

Roseland Area Projects:

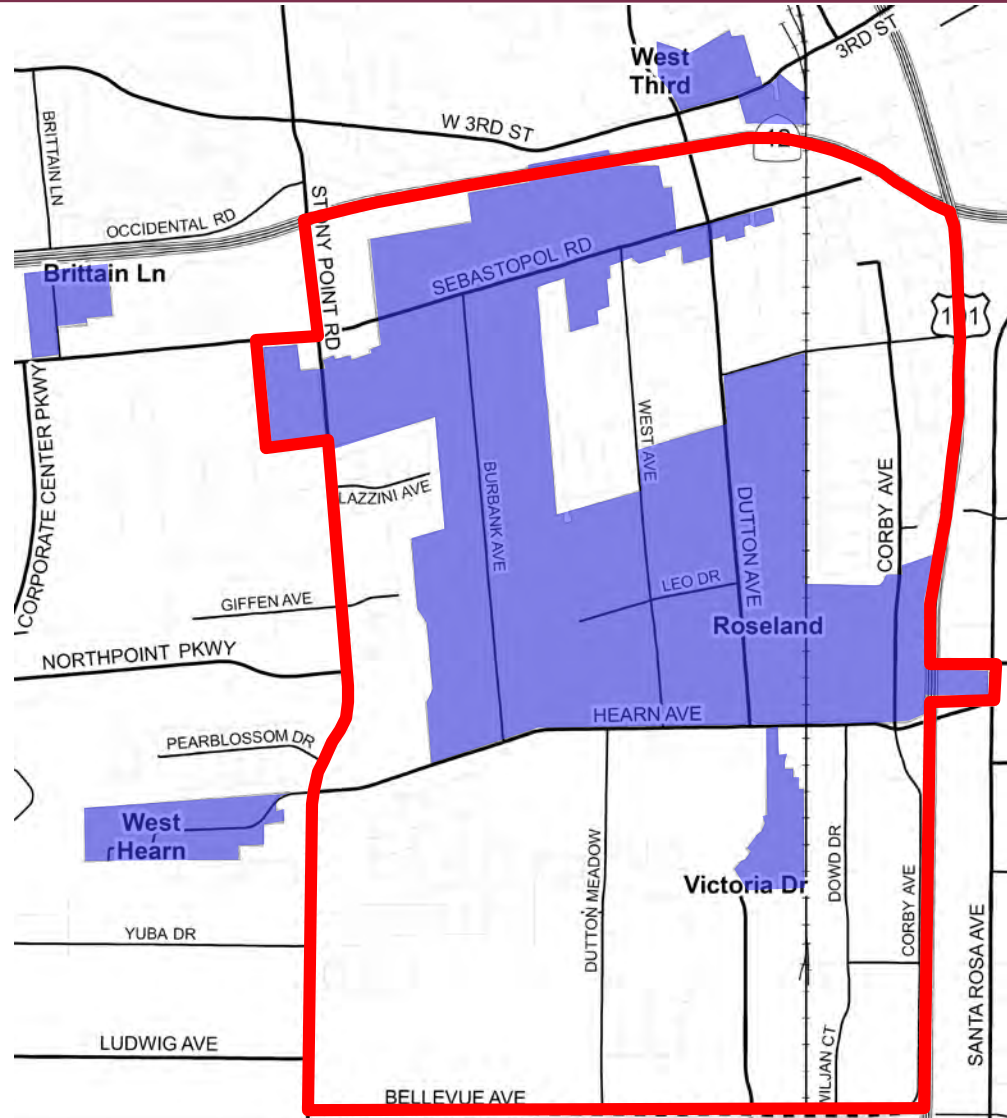
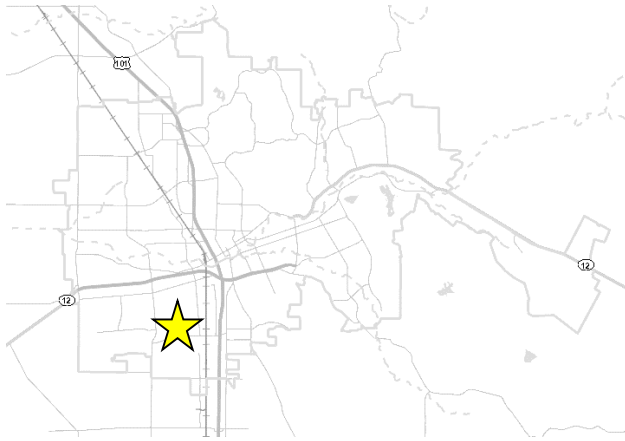
Roseland Area/Sebastopol Road Specific Plan and
preliminary work toward future Roseland Area Annexation

