

PLANNING PROGRAM
for Priority Development Areas, Rural Investment Areas, and Employment Investment Areas
Application for Funding

Part 1 - GENERAL INFORMATION	
a. Lead Applicant (City/County)	City of Santa Rosa
Contact information (email/phone):	Lisa Kranz, lkranz@srcity.org , 707-543-3259
b. Partner Transit Agency	Santa Rosa CityBus
Contact information (email/phone):	Rachel Ede, redes@srcity.org , 707-543-3337
c. Name of PDA or Station Area	Roseland Area / Sebastopol Road
d. Size of Planning Area (in acres)	1,800 acres
e. PDA-Identified Place-type(s)*	Transit Neighborhood (RA) / Mixed Use Corridor (SR)
f. Other Transit Agencies Serving Planning Area	Sonoma County Transit
g. Local Stakeholder and Community Partners (attach letters of support if applicable)	Sonoma County PRMD, Dept. of Health Services
h. Total Project Budget	\$647,000
i. Total Grant Request	\$647,000
j. Local Match – no less than 11.47% of total project budget	\$74,250
k. Source of Local Matching Funds	In-kind staff time

Part 2 - TYPE OF PLANNING ACTIVITY (check all that apply)	
a. <input checked="" type="checkbox"/> Specific Plan	<input type="checkbox"/> Precise Plan
<input checked="" type="checkbox"/> Zoning Amendment	<input type="checkbox"/> Form-Based Code
<input checked="" type="checkbox"/> Program-Level Environmental Impact Report (EIR) <input type="checkbox"/>	
<input type="checkbox"/> Other (describe in narrative below) <input type="checkbox"/>	
b. Anticipated Start Date: April 2014	c. Anticipated End Date: April 2016

Part 3 – PLACE TYPE INFORMATION PDA, Rural Investment Area, Employment Investment area		
	CURRENT CONDITIONS*	FUTURE GOAL
a. Types of Zoning in including dwelling units/acre	10 du/ac (generalized from GP diagram)	12 du/ac
b. Total Population (Best Estimate)	8,900 (based on units and pers/hh)	16,250 (based on units and pers/hh)
c. Total Households (Best Estimate)	3,600 (land use survey)	6,600 (vacant land by category)
d. Total Jobs (Best Estimate)	4,300 (land use survey)	5,700 (vacant land by category)
e. Available Transit Service(s)	Santa Rosa CityBus / So. Co. Transit	Expanded service by these providers

* Please provide source for current conditions

Part 4 - ADDITIONAL INFORMATION		
	Yes	No
a. Is the request for this planning grant to augment an existing planning effort that is already partially funded?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
b. If you answered yes to (a), has a consultant already been hired to assist in the development of the plan?		<input checked="" type="checkbox"/>
c. If a new transit station is proposed within the planning area, is it currently recognized in the General Plan?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
d. Have other plans (any targeted planning efforts including specific plans, precise plans, area plans, concept plans) been developed within the last 10 years that cover the project area? Note: If yes, please attach list of individual planning efforts and date completed	<input type="checkbox"/>	<input checked="" type="checkbox"/>
e. Will the plan be formally adopted by the City Council or Board of Supervisors?	<input checked="" type="checkbox"/>	
f. If applicable, does the property owned by the transit agency represent part of the development potential for the project area/transit station?	<input type="checkbox"/>	<input checked="" type="checkbox"/>
g. Does your jurisdiction have any open/uncompleted Station Area Planning grants funded through the FOCUS Program? If yes, indicate when the grant/planning process(es) will be complete. If the date is after January 2014, please describe available staff capacity to manage any new planning grants in the Narrative in Part 5.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
	Completion date:	

Part 5 –NARRATIVE

Attach a no more than FOUR page (8½ x 11 paper – single spaced, 12 pt. font) narrative to your proposal that addresses all of the following questions and provides any other relevant information.

1. Introduction/Vision

- What is the vision for the PDA, RIA or EIA?
- What type of plan or study will be developed and why (e.g. specific plan, precise plan)? Will the planning process include a project-level or programmatic EIR and/or revisions and updates to zoning codes, etc.?

