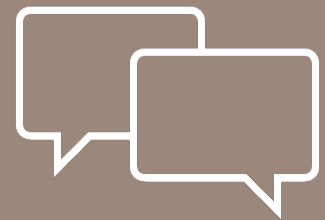




CITY OF SANTA ROSA General Plan 2050

Draft EIR PUBLIC COMMENTS HEARING | Thursday, November 14, 2024



Agenda

- I. Draft General Plan 2050
- II. Draft Greenhouse Gas (GHG) Reduction Strategy
- III. Draft Environmental Impact Report (EIR)
- IV. Receive Comments on the Draft EIR
- V. Next Steps























Draft General Plan 2050



Draft General Plan Contents

Chapters

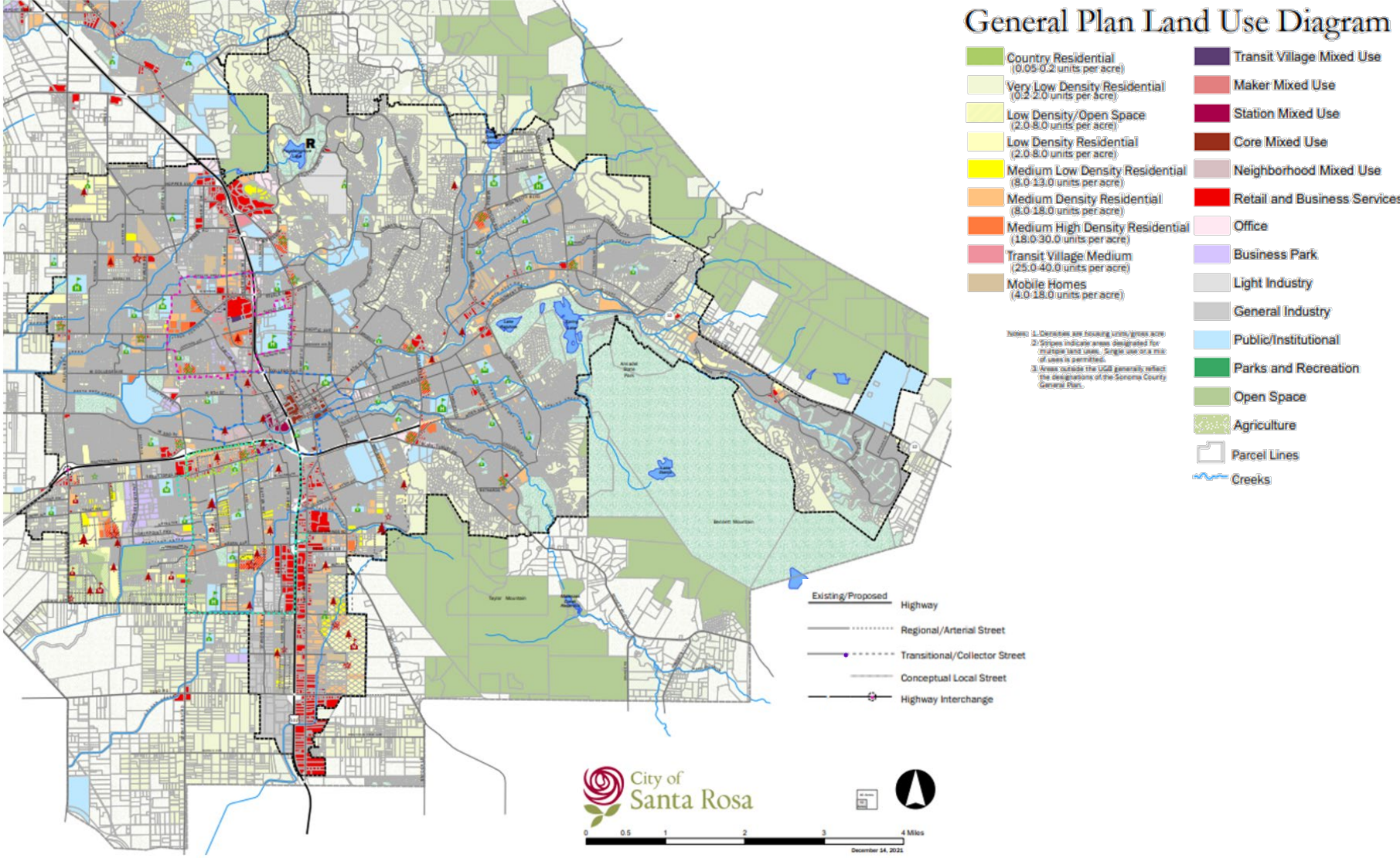
■ Required
 ■ 2035 GP
 ■ New, not required

