

City of Santa Rosa

South Santa Rosa Specific Plan



Draft Preferred Alternative
City Council Study Session
August 18, 2026



Meeting Agenda

1. Project Recap
2. Draft Preferred Alternative
3. Next Steps



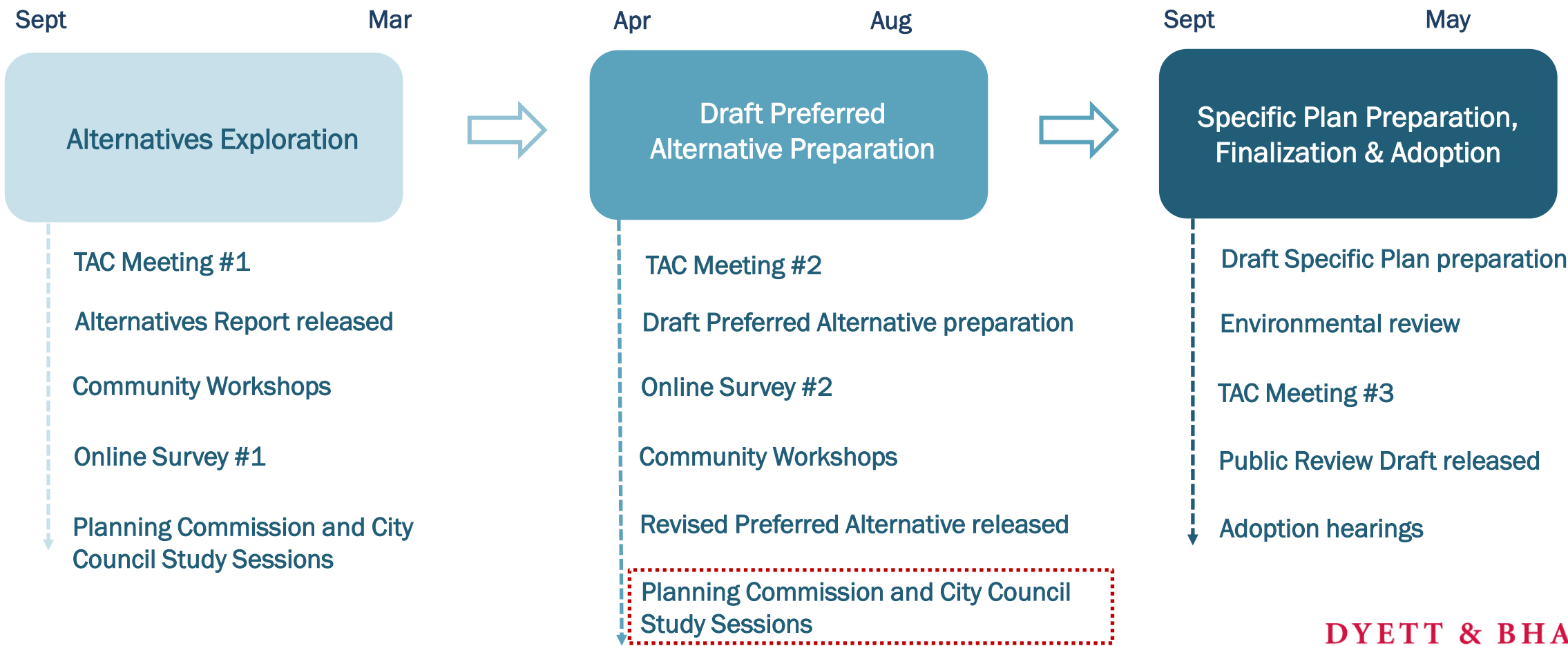
1. Project Recap

Work Completed Update

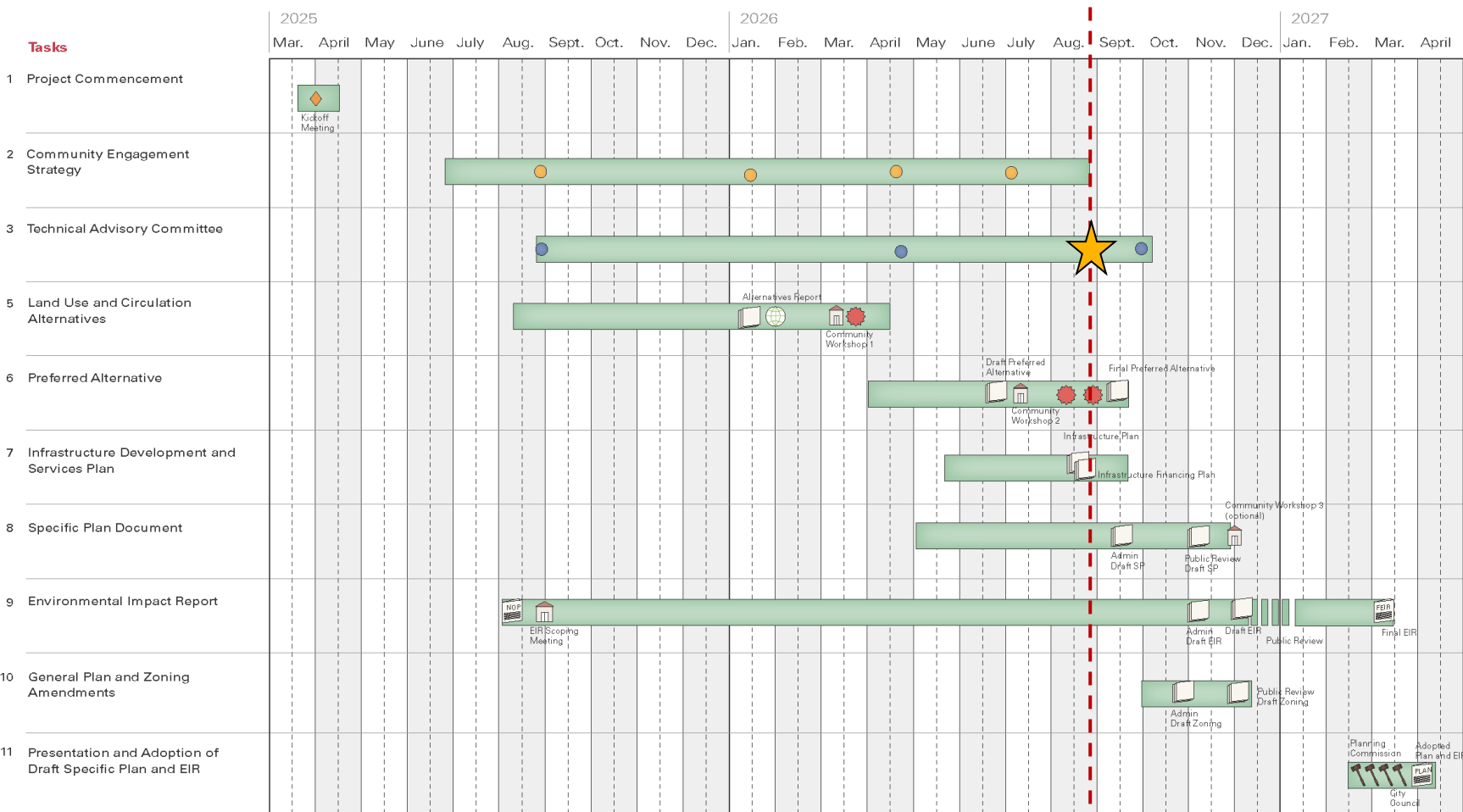
2025

2026

2027



Schedule Overview



We are here

Purpose of Alternatives

Represent 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

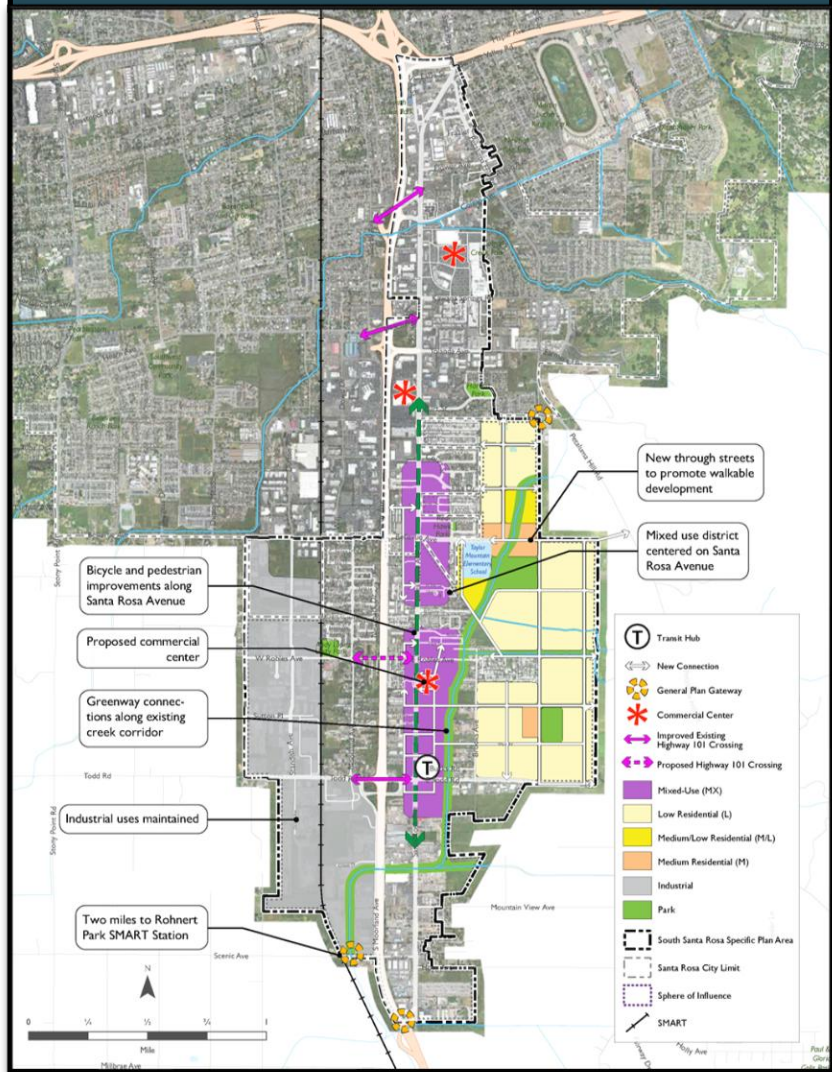


Informs creation of a
Preferred Alternative

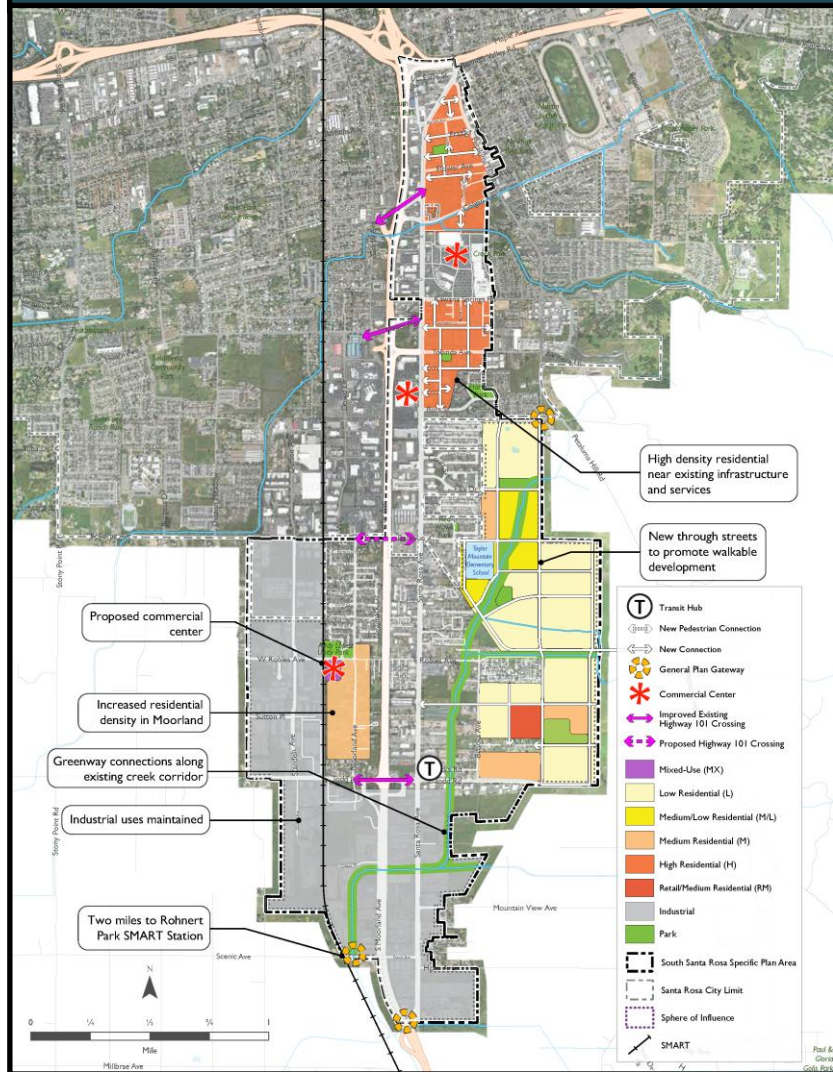


Alternatives

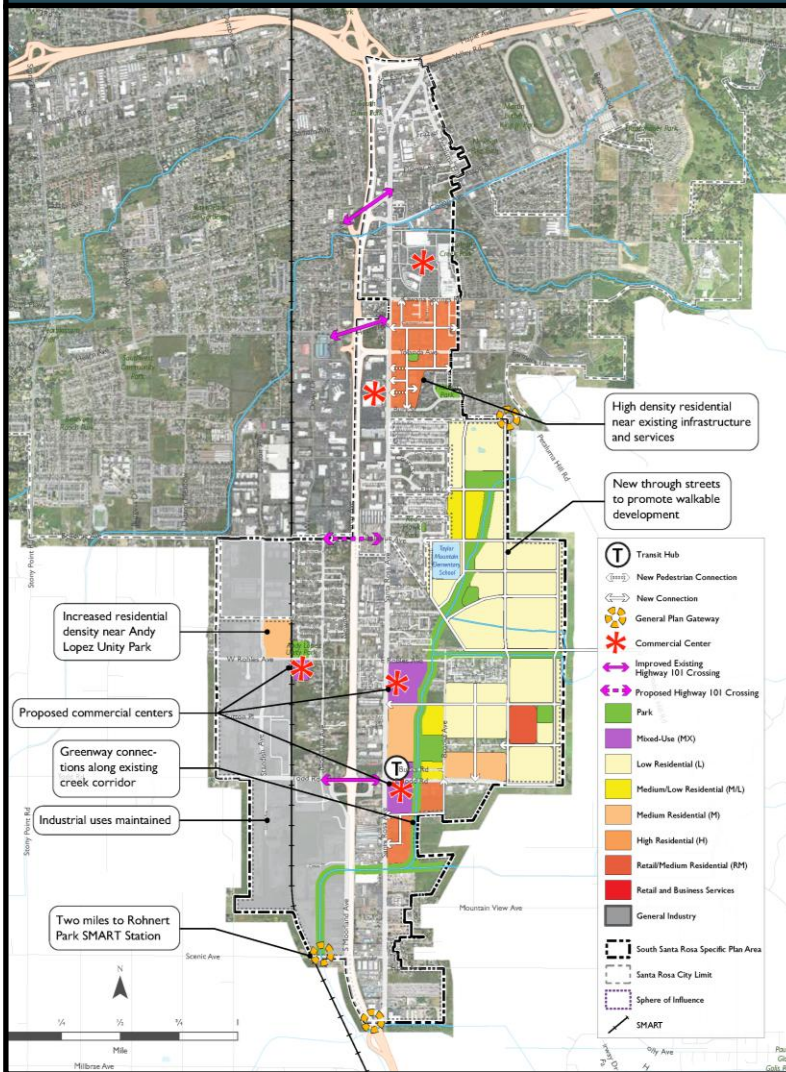
