

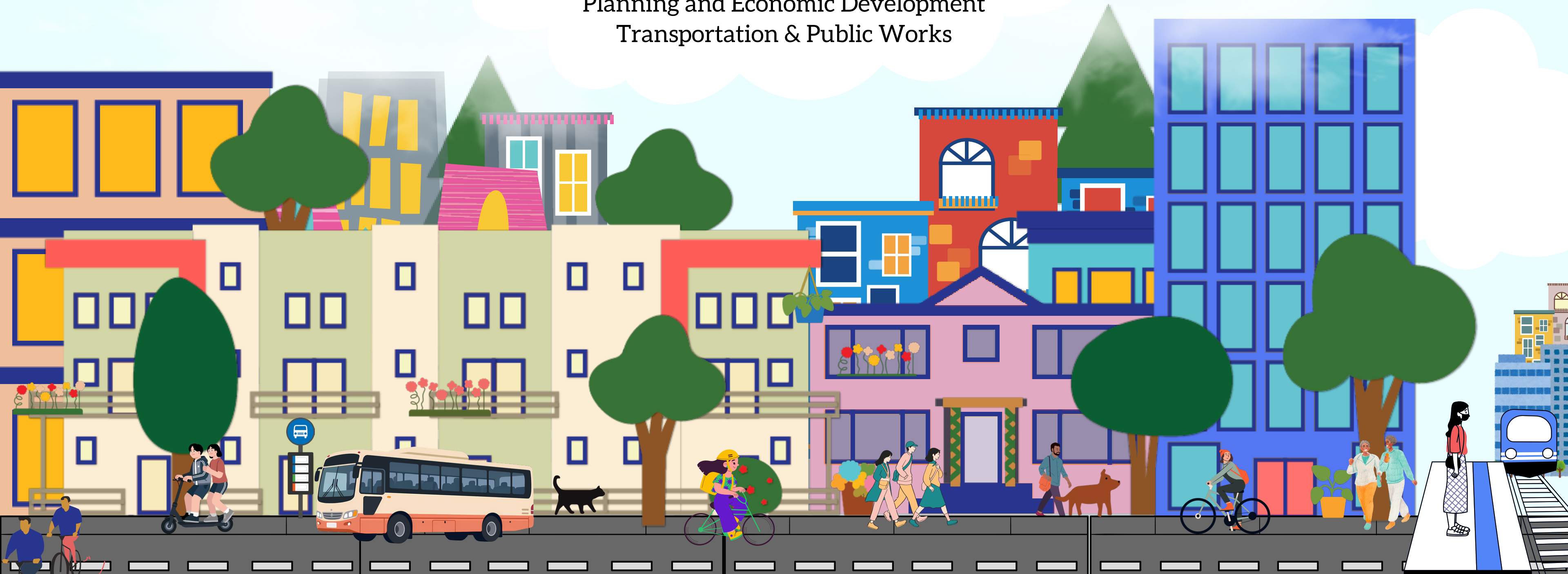


Transit-Oriented Communities Policy

City Council Study Session

July 28, 2026

Planning and Economic Development
Transportation & Public Works



Transit -Oriented Communities Policy



Adopted by
MTC in 2022:
Rooted in
Plan Bay Area
2050



Aligns Bay Area
jurisdictions
with regional
transit and
housing goals



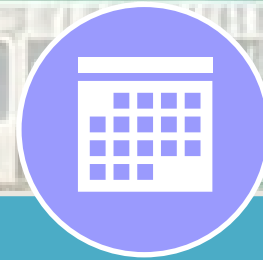
Supports
adopted City
land use,
transportation,
and climate
plans



Positions City
for additional
\$2 -\$4 M in next
One Bay Area
Grant (OBAG)
funding cycle



OBAG funds
transportation
projects that
advance
safety, climate
goals and
focused growth



Policies must
be adopted or
verified before
OBAG 4 funding
scoring begins:
July 2027

TOC Definition

Areas within ½ mile of existing and planned fixed-railway transit stops and stations:

- Regional rail (e.g., Bay Area Rapid Transit, Caltrain)
- **Commuter rail (e.g. Sonoma-Marín Area Rail Transit)**
- Light-rail transit (LRT)

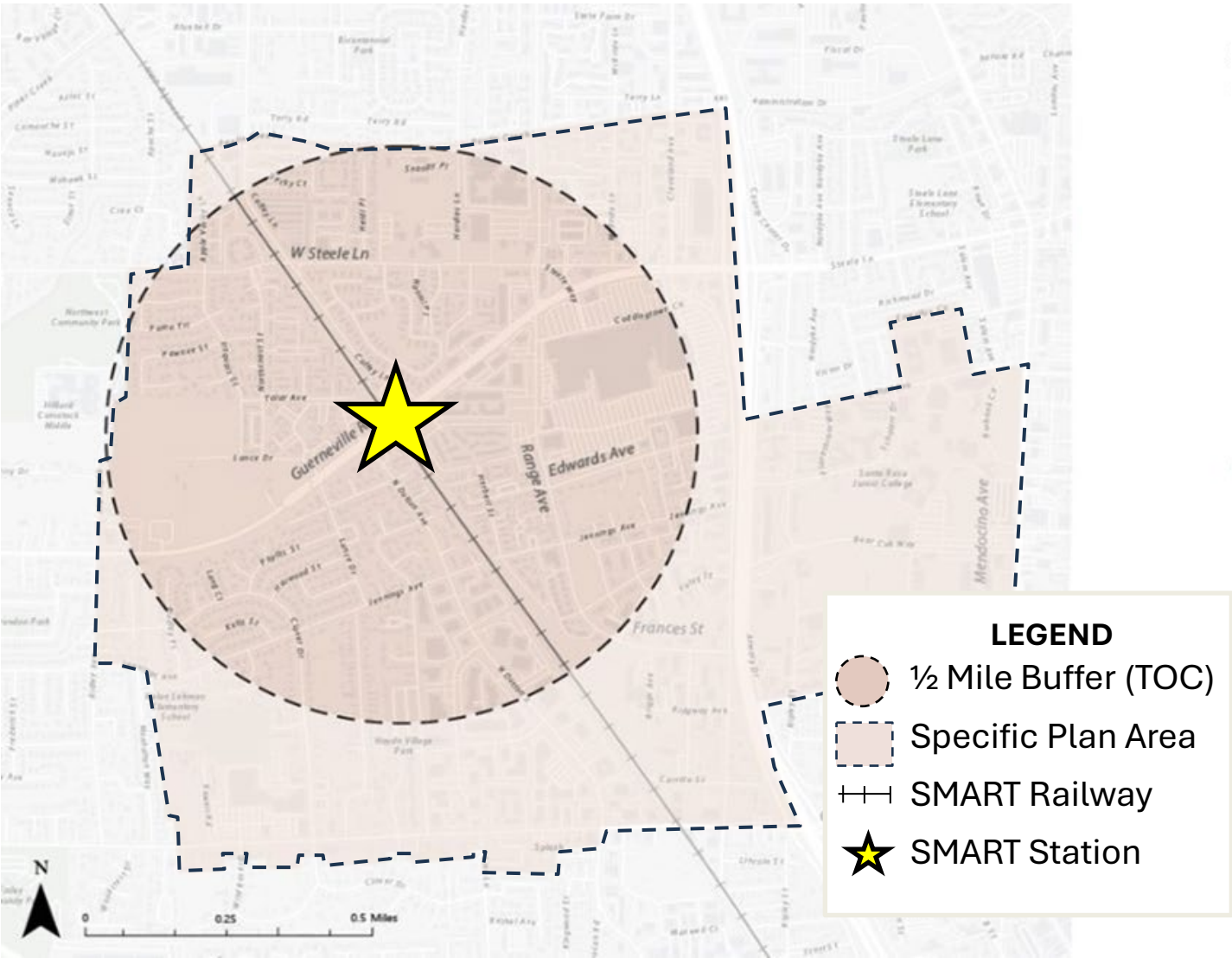
Population of 200k + and/or 4+ TOCs qualify for additional incentive funding

