

# Santa Rosa Downtown Station Area Specific Plan Update

City Council

October 13, 2020

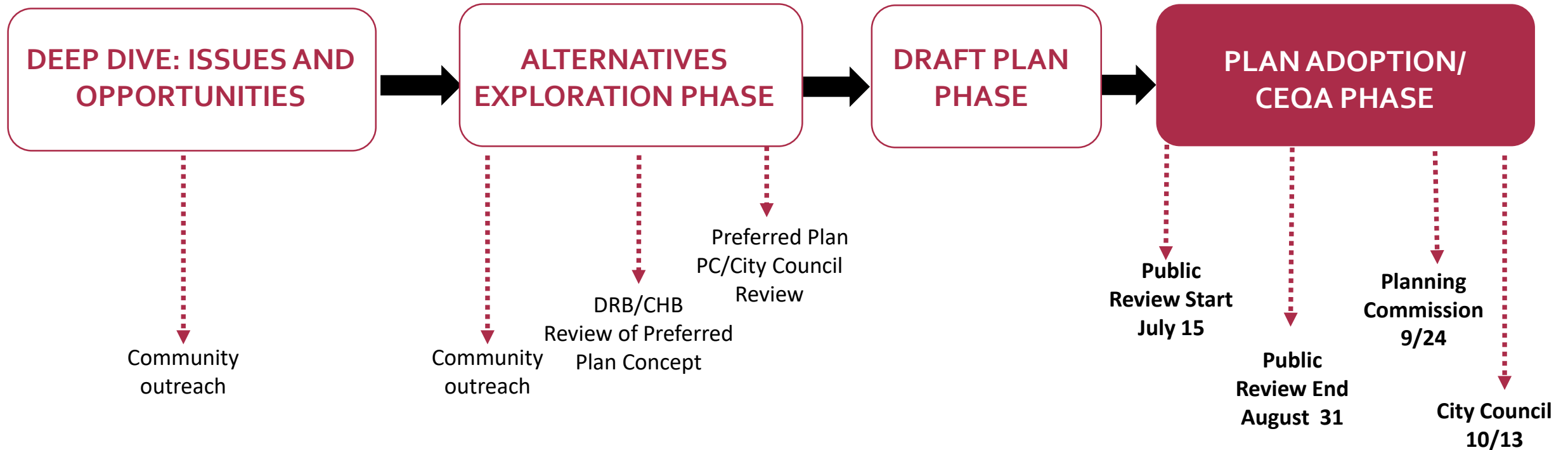



# Objectives


A decorative graphic on the right side of the slide features several overlapping hexagons. One hexagon is a light gray color, and another is a darker gray. A large, thick, maroon checkmark is superimposed over the darker gray hexagon. The overall design is clean and modern.

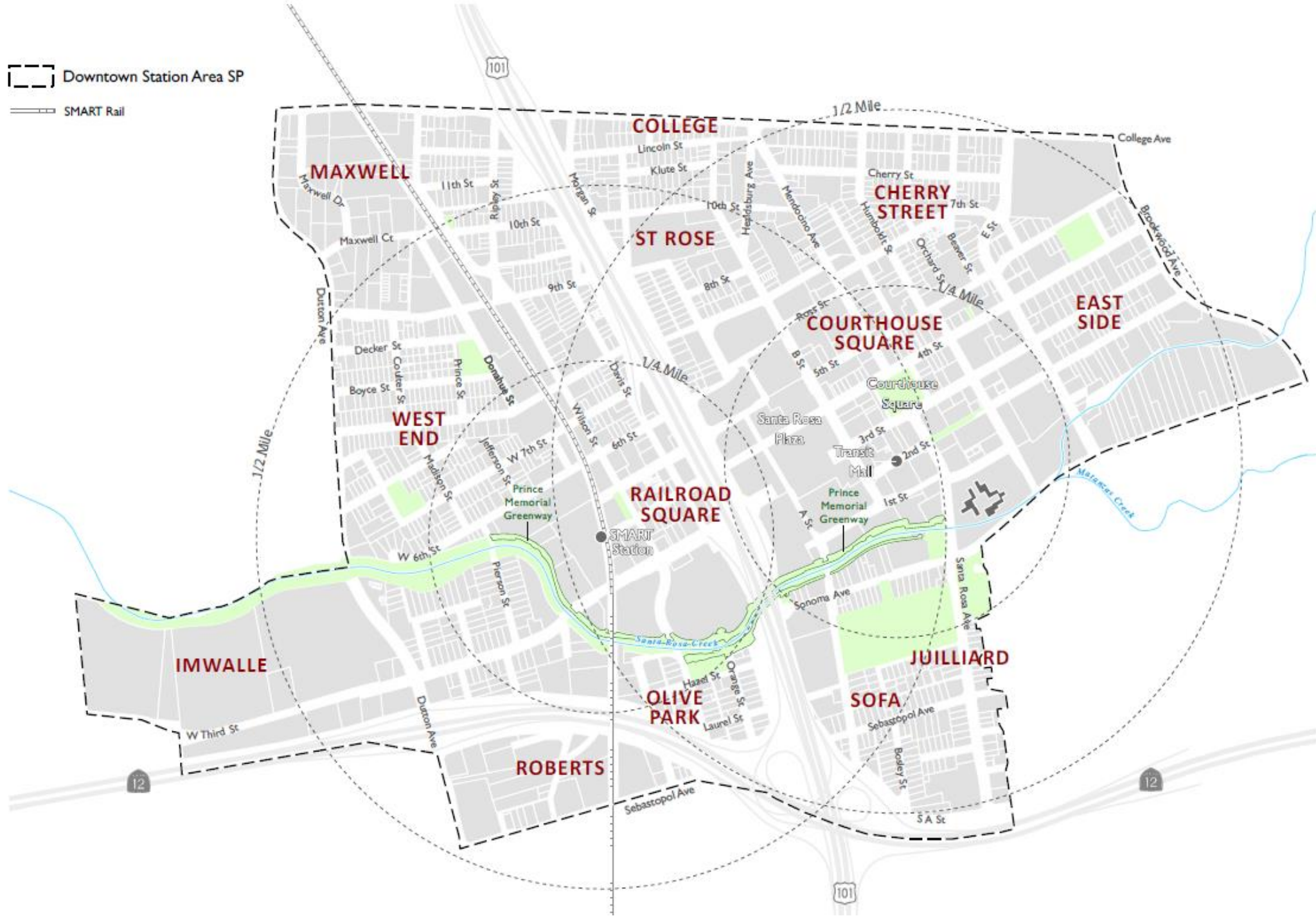
- *Present Specific Plan, General Plan Amendments and SEIR*
- *Receive public comments*
- *Receive feedback from City Council*
- *Consider certification of SEIR, adoption of General Plan Amendments, and Specific Plan*