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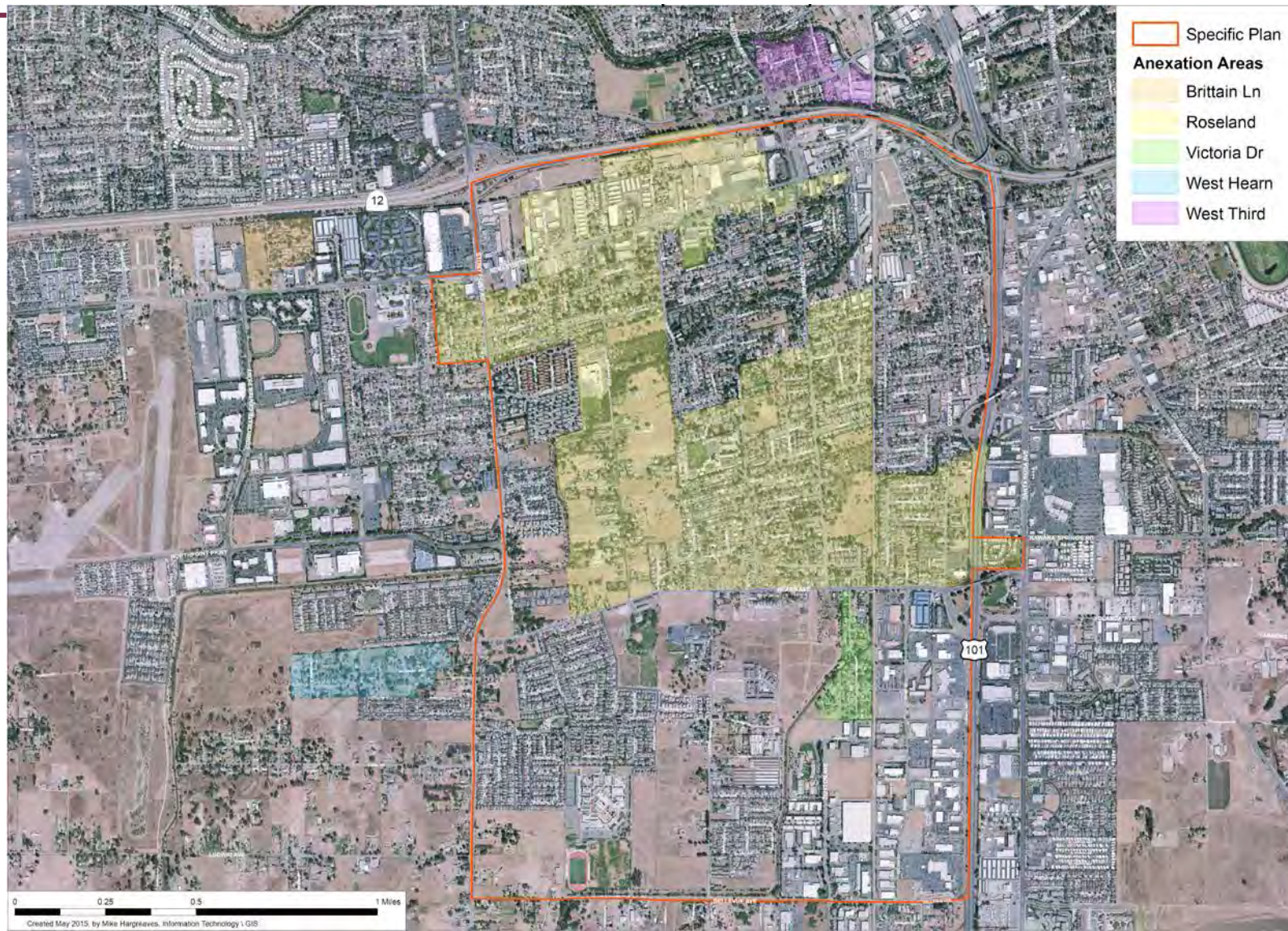
- Draft Roseland Area/Sebastopol Road Specific Plan
- Amendments to General Plan, Downtown Station Area Specific Plan, Zoning Code and Bicycle and Pedestrian Master Plan
- Rezoning and Prezoning
- Draft Environmental Impact Report (EIR)