CHAPTER 1 INTRODUCTION	 Introduction				
CHAPTER 2 LAND USE AND ECONOMIC DEVELOPMENT	 Land Use	 Economic Development			
CHAPTER 3 CIRCULATION, OPEN SPACE, CONSERVATION, AND GREENHOUSE GAS REDUCTION	 Circulation	 Open Space	 Conservation	 Greenhouse Gas Reduction	
CHAPTER 4 URBAN DESIGN, CULTURAL AND TRIBAL CULTURAL RESOURCES, HISTORIC PRESERVATION, AND ART AND CULTURE	 Urban Design	 Hillside Policies	 Tribal Cultural Resources	 Historic Preservation	 Art and Culture
CHAPTER 5 SAFETY, CLIMATE RESILIENCE, NOISE, AND PUBLIC SERVICES AND FACILITIES	 Safety	 Climate Resilience	 Public Services and Facilities	 Noise	
CHAPTER 6 HEALTH, EQUITY, ENVIRONMENTAL JUSTICE, AND PARKS	 Community Health	 Equity	 Environmental Justice	 Parks	 Children and Families
CHAPTER 7 HOUSING	 Housing				

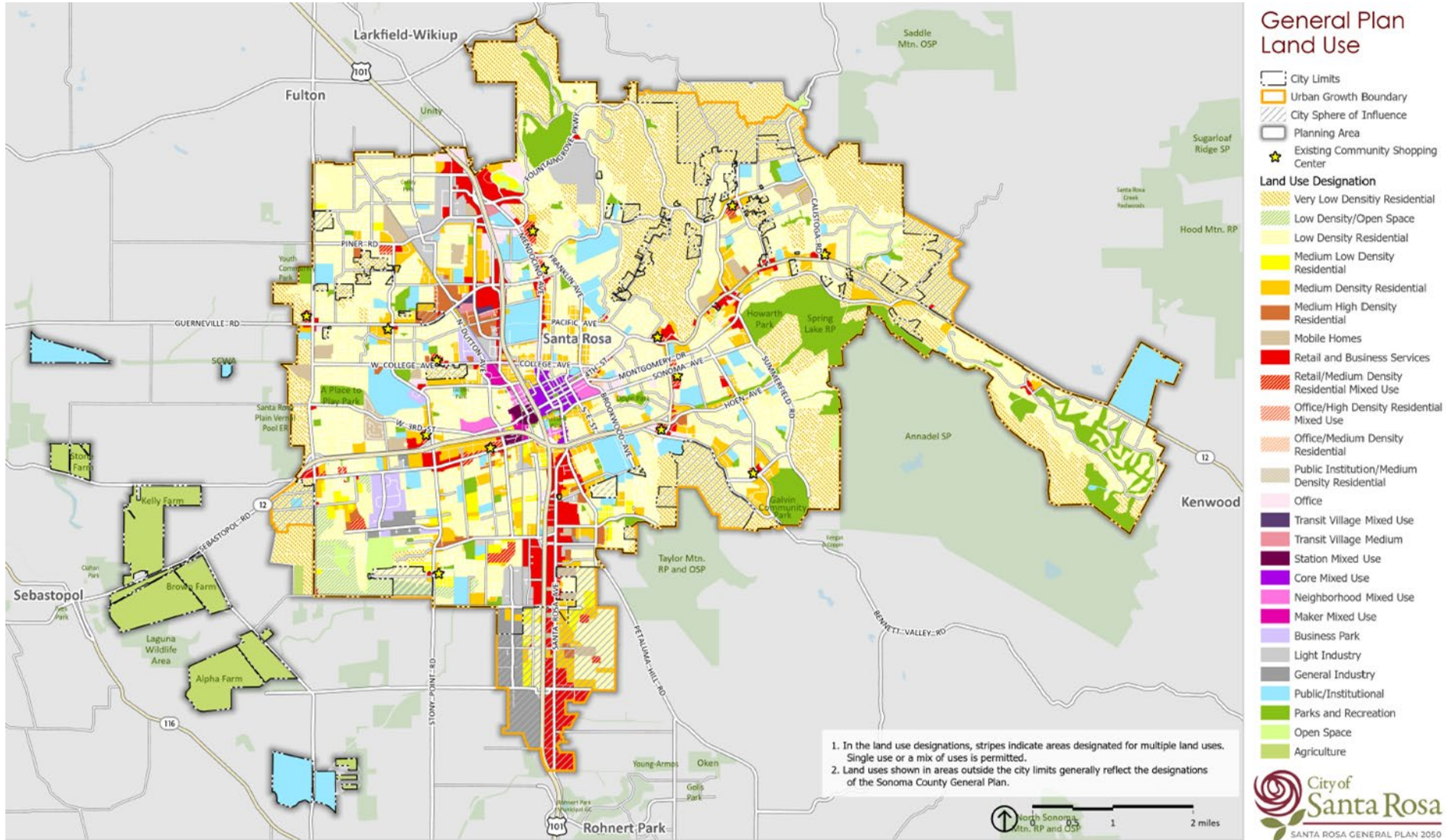
The General Plan covers both State mandated and customized subjects in Chapters 2-6 (plus the already completed Housing Element). Each chapter includes goals, policies, and actions intended to achieve the community’s vision for the future.