# Process and Timeline



 Downtown Station Area SP

 SMART Rail





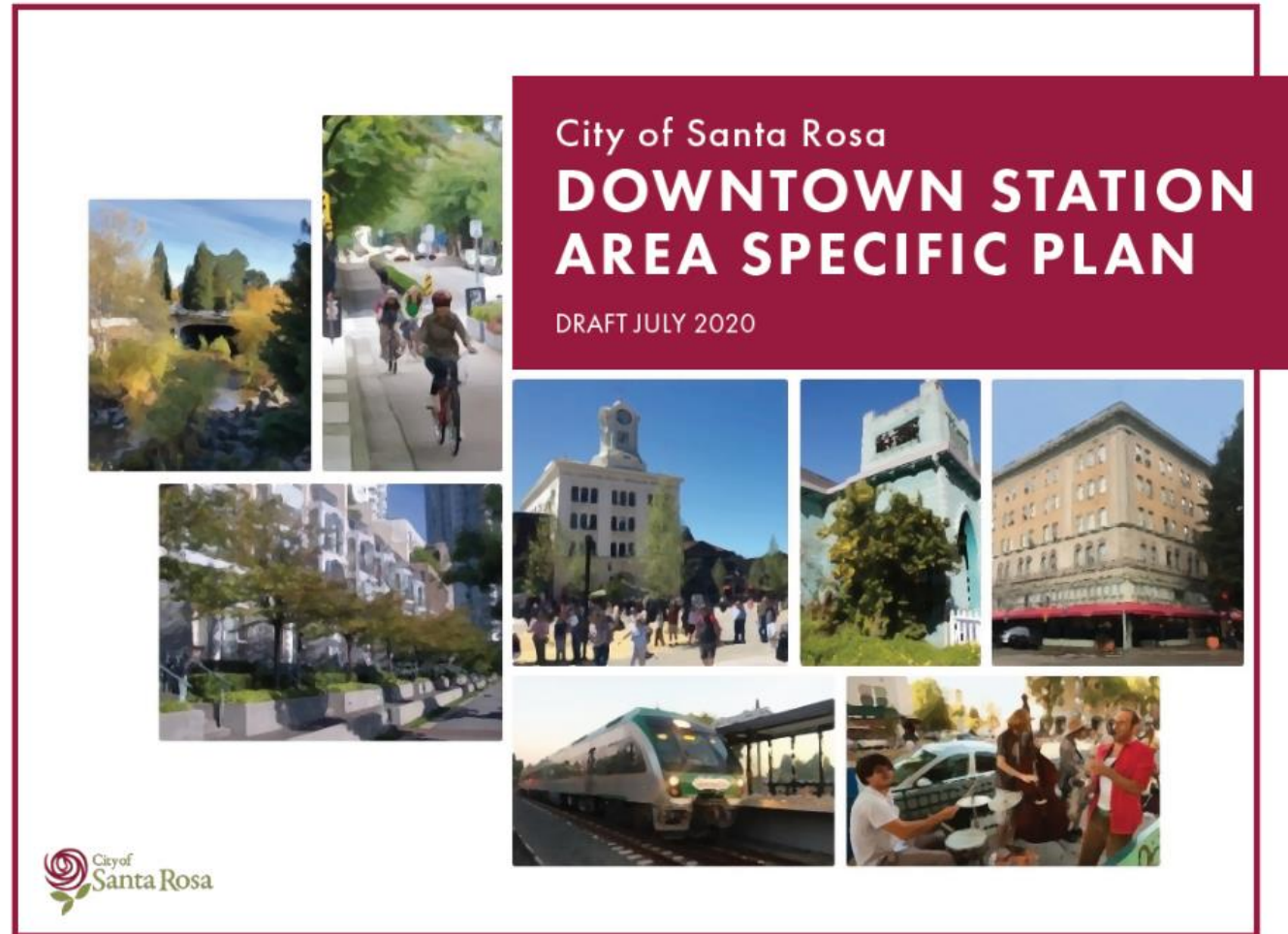
DSASP Update:  
**6** key goals

1. More residents, businesses and jobs near transit
2. More housing at all levels of affordability
3. Diverse mix of uses
4. Enhanced historic character
5. Improved connections
6. New arts and cultural facilities



# Draft DSASP

- Introduction
- Land Use
- Mobility
- Urban Design and Civic Spaces
- Public Services and Sustainability
- Financing and Implementation



# LAND USE



# Land Use

## CONTENTS

- Existing land uses
- Development potential
- Land use map
- Permitted uses and intensities
- Vitality, walkability, art/culture

## GOALS

- Energetic regional commercial and cultural center
- Walkable development pattern
- Significant new development
- Long-term economic viability
- Housing opportunities for all (including the unhoused)

## KEY MOVES

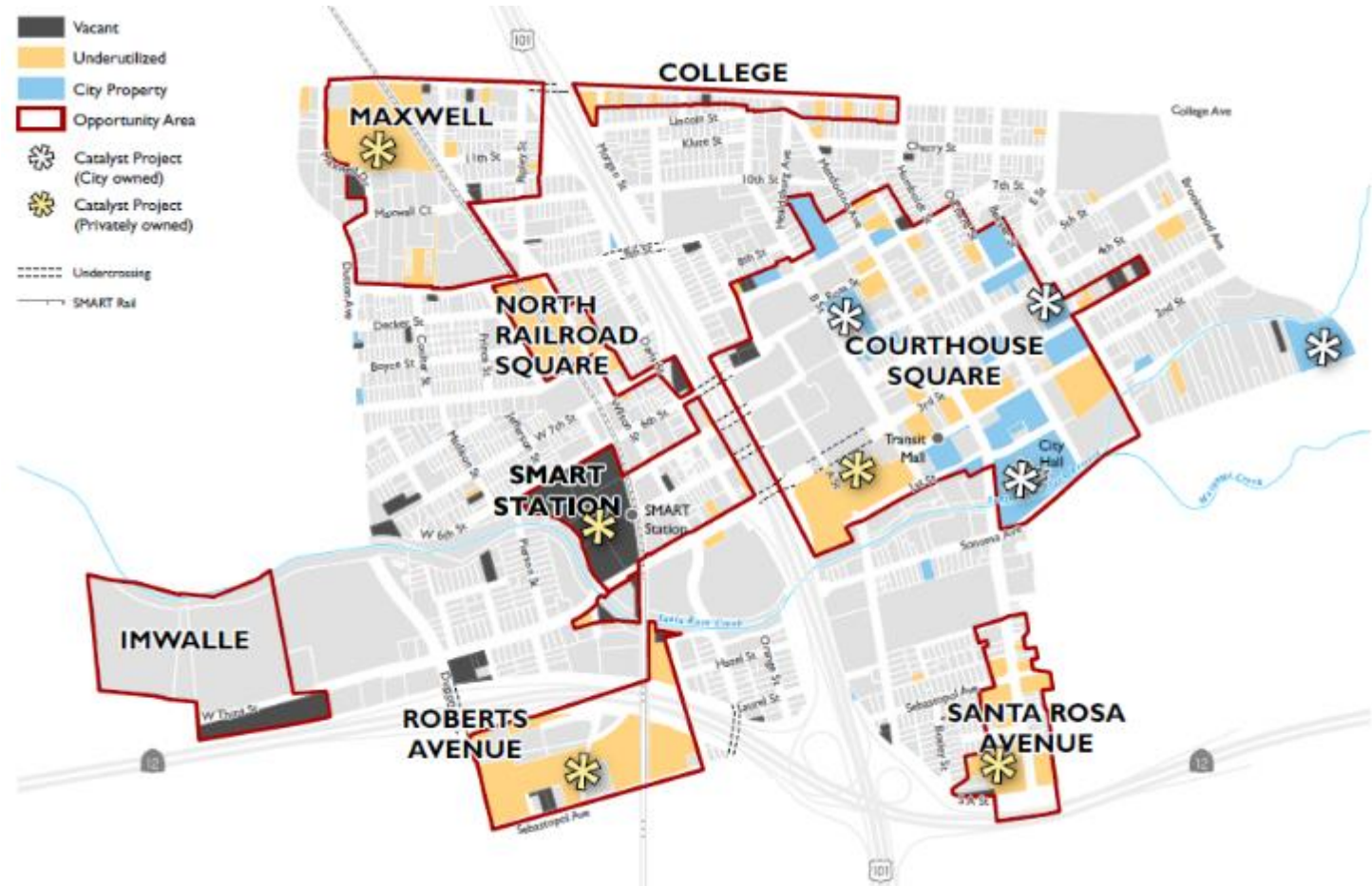
- New Land Use designations:
  - Core Mixed Use
  - Station Mixed Use
  - Maker Mixed Use
  - Neighborhood Mixed Use
- Regulate height and density with Floor Area Ratio (FAR)
- Activate ground floors for key streets



# Land Use

- DSASP is projected to add 7,000 new housing units and ~828,500 square feet of office, retail, services, and industrial uses
- Most development expected to occur in “Opportunity Areas”

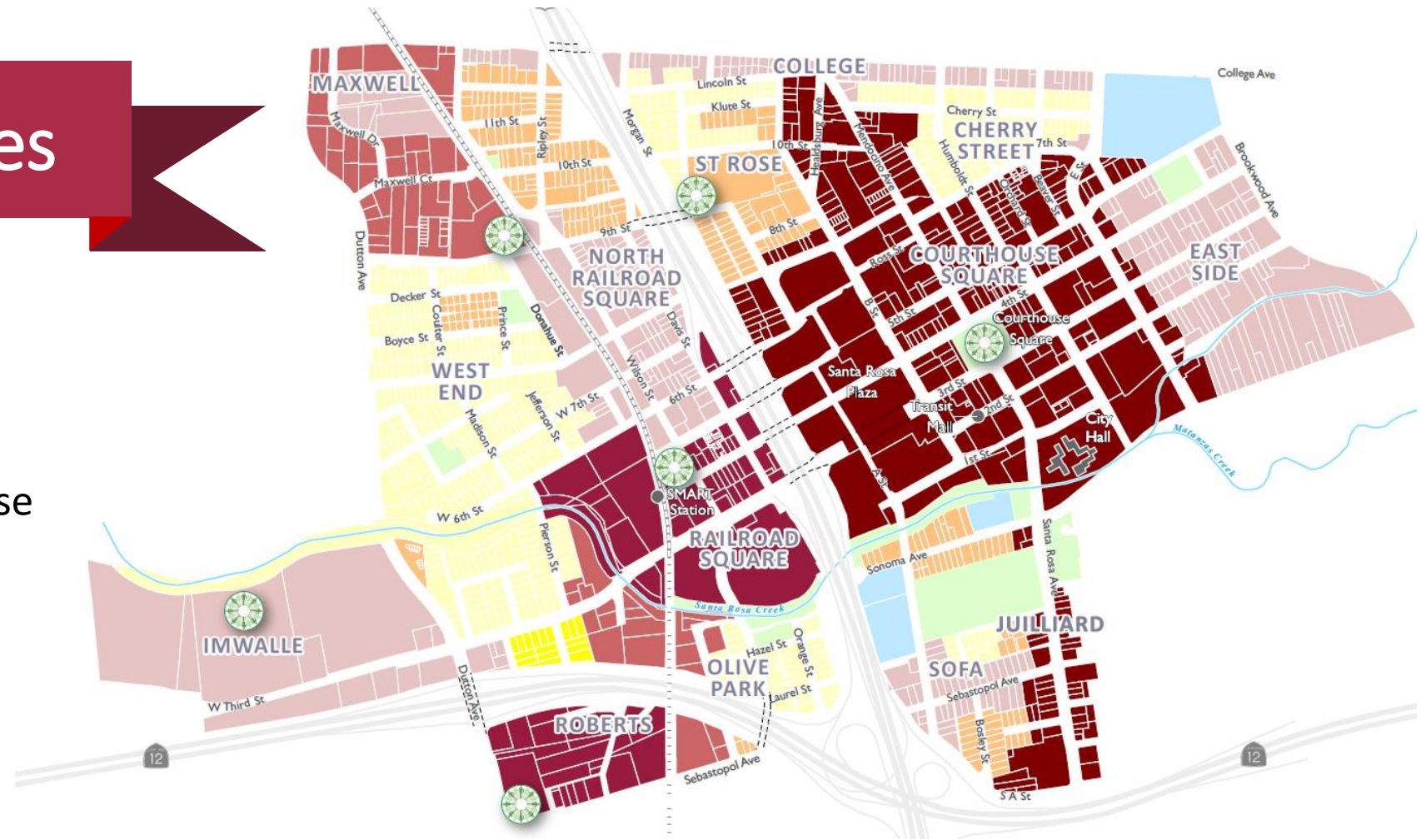
Opportunity Area	Housing Units	Non-Residential Square Feet
Courthouse Square	2,930	525,900
Santa Rosa Ave	660	104,300
Roberts	690	84,100
SMART	790	17,120
Imwalle/3rd	250	6,300
North Railroad Square	360	26,560
Maxwell Ct	1,080	62,410
Other (rest of Planning Area)	250	19,200
<b>TOTAL</b>	<b>7,000</b>	<b>828,490</b>



# Land Use Categories

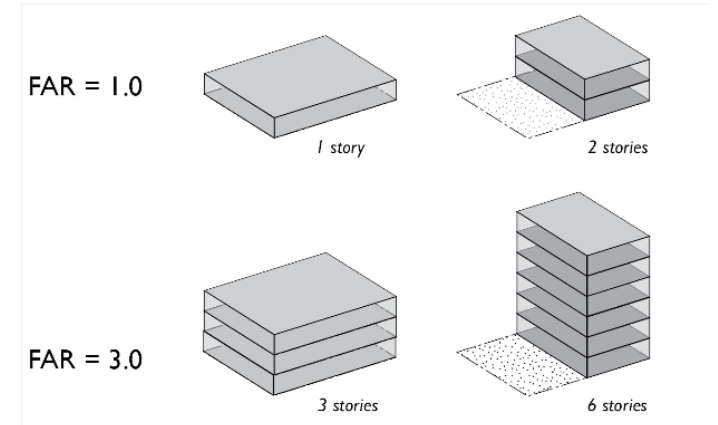
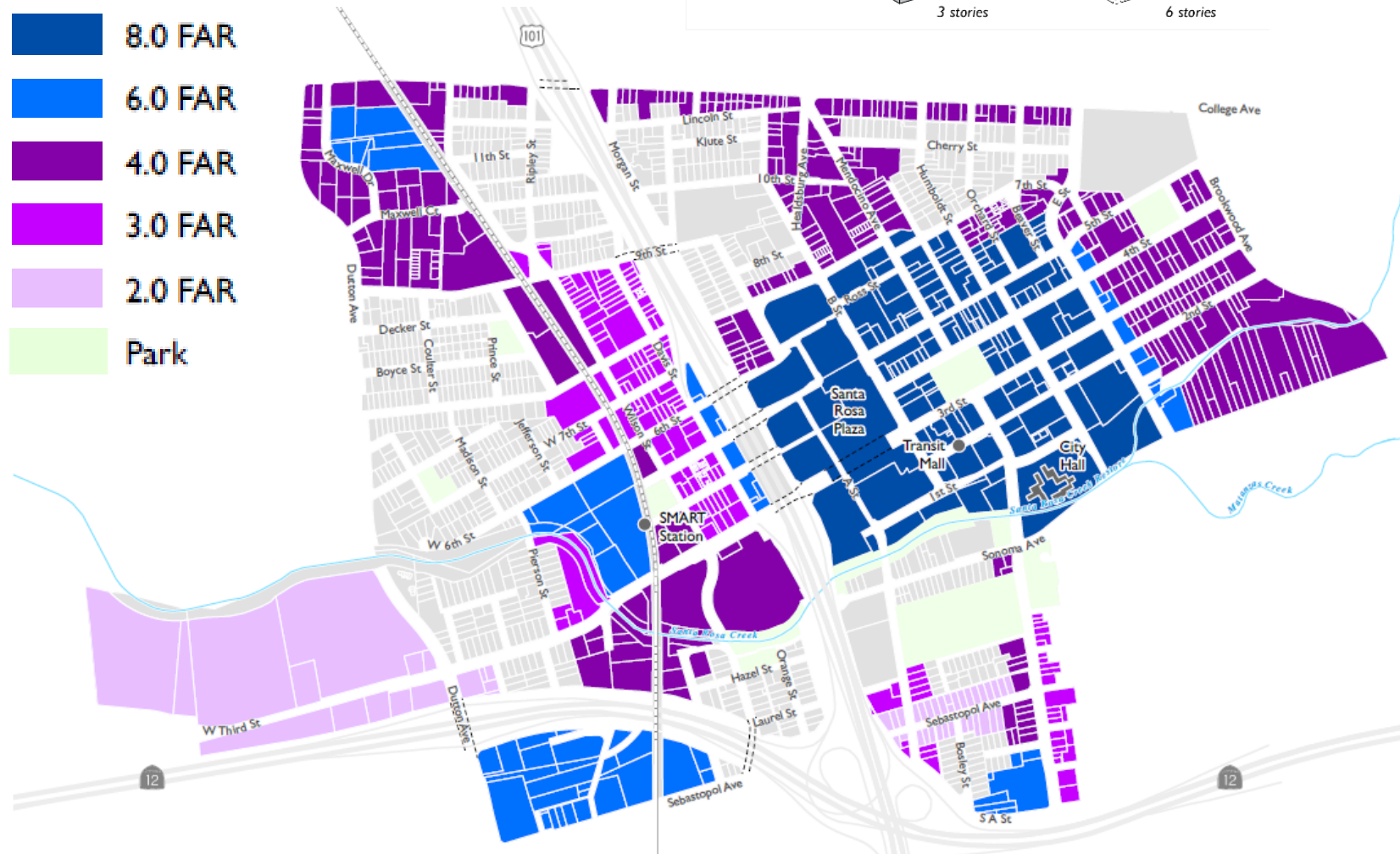
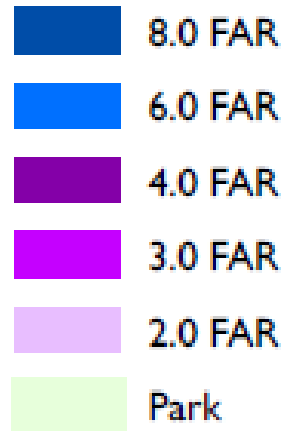
- New Categories:
  - Core Mixed Use
  - Station Mixed Use
  - Maker Mixed Use
  - Neighborhood Mixed Use
  - Urban Park/Civic Space

-  Low Residential
-  Medium-Low Residential
-  Medium Residential
-  Public/Institutional
-  Core Mixed Use
-  Station Mixed Use
-  Maker Mixed Use
-  Neighborhood Mixed Use
-  Park
-  Urban Park/Civic Space
-  Undercrossing
-  SMART Rail



# Floor Area Ratio (FAR)

- FAR = Ratio of total building space to lot size
- FAR-based system replaces existing height and density regulations in key change areas. Outside of the change areas, existing height and density regulations remain
- Provides flexibility to developers



# Affordability

- Removes regulatory hurdles to support feasibility of multifamily development
- Promotes creation of a mix of housing unit types, sizes, and price points, including:
  - smaller units that are affordable by design
  - live/work units for creatives and home-based business operators
  - larger units for families



# MOBILITY



# Mobility

## CONTENTS

- Roadway network
- Bicycle and pedestrian network
- Transit network
- Parking

## GOALS

- Multi-modal street grid
- Complete bicycle and pedestrian network
- Enhanced east-west connections
- Safe, well-connected transit hub
- Balanced parking supply

## KEY MOVES

- Fourth street connection through Mall
- Downtown loop/trackless trolley connector
- Eliminate minimum parking and exclude parking from FAR calculations
- Use surplus parking supply to incentivize development

# Bicycle and Pedestrian Improvements

- Improvements for a comfortable and safe bicycle and pedestrian network
- Pedestrian improvements
- Links to Santa Rosa Creek and Prince Memorial Greenway



# East-West Connections

- Downtown Loop connecting Railroad and Courthouse Squares
- Programmatic Fourth Street connection through Santa Rosa Plaza Mall
- Streetscape enhancements such as striping, parklets, wayfinding, and lighting





# Parking

- Eliminates minimum parking requirements and allows for "unbundled" parking
- Continues to implement progressive parking management strategy will continue (demand-responsive pricing, meter time limits, etc.)
- Leverages surplus parking supply to catalyze development