Legend

-  Specific Plan Boundary
-  Unincorporated Islands

Project Location - Aerial



Project History

Roseland Area/Sebastopol Road Specific Plan

- January 2014 – City received a grant to develop a specific plan focused around the Southside Bus Transfer Center
- Specific plans comprehensively address land use and transportation, assess infrastructure, and provide an implementation guide

Project History

Proposed Roseland Area Annexation

- Council 2013-2015 goals included “Develop a Work Plan and Costs for Roseland Annexation”
- April 2014 – Council authorized staff to proceed and appropriated funds for Phase 1 of a work plan for the annexation

- 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

Project History

Community Engagement

Stakeholder Meetings: Bayer Farm



Community Events: Cinco de Mayo



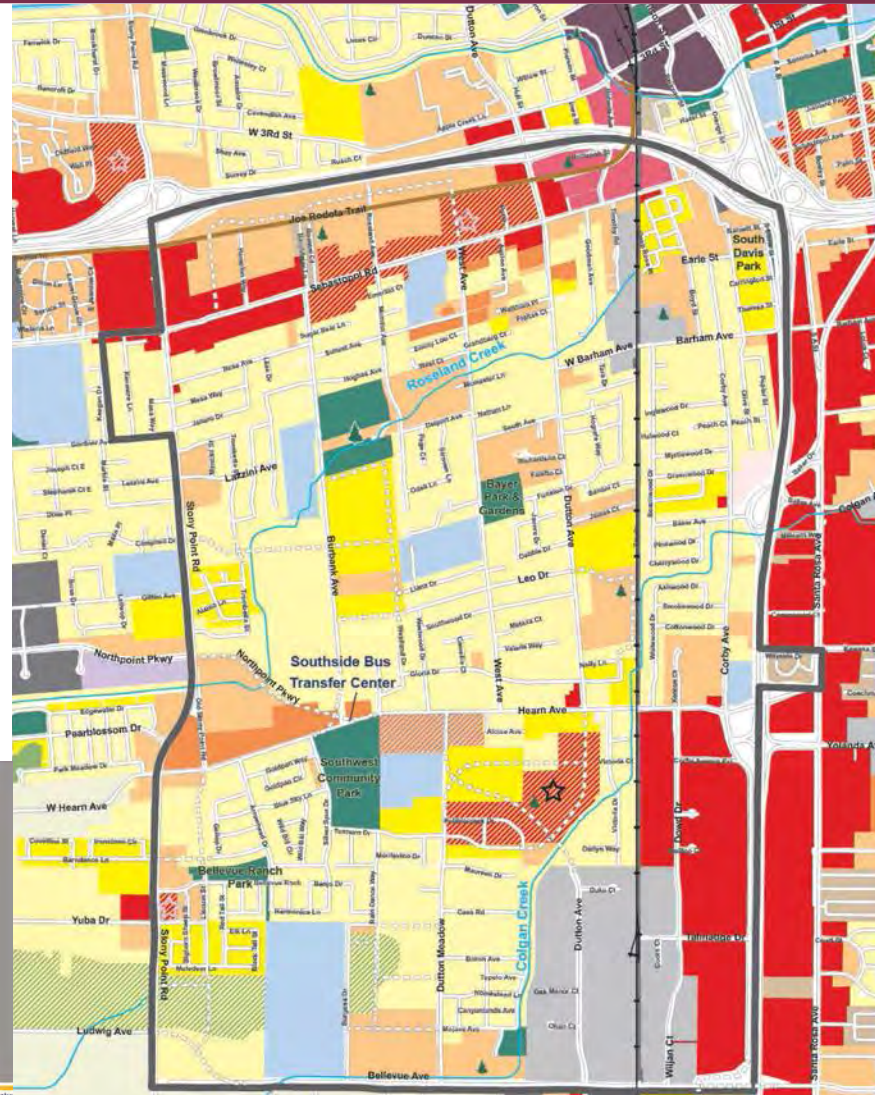
Community Workshops



- 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

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















	Land Use Designation	



