

DOWNTOWN SANTA ROSA STATION AREA SPECIFIC PLAN UPDATE

PRELIMINARY
DRAFT ALTERNATIVES
JULY 2, 2019

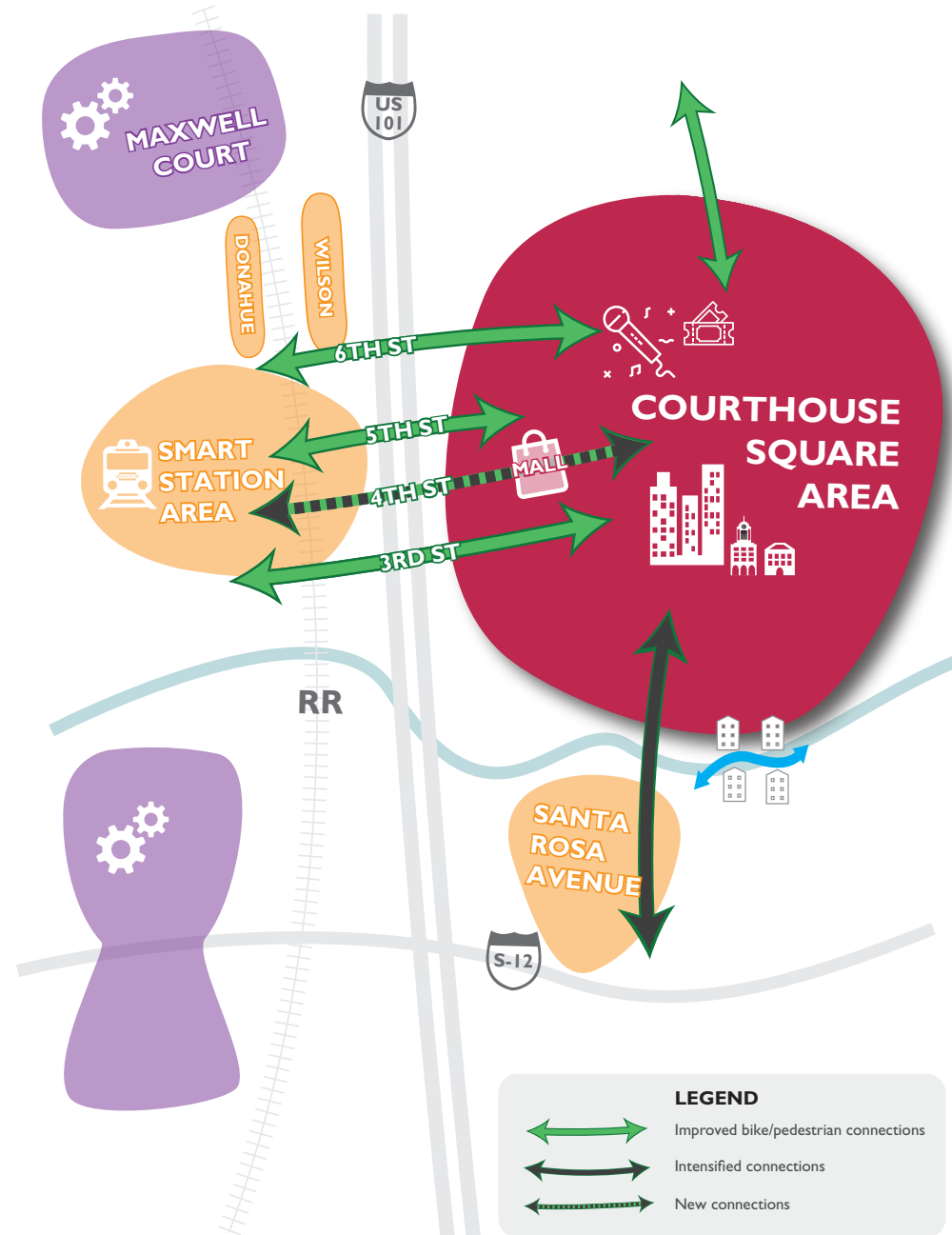
ALTERNATIVE I: VIBRANT CORE

Overview

This alternative seeks to create a vibrant, big city downtown core around Courthouse Square and to strengthen connections between that location and other parts of the planning area. Under this scenario, the Courthouse Square area would see the construction of tall new buildings along Third Street between E Street and Morgan and on key City-owned catalyst sites. Standards would require that new buildings at these locations be a minimum of 6 stories tall and there would be no maximum building height limits. The intent is to foster a compact, high-density core where a cluster of the tallest buildings downtown exists today and to step down in height from that location to integrate with the scale of surrounding neighborhoods.

Catalyst projects under this alternative would include redevelopment of the Sears site at First and A Streets in the Santa Rosa Plaza mall and the City Hall Complex on Santa Rosa Avenue. Additionally, the plan would support the long-term transformation of the Santa Rosa Plaza Mall into a “lifestyle mall” featuring an entertainment venue and offering “experiential retail” to shoppers from Santa Rosa and the wider region should the mall owners elect to pursue that path.

