

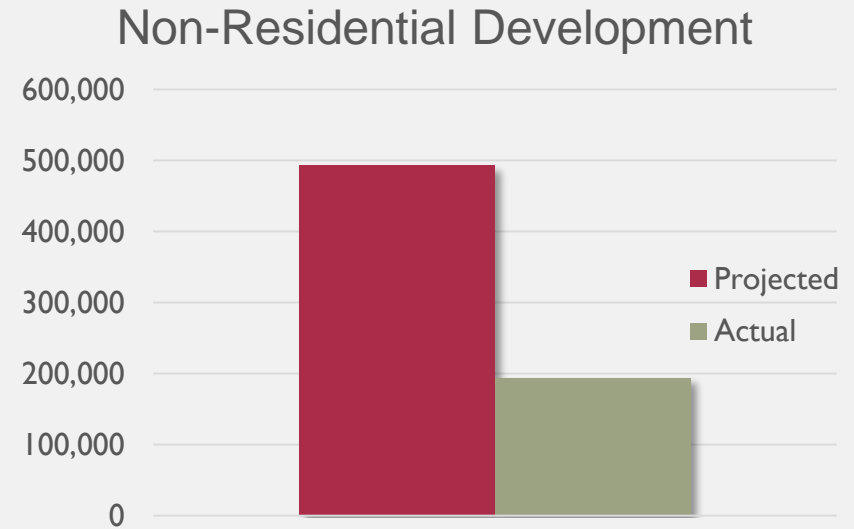
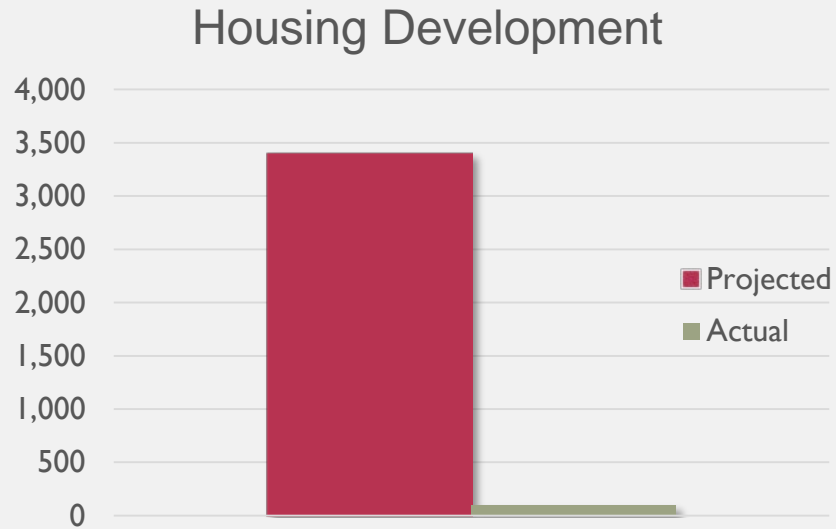
# **DOWNTOWN STATION AREA SPECIFIC PLAN UPDATE: PREFERRED PLAN CONCEPT**

SANTA ROSA HOUSING AUTHORITY  
JANUARY 27, 2020



Patrick Streeter, Senior Planner  
Planning and Economic Development

# DEVELOPMENT PROJECTIONS VS ACTUAL (2007 – 2019)

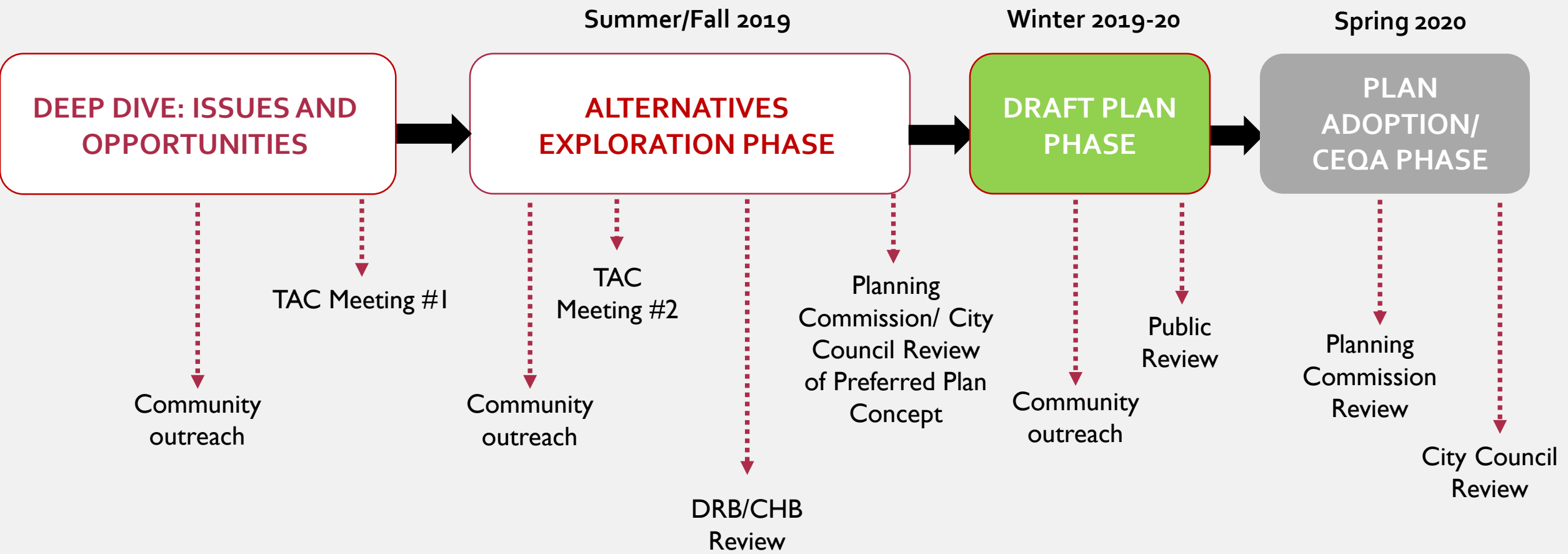


*Halfway through the planning period, only 100 housing units have been developed*