- At buildout: 119 additional residential units and 20,000 sq ft of additional public institutional
- Factors that led to the current land use proposal :
 - ✓ Community input
 - ✓ Existing development
 - ✓ Approved/pending development
 - ✓ Sebastopol Rd Urban Vision Plan

Development Potential at Specific Plan Buildout

Residential	9,000 units
Retail	1,500,000 sq ft
Industrial	2,300,000 sq ft
Office	41,000 sq ft
Public Institutional	100,000 sq ft

	Project Area	Streets and Bikeways
	Creeks	 Proposed Street
	Railroad	 Existing Class 1 Bike Path
	Parks	 Existing Class 2 Bike Lane
	Existing Transit Facility	 Existing Class 3 Bike Route
	Future Transit Facility	 Proposed Class 1 Bike Path
	Proposed Bike Route to SMART Path	 Proposed Class 2 Bike Lane
		 Proposed Class 3 Bike Route



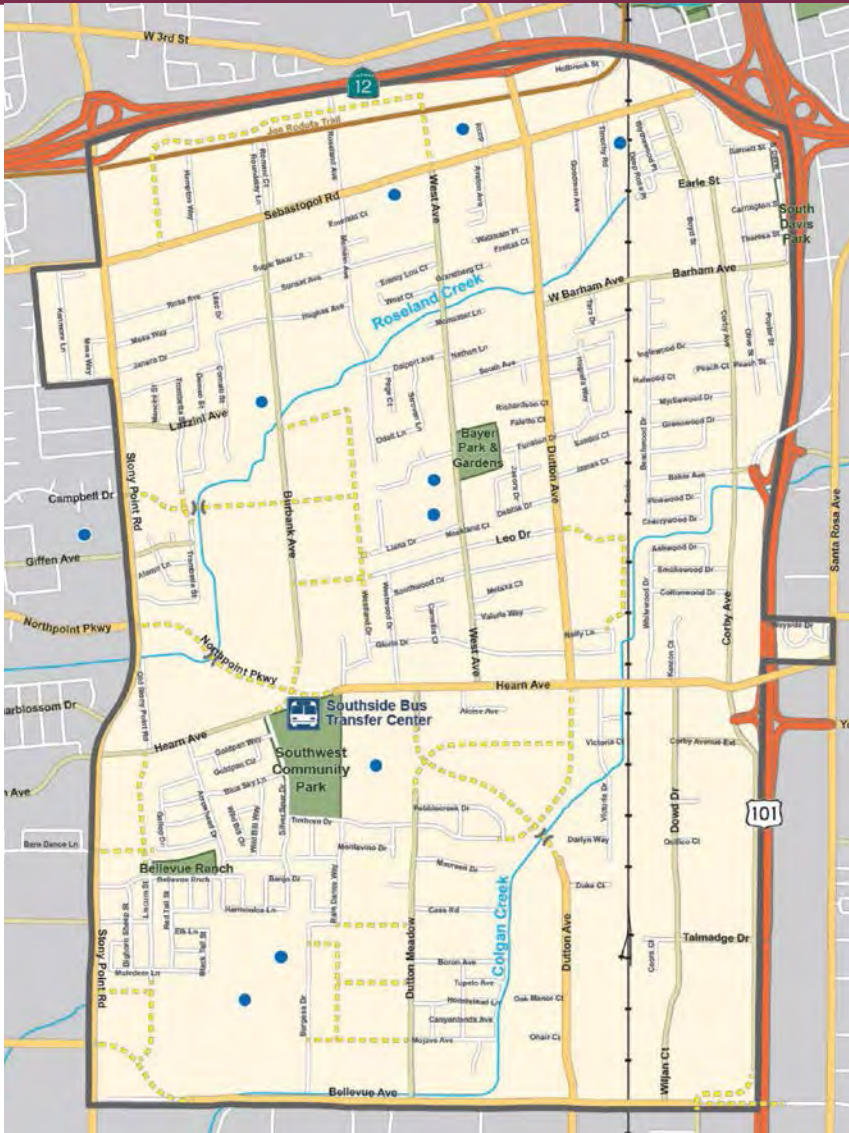
- Proposed bicycle and pedestrian improvements include:
 - ✓ Filling in gaps in sidewalks
 - ✓ Improved crossings at intersections
 - ✓ New pedestrian and bicycle routes – focused on improved east/west connections

