

Sonoma County
Community Development Commission

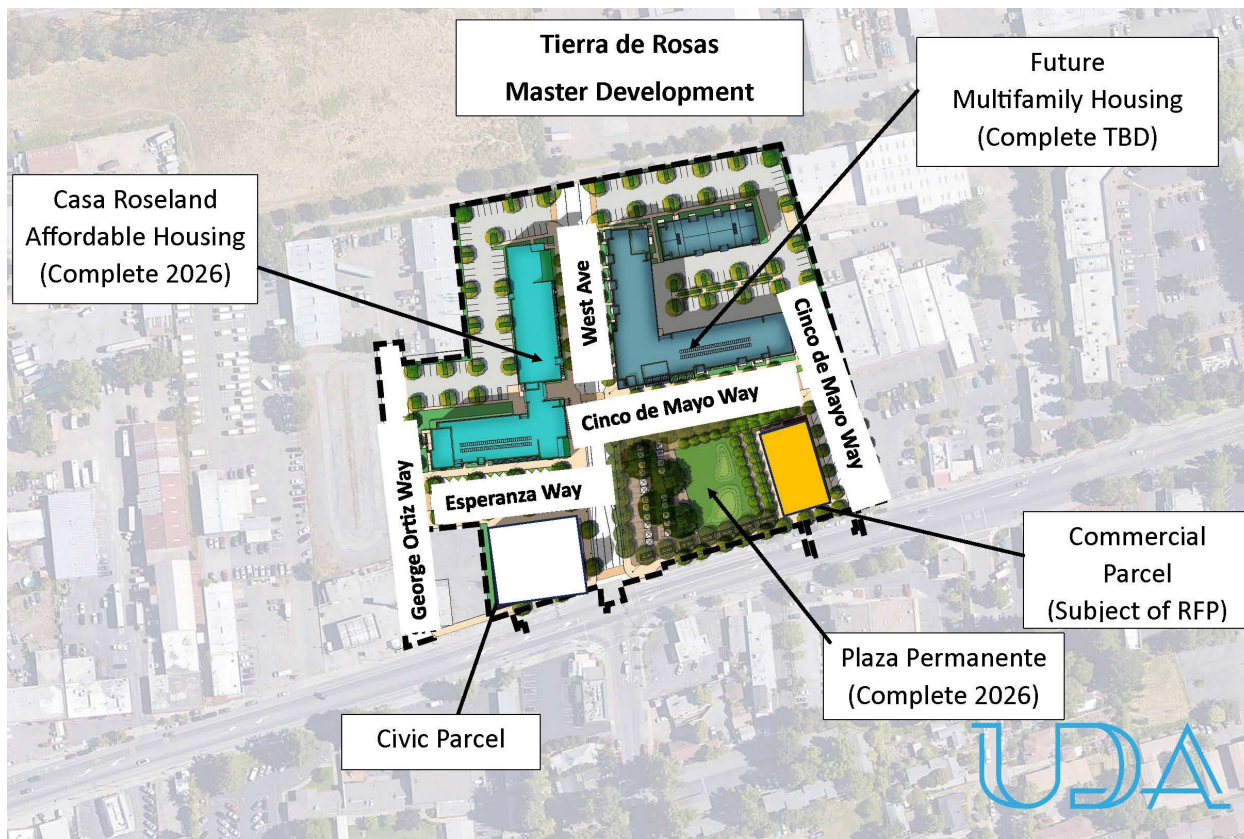


SONOMA COUNTY COMMUNITY DEVELOPMENT COMMISSION
COMMERCIAL PARCEL
AT
TIERRA DE ROSAS

Request for Proposals | Published July 14, 2026

The Sonoma County Community Development Commission (Commission) is pleased to invite you to respond to a Request for Proposals (RFP) for the Tierra de Rosas Commercial parcel.

Responses must be received no later than 5:00 p.m. on **August 27, 2026**.



