

Attachment D

Proposed General Plan Text Amendments

GOALS AND POLICIES

Each element of the General Plan is organized to provide a short statement of existing conditions and vision, followed by goals and policies. In some instances, commentary is also included.

- *Goals* present broad policy direction; a larger end-state the city is hoping to achieve.
- *Policies* provide more specific direction on how to achieve goals. Policies outline actions, procedures, programs, or techniques to attain the goals. Some policies include quantitative statements that can be implemented by city staff.
- *Commentary* below some policies simply provides further discussion of and potential implementation for the policy statement.

1-6 RELATIONSHIP TO OTHER DOCUMENTS

Santa Rosa 2035 incorporates significant policy direction from other plans. Policy references from the following plans are included in this document:

- Bicycle and Pedestrian Master Plan
- Citywide Creek Master Plan
- Downtown Station Area Specific Plan
- North Santa Rosa Station Area Specific Plan
- [Roseland Area/Sebastopol Road Specific Plan](#)
- Economic Sustainability Strategy
- Northern Downtown Pedestrian Linkages Study
- Recreation and Parks Business and Strategic Plan
- Sebastopol Road Urban Vision and Corridor Plan
- Southeast Area Plan
- Southwest Area Plan
- Climate Action Plan

The Southeast and Southwest Area Plans are superseded with the adoption of this plan. The remainder of above-noted plans are in full effect and should be consulted for additional goals, policies, and information.

The Climate Action Plan was adopted in 2012 in recognition that climate change poses a threat to Santa Rosa and the larger environment. Activities taking place within the City have an impact on global warming and climate change. The Climate Action Plan provides specific measures regarding how the City plans to reduce greenhouse gas emissions and outlines the effects of community wide actions on climate change.

2

LAND USE AND LIVABILITY

The text, goals, and policies of the Land Use and Livability Element and the Land Use Diagram (enclosed foldout) constitute the physical framework for the General Plan. The diagram designates the proposed general location, distribution, and extent of land uses. As required by state law, land use classifications, shown as color designations, symbols, or graphic patterns on the diagram, specify a range for population density and building intensity for each type of designated land use. These standards of population density and building intensity allow circulation and public facility needs to be determined; they also reflect the environmental constraints established by other elements of the General Plan. In addition, this element addresses livability – those qualities of the city that affect everyday living; such as how well the city works for its residents and workers, as well as how comfortable and enjoyable neighborhoods are.








The Land Use and Livability Element incorporates significant policy direction from other city planning documents that have relevant land use implications. Those policies are assigned a Land Use and Livability number and shown in the goals and policy section. Adopted city plans with land use implications and approved policies include the following:

- North Santa Rosa Station Area Specific Plan
- Downtown Station Area Specific Plan
- [Roseland Area/Sebastopol Road Specific Plan](#)
- Northern Downtown Pedestrian Linkages Study
- Sebastopol Road Urban Vision and Corridor Plan
- Southwest Area Plan
- Southeast Area Plan

The Southeast and Southwest Area Plans are superseded with the adoption of the General Plan. The remainder of above-noted plans are in full effect and any physical development must be consistent with these documents and Santa Rosa 2035.

2-1 VISION

Santa Rosa's growth has been compact, with urban development in 2035 contained within the Urban Growth Boundary (UGB). Downtown is the city's primary activity node, and retail and multifamily development has occurred along regional/arterial

-  LUL-CC-1 Expand local-serving retail and personal services uses to accommodate daily needs of station area users, visitors, employees, and residents within easy walking distance of residential areas and the SMART station.
- LUL-CC-2 Encourage unique local retail and service businesses to locate within the Plan area.
-  LUL-CC-3 Encourage the development of new jobs in the Plan area, including “green-tech” jobs.
-  **LUL-DD** ***Create active, pleasant streetscapes and public spaces.***
-  LUL-DD-1 Promote activity-generating retail establishments, such as cafés, coffee shops, and newsstands, near the SMART station and on the ground floor of any parking garages developed on the site.
-  LUL-DD-2 Provide pedestrian amenities, such as lighting, benches and canopy trees, with a consistent visual appearance throughout the project area to encourage walking, identify pathways, and make the station area a comfortable and easy place to pass through or visit.
-  **LUL-EE** ***Support anticipated level of development intensity in project area with adequate infrastructure.***
-  LUL-EE-1 Provide utility upgrades as needed to support increased density and intensity in the area.
- LUL-FF** ***Provide funding for public services and utilities in the plan area.***
- LUL-FF-1 Ensure that private development provides its fair share of funding for necessary improvements to public services and utilities in the Plan Area.