MOB-7 Areas within a 5-minute Walk of City-Owned Parking Facilities



# URBAN DESIGN



# Urban Design and Civic Spaces

## CONTENTS

- Urban design principles
- The public realm
- Public spaces
- Site and building design
- Historic resources

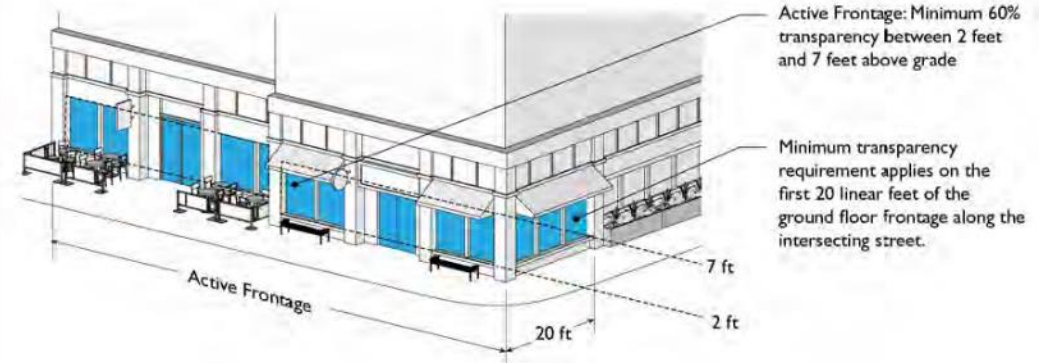
## GOALS

- New development standards and guidelines
- Network of green and open spaces
- Well-preserved historic resources

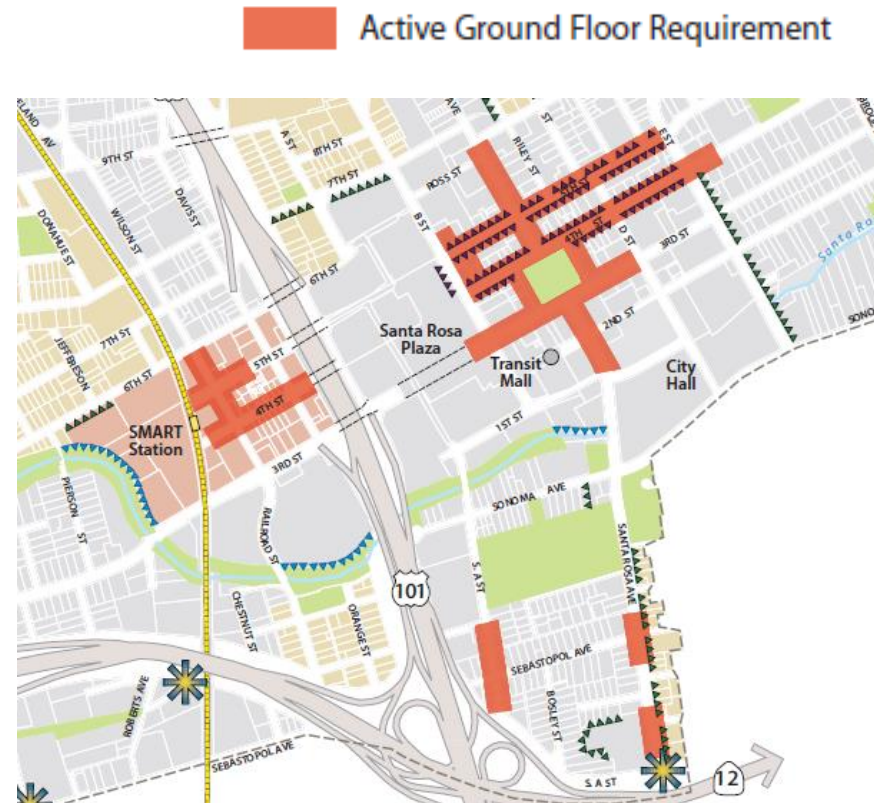
## KEY MOVES

- Create urban parks/civic spaces
- Design standards and guidelines for active ground floors, transition areas that border residential neighborhoods, and wayfinding
- Historic resource assessment of age-eligible properties

# Active Ground Floors



- Requirements for new development along certain streets to contribute to the pedestrian experience, including:
  - Awnings or overhangs
  - Street furniture
  - Public art
  - Green/living walls
  - Other innovations
- Other features to improve:
  - Wayfinding and access
  - Pedestrian safety and comfort

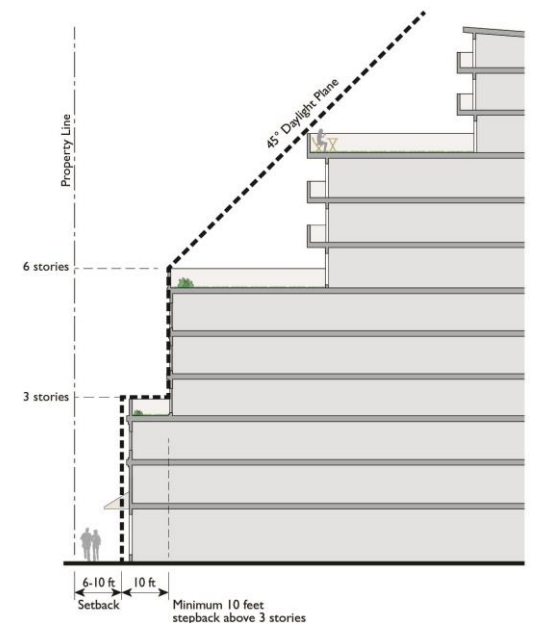
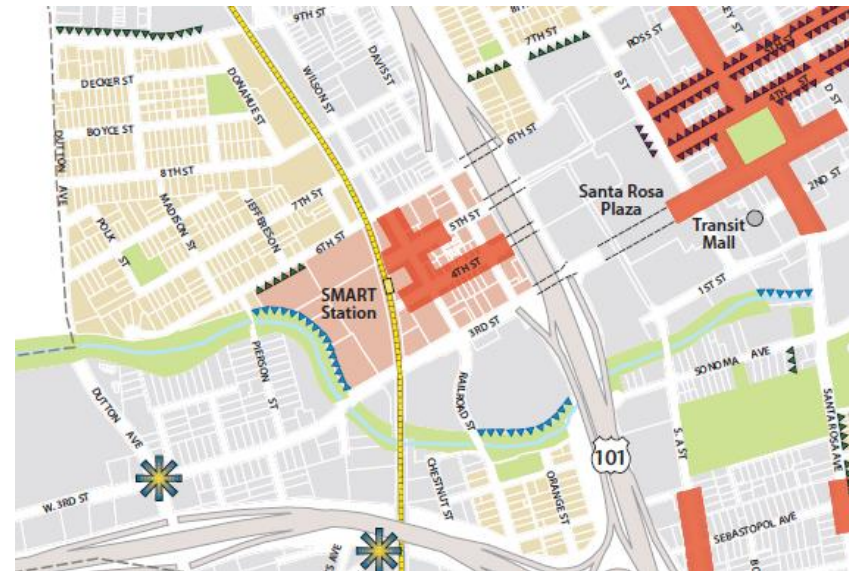


# Transition Areas

- Applies where development immediately abuts uses designated as Preservation Districts or residential neighborhoods.
- Ensure that new development fits into existing neighborhoods with a cohesive urban form and provides transition between higher-density and lower-density neighborhoods
- Includes setback, stepback, and street frontage standards



- ▲▲▲▲ Downtown Transition
- ▲▲▲▲ Neighborhood Transition
- ▲▲▲▲ Creek and Trail Activation



# Parks and Civic Space

- Creates a diverse range of public spaces at different scales and sizes Downtown
- Large urban parks called Civic Spaces provide flexible, publicly accessible space for a range of entertainment and activities

