



plan southeast greenway

**Planning Commission/
City Council Joint Session**

November 1, 2016

Project Background

- 1960s: CalTrans acquires property for extension of Highway 12
- 2000s: Community interest grows
- 2014: CalTrans determines no extension
- 2014: Partnership is formed
- 2015: City publishes background report
- 2015: City Council directs General Plan Amendment for property

Project Background

Commenced a one-year planning process to:

- Engage community
- Determine land uses for the 57 acres
- Analyze environmental impacts
- Adopt General Plan land use designations and zoning

Objectives for Study Session



1. Provide a Summary of Workshops 1 & 2
2. Present Draft Guiding Principles
3. Present Circulation & Land Use Alternatives
4. Get Planning Commission and City Council feedback

Workshop 1 Summary

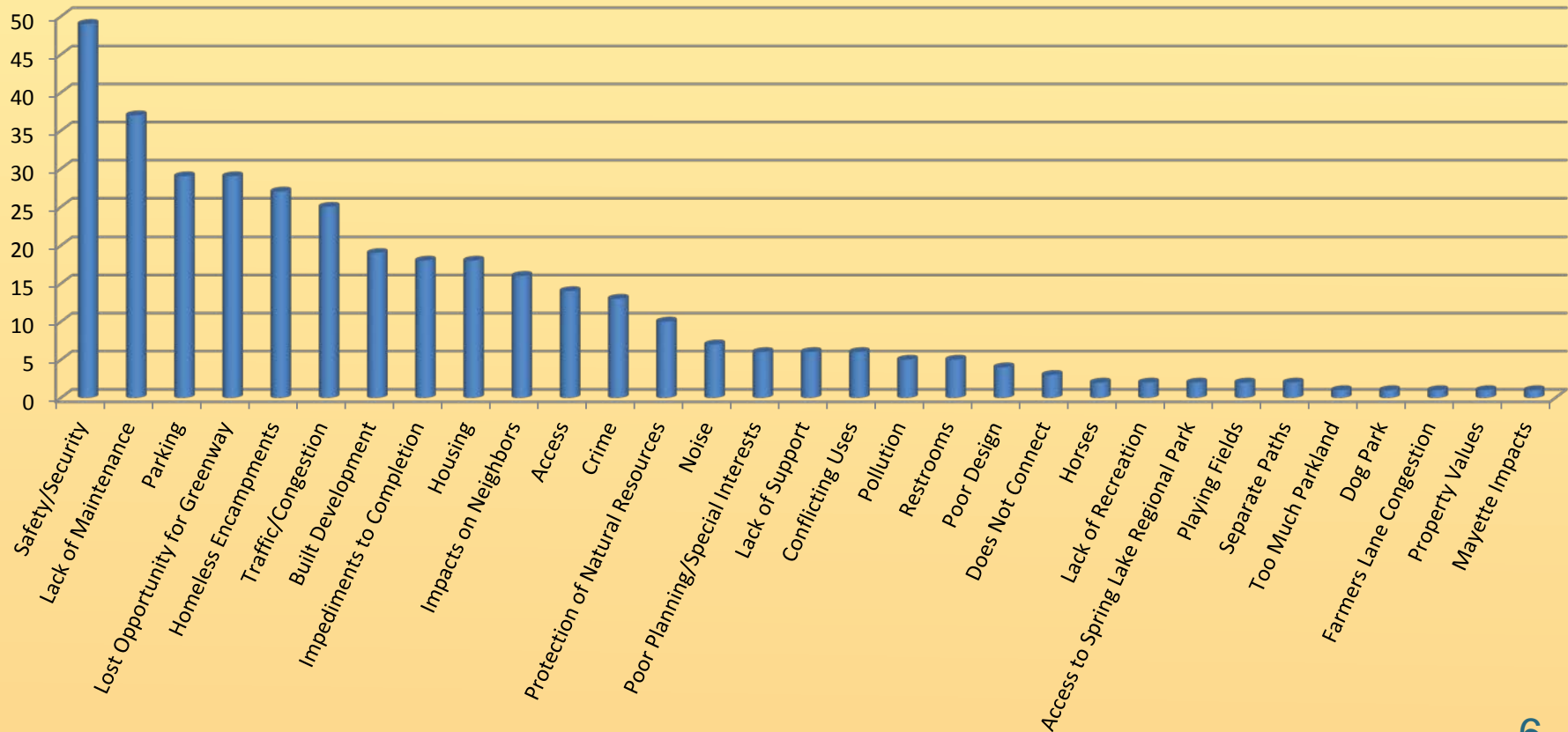
- 200 people worked in 20 small groups



Workshop 1 Feedback



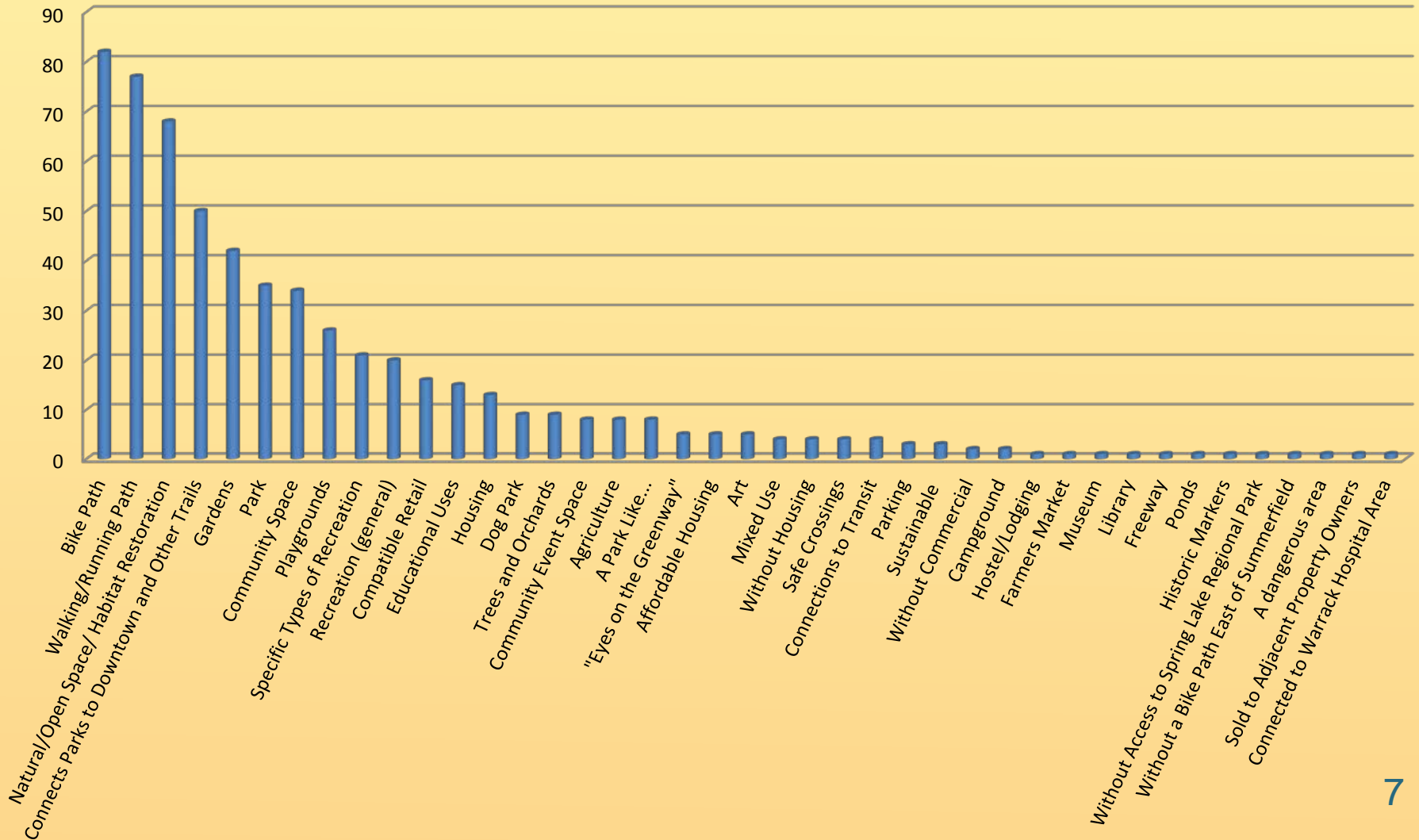
My concerns for the Southeast Greenway are...



Workshop 1 Feedback



I envision the Southeast Greenway...



Workshop 1 Feedback



Development of Alternatives

City Council directed the study of alternative land uses on the site, including:

- **A linear park and Class 1 bicycle path** connecting Farmers Lane to Spring Lake Regional Park
- **Retail and business services** at the northeast corner of Hoen Frontage Road and Farmers Lane
- **Higher density residential** to facilitate future construction of affordable housing
