Re: [EXTERNAL] Property on W. Steele

Tamara Stanley [redacted]
Thu 4/14/2022 6:54 PM

To: McKay, Conor <CTMcKay@srcity.org>

Cc: Jones, Jessica <jjones@srcity.org>

Thank you Conor! WE appreciate the update. I am sure you are aware of the parking concerns. Is there anything I can provide you to be sure you are up to date. Has there been a traffic study done for this site?

So glad you have happy memories of Snoopy's. Please come visit soon & make more!

Cheers - Tamara

Tamara Stanley
General Manager
707.546.7147 x206
1667 W. Steele Lane
Santa Rosa CA 95403

> On Apr 14, 2022, at 11:26 AM, McKay, Conor <CTMcKay@srcity.org> wrote:
>
> Hello Tamara,
>
> It is nice to "meet" you, and I appreciate you reaching out. I have many fond memories of time spent at Snoopy's Home Ice.
>
> The applicant has submitted updated project materials, which are attached. The applicant has been provided with an Issues Letter, also attached, prepared by Engineering which resulted from their first review. When the applicant provides a response to these items I will forward those materials as well. Let me know if you have any questions or would like to schedule a call about the project.
>
> Thank you,
>
> **Conor McKay** (he/his) | **City Planner**
> Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
> CTmckay@srcity.org
>
> email signature cropped <Outlook-4chotyid>
> *The City of Santa Rosa has restricted City facilities to the public and is offering in-person City Hall support by appointment only. The Planning and Economic Development Department has recently launched its Planning Application Portal which contains process checklists for the majority of planning entitlements. Please check on the status of your submitted permit application here. For general planning inquiries, please contact planning@srcity.org. To submit permit application materials, please submit all required documents to permitsubmittal@srcity.org.*
>
> ---
>
> **From:** Tamara Stanley [redacted]
> **Sent:** Monday, April 11, 2022 7:48 PM

McKay, Conor

From: Leslie G [redacted]
Sent: Friday, May 28, 2021 7:38 AM
To: Ross, Adam
Subject: RE: [EXTERNAL] 1650 West Steele Lane Apartments

Follow Up Flag: Follow up
Flag Status: Completed

Dear Mr. Ross – I have read through the materials describing the project at 1650 West Steele Lane and these are my comments.

Not having any background in architecture, land development or current laws and regulations governing residential building projects, my views are as a neighborhood resident. My concerns are about the design concept vis a vis the neighborhood of Steele Lane between Range and Coffey Lane.

This neighborhood is already a busy, fairly densely populated area. On the north side, there's the ice rink, museum and children's park which are well maintained and appealing. The rest of the neighborhood is a hodgepodge of single family homes, duplexes, town houses and apartment buildings.

Meadowood Court is a deadend cul-de-sac, with multiple older apartment buildings. I am not sure of the number of existing units but everyone living there has only one way out onto Steele Lane. The lot is directly behind the Guerneville shopping mall with cars frequently turning into the mall or exiting. All of this is directly before the traffic light at Range.
The lot is currently a mess – completely overgrown with vegetation along the sidewalk and behind the chain link fence that surrounds the lot. There's garbage strewn throughout and a defaced sign describing the project. In other words, an eye sore. The rest of Meadowood Court is not much better.

The State Density Bonus is ill advised when applied to this project. The building design does not fit the lot despite the affordable housing argument. The neighborhood has a high number of homeless people with a large "settlement" along Coffey Lane between Guerneville Road and Steele Lane. How is a market rate project with an affordable rental component going to improve this neighborhood? How much is the proposed market rate rent? Specifically, how does this project house the homeless?

I am not sure what automated two-level parking looks like but if it is dependent upon electricity, then that presents problems during prolonged power outages.

Thank you for the opportunity to have a say.

Kind regards,
Leslie Goss

Leslie M Goss

McKay, Conor

From: Kathleen O'Brien [redacted]
Sent: Friday, January 24, 2020 5:51 PM
To: Ross, Adam
Subject: [EXTERNAL] Re: 36 unit complex on West Steele Isne

To Whom It May Concern,
I was hopeful if receiving some I formation regarding my concerns. Is it possible someone could please reply to my concerns.
Thank you,
Respectfully,
K.O'Brien

On Mon, Jan 20, 2020, 3:07 PM Kathleen O'Brien <[redacted] wrote:

> Dear Mr. Ross,
> I was unable to attend last week's meeting regarding this project. I live in the condominium complex on Sunleaf Lane. While I agree there is a city wide need for more housing options and wishful for more affordable housing I am uncertain of the future challenges we as neighbors will face with the building if this complex.
>
> The traffic problems at this time are known by all in the neighborhood. I would like to know if city planning has reviewed this existing problem and if so, alert to future problems a 36 unit complex will hold.
> I would appreciate learning what is proposed. I know the present speed limit is to high for the traffic or population this road carries. This is residential and all the additional traffic as a thoroughfare has not been accommodating to the present speed of 35 mph nor to the additional events and city wide activities presented at the Children's Museum, or the Snoopy Ice.
>
> In my humble view, I see the City Planning Office putting the cart before the horse. There certainly seems to be a shortage of foresight applied in the building permits and end implications on the traffic or present populations.
> I am hopeful of your response to what I see as a large problem in allowing this complex to be built.
> Respectfully,
> Kathleen O'Brien

McKay, Conor

From: Val <[redacted]>
Sent: Wednesday, May 12, 2021 2:54 PM
To: Ross, Adam
Subject: [EXTERNAL] Project proposed for 1650 W. Steele Lane, Santa Rosa, CA

To whom it may concern:
This letter is to let you know that I am opposed to this project on Steele Lane for the following reasons:

1. Santa Rosa and Sonoma County in general has too much traffic. We don't need more population to be on our roads. This would also involve added law enforcement issues ie. traffic violations, crime, etc.

