



SUMMARY REPORT

Agenda Date: 7/14/2026

To: Board of Commissioners, Board of Supervisors, and Board of Successor Agency

Department or Agency Name(s): Community Development Commission

Staff Name and Phone Number: Michelle Whitman 707-565-7504

Vote Requirement: Majority

Supervisory District(s): Countywide

Title:

Tierra de Rosas: Approval of Civic Parcel Memorandum of Understanding (MOU), Commercial Parcel Request for Proposals (RFP), and Professional Services Agreement (PSA) Extension

Recommended Action:

A) Authorize the Executive Director of the Sonoma County Community Development Commission (Commission) to execute an MOU with Community Action Partnership of Sonoma County, DBA Sonoma Community Action Network, fiscal sponsors of Health Equity Rising, for the prospective development of the Civic Parcel at Tierra de Rosas.

B) Approve the issuance of an RFP for the Commercial Parcel at Tierra de Rosas to solicit a qualified owner, developer, and operator, and authorize the Executive Director of the Commission to execute a non-conveyance MOU with the selected Prospective Developer of the Commercial Parcel.

C) Authorize the Executive Director of the Commission to execute a six-month extension of the PSA, with MidPen Housing, effective July 1, 2026, extending the term of the Agreement through December 31, 2026, to allow for the continued provision of professional services and completion of remaining services under the Agreement for Tierra de Rosas.

Executive Summary:

The Commission continues to advance implementation of the community-driven vision for Tierra de Rosas, a mixed-use redevelopment project guided by the Sebastopol Road Urban Vision Plan and prior Board of Supervisors (Board) direction. Following the Request for Information (RFI) process in the first quarter of 2026, a Prospective Developer was identified for the Civic Parcel, while no eligible submissions were received for the Commercial Parcel. Approval is requested by the Commission to enter into an MOU with the Civic Parcel Prospective Developer to conduct due diligence and prepare planning, financial, and operational analyses necessary to inform a future development decision. In parallel, Board authorization is requested for the Commission to issue an RFP for the Commercial Parcel to identify a qualified owner, developer, and operator capable of advancing the community's long term goals for the site. The RFP will prioritize proposals that demonstrate sustainable development practices, inclusive and culturally responsive design, and equitable economic opportunities, including space for small businesses and nonprofit organizations. Additionally, this item authorizes the Executive Director to execute an extension of the PSA with MidPen Housing to continue their professional services work for Tierra de Rosas. Approval of these three items will support continued progress on Tierra de Rosas and ensure delivery of a community-centered project.

Discussion:

The Board of Supervisors established the Roseland Redevelopment Project Area in 1984. In 2005, the Commission and the City of Santa Rosa (City) joined together to sponsor a community visioning process to create consensus among the local community about what future development of the Sebastopol Road corridor should look like, and what types of uses should be located there. This process resulted in Sonoma County and the City adopting the Sebastopol Road Urban Vision Plan (UVP).

The Commission acquired the Roseland Village Shopping Center property in 2011 utilizing Redevelopment Funds to support development of a mixed-use project. UVP envisioned a mixed-use project on the site and guided the development of Tierra de Rosas. Tierra de Rosas refers to the master development and infrastructure components of the project, including 75 affordable housing units, 100 market-rate units, a one-acre public plaza, a civic parcel, and commercial parcel. The project was developed in alignment with the community priorities identified in the UVP.

On March 12, 2019, the Board authorized the Executive Director of the Commission to execute a Disposition, Development, and Funding Agreement (DDFA) with MidPen Housing Corporation (MidPen) as the master developer, affordable housing developer, and Urban Mix Development LLC as the market-rate housing developer of the planned mixed-used redevelopment project, Tierra de Rosas. The DDFA identifies key responsibilities of the parties and defines the mixed-use development would be divided into two phases. The DDFA Phase I parcels are the affordable housing, market rate housing and the Plaza, and the Phase II parcels include the Commercial and Civic Parcels.

With the DDFA in place and the project phasing defined, the Commission advanced to the subsequent phase of implementation, which required identifying prospective owners and developers for the Phase II parcels. On January 8, 2026, the Commission issued an RFI for the Tierra de Rosas Civic and/or Commercial parcels (RFI Parcels). The purpose of the RFI was to inform the Commission of respondents with solution ideas for owning, developing, and operating the RFI Parcels. Responses were due on March 2, 2026, and were evaluated in accordance with the selection criteria specified in the RFI. Through this evaluation process, the Prospective Developer, Health Equity Rising was identified solely for the Civic Parcel, as the responses submitted for the Commercial Parcel were not eligible for consideration under the RFI requirements. Accordingly, the Commission will proceed with entering into an MOU with the Civic Parcel Prospective Developer to conduct exploratory due diligence and will separately issue an RFP to solicit an owner, developer, operator for the Commercial Parcel.