1: Mixed-Use Corridor



2: City-Centered Growth



3: Centers



Outreach Activities

■ Meetings

- *Technical Advisory Committee Meetings (Sept 2025, April 2026)*
- *Survey in English and Spanish (Jan – April 2026)*
- *Planning Commission Study Session (Feb 2026)*
- *In-person and Virtual Community Workshops (March 2026)*
- *City Council Study Session (March 2026)*
- *Bicycle and Pedestrian Advisory Study Session (April 2026)*
- *Sonoma County Planning Commission (May 2026)*

■ Promotional efforts

- *Coordination with Engagement Advisory Committee to spread the word*
- *Email blast to interested parties list*
- *Posted on City's NewsFlash page*
- *Social media posts: Facebook, Instagram, Nextdoor*
- *Pop-ups (Celebrations, festivals, markets, etc.)*



City of Santa Rosa, California

March 3 · 🌐

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☀️ Share Your Vision for the Future of South Santa Rosa! ☀️

The City's Planning Division is updating the South Santa Rosa Specific Plan (SSRSP), and we want to hear from YOU. This long range plan will shape how the area grows over the next several decades— including where new homes, parks, businesses, jobs, and transportation improvements could go.

To start the conversation, we've created three different plan alternatives that show possible ways South Santa Rosa could grow in the future.

