



Roseland Area Projects:

Roseland Area/Sebastopol Road Specific Plan and preliminary work toward future Roseland Area Annexation

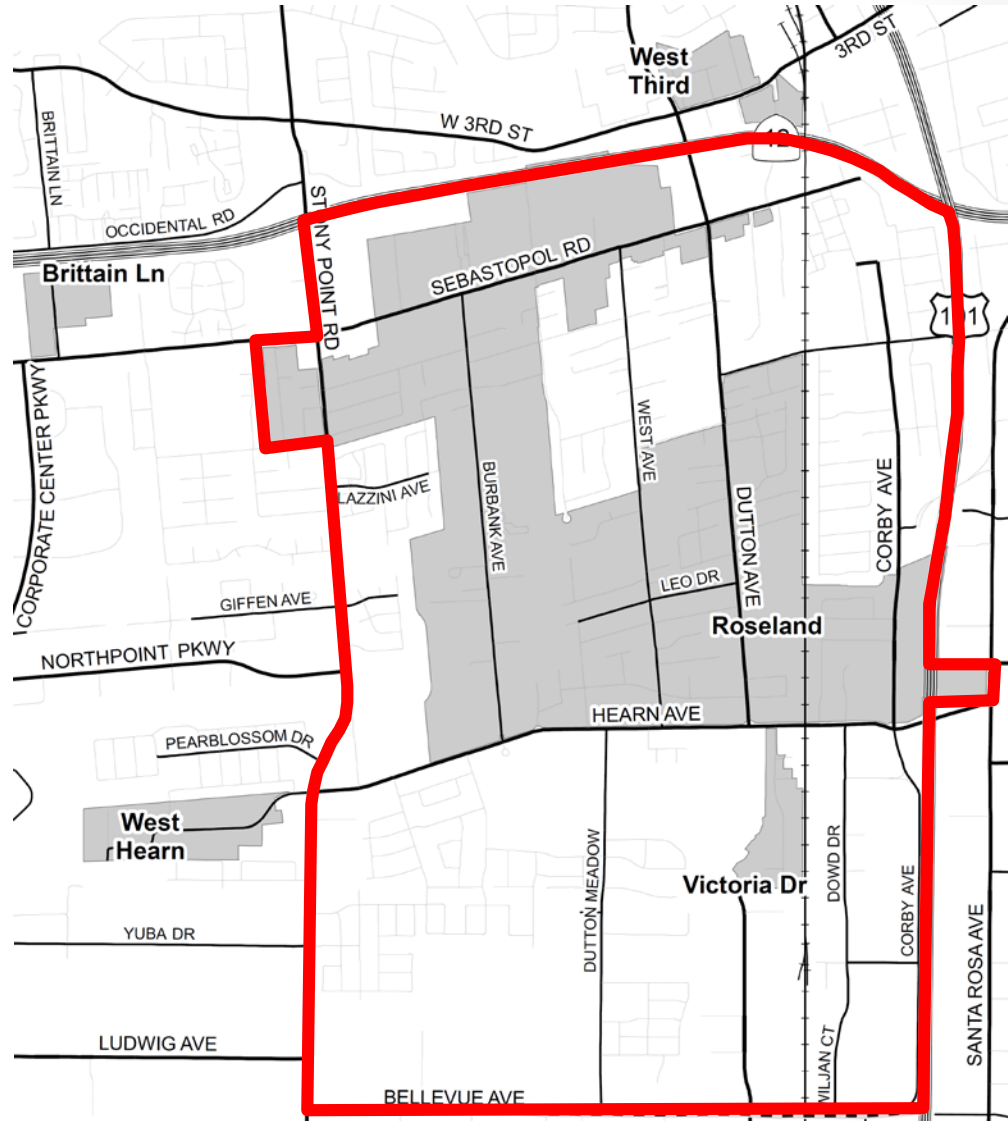
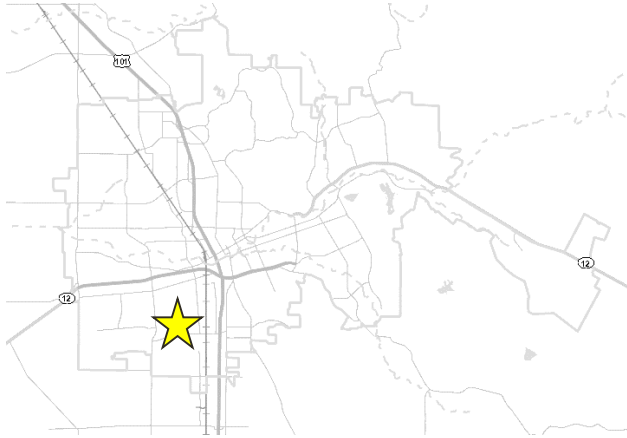
City Council Meeting
October 18, 2016

Jessica Jones
Senior Planner
Planning and Economic Development



Project Description

- Roseland Area/Sebastopol Road Specific Plan
- Amendments to General Plan, Downtown Station Area Specific Plan, Zoning Code and Bicycle and Pedestrian Master Plan
- Rezoning and Prezoning
- Environmental Impact Report (EIR)

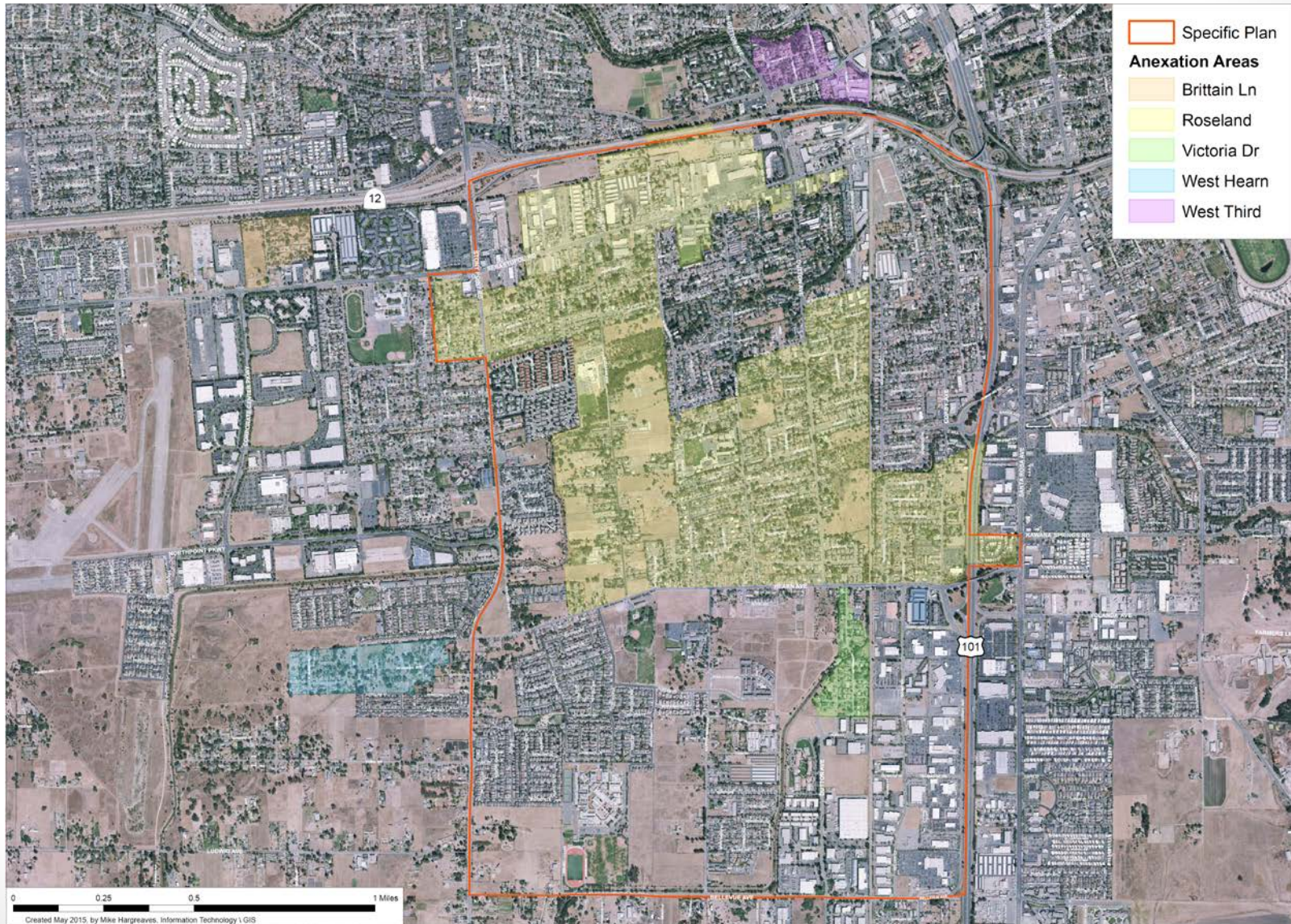
Project Location



Legend

-  Specific Plan Boundary
-  Unincorporated Islands

Project Location - Aerial



Project History

- January 2014: City received a grant to develop the Roseland Area/Sebastopol Road Specific Plan
- June 9, 2016: Commission Public Hearing
- June 23, 2016: Commission meeting – response to comments on Draft Specific Plan
- September 8, 2016: Commission unanimously recommended approval to Council

Community Engagement

- Community Engagement was a major component
- Outreach methods included:
 - ✓ Local events
 - ✓ Stakeholder meetings
 - ✓ Steering Committee
 - ✓ Community workshops
 - ✓ Technical Advisory Committee
 - ✓ Project flyers
 - ✓ Media alerts
 - ✓ Social media
 - ✓ Local newspapers and radio stations
 - ✓ Project website
 - ✓ e-mail distribution

Community Engagement

Stakeholder Meetings: Bayer Farm



Community Events: Cinco de Mayo



Community Workshops



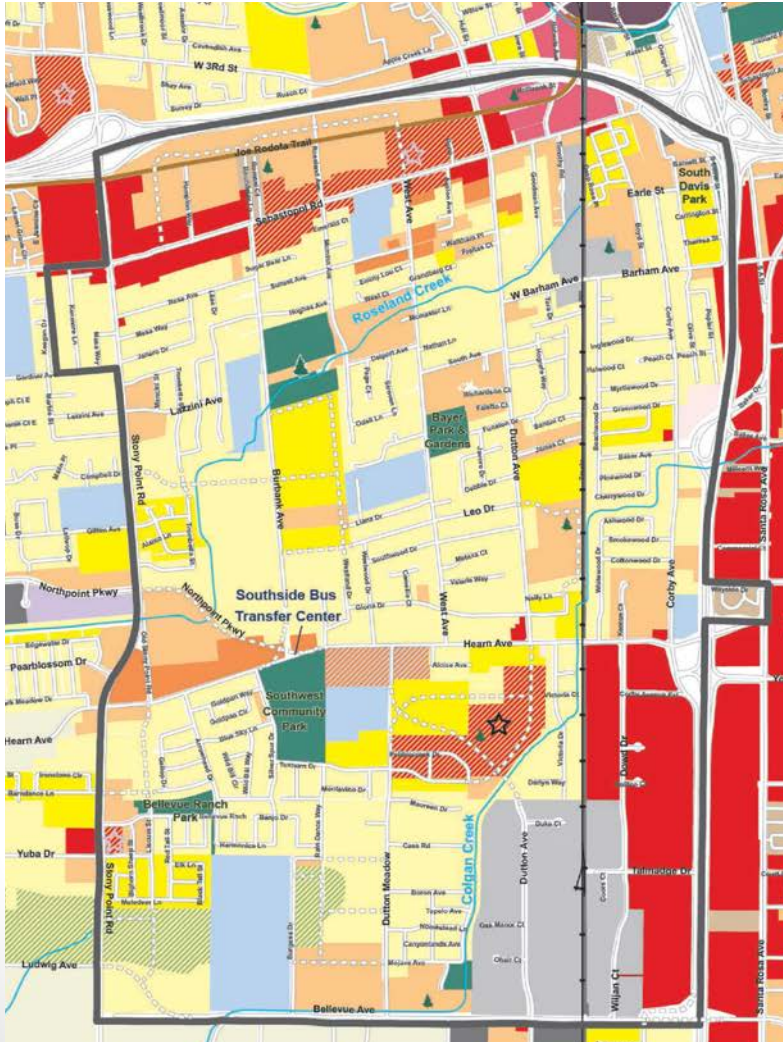
Project Principles

- Engage the community
- Make the physical environment better
- Establish land use and policy to guide development toward transit supportive uses and a healthy community
- Improve connections
- Promote community health and equity

Components of Specific Plan

- Land Use and Housing
- Circulation
- Public Services
- Implementation and Financing

Land Use Plan



- At buildout: 119 additional residential units; 20,000 sq ft additional public institutional
- Factors:
 - ✓ Community input
 - ✓ Existing development
 - ✓ Approved/pending development
 - ✓ Sebastopol Rd Urban Vision Plan

Circulation Changes

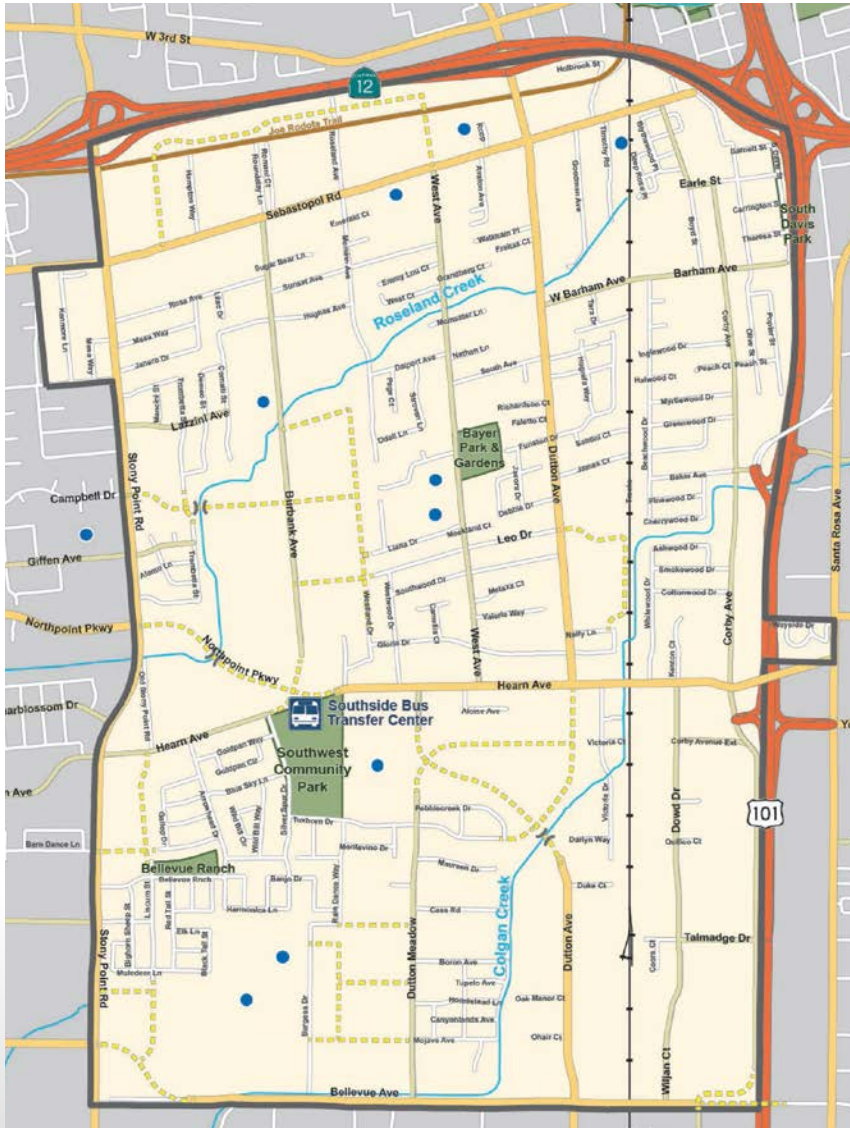
Bicycle and Pedestrian

- ✓ Filling in gaps in sidewalks
- ✓ Improved crossings at intersections
- ✓ New pedestrian and bicycle routes – focused on improved east/west connections



Circulation Changes

Vehicle

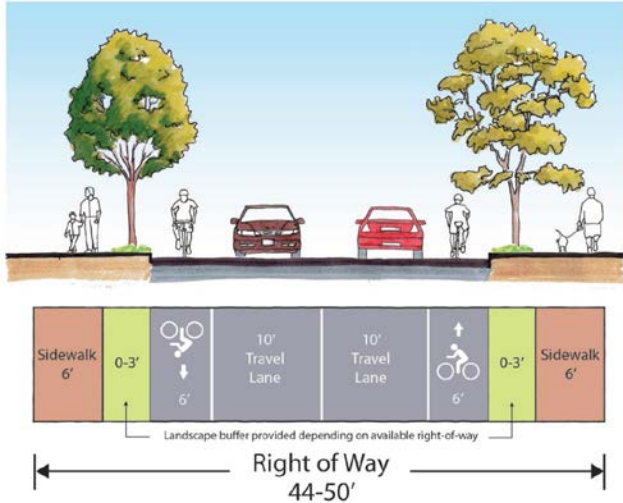


- Improvements:
 - ✓ New east/west streets
 - ✓ Hearn Ave overcrossing widening
 - ✓ New overcrossing at Bellevue Ave
 - ✓ Intersection improvements

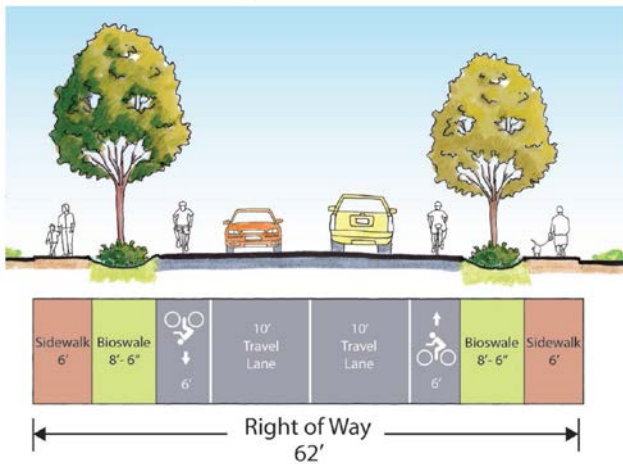
Circulation Changes

Vehicular

Northern Section Street Design (north of Roseland Creek Elementary)



Southern Section Street Design



- New street design: Burbank Ave
- General Plan designates Burbank Ave as a scenic road
- Design provides greater safety for pedestrians and bicyclists while maintaining rural aesthetic

Circulation Changes

Transit

- CityBus provides a fixed-route service to the plan area
- The recently approved Reimagining CityBus project will result in transit service improvements
- No transit changes are proposed with the Specific Plan

Public Facilities

- Identifies how infrastructure facilities (sewer, water, telecommunications and electricity) will be provided
- Includes projected infrastructure needs
- Details public services (police, fire, schools, and parks and recreation)

Implementation and Financing

- Outlines steps necessary for successful plan implementation
- Identifies regulatory and programmatic steps necessary to implement the plan, and physical improvements needed to support future development
- Identifies likely funding sources and mechanisms to finance identified improvements

Recommended Changes to Specific Plan

- Changes are recommended to the Specific Plan based on comments provided by the Planning Commission:
 - ✓ Technical corrections
 - ✓ Strengthening/addition of several policies
- Included in draft resolution of approval