With this alternative, the bulk of new housing through 2040 would be accommodated in the greater Courthouse Square area, although there would also be residential mixed-use development on the SMART site west of Railroad Square, along Santa Rosa Avenue between Maple and Julliard Park, and in the former industrial buildings

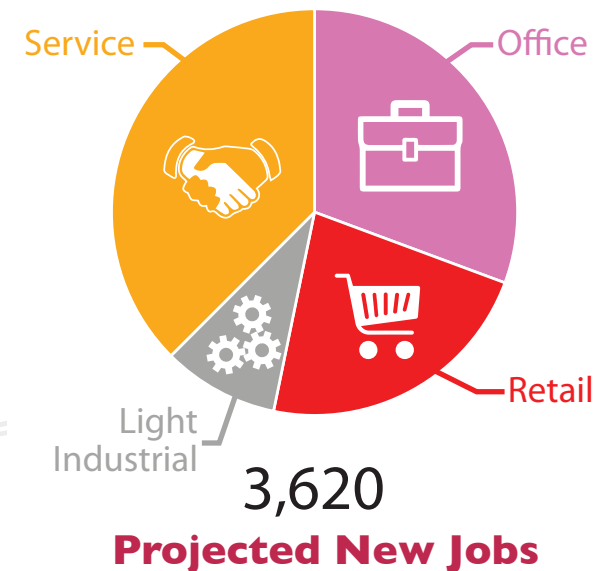


ALTERNATIVE I: VIBRANT CORE

Concentration of New Housing Units



This alternative is projected to result in approximately 7,000 new housing units and 3,620 new jobs in the planning area by 2040.



flanking the rail line between Wilson and Donahue. Under this scenario, Maxwell Court would retain an employment-oriented focus and a new Production-Distribution-Repair (PDR) designation would be created to preserve viable service commercial or light industrial businesses in the area that wish to remain and grow to remain, while also allowing for compatible new maker-oriented uses to establish. The PDR designation would also apply between West Third Street and Sebastopol Road in the vicinity of Roberts Avenue.

Given that the Courthouse Square area is the primary of focus of future growth under this alternative, key strategies for improving connectivity include:









- Reconnecting Fourth Street between Railroad Square and Courthouse Square with a new multi-modal roadway that runs through Santa Rosa Plaza.
- Activating connections under US 101 at Fourth, Fifth, and Sixth Streets space for pop up retail, food sales, performances, and/or a skate park, as well as public art and lighting to promote a sense of safety.

- Providing new bicycle and pedestrian connections/amenities along A Street between Fourth and First Streets.
- Creating a “fare-free” downtown transit zone with frequent (under 10 minutes) shuttle service between Railroad Square and Courthouse Square.
- Reconfiguring pedestrian access across Third Street to Courthouse Square.