How to Get Involved

📅 Attend a Community Meeting

- Wednesday, March 4, 6–7:30 p.m. at Amarosa Academy*
- Thursday, March 5, 6–7:30 p.m. at Taylor Mountain Elementary*
- Wednesday, March 11, 5:30–6:30 p.m. on Zoom

*In-person meetings will provide childcare for ages 3-10 years, light refreshments, and Spanish interpretation.

📄 Take the Online Survey

English <https://forms.office.com/pages/responsepage.aspx...>

Spanish <https://forms.office.com/pages/responsepage.aspx...>

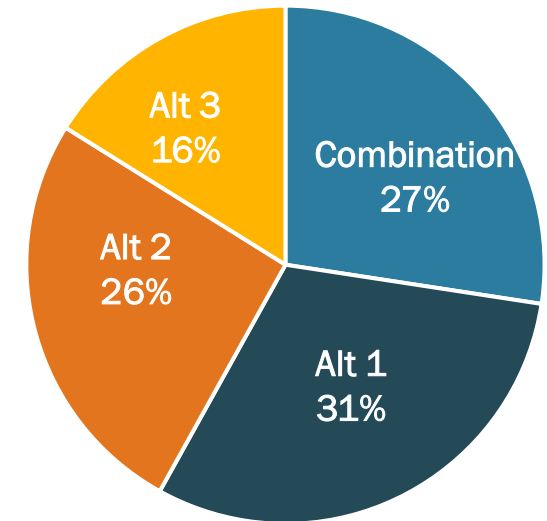
We hope you'll take a moment to review the concepts and share your thoughts. Your input will help guide the future of our community.