# DOWNTOWN STATION AREA



# TIMELINE



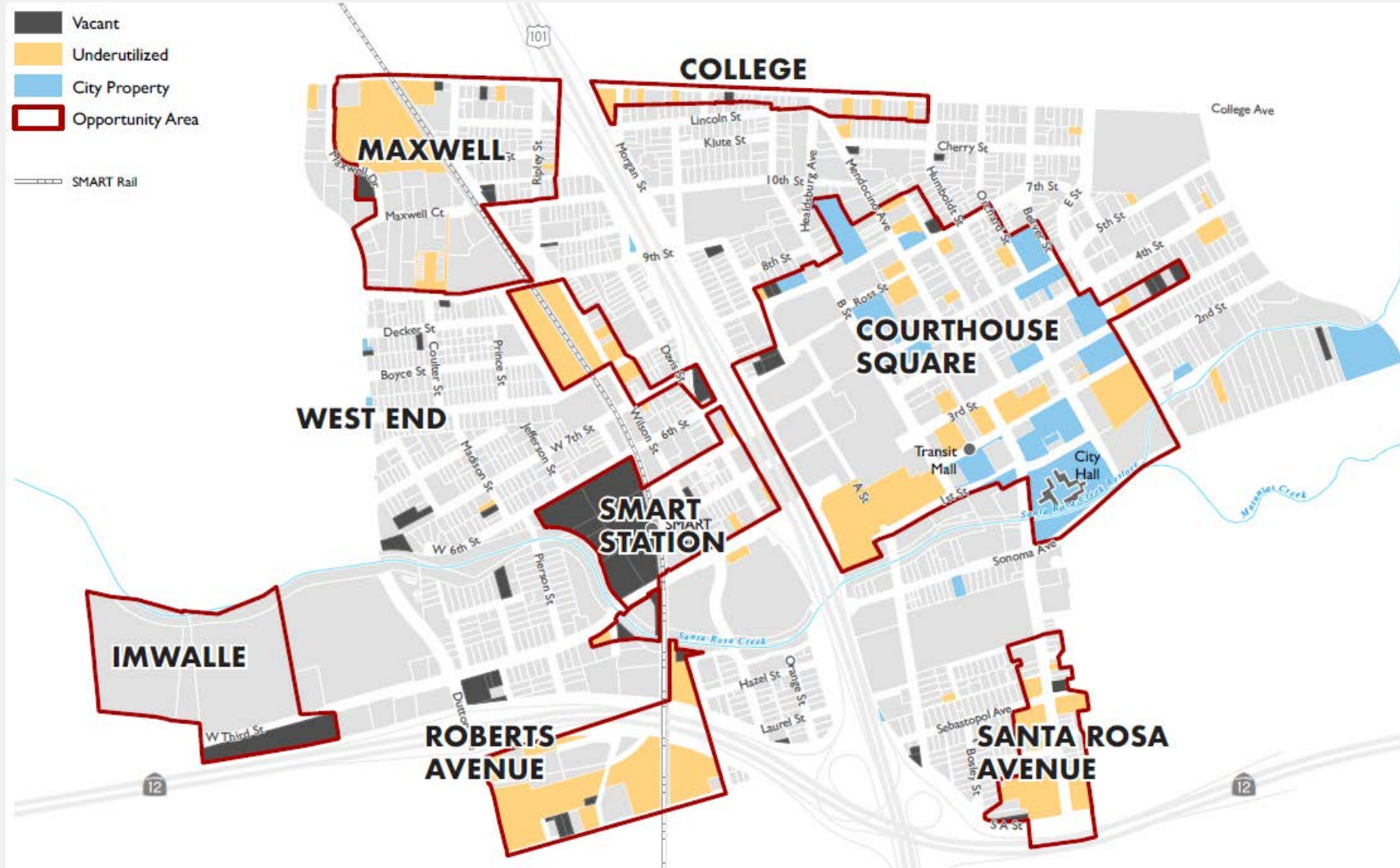


## **PREFERRED PLAN CONCEPT: PURPOSE**

- Summarizes the consensus that has emerged from the process to date
- Lays out vision and key strategies needed to implement the vision
- Establishes a framework to guide the detailed update of the DSASP, including policies and implementing actions