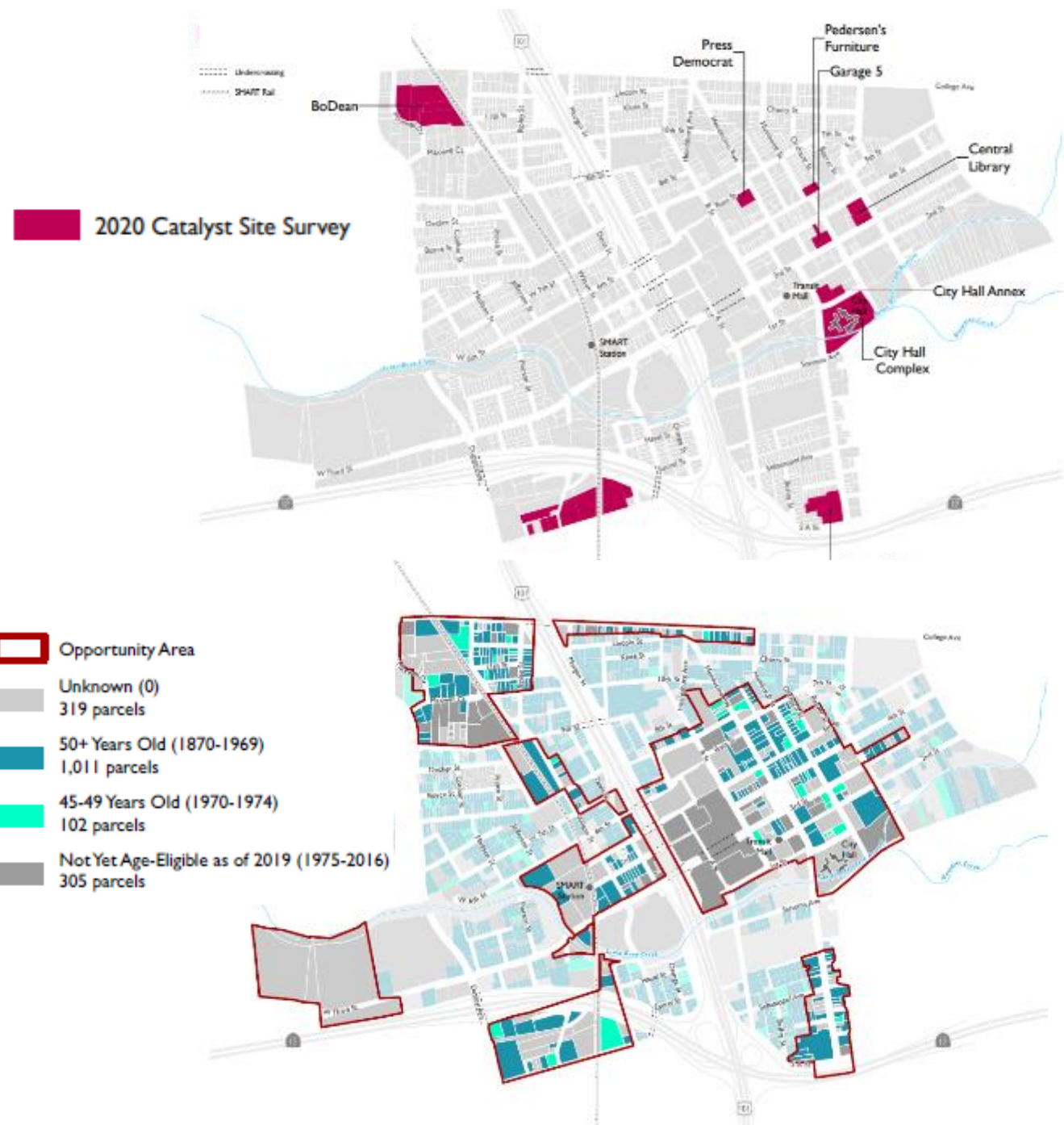


**Table UDCS-1: Public Space Size and Programming Guidelines**

	<i>Civic Spaces</i>	<i>Public Plazas</i>	<i>Rooftop/Pocket Parks</i>	<i>Paseos</i>
Recommended Size	Min 25,000 sf	Min 15,000-20,000 sf	Min 2,000 sf	Min 16 feet wide, with min 10-foot travel path
Recommended Elements				
Pop up retail/concession stands	X	X		
Public art installations	X	X	X	X
Children's play facilities	X	X		
Seating (benches and mobile chairs)	X	X	X	X
Family picnic area	X	X		
Canopiess	X	X		
Plug and play for music performance	X	X		X
Bandstand/stage	X	X		
Removable bollards	X	X	X	X
Power outlets	X	X	X	X
Water features	X			
Interactive elements (pianos, chess boards, etc.)	X	X	X	
Trees and landscaping	X	X	X	X
Edible gardens			X	
Public washrooms	X	X		

# Historic Resources

- Measures to protect and enhance the historic and cultural resources that contribute to downtown character
- Historic resource analysis of key “catalyst sites”, selected based on certain characteristics, is a first step in understanding historical significance and potential community sensitivities
- Further study of age-eligible properties

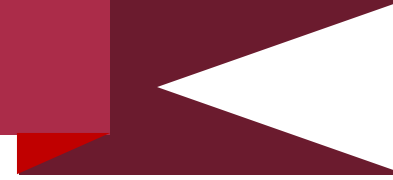


PUBLIC  
SERVICES AND  
SUSTAINABILITY





# Public Services and Sustainability



## CONTENTS

- Public services (schools, libraries, police/community safety, fire, utilities)
- Noise and hazardous materials
- Environmental hazards and emergency response
- Clean air, water, and natural environment

## GOALS

- Responsive fire and police services
- Accessible school and library facilities
- Adequate infrastructure
- Pleasant noise environment
- Healthy air and water quality
- Protection from natural hazards
- Preserved/enhanced biological and cultural resources

## KEY MOVES

- Identify infrastructure improvements needed
- Minimize exposure air and noise pollution
- Take action for effective emergency response/preparedness

# Utilities Improvements

- Utilities replacements to accommodate new development:
  - Pipe upgrades in Maxwell Court to accommodate new residential development
  - Replacement of portions of the Crosstown Trunk
  - Various areas of study for other potential improvements

## Water System Improvements

- 6 inch pipe
- 8 inch pipe
- 10 inch pipe
- 12-16 inch pipe
- ⋯ Planned 12 inch pipe
- 18 inch Urban Re-use Main
- SCWA Aqueduct

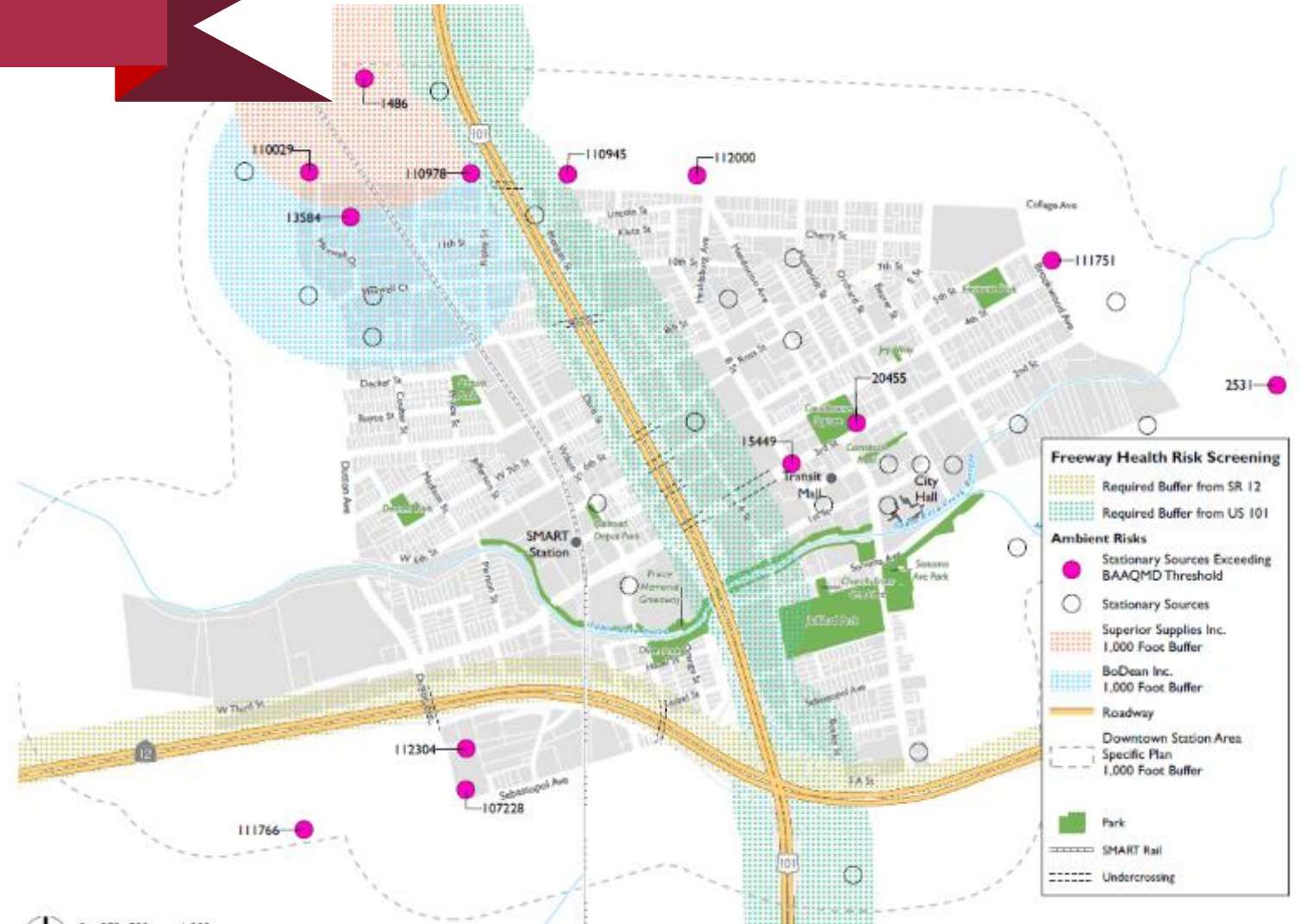


## Sewer System Improvements



# Air Quality

- Requires projects that locate sensitive receptors (such as residences, schools, daycare, or nursing and retirement homes) to include indoor air filtration and other techniques to improve air quality
- Ensures development projects reduce construction-related emissions



