The floor finishes will be primarily hard surfaces, minimizing dust collection and further improving the indoor air quality. Finish materials and adhesives with low or zero off-gassing as well as the formaldehyde free cabinetry will contribute to healthier interiors.

This project combines a contemporary interpretation of traditional architecture with modern energy efficient systems, to create a healthy living environment on a former toxic site and help build a strong community.