

How can Santa Rosa
Optimize construction of
new Transit Based Housing
in order to deescalate the
homeless problem?

Zayn 

How can the Planning/zoning phase be completed faster?

Planning and zoning for these projects can cause major delays, for the Cannery that delay was nearly 2 decades. My question is how can we get similar projects (those such as the cannery) approved faster. Raissa De La Rosa states on behalf of the EDD(economic development division) that this question must be broken up into 3 parts

The 3 pieces of the pie to speed up the process

“what is within our jurisdictional rights to address”?

“what is governmental but outside of our jurisdiction”?

“what is private sector market driven”?

How do the 5 L's affect our ability to develop? (Land, Laws, Lending (financing), Labor, and Lumber (supplies)).

Locally **only 3 of the 5 problems can be addressed.**

As a local jurisdiction we have complete control of our financials,

Law: The economic development division has worked with the City Council to “adopt a host aggressive ordinances and policies including our comprehensive housing strategy”, says Raissa De La Rosa. The EDD was successful in this plan “In order to fulfil the grant given by (MTC) The City has begun streamlining opportunities for certain infill projects, transit-oriented development and projects consistent with the Downtown Specific Plan in order to fulfill the grant.” via [the city of santa rosa website](#)

Land: the city owns plenty of land in the form of “City Hall complex, surface parking lots, and parking garages” says the economic development division. “The City has received an \$800,000 grant from the Metropolitan Transit Commission (MTC) to update the Downtown Specific Plan to increase height “ via [the city of santa rosa website](#) While the current maximum height for downtown is 10 stories, it is recommended we build even higher.

Lending: By Using the Tubbs Fire recovery and rebuild to improve The city of santa rosa’s partnership with the County we have now created a “ [renewal enterprise district](#)” which is the only joint powers authority in existence in California. The city of santa rosa has been submitted for and received approval for 2 of the County’s 3 Qualified Opportunity Zones, a federal designation that provides financial incentives for developers at the federal (tax) level.

Solutions: The Cannery.

In order to combat our lack of control of labor and supplies we must find ways to streamline revenue into the cities effort to construct transit based housing.

The Cannery is a project just west of the Smart station, which will turn a old fruit packing site into 129 affordable living spaces. This project was put into motion after a \$57 million state loan through the California Housing Accelerator program was awarded to the Cannery project.



Where are the optimal locations for Transit-Based-Housing In Santa Rosa?

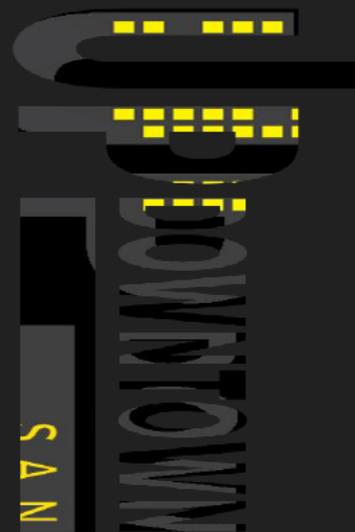
We can put projects like this on any property that allows housing.

there are opportunities to increase the number of allowable units by reserving some for lower income occupants.

This is extremely beneficial in terms of the homeless population in santa rosa in which 72% are unsheltered.

“Updowntown” in their efforts to “bring higher density of transit-oriented housing to downtown”.

This is optimal because it maximizes our use of empty space, sends more people to an economic epicenter of Santa Rosa, and helps get homeless people off the streets.



Who lives Downtown santa rosa? Santa rosa is home to more than 50% of sonoma county's homeless population



The press democrat: says this project has
“Transformed shattered lives in its first
year”

By structuring housing around the smart station we have been able to open many doors for those who may not have had access previously.

Beside the fact that the development will have a computer lab, community room, on-site laundry, two courtyards and a children's play area, the Cannery opens doors to those who are strained by the cost of transportation.

By offering $\frac{1}{4}$ of the units to those struggling with housing the cannery sets an example of how we can optimize space and opportunities by creating high density housing

Short term:

Fund more of these projects, especially downtown.

Partner up with organizations such as LifeSTEPS, to ensure these projects help us fix housing issues not only for the middle class but for those of lower income economic situations as well.

Create a general plan that promotes transit based housing by giving more residential space downtown, rather than promotion commercial use.

Long term: