



DOWNTOWN ACTION ORGANIZATION (DAO)

Board Meeting, March 15, 2023, 9am
Sonoma Clean Power Advanced Energy Center
741 4th St, Santa Rosa, CA 95404

AGENDA

- | | |
|---|-----------------------------|
| 1.0 CALL TO ORDER | Hugh Futrell |
| 2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS
(limited to two minutes each)
Comments from the public will be allowed on all agenda items at the time each item is called. | |
| 3.0 CONFLICTS OF INTEREST OR ABSTENTIONS | Hugh Futrell |
| 4.0 ACTION: CONSENT ITEM
4.1 February 15, 2023 Meeting Minutes (<i>Attachment 1</i>)
4.2 Monthly Financial Statements ending February 28, 2023 (<i>Attachment 2</i>) | Hugh Futrell
Joe Dietzen |
| 5.0 DISCUSSION: BOARD MEMBER UPDATES (two minutes each)
What specific business would you like to see in an existing vacancy Downtown? | All |
| 6.0 REPORT & DISCUSSION: EXECUTIVE DIRECTOR
Updates shared on Workplan (<i>Attachment 3</i>) business and development changes within the District (<i>Attachment 4</i>), street level services and other relevant updates on ongoing discussions. | Cadance Hinkle Allinson |
| 7.0 REPORT & DISCUSSION: EXECUTIVE COMMITTEE
Chair and members of Executive Committee will report on activities and focus of Committee. | Hugh Futrell |
| 8.0 REPORT & DISCUSSION: DAO BUDGET
Joe Dietzen to share impacts of the timing of assessment payments to the DAO budget and how that is captured in financial documents. | Joe Dietzen |
| 9.0 DISCUSSION & ACTION: ASSESSMENT INCREASE
Board will discuss and take a motion on whether to institute, for the first time since establishment, a 5% assessment increase, permissible by Section 5 of Santa Rosa City Resolution 2018-121. | All |
| 10.0 ADJOURNMENT | Hugh Futrell |

DOWNTOWN ACTION ORGANIZATION (DAO)

Board Meeting, February 15, 2023, 9am

Santa Rosa Metro Chamber: 50 Old Courthouse Square, Suite 110, Santa Rosa, CA
95404

Present: Chad Asay, Leeanna Ausiello-Kane, Zach Berkowitz, Pauline Block, Raissa de la Rosa, Chris Denny, Joe Dietzen, Hugh Futrell, Nicole Gaddis, Caitlin Kurasek, Stevan Stankovich, Don Tomasi

Absent: Natalie Balfour, Peter Stanley, Argo Thompson

Santa Rosa Metro Chamber Staff: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Hugh Futrell called the meeting to order at 9:06 am.

2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)

There were no public comments at this time.

3.0 CONFLICTS OF INTEREST OR ABSTENTIONS

There were no conflicts of interest or abstentions.

4.0 ACTION: CONSENT ITEM

4.1 and 4.2 A motion was made to approve consent item 4.1, January 18, 2023 Board Meeting Minutes and consent item 4.2, DAO Financial Statements ending January 31, 2023. The motion was unanimously approved.

4.3 A motion was made to approve the contract with Museum of Sonoma County as presented. The motion was unanimously approved.

5.0 DISCUSSION: BOARD MEMBER UPDATES (two minutes each)

Committee members shared their favorite aspects of Downtown Santa Rosa.

6.0 REPORT & DISCUSSION: EXECUTIVE DIRECTOR

Cadance Hinkle Allinson provided the following updates:

She shared that two retailers are leaving Downtown: Cupcake is moving to Montgomery Village and Liv is looking for an alternate location. Eddie's Kitchen should be opening by the end of the month, as well as 3 Disciples in their new location at Santa Rosa Plaza. Other projects are

She thanked everyone who attended the meeting with Chief Cregan. It was a positive meeting, with good representation from the City. Others who attended provided feedback as well.

Meetings have been held with council members Okrepkie, Stapp, Fleming and Rogers as well as Vice Mayor MacDonald and Mayor Rogers to discuss and review the annual memo. A meeting has not been able to happen with Councilmember Alvarez, but she has been in communication with him.

She shared that the Chamber's website project is moving forward and members of the Business Development Committee will be involved in upcoming discussions.

There has been very little interest from businesses about participating in the annual Egg Hunt. It will not happen without enough support.

The ad hoc Business Development Committee has met and is pushing the project forward again. The project will be shared with the board at a later stage.

Cadance circulated a sign-up sheet for future board meeting locations.

A brief discussion occurred about the community promotions fund and the impact on upcoming Downtown events.

7.0 REPORT & DISCUSSION: EXECUTIVE COMMITTEE

Hugh Futrell shared that the main items at the last Executive Committee meeting were the EIFD, the Museum Contract and the Work plan, which are all separately on the agenda.

He talked about the City's work group around the vacancy ordinance, and hopefully there will be some opportunities to move that forward once staff time allows. There is a code enforcement action in place now around 1 Santa Rosa Avenue.

8.0 DISCUSSION: EIFD

Hugh shared that there has been a great deal of progress on the EIFD. The DAO is connected to the work through ad hoc committee members participating on a public advisory group.

There was a special meeting of the Economic Development subcommittee yesterday where the plan and map were reviewed, and there was positive reception from the committee.

Much is being done to meet deadlines to get the district functioning by year end, which will allow buildings placed on the role this year to be incorporated. Hugh expressed optimism in establishing the EIFD, though reminded everyone the county's participation is critical.

He shared that the DAO board will need to support advocacy efforts with the Board of Supervisors, which will be discussed over the next month.

Cadance shared details on the attachments to the agenda, highlighting the memos and map.

Raissa is working on tying projects to a general overview of that will help finalize the IFP, though it's a general overview, rather than specific list.

Hugh talked about the need to seamlessly integrate Downtown park fees with the EIFD funds utilizing a single plan, which will be a policy issue for council to address. He also shared the need to ensure that EIFD dollars are not used to supplant the existing capital improvement budget.

A question was asked about how many votes are needed at the council and board of supervisors level. It remains unclear, but likely it is a simple majority.

A question was asked about connecting with appropriate elected officials. Hugh shared that talking points would be shared after an upcoming meeting and that there will be conversations to figure out how and to whom board members can reach out.

Hugh and Raissa talked through the timeline and necessary steps for implementation.

9.0 ACTION: APPROVAL OF 2023 DAO WORK PLAN

Cadance reviewed sections three, four and five of the workplan.

Sections 3.1 and 3.2 are continuations of work that began in 2022.

A discussion ensued about 3.3 and questions were raised about the appropriateness of the timing and the need to see how the new efforts underway panned out.

Hugh made a motion to remove item 3.3 from the 2023 workplan and discuss the BIA, or an alternative means for collecting marketing funds, in the 2024 workplan. The motion was unanimously approved.

Pauline talked about the potential of item 3.4, and the possibility of investing time and talent into the feasibility of a cross town, free shuttle that would serve more as a tourist attraction than a mode of public transportation. There was a high level of support for the idea and the board decided to keep it on the workplan and begin discussions at the March meeting.

Section 4 was reviewed. Items 1 through 5 are continuations from work began in 2022. Item 6 reflects the need to replace the furniture the City purchased in 2020. Cadance estimated \$5,000. Raissa suggested the City should fund the replacement and will work with Cadance to coordinate. Don suggested the language change to reflect "outdoor games" rather than entertainment.

The committee determined not to include any time or effort to move forward with the installation of the purple parking meters as a method of addressing issues with the homeless population.

Section 5 was reviewed and no changes were recommended.

A motion was made to move forward with all the items in sections 3, 4 and 5, with the exception of Item 3.3 as noted in previous motion, and adjusting item 4.6 to remove any funding allocation and adjust the language to read outdoor games, rather than entertainment. The motion was unanimously approved.

10.0 PRESENTATION OF FINAL WAYFINDING DESIGN

Don Tomasi shared the final wayfinding program and Cadance shared details about the process moving forward. Concerns were raised about the logos for the Railroad Square destinations not clearly identifying their location.

11.0 ADJOURNMENT

Hugh Futrell adjourned the meeting at 10:29am.

8:09 AM

03/10/23

Accrual Basis

Downtown Action Organization Incorporated

Balance Sheet

As of February 28, 2023

	Feb 28, 23
ASSETS	
Current Assets	
Checking/Savings	
1000000 · DAO OPERATING FUNDS	
1000100 · Earmarked Project Cash-Poppy	132,449.33
1001000 · District Funds Savings-Poppy	373,498.16
1010000 · DAO Operating-Poppy	9,058.10
Total 1000000 · DAO OPERATING FUNDS	515,005.59
Total Checking/Savings	515,005.59
Other Current Assets	
1100000 · District Revenue Receivables	555,788.54
Total Other Current Assets	555,788.54
Total Current Assets	1,070,794.13
TOTAL ASSETS	1,070,794.13
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	41,239.68
Total Accounts Payable	41,239.68
Other Current Liabilities	
2300000 · Deferred Revenue - District Rev	441,762.50
Total Other Current Liabilities	441,762.50
Total Current Liabilities	483,002.18
Total Liabilities	483,002.18
Equity	
32000 · Unrestricted Net Assets	594,521.04
Net Income	-6,729.09
Total Equity	587,791.95
TOTAL LIABILITIES & EQUITY	1,070,794.13

2023 DAO Budget and Cash Flow Projection																
<u>Income</u>	Jan-23	Feb-23	Mar-23	Apr-23	May-23	Jun-23	Jul-23	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Total	YE Projection	\$ From Budget	
Starting cash at 1/1/23	146,712.00															
District Assessments	\$0	\$330,697	\$0	\$0	\$0	\$181,302	\$0	\$0	\$0	\$0	\$21,027	\$0	\$533,025	\$533,025	\$0	
Events/Programming	\$0	\$0	\$0	\$0	\$0	\$5,000	\$0	\$0	\$0	\$0	\$0	\$0	\$5,000			
Interest Income	\$0	\$0	\$402	\$0	\$0	\$437	\$0	\$0	\$435	\$0	\$0	\$0	\$1,274	\$1,274	\$0	
<i>Sub Total</i>	\$146,712	\$330,697	\$402	\$0	\$0	\$186,739	\$0	\$0	\$435	\$0	\$21,027	\$0	\$539,300	\$539,300	\$0	
<i>Cash at Beginning of Month</i>	\$146,712	\$429,219	\$383,015	\$299,415	\$250,816	\$388,956	\$340,356	\$291,757	\$243,593	\$191,660	\$164,087	\$112,155				
<u>Expense</u>																
Street Level Services	\$27,716	\$27,716	\$27,716	\$27,716	\$27,716	\$27,716	\$27,716	\$27,716	\$27,716	\$27,716	\$27,716	\$27,716	\$315,897	\$332,592	-\$16,695	
Landscape Contract	\$5,400	\$5,400	\$3,650	\$3,650	\$3,650	\$3,650	\$3,650	\$3,650	\$3,650	\$3,650	\$3,650	\$3,650	\$48,000	\$47,300	\$700	
Santa Rosa Metro	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$160,000	\$160,000	\$0	
Insurance/Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$3,333	\$0	\$3,333	\$3,333	\$10,000	\$10,000	\$0	
Annual Priorities	\$0	\$0	\$35,000	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$35,000	-\$35,000	
Project Maintenance	\$0	\$0	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$2,400	\$24,000	\$24,000	\$0	
Website/Marketing	\$1,740	\$0	\$1,276	\$1,276	\$1,276	\$1,276	\$1,276	\$1,276	\$1,276	\$1,276	\$1,276	\$1,276	\$14,500	\$14,500	\$0	
Events/Programming	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	
Misc. Direct Expense	\$0	\$157	\$224	\$224	\$224	\$224	\$224	\$224	\$224	\$224	\$224	\$224	\$2,400	\$2,397	\$3	
Contingency (6% - \$31,776)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$18,554	\$0	\$18,554	
<i>Sub Total</i>	\$48,190	\$46,607	\$83,599	\$48,599	\$48,599	\$48,599	\$48,599	\$48,599	\$51,933	\$48,599	\$51,932	\$51,932	\$593,351	\$625,790	-\$32,439	
Account Balance	\$98,522	\$382,612	\$299,415	\$250,816	\$202,217	\$340,356	\$291,757	\$243,158	\$191,660	\$143,061	\$112,155	\$60,223				