ROSELAND AREA/SEBASTOPOL ROAD SPECIFIC PLAN

- LUL-GG** ***Support a vibrant commercial corridor along Sebastopol Road with a mix of uses and activities that celebrate the area’s uniqueness.***
- LUL-GG-1 Promote a mix of land uses and increased development densities to ensure Sebastopol Road is Roseland’s commercial core and to encourage pedestrian, bicycle, and transit modes of travel for local trips.


LUL-GG-2 Maintain affordability for existing small businesses and avoid displacement of existing businesses.

LUL-GG-3 Respect the small scale of existing local businesses and avoid “strip mall” type development that lacks character.


LUL-HH **Minimize displacement of existing residents in the Roseland Area/ Sebastopol Road Specific Plan area.**

LUL-HH-1 Continue to preserve existing affordable housing in order to prevent displacement in the Roseland Area/Sebastopol Road area, and identify funds to preserve units at risk of converting to market rate.

LUL-HH-2 Utilize economic development strategies, such as local hiring programs, job training, and promoting cultural identity, to strengthen the local community and prevent displacement of existing residents.

 **LUL-II** **Promote convenient access to healthy foods, goods, and services for all residents in the Roseland Area/Sebastopol Road Specific Plan Area.**

LUL-II-1 Support location/operation of healthy food purveyors such as full-service grocery stores, ethnic food markets, farm stands, community gardens, edible schoolyards, and farmers’ markets.

 LUL-II-2 Support development of small-scale neighborhood nodes that provide a range of neighborhood-serving retail, public amenities, and services to residents within walking distance of their homes.

LUL-JJ **Improve connectivity and traffic flow in the Roseland Area/Sebastopol Road Specific Plan area.**

LUL-JJ-1 Improve east/west connections by creating new streets or extensions of existing streets, including the realignment of Hearn Avenue to Stony Point Road.

LUL-JJ-2 Enhance existing intersections along major arterials to improve traffic flow through use of coordinated or adaptive signal timing and/or dedicated turn pockets.

LUL-JJ-3 Support the planned construction of a new US Highway 101 overpass at Bellevue Avenue and a widened overpass at Hearn Avenue to improve east-west multimodal connectivity to and from the Roseland area.

LUL-KK **Maintain the rural quality of Burbank Avenue.**

LUL-KK-2 Balance the desire to maintain rural character with pedestrian and bicycle safety along Burbank Avenue.

**LUL-LL** **Establish a complete network of paths for pedestrians and bicyclists to conveniently navigate through the plan area and beyond.**

LUL-LL-1 Identify gaps and build sidewalks to complete the pedestrian network in neighborhoods.



LUL-LL-2 Develop a system to prioritize bicycle and pedestrian improvements for future funding opportunities.



LUL-LL-3 Develop and install wayfinding signage to the downtown Sonoma Marin Area Rail Transit (SMART) station, SMART multi-use path, Sebastopol Road commercial district, and other key destinations. Wayfinding should be designed to help create a sense of place and strengthen project area identity.

LUL-MM **Provide new social and cultural services and amenities to meet the needs of the Roseland Area/Sebastopol Road Specific Plan area and the larger community.**

LUL-MM-1 Encourage new uses, such as a teen center or senior community center, to locate along Hearn Avenue adjacent to Southwest Community Park to create a new and centrally located community focus of civic uses. Encourage residential and senior housing units above ground-floor uses to provide more opportunities for area residents to live near parks, services and transit.

LUL-MM-2 Encourage the location of a pool in southwest Santa Rosa, which would serve plan area residents.

LUL-MM-3 Encourage the Sonoma County Library and the Sonoma County Community Development Commission to develop a new library facility at the Roseland Village Neighborhood Center on Sebastopol Road.

Please note: Streetscape and design issues are addressed in the Urban Design Element (Chapter 3). Policies addressing open space designations are located within the Open Space and Conservation Element (Chapter 7). Parks and recreation uses are located within the Public Services and Facilities Element (Chapter 6). Flooding is addressed in the Noise and Safety Element (Chapter 12).

- Greyhound Lines
- Amtrak California
- Private shuttles/charter buses (to airports/regional destinations, for trips)

In addition, the city contracts for paratransit services to provide curb-to-curb transportation for eligible elderly and disabled persons who cannot use fixed route bus services.