- City population as of January 2025: 178,452
- No additional fixed railway stops or stations planned

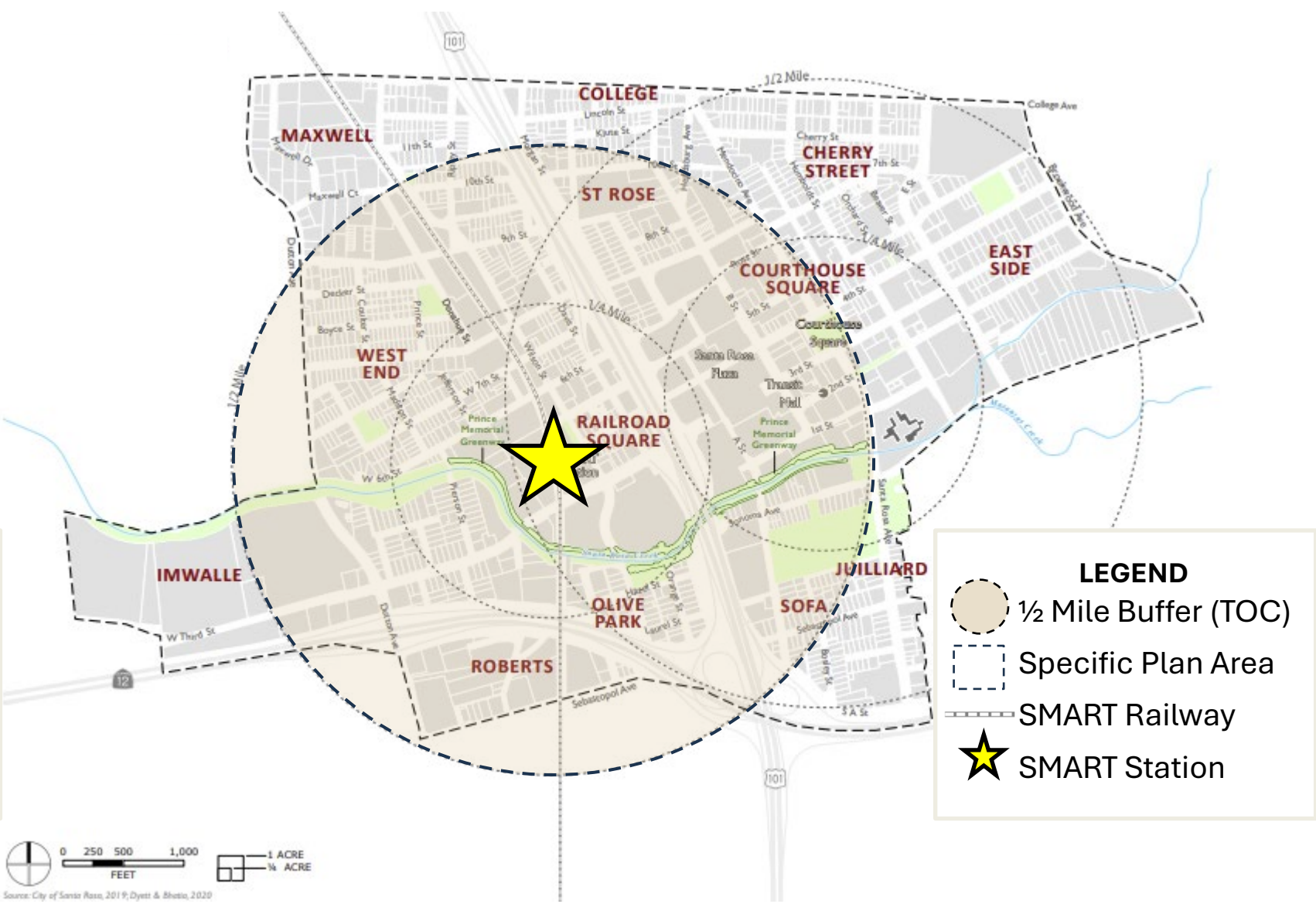


TOC Areas: ½ Mile Radius from SMART

North Station Area



Downtown Station Area



Background

TOC Policy focuses on four elements:



Residential density and commercial office intensity for new development



Affordable housing and commercial stabilization



Parking management



Transit station access and circulation



TOC Policy Scoring



At least **85** of 100 points required for additional grant funding



All policies must be adopted or verified by **July 1, 2027**

Residential Density & Commercial Intensity

25
POINTS

Affordable Housing & Commercial Stabilization

25
POINTS

Parking Management

25
POINTS

Station Access & Circulation

25
POINTS

Focus of Study Session

POLICY AREAS FOR COUNCIL DIRECTION:



**PARKING
MAXIMUMS**

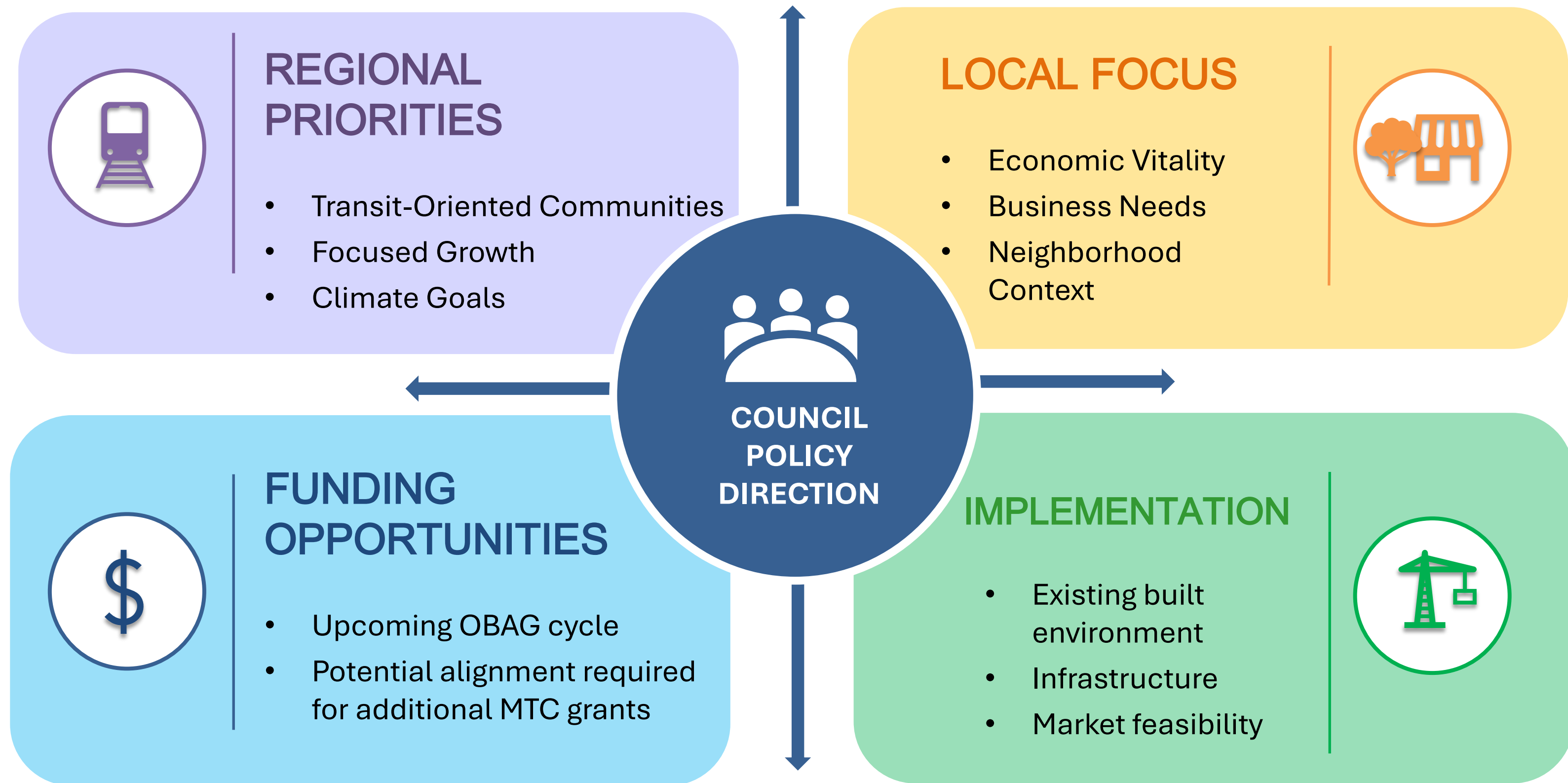


**TRANSPORTATION
DEMAND
MANAGEMENT**



**AFFORDABLE
HOUSING
POLICIES**

Decision Framework



Previous OBAG Funding for Santa Rosa

2012



OBAG 1

\$5,113,177

Roseland Specific Plan
US-101 Bicycle/Pedestrian Overcrossing
Santa Rosa Avenue Improvements
Downtown Streetscape Improvements
CityBus System Plan and Optimization

2015



OBAG 2

\$6,583,000

Downtown Station Area Specific Plan
Renewal Enterprise District
US-101 Bicycle/Pedestrian Overcrossing
Signal Interconnectivity Project
Transit Mall Roadbed Rehabilitation
Various Street Rehabilitations

2022



OBAG 3

\$6,716,000

South Santa Rosa Specific Plan
Southeast Greenway Master Plan
TOC Planning/Re-Zoning
Downtown Parking and Curb Management Plans
Hearn Multi-Use Path
Downtown Pavement Rehabilitation/Curb Ramps
Class IV Bicycle Lane Materials



Santa Rosa has secured more than \$18.4 million in OBAG funds over the last 14 years



Transit Station Access & Circulation



- Improve access to SMART Stations through a 10-minute walk and 15-minute active transportation connections
- Enhance public realm to support safety, electric travel methods, and bicycle infrastructure
- Prioritize Capital Improvement Program (CIP) Projects within TOC Areas
- Advance multimodal roadway safety policies to reduce traffic fatalities



Transit Station Access & Circulation



Category	Compliance with TOC Policy	Score
Complete Streets Policy	Consistent	3 of 3
Prioritize or Implement Active Transportation Projects	Consistent	7 of 7
Access Gap Analysis	Consistent	9 of 9
Mobility Hub	Consistent	6 of 6
Current Total:		25/25



Transit Station Access & Circulation



- Active Transportation Plan (adopted in 2025) meets "Access Gap Analysis" and "Project Prioritization" criteria
- Projects currently underway include:
 - Discussion with Transportation Network Companies (e.g. Uber & Lyft) re: shared mobility "Mobility Hub" compliance
 - Increase in transit frequency
 - Bike and Pedestrian low stress infrastructure
- Complete Streets Policy adopted in 2015



Residential Density and Office Intensity



Focuses on more people in transit focused areas to reduce vehicle miles traveled and greenhouse gas emissions through:

- Increasing average residential density
- Increasing commercial intensity
- Preserving industrial and open spaces zoning districts



Residential Density and Office Intensity



Category	Anticipated Compliance with TOC Policy	Score
Minimum Residential Density	Consistent	8 of 8
Maximum Residential Density	Consistent	12 of 12
Minimum Commercial Intensity	Consistent	2 of 2
Maximum Commercial Intensity	Consistent	3 of 3
Anticipated Total:		25/25



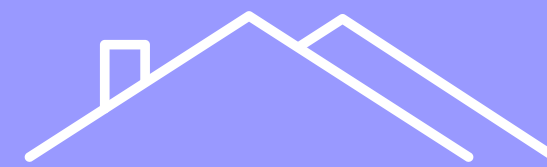
Residential Density and Office Intensity



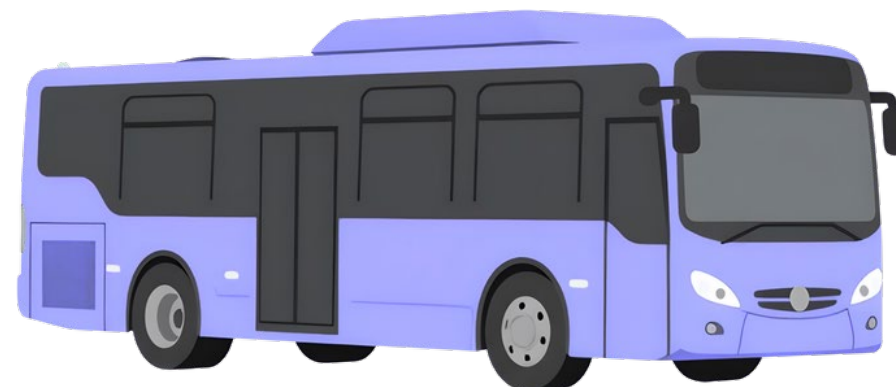
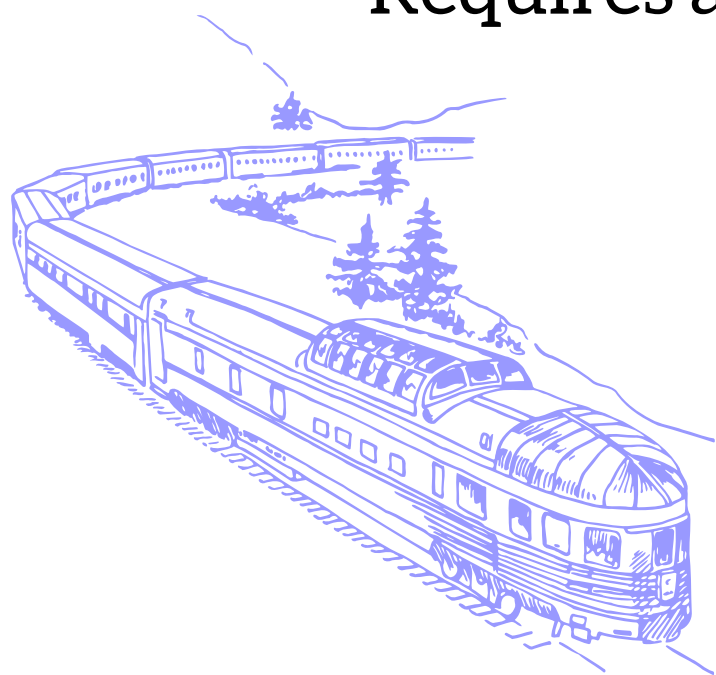
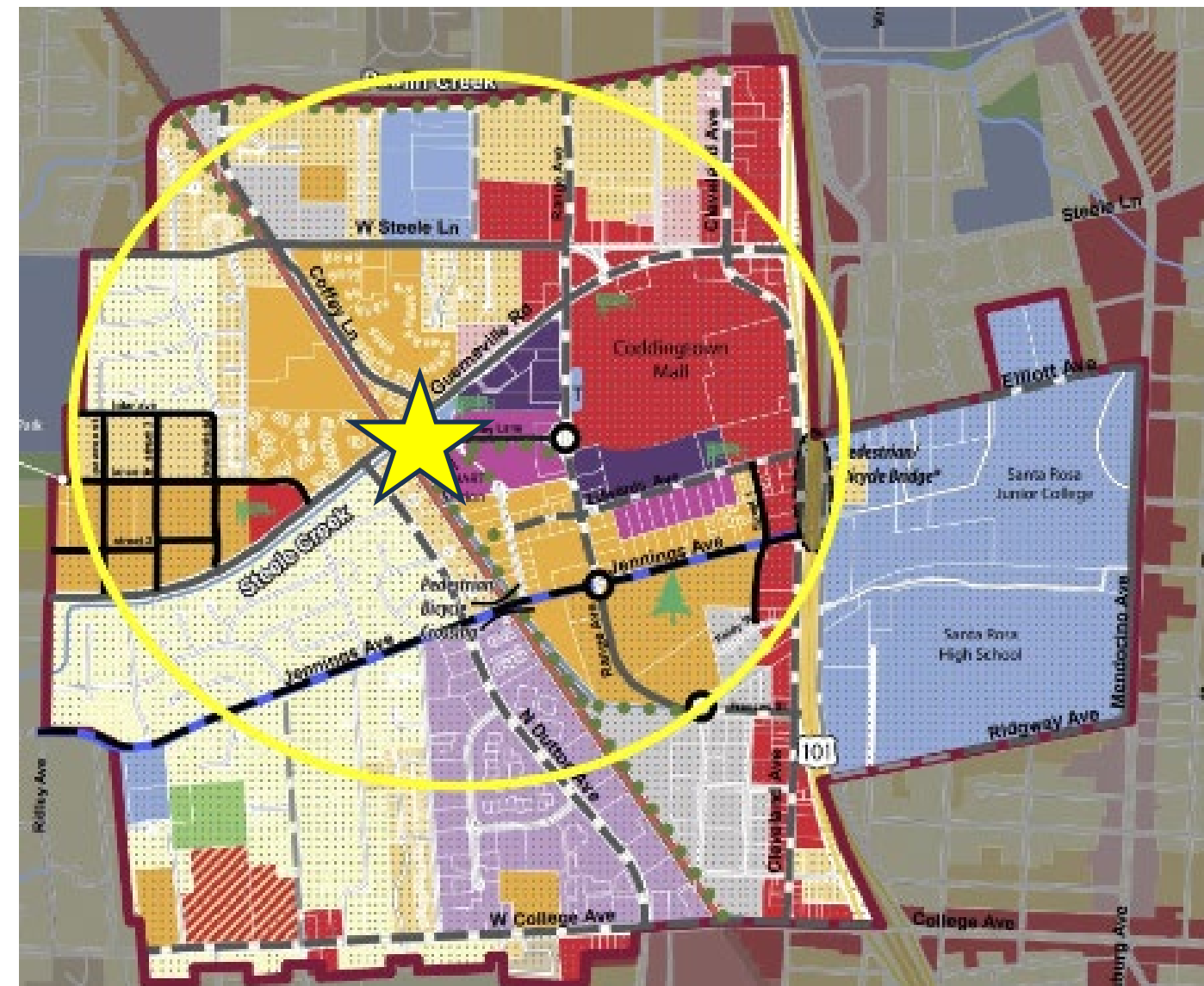
- **North Station Area** is not consistent with TOC Policy
 - Minimum Requirement - **25** Units an Acre
 - Currently – **9** Units an Acre
 - Commercial building heights must **increase** or utilize **Floor Area Ratio (FAR)** to meet minimum requirement
- **Downtown Station Area** is consistent with TOC Policy



