

City of Santa Rosa

South Santa Rosa Specific Plan



Alternatives Study Session – City Council

March 24, 2026



Presentation Outline

Introduction to the Specific Plan

- *Background*
- *Planning Area and Existing Land Use Pattern*
- *Existing Conditions, Issues and Opportunities*

Land Use and Circulation Alternatives

- *Alternative 1: Mixed-Use Corridor*
- *Alternative 2: City-Centered Growth*
- *Alternative 3: Centers*
- *Comparison of Alternatives*

Next Steps



Introduction to the Specific Plan

Specific Plans

- Specific Plans create a vision for the future of a defined geographic region, and address:
 - *Land use designations*
 - *Development intensity*
 - *Circulation*
 - *Necessary infrastructure and public facilities*



Demographics

- Approximately 11,500 residents
- Median age 31.1 (City 39.6 and County 42.4)
- Diverse community:
 - *53.5% Hispanic or Latino*
 - *48.2% speak a language other than English*
 - *28.1% foreign-born, primarily from Latin America*
- Median household income \$60,700 (below City \$92,604 and County \$99,266)
- 14.45% of residents below poverty level (higher than City 9.5% and County 9%)

Housing Profile

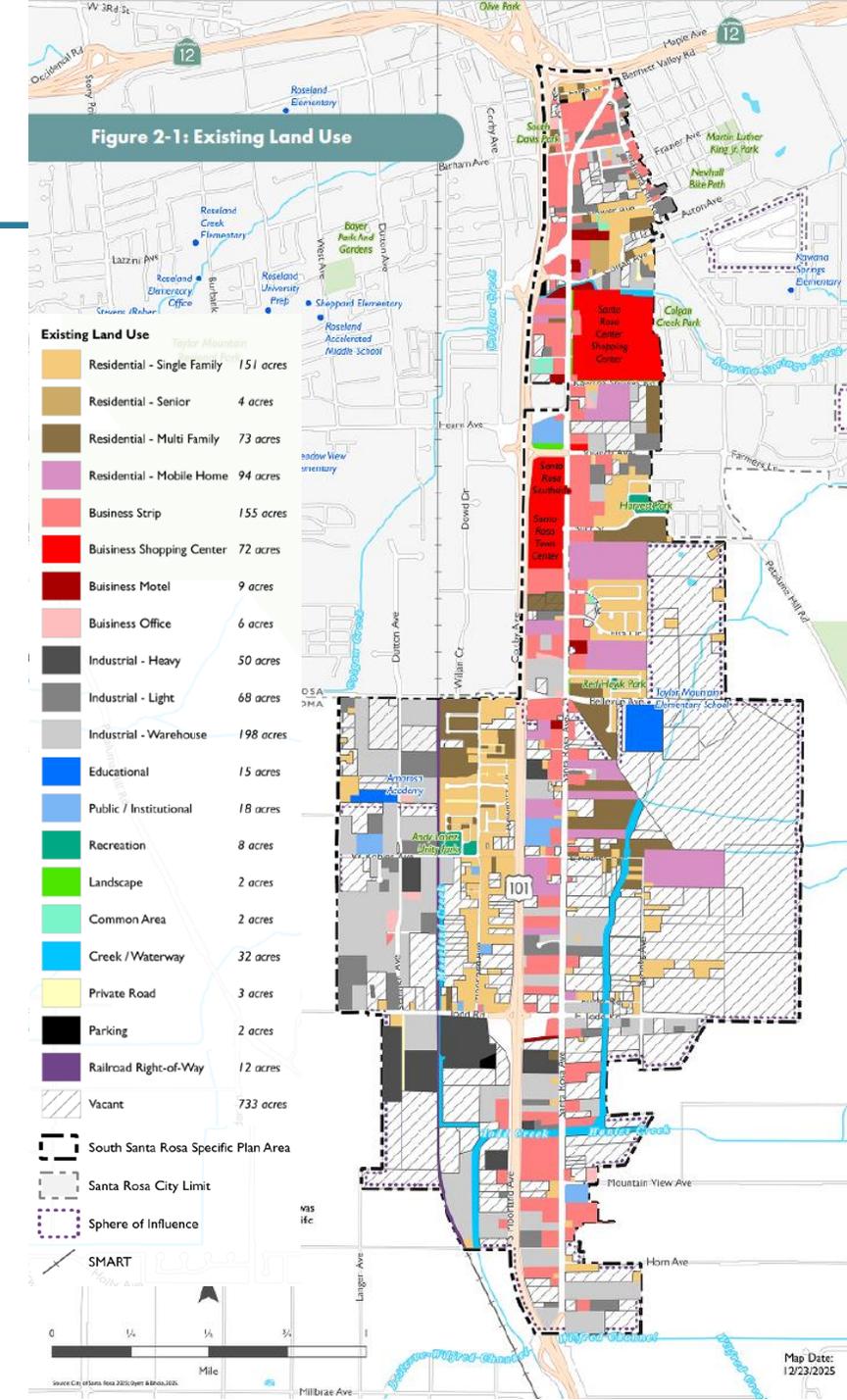
- Average household size 3.03
 - *City 2.56; County 2.52*
- 54.6% renter-occupied; 45.5% owner-occupied
- Housing stock:
 - *Single-family detached (most common type) – 46%*
 - *Mobile homes (second most common type) – 17.5%*
- Majority of housing built 1990–2009 (51%); 28% built prior
- 9.5% overcrowded and 2.1% severely overcrowded
 - *Higher than City average of 3.8%*
- Lower median housing costs than City/County
- 60% spend more than 30% of income on housing; 28% spend >50%
 - *Higher than City & County*

Issues & Opportunities

- Significant disparities in services and infrastructure across neighborhoods
- Underserved areas: Lacking sidewalks, lighting, transit access, and pedestrian safety
- East–west mobility issues: Dead-end streets near US-101 limit access for drivers, pedestrians, and cyclists
- Limited active transportation infrastructure: Few shaded walkways and inconsistent bike facilities
- No medical facilities within the Plan Area, requiring travel for healthcare
- Opportunities to:
 - *Improve infrastructure in underserved neighborhoods*
 - *Enhance pedestrian, bicycle, and transit connectivity*
 - *Expand access to daily needs, healthcare, and social services*