2. We already have a water shortage. We don't need more people here.

3. The crime rate would probably go up since this area is not one of the best to live in.

We just don't need more development in Sonoma County. We already have enough problems ie. cannabis growers wanting permits to grow a non essential crop. That will take up thousands of gallons of water not to mention all the other issues that will bring.

Thank you for hearing me out.

Valerie Conger

McKay, Conor

From: Kathleen O'Brien <[redacted]>
Sent: Saturday, May 15, 2021 9:38 AM
To: Ross, Adam
Subject: [EXTERNAL] 1650 West Steele Lane

Follow Up Flag: Follow up
Flag Status: Flagged

Mr. Ross,
This planned building is absolutely inappropriate in size and location. If the planning commission would spend one hour at the high traffic time the obvious traffic problems would certainly inspire some sense into the planners. Well, I do hope so.
There seems to be little attention to forethought in considering consideration the populace already living in the area. Again,little forethought or planning to one of the prideful tourist attractions in Sonoma County The Charles Schultz Museum, Snoopy Ice Rink and Children's Museum. This size building will create HUGE traffic problems and cause such a distraction to the tourist properties, reeking nothing but havoc.
The lot, when vacant, was a terrible eyesore to the public and visiting tourist population, nothing more than an embarrassment to the city of Santa Rosa.

As I look around the city and see the building happening, I really wonder what qualifies the people on the "Planning Board" to be "city planners".
It is unfathomable to me that people who are considered specialists show such a lack of common sense.
The transportation for anyone is great, but cramming a large unit like this in such a small residentially compacted area because it is close to the smart train... a train very few people ride, as it is expensive and goes no where..
(no one in low income will be using it, I know because I qualify as low income!)

The added traffic problems to this area and most I see in present building stages, Kiwana Springs road, Cleveland and College, are going to create major traffic problems in already highly congested areas. It seems no one is paying attention to this?
Maybe the planners should attend an event at the ice rink or the museum, and see what the traffic is like at that time! Or drive in the area of present building sites at peak times and see what the result will be, the chaos the large complexes will create.

It seems the "plan" is to take the populace who are in "lower earning incomes" and stack them like sardines, into hight traffic areas, because they are close to transportation.... This is ludicrous and illogical.

Please do not use the transportation as the cop out, the train NO ONE uses and anyone in "lower income level" can't afford to ride it. The problems you create because there is no foresight applied, no long term vision only short fixes. This is not a low income opportunity when such a small percent of the units will qualify.

Or maybe the people on the board all live away from the congested areas. I have been held like a hostage in my own driveway, trying to get out to work but because of the non stop traffic, I could not even turn out of my driveway. During the fires, the congestion was maddening, everyone coming out from the winding crowded neighborhoods into the same major artery, West Steele Lane.

I cannot help but concur with what many people have said in years past and present, the planning board is all about money under the table and favors for friends!
Shame on all of you!

Re: [EXTERNAL] 1650 West Steele Lane

McKay, Conor <CTMcKay@srcity.org>
Wed 1/11/2023 10:20 AM
To: Kathleen O'Brien <[redacted]>

Hello Kathleen,

The Neighborhood Meeting was held at 5pm, and the Concept Design Review meeting started at 4:30pm with the item being presented closer to 5pm.

"I do hope there is a sincere opportunity to address the real long term and negative problems this proposed construction will have on this neighborhood."

The documented issues raised by the public so far are:

-Electricity-powered parking structure during power outage
-Design is not compatible with surrounding area
-Density is too high
-Increased traffic and high speed limit on W Steele
-Increased issues related to traffic violations and crime
-Residential development during prolonged drought
-Insufficient Parking

Please let me know if you have anything to add.

Thanks,

Conor McKay (he/his) | **Senior Planner**
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
CTmckay@srcity.org

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From: Kathleen O'Brien [redacted]
Sent: Friday, January 6, 2023 4:49 PM
To: McKay, Conor <CTMcKay@srcity.org>
Subject: Re: [EXTERNAL] 1650 West Steele Lane

Thank you for the update regarding the time for the meeting on Jan.19, 2023.
Please correct me, but were the majority of the previous meetings also scheduled at time slots that were difficult for a working person to attend?
The time chosen makes it very difficult, if not impossible for regular working people to attend and voice a concern. The same people who will be dealing with the traffic congestion and continuing problems created by this project.

I share with you the feedback I have heard from the general public in regards to this topic;
" The city is going to do what the city wants to do. This is not in their backyard" and comments that money talks.
Of course I was discouraged to hear such comments and would think some should be embarrassed.