ALTERNATIVE I: VIBRANT CORE

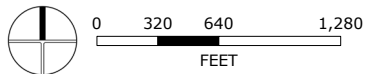
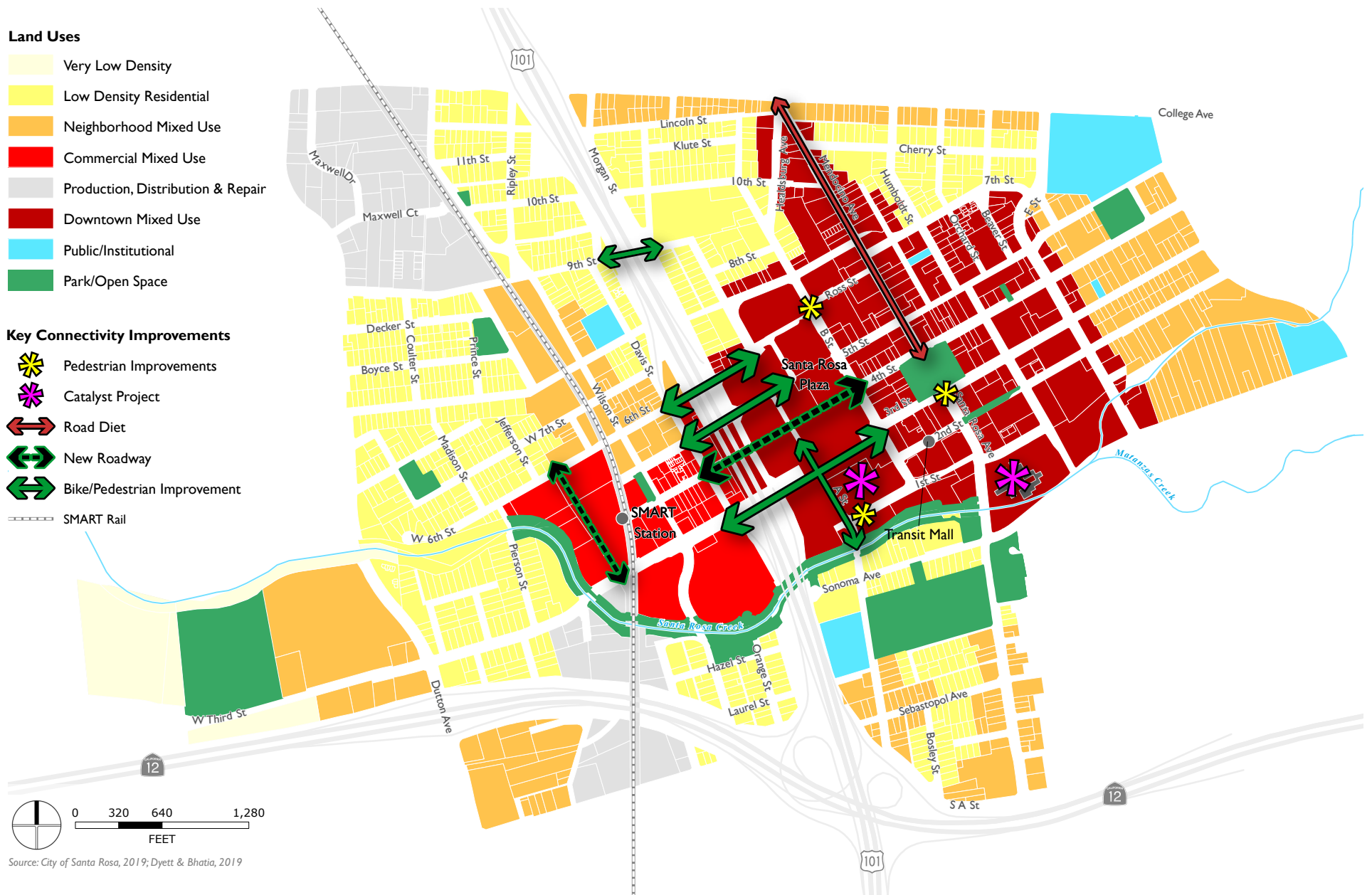
Land Use and Circulation Diagram

Land Uses

-  Very Low Density
-  Low Density Residential
-  Neighborhood Mixed Use
-  Commercial Mixed Use
-  Production, Distribution & Repair
-  Downtown Mixed Use
-  Public/Institutional
-  Park/Open Space

Key Connectivity Improvements

-  Pedestrian Improvements
-  Catalyst Project
-  Road Diet
-  New Roadway
-  Bike/Pedestrian Improvement
-  SMART Rail