- **Public/Institutional land** uses near Montgomery High School for possible education–related uses
- Other land uses which emerge from the community engagement process

Development of Alternatives

Existing Opportunities & Constraints

- Planned Class 1 bikeway through the greenway
- Planned pedestrian and bicycle paths connecting:
 - Wanda Way to Camden Court
 - Mayette Avenue to Hoen Avenue along Sierra Park Creek
 - Mayette Avenue to Hoen Avenue along the Friedman Center Right-of-Way
- Existing water well near Martha Way and more planned wells nearby
- Existing Spring Creek Diversion
- Planned new water pipeline

Draft Guiding Principles



1. The Greenway provides a **continuous, non-motorized transportation connection from Spring Lake Regional Park to Farmers Lane**, as well as to downtown Santa Rosa, surrounding neighborhoods and schools, and the regional trail system.
2. The Greenway provides **open space and active and passive recreation** for local residents and visitors.
3. The Greenway is **developed sustainably** to enhance and protect natural resources, promote economic vitality and encourage social equity, and minimize negative impacts on neighbors.
4. Uses on the Greenway are **designed to face the Greenway, provide easy access to pathways, maximize views of the hills, promote safety, and preserve the privacy of surrounding neighbors.**
5. The community, public agencies and private partners **work together** on the Greenway's planning, acquisition, development, maintenance, stewardship, safety, and funding.