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

- Proposed circulation improvements include new and modified roadways and intersections designed to:
 - ✓ Enhance connectivity and multimodal options
 - ✓ Improve traffic flow
 - ✓ Enhance safety for all users
 - ✓ Support Sebastopol Rd as primary commercial corridor
 - ✓ Ease traffic congestion on Hearn Ave
 - ✓ Increase internal access to large blocks

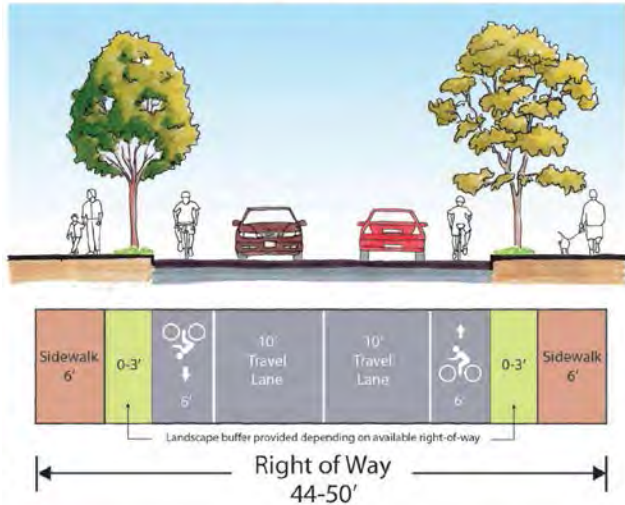
Circulation Changes

Vehicular

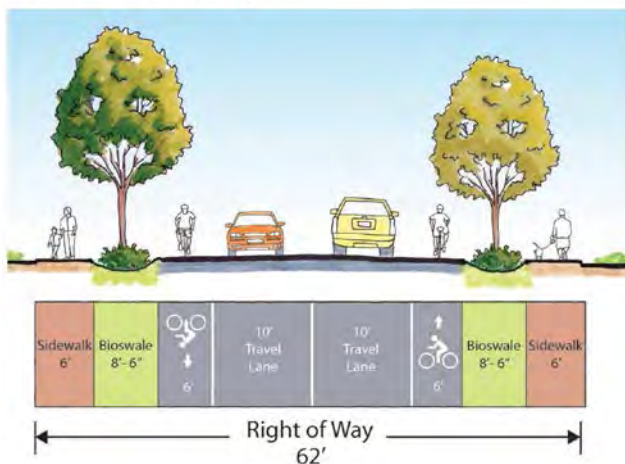


- Improvements:
 - ✓ New east/west streets
 - ✓ Hearn Ave overcrossing widening
 - ✓ New overcrossing at Bellevue Ave
 - ✓ Intersection improvements

Northern Section Street Design (north of Roseland Creek Elementary)



