



Prohousing Designation Program Application Authorization

August 4, 2026



PLANNING & ECONOMIC DEVELOPMENT

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Supervising Planner

Background

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1



Maintain Designation

Renew designation
before January 2027 to
maintain eligibility

2



Increase Grant Competitiveness

Additional points or
priority for State
housing and
infrastructure funding

3



Support Housing Goals

Reinforces
commitment to
housing for all income
levels in community



Changes to Program

2

PREVIOUS REQUIREMENTS



Initial Prohousing designation



Self-Scoring for Land Use, Housing Production, Development Cost Reduction, Financial Subsidies



No formal public participation

vs.

CURRENT REQUIREMENTS



Prohousing designation renewal



Self-Scoring for Land Use, Housing Production, Cost Reduction and Financial Subsidies



Public participation process



Documentation regarding homeless encampment practices



KEY CHANGE: HCD now requires additional documentation and a formal public participation process for the Prohousing Designation.

Progress Since Initial Designation

3

IMPLEMENTED SINCE 2023



Housing Ordinances & Long-Range Plans

- ✓ Missing Middle Housing
- ✓ Tiny Homes on Wheels
- ✓ Streamlined Review of Duplex and Duet Units
- ✓ North Station Specific Plan update
in progress
- ✓ South Santa Rosa Specific Plan
in progress



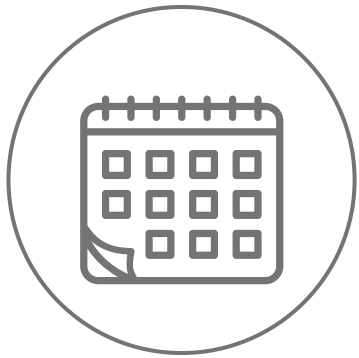
Development Cost Reductions

- ✓ Capital Facility Fee (CFF) Pilot Program Waiver for Affordable* Housing Developments
- ✓ Streamlined Design Review for Affordable* Housing Projects
- ✓ 50% Reduction in Permit Fees for Affordable* Housing Developments

* 100% of units deed-restricted as affordable

Public Participation Process

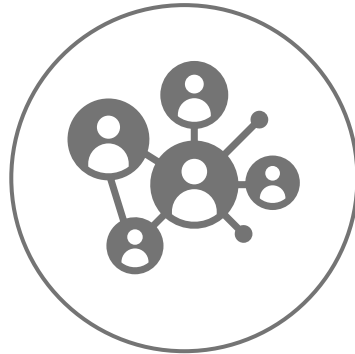
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**30-DAY
PUBLIC REVIEW**



**COUNCIL
PRESENTATION**



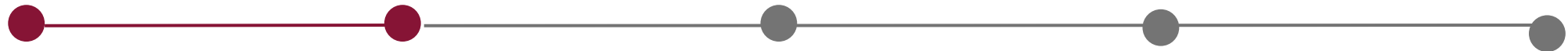
**STAKEHOLDER
OUTREACH**



**PUBLIC COMMENTS
CONSIDERED**



**SUBMIT
APPLICATION TO
HCD**



This Council report item satisfies one component of HCD's Diligent Public Participation Process.

Scoring Framework

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FAVORABLE LAND USE



Example: Density Bonus Program beyond State law

ACCELERATION OF HOUSING PRODUCTION



Example: Permitting processes that take less than four months.

DEVELOPMENT COST REDUCTION



Example: Waiver of development impact fees for residential development with affordable units

FINANCIAL SUBSIDIES



Example: Regular funding for preserving assisted units at-risk of conversion to market-rate uses

30 POINTS REQUIRED FOR DESIGNATION
PRELIMINARY ASSESSMENT OF CITY'S SCORE = 89 POINTS

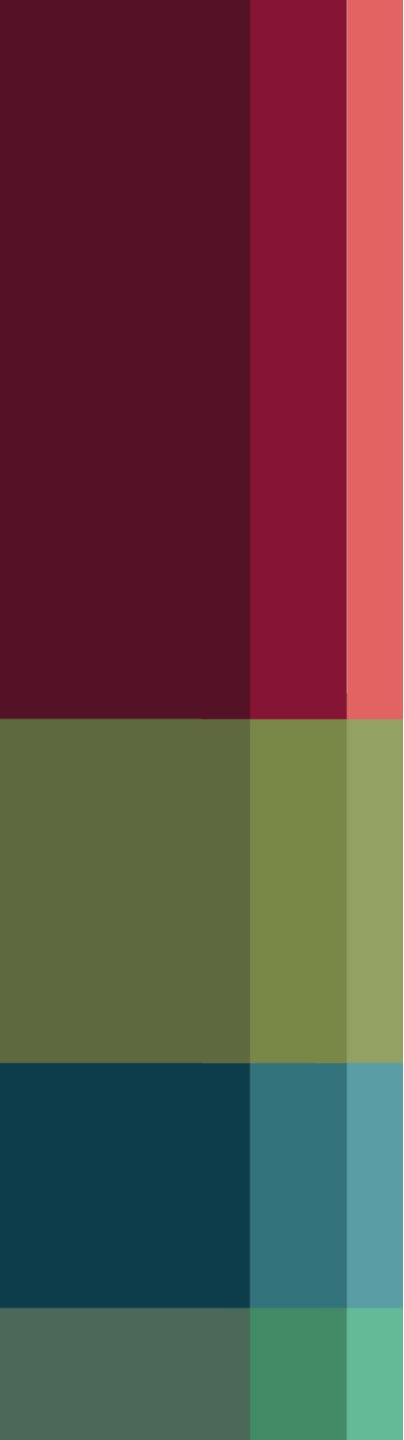
Recommendation

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The Planning and Economic Development Department recommends that the Council:

- ✓ Receive information regarding the City's renewal application for the California Department of Housing and Community Development's Prohousing Designation Program
- ✓ Receive public comment as part of the required Diligent Public Participation Process
- ✓ By resolution, authorize staff to submit the renewal application to the California Department of Housing and Community Development



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Questions?