Residential Density and Office Intensity



- North Santa Rosa Station Area Specific Plan requires amendments to meet TOC Policy
- \$300,000 TOC grant and Advance Planning fund being utilized for consultant support to update the North Santa Rosa Station Area Specific Plan and prepare a Subsequent EIR
 - Began July 1, 2026
 - Requires adoption by July 1, 2027



Affordable Housing & Commercial Stabilization



Focuses on housing affordability, preventing displacement, and ensuring residents and businesses benefit from transit-oriented growth.

- Increase affordable housing production
- Preserve existing affordable units
- Protect tenants from displacement
- Support small businesses



Affordable Housing & Commercial Stabilization



Category	Compliance with TOC Policy	Score
Production Policies	Partially consistent: 1 of 2 policies	4 of 8
Preservation Policies	Fully consistent: 2 of 2 policies	8 of 8
Protection Policies	Partially consistent: 1 of 2 policies	4 of 8
Commercial Stabilization Policies	Fully consistent: 1 of 1 policies	1 of 1
Current Total:		17/25



Affordable Housing: Production



EXISTING CITY PROCESS

Development Certainty and Streamlined Entitlement Process

- California Senate Bill 330 establishes vested rights and fees for residential developments through a preliminary application
- Requires timely processing of housing applications that are consistent with objective zoning standards



Affordable Housing: Preservation



EXISTING CITY POLICY & PROGRAM



Mobile Home Closure Ordinance

- Requires Tenant Relocation Assistance Plan
- Provides tenant protections, benefits and relocation payments
- Must be accepted by Planning Commission prior to approval of conversion or closure of a mobile home park



Mobilehome Rehabilitation Loan Program

- City administers CalHome Mobilehome Rehabilitation Loan Program up to \$50,000 per household
- Helps low-income residents repair and rehabilitate their owner-occupied mobile homes

Affordable Housing: Protection



EXISTING CITY POLICY

Mobile Home Rent Stabilization

- Limits maximum allowable rent increase
- Defines a local enforcement mechanism where residents can dispute rent increases that exceed limits



Commercial Stabilization



EXISTING CITY PROGRAM

Small Business Advocate Office

Business Concierge Program

- Single point of contact for small businesses
- Customized support for business establishment and expansion
- Technical assistance and resources
- Guidance on permits and regulations



Affordable Housing Policy Options



Multiple policy pathways are available to improve the City's TOC score

Affordable housing policies represent one of several strategies Council may choose to pursue.



Implementation Consideration

Additional affordable housing policy options are **limited** by existing staff capacity and the requirement for ongoing funding commitments.

OPTION TO CONSIDER



Ministerial Housing Ordinance *(Production)*

By-right approval process for qualifying housing developments that include at least 15% affordable units.

TOC BENEFIT

+4

POINTS

Parking Management



- Focuses on increasing biking, walking, and other active transportation modes to reduce traffic congestion and vehicle emissions
- Prioritizes land area for shared transportation modes such as SMART and CityBus
- Rewards parking management strategies to reduce automobile trips



Parking & Transportation Demand Management



Category	Anticipated Compliance with TOC Policy	Score
Vehicle Parking Minimums	Consistent for Residential and Commercial	4 of 4
Vehicle Parking Maximums - Residential	Dependent on Council Direction	? of 4
Vehicle Parking Maximums - Commercial	Dependent on Council Direction	? of 4
Bicycle Parking Minimums	Consistent for Residential and Commercial	6 of 6
Unbundled Parking	Consistent for Residential and Commercial	2 of 2
Shared Parking	Consistent for Residential and Commercial	2 of 2
Parking Management Strategies	Partially Consistent with 1 of 3 Policies	1 of 3
Anticipated Total:		15/25

Parking & Transportation Demand Management



Working with consultant TYLin through an MTC grant to:

- Review and update Vehicle and Bicycle Parking Zoning Code Requirements
- Review and update Shared and Unbundled Parking Requirements
- Remove parking minimums per State Law within Station Areas
- Explore Parking Demand Management Strategies