# Preferred Plan Concept

# PREFERRED PLAN CONCEPT: OPPORTUNITY AREAS



# PREFERRED PLAN CONCEPT: CORE



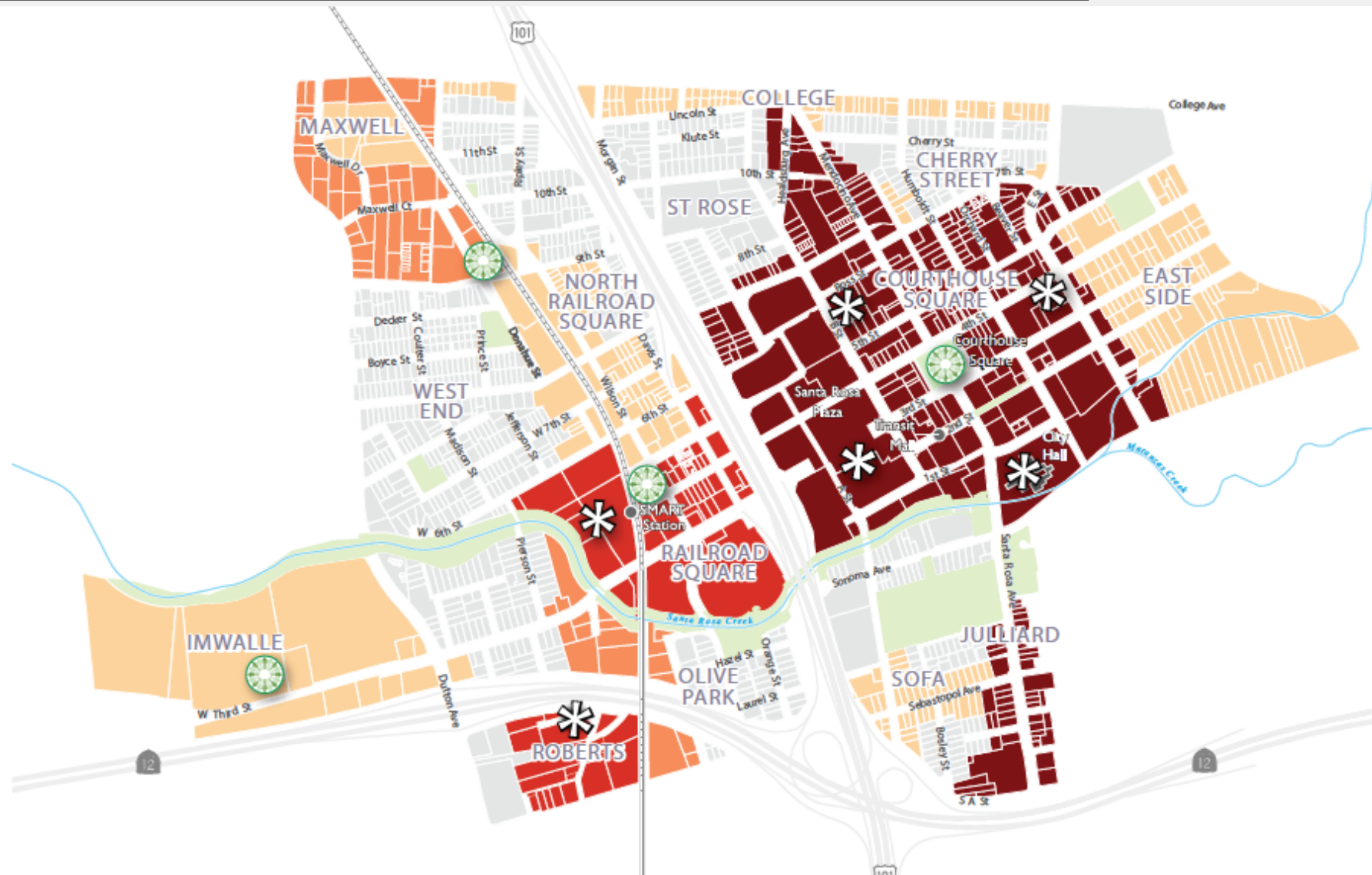


# PREFERRED PLAN CONCEPT: VILLAGE CENTERS



# PREFERRED PLAN CONCEPT: LAND USE

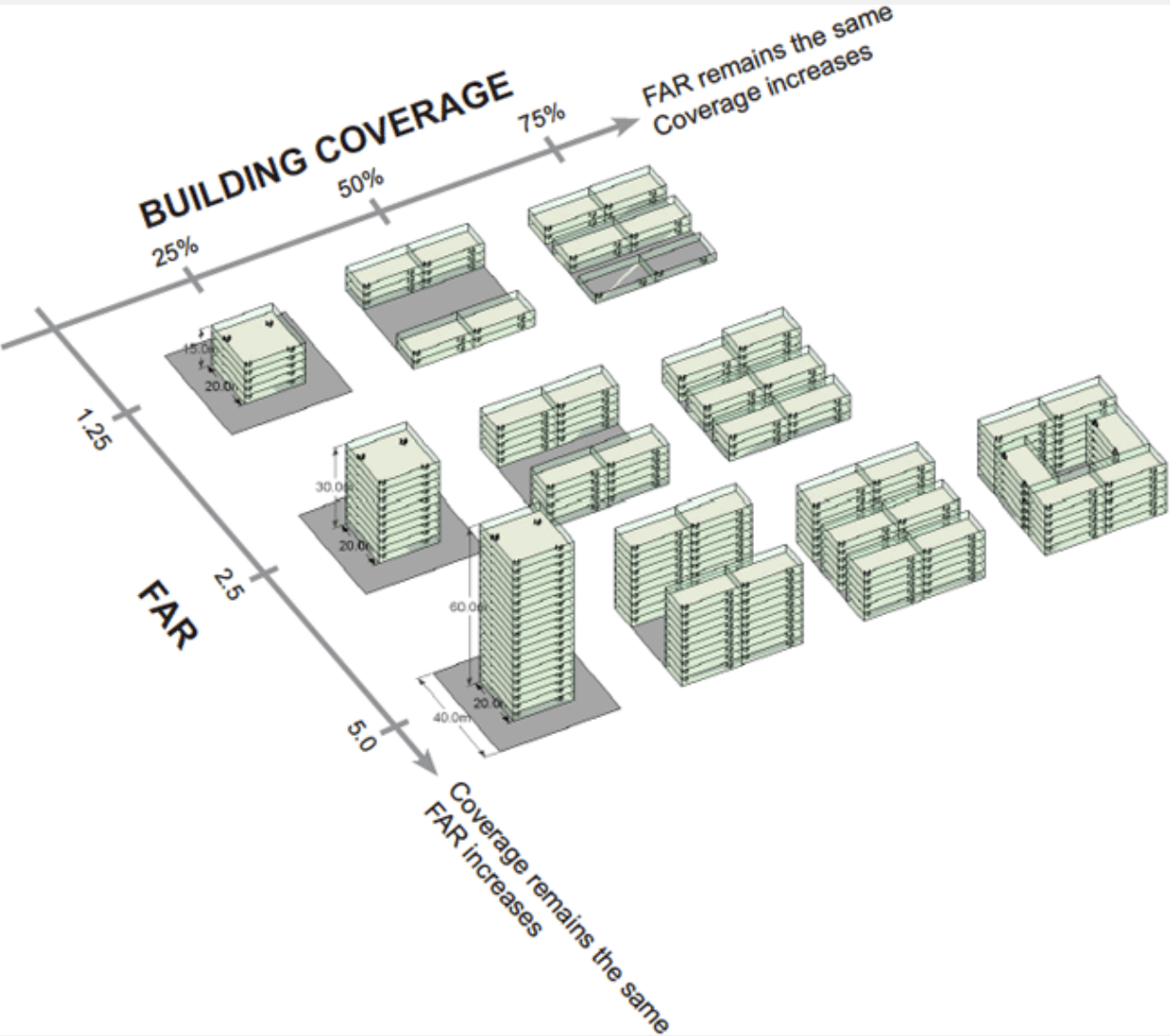