If specific plans or other similar plans have been prepared for the planning area in the past, explain reason for updating plans and how the previous plan was implemented. (Please attach a list of all planning efforts and documents that have been developed for any portions of the project area within the last 10 years. Include dates completed).

2. Existing Policies

- Describe any existing local policies that are already in place that will help provide additional housing and transportation choices in the station area, such as innovative parking policies, pedestrian-oriented design standards, or affordable housing policies, etc.

3. Proposed Planning Elements

- Briefly describe your strategic approach to addressing each of the planning elements in Part 6. Include any relevant issues or current conditions in your community related to each element, why

they are important, and how they may factor into the planning process. Note why any elements would not be included in the plan based on existing plans and policies as a result of a completed or amended precise or specific plan within the past 10 years.

4. Project Readiness/Local Commitment to the Plan and Implementation

- Describe the level of developer interest in this area, including applicable permit activity. If low, describe how the plan could facilitate interest.
- Are there any major property owners (owning > 20% of property in planning area) or key opportunity sites in the planning area and will they be part of the planning process? (If so, note specific sites and/or stakeholders and the properties they own).
- Describe the city's commitment to ensure completion and adoption of the plan, such as by providing adequate staffing and financial resources.
- How will your jurisdiction ensure that policies established in the plan are supported and enacted? Will your jurisdiction be adopting an EIR, new zoning and any related general plan amendments? Describe any support for the project or relevant policies that the Planning Commission and/or City Council have shown to date.

**Part 6 – PLANNING ELEMENTS
(SEE APPENDIX 1 FOR DETAILED DESCRIPTION OF EACH ELEMENT)**

	To be included in plan?	
	Yes	No
<p>1. PDA, RIA or EIA Profile</p> <p>Description: Brief initial report detailing demographic and socio-economic characteristics of the station area, as well as transit/travel patterns and use, etc. Data sources should include the US Census, as well as other planning efforts. Results from the PDA Profile should inform the PDA Elements listed below.</p>	REQUIRED	
<p>2. Community Involvement Strategy</p> <p>Description: An outline describing the outreach strategy used in the plan, including all public meetings, notices, charettes, and other outreach tools for the plan, with special attention paid to effective methods towards involving community groups and minority, low-income, youth, renter, and non-English speaking populations.</p>	REQUIRED	

<p>3. Alternatives Analysis</p> <p>Description: Development of several land use alternatives or visions over the long term, their impacts upon the existing community and neighboring land uses, the feasibility of instituting each alternative, and the selection of a preferred development scenario. Should include analysis of potentially incompatible land uses and resulting exposure issues.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>4. Market Demand Analysis</p> <p>Description: An analysis of the future market demand for higher density-housing at all levels of affordability, retail, commercial and industrial (if appropriate) uses.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>5. Affordable Housing Strategy</p> <p>Description: An analysis of existing housing stock and policies and how well they provide a range of housing choices, both in type and affordability. Strategies (including land use policies, other policies and programs) to meet affordable housing goals, provide housing affordable to low-income residents and prevent displacement of existing residents due to implementation of the plan should be analyzed.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>6. Multi-modal Access & Connectivity</p> <p>Description: Strategies for improving bus access to rail stations and ferry terminals and frequency of feeder services (in consultation with transit providers) as well as pedestrian, bicycle and auto access and safety. Multi-modal connections between the transit stations and surrounding neighborhoods should be emphasized.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>7. Pedestrian-Friendly Design Standards</p> <p>Description: Building, open space and street design standards that focus on pedestrian-oriented design that enhances the walking environment and increases pedestrian comfort and convenience as well as the safety and security of transit patrons in and around the station area.</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p>8. Accessible Design</p> <p>Description: Accessible design for people with disabilities and the elderly that ensures fully accessible transit stations, accessible paths of travel between the stations and surrounding areas, and visitable and habitable housing units adjacent to the station(s) where feasible.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>9. Parking Analysis</p> <p>Description: An analysis of existing and future parking demand/supply to create a parking policy and management element that aims at reducing parking demand/supply through pricing, zoning, and support for alternative modes.</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