# FINANCING AND IMPLEMENTATION



# Financing and Implementation

## CONTENTS

- Regulatory implementation
- Implementation and phasing
- Infrastructure financing strategies
- Periodic plan review

## GOALS

- Adequately financed and implementable improvements

## KEY MOVES

- Phased approach to implementation (short term and intermediate/long term)
- Identification of a range of funding tools and mechanisms

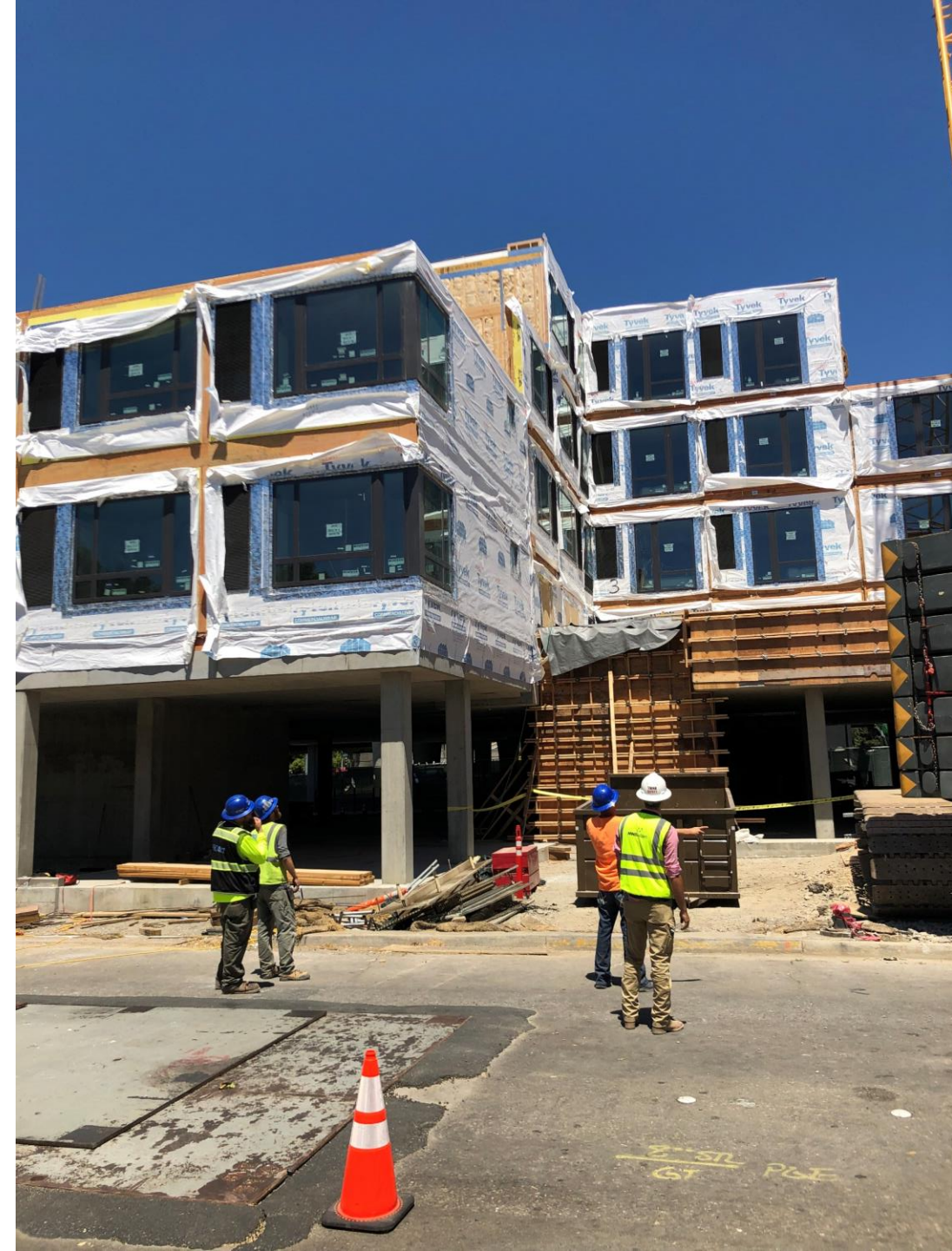
# Phasing

## Near term efforts (to occur in the next 5 years):

- Public-private partnership for one of the City-owned catalyst sites
- Roadway reconfigurations
- Shared parking agreements
- Prioritize access and wayfinding improvements between Courthouse and Railroad squares
- More programming of events and public spaces

## Intermediate/Longer term efforts (5-15 years):

- Redevelopment of privately-owned catalyst sites
- Civic Spaces construction
- Infrastructure and streetscape improvements tied to new development
- Monitor progress



# Financing



- The DSASP identifies a range of funding and financing strategies the City and developers can draw on:
  - EIFDs, state grants, and development impact fees to fund infrastructure
  - CBDs and special assessment districts to finance parks and civic spaces, streetscape improvements, public realm programming
  - Federal Opportunity Zone tax breaks for private development
  - Renewal Enterprise District

Table FI-4: DSASP Potential Funding Sources and Uses Matrix

		Improvement Cost Category					
Infrastructure Funding Type		Utilities	Circulation	Civic Spaces	Operations & Maintenance	Implementation Considerations	
Developer-Based Funding	Impact Fees (e.g., updated water and wastewater connection fees)	X	X	X		Must correspond to the “nexus” findings, consistent with the Mitigation Fee Act (i.e., the fee must be reasonably related to the cost of the improvement and the impact created by new development). Can be linked to the state’s SCIP program.	
	Dedications and Exactions	X	X	X		Typically required as project-specific mitigations, or may be based on policy.	
	Development Agreements	X	X	X	X	Requires a market strong enough to incentivize developer investment beyond fair share. DA’s are legally binding contracts between developers and public agencies.	
Land-Secured Tax Revenue	Special Tax or Assessment District (e.g., CFD, CBD, BID, Special Assessment Districts)	X	X	X	X	Requires voter approval and sufficient scale/participation to achieve yield and implementation efficiency.	
City-Based Funding	Enhanced Infrastructure Financing District - SB 628 Tax Increment Financing	X	X	X		Diverts incremental increases in tax revenue from the General Fund, creating a trade-off between General Fund revenue and funding for project or area wide purposes.	
	General Obligation Bond	X	X	X		Limited to funding capital improvements and must be secured by legally available resources like property tax revenues. If for non-education purposes, requires a two-thirds voter approval.	
	Revenue Bond	X				Limited to enterprise-related expenditures and requires a stable source of revenue. Does not require voter approval.	
	Other City Funding (Other Special Tax Measures, etc.)	X	X	X	X	Requires voter approval to increase local taxes.	
	City’s General Fund	X	X	X	X	Creates trade off between projects and programs that are currently funded by General Fund revenues and new initiatives.	
	Regional, State or Federal Grant Funding	X	X			Can require significant Staff time to apply for and administer qualifying projects.	

# General Plan Amendments





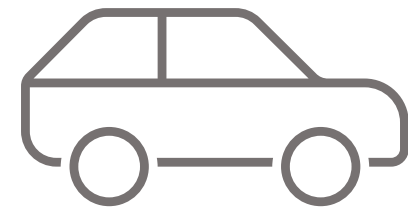
# General Plan Amendments

## Land Use Element

- Addition of new land use designations
  - Core Mixed Use, Station Mixed Use, Maker Mixed Use, Neighborhood Mixed use
- Floor Area Ratio Map added
- Policy modifications/removal to align with Plan
  - Height, density, activity generating uses, east west connectivity and safety

## Urban Design and Housing Elements

- Minor changes to policies to align with Plan
- Removal of minimum parking requirements
- Updated information in Underutilized or Developed Sites and Constraints Sections