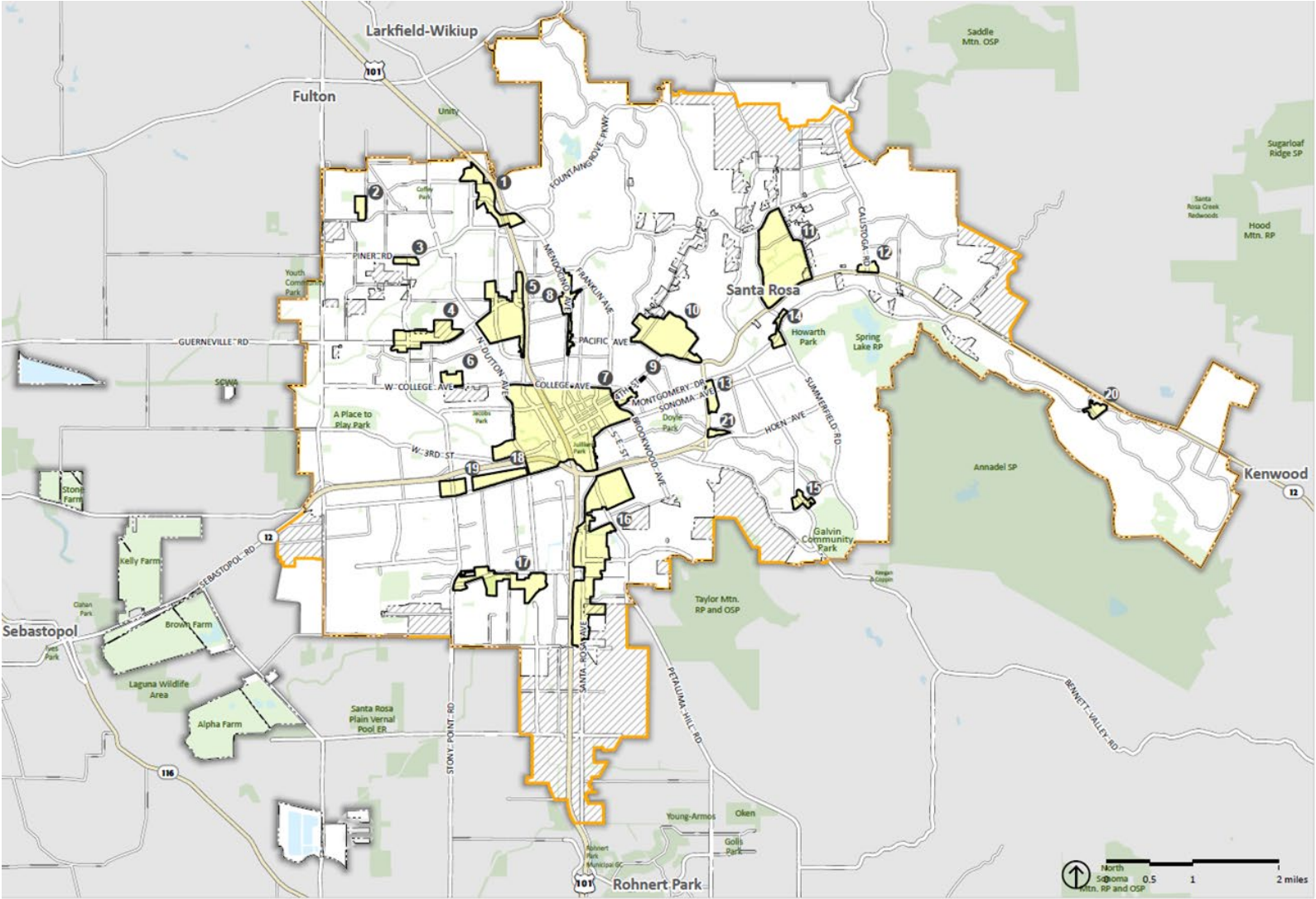
General Plan 2010 Land Use Diagram



Draft General Plan 2050 Land Use Diagram



Areas of Change

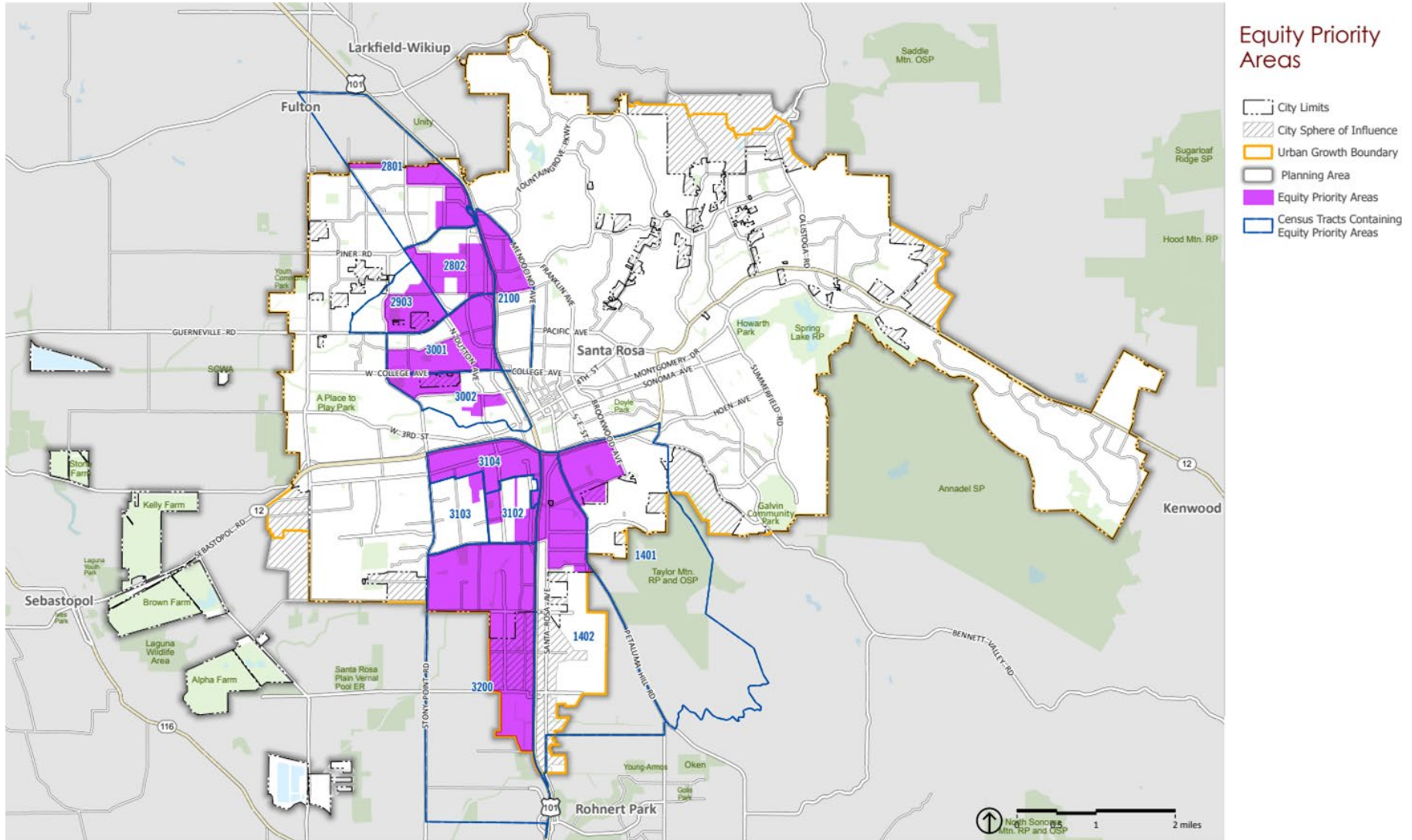


Areas of Change

- City Limits
 - City Sphere of Influence
 - Urban Growth Boundary
 - Planning Area
 - Areas of Change
- 1 Fountain Grove/Mendocino Interchange
 - 2 Francisco Avenue
 - 3 Rosewood Village
 - 4 Marlow Center and Lance Drive Annexation
 - 5 Coddington
 - 6 West College Neighborhood Center
 - 7 Downtown Station Area
 - 8 Mendocino Corridor
 - 9 4th Street Corridor
 - 10 Flamingo Center
 - 11 Montecito
 - 12 St. Francis Shopping Center
 - 13 Montgomery Village
 - 14 Howarth Commercial
 - 15 Bennett Valley
 - 16 Santa Rosa Marketplace/South Park
 - 17 Hearn Corridor
 - 18 Roseland
 - 19 Stony Point Circle
 - 20 Oakmont
 - 21 Southeast Greenway



Equity Priority Areas



Draft Community-wide Greenhouse Gas (GHG) Reduction Strategy



GHG Reduction Strategy - Path to Carbon Neutrality

- Meets the State’s goals for 2030 and 2045 GHG levels.
 - 40% below 1990 levels by 2030
 - 85% below 1990 levels by 2045
 - Carbon neutrality by 2045
- The GHG Reduction Strategy is integrated with the General Plan to ensure a cross-sector approach to reducing GHGs.
- The GHG Reduction Strategy is a “CEQA Qualified Plan”.
- Presented as Appendix A of the General Plan and has been reviewed as part of the General Plan 2050 Draft EIR.