<p>10. Infrastructure Development & Budget</p> <p>Description: An analysis of current and future public infrastructure needed in the planning area (including schools, libraries, parks, sewers and other facilities) to serve the existing and future needs of the anticipated population. Financing strategies should propose specific mechanisms to fund necessary improvements, expansions, and maintenance of existing services.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p>11. Implementation Plan & Financing Strategy</p> <p>Description: A list of measurable actions detailed in plan, and estimated timeline for their implementation, including adoption of new policies, phasing of new infrastructure and public developments, creation of new programs and, identification of near and longer-term priorities.</p>	<p>REQUIRED</p>	

Part 7 – MAP OF PLANNING AREA

Attach a map showing the proposed planning area that includes at least a half mile radius around any transit station in the area, as well as any other relevant information for land uses, station location etc. Photos of current conditions in the planning area are optional.

All images must be in PDF form and should not exceed 5 mb combined.

PROPOSED PRIORITY DEVELOPMENT AREA PLAN ROSELAND AREA / SEBASTOPOL ROAD

VISION

The Roseland Area Priority Development Area (PDA) is located southwest of downtown Santa Rosa and is focused around the Southside Bus Transfer Center. Its main commercial hub is Sebastopol Road, which is part of the Sebastopol Road Mixed Use Corridor Priority Development Area. The proposed PDA plan boundary includes the Roseland Area PDA and part of the Sebastopol Road PDA, encompassing about 1,800 acres. This includes about 1,200 acres in incorporated Santa Rosa, mostly in the southern plan area, and about 600 acres of unincorporated lands, corresponding generally to what is known as the Roseland community. Including both PDA areas will allow for planning to occur for the Roseland Area PDA within the context of Sebastopol Road, its major commercial corridor.

The plan area is more culturally diverse than Santa Rosa as a whole, and contains a variety of housing types and non-residential uses. Older and newer subdivisions exist side by side with multifamily housing throughout the area. Both retail and industrial uses are part of the fabric of the area.

Building on the diversity of uses and population, the plan area of the future is a neighborhood with a mix of housing types with proximate supportive retail uses. An extensive network for pedestrians and bicyclists is envisioned, with links to downtown, community destinations such as parks and schools, and the nearby rural countryside. Expanded, frequent transit service from the bus transfer center and local stops is key to connecting the area with the rest of Santa Rosa and beyond.

To realize this vision for the study area and to address and meet the goals of the Transit Neighborhood place type, the City of Santa Rosa proposes development of a specific plan. Recognizing the value of land use consistency in both city and county areas to developers and staff, Sonoma County staff will also be engaged in the planning process. Cost sharing for county staff time is anticipated.

A specific plan will allow the City to comprehensively address land use and transportation issues and develop an integrated plan which assesses infrastructure needs and costs and provides an implementation guide. Concurrent rezoning and pre-zoning is also planned. The pre-zoning will establish zoning districts for unincorporated areas for use in any future annexation. A programmatic Environmental Impact Report would establish the baseline setting for the area and assess the impacts of the proposed plan and zoning.

Past plans. Planning efforts have occurred in the area, most notably the Southwest Area Plan, adopted by the city in 1994, and the Southwest Redevelopment Plan, adopted in 2000. While the area plan has sunset, some of its most important policies are included in the General Plan. The redevelopment plan is no longer in effect due to the dissolution of redevelopment agencies.

Roseland, in the northern portion of the PDA, was the focus of a 2007 Community-Based Transportation Plan, and CityBus's Route 19 service emerged from this plan, and it has

been funded in part by federal funds awarded to the city from MTC's Lifeline Transportation Program. Both sides of Sebastopol Road between Stony Point Road and Dutton Avenue were the subject of the 2007 Sebastopol Road Urban Vision Plan, which focuses on the Roseland Village Shopping Center site. Roseland is also currently the subject of a two year Community Transformation Grant administered by the Sonoma County Department of Health Services. This grant aims to increase residents' access to healthy and safe environments and local design professionals' knowledge of healthy design principles.

EXISTING POLICIES

The Santa Rosa General Plan is the guiding document for growth and development in the city. The plan provides strong policy guidance to ensure future growth is sensitive to both built and natural environments and which allows residents to access jobs, services, schools, and recreational facilities through a variety of travel modes.