Alternative 1: Minimal Footprint



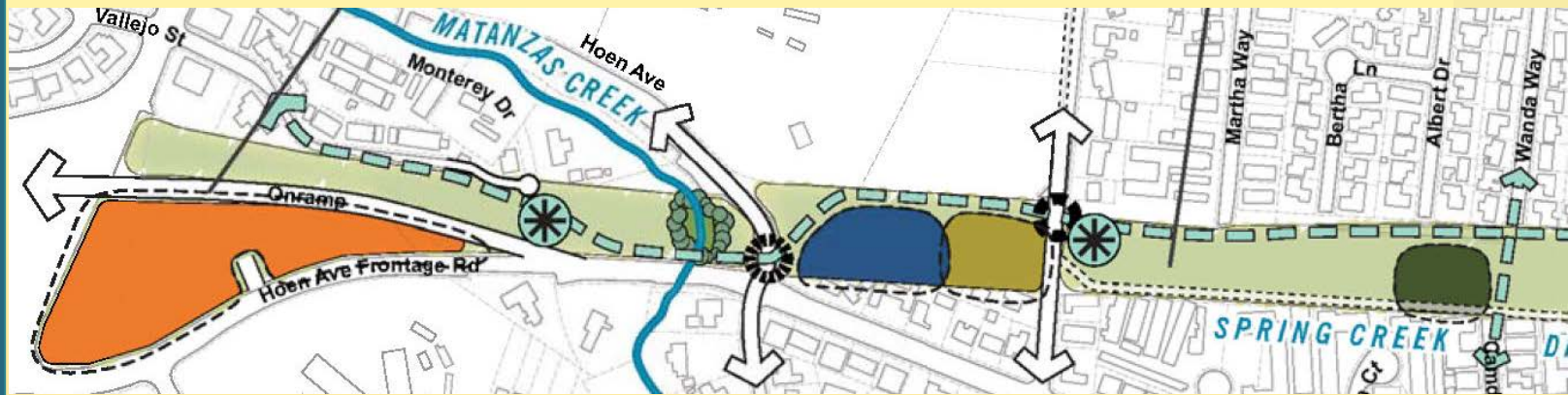
Alternative 2: Active To Tranquil



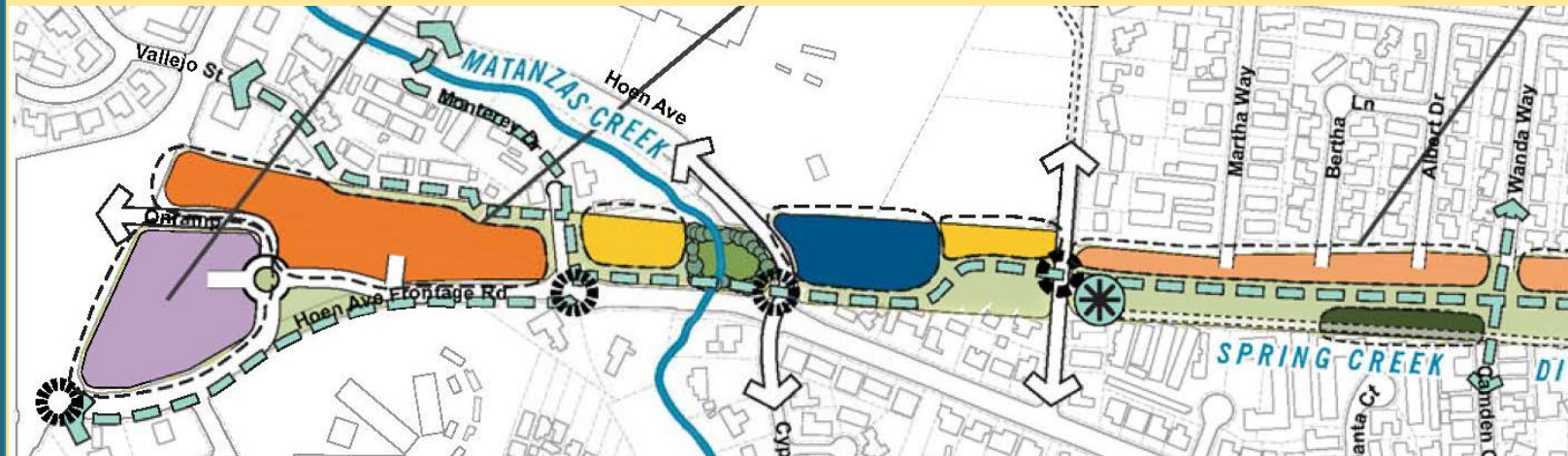
Alternative 3: Nodes of Activity



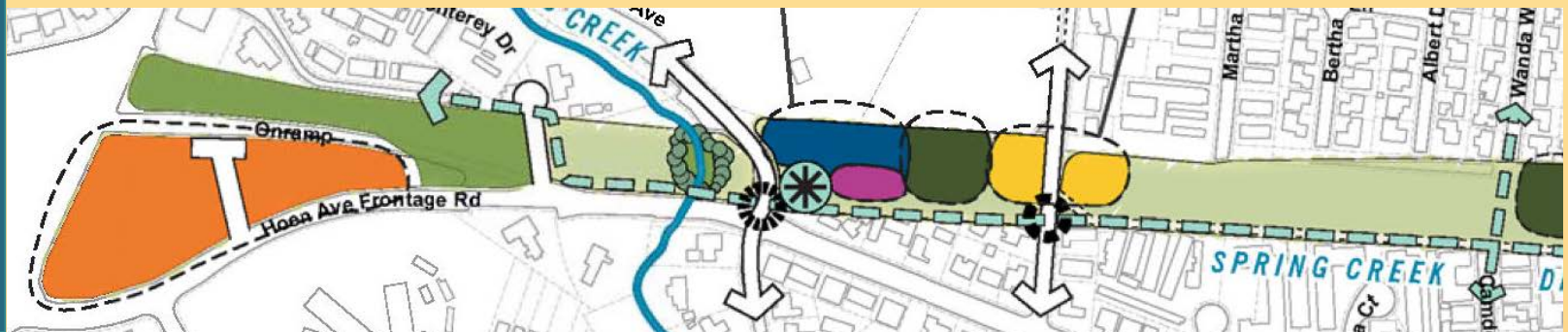
Alternative 1



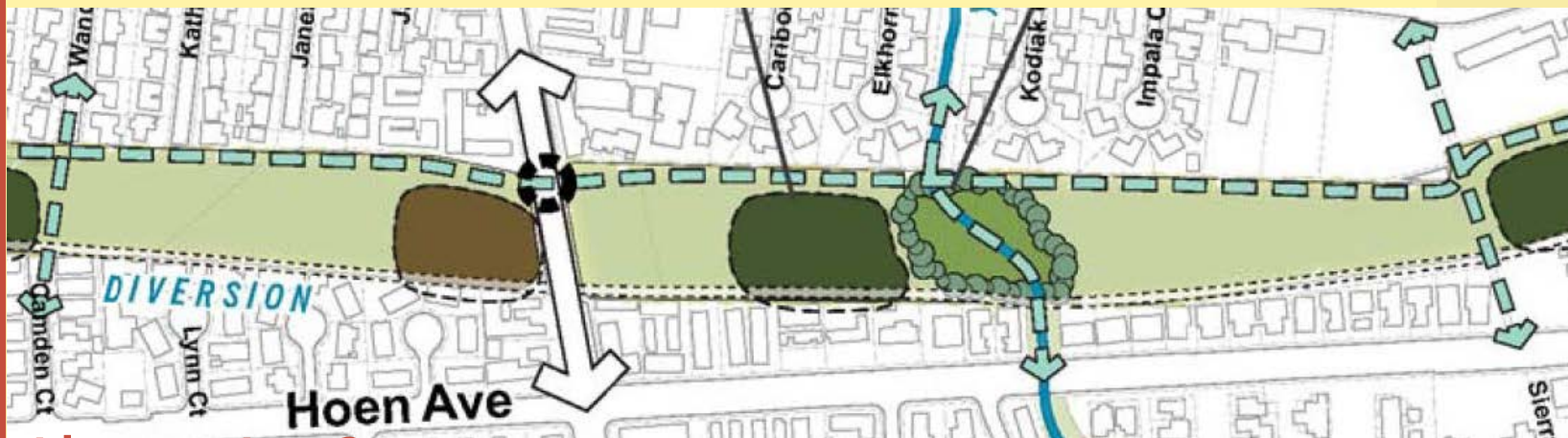
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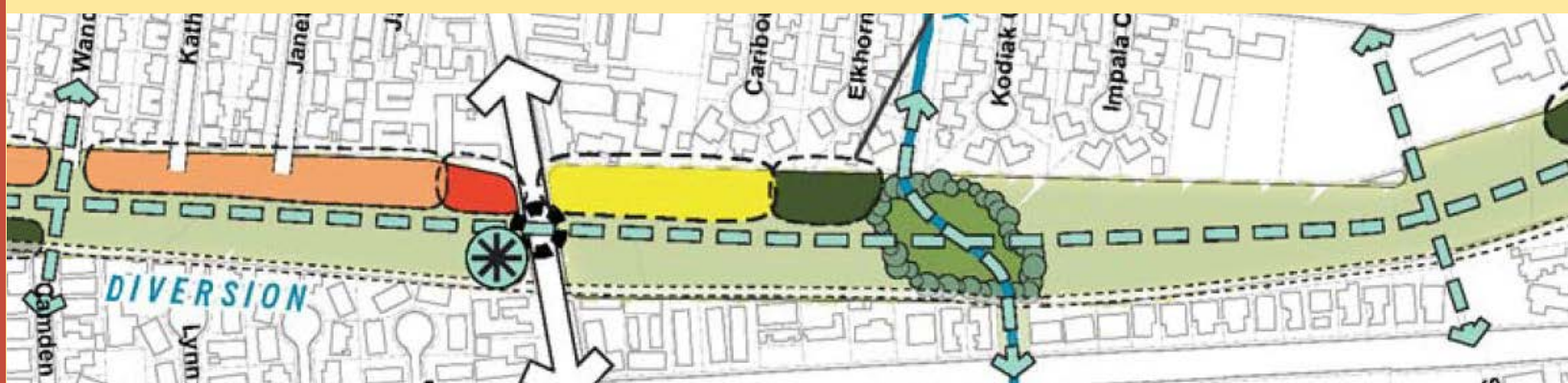
Alternative 3



Alternative 1



Alternative 2



Alternative 3



Alternative 1



Alternative 2



Alternative 3



Circulation Improvements

On all alternatives:

- Mid-block crossings at Franquette, Yulupa, and Summerfield
- Intersection improvements where multi-use path crosses intersections
 - Signing;
 - Striping; and/or
 - Signal operations
- New vehicular access in west to better access parcels

Economic Cost Considerations

- **Land Acquisition Costs**
 - Fundraising for purchase by non-profit partners
 - Sale of portion of land to other agencies
 - Sale of easement rights, mitigation areas, etc.
 - Sale of portion of land for private development
- **Development Costs**
 - City or Agency capital improvements
 - Grant funding
 - Private funding sources
- **Operations and Maintenance (O & M) Costs**
 - City and Agency responsibility
 - Fees and rentals
 - Revenue generated by private development – property/sales/hotel taxes

Workshop 2 Summary

- 150 people worked at 8 stations



Workshop 2 / Survey

- Attendees discussed draft guiding principles and land uses in groups
- Attendees completed a survey to express individual preferences