Transit service is coordinated at four transit hubs within the city: the Downtown Transit Mall, Southwest Community Park, Eastside Transfer Station (Montgomery Village) and Westside Transfer Station. These facilities allow bus riders to make timely transfers between CityBus routes or routes operated by other transit service providers. To increase and encourage ridership in the future, General Plan policies ensure that transit routes and facilities are conveniently located and easily accessible to all riders.

5-6 BICYCLE FACILITIES

Currently, there are approximately ~~174~~ **180** miles of designated bikeways that provide intra-area and cross-town connections to recreational facilities, employment areas, schools, and other major activity centers. Bikeways, as illustrated in Figure 5-2, are classified by one of three categories:

- *Class I Bikeways (bike path) provide for bicycle travel on a right-of-way completely separated from any street or highway.*
- *Class II Bikeways (bike lane) provide a striped lane for one-way travel on a street or highway.*
- *Class III Bikeways (bike route by sign) provide for shared use with pedestrian and auto traffic.*

Of the city's total bikeways, ~~47~~ **50** miles are designated as Class III, ~~87~~ **88** miles are designated as Class II, ~~35~~ **37** miles are designated as Class I, and 5.6 miles are designated as a bicycle boulevard.

The City of Santa Rosa's *Bicycle and Pedestrian Master Plan* outlines future bikeway improvements. The seven criteria used to prioritize pedestrian and bikeway projects include traffic volume, collision history, current demand, community interest, closure of a gap/increases connectivity, technical ease of implementation and land use. Implementation of bicycle connections, both north-south and east-west, throughout the city will enable safer and more efficient bicycle circulation for Santa Rosans in 2035.

5

TRANSPORTATION APPENDIX

PLANNED REGIONAL/ARTERIAL STREETS

The following is a list of planned regional/arterial streets in 2035. Interim improvements may occur, especially in established areas. The number of lanes indicated is the number of travel lanes, and does not include turn lanes.

Two lane Regional/Arterial Streets

Two lane regional/arterial streets consist of one travel lane each direction.

- Airway Drive
- B Street (Healdsburg Avenue to Seventh Street)
- Bennett Valley Road
- Brookwood Avenue (Sonoma Avenue to Aston Avenue, except Bennett Valley Road to Maple Avenue)
- Brush Creek Road
- Bryden Lane
- Calistoga Road (north of Montecito Blvd. And Highway 12 to Montgomery Drive)
- Chanate Road (Franklin Avenue to Montecito Avenue)
- Cleveland Avenue (College Avenue to Ninth Street)
- Coffey Lane
- E Street (Sonoma Avenue to Bennett Valley Road)
- First Street (B Street to Santa Rosa Avenue)
- Fountaingrove Parkway (with merge lanes-Stagecoach Road to Brush Creek Road)
- Healdsburg Avenue (Tenth Street to B Street)
- Hoen Avenue (Farmers Lane to Summerfield Road)
- Industrial Drive
- Lewis Road
- Los Alamos Road (Highway 12 to Montgomery Drive)
- Middle Rincon Road
- Montecito Avenue (Chanate Road to Fountaingrove Parkway)
- Montgomery Drive (except Summerfield Road to Mission Blvd.)
- Ninth Street (North Dutton Avenue to Morgan Street)

- Northpoint Parkway (Stony Point Road to Burbank Avenue)
- Sonoma Avenue (Farmers Lane to Summerfield Road)
- Pacific Avenue
- Summerfield Road (Hoen Avenue to Montgomery Drive)
- Third Street (Santa Rosa Avenue to Montgomery Drive)
- West Steele Lane (McBride Lane to Marlow Road)
- West Third Street (Apple Creek Lane to Stony Point Road)
- Wilson Street
- Yulupa Avenue (Montgomery Drive to Sonoma Avenue)

Three Lane Regional/Arterial Streets

Three lane regional/arterial streets consist of one travel lane in one direction, and two lanes in the other direction.

- Farmers Lane (Petaluma Hill Road To Kawana Springs Road)
- Healdsburg Avenue (College Avenue to Tenth Street)
- Kawana Springs Road
- Morgan Street (three lanes one-way)
- Third Street (B Street to Santa Rosa Avenue)
- Yolanda Avenue

Four Lane Regional/Arterial Streets

Four lane regional/arterial streets consist of two travel lanes in each direction.