Policies incorporated in the General Plan from the Southwest Area Plan include requiring neighborhoods to include a mix of residential housing types and neighborhood supportive retail as well as developing attractive, safe, and extensive network for pedestrian and bicycle movement.

In addition, the City of Santa Rosa has adopted two specific plans focused on areas around future SMART stations which have provided invaluable experience in transit-oriented development policy and design standards as well as progressive parking policy. These planning processes will complement and inform a similar planning effort focused around the Southside Transfer Center.

PROPOSED PLANNING ELEMENTS

The proposed plan will include most of the Planning Elements outlined in the application materials. The following briefly describes how the Roseland Area PDA Plan will address these Planning Elements.

PDA Profile. The PDA encompasses a significant portion of the Roseland census tract identified as a 2011 "Communities of Concern" by MTC. According to MTC, 72% of this census tract's residents are members of minority groups, and 54% are low-income. The plan will build on this information to create a profile about the population in the entire study area, including age, ethnicity, employment, income and poverty, travel mode to work, and vehicle availability. Information on existing land uses and vacant land will also be refined. This basic demographic and land use information will inform all other aspects of the plan.

Community Involvement Strategy. Community involvement will be a key component of the plan. Stakeholders will be identified and outreach methods customized to ensure maximum involvement. Community stakeholders include residents, business owners, property owners, transit agencies, neighborhood groups, and faith-based groups. A Community Involvement Plan will be developed as one of the first steps in the planning process to ensure significant public involvement in identifying issues and envisioning future conditions in this area. Components of the Community Involvement Plan:

- Citizens' Advisory Committee. Comprised of area residents, business owners, property owners, representatives of neighborhood groups, the CAC would provide another mechanism for citizen involvement. This group will assist in engaging community members to participate in community workshops.
- Technical Advisory Committee. This group would include city staff from traffic engineering, transit, utilities, recreation and parks, housing, Sonoma County Planning, Sonoma County Community Development Commission, Sonoma Marin Area Rail Transit, Sonoma County Transportation Authority, Sonoma County Transit. It would advise on technical aspects of the plan.
- Community Workshops. Public meetings will be held at various stages of the planning process to introduce the project, vision a future, consider plan land uses and transportation network. It is anticipated that meeting announcements would utilize both English and Spanish and that simultaneous Spanish translation would occur at the meetings.
- Reaching those who don't normally participate. Strategies will be developed to involve lower income, non-English speaking persons, and young people in the planning process.
- Interactive website. A project website will be established to provide information on the project and community meetings, but also to allow community members to comment and provide input through a survey or other interactive means.

Alternatives Analysis. At least two land use and circulation alternatives will be prepared examining different future scenarios for the PDA. The scenarios would be developed utilizing smart growth principles and would provide for a mix of housing types, improve pedestrian and bicycle access to the bus transfer center, and support transit access and ridership.

The alternatives will be developed based on input from community workshops and meetings of the Citizens' and Technical Advisory Committees as well as the data developed through the PDA profile and market study. A report describing and analyzing the alternatives will be prepared to quantify development potential in terms of housing units, non-residential floor area, population and employment.

Market Demand Analysis. A market demand analysis will be conducted to assess future market conditions for residential, commercial, and industrial development in the PDA, taking current conditions and long range potential into consideration. Projected absorption of dwelling units and square footage by non-residential use will be included for the planning period.

The residential analysis will assess the future potential for housing of various types and at increased densities, at all levels of affordability. It will consider the likelihood of households locating near and utilizing transit. The commercial analysis will assess trends in retail, office, and industrial development in the area as well as future potential by type. The potential for employment in each of these areas shall be included.

Affordable Housing Strategy. The affordable housing strategy will aim to identify the need for affordable housing in the plan area, analyze the financial feasibility of providing needed affordable housing in the area, and set forth strategies for development of such housing. It

will also address whether displacement of existing residents is an issue and how existing market rate yet affordable units will be preserved. Policies and strategies to minimize displacement will be included.