- After the workshop, the survey was available on-line (Oct 10 – 26)
- Intercept surveys also conducted in several locations on three days

Survey Feedback

- 398 number of survey responses received:
 - 71 at workshop
 - 16 at intercept locations
 - 52 mailed, dropped off, or faxed
 - 259 online
- 23 were incomplete
- Survey results on:
 - Draft guiding principles
 - Land use and circulation alternatives

Guiding Principles Prioritized



1. The Greenway provides a **continuous, non-motorized transportation connection from Spring Lake Regional Park to Farmers Lane**, as well as to downtown Santa Rosa, surrounding neighborhoods and schools, and the regional trail system. (246 votes for highest priority)
2. The Greenway provides **open space and active and passive recreation** for local residents and visitors. (228 votes for highest priority)
3. The Greenway is **developed sustainably** to enhance and protect natural resources, promote economic vitality and encourage social equity, and minimize negative impacts on neighbors. (174 votes for highest priority)
4. The community, public agencies and private partners **work together** on the Greenway's planning, acquisition, development, maintenance, stewardship, safety, and funding. (161 votes for highest priority)
5. Uses on the Greenway are **designed to face the Greenway, provide easy access to pathways, maximize views of the hills, promote safety, and preserve the privacy** of surrounding neighbors. (147²³ votes for highest priority)