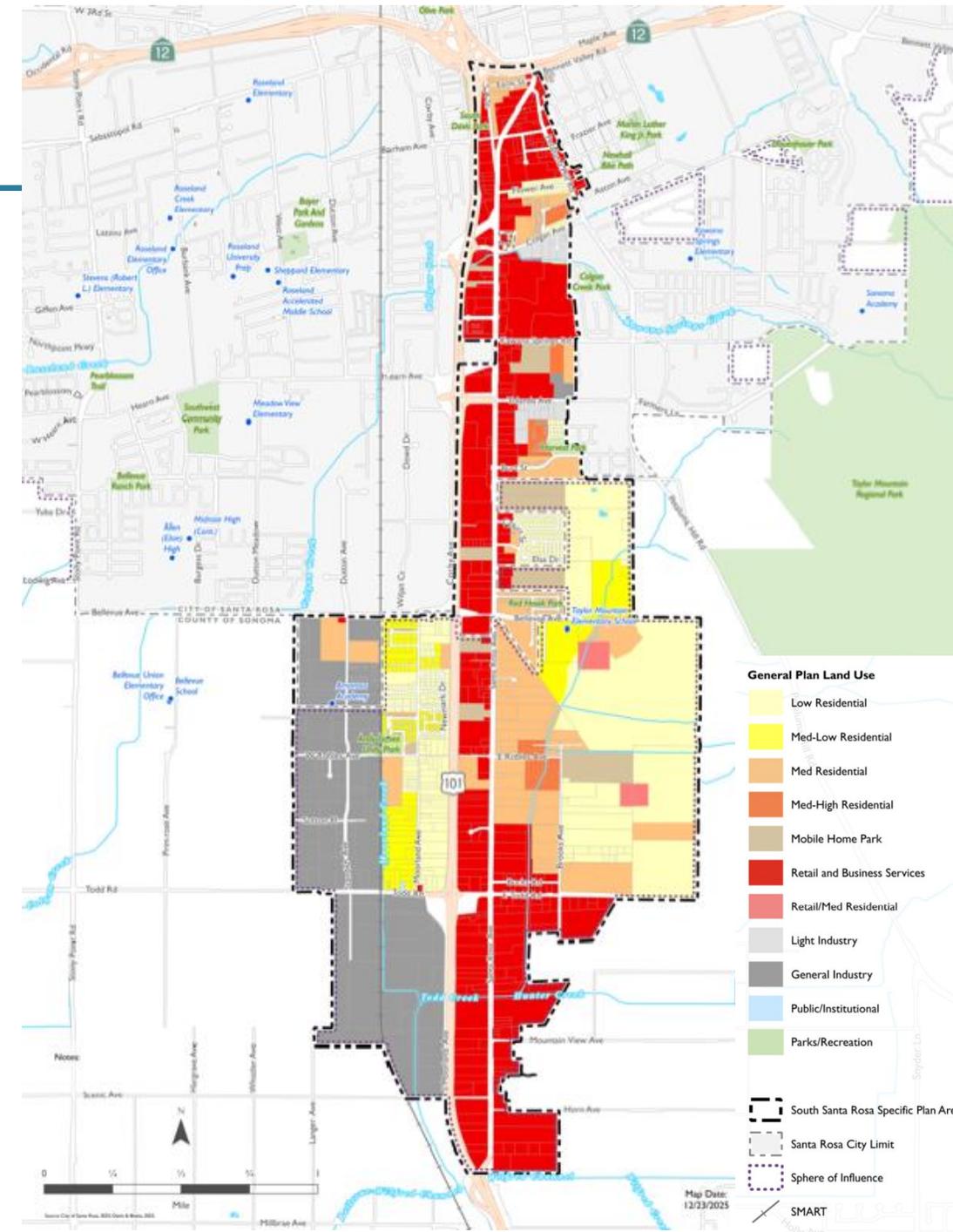
Existing Land Use

- **Commercial** uses are concentrated along Santa Rosa Avenue
- Industrial uses are concentrated in the south and western part of the Plan Area, with some presence in the northern part of the Plan Area
- **Single family residential** is present throughout, with some **mobile home parks** along Santa Rosa Avenue



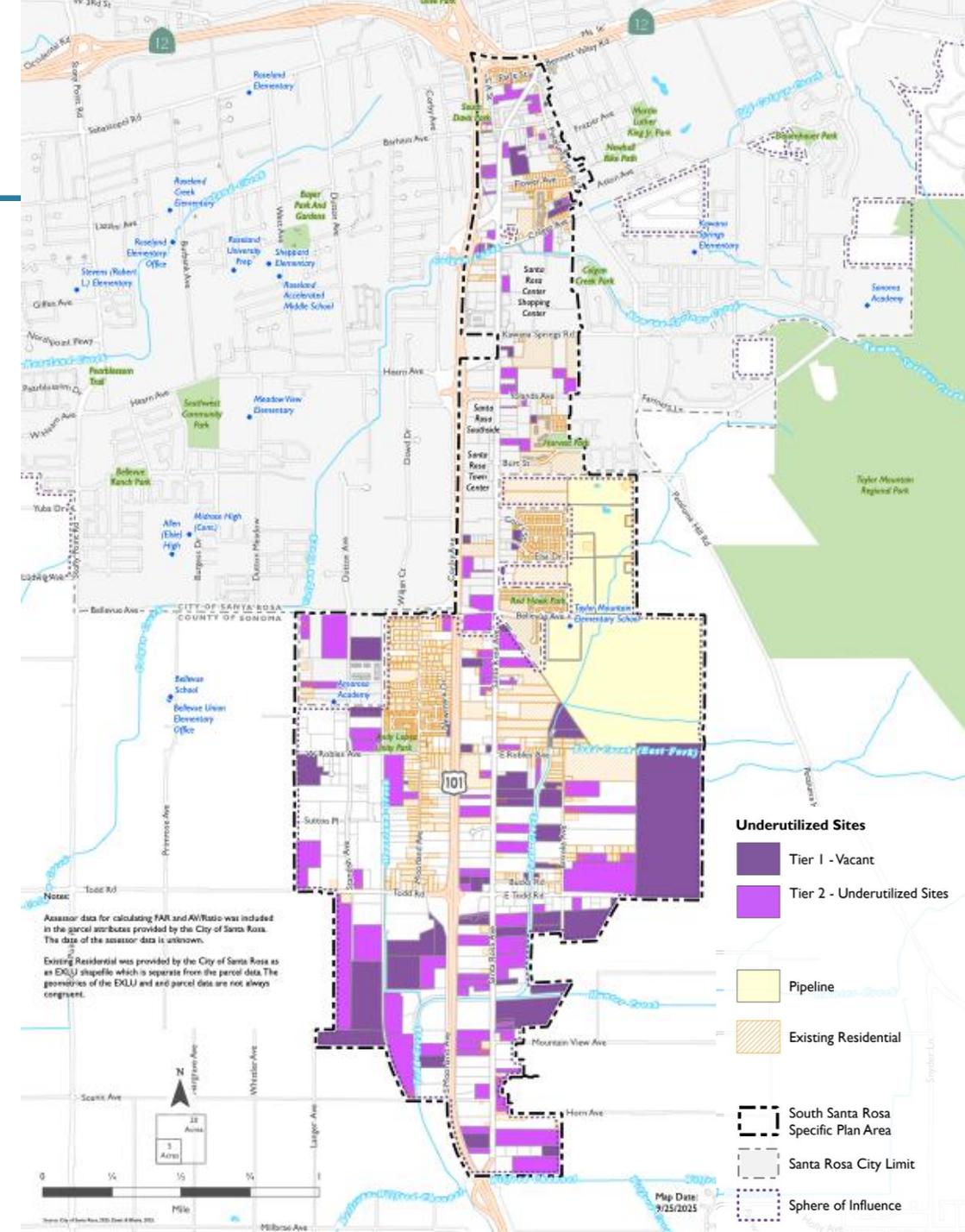
General Plan Land Use

- General Plan 2050 adopted in June 2025
- Concentrates:
 - *Retail and business services along Santa Rosa Avenue*
 - *Industrial uses in the western part of the Area*
- Focuses:
 - *Low to Medium-High residential in the eastern part of the Area*
 - *Low to Medium residential density in the Moorland neighborhood*
- **Mobile Home Parks** designations maintained
- **Community/Neighborhood Parks**



