

Sonoma County
Community Development Commission

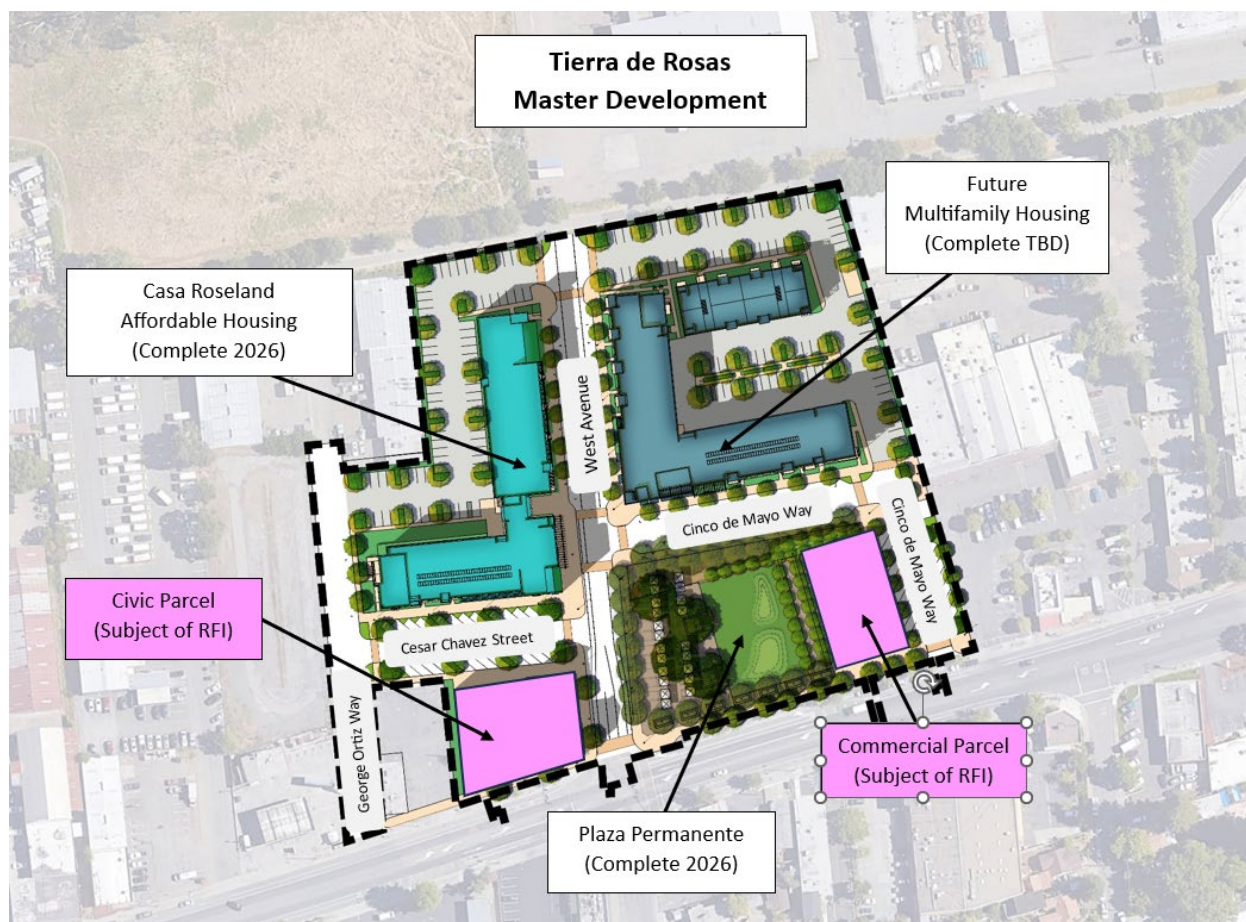


SONOMA COUNTY COMMUNITY DEVELOPMENT COMMISSION
CIVIC AND/OR COMMERCIAL PARCELS
AT
TIERRA DE ROSAS

Request for Information | Published January 8, 2026

The Sonoma County Community Development Commission (Commission) is pleased to invite you to respond to a Request for Information (RFI) for the Tierra de Rosas Civic and/or Commercial parcels.

Responses must be received no later than 5:00 p.m. on **February 23, 2026**.





A. Introduction/Purpose

The Commission invites you to respond to an RFI for the **Tierra de Rosas Civic and/or Commercial parcels ("RFI Parcels")**. The purpose of this RFI is to inform the Commission of respondents with solution ideas for **owning, developing and operating** the RFI Parcels per the parameters of this RFI. Solution ideas 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. Solution ideas 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 RFI Parcels that serves as a community space in the Roseland neighborhood.

This is a Request for Information only. This RFI is issued solely for information purposes – it does not constitute a Request for Proposal (RFP) or a promise to issue an RFP in the future. This request for information does not commit the Commission to contract for any supply or service whatsoever. Further, the Commission is not at this time seeking proposals and will not accept unsolicited proposals. This RFI should not be construed as a means to prequalify suppliers. There is no guarantee that Commission will utilize the services of any respondent to this RFI.