Mr.McKay, I do hope there is a sincere opportunity to address the real long term and negative problems this proposed construction will have on this neighborhood.
With regards,

Kathleen O'Brien

On Wed, Jan 4, 2023, 8:27 PM McKay, Conor <CTMcKay@srcity.org> wrote:

> Hello Kathleen,
>
> The item is scheduled at the Zoning Administrator meeting on January 19th which will start at or after 10:30am. The meeting will be noticed as a Public Hearing: on site signage, Press Democrat notice, website posting, and postcards sent to neighbors within 1200 feet (which is twice the radius that is required by the Code).
>
> Please note that there are six items on the agenda, which has not been built yet. I am not sure when the 1650 W Steele Ln project will be presented in agenda order.
>
> Let me know if you have any questions.
>
> Thank you,
>
> **Conor McKay** (he/his) | **Senior Planner**
> Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
> CTmckay@srcity.org
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>
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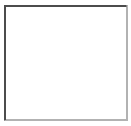
From: Kathleen O'Brien <[redacted]
Sent: Saturday, December 31, 2022 9:50 AM
To: McKay, Conor <CTMcKay@srcity.org>
Cc: Nicholson, Amy <anicholson@srcity.org>
Subject: Re: [EXTERNAL] 1650 West Steele Lane

Thank you for the information. It was unfortunate that I was unable to make either of the previous meetings due to the time set and my working hours. I was reviewing the information you recently shared regarding the meeting on 1/19. Several people I shared the information with could not see a time specified. Can you please inform me as to the planned time of the meeting on 1/19/.
I cannot afford to take off work to attend the meeting but I believe people from the HOA at the condominium complex will be able to attend.
Thank you,
Kathleen O'Brien

On Thu, Dec 29, 2022 at 12:25 PM McKay, Conor <CTMcKay@srcity.org> wrote:

> Hello Kathleen,
>
> The comments received so far by the public have been considered in the review of this project. Can you please let me know what questions you have or otherwise what information you are seeking?
>
> Please spread the word about the project. Your assistance would be greatly appreciated in providing notice about the proposed project beyond the postcards that were sent for the Neighborhood Meeting that was held on January 15, 2020 and the Concept Design Review Board meeting held on March 5, 2020.
>
> Each public comment received or signature signifying support or opposition to the project is considered equally; there is no threshold related to the number of comments received that affects the degree of seriousness with which Staff considers each comment.
>
> Thank you,
>
> **Conor McKay** (he/his) | **Senior Planner**
> Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404

CTmckay@srcity.org

email signature cropped 

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From: Kathleen O'Brien [redacted]
Sent: Wednesday, December 28, 2022 7:47 PM
To: McKay, Conor <CTMcKay@srcity.org>
Subject: [EXTERNAL] 1650 West Steele Lane

I am requesting information that I may need in order to have this project reviewed and ultimately reconsidered.
What does the City Planning board needin order for our voices to be heard and taken seriously?
I intend to go door to door for signatures so the residents in the area will be heard. How many signatures would be needed in which we as residents who are opposed to this project will actually be taken into account?

Thank you,
Kathleen O'Brien

Re: [EXTERNAL] Re: 1650 W STEELE LN, SANTA ROSA

McKay, Conor <CTMcKay@srcity.org>
Thu 1/12/2023 9:02 AM
To: great6@sonic.net [redacted]

Hello Sonia,

Thank you for reaching out, and I hope the New Year is off to a great start.

According to the attached traffic study, the project would generate a total of 264 daily trips, with 17 trips during the morning peak hour and 20 trips during the evening peak hour. The project's proximity to goods and services, including the SMART train and CityBus, would facilitate a highly walkable environment for potential future residents.

That being said, there may be some practical delays for residents entering and exiting the site, primarily during these peak hours. The overall street design of this area can be challenging to navigate, but unfortunately that is the context the applicant must operate within. Additionally, the posted speed limit on W Steele Lane is 35mph but I have heard from neighbors that there have been issues with drivers creating unsafe conditions by exceeding this limit. This is also unfortunate. The applicant is making improvements to the Meadowbrook Court frontage and increasing visibility with streetlights, so I am hoping that some of these issues will be resolved in some capacity.

Please let me know if you have any further questions or comments.

Best,

Conor McKay (he/his) | **Senior Planner**
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
CTmckay@srcity.org

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From: Sonia Taylor [redacted]

Sent: Friday, January 6, 2023 7:00 PM
To: McKay, Conor <CTMcKay@srcity.org>
Subject: [EXTERNAL] Re: 1650 W STEELE LN, SANTA ROSA

Conor, I was actually over in this area at the end of the year, and think it's generally a fine location for this housing. With the exception that W Steele Lane just is difficult, traffic-wise. I was trying to first turn left into the little shopping center adjacent to where this project will go, and then was trying to turn right out of that same shopping center, both using W. Steele Lane, and backed up traffic trying to get into the property, and had to wait what felt like forever to get out of the property.

Do you expect any difficulties for the tenants entering/exiting the property?

Thanks.

Sonia

Sonia Taylor
[redacted]

Re: [EXTERNAL] COMMENT-1650 W Steele Ln Apps

Michael F McCauley [redacted]
Thu 1/12/2023 11:03 AM

To: McKay, Conor <CTMcKay@srcity.org>

Thanks for your speedy reply, Conor.

Candidly, however, I don't believe a word of it. It's all theory described in language that's totally unreal. No one lives in our car-centric community according to this explanation.

Don't get me wrong. I hope to see the project approved and built. I support infill developments. And that seedy lot, directly across the street from Snoopy's Home Ice, has long been an eyesore. Build on it.

But the parking issue will haunt the neighborhood despite the policies, analyses, and guidelines applied by related agencies.