Source: City of Santa Rosa, 2019; Dyett & Bhatia, 2019

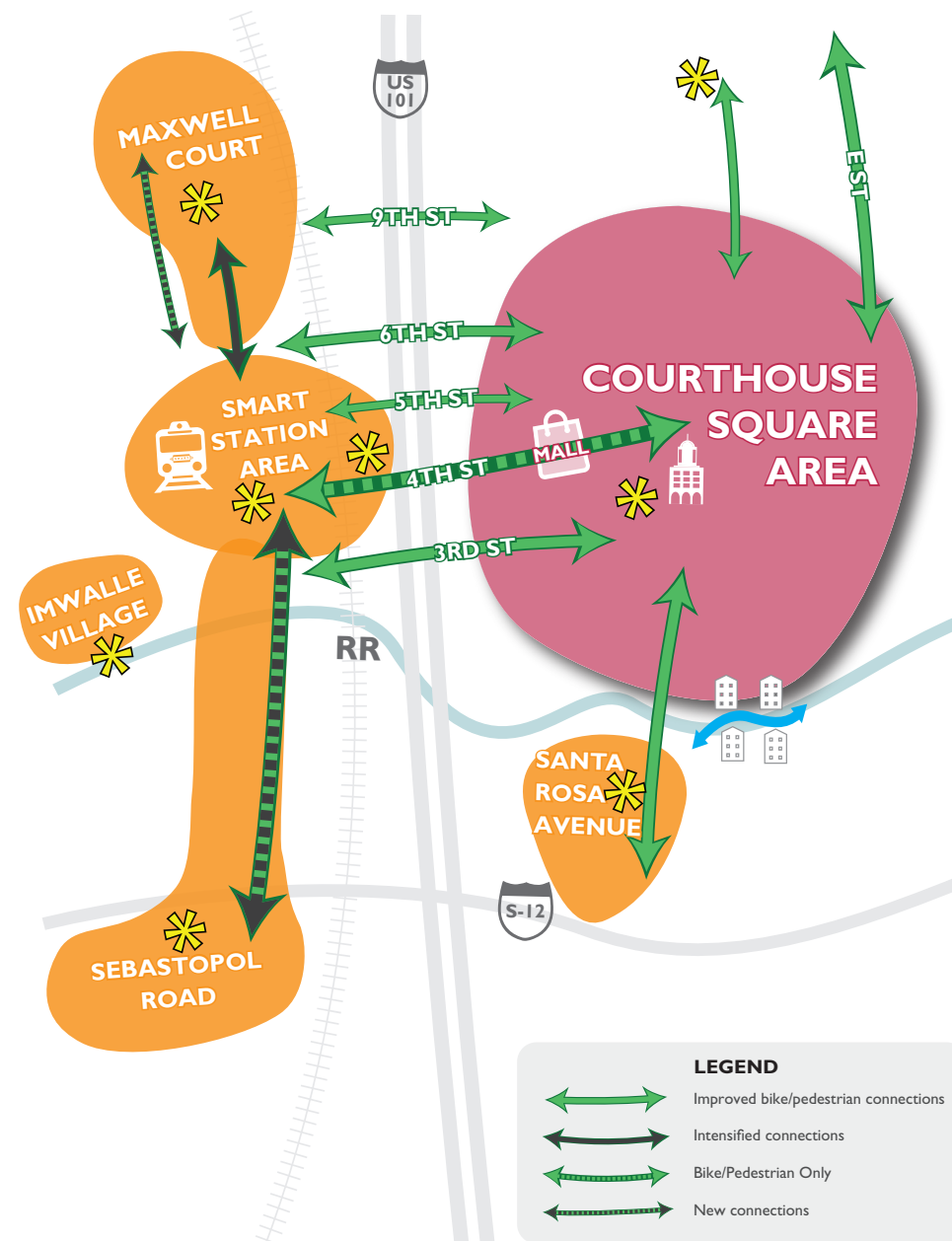
ALTERNATIVE 2: VILLAGE CENTERS

Overview

This alternative envisions the planning area as a network of interconnected village centers, each with its own distinct character, and oriented around a community focal point, such as a park or public square. Mixed use village centers would be fostered at the following locations: Courthouse Square/City Hall; the SMART Station site west of Railroad Square; Maxwell Court; Sebastopol Road; Santa Rosa Avenue between Maple and Sonoma Avenue; and West Third Street.

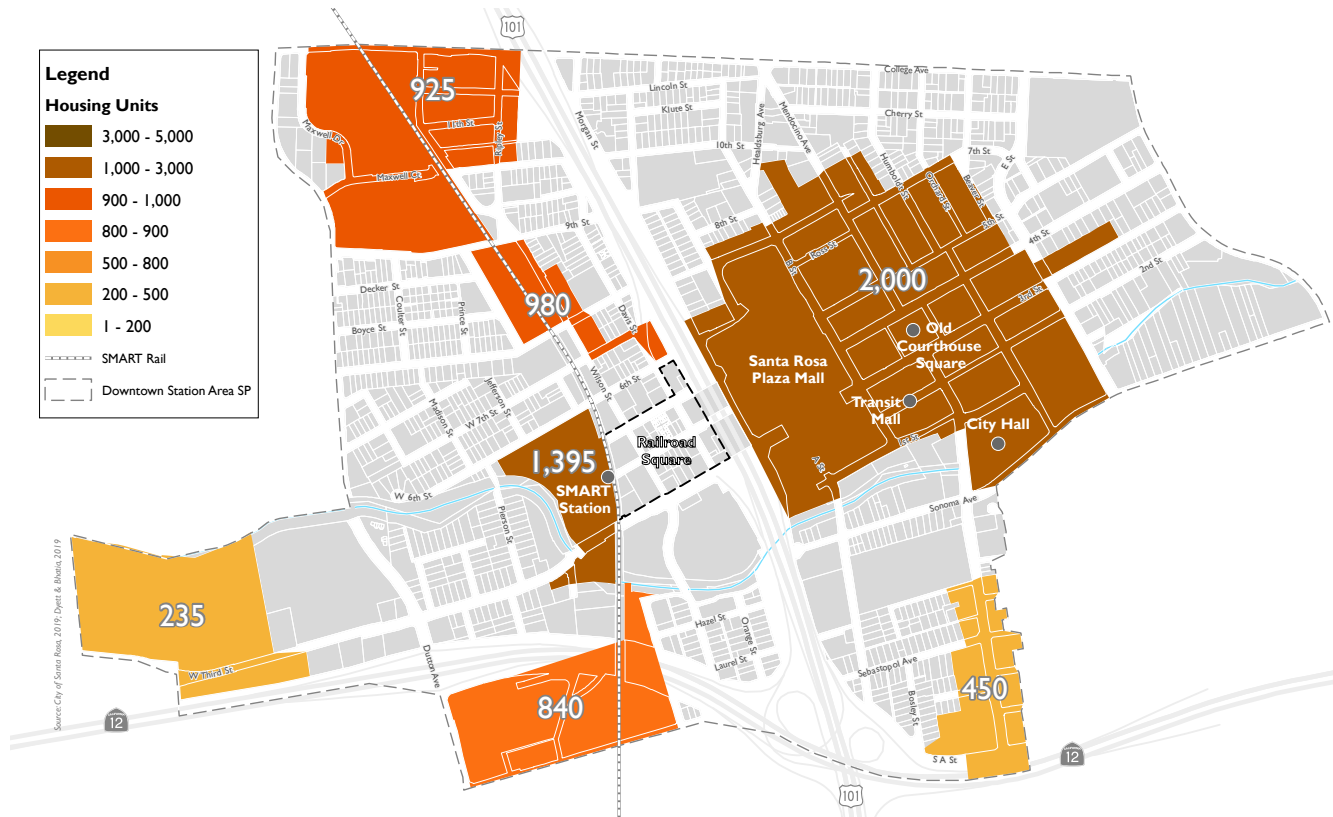
Under this scenario, new housing units would be distributed widely throughout the planning area with the intent of fostering a series of centers to serve the daily needs of neighborhoods in and adjacent to the planning area. Each village center would accommodate new high-density housing, but building heights would not exceed 6 stories at any location. Mixed-use land use designations in each of the villages would allow for “maker”-oriented and co-op workspaces. Catalyst projects would include redevelopment of the City Hall complex with new housing and public uses, such as a community center or performance venue, and development of the SMART site with a mix of residential and hotel uses as well as businesses catering to the needs of commuters, visitors, and local residents.