# Land Use Diagram

## Change Land Use Designations - 884 Parcels

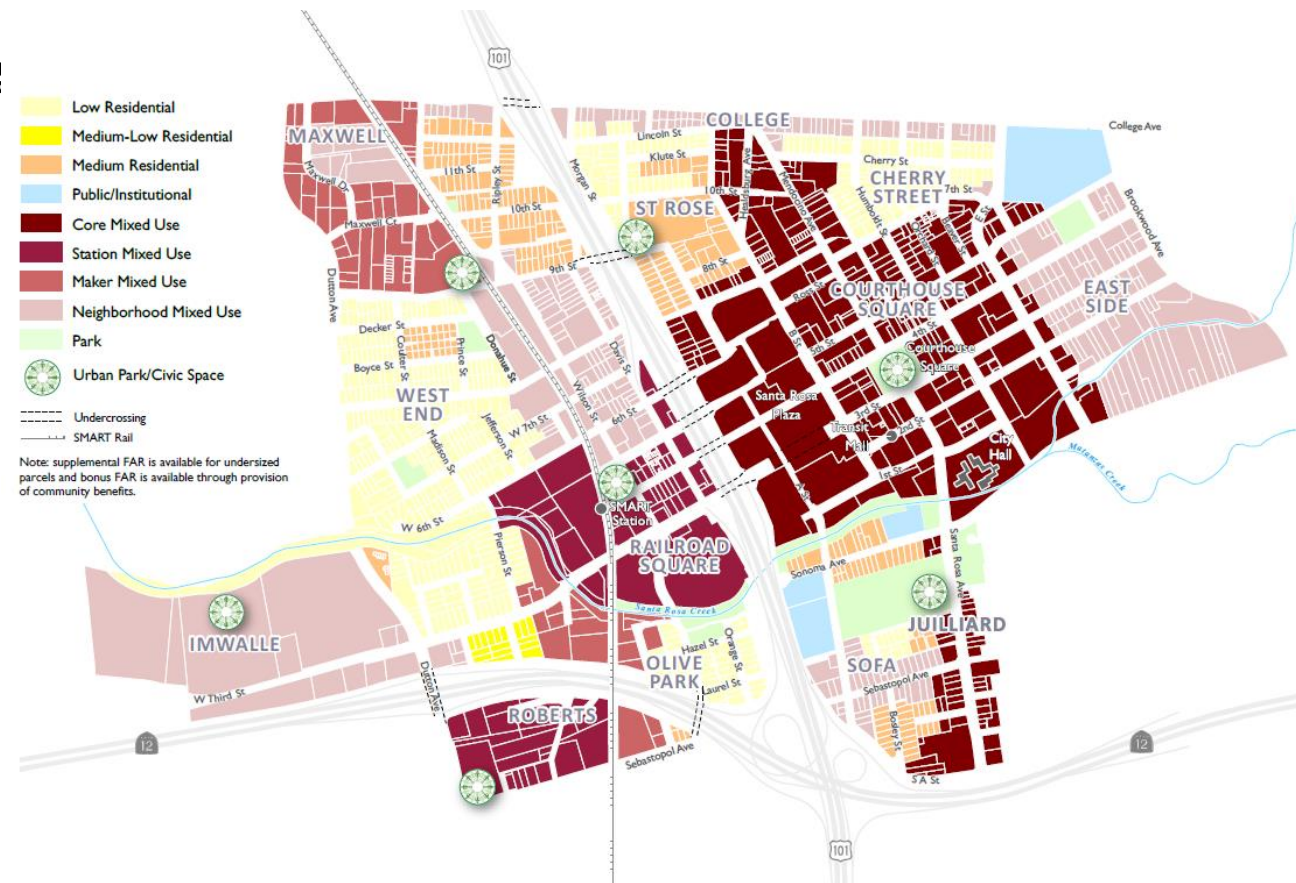
- Core Mixed Use, Station Mixed Use, Maker Mixed Use, Neighborhood Mixed Use
- Eliminates Transit Village Mixed Use, Transit Village Medium, Retail and Business Service, Office
- Developed residential areas remain

## Specific Plan Boundary Modified

- Extends eastern boundary to Brookwood Avenue

## Urban Parks/Civic Spaces Symbology

- Seven added to Plan area
  - Three to enhance existing parks



# General Plan Amendments

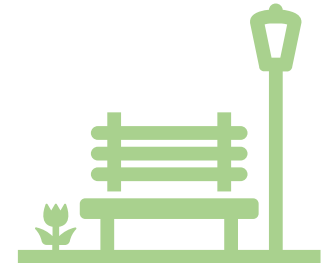
## Transportation Element

- Transportation and Bicycle Figures updated
- Santa Rosa Avenue and E Street identified as two-lane regional streets



## Public Services and Facilities Element

- Urban Park and Civic Space classifications added
- Park Figure updated



## Economic Vitality Element

- Policy modified to reflect pop-up retail



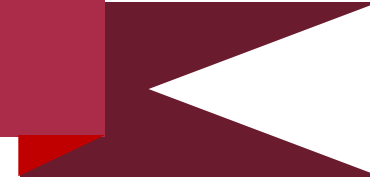
## Noise and Safety Element

- Policy amended to allow for ambient noise conditions up to 65 dBA

# Environmental Review



# Environmental Impact Report



## CONTENTS

- Executive Summary
- Introduction
- Project Description
- Environmental Analysis
- Alternatives
- CEQA Required Conclusions

## GOALS

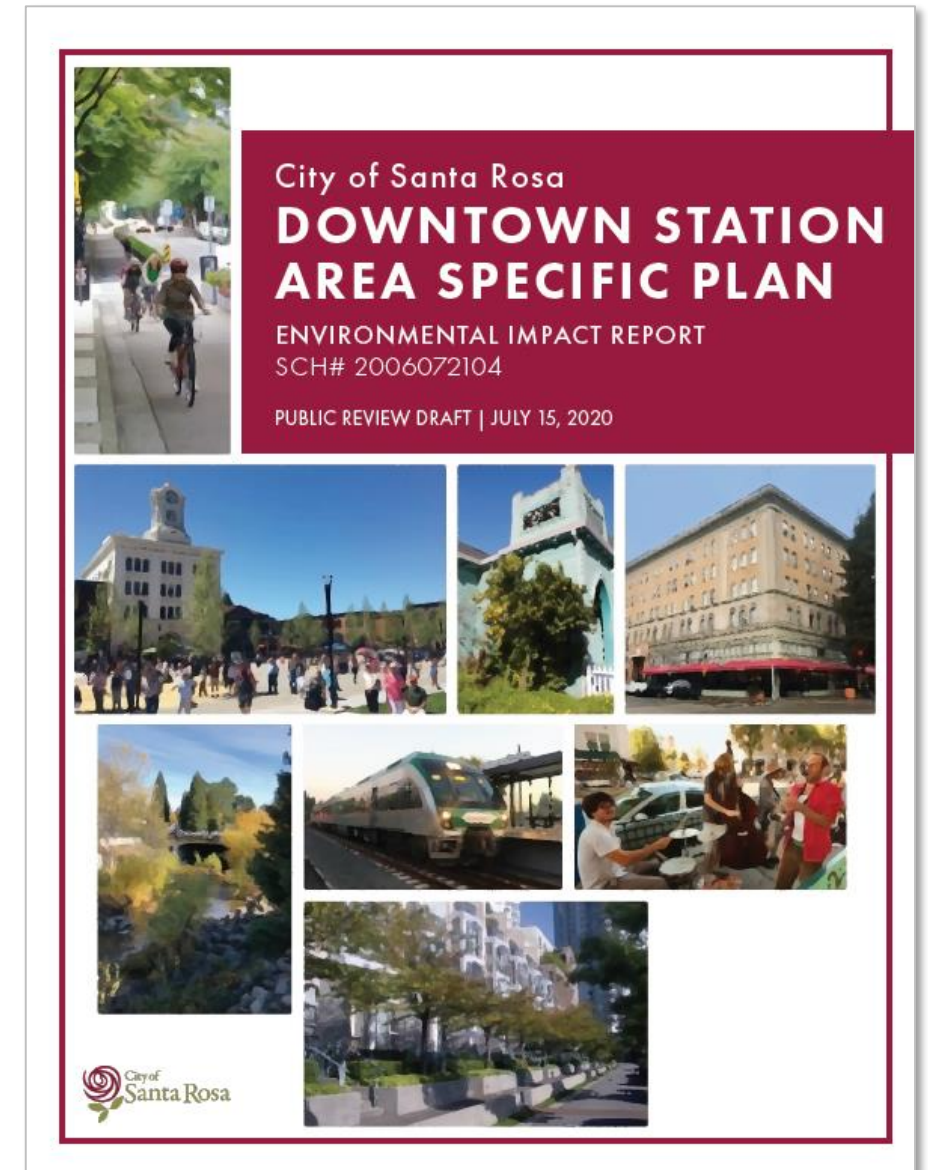
- Identify potential environmental impacts that could result from DSASP implementation
- Streamline new development by anticipating and mitigating impacts

## KEY MOVES

- Policies and mitigation measures to address potential impacts, especially for:
  - Air quality
  - Cultural and historic resources
  - Parks

# What is an EIR?

- **Report** to inform the public and public agency decision-makers of significant **environmental** effects of proposed plans, identify possible ways to minimize those effects, and describe reasonable alternatives to those projects.
- Downtown Santa Rosa's EIR is *programmatic* = evaluates the broad policy direction of a planning document, but not potential site-specific impacts.
- Under CEQA, streamlined environmental review is allowed for projects that are consistent specific plan policies for which an EIR was certified. Residential projects that comply are exempted.



# Subsequent EIR

- 2007 DSASP EIR certified in October 2007
- State law requires an SEIR when new or substantially more adverse impacts could occur as a result of:
  - Substantial changes in the project description
  - Substantial changes in circumstances since certification of the prior EIR
  - New information that has emerged
- SEIR does not analyze environmental impacts adequately addressed in the original EIR These impacts were assessed in an *Initial Study*.

**Santa Rosa Downtown Station Area  
Specific Plan Update: Initial Study**

December 19, 2019



# Summary of Findings

- Majority of impacts are less than significant
- Three significant impacts would be reduced to less than significant with mitigation:
  - Air Quality
  - Historic Resources
  - Parks and Recreation
- No impacts would be significant and unavoidable
- No cumulatively considerable impacts





# Final SEIR- Public Comment

- Public Comment Period: July 15<sup>th</sup> -Aug 31<sup>st</sup>
- No new significant or substantially more severe impacts or new mitigation measures not already included in the Draft SEIR.
- Planning Commission Hearing
- 1 EIR comment letter received:
  - Affordable housing and displacement concerns
  - Concern for air quality and VMT impacts from gentrification
- Mitigation Monitoring and Reporting Program prepared as part of FEIR.