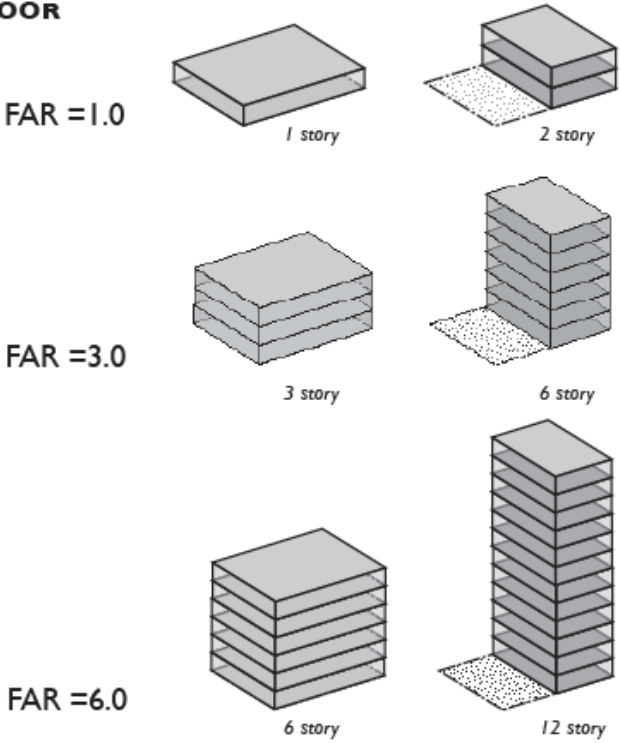
- Core Mixed Use
- Station Mixed Use
- Maker Mixed Use
- Neighborhood Mixed Use
- Park/Open Space
- Potential Catalyst Project
- Urban Park/Civic Space
- No Land Use Change Proposed
- SMART Rail



