



November 11, 2024

Karen Weeks,
Chair, Santa Rosa Planning Commission
City Hall, 100 Santa Rosa Ave
Santa Rosa, CA

RE: Lance Drive Housing Development (SUPPORT)

Dear Chair Weeks and Planning Commissioners,

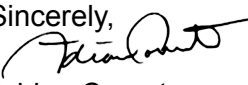
On behalf of Santa Rosa YIMBY, an all-volunteer association of Santa Rosa residents dedicated to saying “Yes-in-my-backyard” to new housing to help build Santa Rosa into an affordable, vibrant, and low-carbon city for all, I write to share our strong support for the proposed Lance Drive Housing Development.

On January 14, 2020, the Santa Rosa City Council adopted a Climate Emergency Resolution with the goal of achieving carbon neutrality by 2030. In 2023, the city’s Housing Element was certified by the California Department of Housing and Community Development, making the city legally responsible for allowing the construction of at least 4,685 housing units between then and 2031. To achieve its housing and climate goals, Santa Rosa’s draft updated General Plan focuses on reducing vehicle miles traveled (VMT) by prioritizing new housing development be located near existing transit and shopping amenities.

The proposed Lance Drive Housing Development would provide 672 apartment units, 98 single family homes, and 4,800 square feet of retail/plaza space less than 1,000 feet from the North Santa Rosa SMART station and just one half-mile from the Coddington Mall. It’s hard to imagine a project more consistent with Santa Rosa’s housing and climate goals than this one.

The Lance Drive Housing Development is one of the best opportunities for Santa Rosa to build the kinds of vibrant and resilient communities demanded by the city’s own planning goals. This project has earned our robust support and we believe it deserves the support of the Planning Commission as well.

Thank you for considering our views.

Sincerely,

Adrian Covert
Local Lead
Santa Rosa YIMBY



For Pete's Sake – The Peter Eiermann Foundation
Santa Rosa, CA 95401
11/11/24

City of Santa Rosa
Planning Commission
100 Santa Rosa Ave
Santa Rosa, CA

RE: Mixed Housing Development – Lance Drive Project

Dear Commissioners,

As the President of For Pete's Sake – The Peter Eiermann Foundation, I strongly recommend that you approve the mixed-use housing project being proposed by Pacific Development at Lance Drive and Guerneville Road.

For Pete's Sake was founded in May 2000, in memory of Peter Eiermann, a rugby star and local philanthropist. What began as a singular effort to honor Peter - for his re-building projects and his commitment to his community - has become a unique, multi-faceted community-serving project. In 2005, For Pete's Sake realized one of Peter's dreams in completing one of the North Bay's first all-weather playing fields and continues work to create a Memorial Garden and forge long-term partnerships with the community.

This all-weather field is located directly adjacent to the housing development being proposed and I've personally met with Pacific Development to see how our two properties can work together to bring something great for the community. Knowing that Santa Rosa is in a major housing crisis we believe this infill project would help work to mitigate that challenge, while also providing a number of other benefits to our community.

Santa Rosa needs more transit-oriented and pedestrian-friendly developments like the Lance Drive project. Creating safe and secure access to the Comstock Middle School will also provide tremendous benefits to local families in the neighborhood.

I understand this project will be presented on your agenda this week at the 11/14/24 Planning Commission hearing. Please think of our community and approve this project.

Thank you for your consideration in this letter of support.

Terry Curtis
President
For Pete's Sake – The Peter Eiermann Foundation
530.518.4951

1680 Lance Drive
Santa Rosa, CA 95401
November 11, 2024

Planning Commissioners
100 Santa Rosa Ave
Santa Rosa, CA

RE: Lance Drive Housing Project

Dear Planning Commissioners,

I am writing to you as a Santa Rosa resident and local business owner, and strongly recommend your approval of the Lance Drive Housing Development being presented on agenda item 11.3 at the 11/14/24 Planning Commission hearing.

Santa Rosa is in a housing deficit and this proposal provides much-needed opportunities for both single family home ownership as well as a mix of rental housing units. The project sponsor led community engagements that allowed neighborhood and community feedback to be heard and incorporated into the project.

As a neighborhood resident, we see the all benefits in addition to housing that this project will provide for our community – new bus stops, widened bike paths, new pedestrian access to Comstock Middle School, community garden, etc. With this site being annexed from the County to the City, we are also excited to see the future benefits of the public infrastructure now being managed by Santa Rosa.

This project is aligned with the goals of the City's General Plan and North Santa Rosa North Station Specific Plan, and I believe the project sponsor has done a great job engaging the community throughout their design process.

This is a very important project for Santa Rosa. **Please take our support and approve this agenda item.**

A handwritten signature in black ink that reads "Justin Neuroth". The signature is written in a cursive, flowing style with a horizontal line underneath the name.

Justin Neuroth
Local Resident and Business Owner
Russianriverinvestor@gmail.com

1355 N Dutton Ave.
Suite 100
Santa Rosa, CA 95401

Planning Commission
100 Santa Rosa Ave
Santa Rosa, CA

11/12/2024

RE: Lance Drive Housing Development

Planning Commissioners,

I am writing to ask that you approve the Lance Drive Housing Development, which is on the Planning Commission Agenda Item 11.3 at the 11/14/24 hearing.

Housing availability and operationality have continued to worsen over the years in Santa Rosa and this project provides both for our community. The proposal being presented to you provides this much needed housing in addition to several community and public benefits (community garden, retail services, new bike paths, bus stops, etc.).

I've done business in Santa Rosa for several years and continue to see these larger projects stall and request extensions after years go by. The project applicant – Pacific Development – is a trusted builder and has performed in similar fashion around the greater Bay Area. During Pacific Development's design of the site plan, they engaged local residents and community members to hear their concerns and incorporated feedback that was given to them.

The proposed project site is on a large vacant farmland that was previously identified as a priority development opportunity site for the City of Santa Rosa and is within walking distance to the SMART Station and Coddington Mall. This should align very closely with the City's goals and General Plan.

Please approve this very important project for Sants Rosa.

James Nobles

James Nobles
(707) 495-6117

100 Santa Rosa Ave
Santa Rosa, CA 95404
planningcommission@srcity.org
November 14, 2024 @ 4:30pm

RE: LANCE DRIVE HOUSING PROJECT – Agenda Item #11.3

Dear Planning Commissioners,

I strongly urge you to approve the Lance Drive Housing Development which is being presented by Pacific Development as agenda item #11.3 on Thursday November 14th. The project sponsor is proposing a much needed mixed-use housing project which is well located within walking distance to the North Station and Coddington Mall. This project provides a good mix of both apartments and for-sale housing as well as a retail space with a community garden.

I want to applaud the project sponsor's commitment to community engagement throughout the long planning process, from hosting meetings over the past two years with neighbors and several local groups. In all regards, the Lance Drive Housing team has always received feedback with an open-mind and thoughtful response. The proposed design mirrors this openness by focusing on opportunities to foster engagement and providing diverse housing for Santa Rosa.

This project will provide important public benefits which are long overdue in this area of Santa Rosa. They will be building two new bus stops along Guerneville Road and adding a long stretch of an important bike lane which will be protected from the street and adjacent to the pedestrian sidewalk. This project will also provide a pedestrian connection to Comstock Middle School which is an important and safe neighborhood benefit.

The fact that the project will also have a positive impact on the wellbeing of the neighborhood is an ancillary benefit. Santa Rosa needs this important housing.

I urge you to approve this much needed, and much deserved project.

Regards,



Brendan Quinn