8:09 AM

03/10/23

Accrual Basis

Downtown Action Organization Incorporated Profit & Loss Budget Performance

February 2023

	Feb 23	Budget	\$ Over Budget	% of Budget	Jan - Feb 23	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
Ordinary Income/Expense									
Income									
4100000 · District Assessments	44,176.25	44,176.25	0.00	100.0%	88,352.50	88,352.50	0.00	100.0%	530,115.00
4100002 · Interest Income	0.00	83.33	-83.33	0.0%	0.00	166.70	-166.70	0.0%	1,000.00
Total Income	44,176.25	44,259.58	-83.33	99.8%	88,352.50	88,519.20	-166.70	99.8%	531,115.00
Gross Profit	44,176.25	44,259.58	-83.33	99.8%	88,352.50	88,519.20	-166.70	99.8%	531,115.00
Expense									
5100000 · PRIMARY DISTRICT SERVICES									
5100001 · Street Level Services	27,716.35	26,324.75	1,391.60	105.3%	55,432.70	52,649.50	2,783.20	105.3%	315,897.00
5100002 · Landscape Services	5,400.00	4,000.00	1,400.00	135.0%	10,800.00	8,000.00	2,800.00	135.0%	48,000.00
Total 5100000 · PRIMARY DISTRICT SERVI...	33,116.35	30,324.75	2,791.60	109.2%	66,232.70	60,649.50	5,583.20	109.2%	363,897.00
5200000 · DISTRICT IMPROVEMENTS									
5200002 · Project Maintenance	0.00	2,000.00	-2,000.00	0.0%	0.00	4,000.00	-4,000.00	0.0%	24,000.00
5200004 · Fountain Expenses	190.00				285.00				
Total 5200000 · DISTRICT IMPROVEMENTS	190.00	2,000.00	-1,810.00	9.5%	285.00	4,000.00	-3,715.00	7.1%	24,000.00
5300000 · MARKETING									
5300001 · Events/Programming	0.00	1,208.33	-1,208.33	0.0%	1,740.00	2,416.70	-676.70	72.0%	14,500.00
Total 5300000 · MARKETING	0.00	1,208.33	-1,208.33	0.0%	1,740.00	2,416.70	-676.70	72.0%	14,500.00
5400000 · DISTRICT MANAGEMENT									
5400001 · SR Metro Chamber Contract	13,333.33	13,333.33	0.00	100.0%	26,666.66	26,666.66	0.00	100.0%	160,000.00
5400003 · Insurance/Taxes	0.00	0.00	0.00	0.0%	0.00	0.00	0.00	0.0%	10,000.00
5400004 · Misc Direct Expenses	157.23	200.00	-42.77	78.6%	157.23	400.00	-242.77	39.3%	2,400.00
Total 5400000 · DISTRICT MANAGEMENT	13,490.56	13,533.33	-42.77	99.7%	26,823.89	27,066.66	-242.77	99.1%	172,400.00
5500000 · CONTINGENCY									
5500001 · Contingency - Misc Expense	0.00	1,546.17	-1,546.17	0.0%	0.00	3,092.33	-3,092.33	0.0%	18,554.03
Total 5500000 · CONTINGENCY	0.00	1,546.17	-1,546.17	0.0%	0.00	3,092.33	-3,092.33	0.0%	18,554.03
Total Expense	46,796.91	48,612.58	-1,815.67	96.3%	95,081.59	97,225.19	-2,143.60	97.8%	593,351.03
Net Ordinary Income	-2,620.66	-4,353.00	1,732.34	60.2%	-6,729.09	-8,705.99	1,976.90	77.3%	-62,236.03
Net Income	-2,620.66	-4,353.00	1,732.34	60.2%	-6,729.09	-8,705.99	1,976.90	77.3%	-62,236.03