Opportunity Sites

- Opportunity sites (~480 acres) - areas that are vacant or valuable land
- More likely to be developed as a result of Specific Plan adoption



Land Use and Circulation Alternatives

Purpose of Alternatives

- Represent distinctly different visions and approaches
- Explore various options for the location of different uses (residential, commercial, parks, etc.) and circulation improvements
- Community and decision makers provide feedback
- Informs creation of a Preferred Alternative

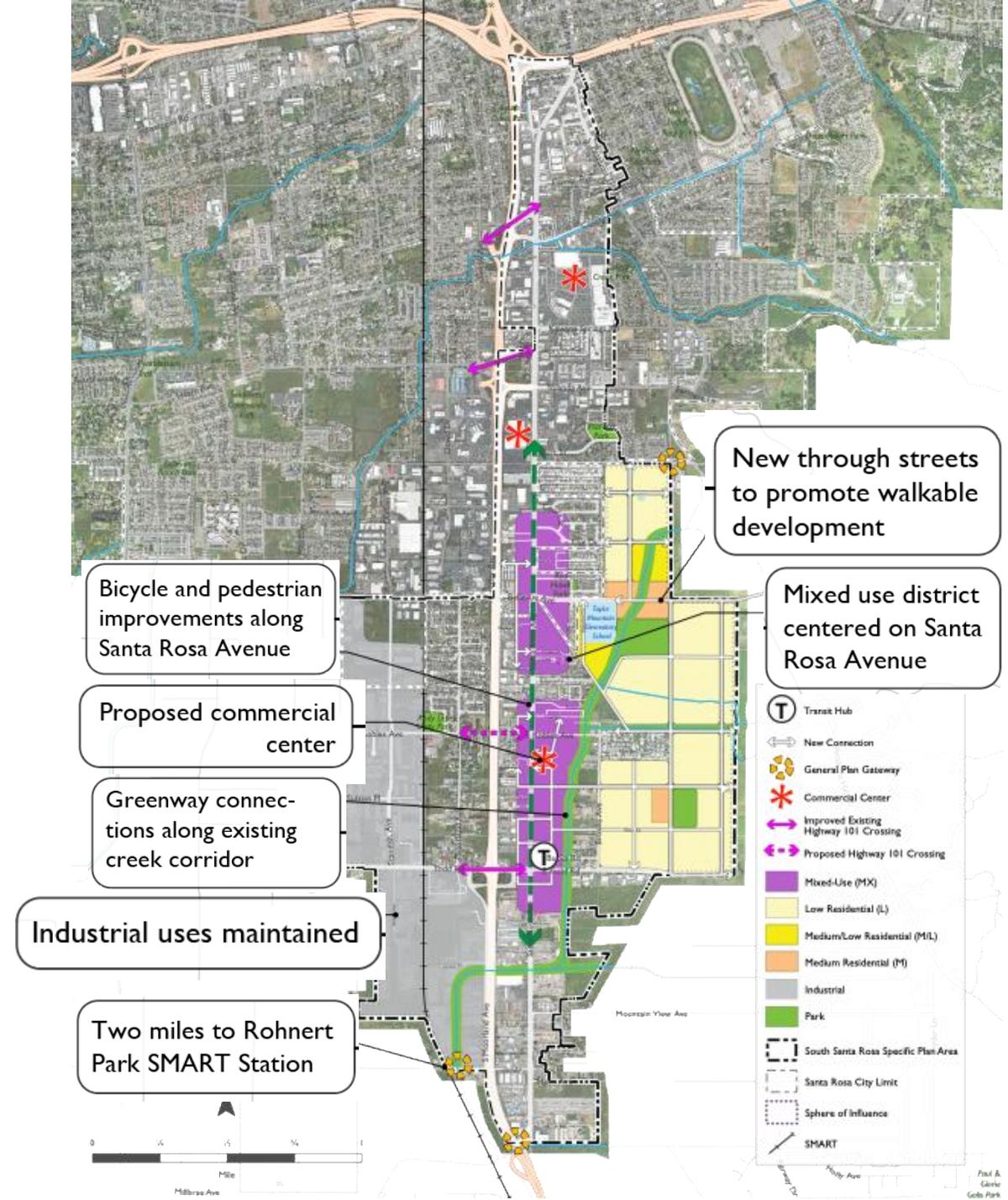
Alternative 1: Mixed Use Corridor

Key land use aspects

- Mixed use district centered on Santa Rosa Avenue with a proposed commercial center and transit hub
- Industrial uses maintained in the southwest

Transportation

- Bike and pedestrian improvements along Santa Rosa Avenue
- Greenway connections along existing creek corridor
- Improved and proposed highway crossings to connect Moorland to mixed-use corridor