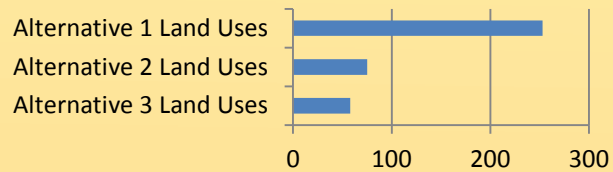


Land Use Preferences

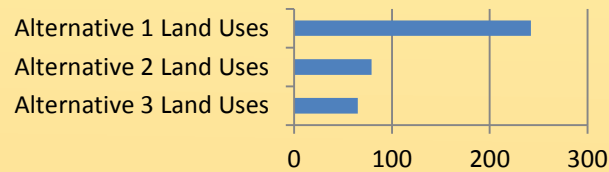


Comparing all 398 Surveys

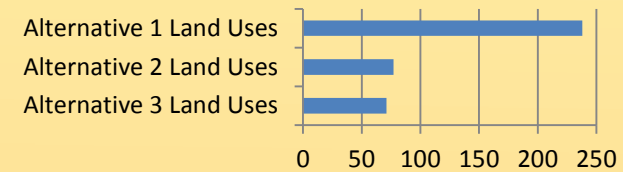
West Segment Preferred Land Uses



Central Segment Preferred Land Uses



East Segment Preferred Land Uses

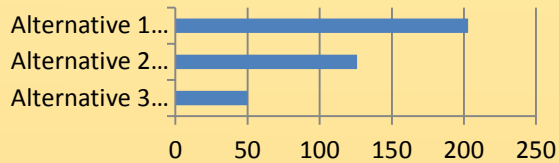


Circulation Preferences

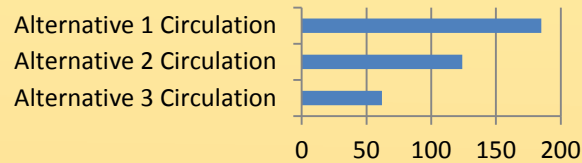


Comparing all 398 Surveys

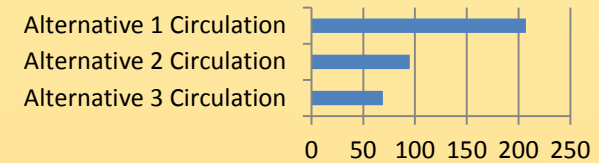
West Segment Preferred Circulation



Central Segment Preferred Circulation



East Segment Preferred Circulation

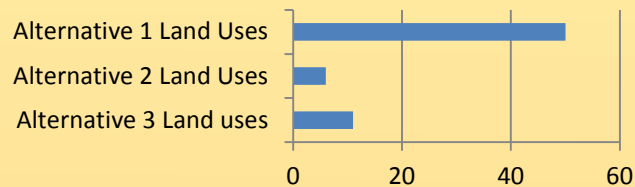


Land Use Preferences Compared

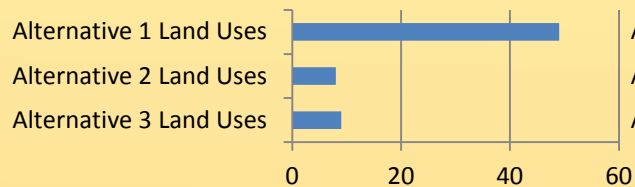


Workshop Surveys

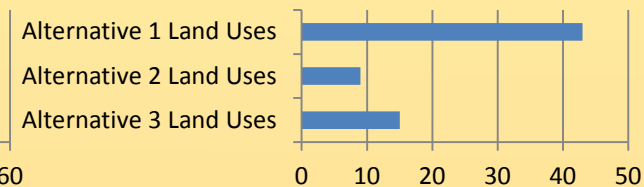
West Segment Preferred Land Uses



Central Segment Preferred Land Uses

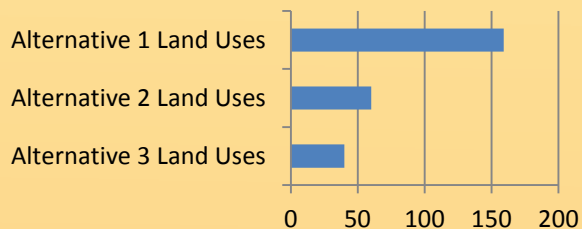