Southern Section Street Design

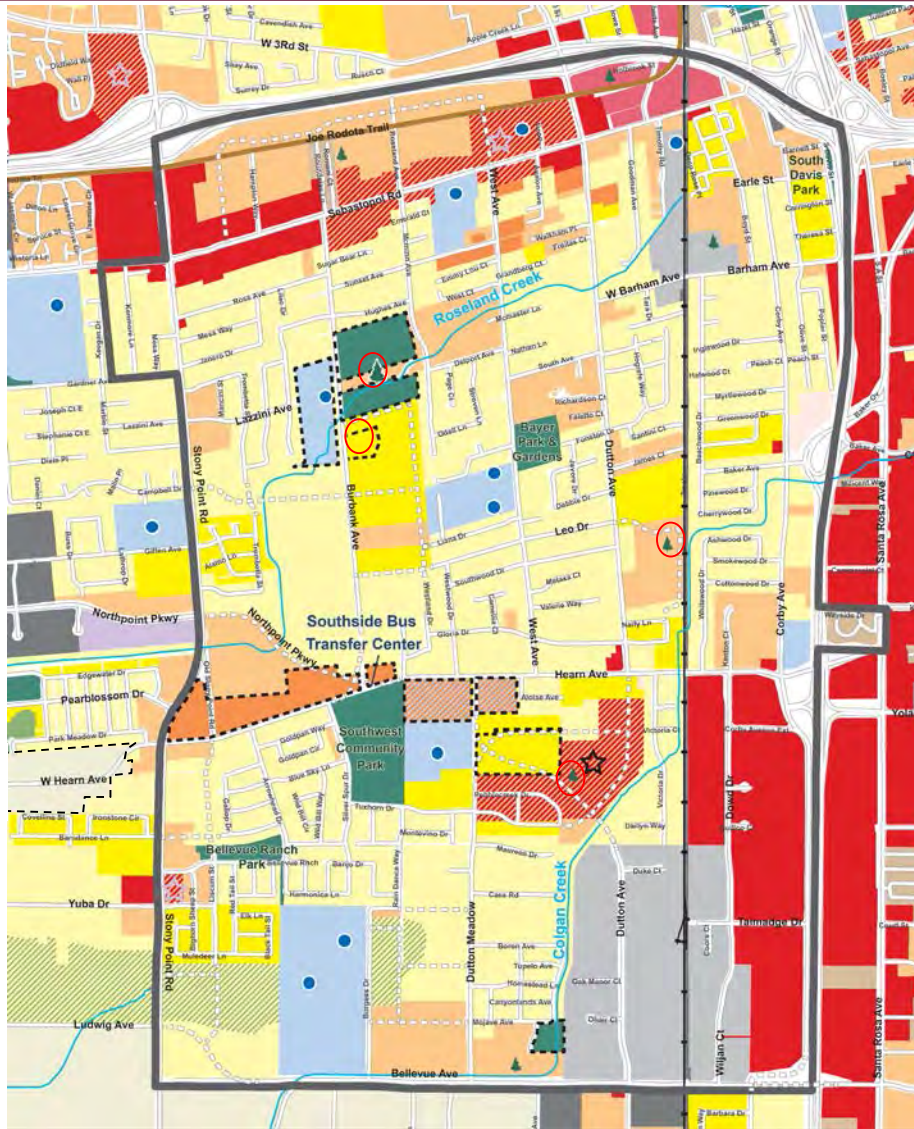


- New street design: Burbank Ave
- General Plan designates Burbank Ave as a scenic road
- Design provides greater safety for pedestrians and bicyclists while maintaining rural aesthetic

- 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)