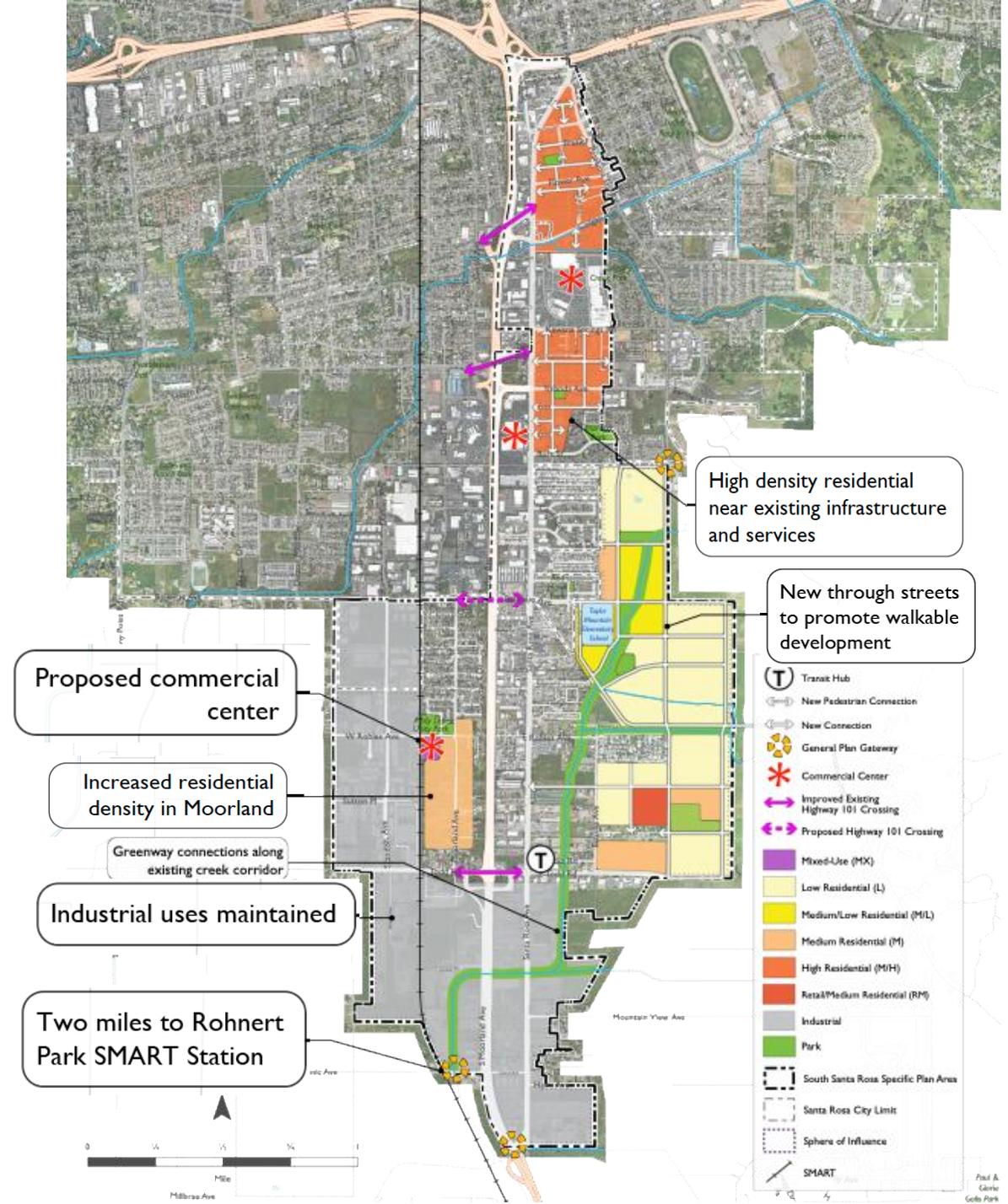
Alternative 2: City-Centered Growth

Key land use aspects

- Concentrates growth near Downtown Santa Rosa and existing commercial
- Increased residential density in Moorland
- Proposed commercial center in Moorland
- Industrial use focused to the southern end

Transportation

- Greenway connections along existing creek corridor
- Proposed highway crossing on Bellevue



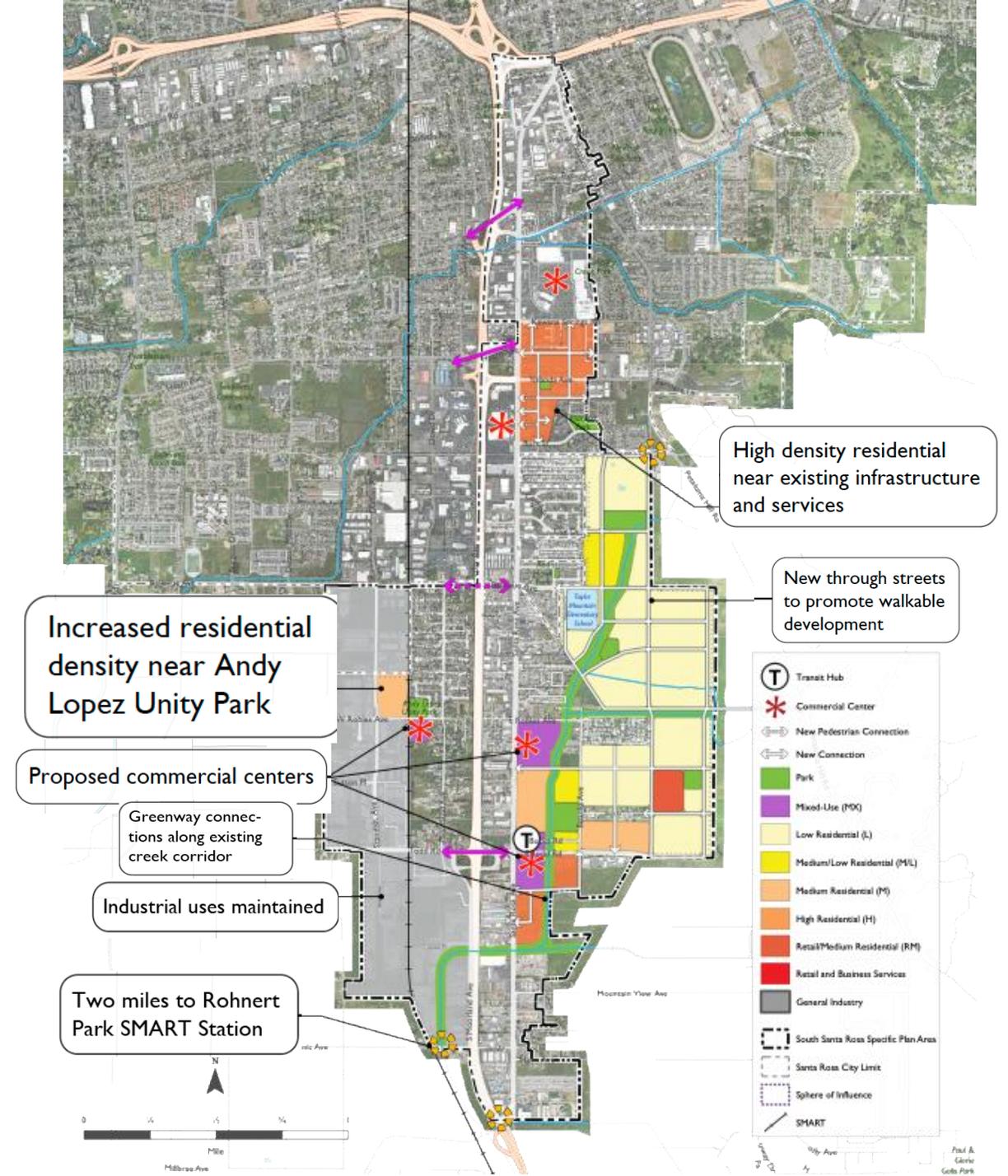
Alternative 3: Centers

Key land use aspects

- Concentrates growth near Santa Rosa Marketplace
- Increased residential density in Moorland
- Three proposed commercial centers
 - One in Moorland, two on Santa Rosa Avenue

