



Renewal Enterprise District (RED)

County of Sonoma | City of Santa Rosa



RED & RED Housing Fund

Affordable housing

Urban Greening

Pedestrian Path

Bike Lanes

- Walkable Communities
- Economic Drivers
- Workforce Supporting
- Transit Oriented
- Climate Smart
- High Density





Goals and Purpose

As articulated in the joint powers agreement creating the Renewal Enterprise District, the goals and purpose of the RED include the following:

- Achieving the Founding Members' fire recovery rebuild goals and meeting current and previously unmet regional housing needs, within five years;
- Honoring community separators and urban growth boundaries, and implementing existing and future general plans and specific plans;
- Incentivizing higher density, infill, and transit-oriented housing in Priority Development Areas, Transit Priority Areas, Designated Opportunity Zones, Rural Investment Areas, and Employment Investment Areas;
- Promoting zero net energy development and advancing climate resiliency at the regional, neighborhood, and homeowner scale;
- Ensuring affordability and equity in housing development;
- Improving opportunities for local employers to recruit and retain a skilled workforce; and
- Ensuring transparency and accountability regarding achievement of housing goals.



Project Criteria

Projects require **ALL** of the following Threshold Criteria:

Infill Site

Mid to High Density

Residential / Mixed Use

Transit- Rich / Planned Area



One or More of the Following Evaluation Criteria:

- Project Readiness
- On or offsite Affordable, Workforce, and/or Mixed-Door Housing
- Pipeline Development
- Serves a Disadvantaged Community
- Energy or Water Efficiency and/or Innovative Design
- Prevailing Wage, Labor Certification and/or Apprenticeship Programs with Local Labor Unions
- Public Outdoor Space
- Proximity to Transit, bike or pedestrian connectivity
- Onsite Child Care



Collaborative Grants

IIG Round 6	Award	Project Type	Unit Count	Total Project Costs
Project Awards and Unit Count Total	\$11,876,050	A, PSH, MR	400	\$183,000,000
Tierra de Rosas, MidPen	\$3,065,982	Affordable	75	
Tierra de Rosas, CDC	\$5,074,330	Market Rate	99	
420 Mendocino	\$1,573,988	Market Rate	168	
Sage Commons	\$2,153,300	PSH + Affordable	58	

AHSC Round 5	Award	Project Type	Unit Count	Total Project Costs
Project Awards and Unit Count Total	\$25,780,623		75	\$134,380,242
Casa Roseland	\$15,685,007	Affordable	75	
+ Sustainable Transit Infrastructure	\$8,435,616			\$8,435,616
+ Transit Related Amenities	\$1,525,000			\$1,525,000
+ Programs	\$135,000			\$135,000

IIG Round 7	Award	Project Type	Unit Count	Total Project Costs
Project Awards and Unit Count Total	\$9,540,147	A, PSH, MR	402	\$220,000,000
Caritas Phase I	\$1,933,392	PSH + Affordable	64	
Cannery at Railroad Square	\$3,911,000	Affordable	129	
425 Humboldt Street	\$1,693,308	Market Rate	89	
One Santa Rosa Avenue	\$930,397	Market Rate	120	
Public Improvement Project - 3rd and B	\$1,072,050			\$1,072,050

IIG Round 8	Award	Project Type	Unit Count	Total Project Costs
Project Awards and Unit Count Total	\$20,651,354	A, PSH, MR	520	\$250,000,000
Ponderosa Village	\$2,611,400	Affordable	50	
Caritas Phase II	\$3,000,000	Affordable	63	
South Park Commons	\$3,515,232	PSH + Affordable	61	
Pullman Lofts Phase III	\$1,000,000	MR, 6 A	114	
Downtown Station	\$3,300,000	105 MR, 9 A	114	
556 Ross Street	\$2,000,000	Market Rate	118	
+ Public Improvement Project - MLK, Jr. Park	\$5,224,722			\$5,224,722

IIG Catalyst	Award	Project Type	Unit Count	Total Project Costs
City of Santa Rosa	\$6,500,000	A, PSH, MR	tbd	tbd



Measuring Outcomes



DEPARTMENT OF HOUSING & COMMUNITY DEVELOPMENT Local Housing Trust Fund (LHTF) Program - NOFA March 7, 2023 Final Point Score and Awardee List