Good luck with the public hearing Jan 19.
Michael

"Until we are all free, we are none of us free."
— Emma Lazarus

From: McKay, Conor <CTMcKay@srcity.org>
Sent: Thursday, January 12, 2023 10:05 AM
To: Michael F McCauley [redacted]
Subject: Re: [EXTERNAL] COMMENT-1650 W Steele Ln Apps

Hello Michael,

Thank you for reaching out. I have received the following response from the project applicant and traffic engineer:

Standard parking demand rates published by Institute of Traffic Engineers (ITE) in Parking Generation, 5th Edition, 2019 were applied to the proposed project.

Since the project site is within one-half mile of the SMART station and within walking distance of the Coddingtown Mall and Transit Center, the land use "Multifamily Residential Housing (Low-Rise) in a Dense Multi-Use Urban Area within One-Half Mile of Rail Transit" (LU 220) was applied. Based on ITE rates, the 36-unit project would generate a peak parking demand of 39 parking spaces, which is three spaces more than the proposed parking supply, but 13 spaces fewer than required based on application of City code.

The proposed project includes a plan to provide unbundled parking, a measure to decrease parking demand and provide a cost saving option to tenants. Unbundled parking makes parking a separate option in lease agreements and allows residents to choose if they want to lease a parking space or not. Residential parking spaces are typically bundled into the lease amounts, so residents may not

realize the high cost of building, operating, and maintaining parking. A single parking stall constitutes about 12% of the rental fee for an apartment, according to national rental cost databases. Further, adding parking as a separate line item will help tenants understand the cost savings associated with reducing their parking needs.

This parking demand strategy is estimated to reduce parking demand by 10 to 15 percent based on the Metropolitan Transportation Commission (MTC)'s Reforming Parking Policies to Support Smart Growth.

To be conservative, applying the lower potential parking demand percentage decrease from unbundled parking (10 percent) the project would generate four fewer spaces than compared to ITE rates, for a total peak parking demand of 35 spaces. Compared to the proposed parking supply, the parking demand would be one less space than proposed with unbundled parking deductions applied.

Based on City requirements, the proposed parking supply would be deficient by 16 spaces. However, given the site's proximity to rail transit, application of ITE standard parking demand rates together with the project's proposed use of unbundled parking, the anticipated peak parking demand would be one space less than the proposed supply.

Under these assumptions, the proposed parking supply would be expected to be adequate to meet the project's demand.

Additionally, the State Housing Accountability Act establishes that a City review authority cannot deny a qualifying housing development based on deficient parking unless specific findings are made that the project would result in a public safety hazard.

Please let me know if you have any further questions or comments.

Conor McKay (he/his) | **Senior Planner**
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
CTmckay@srcity.org

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From: Michael F McCauley [redacted]

Sent: Wednesday, January 11, 2023 1:28 PM
To: McKay, Conor <CTMcKay@srcity.org>
Subject: [EXTERNAL] COMMENT-1650 W Steele Ln Apps

I will be unable to attend the virtual public hearing Jan 19 regarding the proposal for 1650 W Steele Ln. But I do have a question regarding the plans for this project.

The description states "a total of 36 parking stalls are proposed" for this "three-story, 36-unit multifamily affordable housing project."

In my experience, few families have just one vehicle. But the project seems to assume that all residents will have just a single vehicle.

Whenever I have walked past Meadowbrook Ct, it is regularly overcrowded. (No parking on W Steele Ln in that block.) Where will residents park second vehicles?

Michael McCauley
[redacted]

"Until we are all free, we are none of us free."
— Emma Lazarus

[EXTERNAL] 1650 West Steele Lane and Generation Housing Endorsement

Ingrid Anderson <Ingrid@andersonarchplan.com>

Thu 1/12/2023 11:39 AM

To: McKay, Conor <CTMcKay@srcity.org>;oneillsusa5@aol.com <oneillsusa5@aol.com>

Hi Conor,

I would like to include Generation Housing's endorsement of the project, (please see attached and below) as part of the City's presentation and review of 1650 West Steele Lane Apartments in the Zoning Administrator Hearing next week.

Ingrid Anderson
Principal Architect
Anderson Architecture & Planning

Phone 707-523-7010 x103 **Mobile** 707-318-3162
Email: ingrid@andersonarchplan.com
4752 Stonehedge Dr., Santa Rosa, CA 95405

From: Calum Weeks <calum@generationhousing.org>
Sent: Thursday, January 12, 2023 10:53 AM
To: Ingrid Anderson <ingrid@hedgpetharchitects.com>
Subject: Generation Housing Endorsement of 1650 West Steele Lane

Hi Ingrid -

Apologies for not getting this letter to you sooner. I've had it ready and just needed to actually send the email.

I'm happy to report, however, that we are endorsing 1650 West Steele Lane. While it didn't score as high compared to your prior project submissions, it still did very well. I'm personally very impressed with how much you are getting on the property relative to its more modest size.

The front entrance to the complex is quite inviting and one of the element's I found to be a standout in terms of overall design. The mechanized parking structure is also a great use of space and a welcomed addition to the project plans. We do hope given the proximity to various transit options, that most folks will consider other options for reaching their destinations.

In line with the prior comments, I do hope the City of Santa Rosa implements an electric bike program soon so that in the future a docking station might be located near the development.