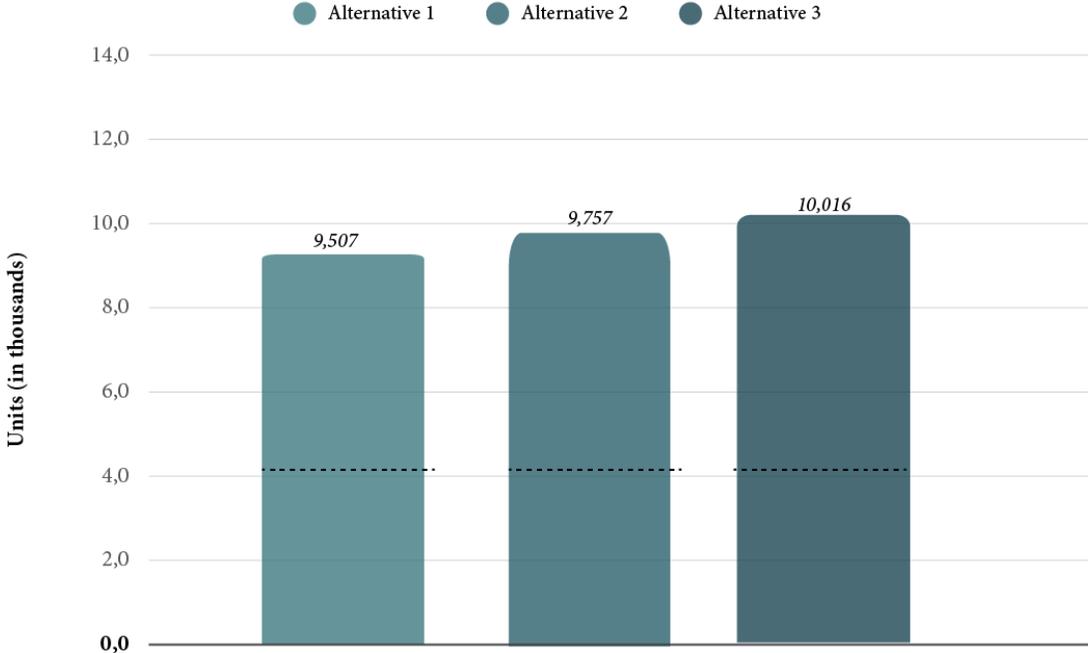
Transportation

- Greenway connections along existing creek corridor
- Proposed highway crossing on Bellevue

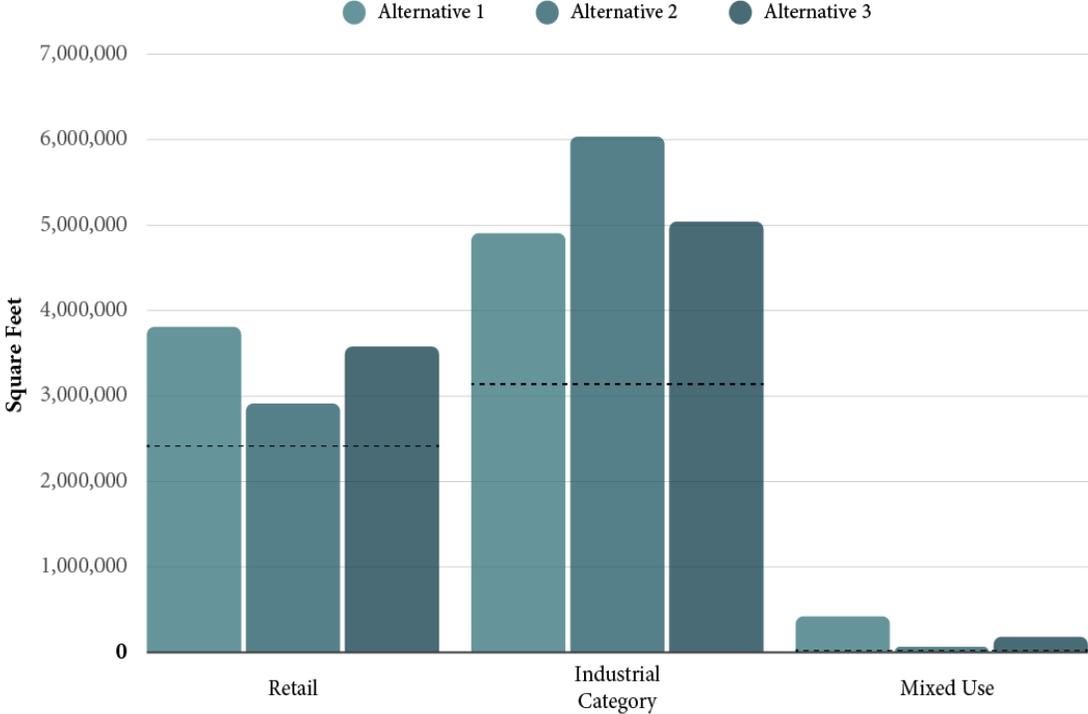


Comparison of Total Projected Buildout

Residential



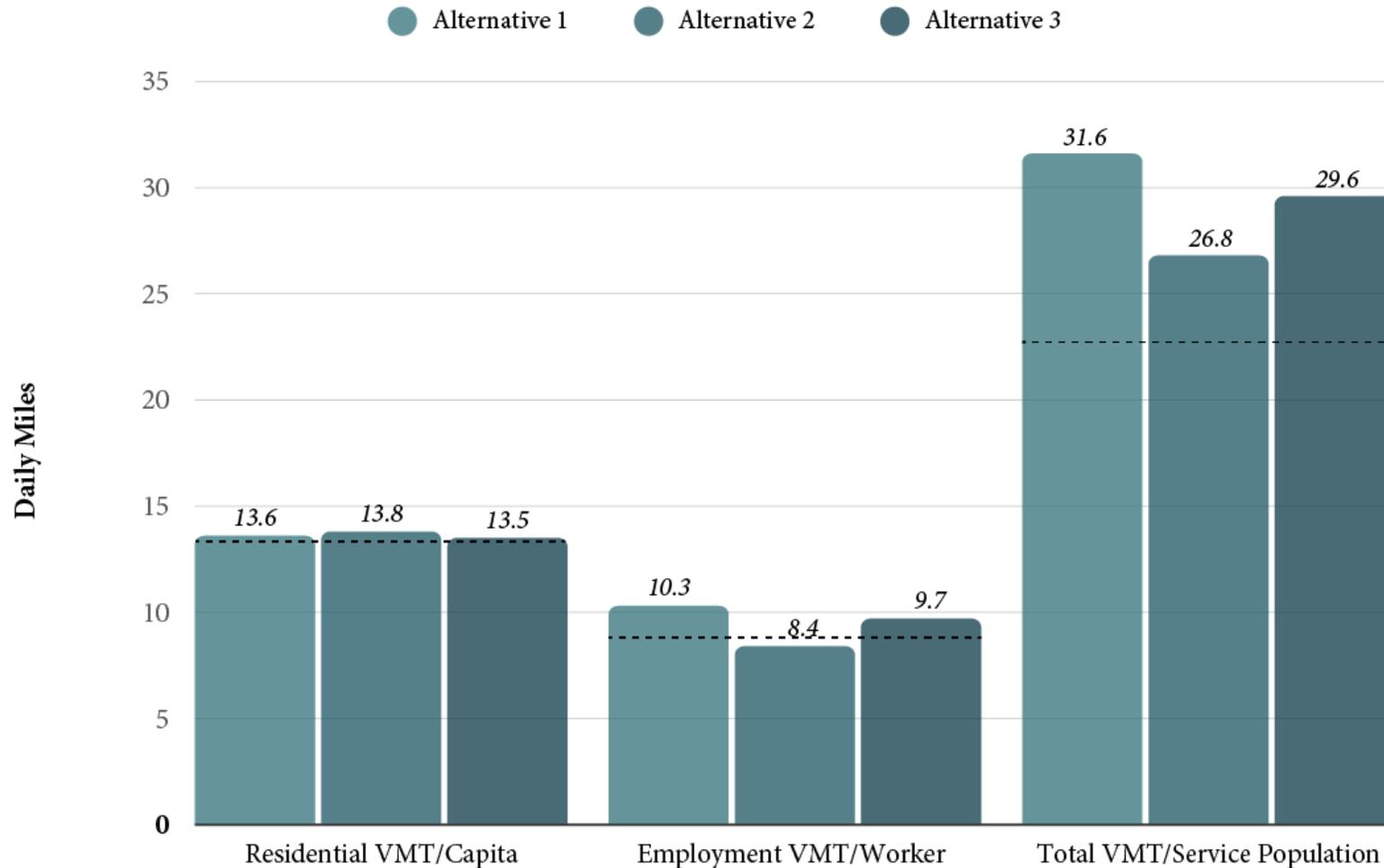
Non-residential



Notes:

- Existing conditions are shown with a dotted line.
- The bars in this graph represent the total projected buildout (existing and net new buildout).