Most efforts are currently focused on North Station Area

- TYLin assisted City with similar effort within Downtown Station Area in 2025

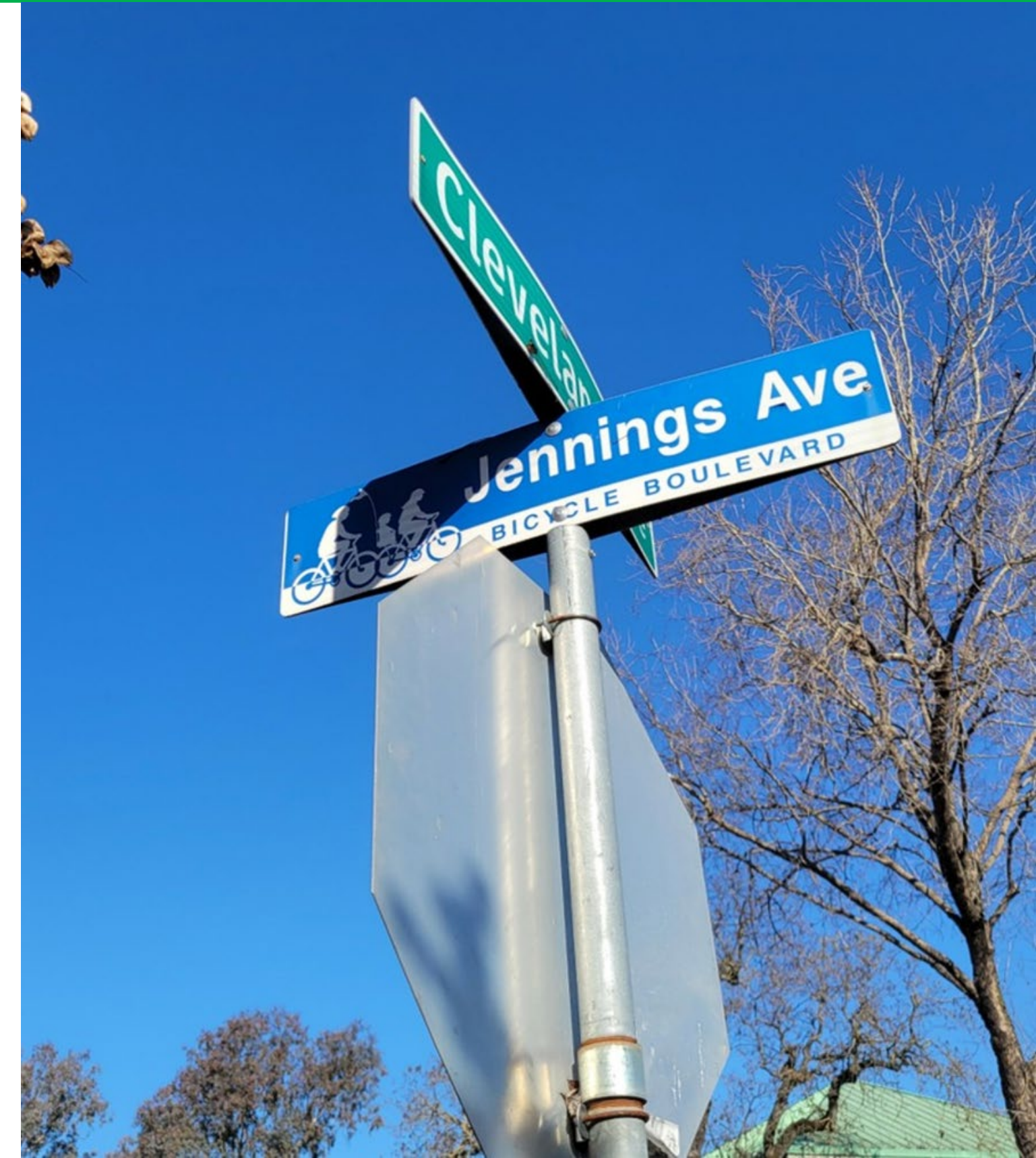


Parking Management Outreach: North Station



February 3 – March 12, 2026

- **Purpose:** Gather input to inform parking and TDM recommendations
- **Engagement activities :** Seven focus groups and five stakeholder interviews
- **Who we heard from :** Local businesses, schools, developers/housing representatives, transit providers, transportation advocates, community groups, and area residents
- **Topics discussed** Transit, active transportation, parking, and carpooling
- **Engagement approach:** Sessions included a project overview, existing conditions presentation, and a facilitated discussion



Parking Management Outreach: North Station



Transit

- Positive: SMART and bus service are important assets
- Needs Improvement: Frequency, agency coordination, and access to stations

Active Transportation

- Positive: High potential to increase walking and biking trips
- Needs Improvement: Sidewalk gaps, wayfinding, lighting, and safe bike parking

Parking

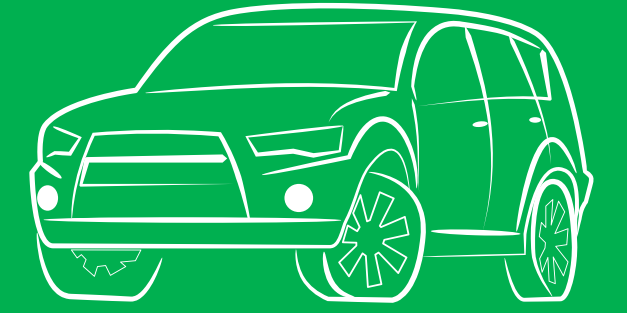
- Positive: Several areas have manageable parking supply during non-peak times
- Needs Improvement: Peak demand parking, spillover, and parking at the SMART Station

Carpooling

- Participants did not identify carpooling as a focus area for future improvements



Parking Management: Downtown

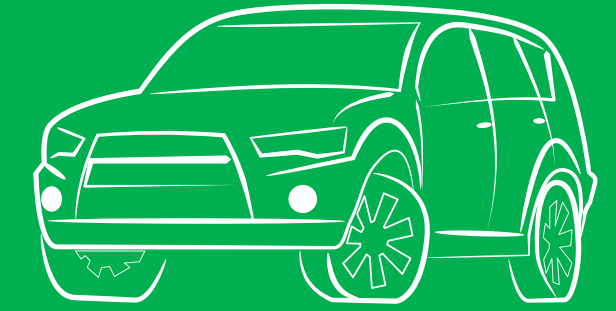


City worked with TYLin to update various Parking policies and programs, approved by Council in November 2025 which included:

- Updates to Priced Parking areas in Garages and Meters
- New Residential Permits for large developments due to demand
- Introduction of Parking Validation
- Creation of Premium Parking Zones to incentivize garage use, active transportation, and transit
- Removal of certain parking meter areas and Free Parking days to promote Economic Development



Vehicle Parking Maximums



TOC Policy requires parking maximums for new development, limited to:

- 1.5 Parking Spaces per Residential Unit and
- 4 Spaces per 1000 square feet Non-Residential Space

Zoning Code does not currently require any parking maximums

TOC Objectives and City Initiatives

- Aims to reduce Vehicle Miles Traveled and Greenhouse Gas Emissions
- Promotes walking, biking, and transit as other modes of transportation

Potential Challenge: Developer Financing and Feasibility

- Developer financing strategies and commercial real estate leases have parking space requirements
- Reduced average daily vehicle trips could impact attraction of larger businesses and projects that rely on high vehicle trip counts



Vehicle Parking Maximums - Residential



Decision Point

- Full Consistency - (4 Points) - 1.5 Parking Spaces per Residential Unit 
- Partial Consistency (2 Points) - 2 Parking Spaces per Residential Unit 
- Limited Consistency (1 Point) - Any type of parking maximum 
- No Points – No Parking Maximum

Lance Drive Housing (672 MF and 94 SF Units with 1508 Spaces Total)

- 1.7 Spaces per Multi Family unit   
- 3.4 Spaces per Single Family unit   

Aviara Apartments (136 MF Units with 179 Spaces Total)

- 1.3 Spaces per unit   

Annadel Apartments (207 MF Units with 401 Spaces Total)

- 1.94 Spaces per unit   

The Stewart Cannery Apartments (129 MF Units with 52 Spaces Total)

- 0.4 Spaces per unit   
- 39 additional spaces provided by City parking permits

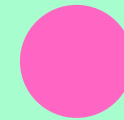
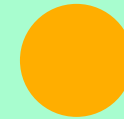