👉 Visit SSRSP for more information <https://www.srcity.org/3945/South-Santa-Rosa-Specific-Plan>

Key Takeaways

- Slightly greater preference for Alternative 1 but also solid support for Alternative 2 and a combination of elements from the three Alternatives
- Support for **east-west connectivity** to cross Highway 101 and connect Moorland to Santa Rosa Avenue; Transportation and Public Works prefers crossing at Bellevue, in line with General Plan
- **Interest in pedestrian- and bicycle-friendly corridor**, along with improved safety on Santa Rosa Avenue
- Desire for community connectivity and community-serving spaces, such as community centers
- Invest in and improve Moorland; do not add more density there
- **Ensure equity and incorporate anti-displacement strategies**
- Distribute parkland through **more, smaller parks rather than one large park**; support for creek pathway

Which Alternative best reflects your vision?



After cars, rank the following transportation options from highest to lowest priority:

Public transportation

Walking

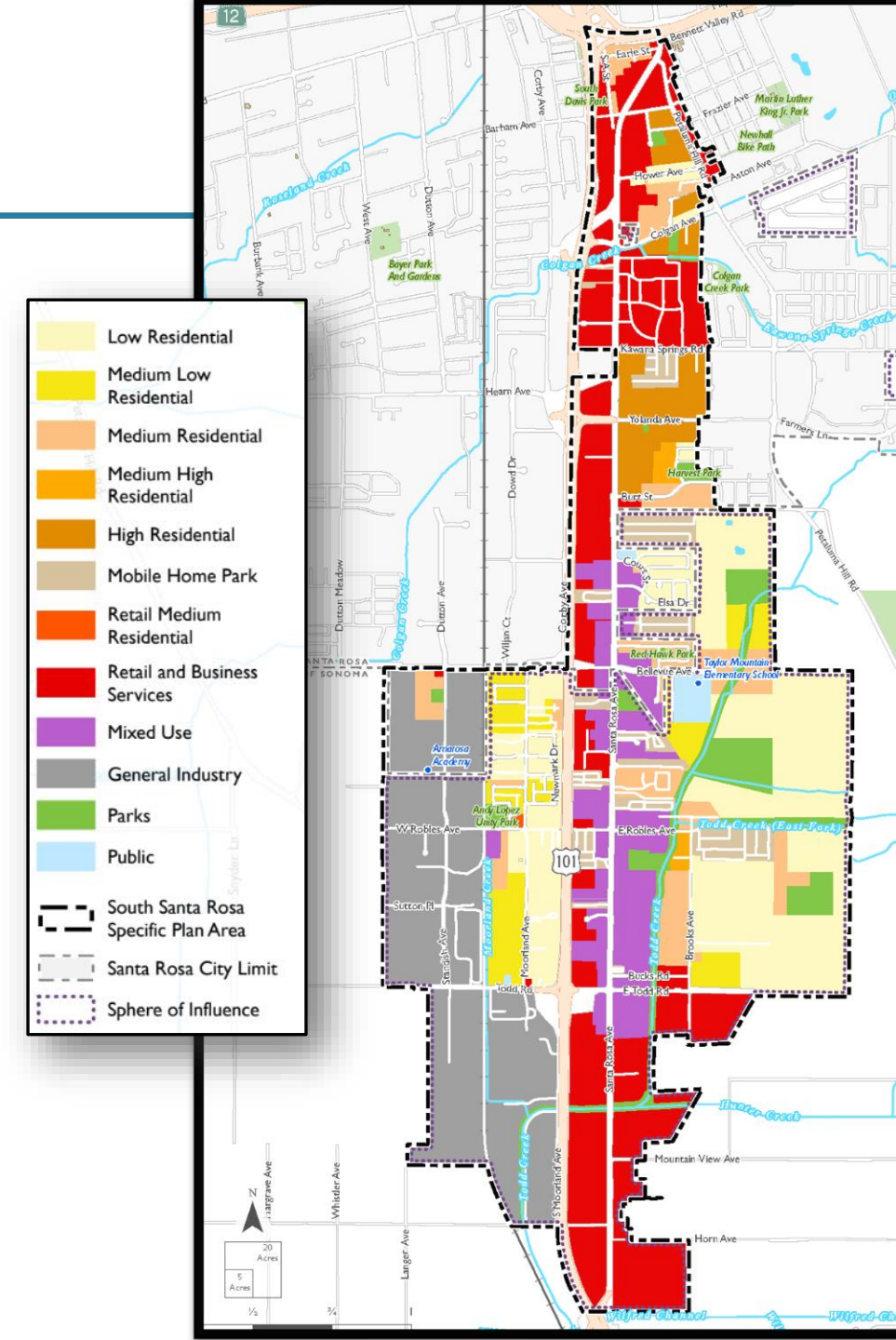
Bicycles/Scooters

2. Draft Preferred Alternative

Draft Preferred Alternative – Land Use

Key land use aspects

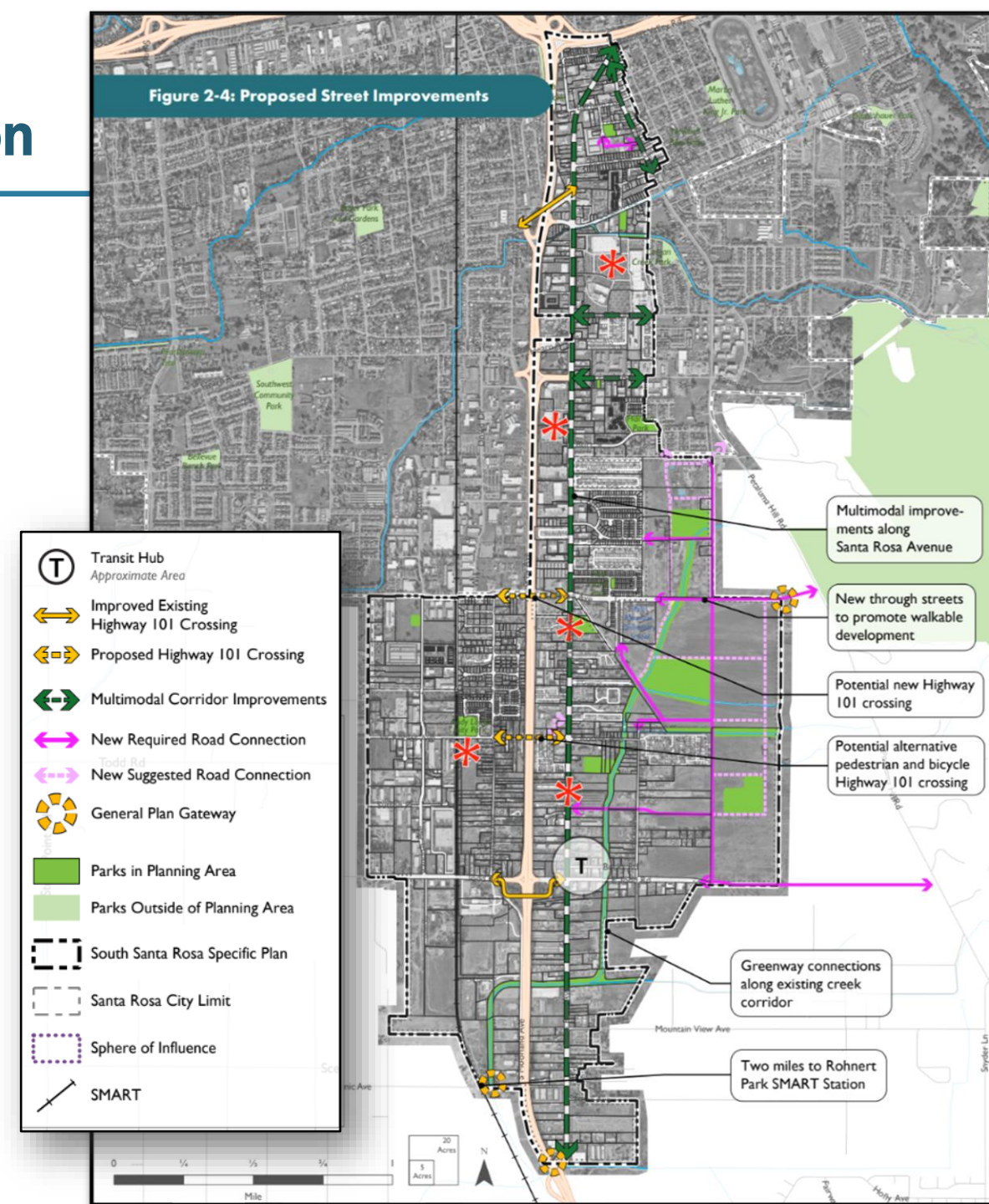
- Mixed use district centered on Santa Rosa Avenue
- Diversity of housing types (low-, medium-, and high-density housing)
- Community and neighborhood parks integrated into residential and mixed-use districts
- Industrial uses maintained
- No existing mobile home parks proposed for re-designation