Comparison of Vehicle Miles Traveled (VMT)



Notes:

1. Existing conditions are shown with a dotted line.
2. The bars in this graph represent the total projected buildout (existing and net new buildout).

Next Steps

Next Steps

- Survey is Open!
- Public Workshops:
 - Amarosa Academy - March 4th, 6–7:30pm
 - Taylor Mountain Elementary – March 5th, 6-7:30pm
 - Virtually held on Zoom – March 11th, 5:30-6:30pm
- Spring 2026: Draft Preferred Alternative released
- Spring/Summer 2026: Community Outreach on Preferred Alternative
- Fall 2026: Public review of Draft Specific Plan and Draft Environmental Impact Report (EIR)

Helpful Links and Contact



Specific Plan Webpage
(srcity.org/SSRSP)



Email Distribution List Sign-Up



Alternatives Survey

Email: SouthSRSpecificPlan@srcity.org

Phone: (707) 543-4351 (English)

Phone: (707) 543-3460 (Spanish)

Comparison across alternatives

Table 3-1: Proposed Alternative Buildout Estimates

Area Description	Existing	Net New		
		Alternative 1	Alternative 2	Alternative 3
Total non-residential (sf)	5,889,900	1,322,500	426,400	1,635,700
Retail and Business Services (sf)	2,485,600	1,322,500	426,400	1,092,000
Industrial (sf)	3,404,300	1,500,100	2,629,700	1,635,700
Mixed-Use (sf)	0	421,600	65,800	181,200
Total residential (units)	4,000	5,500	5,700	6,000
Low	500	1,800	1,600	1,700
Medium/Low	300	500	400	900
Medium	1,800	700	1,300	400
High	0	200	2,200	2,200
Mixed-Use	0	2,300	300	900
<i>Note: Institutional/Public/Misc square footage and the number of Medium/High and Mobile Home Park Residential units do not change from the existing conditions.</i>				