Vehicle Parking Maximums - Commercial



Decision Point

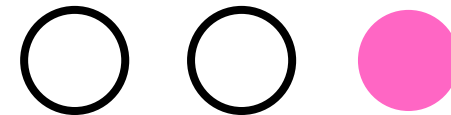
- **Full Consistency (4 Points)** - 4 Spaces per 1,000 square feet of nonresidential space
- **Partial Consistency (2 Points)** - 5 Spaces per 1,000 square feet of nonresidential space
- **Limited Consistency (1 Point)** - Any type of parking maximum
- **No Points** - No Parking Maximum



North Station Examples:

Lance Drive Retail Phase (5,000 Square Feet)

- 28 Spaces Total
- 5.6 Spaces per 1,000 Square Feet



Target (143,000 Square Feet)

- 327 Spaces Total - 572 Spaces Required
- 4 Spaces per 1,000 Square Feet - 246 shared with Coddington



Dick's Sporting Goods (50,000 Square Feet)

- 176 Spaces Total - 209 Required
- 4 spaces per 1,000 Square Feet - 33 removed with Parking Reduction



Coddington (825,000 Square Feet)

- 4 Spaces per 1,000 square feet
- 3,300 Spaces Total - Rents extra parking spaces to surrounding residential uses



Downtown Parking



- City provides **1,480** parking permits to businesses and residents Downtown in garages and parking lots
- Many of these spaces are provided due to a demand from recent developments including:
 - The Cannery in Railroad Square
 - 888 4th St Apartments
 - Felix at 420 Mendocino Ave
- Parking infrastructure can absorb current demand but has limited supply
- Future Downtown developments are already discussing parking permit options in these garages and lots
- Areas with new development are facing overflow of parking on the streets causing illegal parking



Parking Management Strategies



WHAT IS TRANSPORTATION DEMAND MANAGEMENT (TDM)?

Policies and programs that manage parking demand by providing travelers with **flexible and safer** sustainable travel options such as transit, carpooling, biking, and walking.

As travelers begin to use other transportation methods, shifting trips away from single occupancy vehicles results in **lower** greenhouse gas emissions (GHG), vehicle miles traveled (VMT), and **reduced** congestion.



Proposed TDM Program and Measures



Program would require a developer to select from a Menu of TDM Measures to reach 20 points*

- Threshold for TDM Program: 20 Residential Units **OR** 20,000 Square Feet of Non-residential Space



Development

On-site Affordable Housing
On-site Childcare
Healthy Food Retail



Programming & Education

Real Time Information Display
Transportation Marketing
Promote Safe Routes to Schools



Bike and Ped

Network Improvements
Bicycle Parking
Lockers & Showers
Bike & Scooter Share
Repair Station
Wayfinding



Transit

Increase Transit Services
Transit Subsidy
Unlimited Ride Program
Bus Stop Improvements



Vehicle

Car Share
Parking Membership
Unbundled Parking
Shared Parking
Priced Workplace Parking
Employee Parking Cash Out
Carpool Program

TDM Case Studies in the Bay Area



Sonoma County Transportation and Climate Authorities (SCTCA) TDM Plan

- Supports and promotes existing regional resources and operates as a coordinated County effort to assist jurisdictions with technical assistance and toolkits to develop TDM and parking policies

San Francisco TDM Plan

- Larger City – 800,000 Population
- Utilizes a point-based system with a menu of TDM options for new development and ongoing monitoring with staff
- Focuses on reducing vehicle trips and shifting people to different modes of transportation

San Carlos (San Mateo County) TDM Plan

- Smaller City – 30,000 Population
- TDM Checklist with minimum requirements and ongoing monitoring with staff
- Threshold new development of 10 units or 10,000 square feet of nonresidential space or change of use
- Focuses on reducing vehicle trips by 20%



TDM Program Applicability



Decision Point

- All Priority Development Areas
 - Beyond TOC Requirements and supports greater regional planning efforts
- North Station and Downtown Station Area
 - Supports both SMART Stations and the Transit Mall
- North Station Area Only
 - Minimum TOC Requirement

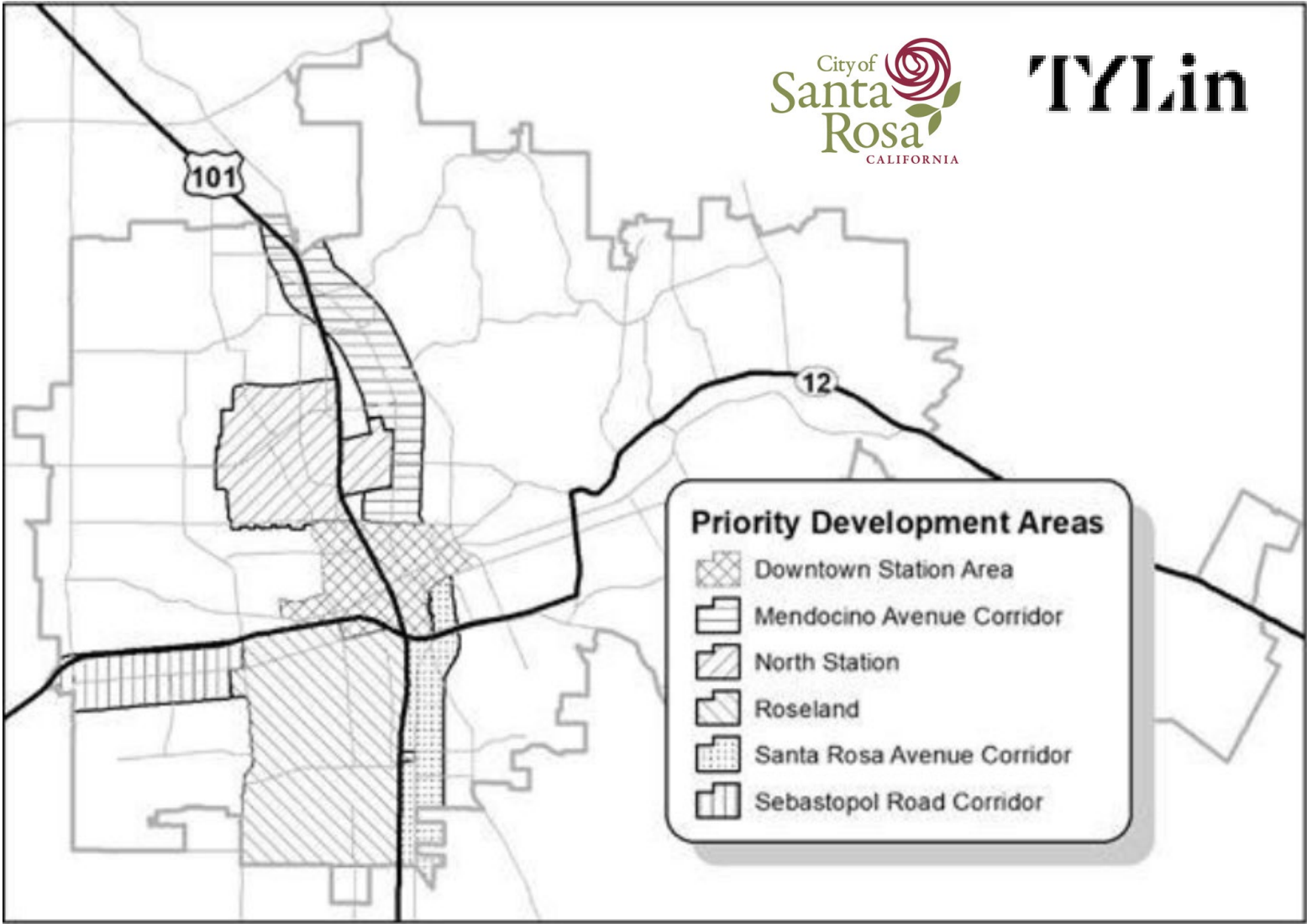
1 Point

- No TDM Program

0 Points

Plan includes:

- Staff time for 3-5 years of monitoring with the Developer
- Ongoing and one-time costs for developers



Priority Development Areas are established by MTC to provide opportunities for compact, infill development in proximity to transit, jobs, schools, shopping, and services.