**The image above is a site map of the Tierra de Rosas master development, including Casa Roseland, a future multifamily housing development, Civic parcel, Plaza Permanente, and the Commercial parcel.*



A. Introduction/Purpose

The Commission invites you to respond to an RFP for the **Tierra de Rosas Commercial Parcel ("RFP Parcel")**. The purpose of this RFP is to identify a qualified entity to serve as the **owner, developer and operator** of the Commercial Parcel per the parameters of this RFP. Proposals are encouraged to be feasible, creative and aligned with the Tierra de Rosas' overarching objective of investing in and uplifting a historically underserved community. This community has experienced inequitable access to public services and resources, including the absence of an established community hub and insufficient access to parks and recreational facilities. The neighborhood is predominantly Latine, with approximately 65 percent of residents identifying as such, according to the 2019 Countywide Assessment of Fair Housing. Proposals should advance sustainable development, inclusive design, and equitable access to resources. Respondents may include qualified developers, non-profits, community development entities, or joint ventures with demonstrated capacity to own, develop, and operate the Commercial Parcel that serves as a community space in the Roseland neighborhood.

This is an RFP only. This RFP does not commit the Commission to contract for any supply or service whatsoever. There is no guarantee that Commission will select any respondent to this RFP.

Respondents are advised that the Commission will not pay for any information or administrative costs incurred in response to the RFP; all costs associated with responding to this RFP will be solely at the respondent's expense. Based on the information provided by the respondents to this RFP, a determination will be made regarding any actual contracting through a procurement process which, at the Commission's option, could include but not be limited to: a Memorandum of Understanding (MOU), using an existing Commission contract, procurement via cooperative purchasing agreements, or piggyback of a contract established as a result of a public solicitation of another public agency. All submissions in response to this RFP become Commission property and will not be returned.

B. Description of the Commercial Parcel

The Commercial Parcel is located within the Tierra de Rosas master development located at 665 Sebastopol Road in the City of Santa Rosa. The parcel was created via a Final Map recorded on September 16, 2025, and the Assessor Parcel Number (APN) is 125-111-056. The parcel is owned by the Commission; the Commission received approval from the Board of Supervisors to acquire the site on July 13, 2010; the resolution and grant deed are available upon request.

The Commercial Parcel is a .21-acre (9,175 square feet) lot, with the south side of the property fronting Sebastopol Road. The lot is accessed by the newly constructed Cinco de Mayo Way, which runs along the eastern property line. A total of 35 public parking spaces, including two ADA-compliant spaces, are available on Cinco de Mayo Way and Sebastopol Road adjacent to the site. To the west and north of the site will be the newly constructed



public park, the Plaza Permanente, which completes construction in summer 2026. A site plan of the Plaza Permanente is available upon request. Upon completion of construction of the Tierra de Rosas public improvements in June 2026, the Commercial Parcel lot will be fully finished and graded, with water and sewer utilities stubbed to the property line. Electrical primaries and telecom utility access is located adjacent to the site in the Sebastopol Road frontage. Surrounding sidewalk improvements will be fully installed, including installation of new street trees and associated irrigation in the public right of way. Public utilities and public sidewalk easements are recorded against the site, a title report is available upon request.

The purchase price of the Commercial Parcel will be the appraised value, which recently was appraised at \$294,000. The appraisal expressly included the value of the public improvements. As the parcel was acquired using Redevelopment funds, applicable Redevelopment law mandates that the property be disposed of at fair market value as of the transfer date.

Entitlements & Shared Maintenance Obligations

The Commercial Parcel was entitled via a Tentative Map approval by Santa Rosa City Council in June 2019 (Resolution No. 2019-085) and is subject to the Conditions of Approval dated January 31, 2019, as contemplated in the Disposition, Development, and Funding Agreement approved by the Sonoma County Board of Supervisors on March 12, 2019. The conceptual vision for the Commercial Parcel was an approximately 5,000 square foot food market hall. However, the final proposal for the site is not bound to the conceptual design. The future development of the Commercial Parcel is at minimum, subject to City of Santa Rosa Design Review and Preservation Board approval prior to issuance of building permits. The development will be evaluated for consistency with the Sebastopol Road Urban Vision Plan, adopted in 2007, and the City of Santa Rosa General Plan. Any component of the master development that complies with the established General Plan Zoning and Sebastopol Road Urban Vision Plan should be exempt from further CEQA review pursuant to City of Santa Rosa Resolution No. 2019-085 (available upon request) however proposers will be responsible for such determinations.