# FLOOR AREA RATIO (FAR)

$$\text{FAR} = \frac{\text{Total floor area}}{\text{Lot area}}$$

## DETERMINING FLOOR AREA RATIO



# VISUALIZING FAR



Proposed Brady Block Project  
1629 Market Street  
San Francisco, CA  
FAR: 5.4



## BARNES & NOBLE, 700 FOURTH STREET

Lot area: 61,969 sf

Building area: 52,045 sf

Stories: 2

FAR: 0.84



## MISSION BAY (BLOCK 12E), SAN FRANCISCO

Lot area: 84,866 sf

Height: 160' (16 levels)

Building area: 491,114 sf (267 units)

FAR: 5.8



## PEDERSON'S FURNITURE, 400 HUMBOLT STREET

Lot area: 31,285 sf / 177' x 240' flag lot

Height: 74' / 6 stories

Building area: Residential: 62,800 gsf

Commercial: 12,560 gsf

Total: 75,360 gsf

FAR: 2.4 (does not include structured parking or loading/service areas)

Apartment units: 62 (1,000 gsf per unit overall)

Setbacks: 5' front, 5' side, 10' back



## US BANK, 50 OLD COURTHOUSE SQUARE

Lot area: 16,115 sf  
Building area: 68,572 sf  
Stories: 6  
FAR: 4.25

### Santa Rosa Built FARs



## 1700 WEBSTER STREET, OAKLAND

Lot area: 30,000 sf  
Height: 250' (25 levels)  
Building area: 270,000 sf (206 units + 8,200 sf retail)  
FAR: 9

### Built FARs in Other Communities



## SEARS SITE, 100 SANTA ROSA PLAZA

Lot area: 142,547 sf / 280' x 470'  
Height: 216' / 20 stories  
Building area: Residential: 626,600 gsf  
Commercial: 23,700 gsf  
Total: 650,300 gsf  
FAR: 4.6 (does not include structured parking or loading/service areas)  
Apartment units: 626 (1,000 gsf per unit overall)  
Setbacks: 10' for all front, back, and side