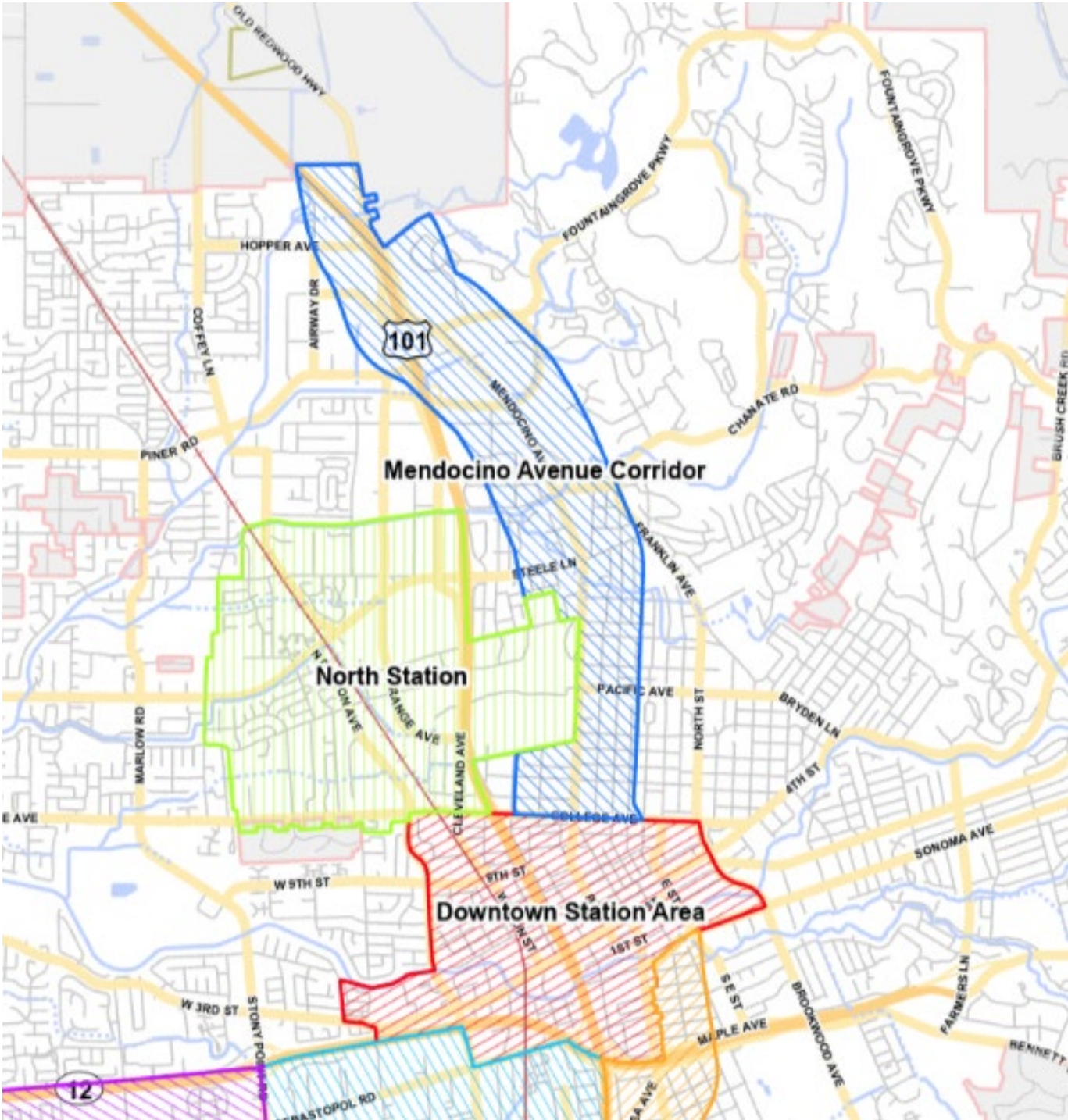
Existing Project with TDM - Casa Roseland



- Roseland Priority Development Area
- 75 units - 100% affordable housing
- 324 shared parking spaces with Tierra de Rosas
- 33 spaces for unbundled covered parking
- On-site childcare for young children and teens
- 68 private bicycle parking spaces



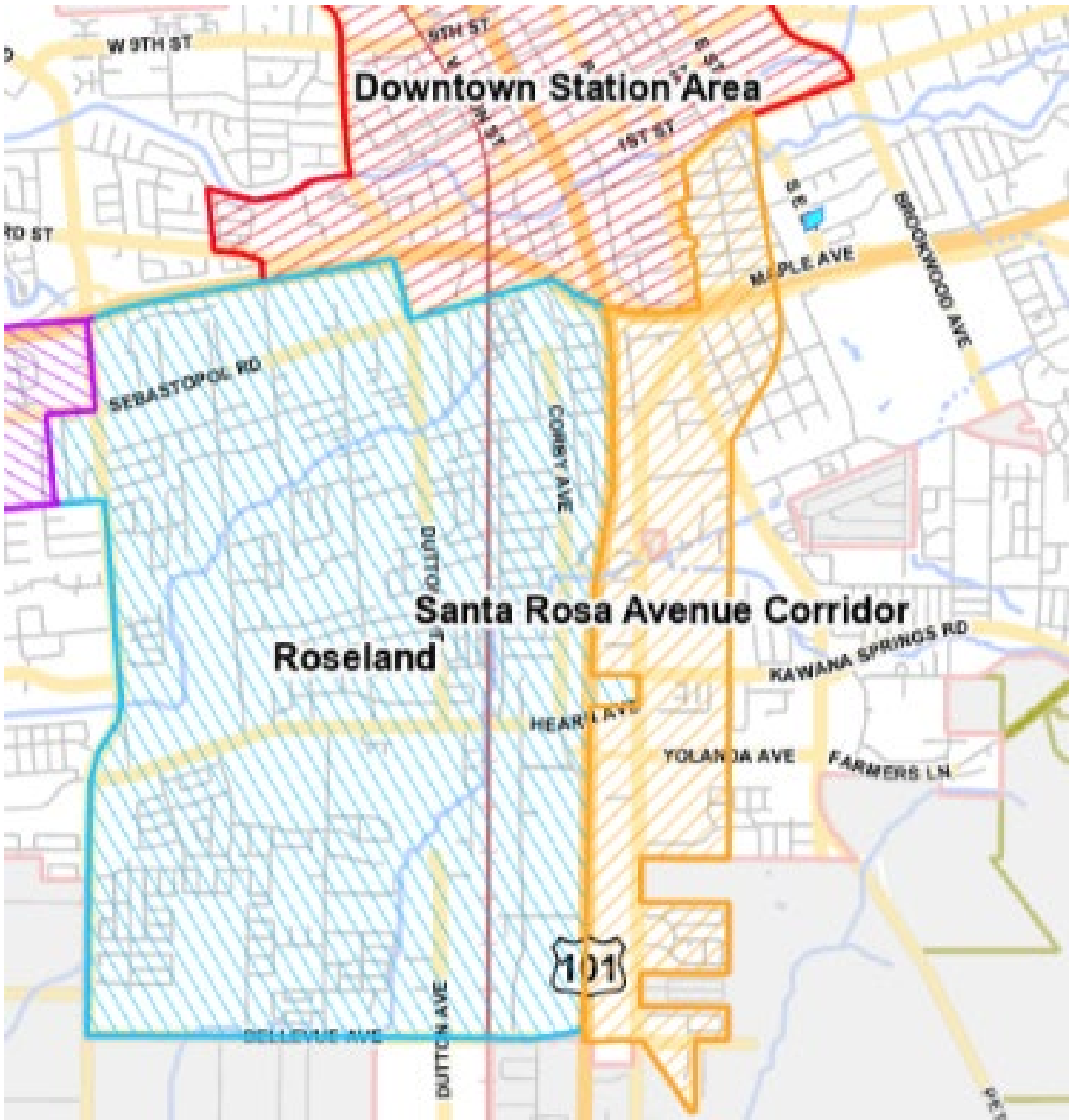
Hypothetical Project – Mendocino Ave Corridor



	TDM Selections – Mixed Use Project 50,000 Sq Ft Office and 100 MF Units
	Required Bike Parking (110 spaces)
	Required Pedestrian Access Upgrades
	Unbundled Parking
	Price Workplace Parking
Total Points:	Residential: 21 & Nonresidential: 25

Mixed-Use projects have an easier time reaching the TDM requirements due to shared uses on the same site.