- 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

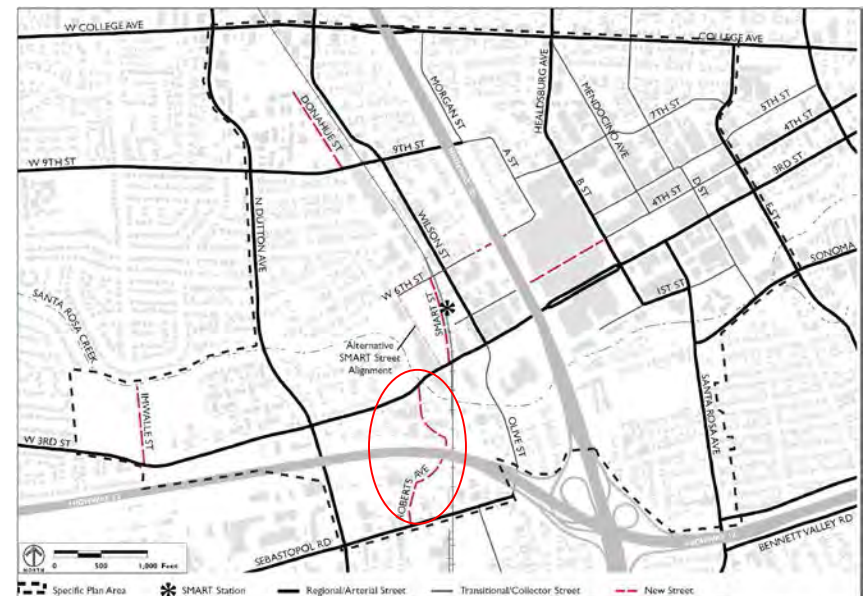
- Reference Specific Plan document in Introduction
- Add policies from Specific Plan in Land Use and Livability
- Update the roadway and bicycle corridor maps and references in Transportation



- Change land use designation (78 parcels)
- Add Specific Plan boundary
- Move tree symbols
- Delete neighborhood shopping center star

Downtown Station Area Specific Plan Amendments

- Northeast corner of plan area overlaps with Downtown Station Area Specific Plan
- No land use changes proposed
- Issues regarding feasibility of extension/connection of Roberts Ave
- Text and map amendments proposed to eliminate



- 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



- General Plan designates Burbank Avenue 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)

- 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

- 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

- Rezone 171 parcels consistent with General Plan
- Prezone 1,607 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 Amendments



- 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

- Draft EIR prepared to assess potential environmental effects of the Specific Plan, potential annexation and associated amendments
- “Program level” document that generally analyzes the broad environmental effects of a project
- Within the 45-day public review period: May 20, 2016 through July 5, 2016

- Public hearing allows the Planning Commission and the public to provide comments on the Draft EIR
- No action will be taken on the Draft EIR at this meeting
- Comments received during the 45 day public review period, including those received at this meeting, will be addressed in the Final EIR

- 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

- Specific Plan and proposed annexation have potential to generate environmental impacts in a number of areas that could be significant
- Most potential impacts are either less than significant, or can be mitigated
- Mitigation measures are outlined in the Draft EIR

- Four impacts were deemed significant and unavoidable:
 - ✓ One in Air Quality
 - ✓ Three in Traffic and Transportation



- 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 achieve the project objectives

Statement of Overriding Considerations

- If the City approves the project despite the significant and unavoidable impacts, a written statement must be included that the project benefits outweigh the adverse environmental effects
- The “Statement of Overriding Considerations” must be included in the record of project approval

- February 18, 2016: 90 attended
- Open house: draft land use/circulation maps, draft goals/policies, annexation, mobile food vending
 - ✓ General support for land use/circulation maps – minor changes made
 - ✓ Comments and proposed language for policies incorporated as appropriate
 - ✓ Consensus to allow mobile food vending

Review by Other City Boards

Bicycle and Pedestrian Advisory Board

- May 19, 2016 presentation
- The Board asked questions:
 - ✓ how circulation relates to areas outside the plan
 - ✓ if intersection safety was addressed
 - ✓ if proposed Class I at Roseland Creek could continue (McMinn Ave to rail line)
- No comments were provided

Planning Commission's Role

- Review Draft Specific Plan, Draft EIR and associated amendments, and hold a public hearing
- Receive and provide comments on the Draft EIR
- At a subsequent meeting, Commission will consider making recommendations to Council:
 - ✓ Certification of Final EIR
 - ✓ Adoption of amendments
 - ✓ Adoption of Specific Plan

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

- Conduct a public hearing and provide comments on:
 - ✓ Draft EIR
 - ✓ Draft Specific Plan
 - ✓ General Plan, Downtown Station Area Specific Plan, Zoning Code, and Bicycle and Pedestrian Master Plan amendments
 - ✓ Rezonings and Prezonings

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