As part of the Tierra de Rosas public improvements, a subsurface rainwater harvesting basin was installed beneath the Plaza Permanente parcel to capture stormwater runoff from all five parcels that the comprise Tierra de Rosas site. All parcel owners, including the Commercial Parcel, at Tierra de Rosas are obligated to share in the cost to operate and maintain the shared stormwater infrastructure, as detailed in a July 2024 Low-Impact Development (LID) Submittal and in a Maintenance Declaration recorded on September 16, 2025. The LID Submittal estimated the annual shared maintenance costs at \$3,000 per parcel. The LID Submittal and Maintenance Declaration are available upon request.

Site Designations and Special Statuses

The Tierra de Rosas master development is in census tract 1531.04, which is a 2026 Qualified Census Tract (QCT) under the U.S. Department of Housing and Urban



Development (HUD). The site is a Priority Development Area (PDA) under the Metropolitan Transportation Commission (MTC) and an Opportunity Zone under the U.S. Internal Revenue Service (IRS). Developments within the site are also eligible for New Market Tax Credits (NMTCs).

C. Desired Goals/Objectives/Outcomes:

- a. **Community Benefit:** Serve the public good through inclusive and accessible space.
- b. **Cultural Relevance:** Reflect and respect the identity and needs of Roseland's community.
- c. **Economic Opportunity:** Provide space that supports small business, non-profits, or services that benefit the community.
- d. **Sustainability:** Prioritize green building practices and long-term operational viability.
- e. **Financially Feasible:** Ability to purchase land, secure permitting and any applicable approvals, finance improvements, and provide for ongoing operations.
- f. **Near-term Timeframe:** Improvements can be completed with operations commencing in fewer than five years.

D. Statement of Requirements

Interested parties must submit a comprehensive Statement of Information as a single PDF format that includes the following, in order:

1. Team qualifications and relevant experience, including organizational structure, proposed team, geographic focus, and recent projects. If multiple teams are proposed, each team's qualifications and relevant experience must be included and if included, count toward the page maximum (3 page maximum).
2. Proposed use program; conceptual site plans are optional and if included, count toward the page maximum (4 page maximum).
3. Community engagement strategy (2 page maximum).
4. Financial strategy and assessment of feasibility, including sources, uses and revenue plan (2 page maximum).
5. Project timeline (1 page maximum).
6. Maintenance and operations plan (1 page maximum).

E. Living Wage

The contractor/franchisee/economic development assistance recipient shall comply with any and all federal, state, and local laws – including, but not limited to the County of Sonoma Living Wage Ordinance – affecting the services provided by this contract/franchise agreement. Without limiting the generality of the foregoing, the contractor/franchisee/economic development assistance recipient expressly acknowledges and agrees that this contract/franchise/economic development assistance agreement is subject to the provisions of Article XXVI of Chapter 2 of the Sonoma County Code, requiring



payment of a living wage to covered employees. Noncompliance during the term of the contract/franchise/economic development assistance agreement will be considered a material breach and may result in termination of the contract/franchise/economic development assistance agreement or pursuit of other legal or administrative remedies. The link to the Living Wage Ordinance is here: [Sonoma County Municipal Code-Living Wage Ordinance](#)

F. Potential Next Steps

There is no guarantee that Commission will select any of the responses to this RFP. Should there be any follow up, the Commission will utilize their MOU, or standard exclusive right to negotiate agreement with potential partners. This RFP may lead to one or more of the following outcomes:

- A request for additional information from respondents;
- Direct negotiation(s) with any respondent to this RFP at the discretion of the Commission with the potential use of a MOU, or its standard exclusive right to negotiate agreement;
- Termination of this solicitation process without further obligation; or
- Termination of this solicitation process and begin a new solicitation process.