The focus of mobility improvements under this alternative would be on improvements to connect the various village centers with one another and to promote

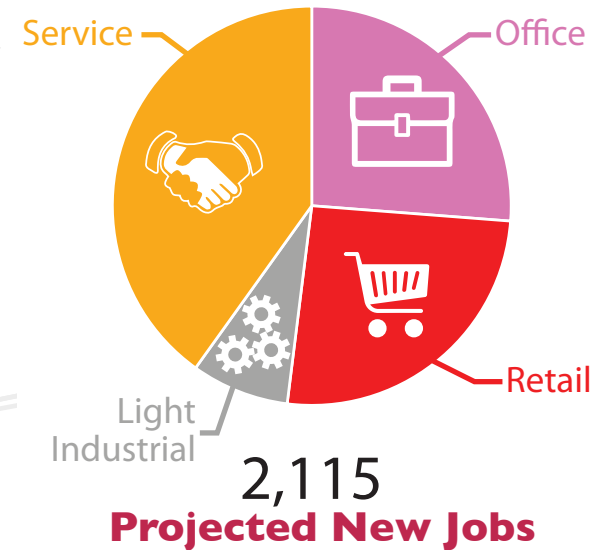


ALTERNATIVE 2: VILLAGE CENTERS

Concentration of New Housing Units



This alternative is projected to result in approximately 7,000 new housing units and 2,115 new jobs in the planning area by 2040.



travel within the plan area by modes other than single-occupant vehicles. Key improvements would include:

- A new multimodal roadway connecting Sixth Street and West Third through the SMART site as well as bicycle and pedestrian improvements to better connect the SMART site with Railroad Square.
- Road diets on E Street between College and Fifth Street; Mendocino Avenue north of Courthouse Square; and Santa Rosa Avenue between Maple and Sonoma. One vehicle travel lane would be removed

to allow for bicycle lanes, wider sidewalks, and public realm improvements.

- Extension of Roberts Avenue to connect the SMART site and Sebastopol Road. The new roadway would be a multi-model street with facilities for bicycles, pedestrians and vehicle travel lanes.
- Reconnection of Fourth Street between Railroad Square and Courthouse Square with a new paseo that runs through Santa Rosa Plaza, providing direct access for pedestrians and cyclists.

- Extension of Donahue Street north into the Maxwell Court area, breaking up the large block to improve pedestrian and bicycle access.