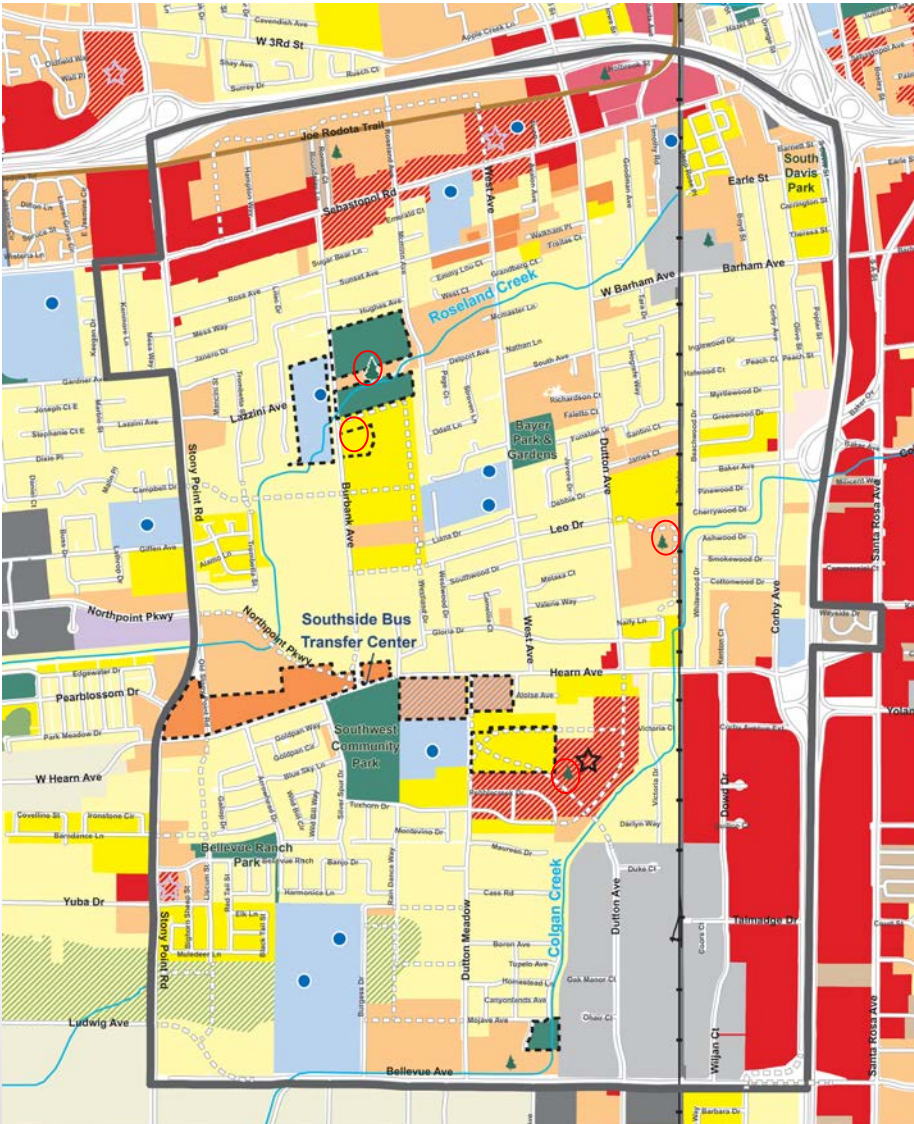
General Plan

Text Amendments

- Reference Specific Plan document in Introduction
- Add policies from Specific Plan in Land Use and Livability
- Update the roadway and bicycle corridor maps and references in Transportation

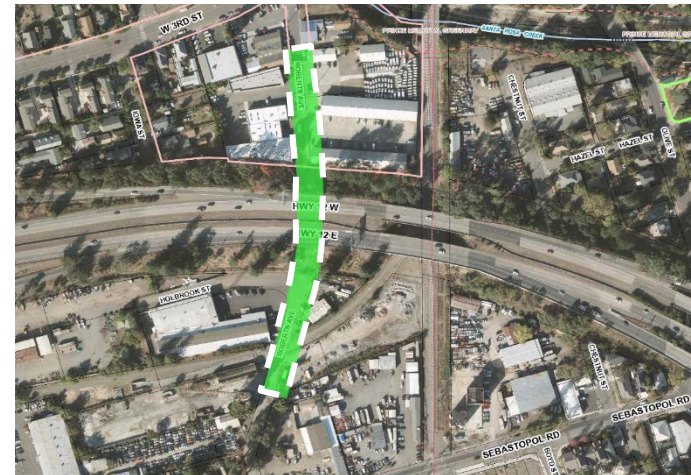
General Plan Land Use Diagram Amendments

- Change land use designation (83 parcels)
- Add Specific Plan boundary
- Move tree symbols
- Delete neighborhood shopping center star



Downtown Station Area Specific Plan Amendment

- Northeast corner of plan area overlaps with Downtown Station Area Specific Plan
- Limited space under existing overpass, preference for straight alignment
- Planning Commission recommended realignment



Zoning Code

Text Amendments – Mobile Food Vending

- Allowed on private property – only accessory to a main restaurant



- Identified as a key issue to maintaining the unique character of Roseland



- Proposal: Allow on private property along Sebastopol Rd, between Stony Point Rd and Olive St, with a Minor Use Permit

Zoning Code

Text Amendments – Burbank Avenue Scenic Roadway

- General Plan designates Burbank Ave as a scenic road
- Proposal: Add to the roadways listed in the Scenic Road (-SR) Combining District



Includes greater front setbacks to protect scenic resources (20-25 ft depending on building height)

Zoning Code

Text Amendments – Sebastopol Rd Nonconforming

- Concerns regarding legal nonconforming status of industrial businesses north of Sebastopol Rd
- Sebastopol Rd Urban Vision Plan (2007) changed land use to medium density residential/retail
- Proposal: Increase time limit for maintaining legal nonconforming status to 24 months