Appendix A

Greenhouse Gas
Reduction Strategy

Revised Draft | October 2024

GHG Reduction Strategy Objectives



1. Decrease community-wide vehicle miles traveled (VMT) and increase the use of zero-emission vehicles and equipment.



2. Reduce community-wide energy use and transition to carbon-free energy sources.



3. Achieve a zero-waste future for Santa Rosa.



4. Use water efficiently and enhance drought resilience.



5. Enhance sustainable and carbon-free practices community-wide.

Draft Environmental Impact Report (EIR)



CEQA Overview

- **The California Environmental Quality Act (CEQA) is the State's primary environmental protection law.**
- **Results in an informational document that:**
 - Discloses potential environmental impacts of projects that have a physical effect on the environment.
 - Identifies mitigation measures to reduce any impacts.
 - Allows for public input as part of the process
- **CEQA documents must be approved/certified prior to project approval.**
- **CEQA does not dictate project approval or denial.**

Environmental Impact Report (EIR) Overview

- An EIR is a public disclosure document that includes an evaluation of physical impacts to the environment that could occur as a result of the implementation of the project, based on specific and established criteria.
- The EIR is the highest-level environmental review document in CEQA.
- The EIR must be certified by the City Council prior to project approval.
- Certification of the EIR does not dictate project approval.

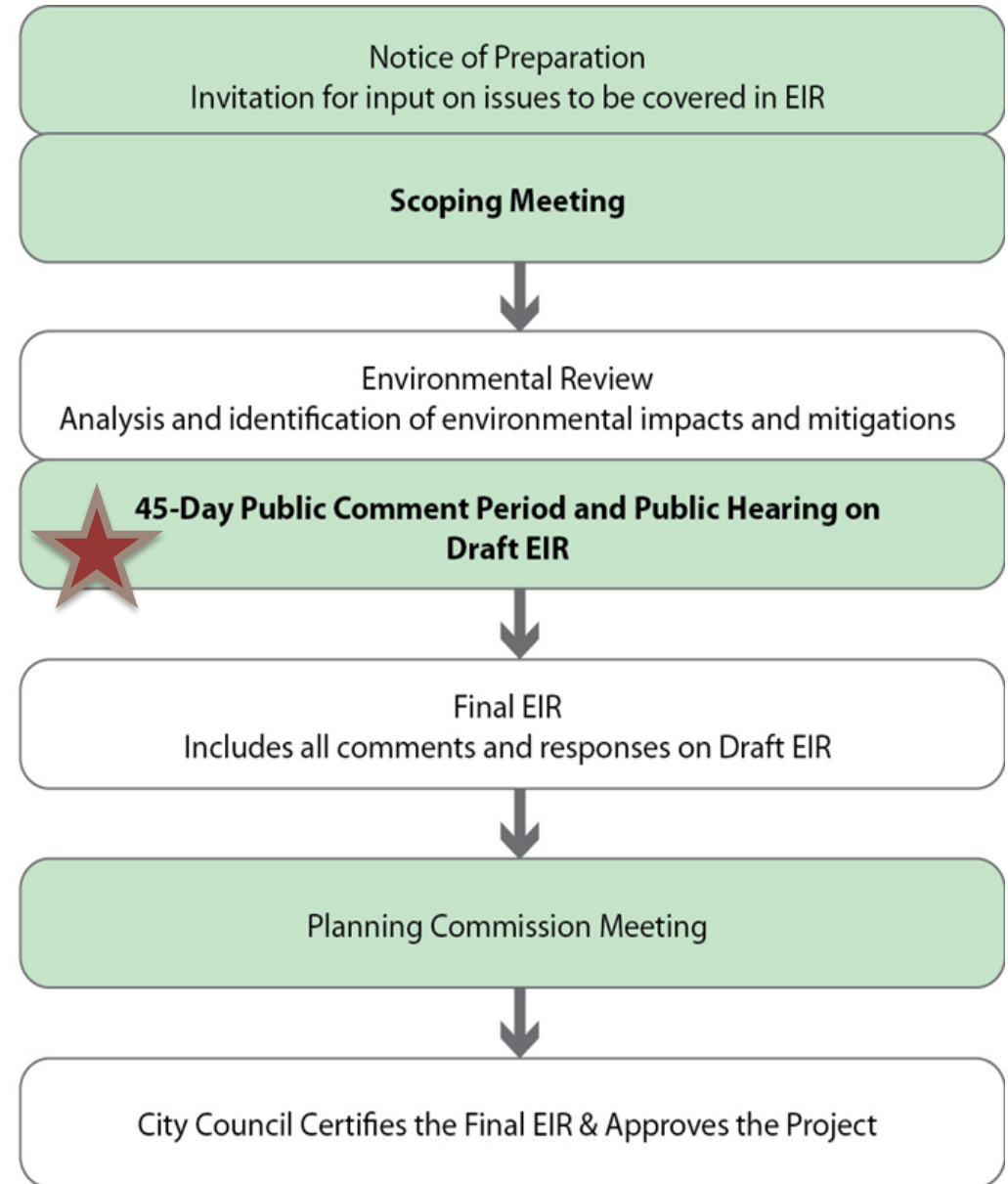
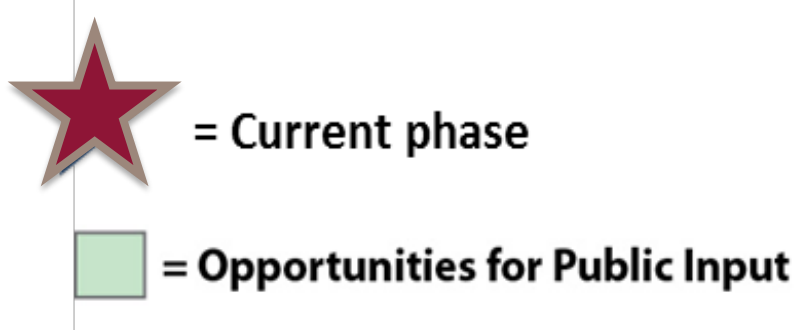
Program-Level EIR