ALTERNATIVE 2: VILLAGE CENTERS

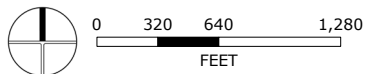
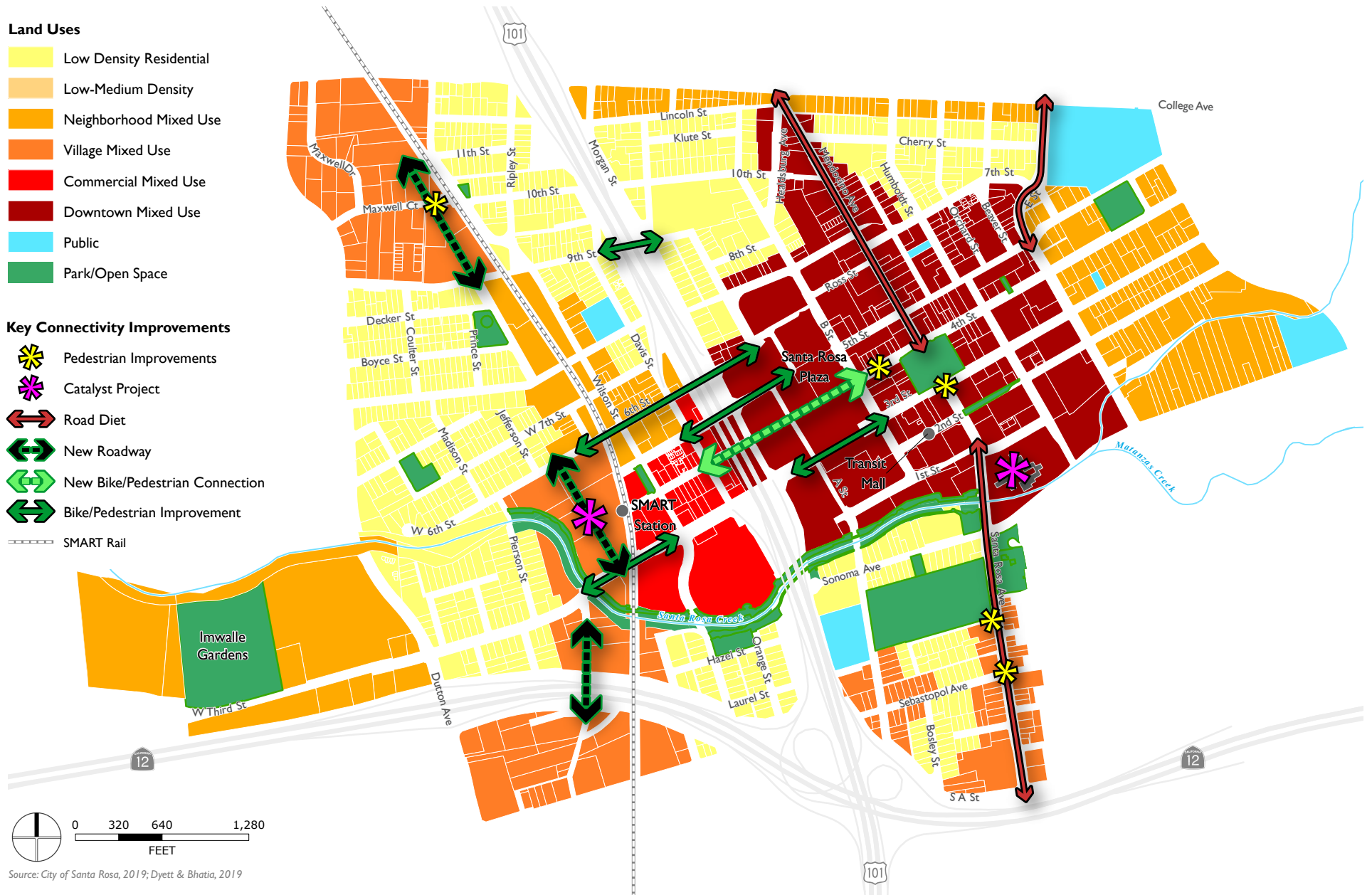
Land Use and Circulation Diagram

Land Uses

- Low Density Residential
- Low-Medium Density
- Neighborhood Mixed Use
- Village Mixed Use
- Commercial Mixed Use
- Downtown Mixed Use
- Public
- Park/Open Space

Key Connectivity Improvements

- Pedestrian Improvements
- Catalyst Project
- Road Diet
- New Roadway
- New Bike/Pedestrian Connection
- Bike/Pedestrian Improvement
- SMART Rail