Applicant Name	Trust Fund Name	Existing or New	County	Geographic Location	Program Activity	Final Point Score	Tie Breaker*	Amount Requested	Amount Awarded
Housing Trust Silicon Valley	Housing Trust Silicon Valley	Existing	Santa Clara	Central	Rental New Construction	95		\$5,000,000	\$5,000,000
County of San Mateo	Affordable Housing Trust	Existing	San Mateo	Central	Rental New Construction	95		\$5,000,000	\$5,000,000
RED Housing Fund	RED Housing Fund	Existing	Sonoma	North	Rental New Construction	95		\$1,000,000	\$1,000,000
City of Berkeley	City of Berkeley Housing Trust Fund	Existing	Alameda	North	Rental New Construction	95		\$4,083,000	\$4,083,000
Housing Trust Fund Ventura County	Housing Trust Fund Ventura County	Existing	Ventura	South	Rental New Construction	90		\$5,000,000	\$5,000,000
Sacramento Housing and Redevelopment Agency (on behalf of City of Sacramento)	City Housing Trust Fund	Existing	Sacramento	North	Rental New Construction	90		\$5,000,000	\$5,000,000
City of Santa Monica	Citywide Housing Trust Fund (CHTF)	Existing	Los Angeles	South	Rental New Construction	90		\$5,000,000	\$5,000,000
City of Pasadena-Housing Department	City of Pasadena Inclusionary Housing Trust Fund	Existing	Los Angeles	South	Rental New Construction	90		\$5,000,000	\$5,000,000
Alameda Affordable Housing Corporation	Alameda Affordable Housing Trust Fund	Existing	Alameda	North	Rental New Construction	90		\$1,000,000	\$1,000,000
Orange County Housing Finance Trust	Orange County Housing Finance Trust	Existing	Orange	South	Permanent Supportive Housing: Rehab, Acquisition, & New Construction	90		\$5,000,000	\$5,000,000
Sacramento Housing and Redevelopment Agency (on behalf of County of Sacramento)	County Housing Trust Fund	Existing	Sacramento	North	Rental New Construction	85	2	\$5,000,000	\$2,318,582
San Gabriel Valley Regional Housing Trust	San Gabriel Valley Regional Housing Trust	Existing	Los Angeles	South	Rental New Construction	85	6	\$4,321,000	\$2,003,718
City of Salinas Local Housing Trust	City of Salinas Local Housing Trust	New	Monterey	Central	Rental New Construction	85		\$4,526,562	\$3,807,248
City of Mountain View	The City of Mountain View Local Housing Trust Fund	New	Santa Clara	Central	Rental New Construction	85		\$5,000,000	\$4,205,452



Progress Update

Leasing

In Construction

2025/26

Aviara:

\$2,400,000

- 136 2-3BR @ 30-70% AMI

Acme Family Apartments:

\$800,000

- 77 1-3BR @ 30-60% AMI

Pullman Lofts:

\$1,300,000

- 114 1-2BR workforce-attainable units

South Park Commons:

\$4,000,000

- 62 studio-3BR
- Units affordable to households at 15-50% AMI

420 Mendocino:

\$7,000,000

- 168 studio-2BR units
- Located in the heart of downtown Santa Rosa

Casa Roseland:

\$4,200,000

- 75 1-3BR
- Units affordable to households at 30-60% AMI

New NOFA

389 new homes built + 243 in construction

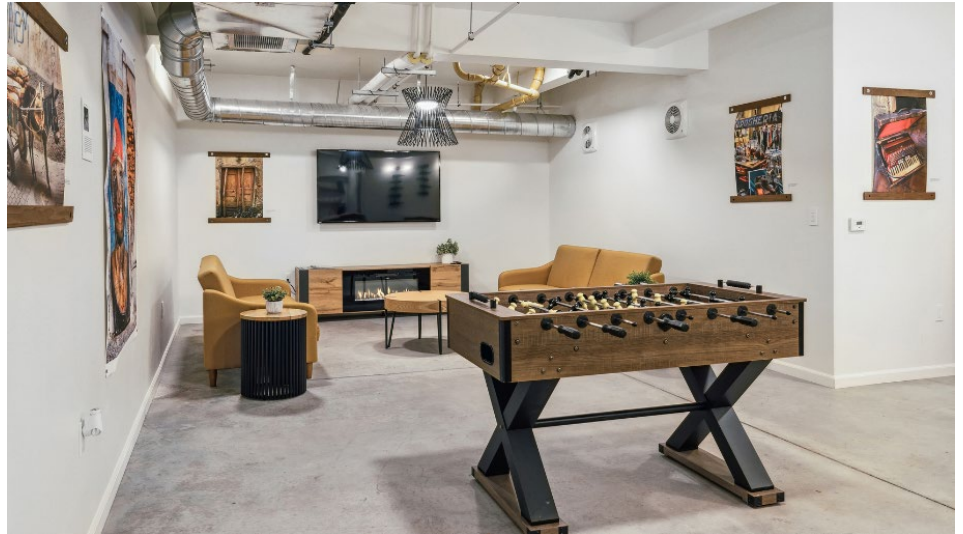


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Pullman Lofts





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Del Corazon





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Aviara





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South Park Commons





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420 Mendocino





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Casa Roseland