- B Street (Seventh Street to First Street)
- Bethards Drive
- Bellevue Avenue
- Bicentennial Way
- Brookwood Avenue (Bennett Valley Road to Maple Avenue, and College Avenue to Sonoma Avenue)
- Calistoga Road (Montecito Blvd. to Highway 12)
- College Avenue
- Chanate Road (Mendocino Avenue to Humboldt Street)
- Cleveland Avenue
- Corby Avenue (Baker Avenue to Hearn Avenue)
- Corporate Center Parkway (Northpoint Parkway to Sebastopol Road)
- Dutton Avenue (College Avenue to Sebastopol Road)
- Dutton Avenue Extension (Hearn Avenue to Bellevue Avenue)
- E Street (College Avenue to Sonoma Avenue)
- Farmers Lane (Fourth Street to Kawana Springs Road)

Figure 5-1

Roadway Network

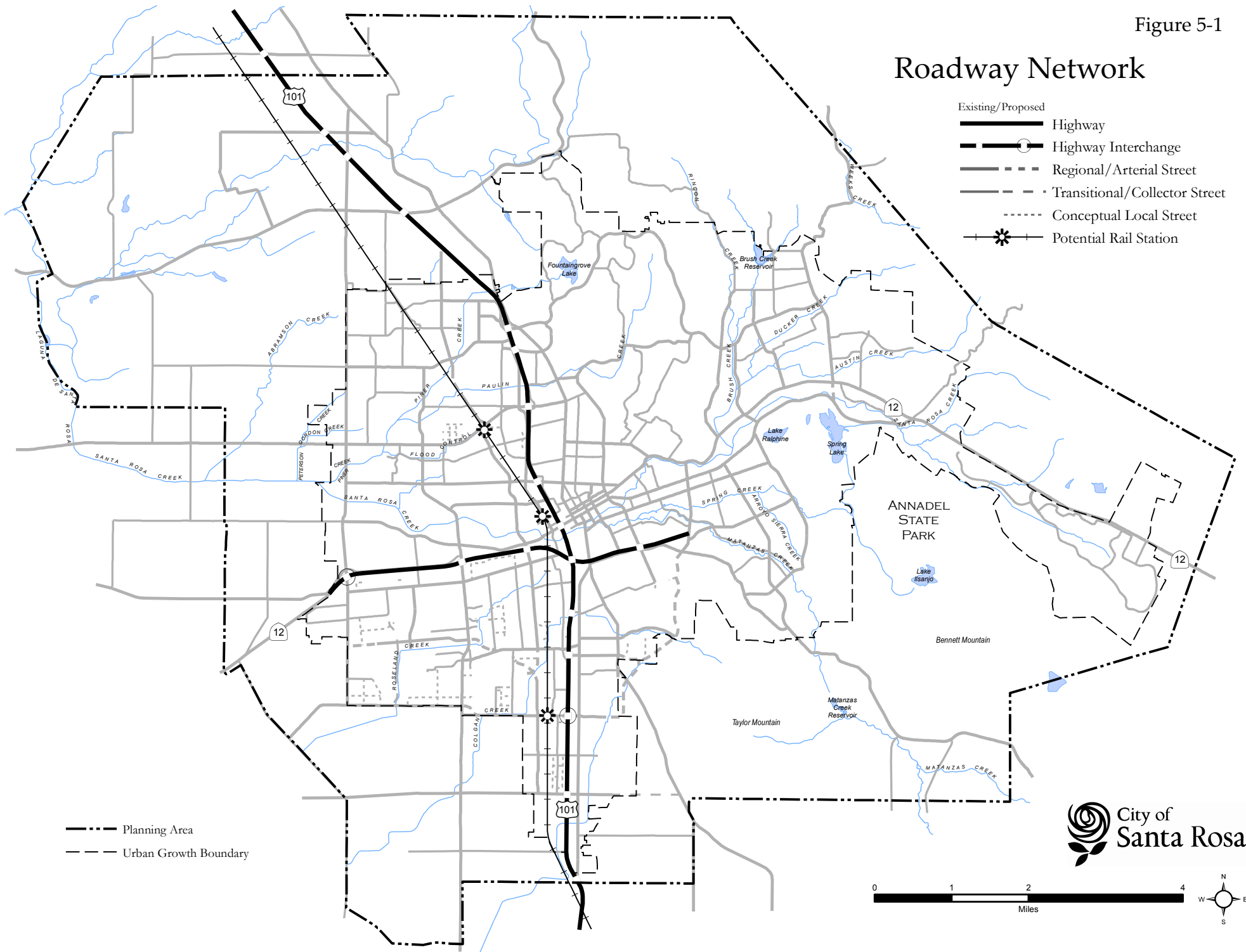



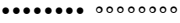
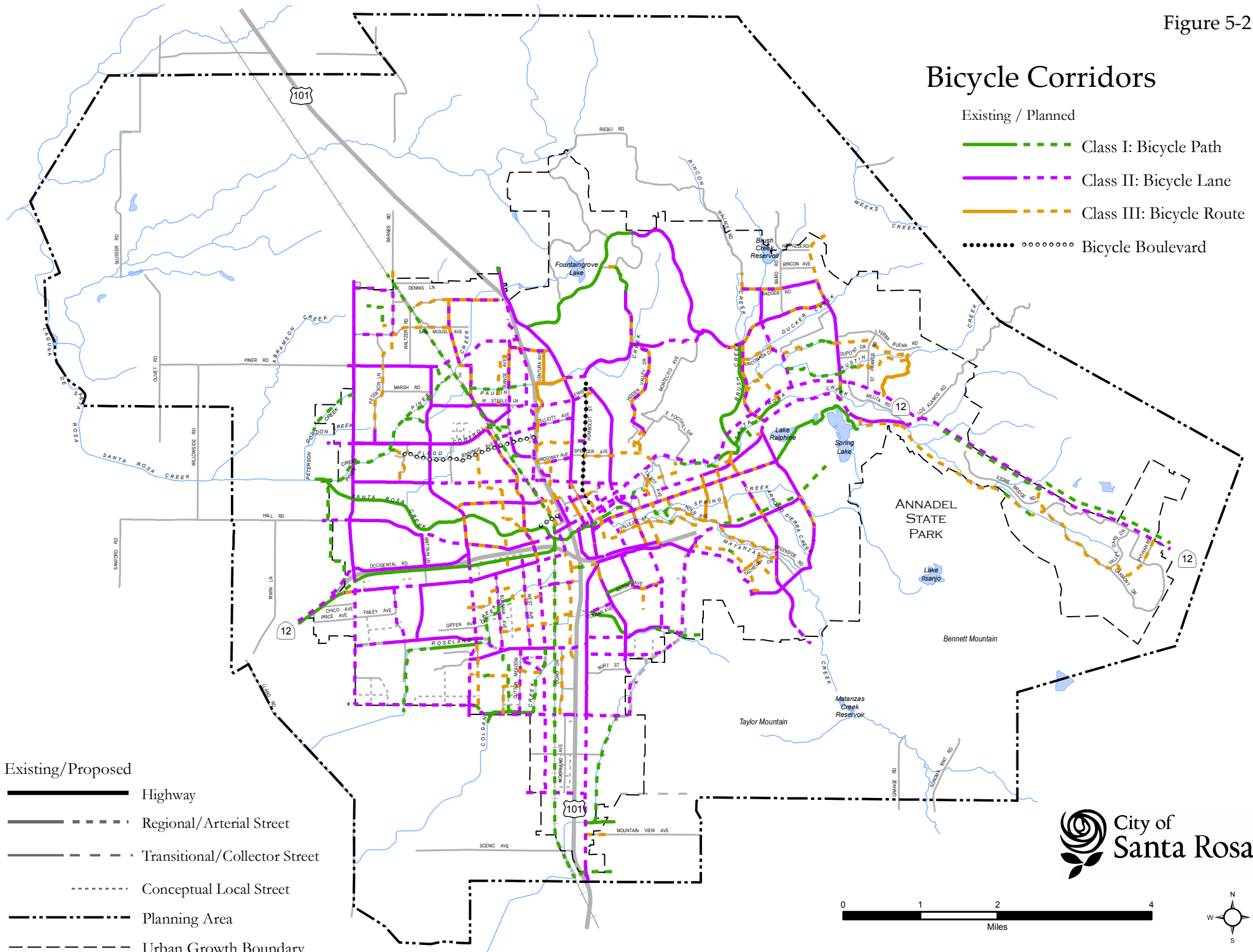


Figure 5-2







Bicycle Corridors

Existing / Planned

-  Class I: Bicycle Path
-  Class II: Bicycle Lane
-  Class III: Bicycle Route
-  Bicycle Boulevard



Existing/Proposed

-  Highway
-  Regional/Arterial Street
-  Transitional/Collector Street
-  Conceptual Local Street
-  Planning Area
-  Urban Growth Boundary