Program-level environmental review documents are appropriate when a “project” consists of a series of actions related to the issuance of rules, regulations, and other planning criteria, (CEQA Guidelines Section 15168)

- Does not evaluate impacts of future construction-level projects that are consistent with the General Plan;
- Does allow the subsequent project-level environmental review for future development to tier off the Program EIR; and
- Streamlines future environmental review procedures.

EIR Process

This chart summarizes the EIR process mandated by State law.



Addressing Environmental Impacts

- Where significant environmental impacts are identified, CEQA requires mitigation by doing one or more of the following:
 - avoiding
 - reducing
 - rectifying
 - minimizing
 - eliminating
 - compensating
- CEQA permits the General Plan to incorporate mitigation measures as policies and actions that are designed to protect, preserve, and/or enhance environmental resources.
- Where impacts are significant and unavoidable with mitigation, the EIR includes a discussion why the impact cannot be reduced to a less-than significant level at the program-level.

Environmental Topics Evaluated in the EIR

- Aesthetics
- Agricultural Resources *
- Air Quality *
- Biological Resources
- Cultural Resources
- Energy
- Geology and Soils
- Greenhouse Gas Emissions
- Hazards and Hazardous Materials
- Hydrology and Water Quality
- Land Use and Planning
- Noise *
- Population and Housing
- Public Services, Parks, and Recreation
- Transportation *
- Tribal Cultural Resources
- Utilities and Service Systems
- Wildfire *

*Topics found to have a significant-and-unavoidable impact.

Less-Than-Significant Impacts

- **Without mitigation:**

- Aesthetics
- Energy
- Greenhouse Gas Emissions
- Hazards and Hazardous Materials
- Land Use and Planning
- Population and Housing
- Public Services, Parks, and Recreation
- Utilities and Service Systems

- **With mitigation:**

- Air Quality
- Biological Resources
- Cultural Resources
- Geology and Soils
- Hydrology
- Noise
- Tribal Cultural Resources
- Wildfire

Significant and Unavoidable Impacts

- **Agricultural Resources**
 - Convert CEQA Important Farmland to non-agricultural uses.
 - Lose Williamson Act lands.
- **Air Quality**
 - Exceed Bay Area Air Quality Management District (BAAQMD) regional significance thresholds and expose sensitive receptors to air pollution during operation.
- **Noise**
 - Expose sensitive receptors to excessive noise from construction and vehicles.
- **Transportation**
 - Exceed standards for residential vehicle miles traveled (VMT) per capita and VMT from new arterial lanes.
- **Wildfire**
 - Exacerbate risk of wildfire.

Agricultural Resources*

- **Impact**

- Convert CEQA Important Farmland/Williamson Act lands to non-agricultural uses.

- **Mitigation considered infeasible**

- Replacement of agricultural lands, transfer of development rights, and relocation of farmland topsoil would not guarantee that replacement land could be successfully farmed and could create additional environmental impacts.

- **Conclusion**

- Significant and unavoidable because a net loss of farmland classified as Prime, of Statewide Importance, or Unique and Williamson Act lands would still occur.

Air Quality (Operation)*

- **Impact**

- Potential to expose sensitive receptors to air pollution (reactive organic compounds [ROG], nitrogen oxides [NO_x] and particulate matter [PM_{2.5} and PM₁₀]) during operation.

- **Mitigation**

- General Plan 2050 Action 3-6.31 and Action 6-1.6 require project-specific technical assessments and mitigation.

- **Conclusion**

- Significant and unavoidable with mitigating General Plan 2050 actions and compliance with State and Bay Area Air Quality Management District regulations because of the unknown project-level details due to the programmatic nature of the proposed project and air quality influences beyond the control of Santa Rosa.

Noise (Construction and Operational Traffic)*

- **Impact**

- Potential to expose sensitive receptors to excessive temporary construction noise and noise from increased vehicular traffic.