Attachment 3							
2023 DAO WORKPLAN							
Staff: Cadance Hinkle Allinson							
ACTION	RESPONSIBLE	PRIORITY	FUNDING ALLOCATED	STATUS	START DATE	COMPLETION DATE	NOTES
1. Policy Initiatives							
1. Expedite launching of EIFD	Ad Hoc Committee	High	n/a	In Process	2022		Ongoing discussions with City staff. HFC working on analysis. Expected to go to Council on 4/25 for ROI and formation of PFA. Supporting outreach to supervisors.
2. Adopt an office mitigation/incentive policy (parking; business licenses; TI permits; sign permitting; other) in 1-2Q 23	Board	High	n/a	In Process	2022		Shared in annual memo and goal setting memo. Council generally supported and in line with other council strategies around small business support.
3. Revise, clarify and make in perpetuity, park fee policy including flexibility, DAO involvement and comprehensive expenditure plan.	Executive Committee	High	n/a	In Process	January		Extend date set in 2023 to better benefit future, as yet unknown, developments
4. Work with City staff on code enforcement regulations related to unmaintained buildings in Downtown core	Executive Committee	High	n/a	In Process	January		Recommendaitons made to City staff. Chair following up to see how DAO can support establishment and implementation.
5. Support City's development of overall homeless intervention strategy and policy, including specific strategies listed in section 2.0.	Executive Committee	High	n/a	In Process	January		Ties into Homeless and Public Safety item 3 and provides needed support for formal creation of ordinance to address issues related to excess belongings in the Downtown.
6. Advocate for expanded Downtown parking strategy, which could include additional garage incentives, employee parking programs and support around enhanced EV infrastructure and programming.	Board	High	n/a	Not Started	March		Board to determine what incentives would be needed
2. Homelessness & Public Safety							
1. Working with CC, City and County, to improve intervention with homeless in Downtown and improve access to mental health and social workers	ED / Street Level Service Team	High	tbd	In Process	2022		Increased to twice weekly outreach Downtown - looking into long-term solutions that will begin to address negative impacts of increased services in the Downtown core
2. Support creation of Assistant City Attorney dedicated to ordinance enforcement	Board	High	tbd	In Process	January		Work with City to understand capacity to focus on code enforcement and potential need for expanded City staff
3. Support City work in finalizing ordinance related to camping and excess belongings in Downtown core	Board	High	tbd	In Process	January		Ties into Policy Initiative item 6 and moves forward ongoing discussions with council and staff to address challenges Downtown, and city-wide
4. Advocate for stronger, more regular and visible police presence in Downtown core	Board	High	tbd	In Process	January		Ongoing outreach to council to push for additional members of DET. Need to focus on budget discussions.
5. Push for allocation of one-time funds for additional safety and beautification deterrents, prioritizing lighting and CCTV	ED	High	tbd	In Process	2021		Board to determine if this is priority
3. Event Management & Marketing							
1. Develop annual plan for marketing of Downtown Santa Rosa in collaboration with Chamber, to include website and social media	ED / Chamber Staff / Ad Hoc Committee	High	tbd	In Process	January		Engage in Chamber's revamping of Downtown website and ongoing online promotions
2. Business Attraction Marketing Plan	Ad Hoc Committee	Medium	\$40,000 from City Sponsorship	In Process	2022		Ongoing meetings with writer, designer, to put package together
3. Cross town transportation exploration and support	ED	Medium	tbd	Not Started	January		Ad hoc committee pushing pilot program forward and seeking funding
4. Design & Improvements							

2023 DAO WORKPLAN							
Staff: Cadance Hinkle Allinson							
ACTION	RESPONSIBLE	PRIORITY	FUNDING ALLOCATED	STATUS	START DATE	COMPLETION DATE	NOTES
1. Oversee rebuilding of Asawa Fountain, working with City on casting of panels and installation	ED / Chair	High	dollars previously raised	In Process	2020		Expecting final round of drawings by 3/10 before we can move forward with construction.
2. Support City's installation of artwork on Courthouse Square	ED	High	n/a	In Process	2020	Jan-23	Complete
3. Work with City (city cost) to replace broken benches with benches selected by DAO	ED	High	n/a	In Process	2020		Ongoing discussions
4. Implement wayfinding program throughout District	Design & Improvement	High	\$30,000 from FY22	In Process	2022		Design, fabrication, installation and online estimate at \$35,000. Beginning of permitting process - estimated late Spring installation.
5. Oversee removal of vacant media boxes and establish media box installation policy	ED	Medium	n/a	In Process	2022		All media boxes have been surveyed (71). City staff have said they'll be removed by the end of the year and have been in contact about doing so. Requested that there be limitations on the number of boxes available in the Downtown area moving forward.
6. Replacement and addition of movable furniture and outdoor games in Square	ED	Low	\$0	In Process	2022		City to fund, waiting on okay to purchase
5. Board Culture/Governance							
1. Develop pipeline of Executive Committee members and potential new board members that fill critical experience gaps	Board	High	n/a	In Process	March		Board to discuss in early 2023 needs of future board and begin to solicit engagement
2. Finalize expansion of District with addition of Museum of Sonoma County	Board	High	n/a	In Process	February		Contract approved and with Museum for review
3. Determine assessment percentage increase	Board	High	n/a	Not Started	March		Board to discuss and finalize 2024 assessment increase.