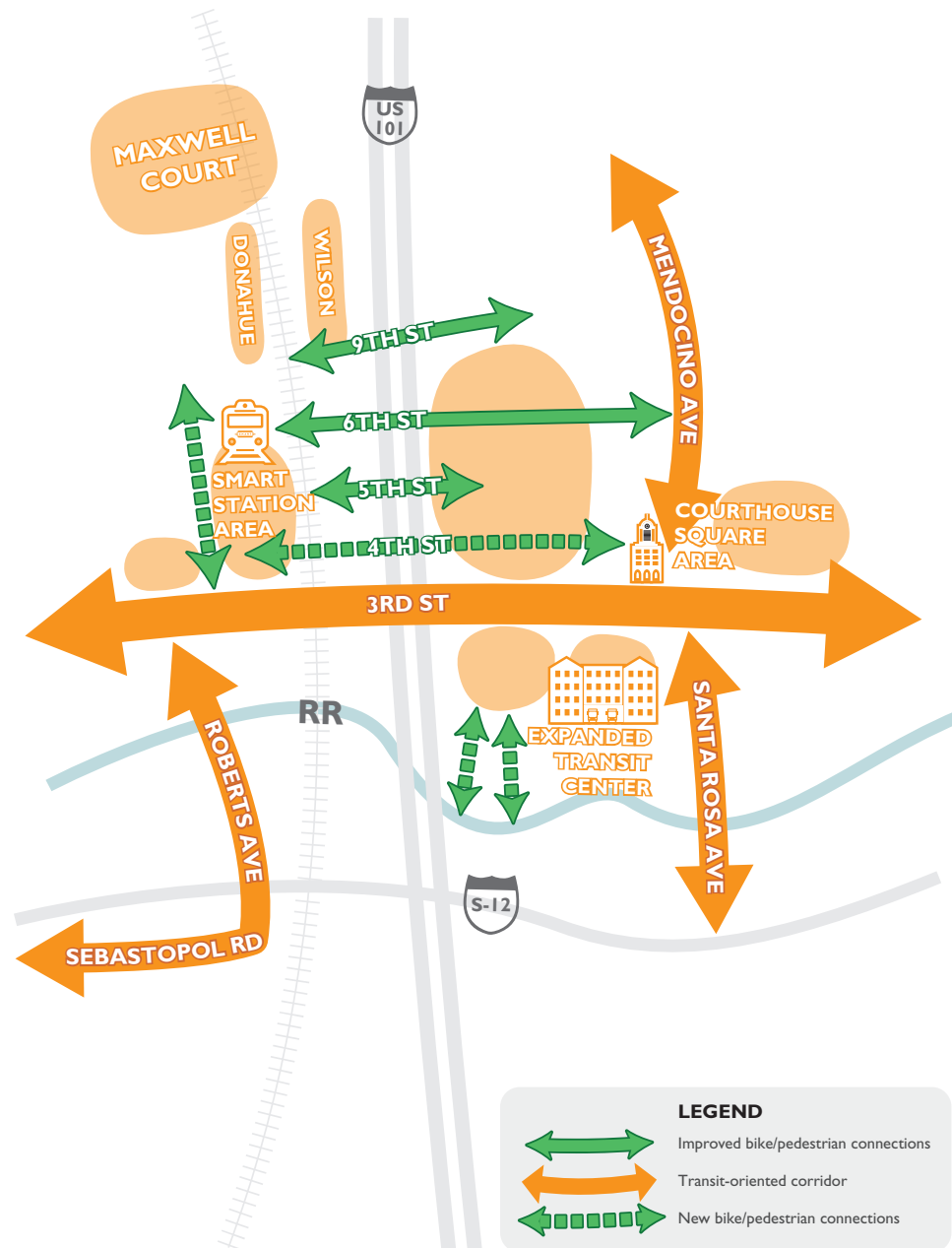


ALTERNATIVE 3: TRANSIT FORWARD

Overview

This alternative would focus new, high-density development along high frequency transit corridors in the planning area in order to build connections between downtown and other parts of the city, increase vibrancy, and promote walking, biking and transit use over single-occupant vehicles. Key corridors for densification are Mendocino Avenue between College and Courthouse Square; Santa Rosa Avenue between Maple and Courthouse Square; West Third Street from Davis to Dutton; and Sebastopol Road between Olive and Dutton. Each of these roadways would be reconfigured as multi-modal streets with priority for transit and an activated public realm featuring bicycle lanes, wide sidewalks, plazas, parklets, and roof-top green spaces.

Under this scenario, the existing transit mall would be expanded to the south and the block would be redeveloped with a mix of residential, office, retail, and entertainment options in addition to transit and parking facilities in buildings 6 to 8 stories tall. The Sears site would see residential mixed use redevelopment, as would properties along the creek and greenway between Santa Rosa Avenue and Morgan, where site design standards would be put in place to require that new development be oriented toward both First Street and the Greenway. The SMART site would see new mixed use development oriented toward West Third Street with buildings 6 to 8 stories tall on the eastern portion of the site closest to the railway tracks and stepping down to meet existing development to the west. There would also be redevelopment and adaptive reuse of the former



ALTERNATIVE 3: TRANSIT FORWARD

Concentration of New Housing Units



This alternative is projected to result in approximately 7,000 new housing units and 2,965 new jobs in the planning area by 2040.



2,965
Projected New Jobs

industrial buildings between Wilson and Donahue with transit-oriented mixed use development in buildings 4 to 6 stories tall. Over the longer term, Maxwell Court would transition to a residential character with medium-high density housing in buildings up to 4 stories tall.