Multimodal Access and Connectivity. This plan component will focus on improving bicycle and pedestrian connections to the Southside Transfer Center as well as enhancing transit service and planning for connectivity to Santa Rosa's future SMART stations. An assessment of pedestrian and bicycle circulation patterns and access to the transfer center will be included. Safe and direct non-vehicular access will be addressed and areas for enhancement or direct connectivity will be identified. Access for the disabled will also be addressed.

Pedestrian Friendly Design Standards. Instead of creating area specific guidelines, the plan will rely on Santa Rosa's Design Guidelines, which include a goal to create pleasing streetscapes which encourages pedestrian activity.

Accessible Design. The plan will include policies to ensure accessibility for people with disabilities. This will include transit facilities as well as paths of travel in the plan area. Additionally, policy shall address housing for persons with disabilities.

Parking Analysis. Because the area is significantly developed and major redevelopment is not anticipated, no area specific parking analysis is planned. Consideration will be given to including the area in zoning with reduced parking already developed for other station plan areas.

Infrastructure Development and Budget. The plan area has significant infrastructure needs, including roads in poor condition, missing sidewalks, lack of modern water and sewer systems, lack of amenities such as parks and other public facilities, and poor vehicular access due to narrow and/or discontinuous roads. The plan will assess conditions of public infrastructure and public facilities and services to identify deficiencies and plan and develop cost estimates for improvements needed.

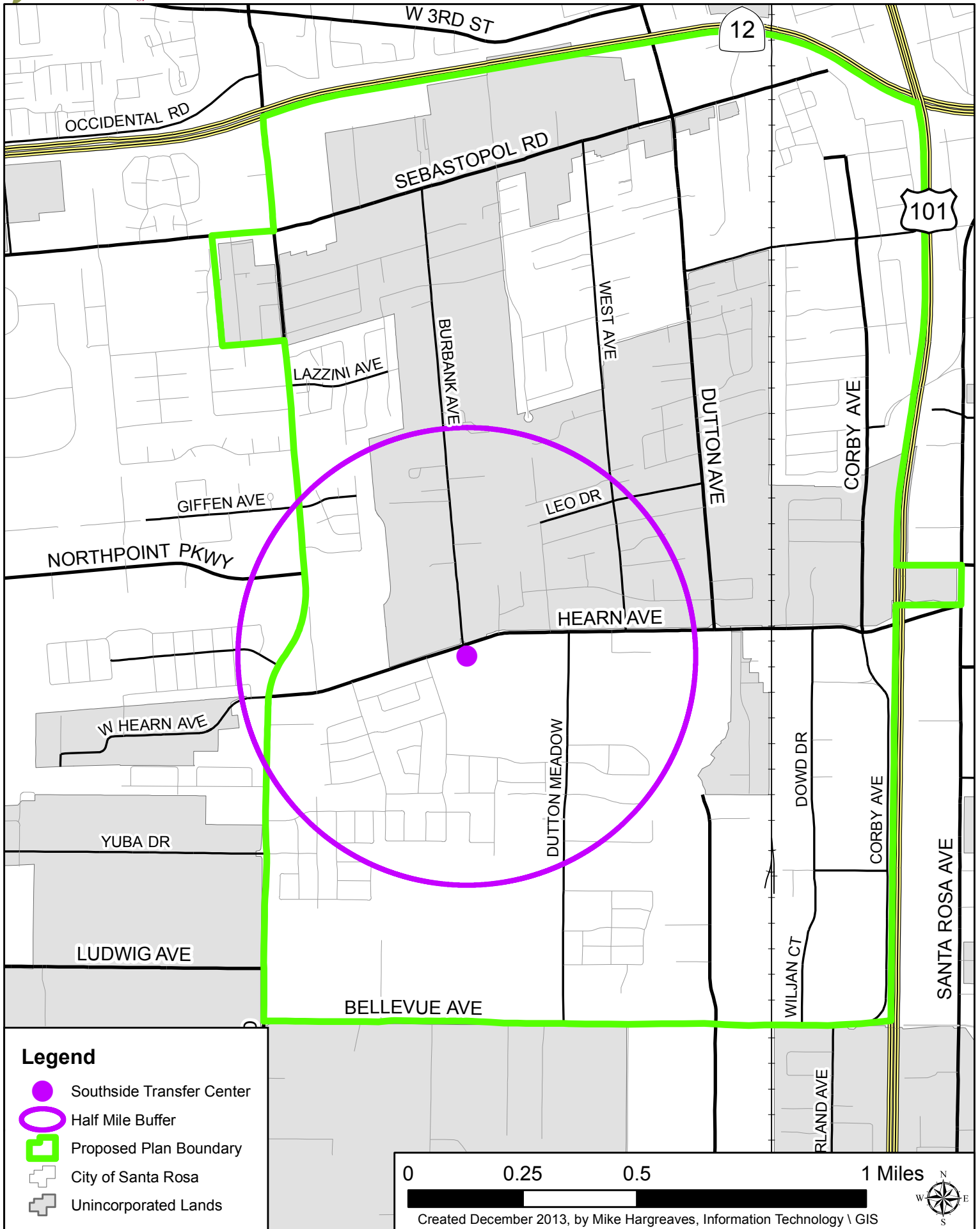
Implementation Plan and Financing Strategy. An implementation section will be included in the plan to identify actions and responsible entities to carry out the plan. Strategies to finance actions and improvements and general timeframes for completion will be included.