City of Santa Rosa

## DOWNTOWN STATION AREA SPECIFIC PLAN

FINAL SUBSEQUENT ENVIRONMENTAL IMPACT REPORT  
SCH# 2006072104

SEPTEMBER 17, 2020

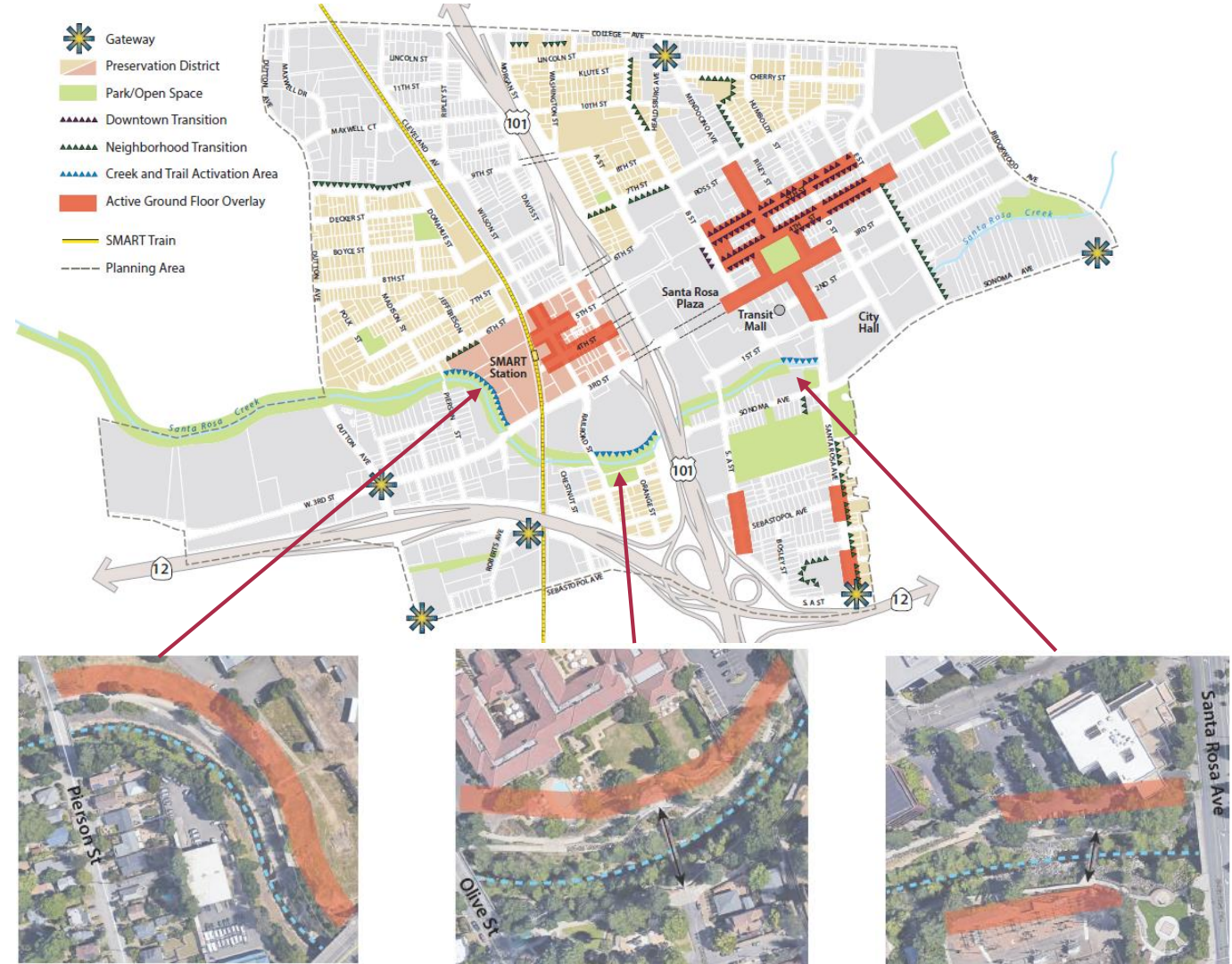


# Planning Commission Recommendation



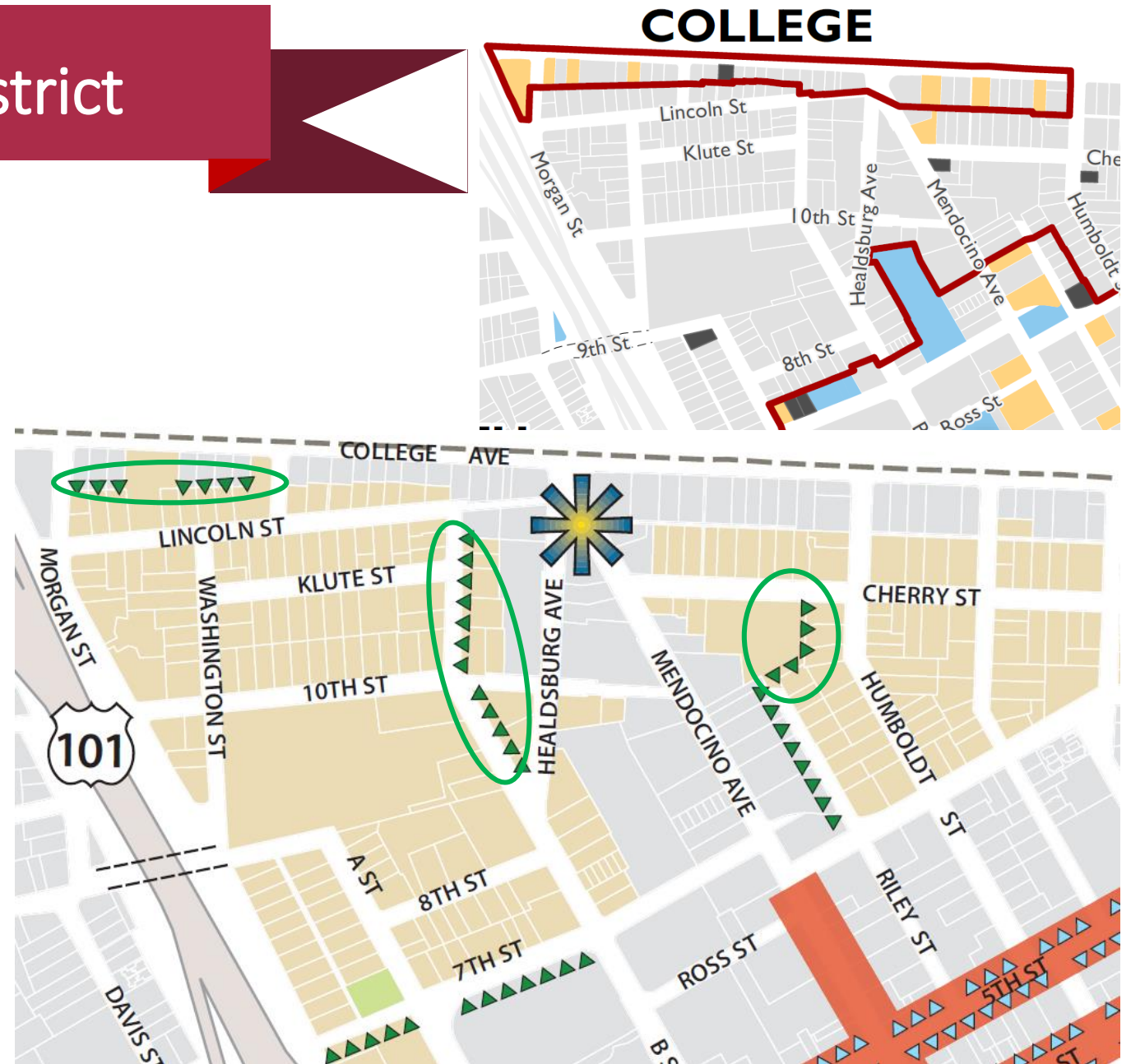
# Active Ground Floor- Santa Rosa Creek

- Desire for “eyes on the creek” to enhance sense of security
- Recommendation from Waterways Advisory Committee to apply Active Ground Floor overlay to creek-fronting parcels
- Certain topographical constraints make design or use requirements infeasible on some parcels
- *Staff recommendation: Apply Active Ground Floor designation to appropriate locations*



# St. Rose Historic Preservation District

- Concerns over adjacent FAR/Opportunity Areas and development pressures on St. Rose neighborhood
- Perception of disproportionate share of social services
- *Recommendation: add Neighborhood transition standard to key locations in St. Rose and Cherry Street neighborhoods to support compatible building*



# Staff Recommendation

- *Certify the Final Subsequent Environmental Impact Report*
- *Approve the Mitigation and Monitoring Program and CEQA Findings of Fact*
- *Approve the General Plan Amendments*
- *Adopt the Downtown Station Area Plan*

