PROJECT DESCRIPTION

1. Project Title: Santa Rosa Avenue Apartments

2. Lead Agency
City of Santa Rosa
Department of Planning and Economic Development
100 Santa Rosa Avenue, Rm. 3
Santa Rosa, CA 95404

3. Contact Person
Andrew Trippel, Senior Planner
atrippel@ssrcity.org
707-543-3223

4. Project Location
2905 Santa Rosa Avenue, Santa Rosa, CA
APN: 043-132-054 & 043

5. Project Applicant
Integrated Community Development (ICD)
Jake Lingo
jlingo@icdemail.com
818-974-2966
20750 Ventura Boulevard, Ste: 155
Woodland Hills, CA 91364

6. General Plan/Specific Plan Designation
Retail and Business Services

7. Zoning
Commercial General

City of Santa Rosa
JAN 15 2020
Planning & Economic Development Department
8. Existing Setting and Neighboring Land Uses:

The Santa Rosa Avenue Apartments (the Project) is located on the west side of Santa Rosa Avenue, situated mid-block between Court Road and Elsa Drive. The ±3.84-acre site is currently vacant. (See Figure 1, Vicinity Map) The site is within the Mendocino / Santa Rosa Avenue Priority Development Area. By utilizing the City of Santa Rosa’s Resilient City Development Measures, the site can be developed to 30 dwelling units per acre, by right. The development is eligible for a density bonus that allows the 154-unit development.

Figure 1. – Vicinity Map
As depicted in Figure 2 below, the site is within a mixed-use area, across the street from the Mountain View Mobile Estates and adjacent to the South Santa Rosa Shopping Center, and within walking distance (1/2 mile) to public transit, neighborhood retail and community parks.

Figure 2. Neighborhood Context Map

9. Project Description

The Santa Rosa Avenue Apartments will fulfill the goals of the Resilient City Development Measures by redeveloping a vacant, infill site within the Mendocino / Santa Rosa Avenue Priority Development Area (PDA), into a high-density amenity rich, multi-family, 100% affordable housing development. The Project will provide area residents displaced by the wildfires of 2017, as well as the local workforce, with new family housing opportunities within a pedestrian-oriented neighborhood with access to transportation, job centers, retail, entertainment/recreation, neighborhood park, and community services.

The Project aims to deliver critically needed dwelling units to an impacted community. Santa Rosa, like the rest of California, continues to experience a housing shortage caused in part by ongoing under-building of dwelling units. The lack of supply has also exacerbated a crisis in
housing affordability. The 2017 wildfires turned an already historic lack of supply into a housing crisis.

The timing of currently available financing, and the extraordinary measures taken by the City to incentivize construction of affordable units in the Priority Development Area (PDA), combine to allow Integrated Community Development to propose the Santa Rosa Avenue Apartments. The project is eligible for a streamlined planning and permitting approval process available for housing projects in the PDA. The 154 units will add a measurably significant number of family apartments in an area which is contextually well suited for the development of higher density housing.

The design of the project is inspired by the rich architectural history of Santa Rosa, while also looking towards the future of this rapidly changing and increasingly influential city in the North Bay. The design incorporates building materials and massing reminiscent of historic downtown Santa Rosa architecture. The use of a washed brick veneer and the overall scale of these naturally fortifying elements is inspired by the most significant historical buildings of Santa Rosa’s past, and in contrast, through the use of modern, minimalistic, and contemporary design treatments the exterior facade is firmly planted in the 21st century high density multifamily, design vernacular.

The use of modern insulated windows, repetition of contemporary and rectilinear design elements, as well as the use of scale and repetition to break up the overall massing conveys a design language that incorporates symbolic materials, massing and forms of the past, but applies them to embrace a more current and uplifting contemporary modern design aesthetic.

The project design is for a five-story elevator building, with access to units along both sides of an exit corridor. The building footprint is broken into two main “L” shaped sections to break down the bulk, mass and scale of the structure, and to further define two open recreational areas. The 1st of these outdoor areas is the large central courtyard protected from freeway noise and exterior elements by the building itself. This lushly landscaped courtyard area provides a central gathering area for the community with most of the community amenities either located on or immediately adjacent to this main courtyard. This courtyard is the central outdoor area for the project and encourages the residents to interact and mingle with neighbors, by centralizing both the interior and exterior activities throughout the project. The neighboring pool area is located and oriented to maximize the warmth and sunlight of the afternoon sun year-round and will be a focal point of this vibrant and livable community. The 3rd distinct outdoor area is provided with more wide-open areas which include large grassy area for children’s play and BBQ areas for families to gather and enjoy the landscaped grounds.

A community space is located at the public/street front of the apartment building. A business center, lounge area, recreational room and indoor bicycle storage facility are located at the ground floor. A fitness center is located at the second floor.
At the direction of the Design Review Board, brick veneer was added to all sides of the building and additional board siding was attached to the balconies. The goal was to design all sides of the building with the same architectural detail as the front façade which was achieved with these additions.

The Project is comprised of 60 one-bedroom units, 64 two-bedroom units and 30 three-bedroom units.

State Density Bonus Law parking allows for one parking stall for a one-bedroom unit, two stalls for a two-bedroom unit and two stalls for the three-bedroom units, for a total of 248 stalls. The development is currently designed with 125 covered parking stalls and 119 uncovered stalls, totaling 244 parking stalls. This is four stalls less than standard State Density Bonus Parking, but at the direction of the Design Review Board, we were asked to add landscaping in the parking lot. The additional trees will add shade and superior design and we are confident that that the parking provided is adequate for the 154 units. The proposed surface parking layout allows for carports, which will host a photovoltaic solar array with a goal to meet Net Zero Energy standards.

Two points of active access are provided with the main driveway off of Santa Rosa Avenue that will be signalized and will align with Court Road. This main access utilizes an ingress and egress easement on the adjoining parcel and makes for a well-planned development. A second driveway on the south boundary of the site will provide secondary access. Integrated Community Development collaborated with the City’s Planning, Fire, Traffic and Engineering Departments to develop a vehicular access that is safe for vehicles, pedestrians, cyclists and meets all City Codes.

The project will be eligible to use Recology™ Sonoma Marin as their solid waste service provider. A covered enclosure at the Pool Pavilion will house recycling bins. Trash disposal rooms located in the building will house chutes to solid waste collection bins at the ground All residents will share these common facilities. The dumpster enclosure will match in architecture and style with the main apartment and will have an accessible man door in addition to the double swing gates for access.

This amenity rich development will be made available to households with incomes in between 50% and 80% of Area Median Income. To qualify for the State of California’s New State Credit Resource (AB 101), the development’s affordability will average 60%. The goal is to provide market rate amenities at affordable income rents. In this incredibly impacted rental market, the rents will be at least 30% below market properties in the immediate area.

The Santa Rosa Avenue Apartments will connect jobs, housing and services while improving mobility options that reduce air pollution and encourage increased transit ridership. The infill development provides opportunities for housing in an urban environment. Our goal is to build a development that will be attractive, sustainable and support modern family lifestyles, while contributing to alleviate the housing shortage.