The Prospective Developer, Health Equity Rising, operates under the fiscal sponsorship of Community Action Partnership of Sonoma County, doing business as Sonoma Community Action Network. For its RFI submission included as Attachment 4, Health Equity Rising convened the Tierra de Rosas Civic Coalition (TRC Coalition), a community-led, multi-sector partnership formed specifically to support planning for the Civic Parcel. The TRC Coalition's proposal outlined an exploratory and planning phase to develop a community-validated conceptual approach for the Civic Parcel, conducting feasibility and financial analysis, and defining programming and operational needs. Their proposal emphasizes a culturally responsive, community-driven process and envisions the Civic Parcel as a community hub, that reflects Roseland's priorities, including access to centralized resources, culturally relevant programming, health and wellness services, small business and workforce opportunities, and long-term community-led governance.

The Civic Parcel MOU establishes the terms under which the Prospective Developer will conduct an exploratory due diligence and planning period for the Civic Parcel. During the MOU term, the Prospective Developer will prepare an integrated, community-validated conceptual design plan, feasibility assessment, financial strategy, programming framework, and operational plan sufficient to support a formal development decision. The MOU term is nine months with potential for a three-month extension per mutual agreement from both Parties.

The purpose of the Commercial Parcel RFP is to identify a qualified entity to serve as the owner, developer, and operator of the Commercial site. The RFP is intended to advance the community's long term vision for the parcel by promoting sustainable development practices, inclusive and culturally responsive design, and equitable access to resources and opportunities.

The Commercial Parcel was entitled through a Tentative Map approved by the Santa Rosa City Council in June 2019. Through this RFP, the Commission seeks proposals that clearly articulate community benefits, demonstrate cultural and economic relevance, and support the creation of space for small businesses or nonprofit organizations. Proposals must also present a sound financial approach and demonstrate the capacity to deliver a feasible and durable project that contributes meaningfully to the surrounding community. Following evaluation and selection of a proposal, the Commission will enter into a non-conveyance MOU with the selected Prospective Developer of the Commercial Parcel. The Commission will return to the Board for approval of any real estate transaction agreement related to the Commercial Parcel.

The existing PSA with MidPen Housing expires on June 30, 2026. As the item is presented to the Board for consideration on July 14, 2026, the amendment will retroactively extend the Agreement term effective July 1, 2026, through December 31, 2026 with one option to extend the term another 12 months, unless terminated earlier in accordance with the Agreement provisions. The retroactive extension will maintain continuity of services and ensure that professional services remain authorized during the period between the expiration of the current term and Board approval of the amendment.

Strategic Plan:

This item directly supports the County's Five-year Strategic Plan and is aligned with the following pillar, goal, and objective.

Pillar: Healthy and Safe Communities

Goal: Goal 3: Ensure racial equity throughout all County policy decisions and service delivery.

Objective: Objective 3: Create a "no wrong door" approach where clients who need services across multiple departments and programs are able to access the array of services needed regardless of where they enter the system.

Racial Equity:

Was this item identified as an opportunity to apply the Racial Equity Toolkit?

No

Prior Board Actions:

See Attachment 1.

FISCAL SUMMARY

Expenditures	FY26-27 Adopted	FY27-28 Projected	FY28-29 Projected
Budgeted Expenses			
Additional Appropriation Requested			
Total Expenditures			
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other			
Use of Fund Balance			
General Fund Contingencies			
Total Sources			

Narrative Explanation of Fiscal Impacts:

There are no fiscal impacts related to the approval of this requested action.

Staffing Impacts:			
Position Title (Payroll Classification)	Monthly Salary Range (A-I Step)	Additions (Number)	Deletions (Number)

Narrative Explanation of Staffing Impacts (If Required):

Not applicable.

Attachments:

1. Prior Board Actions
2. Civic Parcel MOU
3. Commercial Parcel RFP
4. Civic Parcel RFI Response
5. PSA Amendment 7

Related Items "On File" with the Clerk of the Board:

6. Request for Information Civic and/or Commercial Parcels at Tierra de Rosas