### Santa Rosa Case Study Sites

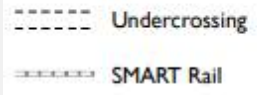
# PREFERRED PLAN CONCEPT: FAR



Prototype: Sears Site – 5.0 FAR



# Floor Area Ratio (FAR)



# Existing FAR













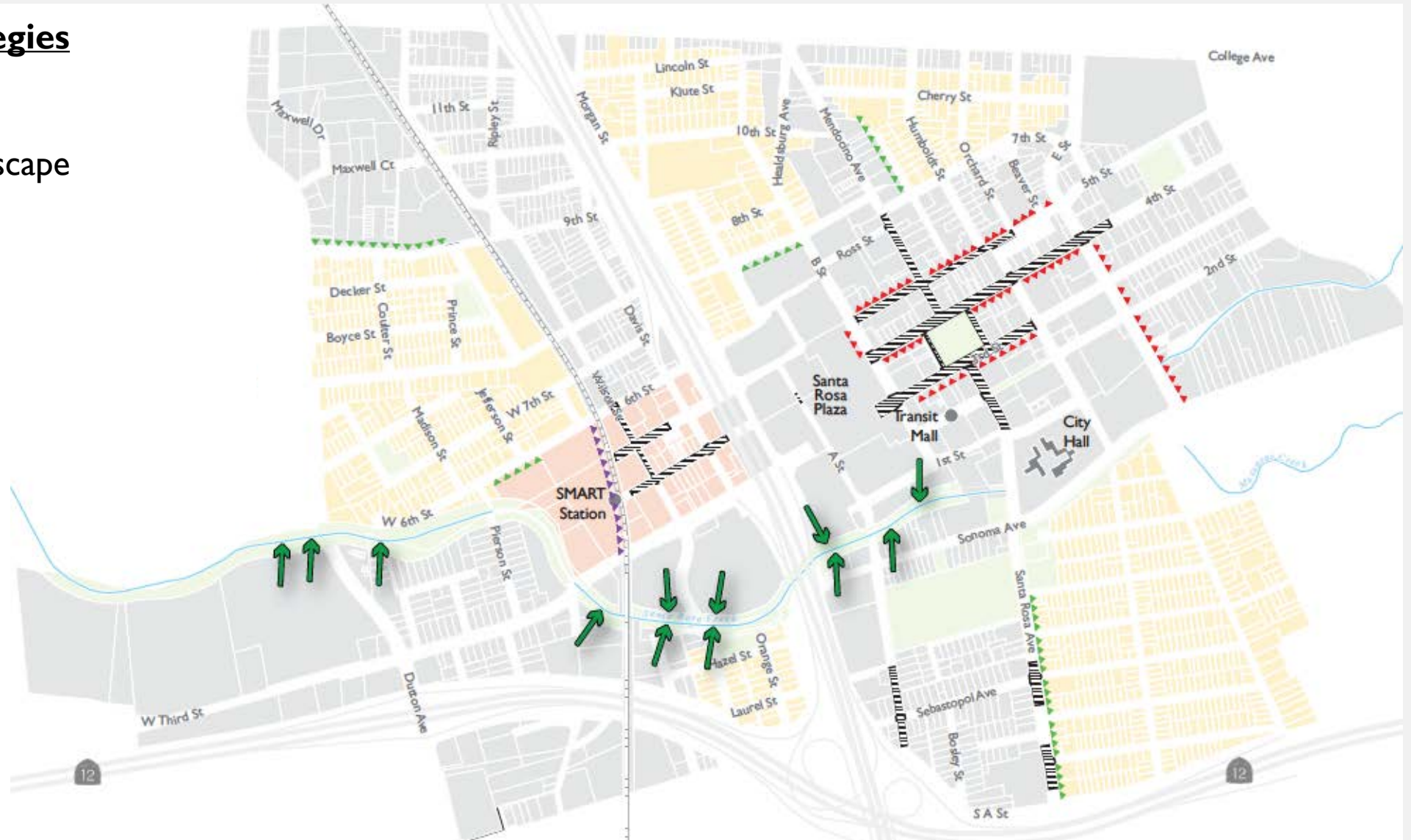
# PREFERRED PLAN CONCEPT: DESIGN CONSIDERATIONS

## Potential Design Strategies

- Massing
- Modulation
- Landscaping and streetscape considerations
- Materiality and color palette