G. Selection Criteria

Proposals will be evaluated based on a weighted scoring rubric with the following criteria:

- **Alignment with community needs and project goals (20%)**
 - Proposed use program/ Project description
 - Community impact
- **Community engagement strategy (6%)**
- **Proposal feasibility (40%)**
 - **Project financial feasibility**
 - Maintenance and operations plan
 - Financial strategy and assessment of feasibility, including sources, uses, and revenue plan
 - **Project timeline**
- **Organizational capacity and experience (30%)**
 - Demonstrate financial capacity
 - Development experience in community-based developments
 - Team qualifications and relevant experience
- **Other/At Discretion (4%)**



H. Schedule *

Date	Event
July 14, 2026	RFP Posted
August 3, 2026	Optional Site Walk
August 5, 2026	Mandatory Technical Assistance Workshop
August 11, 2026	Deadline for Respondent's Questions
August 18, 2026	Commission's Response to Questions Posted
August 27, 2026	RFP Responses Due
September 3, 2026 – September 17, 2026	Respondent Interviews
September 22, 2026	RFP Selection (if applicable)

**These dates are subject to change.*

I. Mandatory Technical Assistance Workshop and Optional Site Walk

The mandatory technical assistance workshop will be held virtually on Wednesday August 5, 2026, from 10:00 a.m. to 11:00 a.m.

Join Zoom Meeting

<https://sonomacounty.zoom.us/j/85875149432?pwd=bA7yBZMja66SeWkyBHFqF8LV7HFWcm.1>

Meeting ID: 858 7514 9432

Passcode: 045924

One tap mobile

+16694449171,,85875149432# US

+16699009128,,85875149432# US (San Jose)

There will be an optional escorted site walk on Monday August 3, 2026, at 10:00 a.m. at 665 Sebastopol Rd. Santa Rosa, CA 95407. If you plan to attend the site walk, please notify Yesenia Lemus at Yesenia.lemus@sonomacounty.gov in advance so we can plan accordingly.

J. Questions

Respondents will be required to submit all questions in writing before **5:00 p.m. August 11, 2026**, in order for staff to prepare written responses to all respondents. Questions should be sent by email directly to Yesenia Lemus at Yesenia.lemus@sonomacounty.gov. Questions will not be accepted by phone or by postal mail. Written responses will be shared through an updated attachment on the [Commission's website](#) and email notification.



K. Response Submittal

1. **Form:** Respondents must submit one (1) electronic copy in PDF format uploaded as a single document to <https://share.sonoma-county.org/link/rnmf3-aDD20/>.

Additionally, respondents must submit one hard copy original (1) signed response. Responses must be enclosed in a sealed envelope or package and clearly marked “TdR Commercial Parcel RFP– RESPONDENT’S NAME.” Responses shall be submitted to:

Sonoma County Community Development Commission
ATTN: Yesenia Lemus
141 Stony Circle Suite 210
Santa Rosa, CA 95401

2. **Due Date:** The **electronic and hard copy** responses must be submitted no later than **5:00 p.m. on August 27, 2026**. The response due date is subject to change. If the response due date is changed, all known recipients of the original RFP will be notified of the new date.

L. List of Attachments

All attachments listed are made available by contacting Yesenia Lemus at Yesenia.lemus@sonomacounty.gov. A download link will be provided.

1. 2025 Community Engagement Summary
2. Prior Community Engagement Summary
3. Environmental Summary
4. Entitlements Summary
5. Phase II Final Map
6. Appraisal – Commercial
7. Appraisal Update Letter – Commercial
8. County Insurance Requirements
9. Public Parking Site Map

M. Documents Available Upon Request

Documents listed are separate from the attachments and are also made available by contacting Yesenia Lemus at Yesenia.lemus@sonomacounty.gov.

- LID Submittal
- Maintenance Declaration
- City of Santa Rosa Resolution No. 2019-085 (Entitlement Approval)
- Entitlement Conditions of Approval
- Title Report
- Plaza Permanente Site Plan
- Site Acquisition Resolution
- Grant Deed