East Segment Preferred Land Uses

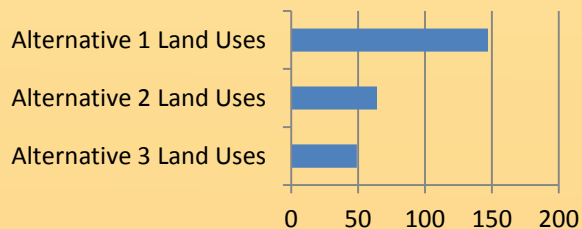


Online Surveys

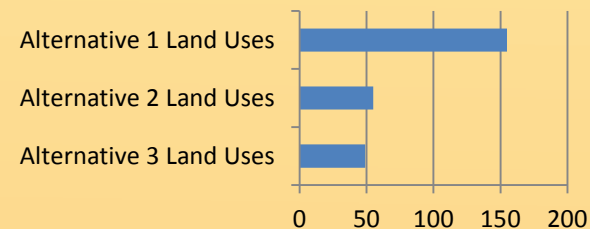
West Segment Preferred Land Uses



Central Segment Preferred Land Uses



East Segment Preferred Land Uses

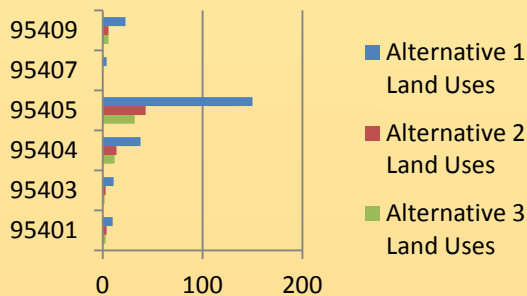


Land Use Preferences Compared

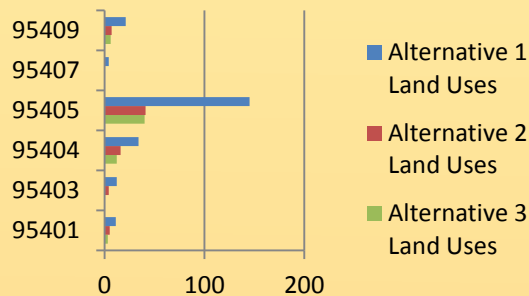


- Zip Code 95405 (next to Greenway): 230 surveys
- Santa Rosa Zip Codes: 371 surveys (shown below)

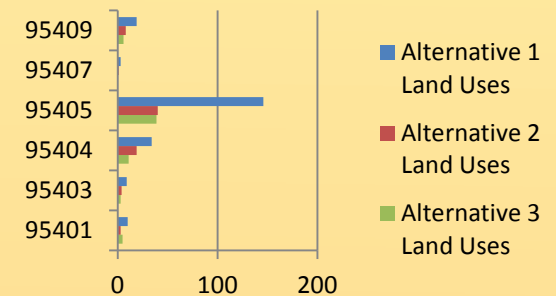
West Segment Preferred Land Uses



Central Segment Preferred Land Uses



East Segment Preferred Land Uses



Next Steps

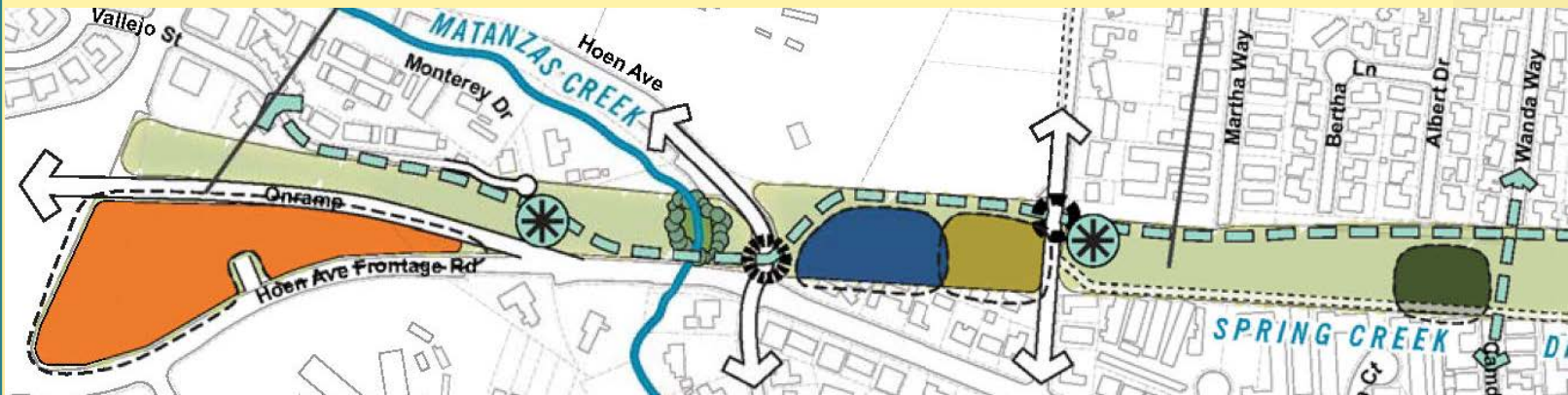
1. **Develop Draft Preferred Alternative**
2. **Meet with Technical Advisory Committee and Partnership**
3. **Present to Planning Commission & City Council**
4. **Develop General Plan Amendment, Rezoning, Environmental Impact Report**