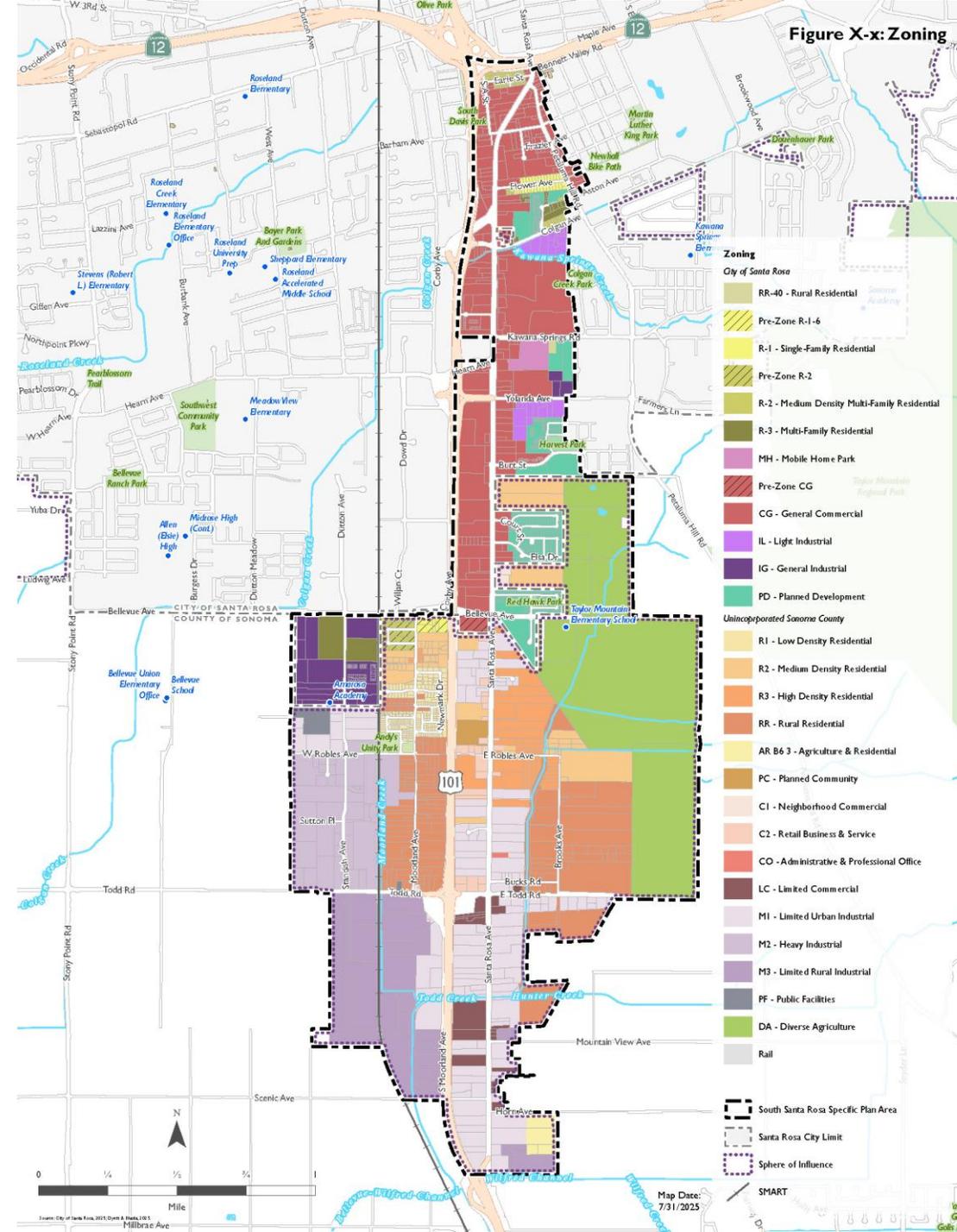
Comparison across alternatives

Table 3-2: Proposed Density Ranges

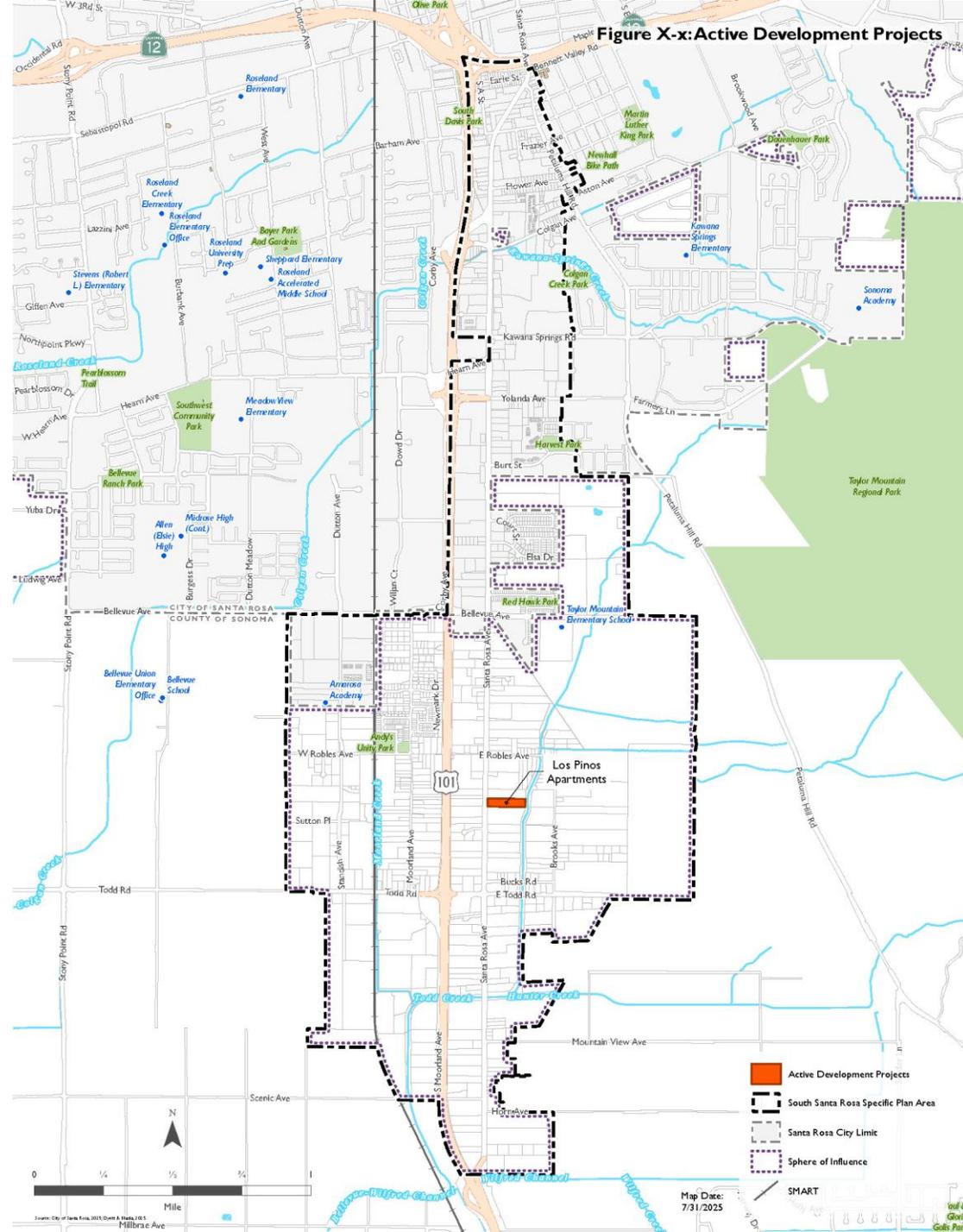
<i>Land Use</i>	<i>Residential (du/acre Maximum)</i>	<i>Non-residential (FAR Maximum/Range)</i>
Low Density Residential	8	
Medium/Low Density Residential	13	
Medium Density Residential	18	
Medium/High Density Residential	30	
High Density Residential	40	
Retail/Medium Density Residential	18	0.15
Mixed-Use	40	0.25
Retail and Business Services		0.25 – 2.0
General Industry		1.0

Zoning

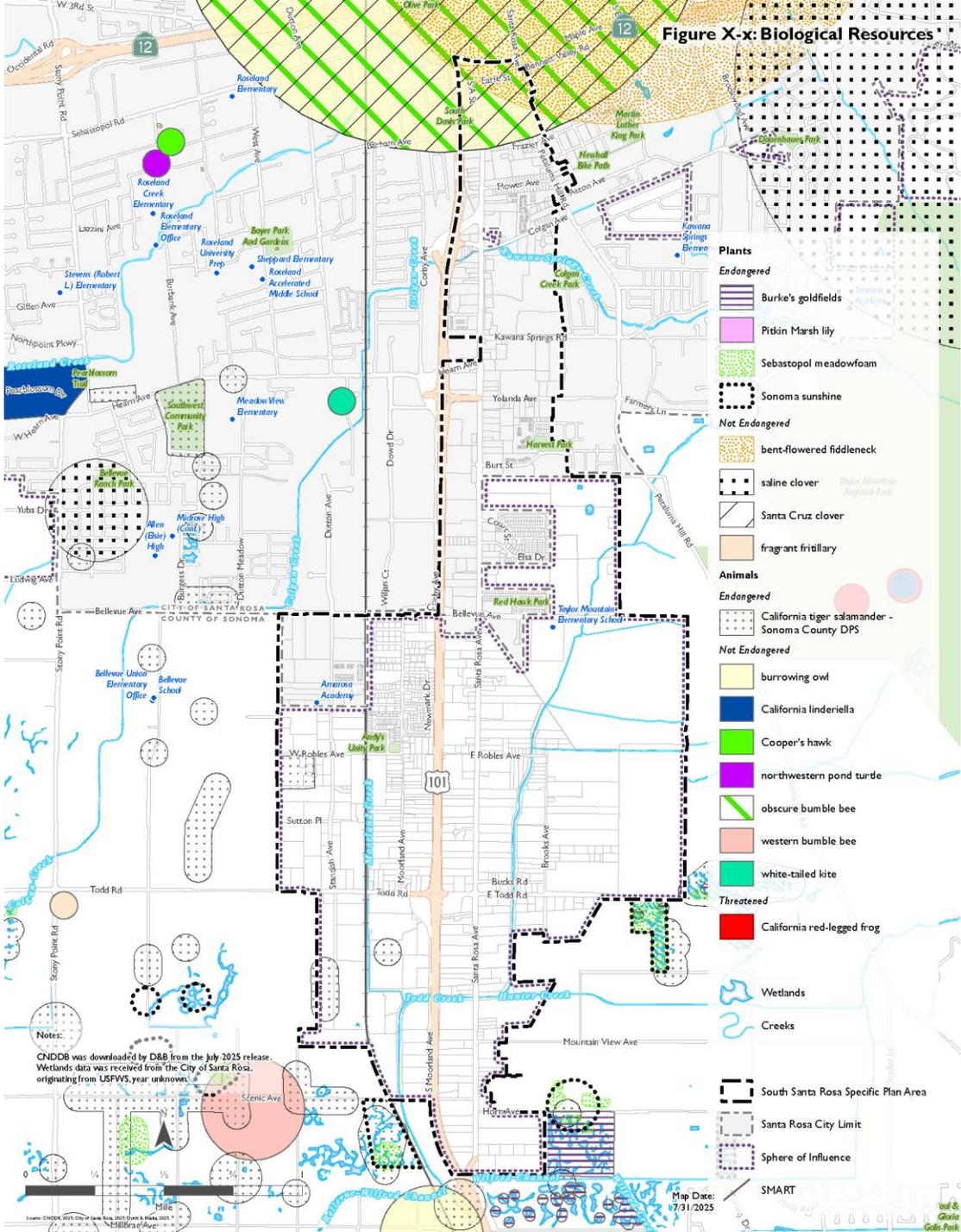
Figure X-x: Zoning



Active Development



Biological Resources



Work to Date

- Background Planning Documents
 - *Existing Conditions Report*
 - *Affordable Housing and Anti-Displacement Strategy*
 - *Community Engagement Strategy*
 - *Market Demand Analysis*
 - *Plan Area Profile*
- Community Engagement
 - *Community Survey #1*
- EIR
 - *Some progress /NOP out for public review*