Attachment 4								
2023 DOWNTOWN DEVELOPMENT TRACKER								
ADDRESS	DEVELOPER	NO. UNITS	NO. AFFORDABLE	AFFORDABILITY LEVELS	DESCRIPTION	STORIES	STATUS	
888 4th Street	HFC	108			888 Fourth Street, a sleek seven story urban tower now under construction, is 108 one- and two-bedroom apartments, with an array of alluring common amenities such as a rooftop spa and recreation terrace with spectacular 180 degree views of the surrounding hills and city lights, elevated zen courtyard, ground-level picnic garden, fitness center, business rooms, café and relaxation lobby and private garage parking. Scheduled completion 2Q23.	7	Completion expected mid 2023	
556 Ross Street	Cornerstone	118	118	Affordable by Design / Market Rate	The 556 Ross Street infill development proposed by Cornerstone would provide local residents a crucial new housing option in the downtown city core that has the potential to spur community-centered growth where people can live, work, shop and play in a thriving urban space. The Ross Street development proposes an 8-story, residential mixed-use building comprised of 118 "affordable by design" market-rate studio, one-, and two-bedroom+ apartments. The affordable by design dimension of this project will contribute to an important component of our housing stock and help meet the demand from a broad cross-section of our community. A childcare facility will be located on the ground floor.	8	Zoning Administrator Approval - July 11 2022. Break ground date unknown.	
420 Mendocino Ave / 433 Riley Street / 611 5th Street	Related/Zach Berkowitz	161			The project site is 27,691 square feet and is located on three parcels - 420 Mendocino Avenue, 433 Riley Street, and 611 Fifth Street. The sites are currently occupied by one single story masonry commercial building and an open air parking lot. The project proposes an approximately 169,000 square foot, 8-story, Type III over Type I building with 161 residential units. The building will also provide ground-floor commercial, amenity, and service space including a parking garage with a semiautomated parking system. Reported construction start 1Q23.	8	Anticipated start in March 2023	
891 3rd Street	HFC	18			Proposed future three-story, 18-unit, 9,450-square-foot, multi-family building.	3	Building permit about to be issued	
425 Humboldt Street	Tom Robertson	95			New construction of an eight (8) story mixed-use apartment building: 95 dwelling units in six (6) stories over two (2) stories of parking. Ground floor uses include lobby with mezzanine, leasing office, mail and parcel rooms, and an office for a separate tenant. Resident amenities include ground floor bike storage, pet grooming station, fitness area, and shared outdoor space.	6	Funding nearly complete, anticipating summer break ground	
528 B Street	Morrison Karsten Group	24	No	Market Rate	Located at 528 B. Street in Downtown Santa Rosa, the proposed infill development project would consist of (1) demolition of an existing 2,400 sf office building and (2) construction of a 5-story, 36,650 sf mixed use building comprised of ground floor multi-tenant commercial office space and 24 market-rate multi-family units on floors 2-5 (20 one- and 4 two-bedroom apartments). All required parking would be located in City Parking Garage #1 adjacent to the project. Major Design Review and Major Landmark Alteration Permit review are required.	5	Approved	
1 Santa Rosa Avenue	SRA LLC	120	3	50%	The "1 Santa Rosa" development introduces much desired high-density housing into downtown Santa Rosa. The project will transform a vacant commercial bank building (with surface parking) into a contemporary apartment living environment that offers plentiful resident amenity spaces and activated street level uses to help enliven and frame the adjacent Courthouse Square. Importantly, the Project is adjacent to the 2nd Street Transit Mall that creates extremely convenient connectivity to public transit, while its proximity to the Square and downtown commercial amenities will promote walking and bicycling rather than automobile use. Indeed, 1 Santa Rosa will not provide on-site parking, but, instead, will offer resident parking at the adjoining parking garage across 2nd Street through a proposed parking arrangement with the City. Reported to be in redesign.	7	In contract	
501 4th Street	Hitouch Service, LLC	71					Pre-Entitlement	
589 Mendocino Ave	Hitouch Service, LLC	39					Pre-Entitlement	
10 E Street	HFC	54			Final and preliminary design review submitted. Possible construction begin 4Q 23.		Public Notice	