Respondents are advised that the Commission will not pay for any information or administrative costs incurred in response to the RFI; all costs associated with responding to this RFI will be solely at the respondent's expense. Based on the information provided by the respondents to this RFI, 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 formal solicitation process, 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. The Commission may use the results of this RFI in drafting a competitive solicitation for the subject parcels. All submissions in response to this RFI become Commission property and will not be returned.

B. Description of the Civic and Commercial Parcels

Both parcels are located within the Tierra de Rosas master development located at 665 Sebastopol Road in the City of Santa Rosa. The parcels were created via a Final Map recorded on September 16, 2025 and are currently pending Assessor Parcel Numbers (APN's) and address assignments. The parcels are 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.



Civic Parcel

The Civic Parcel is a .34-acre (14,639 square feet) lot, with the south side of the property fronting along Sebastopol Road. The lot is accessed by the newly constructed West Avenue extension that runs along the eastern property line. Directly north of the site is the newly constructed Cesar Chavez Street, which connects West Avenue and George Ortiz Way. Across Cesar Chavez Street from the Civic Parcel is the Casa Roseland affordable housing development comprising of 75 units, which completes construction and begins leasing in summer 2026. For more information on Casa Roseland refer to their website at <https://www.midpen-housing.org/property/casa-roseland/>. Located on Cesar Chavez Street adjacent to the Civic Parcel are 24 spaces of public parking, including two ADA-compliant spaces. Upon completion of construction of the Tierra de Rosas public improvements in spring 2026, the Civic Parcel lot will be fully finished and graded, with water, sewer, electrical primaries and telecom utilities stubbed to the property line. 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 Civic Parcel will be the appraised value, which recently was appraised at \$234,000. 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.

Commercial Parcel

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 spring 2026. A site plan of the Plaza Permanente is available upon request. Upon completion of construction of the Tierra de Rosas public improvements in spring 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. 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

Both the Civic Parcel and the Commercial Parcel were entitled via a Tentative Map approval by Santa Rosa City Council in June 2019 (Resolution No. 2019-085) and are 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 Civic Parcel was an approximately 25,000 square feet, two-story building comprised of public-serving uses. The conceptual vision for the Commercial Parcel was an approximately 5,000 square feet food market hall. However, the final proposals for each site are not bound to the conceptual designs. The future developments of both the Civic Parcel and the Commercial Parcel are subject to City of Santa Rosa Design Review and Preservation Board approval prior to issuance of building permits. Each 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).

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. All parcel owners 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 Latine 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 Information – Solutions Idea(s)

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 for a Solutions Idea, 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).

If an interested party is responding with a Solutions Idea for both the Civic and Commercial parcels, the page maximum may be doubled in a single PDF format entry addressing both parcels.

E. Potential Next Steps

There is no guarantee that Commission will utilize the Solution Idea responses to this RFI. Should there be any follow up, the Commission will utilize their standard exclusive right to negotiate agreement with potential partners. This RFI 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 RFI at the discretion of the Commission with the potential use of 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.



F. 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%)**
- **Solution Ideas 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%)**

G. Schedule *

| Date | Event |
|---------------|--|
| 1/8/26 | RFI Posted |
| 1/21/26 | Mandatory Technical Assistance Workshop |
| 1/21/26 | Optional Site Walk |
| 1/27/26 | Deadline for Respondent's Questions |
| 2/3/26 | County's Response to Questions Posted |
| 2/23/26 | RFI Responses Due |
| 3/10 -3/23/26 | Respondent Interviews |
| 4/9/26 | Solution Idea(s) Selection (if applicable) |

**These dates are subject to change.*

H. Mandatory Technical Assistance Workshop and Optional Site Walk

The mandatory technical assistance workshop will be held virtually on Wednesday January 21, 2026, from 9:00 a.m. to 10:00 a.m.

Join Zoom Meeting

<https://sonomacounty.zoom.us/j/83463290225?pwd=fhx9pb3fpcl2DD0VykgRO9p3APvF33.1>

Meeting ID: 834 6329 0225

Passcode: 795760

One tap mobile



+16699009128,,83463290225# US (San Jose)

+16694449171,,83463290225# US

There will be an optional escorted site walk on Wednesday January 21, 2026, at 4:00 p.m. at 665 Sebastopol Rd. Santa Rosa, CA 95407. Please note other parcels at the Tierra de Rosas are active construction sites.

I. Questions

Respondents will be required to submit all questions in writing before **5:00 p.m. January 27, 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 [Sonoma County Community Development Commission website](#) and email notification.

J. 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/wOPz2ZbwiHw/>.

Additionally, respondents must submit one hard copy original (1) signed response. Responses must be enclosed in a sealed envelope or package and clearly marked "RFI Solution Ideas – 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 February 23, 2026**. The response due date is subject to change. If the response due date is changed, all known recipients of the original RFI will be notified of the new date.

K. 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 – Civic
7. Appraisal – Commercial



8. Appraisal Update Letter – Commercial
9. County Insurance Requirements
10. Public Parking Site Map

L. 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 Reports
- Plaza Permanente Site Plan
- Site Acquisition Resolution
- Grant Deed