### Legend

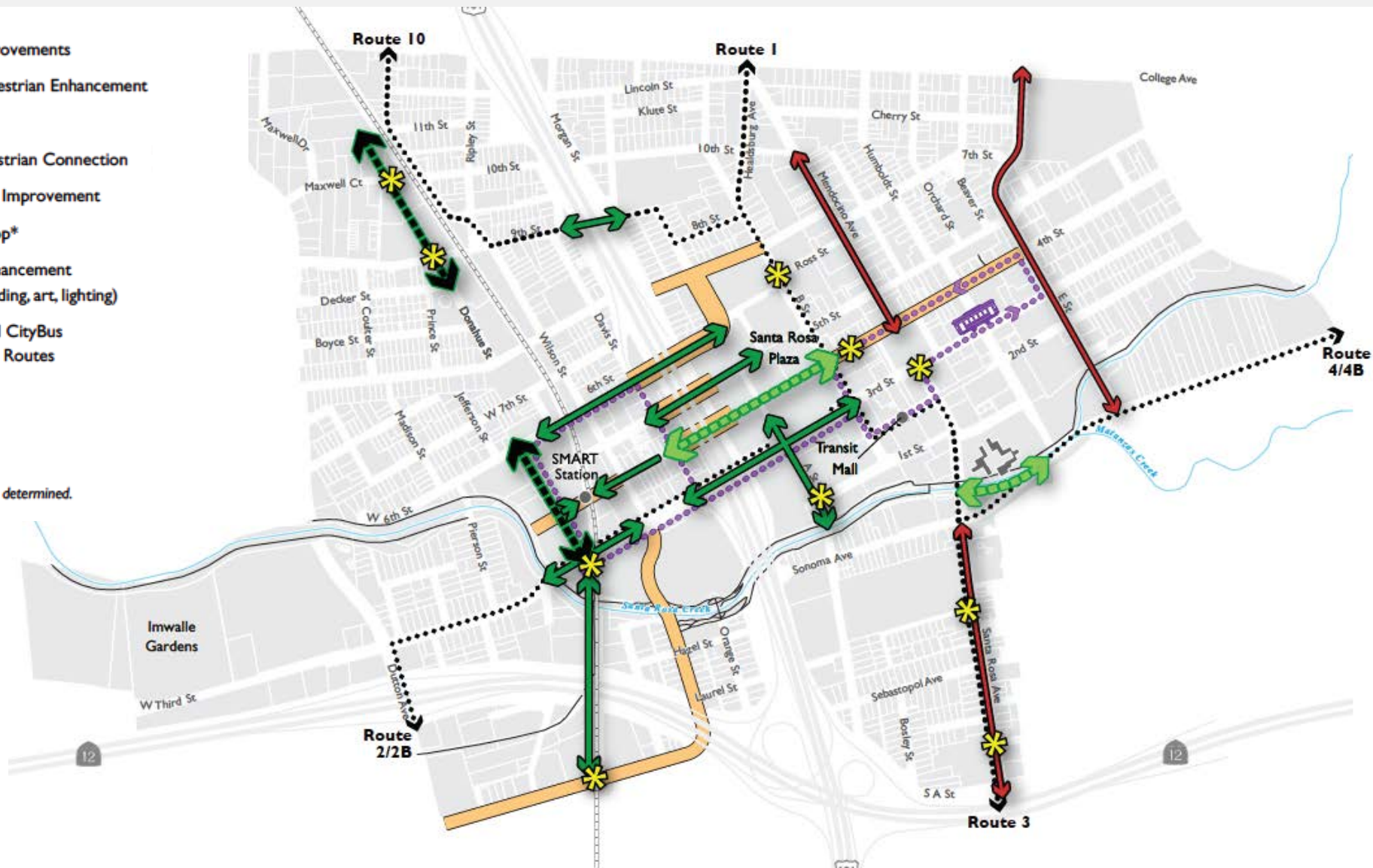
-  Preservation District
-  Park/Open Space
-  Downtown Transition Edge
-  Station Transition Edge
-  Neighborhood Transition Edge
-  Active Ground Floor Requirement
-  Creek Oriented Development
-  SMART Rail



# PREFERRED PLAN CONCEPT: CONNECTIVITY

-  Pedestrian Improvements
-  Road Diet/ Pedestrian Enhancement
-  New Roadway
-  New Bike/Pedestrian Connection
-  Bike/Pedestrian Improvement
-  Downtown Loop\*
-  Streetscape Enhancement  
(striping, wayfinding, art, lighting)
-  Existing/Planned CityBus  
High Frequency Routes
-  Existing Trail
-  SMART Rail

\*Actual route to be determined.



# PREFERRED PLAN CONCEPT: KEY MOVES

- Uses FAR to regulate form and height
- Waive parking requirements for development within a 1/4 mile of high-frequency transit and facilitate shared parking
- Active ground floor requirements in key areas to foster walkability and vitality
- Pursue public-private partnerships on key catalyst sites
- Enable public spaces
- Improve wayfinding



## QUESTIONS/COMMENTS

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