Draft Preferred Alternative – Transportation

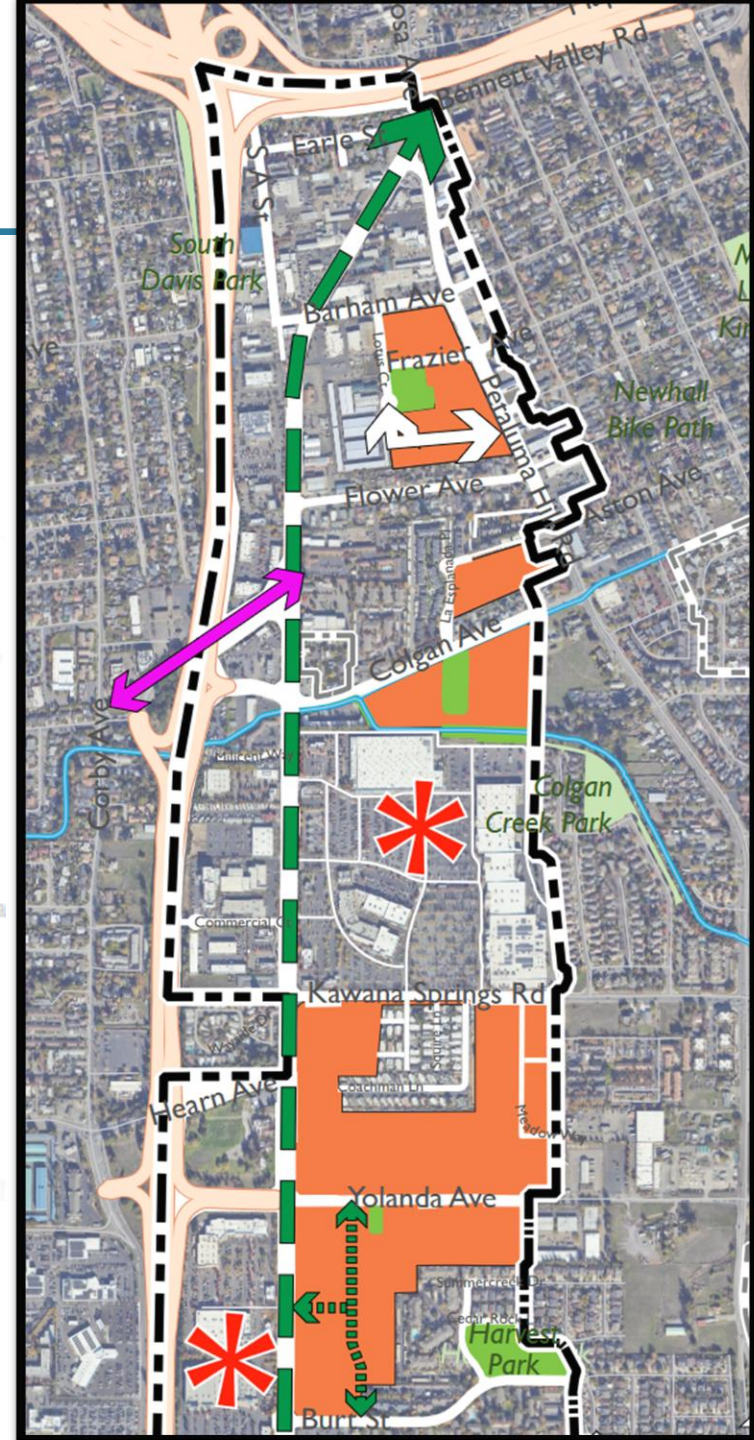
Transportation

- Bike and pedestrian improvements along Santa Rosa Avenue
- Greenway connections along existing creek corridors
- Enhanced and new crossings to improve multimodal connections over Highway 101