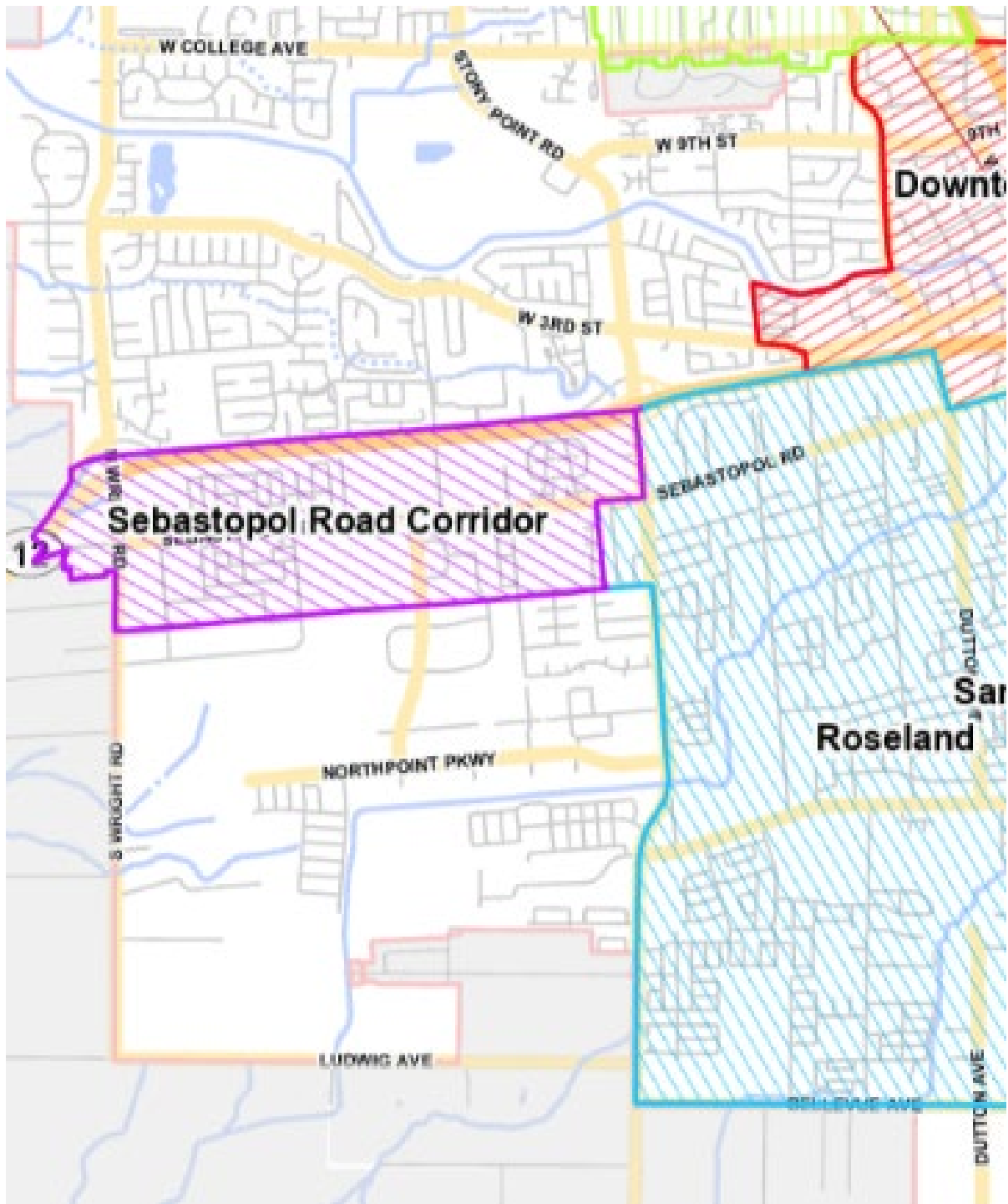
Hypothetical Project – Santa Rosa Ave Corridor



	TDM Selections - Nonresidential Project 50,000 Sq Ft Office
	Required Bike Parking (10 spaces)
	Required Pedestrian Access Upgrades
	Carpool Program
	Employee Parking Cash Out (60% Eligible)
Total Points:	20

Nonresidential projects can satisfy the threshold through a single high-value measure (parking pricing) or through a combination of improvements and programs.

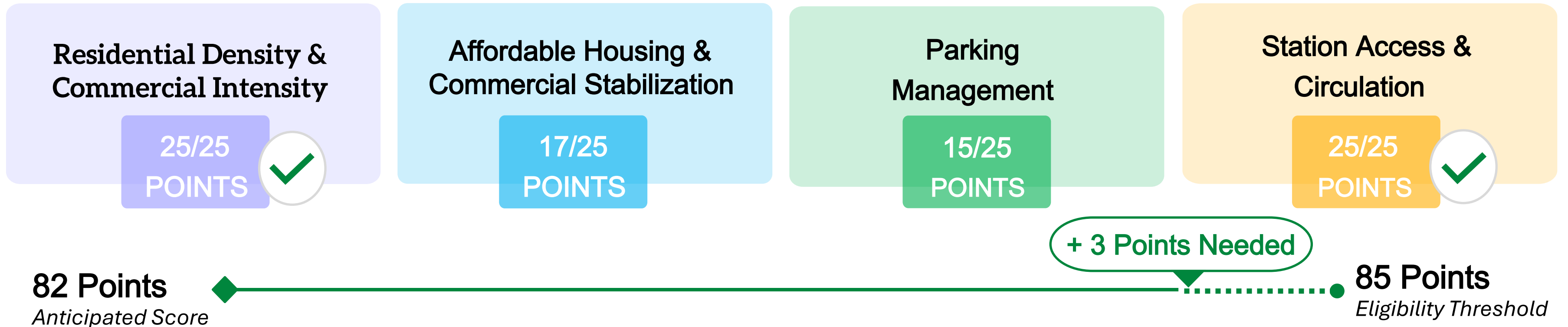
Hypothetical Project – Sebastopol Rd Corridor



	TDM Selections - Residential Project 100 Multifamily Units
	Required Bike Parking (100 spaces)
	Required Pedestrian Access Upgrades
	Transit Passes
	20% Affordable Housing
	Transportation Marketing
	Real-time display
Total Points:	20

Residential projects can meet the threshold through site design and parking management measures (unbundled parking) **OR** may incorporate other transportation benefits and user incentives.

Path to TOC Eligibility



COUNCIL DIRECTION REQUESTED

Which policies should staff pursue in TOC areas to achieve incentive eligibility?



**Parking
Maximums**

**+1 to +8
Points**

Establish parking maximums for residential and/or commercial uses

Point value depends on level of maximums selected



**Transportation
Demand
Management (TDM)**

**+1
Point**

Require TDM strategies for new residential and developments

Provides 1 TOC point



**Ministerial
Housing Ordinance**

**+4
Points**

By-right approvals for qualifying affordable housing projects (15% or more units as affordable)

Provides 4 TOC points

Questions and Feedback