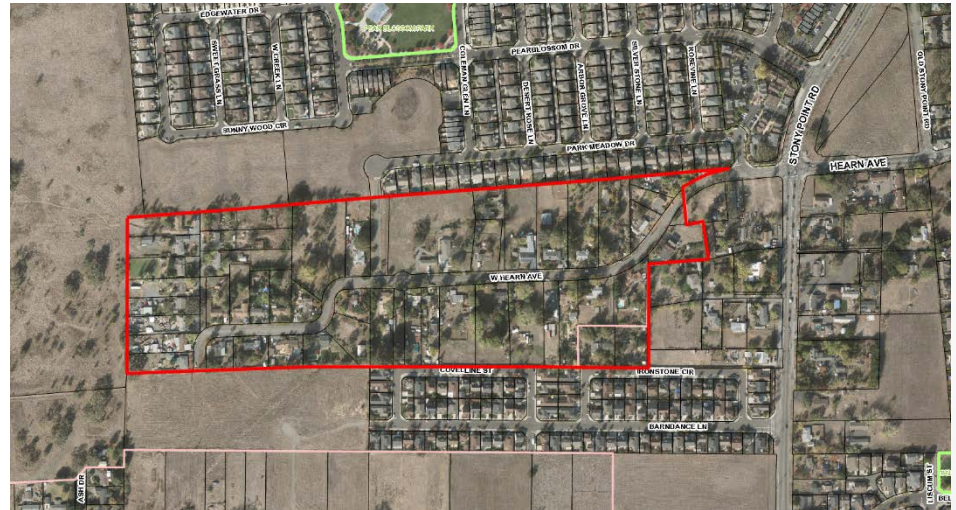


Zoning Code

Text Amendments – Rural Heritage Combining District

- Concerns regarding loss of unique, rural character if W. Hearn Ave is annexed

- Proposal: New Rural Heritage (-RH) Combining District to recognize, preserve and enhance the rural character; and



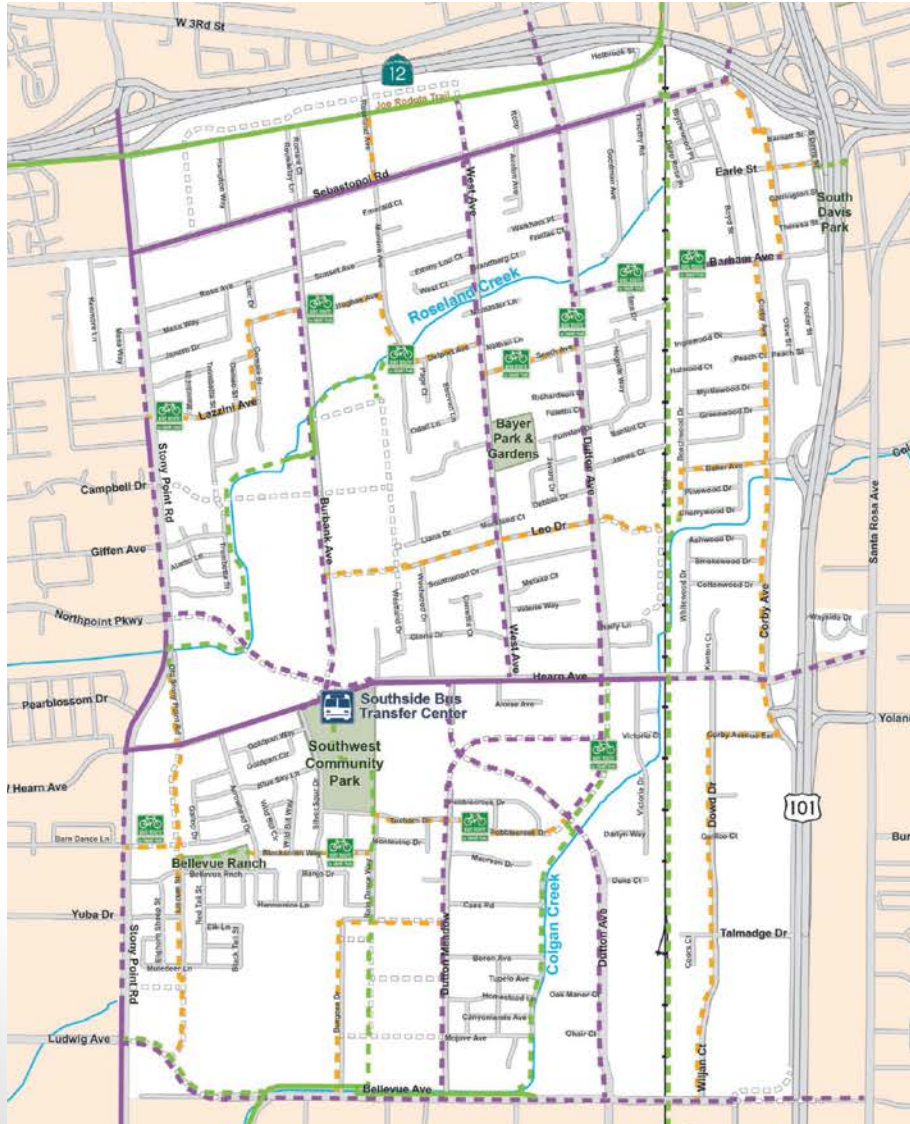
Change land use to Very Low Density Residential