- **Mitigation**

- General Plan 2050 Action 5-7.1, Action 5-7.2, Action 5-7.3, Action 5-7.7, Action 5-7.9, and 5-7.10 require the City to use the noise thresholds based on the Federal Transit Administration's criteria for acceptable levels of construction noise, adopt construction best management practices, project-specific acoustical studies and mitigation, and coordinate with Caltrans to evaluate and develop traffic noise mitigation programs along US Highway 101 and State Route 12.

- **Conclusion**

- Significant and unavoidable with mitigating General Plan 2050 actions and compliance with federal, State, and local regulations because of the unknown project-level details due to the programmatic nature of the proposed project.

Transportation (Residential VMT)*

- **Impact**

- Potential to exceed standards for residential vehicle miles traveled (VMT) per capita and VMT from new arterial lanes.

- **Mitigation**

- General Plan 2050 Action 3-1.1 requires project-specific VMT analysis and mitigation.

- **Conclusion**

- Significant and unavoidable due to the uncertainties as to the availability of other mitigation strategies such as VMT exchanges or banks and the effectiveness of VMT reduction strategies because of the unknown project-level details due to the programmatic nature of the proposed project.

Wildfire (Risks)*

- **Impact**

- Potential to exacerbate wildfire risk in wildfire prone areas.

- **Mitigation**

- General Plan 2050 Action 5-3.8 requires fire protection plans for development in the City's Wildland-Urban Interface Fire Area consistent with California Fire Code that include risk analysis, fire response capabilities, fire safety requirements, design considerations for nonconforming fuel modifications, wildfire education maintenance and limitations, and evacuation plans.

- **Conclusion**

- Significant and unavoidable with mitigating General Plan 2050 actions and compliance with federal, State, and local regulations because the only way to fully avoid the wildfire impact is by prohibiting new development in the wildfire-prone areas of Santa Rosa and to do so is not feasible or practical.

Statement of Overriding Considerations

- Significant and unavoidable impacts at the program level do not preclude the finding of less-than-significant impacts at the project level for future development in Santa Rosa.
- The City may approve the project with the known significant and unavoidable impacts by issuing a “Statement of Overriding Considerations” that identifies how the benefits of the project outweigh the potential adverse environmental effects.
- The “Statement of Overriding Considerations” must be included in the record of project approval.

Alternatives to the Proposed Project

Alternative A: No Project

- General Plan 2035 remains in effect, is not replaced by General Plan 2050.
- No amendments to the North Station Specific Plan, Downtown Station Area Specific Plan, and Santa Rosa City Code associated with the General Plan 2050 and Land Use Map.
- Proposed GHG Reduction Strategy would not be adopted.

Alternative B: Increased Density

- Same households, residential units, population, and jobs as the proposed project.
- Parcels designated as Medium Low density residential (8.0-13.0 units per gross acre) in Areas of Change that are in or adjacent to PDAs and/or TPAs would be redesignated to Medium High density residential (8.0-18.0 units per gross acre) allowing more opportunities for more dense housing near to transit facilities.

Alternatives to the Proposed Project

- **Alternative A, in comparison to the proposed project:**
 - would reduce, but not eliminate, the impacts related to agricultural resources, public services and recreation, and utilities and service systems.
 - would not meet any of the project objectives.
- **Alternative B, in comparison to the proposed project:**
 - Would reduce, but not eliminate, the impacts related to agricultural resources, air quality, biological resources, energy, GHG emissions, noise, transportation, tribal cultural resources, and wildfire.
 - Would not meet the project objectives to provide a diverse range of housing types or preserve historic resources to the same degree as the proposed project.
- **Alternative B is the CEQA-required environmentally superior alternative.**
- **The proposed project meets all of the project objectives and therefore, remains the preferred alternative.**

Receiving Comments



Comments on the Draft EIR

Members of the public, agencies, and interested organizations are invited to provide comments on the Draft EIR that focus on whether the Draft EIR is sufficient in discussing possible impacts to the physical environment, ways in which potential adverse effects may be avoided or minimized through mitigation measures, and alternatives to the project in light of the purpose of the EIR to provide useful and accurate information about such factors.



Submitting Comments on the Draft EIR

Comments due 5:00 p.m. on Wednesday, November 20, 2024, by:

- Speaking at tonight's meeting.
- Email Amy Nicholson:
anicholson@srcity.org with "Santa Rosa General Plan 2050 EIR" as the subject line.
- Mail to:
*Amy Nicholson, Supervising Planner - Advance Planning
City of Santa Rosa
Planning & Economic Development
100 Santa Rosa Avenue, Room 3
Santa Rosa, CA 95404*

Next Steps



Next Steps

Current Schedule:

- Draft EIR comment period closes on Wednesday, November 20, 2024.
 - Prepare Final EIR to respond to all comments submitted on adequacy of the Draft EIR.
- Public Hearing to consider EIR Certification and General Plan 2050 and GHG Reduction Strategy Approval and Adoption in Spring 2025.