As always, I really appreciate the level of thoughtfulness that your team injects into your project designs. Thank you for submitting this project for endorsement, and I look forward to making a comment/submitting a letter for the meeting(s) specified in your application submission. Do please send reminders for the meetings on the off chance I miss the notification via email from the City.

Cheers,

--
Calum (Cal) Weeks | Policy Director

(he/him)
Generation Housing
GenerationHousing.org
427 Mendocino Ave, Suite 100 | Santa Rosa, CA 95401
(c) 760-799-4771

Have you requested your #WeAreGenH yard sign? Click here to do so!

Facebook, Instagram, Twitter, YouTube

427 Mendocino Ave
Suite 100
Santa Rosa, CA 95401

(707) 900-4364
info@generationhousing.org

10 January 23

Ingrid Anderson
Anderson Hedgepeth
Architecture & Planning
4752 Stonehedge Dr.
Santa Rosa, CA 95405

RE: Project Endorsement – 1650 West Steele Lane

Dear Ms. Anderson:

Thank you for submitting the 1650 West Steele Lane project for endorsement consideration. After thorough analysis guided by our project endorsement criteria, Generation Housing is pleased to share that your project qualifies for endorsement.

Based on your score of 68 out of a possible 105, our level of and commitment to advocacy includes the following:

1. Endorsement
2. Letter of Support
3. Public statement at commission/council (x2)
4. Social Media

We were pleased to see several elements in your project proposal that promotes best housing practices. In particular, we appreciated seeing the following:

- Utilization of both state and local density bonus provisions to double the allowed density
- Lower number of onsite parking stalls
- Consideration of electric charging stations and rideshare options

Your project narrative states, "EV charging for vehicles and a ride share and/or Clipper card amenity for the tenants will also be considered in order to support reduction of automobile traffic from the project." We would strongly encourage all the above be integrated into the project in order to encourage multi-modal transportation habits and usage of electric vehicles.

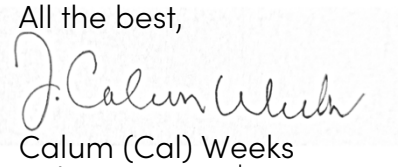
Please be in touch with any updates to your project should it encounter significant opposition or barriers that trigger delays in the timely approval and development of this project.

We look forward to elevating this project and the benefits it will deliver as part of our

efforts to advance transit-centered growth in Sonoma County.

Thank you for your work on this important project and let me know if you have any questions.

All the best,



Calum (Cal) Weeks
Policy Director | Generation Housing

Re: [EXTERNAL] 1650 West Steele Lane

Kathleen O'Brien [redacted]
Fri 1/13/2023 1:01 PM

To: McKay, Conor <CTMcKay@srcity.org>

Mr. McKay,
I appreciate your diligence and clarification to inform the community about this proposed building project.
I drive around town and see so many large complexes in stages of construction. The community knows the
traffic conditions will be changing and not for the better as there seems to be no foresight by the building committee in considering the negative aftermath these large complexes will impose on the traffic conditions. It would seem that this would be a priority in determining the size and placement of this type of construction.
I hope to make the meeting but will appreciate that my comments have been noted.
Thank you,
Kathleen O'Brien

On Wed, Jan 11, 2023, 10:20 AM McKay, Conor <CTMcKay@srcity.org> wrote:

> Hello Kathleen,
>
> The Neighborhood Meeting was held at 5pm, and the Concept Design Review meeting started at 4:30pm with the item being presented closer to 5pm.
>
> *"I do hope there is a sincere opportunity to address the real long term and negative problems this proposed construction will have on this neighborhood."*
>
> The documented issues raised by the public so far are:
>
> -Electricity-powered parking structure during power outage
> -Design is not compatible with surrounding area
> -Density is too high
> -Increased traffic and high speed limit on W Steele
> -Increased issues related to traffic violations and crime
> -Residential development during prolonged drought
> -Insufficient Parking
>
> Please let me know if you have anything to add.
>
> Thanks,
>
> **Conor McKay** (he/his) | **Senior Planner**
> Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
> CTmckay@srcity.org

427 Mendocino Ave
Suite 100
Santa Rosa, CA 95404

(707) 900-4364
info@generationhousing.org

18 January 2023

Via Email

Re: 1650 West Steele Lane Apartments

Dear Zoning Administrator:

Generation Housing is pleased to share our support and strong endorsement of 1650 West Steele Lane Apartments ("project").

The project aligns with several stated goals of Santa Rosa's City Council, such as:

+ Housing located near key job centers
+ Transit-oriented development (Proximity to North SMART Station and CityBus stops)
+ Access to healthy amenities (full-service grocery store, fitness center, health clinic)
+ Infill development that drives more city-centric growth; reduces sprawl
+ Inclusionary housing (affordable units are co-located with market rate units)
+ Reduces overall Vehicle Miles Traveled ("VMT") which is in alignment with regional climate goals

The proposed site for this project is surrounded by a mix of housing typologies from multi-family units immediately south of the project to a senior housing development located to the west. All of these developments are integrated into single-family residential neighborhoods that are ideally located near a wide array of essential services and important amenities.

In response to comments submitted by the public, we would like to share that since 1990 our population in Santa Rosa has doubled while total water use has decreased by 14 percent. It's also important to share that new development projects are required to be extremely water efficient, complying with the City's Water Efficient Landscape Ordinance and the CALGreen building code which requires new development to be 20 percent water efficient than existing development, with new development often exceeding this target. This project is no exception.