Zoning Code

Parcel Rezoning and Prezonings

- Rezone 190 parcels consistent with General Plan
- Prezone 1,606 parcels consistent with General Plan
- Add –RH to properties along W. Hearn Ave
- Add –SR to properties along Burbank Ave
- Rezone two Planned Development (PD) districts to standard zoning

Bicycle and Pedestrian Master Plan Amendment



- Add the following to Master Plan:
 - ✓ 1.8 miles of Class I
 - ✓ 1.36 miles of Class II
 - ✓ 2.95 miles of Class III
 - ✓ Possible future connection linking Roseland to SMART multi-use path

Environmental Impact Report

Overview

- EIR prepared to assess potential environmental effects of the Specific Plan, future annexation and associated amendments
- “Program level” document that generally analyzes the broad environmental effects of a project

Environmental Impact Report

Public Scoping Meeting

- Scoping meeting: February 1, 2016
- Opportunity for the public to provide input on the scope and content of the EIR
- Public comment focused primarily on:
 - ✓ Cultural resources
 - ✓ Brownfield issues
 - ✓ California Tiger Salamander
 - ✓ Creek protection
 - ✓ Water supply
 - ✓ Air quality
 - ✓ Noise
 - ✓ Traffic

Environmental Impact Report

Potentially Significant Impacts

- Specific Plan and proposed annexation have potential to generate environmental impacts that could be significant
- Most potential impacts are either less than significant, or can be mitigated
- Four impacts were deemed significant and unavoidable: 1 in Air Quality, and 3 in Traffic and Transportation

Environmental Impact Report

Project Alternatives

- CEQA requires an EIR describe a range of reasonable alternatives that would feasibly attain most of the basic objectives of the project, but would avoid or substantially lessen any of the significant effects
 - ✓ No Project
 - ✓ Reduced Development Potential
- Reduced Development Alternative does not achieve the project objectives

Environmental Impact Report

Public Review of Draft EIR

- 45-day public review period: May 20, 2016 – July 5, 2016
- 12 letters/e-mails received
- 17 people, including the Commission, provided comments at public hearing

Environmental Impact Report

Final EIR

- August 18, 2016 – Final EIR released
- Includes response to all written and oral comments
- No changes identified in the Final EIR resulted in a need to re-circulate
- Changes to the Specific Plan recommended by the Commission do not require changes to the EIR

Statement of Overriding Considerations

- EIR identifies four significant and unavoidable impacts: 1 in Air Quality and 3 in Traffic and Transportation
- To approve the project despite these impacts, the City must state the reasons for its action in writing and include it in the record of project approval

Statement of Overriding Considerations

Air Quality

- Over the years Santa Rosa has modified its planning policies and land use regulations to increase residential densities near transit facilities
- Such a land use pattern is designed to reduce auto trips and is supportive of a program of greenhouse gas reduction
- The Specific Plan will provide a more efficient settlement pattern compared to the current General Plan for the plan area

Statement of Overriding Considerations

Traffic and Transportation

- For the City to meet its state-mandated share of regional housing needs, residential development must continue to be allowed, and at higher densities
- Commercial and industrial development are also needed to provide services and jobs
- The Specific Plan provides for development in a manner that supports transit and encourages alternative transportation modes, minimizing traffic impacts to the greatest extent feasible

Review by Other City Boards

- May 19, 2016 – Bicycle and Pedestrian Advisory Board
 - ✓ Asked questions – no comments provided
- June 9, 23 and September 8, 2016 – Planning Commission
 - ✓ Unanimously moved to recommend approval to Council

Recommendation

It is recommended by the Planning Commission and the Planning and Economic Development Department that the Council:

- By resolution certify the Final EIR, adopt the Specific Plan (with recommended changes), approve amendments to the General Plan and Bicycle and Pedestrian Master Plan; and
- Introduce three ordinances amending the Zoning Code, and Rezoning and Prezoning parcels consistent with the General Plan and Specific Plan

Questions

Jessica Jones

Senior Planner

Planning and Economic Development

jjones@srcity.org

(707) 543-3410