To promote connectivity downtown, the following improvements are envisioned in addition to the corridor improvement outlined above:

- A new multi-modal roadway connection through the SMART site joining Sixth Street and West Third.
- Reconnection of Fourth Street between Railroad Square and Courthouse Square with a new pedestrian paseo that runs through Santa Rosa Plaza, providing direct access for pedestrians, restaurants and shops oriented to the paseo, greenspaces and other amenities.
- Creating a “fare-free” downtown transit zone with frequent (under 10 minutes) shuttle service between Railroad Square and Courthouse Square.
- Providing public art and lighting in the underpasses at Third, Fourth, Fifth, Sixth and Ninth would build visual connections, heighten sense of place, and improve perceptions of safety.

ALTERNATIVE 3: TRANSIT FORWARD

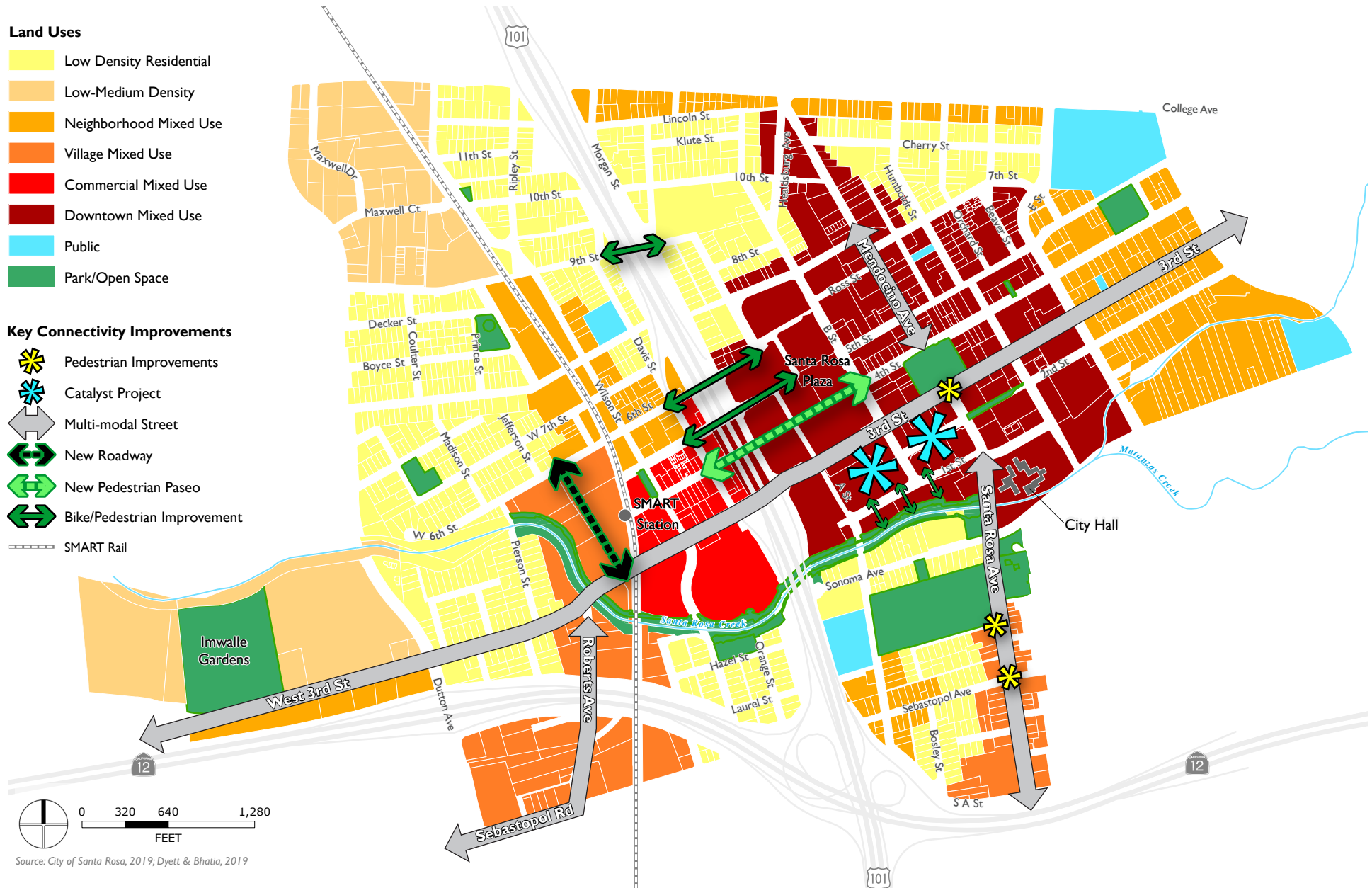
Land Use and Circulation Diagram

Land Uses

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- Village Mixed Use
- Commercial Mixed Use
- Downtown Mixed Use
- Public
- Park/Open Space

Key Connectivity Improvements

- Pedestrian Improvements
- Catalyst Project
- Multi-modal Street
- New Roadway
- New Pedestrian Paseo
- Bike/Pedestrian Improvement
- SMART Rail



Source: City of Santa Rosa, 2019; Dyett & Bhatia, 2019