Residents living in and around this project have also registered concerns related to the reduced parking requirements. Pursuant to AB 2097, developments within a half-mile of a SMART station are no longer subject to locally enforced parking minimums. We support the reduction of parking spaces that would normally be required absent this legislation, and we applaud the architect for incorporating a mechanized parking system that reduces the likelihood of substantial on-street parking born from this project and maximizes the overall use of this well-located infill parcel.

GENERATION HOUSING

427 Mendocino Ave
Suite 100
Santa Rosa, CA 95404

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Reducing overall VMT and gradually shifting our community towards a higher usage of locally available public transit, ride-share, and other modes of transportation is a top priority for this region as we continue leading the charge against climate emissions born from carbon-based vehicles and daily commutes. Projects such as the one proposed are shining examples of climate-smart housing in the appropriate places – near jobs and transit. This is the best way to increase our climate resilience and ensure the long-term vitality of this region.

Generation Housing is proud to endorse this project and we look forward to seeing it built soon.

For any questions or concerns related to the content of this letter, please email our Policy Director Calum Weeks at calum@generationhousing.org.

Respectfully,

Jen Klose
Executive Director, Generation Housing

[EXTERNAL] 1650 W. Steele Lane

Gina Huntsinger [redacted]

Thu 1/19/2023 11:17 AM

To: McKay, Conor <CTMcKay@srcity.org>

Hi Connor,

As the Director of the Charles M. Schulz Museum & Research Center I want to make sure you have captured my comments about the 1650 W. Steele Lane Development. The City of Santa Rosa must truly consider the cultural arts corridor adjacent to this proposed development. The Schulz Museum, Snoopy's Home Ice, and the Children's Museum of Sonoma County attract hundreds of thousands of visitors locally, nationally, and internationally each year. While I support adding much needed housing, the plan for parking must be realistic to the needs of the area. The last thing anyone would want is that these visitors to Santa Rosa leave with a bad taste in their mouth because of congestion and parking issues, due to poor planning.

Thank you for taking my concerns as well the concerns of the other important visitor destinations in this area into account. This planning moment and decision is critical to the future of this area.

Sincerely yours,

Gina

Gina Huntsinger
Museum Director
Charles M. Schulz Museum
& Research Center
(707) 579-4452 #261

From:	Buckheit, Lani
To:	Murray, Susie
Cc:	McKay, Conor; Palmer, Kyle
Subject:	Late Correspondence for W Steele Lane Apartments
Date:	Tuesday, January 24, 2023 4:15:00 PM
Attachments:	Parking program description.pdf Public Comments received between Jan 19th and Jan 24th_Redacted.pdf

Hi Susie,

Please see attached late correspondence, for Item 3.1, W Steele Lane Apartments for the Special Zoning Administrator meeting on January 25, 2023. These will also be added to the agenda.

Thank you,

Lani Buckheit | Administrative Secretary
Planning & Economic Development Department |100 Santa Rosa Ave. Rm 3 | Santa Rosa, CA 95404
Tel. (707) 543-3226 | lbuckheit@srcity.org

Due to increased demand, limited resources, and time constraints, delays are expected in the City's permit processing. The Planning Division anticipates returning to standard processing and response times by Fall 2022. Thank you for your patience and understanding as City operations are reestablished following the coronavirus pandemic.

City of Santa Rosa

SANTA ROSA FORWARD
Plan Our Future Together

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Museum Director
Charles M. Schulz Museum
& Research Center
[redacted]

[EXTERNAL] 1650 W. Steele Lane

[redacted] <[redacted]>

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However, the street parking is 100% occupied during the times that we as humans, use parking spaces. (4:00 pm to 8:00 am)

This of course will push parking out to other surrounding businesses and projects such as The Snoopy Ice Arena, the Retail Strip Center to the East, and to a lesser extent, West Steele Ln. and other projects adjacent to the new projects at 1650 W. Steele Ln.

Development of the site is welcomed, but a parking and traffic snarl up is not.

Regards,

Mary Hvasta
Property Manager
Lennell Property Investments, LLC

[EXTERNAL] SR zoning administrative hearing, Jan 19, 2023. Re: 1650 W Steele Lane apartments

[redacted]

Thu 1/19/2023 9:21 PM

To: McKay, Conor <CTMcKay@srcity.org>

Cc: Barbara D. Gallagher [redacted];Tamara Stanley [redacted]

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There is NO parking on Range Ave near the proposed complex.

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In addition, for some time now, Hardies Lane has become attractive to motor homes parking for days at a time, and each of those motorhomes seem to have a couple of cars associated with it. It is my belief that the 'supplemental density bonus' requiring a 'Minor Conditional Use Permit'
Is completely inappropriate for this particular lot.

We understand the city's need for affordable housing. 1650 W Steele Lane, because lack of street parking, is not the right place.

Thank you for your attention

Jeannie
Visit my blog: https://nam11.safelinks.protection.outlook.com/?url=http%3A%2F

%2Fwww.schulzmuseum.org%2Fjeanschulz&
data=05%7C01%7CCTMcKay%40srcity.org%7C90753583a2fa45841e2208dafaa62e21%7C0d511985462e4402a0b038e1dadf689e%7C1%7C0%7C638097888902170682%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&
sdata=a649aaCLcuIDo1vBc0ogqkltvTxR%2B6wTtIDwwH9Ya3c%3D&reserved=0

"Take only what you need...do more than your share."