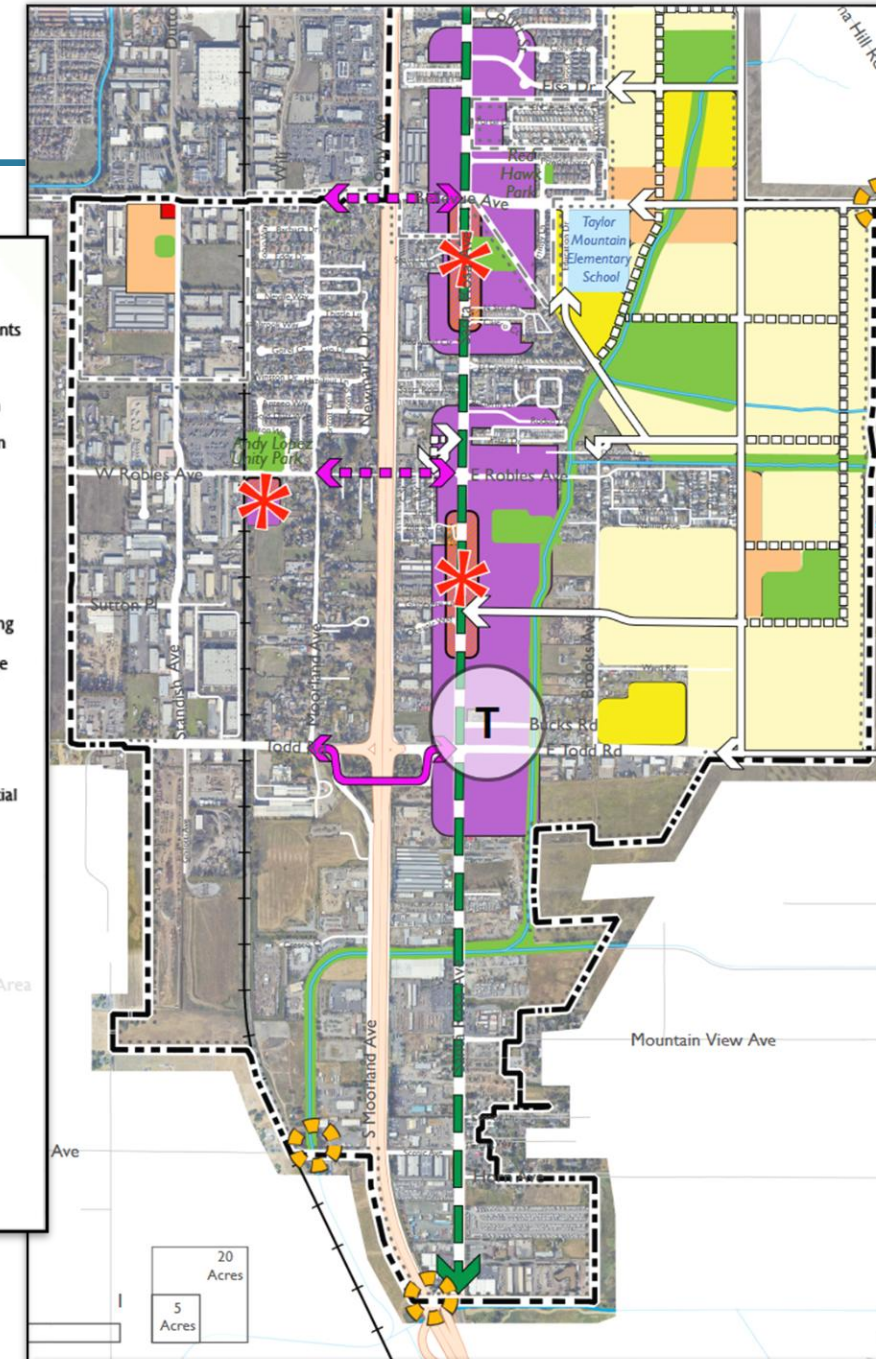
Northern Part of Planning Area

- High-density residential
- Integrated neighborhood parks
- Improved Highway 101 overcrossing
- New through streets to promote walkability
- Bike and pedestrian improvements on Santa Rosa Avenue



Central & Southern Parts of Planning Area

- Mixed-use districts on Santa Rosa Avenue
- Commercial centers anchoring mixed-use districts
- Low- to medium-density housing to the east
- Integrated community and neighborhood parks
- New through streets to promote walkability
- Bike and pedestrian improvements on Santa Rosa Avenue
- Industrial uses on west and south side maintained
- Transit hub proposed near Todd Rd
- Greenway connections along creek corridor



Total Projected Buildout

- The Preferred Alternative projects:
 - **6,300 new residential units,**
resulting in 14,800 new residents
 - Most new units are from Mixed-Use areas
along Santa Rosa Avenue
 - **2,917,600 square feet of new
non-residential construction**
 - Comprised of retail and business services,
industrial, and mixed-use developments

Table 2-2: Proposed Alternative Buildout Estimates			
	Existing	Net New	Total
Total non-residential (sf)	5,979,100	2,917,600	8,896,700
Retail and Business Services (sf)	2,485,600	1,178,700	3,664,300
Industrial (sf)	3,404,300	1,276,200	4,680,500
Mixed-Use (sf)	0	456,500	456,500
Educational	5,400	0	5,400
Public/Institutional	78,400	6,300	84,700
Total residential (units)	4,000	6,300	10,300
Low	500	1,500	2,000
Medium/Low	300	600	900
Medium	1,800	900	2,700
Medium/High	700	0	700
High	0	1,300	1,300
Mobile Home Park	800	0	800
Mixed-Use	0	2,000	2,000
Note: 1. Totals may not match up due to rounding.			

Projected Parks

- City park standard of **6 acres per 1,000 residents**
 - 3.5 acres from *Community (larger, 10+ acres) and Neighborhood (>10 acres) Parks*
 - 2.5 acres from *partnerships with schools, open space, trail parks*
- Planning Area has 8 acres of existing parks
 - *Andy Lopez Unity Park – 4.4 acres*
 - *Harvest Park – 3.3 acres*
 - *Red Hawk Park – 0.4 acres*
- **96 acres of new parks** projected to meet needs of 14,800 new residents
 - *Community Parks – 21 acres*
 - *Neighborhood Parks – 31 acres*
 - *Other parks, open space, partnership with Sonoma Water for creekways – 44 acres*



3. Next Steps

Next Steps

- Summer 2026: Preferred Alternative and Outreach on Preferred Alternative
- Late Summer/Early Fall 2026: Traffic and infrastructure analyses of Preferred Alternative
- Fall 2026/Winter 2027: Public review Draft Specific Plan and Draft Environmental Impact Report (EIR)
- Spring 2027: Council adoption of Final Specific Plan and Environmental Impact Report

Helpful Links and Contact



Specific Plan Webpage
(srcity.org/SSRSP)

Email: SouthSRSpecificPlan@srcity.org

Phone: (707) 543-4351 (English)
Phone: (707) 543-3460 (Spanish)



Email Distribution List Sign-Up



Preferred Alternative
Survey