Topics for Discussion

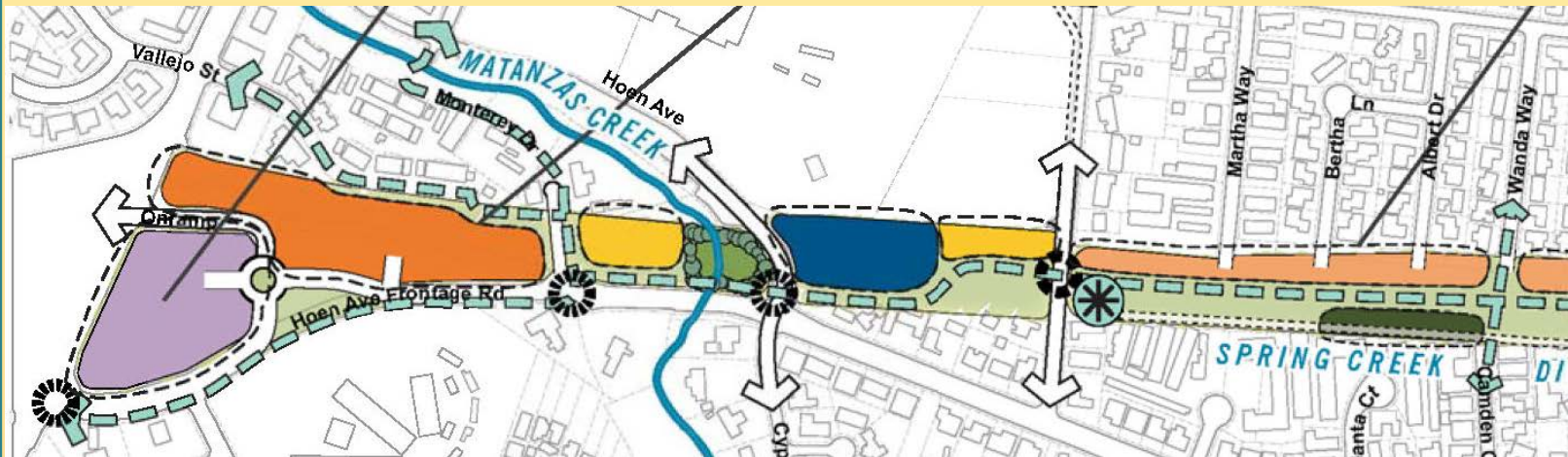


- Guiding Principles
- Land Uses
- Circulation

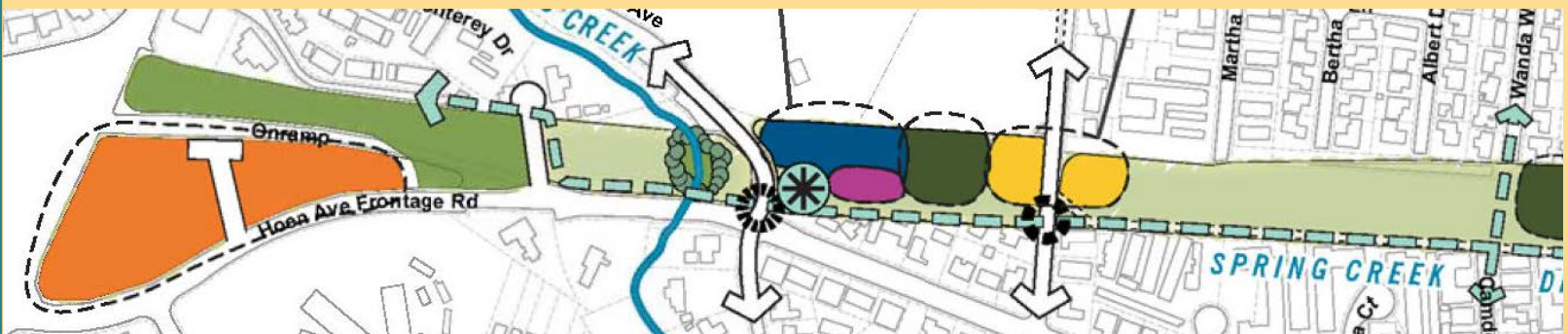
Alternative 1



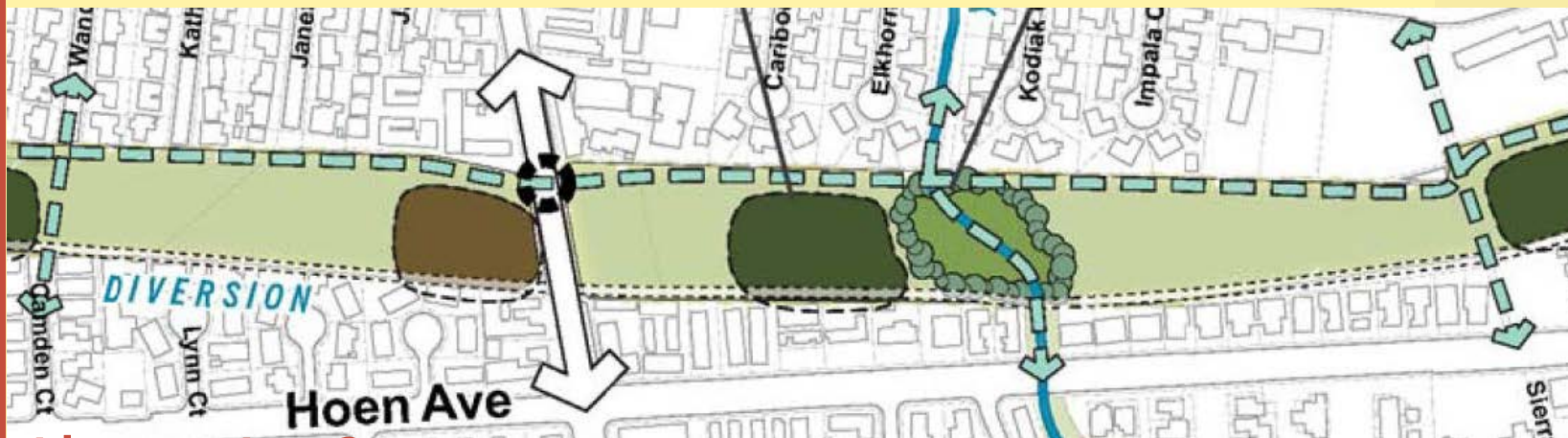
Alternative 2



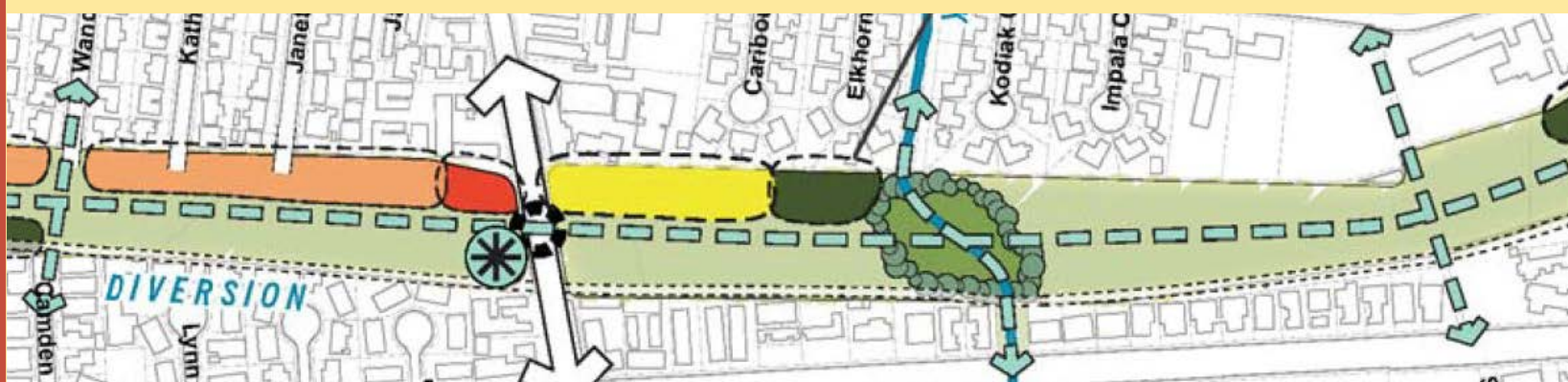
Alternative 3



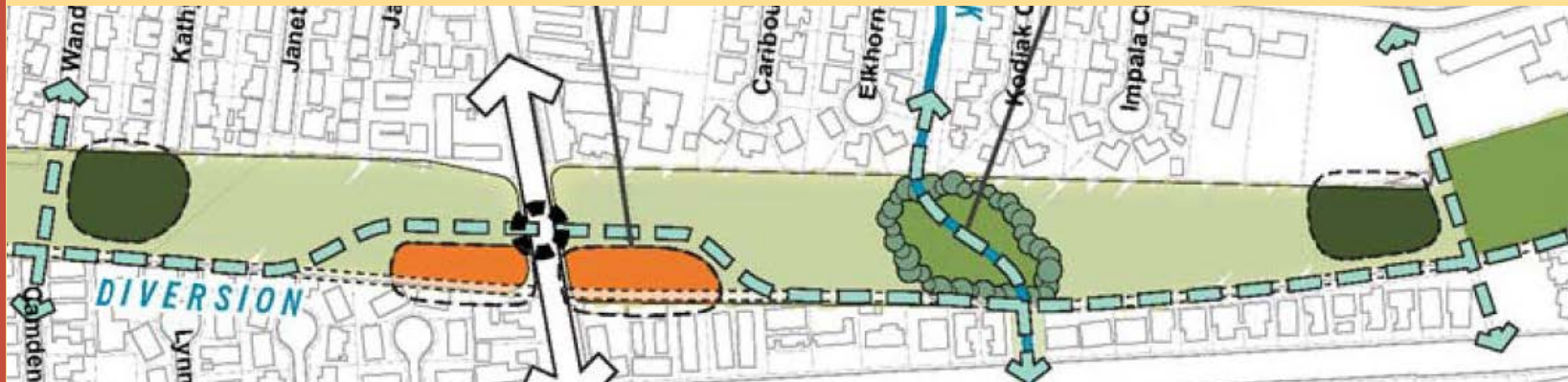
Alternative 1



Alternative 2



Alternative 3



Alternative 1



Alternative 2



Alternative 3



Alternative 1: Minimal Footprint



Alternative 2: Active To Tranquil



Alternative 3: Nodes of Activity



Land Use & Circulation Legend



Greenway, Picnics, & Playgrounds

Open space with a mostly natural appearance will comprise most of the property, and include pathways for non-motorized access, native plantings, and some areas dedicated to play areas and picnic areas near access points.



Open Space Restoration

These areas would be restored for wildlife habitat and planted with appropriate native plants. Aside from designated trails, these areas would have minimal access.



Active Recreation

Active recreational uses could include ballfields, running tracks, basketball or tennis courts, and associated restrooms and lighting.



Urban Agriculture

These areas would allow community gardens or working farms, including orchards and are primarily located near pedestrian/bicycle cross intersections.



School Facilities

This is intended to be an area for joint-use recreation and “outdoor classrooms” that would serve as an extension of Montgomery High School. The area would be usable by other schools, as well as the community at-large and could benefit from its proximity to the school's parking lots.



2-3 Story Attached Housing

Apartments or condos up to three stories in height facing the greenway.



3-4 Story Attached Housing