Re: [EXTERNAL] 1650 W. Steele Lane Development

McKay, Conor <CTMcKay@srcity.org>
Tue 1/24/2023 10:09 AM
To: Tamara Stanley <[redacted]>

Hello Tamara,

Thank you for attending and making comments last week. Yes, the Zoom info and call-in number will be the same.

If the project was not requesting a density bonus, the maximum number of market-rate units that could be built at the property would be 17 units. The construction of multifamily housing is allowed by right, meaning multifamily is one of the primary uses that is envisioned for the site.

Please see the attached traffic study, which contains a description of parking requirements and parking demand management measures on PDF page 4-5.

Please let me know if you have any questions about any of this information.

Thanks again,

Conor McKay (he/his) | **Senior Planner**
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
CTmckay@srcity.org

email signature cropped

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From: Tamara Stanley [redacted]
Sent: Thursday, January 19, 2023 11:54 AM
To: McKay, Conor <CTMcKay@srcity.org>
Subject: [EXTERNAL] 1650 W. Steele Lane Development

Hello Conor!

Thank you for allowing us to make comments re: 1650 W. Steele today. We will also join the call on January 25th at 5pm. Is the call information the same?

I have been asked some questions re: the project and I was hoping we could schedule a time to talk or meet. Here are some of the questions:

- Without the 100% density bonus what is the property zoned for?
- Parking plan: would you please outline the parking plan for the development for our team to review? There has been some information shared that the developer is planning to do some creative parking programs that may cause additional street parking needs. As you heard from our comments, that would be detrimental to our campus businesses.
- I know I have asked before, but I cannot find the response – has a traffic study been done for this project?

We do appreciate your work in adding much-needed housing to the inventory in Santa Rosa. As you know, Snoopy's Home Ice has been a gathering place for our community for over 50 years. Not only do our Santa Rosa residents frequent our campus and make it their community gathering place but we also receive visitors from around the world on a daily basis. We regularly fill our parking lots and utilize our over-flow street parking. This this parking is additional restricted – beyond our homeless population utilizing street parking – our businesses will be negatively impacted.

Thank you for talking this realistic concern seriously so our campus can continue to thrive and support our community.

I look forward to hearing back from you!

Best, Tamara

Tamara Stanley (She/Her/Hers)
General Manager
Snoopy's Home Ice
707.546.7147 x206
1667 W. Steele Lane
Santa Rosa CA 95403

[EXTERNAL] 1650 West Steele Lane ZA Hearing, Parking

Ingrid Anderson <Ingrid@andersonarchplan.com>

Tue 1/24/2023 1:40 PM

To: McKay, Conor <CTMcKay@srcity.org>

Cc: oneillsusa5@aol.com <oneillsusa5@aol.com>;dwhitlock@w-trans.com <dwhitlock@w-trans.com>;Jean Kapolchok <jkapolchok@sonomacountylanduse.com>;calum@generationhousing.org <calum@generationhousing.org>;Dennis Dalby <dennis@CivilDesignConsultants.com>

Hi Connor,

The project will manage parking, as a matter of standard procedure in apartment communities.
The details of how parking will be managed are below:

PARKING GUIDELINES & ENFORCEMENT

1. ***All parking is reserved for Tenant use only (including for their co-signers and guests, as available and designated), and only with display of a Parking Permit Placard ("Placard") provided to the Tenant by the Landlord.***
2. ***The Tenant agrees not to park in any area other than the Tenant's assigned parking stall(s).***
3. ***The Tenant acknowledges the number of parking permits they receive with their lease agreement, which is either zero (0) permits, one (1) permit, or two (2) permits.***
4. ***No tenant will be permitted to have more than two (2) parking permits.***
5. ***Co-Signers are not eligible to receive a parking permit separately from the permit(s) assigned to the Tenant.***
6. ***Parking stalls are unbundled and leased separately from the apartment dwelling at a separate rate in addition to the renting of the assigned residential unit.***
7. ***Parking in designated fire lanes, no parking zones, or parking in a stall not assigned to Tenant shall result in a parking violation fee and/or towing of the vehicle at the Tenant's expense.***
8. ***Vehicle and engine repairs are not allowed on the Premises.***
9. ***The Tenant agrees and understands they are responsible for ensuring that their guest(s) park outside of the designated 1650 West Steele Lane Apartments parking area, unless such guest(s) use the Placard assigned to the Tenant he/she is visiting.***
10. ***Tenant(s) and their guest(s) understand that their car may be towed if parked on the Premises without a Placard.***
11. ***The Tenant agrees to notify the Landlord's on-site Agent of any illegal or unauthorized vehicles.***
12. ***1650 West Steele Lane Apartments, its agents, and/or an authorized third-party will perform daily inspection rounds of the onsite premises to ensure proper compliance with the 1650 West Steele Lane Apartments rules and regulations regarding vehicle parking.***

TENANT & GUEST PARKING OPTIONS

1. ***Each Tenant will be given the option at time of lease signing to be assigned one (1) parking stall.***
2. ***Should Tenant(s) reside in a higher occupancy unit (2+ bedrooms) and request more than one (1) parking stall, such Tenant(s) will be assigned a second stall, subject to availability.***
3. ***Under no circumstances will a Tenant be permitted to park more than two (2) vehicles on Premises.***
4. ***All other vehicles, Tenant or guest-owned or operated, must be parked off the Premises.***
5. ***Should a Tenant be assigned one or more parking stalls, their assigned Placard is to be clearly displayed in the front of the vehicle facing outward and visible from the exterior at all times while parked on the Premises.***
6. ***Failure to have the Placard clearly displayed in the vehicle will be deemed a violation of the lease agreement and will result in the vehicle being towed at the vehicle owner's expense.***
7. ***Should a Tenant require an accessible space, they will be permitted to use one of the two accessible spaces provided, at no extra cost above the regular fee charged to all tenants who desire parking***

privileges at the Premises, provided Tenant shows a valid state-issued accessible placard.