PROJECT READINESS






While significant development interest has not been expressed in the area, there has been significant public interest in annexation, particularly in Roseland, the northern plan area where most of the plan's unincorporated lands exist. As part of its 2012 goal setting, the Santa Rosa City Council directed development of a work plan to assess the costs to annex and provide city services to residents of this county island. Development of a Roseland Area PDA plan will assist in that effort by providing analysis of infrastructure conditions and needs and outline the environmental setting in the area. It will provide a more fine-grained approach to land use and circulation planning for the area.

The city has a strong track record in transit-oriented planning and zoning and is committed to adoption of the plan, any general plan amendments, and consistent zoning.

Proposed Roseland Area Planning Boundary



Legend

-  Southside Transfer Center
-  Half Mile Buffer
-  Proposed Plan Boundary
-  City of Santa Rosa
-  Unincorporated Lands

0 0.25 0.5 1 Miles

Created December 2013, by Mike Hargreaves, Information Technology \ GIS





COUNTY OF SONOMA
PERMIT AND RESOURCE MANAGEMENT DEPARTMENT

2550 Ventura Avenue, Santa Rosa, CA 95403-2829
(707) 565-1900 FAX (707) 565-1103

06 December 2013

Ms. Suzanne Smith
Executive Director
Sonoma County Transportation Authority
490 Mendocino Ave, Suite 206
Santa Rosa, California 95401

RE: ROSELAND PDA GRANT APPLICATION

Dear Ms. Smith:

Sonoma County PRMD welcomes and supports the City of Santa Rosa's application to SCTA for PDA Grant funds targeting planning efforts within the Roseland Priority Development Area. The proposal encompasses approximately 1,800 acres, 600 of which are currently unincorporated.

The City and County have a shared vision and look forward to engaging the community in a comprehensive planning effort to promote goals of the City and County General Plans and the regional Sustainable Communities Strategy. Our jurisdictions have partnered successfully, jointly adopting the 2007 Sebastopol Road Urban Vision Plan. The proposed Roseland Specific Plan will build on this past effort to create transportation connections and a mix of uses and services appropriate for this underserved community.

We look forward to creating a plan that respects Roseland's cultural diversity with the amenities the community deserves. Thank you for your time and attention to the matter. If you have any questions regarding PRMD's participation in this process, please contact me at (707) 565-1925 or Tennis.Wick@Sonoma-County.org.

Sincerely,

Tennis Wick, AICP
PRMD Director

Chairman David Rabbitt and Members of the Board of Supervisors
Veronica Ferguson, Chief Administrative Officer
Peter Rumble, Deputy County Administrator
Rebecca Wachsberg, Administrative Analyst
Jennifer Barrett, AICP, PRMD Assistant Director
Amy Lyle, PRMD Planner III
Chuck Regalia, AICP, Santa Rosa Community Development Department Director
Lisa Kranz, AICP, Santa Rosa CDD Supervising Planner