Apartments or condos up to four stories in height facing the greenway.



Townhomes

Attached two-story homes facing and directly accessing the greenway.



Lodging

Lodging in the form of a hotel, motel, or hostel and link to the greenway's recreational uses.



Visitor/Education Center

A visitor center or museum/educational facility.



Community Gathering Space

This space could allow facilities for large, organized community events like celebrations, festivals and concerts. It could include an amphitheater.



Public Plaza/Trailhead

Locations for small gatherings, trailheads, and gateways. These areas would include signage and seating, at a minimum, and could include restrooms, kiosks and public art.



Intersection Crossings

Improved intersection crossings could include enhanced signing, striping, and/or signal operations.



Mid-block Crossings

The multi-use path would require new visible mid-block crossings at Summerfield Road, Yulupa Avenue, and Franquette Avenue.



Mixed-Use

Residential development with ground-floor retail uses.



Small Café

Small scale retail development such as a café, bicycle rental shop and other greenway-related retail use.



Multi-use Path

Multi-use paths running east to west to accommodate non-motorized travel in both directions (including paved and non-paved surfaces to accommodate bicyclists, runners and possibly equestrians). The bike path would connect to existing bike facilities, as well as north/south pedestrian/bike connections to the neighborhoods and area schools.



Vehicular Access

Streets or driveways that provide vehicular access to the greenway property.



Creek Restoration

Areas around creeks would be restored with riparian vegetation where appropriate. Aside from designated trails, these areas would have minimal access.



www.planthegreenway.com