Thank you!

Stay connected at:
<https://www.santarosafoward.com/>

Provide input along the way at:
https://www.santarosafoward.com/mail_forms



Slides 36 through 45 are available for discussion as needed.

Extra Slides



Air Quality (Construction)

- **Impact**

- Potential to expose sensitive receptors to air pollution during construction.

- **Mitigation**

- General Plan 2050 Action 3-6.31, Action 3-6.32, and Action 6-1.5 require project-specific technical assessments and mitigation measures.

- **Conclusion**

- Less than significant with mitigating General Plan 2050 actions and compliance with State and Bay Area Air Quality Management District regulations.

Biological Resources

- **Impact**

- Potential to adversely effect special status species, sensitive habitats including wetlands, and wildlife movement.

- **Mitigation**

- General Plan 2050 Action 3-5.7, Action 3-5.10, Action 3-5.11, Action 3-5.12, Action 3-5.13, Action 3-5.19, and Action 3-5.20 require project-specific biological resource assessments and mitigation, consultation with California Department of Fish and Wildlife and US Fish and Wildlife Service, and protection of sensitive habitat and wildlife movement corridors.

- **Conclusion**

- Less than significant with mitigating General Plan 2050 actions and compliance with federal, State, and local regulations.

Cultural Resources

- **Impact**
 - Substantial adverse changes to historic buildings and archeological resources.
- **Mitigation**
 - General Plan 2050 Action 3-5.19, Action 3-5.20, Action 4-2.1, Action 4-2.2, Action 4-2.3, Action 4-2.4, Action 4-3.2, Action 4-3.6, Action 4-3.7, and Action 4-3.9 require project-specific investigations and mitigation.
- **Conclusion**
 - Less than significant with mitigating General Plan 2050 actions and compliance with federal, State, and local regulations.

Geology and Soils

- **Impact**

- Potential to directly or indirectly cause or worsen the likelihood of or substantial adverse effects from seismic hazards and unstable or expansive soils.

- **Mitigation**

- General Plan 2050 Policy 5-1.1, Action 5-1.1, and Action 5-1.2 require project-specific geologic studies and mitigation, and restricting development in areas where adverse impacts associated with known natural or human-caused geologic hazards cannot be effectively mitigated to safe levels.

- **Conclusion**

- Less than significant with mitigating General Plan 2050 policies and actions, and compliance with federal, State, and local regulations.

Hydrology and Water Quality

- **Impact**

- Potential to impair water quality.

- **Mitigation**

- General Plan 2050 Action 3-5.10, Action 3-5.12, Action 3-5.19, Action 3-5.20, Action 5-2.14, Action 5-2.15, Action 5-2.17, and Action 5-9.30 require evaluation and mitigation of sensitive habitats, establishment of ecological buffer zones, maintenance and improvements to the storm drainage system, stormwater best management, and low impact development practices.

- **Conclusion**

- Less than significant with mitigating General Plan 2050 actions and compliance with federal, State, and local regulations.

Noise (Compatibility and Vibration)

- **Impacts**

- Potential to expose sensitive receptors from excessive noise that would be incompatible with existing uses and from excessive vibration during construction and operation.

- **Mitigation**

- General Plan 2050 Action 5-7.1, Action 5-7.2, Action 5-7.3, Action 5-7.9, and Action 5-7.10 require the City to apply vibration thresholds based on the Federal Transit Administration's groundborne vibration, adopt construction best management practices, and project-specific acoustical studies and mitigation.

- **Conclusion**

- Less than significant with mitigating General Plan 2050 actions and compliance with federal, State, and local regulations.

Tribal Cultural Resources

- **Impact**

- Potential to discover unknown Tribal Cultural Resources.

- **Mitigation**

- General Plan 2050 Action 3-5.19, Action 3-5.20, Action 4-2.1, Action 4-2.2, and Action 4-2.4 require the City to protect historic and cultural resources, including waterways as Native American archaeological sites tend to be located near waterways and these locations may hold prehistoric resources, conduct consultation with Native American tribes pursuant to State law, and prepare project-specific investigations and mitigation.

- **Conclusion**

- Less than significant with mitigating General Plan 2050 policies and actions and compliance with federal and State regulations.

Wildfire (Evacuation)

- **Impact**

- Potential to result in inadequate evacuation access.

- **Mitigation**

- General Plan 2050 Action 5-5.14, Action 5-5.15, Action 5-5.16, Action 5-5.17 require the City to retrofit existing single-access roads in residential neighborhoods to include additional access routes or other provisions to increase evacuation safety, conduct an analysis of the evacuation route network to determine the capacity, viability, and safety of evacuation routes, and require the provision of adequate access for fire and emergency response personnel, and prohibit the creation of new single access roadways in the city.

- **Conclusion**

- Less than significant with mitigating General Plan 2050 actions and compliance with federal, State, and local regulations.