Santa Rosa Avenue/Eastside



Santa Rosa Avenue



New Housing



Creekway



Vacant Land

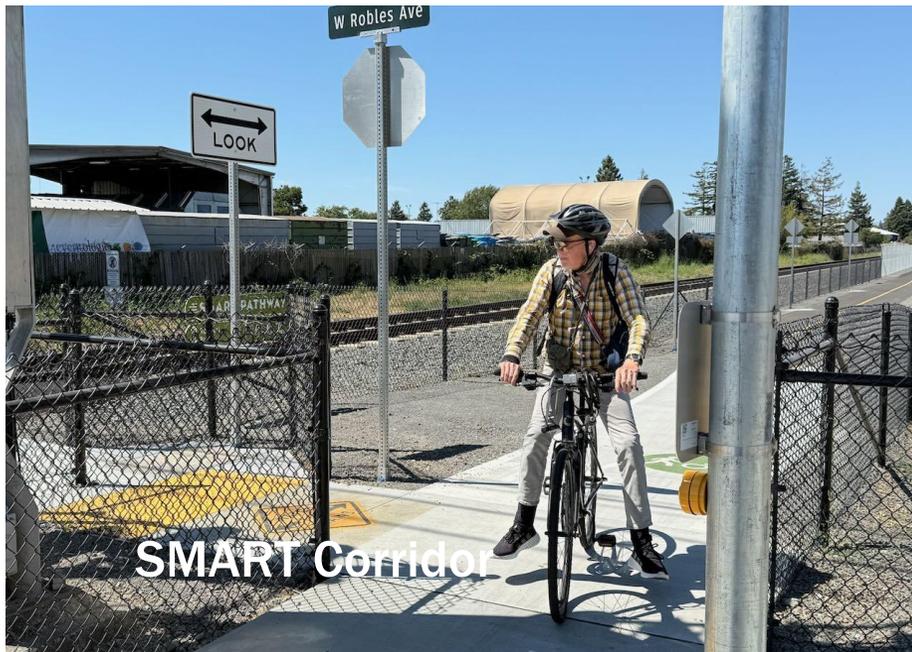
Westside/Moorland



Andy's Unity Park



Moorland

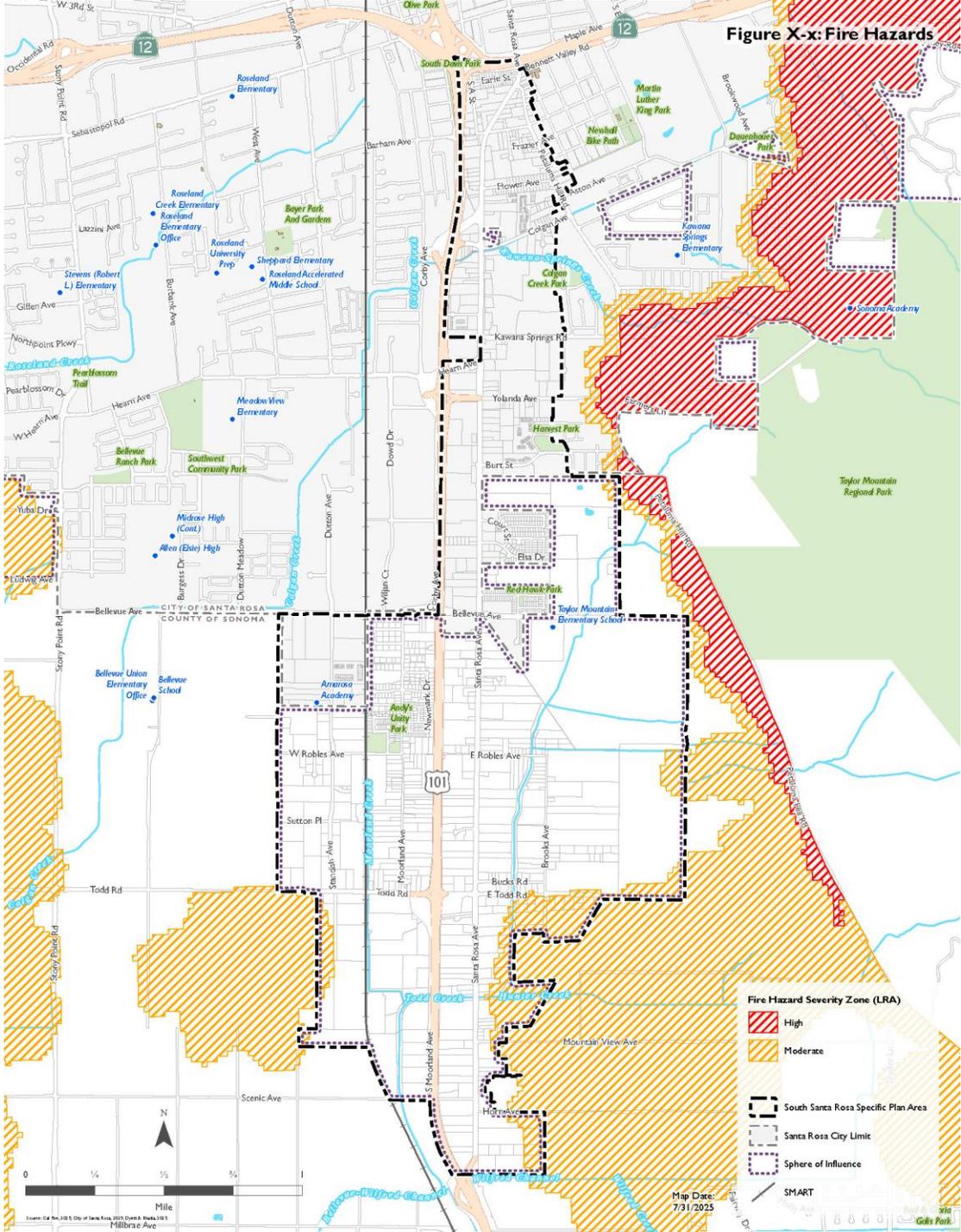


SMART Corridor



Industrial Uses

Fire Hazards



Hazardous Materials