ONSITE & NEARBY VEHICLE ALTERNATIVES

1. ***36 units will have an outdoor balcony, bicycle rack, or secure storage area in which to store bicycles.***
2. ***Two short-term bicycle racks with eight spaces will be located onsite. Depending on resident interest, 1650 West Steele Lane Apartments is amenable to participating in an on-site bike rental program, which would further alleviate vehicle parking demand.***
3. ***1650 West Steele Lane Apartments is located along Santa Rosa City bus Routes 6 and 10 , with a bus stop directly outside the onsite community open space area along West Steele Lane.***
4. ***Routes 6 and 10 provide service between the Coddington Transit Hub and Shopping Center and the Santa Rosa Transit Mall Terminal.***
5. ***Routes 6 and 10 operate Monday through Friday with approximately half-hour headways (Rt. 6) and 60 minute headways (Rt. 10) between 6:00 a.m. and 7:30 p.m.***
6. ***On weekends, Routes 6 and 10 operate with approximately half-hour headways (Rt. 6) and 60 minute headways (Rt. 10) between 10:30 a.m. and 4:30 p.m.***
7. ***Sonoma–Marin Area Rail Transit' s north Santa Rosa train station is less than ½ mile from the project and provides full commuter service from the neighborhood to Marin County and North Sonoma County.***
8. ***The station is located on Guerneville Road 0.3 miles west of the Coddingtown Mall.***

Please give me any recommendations you and Staff have to add to the above.
Thank you,
Ingrid

Anderson Hedgpeth

Ingrid Anderson
Principal Architect
Anderson Architecture & Planning

Phone 707-523-7010 x103 **Mobile** 707-318-3162
Email: ingrid@andersonarchplan.com
4752 Stonehedge Dr., Santa Rosa, CA 95405

McKay, Conor <CTMcKay@srcity.org>
Sent: Tuesday, January 24, 2023 9:09 AM
To: ingrid@hedgpetharchitects.com; Nicholson, Amy <anicholson@srcity.org>; oneillsusa5@aol.com; 'Jean Kapolchok' <jkapolchok@sonomacountylanduse.com>
Cc: calum@generationhousing.org
Subject: Re: [EXTERNAL] 1650 West Steele Lane Apartments

Hello Ingrid, City Staff will be available to respond to City Code and process, and provide supporting logic for the findings present in the resolution.

I am hoping you will be prepared to discuss the details of your parking program, since we have learned that parking is the primary concern of the neighborhood. City Staff will discuss the State laws that limit our ability to require parking, but it would be helpful if you provided greater detail about the parking program so the community is more comfortable that the overall parking demand would be reduced as a result of the parking demand management measures.

I will also defer to your team on project-specific question that I am not able to answer.

Thank you,

Conor McKay (he/his) | **Senior Planner**
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
CTmckay@srcity.org

From:	Buckheit, Lani
To:	Murray, Susie
Cc:	McKay, Conor; Palmer, Kyle
Subject:	Late Correspondence for W Steele Lane Apartments
Date:	Tuesday, January 24, 2023 4:15:00 PM
Attachments:	Parking program description.pdf Public Comments received between Jan 19th and Jan 24th_Redacted.pdf

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[EXTERNAL] 1650 W. Steele Lane

[redacted] <[redacted]>

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Property Manager
Lennell Property Investments, LLC

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[redacted]

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sdata=a649aaCLcuIDo1vBc0ogqkltvTxR%2B6wTtIDwwH9Ya3c%3D&reserved=0

"Take only what you need...do more than your share."

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email signature cropped

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Subject: [EXTERNAL] 1650 W. Steele Lane Development

Hello Conor!

Thank you for allowing us to make comments re: 1650 W. Steele today. We will also join the call on January 25th at 5pm. Is the call information the same?

I have been asked some questions re: the project and I was hoping we could schedule a time to talk or meet. Here are some of the questions:

- Without the 100% density bonus what is the property zoned for?
- Parking plan: would you please outline the parking plan for the development for our team to review? There has been some information shared that the developer is planning to do some creative parking programs that may cause additional street parking needs. As you heard from our comments, that would be detrimental to our campus businesses.
- I know I have asked before, but I cannot find the response – has a traffic study been done for this project?

We do appreciate your work in adding much-needed housing to the inventory in Santa Rosa. As you know, Snoopy's Home Ice has been a gathering place for our community for over 50 years. Not only do our Santa Rosa residents frequent our campus and make it their community gathering place but we also receive visitors from around the world on a daily basis. We regularly fill our parking lots and utilize our over-flow street parking. This this parking is additional restricted – beyond our homeless population utilizing street parking – our businesses will be negatively impacted.

Thank you for talking this realistic concern seriously so our campus can continue to thrive and support our community.

I look forward to hearing back from you!

Best, Tamara

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