

## Letter-of-Interest: Priority Conservation Area

Use this form to express interest in: a) establishing a new PCA; or b) modifying the boundaries of an existing PCA.

**Instructions:** Complete this form and send it to [pcas@bayareametro.gov](mailto:pcas@bayareametro.gov) along with a GIS shapefile of the PCA boundaries, and any additional attachments, by **September 16, 2019**. Forms may be signed by planning directors or city managers/administrators. Following review of this form by MTC/ABAG staff and additional discussion with applicants if needed, City Council or Board of Supervisors resolutions nominating new PCAs will be required by **January 16, 2020**.

For other forms, including Priority Development Area (PCAs) or Priority Production Area (PPAs) Letters of Interest, and for Letters of Confirmation for PDA Planning, Transit Service, and VMT-Reduction Policies, go here:

<https://www.planbayarea.org/priority>

### 1: APPLICATION TYPE

I want to:  Propose a new PCA  Modify an existing PCA

### 2: GENERAL PCA INFORMATION

City or County: City of Santa Rosa Date: Sept 12, 2019  
 PCA Name: Southeast Greenway Acres: 47.2  
 Staff Contact/Title: Nancy Adams, Transportation Planner  
 Email: nadams@srcity.org Phone: 707.543.3910

### 3: PCA DESIGNATION

**Step One:** Determine the designation for your PCA and its benefits by reviewing the [designations](#) and [required benefits](#).

**Step Two:** Check the appropriate box(es) below for the PCA Designation:

- Natural Landscapes  Agricultural Lands  Urban Greening  
 Regional Recreation

**Step Three:** Check the appropriate boxes below for the PCA Benefits:

- Terrestrial EcoSystems  Aquatic (Water) Ecosystems  
 Water Supply and Water Quality  Agricultural Resources and Economy  
 Community Health  Recreation  Climate and Resilience  Compact Growth

Name & Title:

JASON NUTT, ASSISTANT CITY MANAGER

Signature:



Date:

9/12/19

## **Southeast Greenway (SEG) – Project Overview City of Santa Rosa Priority Conservation Areas (PCA) - Letter of Interest**

### **Project Description –**

The Southeast Greenway (SEG) area establishes future land uses to occur within the 57-acre area that spans a 1.9-mile linear path from Farmers Lane/State Route (SR) 12 to Spring Lake Regional Park. The Greenway project would result in new development potential up to 47.2 acres of parks and recreational uses including open space with native plantings and areas restored to their natural habitat, interspersed with picnic areas, playgrounds, community gardens, educational/recreational spaces (~83% of the Greenway project area), a planned multi use pathway and crossings, 244 multi-family housing units, and 12,000 square feet of commercial space. The housing and mixed-use land use area designations will not be included within the proposed PCA boundaries. (See Attached - Southeast Greenway Illustrative Map)

### **Regional Context –**

The Greenway Campaign has created a regional network of Partners as described below in the Community Outreach/Public Process section that supports a regional vision for open space conservation and preservation needs.

The planned multi use path is a critical link in a predominately Class I east - west regional shared use path connecting active transportation mobility from Kenwood, CA to the City of Sebastopol, CA nearly 19 miles. The planned pathway will enable users to travel west to the City of Sebastopol via the existing Santa Rosa Creek trail (Prince Memorial Greenway) in downtown Santa Rosa and the Joe Rodota trail and to travel east to Kenwood, CA via the State and County park areas and a planned Sonoma Valley Class I multi use pathway. The City's Bicycle and Pedestrian Master Plan Update 2018 (BPMPU 2018) identified this connection as a First Phase Project. (See Attached - BPMPU 2018 First Phase Project Map)

### **Project Policies that are in alignment with PCA goals -**

#### Land Use Policies

- Goal LUL-NN Develop the Southeast Greenway sustainably to enhance and protect wetlands, wildlife habitat, groundwater, and air quality.
- Goal LUL-OO Develop the Southeast Greenway to support a walkable, livable neighborhood, promote economic vitality, and encourage social equity.

### Public Services and Facilities Goals and Policies

- Goal PSF-J Provide natural open space, educational and cultural opportunities, and active and passive recreation for residents and visitors.
- Goal PSF-K Ensure that the Southeast Greenway’s natural open space is continuous from Spring Lake Regional Park to Hoen Avenue

### Transportation Policy

- Goal T-N Provide a continuous pedestrian, bicycle, and non-motorized transportation connection from Spring Lake Regional Park to Farmers Lane and link to downtown Santa Rosa, surrounding neighborhoods and schools, and the regional trail system.

### **Community Outreach/Public Process –**

The public process (as summarized below) was extensive and robust spanning nearly ten years since the creation of the Southeast Greenway Campaign an engaged grassroots community group in 2009.

- 2009 – Southeast Greenway Campaign grassroots community group created
- October 18, 2011 – Santa Rosa City Council Goal, Strategic Objective “Acknowledge Southeast Greenway community planning project”
- June 17, 2014 – City of Santa Rosa joined the Southeast Greenway Community Partnership by signing a Mutual Letter of Intent. The Partnership consisted of the following:
  - City of Santa Rosa
  - Sonoma County Water Agency
  - Sonoma County Regional Parks
  - Southeast Greenway Campaign
  - LandPaths
- August 20, 2014 – California Transportation Commission rescinded the freeway adoption allowing the land to be transferred or sold
- 2014 – Sonoma Land Trust joined the SEG Partnership
- July 7, 2015 – City Council approved Memorandum of Understanding (MOU) between Caltrans, Sonoma Land Trust and the SEG Community Partnership
- October 2015 – City Council initiated a General Plan Amendment (GPA) and Rezoning and EIR
- June 2016 – City Council approved a Professional Services Agreement to complete the GPA, rezoning and EIR
- August 6, 2016 – First Community Workshop (approximately 200 participants)
- October 8, 2016 – Second Community Workshop (approximately 150 participants)
- October 2016 – Online survey was available on project website (nearly 400 responses)
- November 1, 2016 – Joint Planning Commission and City Council meeting
- March 28, 2017 – Second joint Planning Commission and City Council meeting
- May 15, 2017 – EIR public Scoping meeting
- September 14, 2017 – Planning Commission public hearing
- October 2017 – November 2018 – Project suspended due to the wildfires

- February 14, 2019 – Planning Commission public hearing
- May 23, 2019 – Planning Commission public hearing and voted unanimously to recommend that the City Council certify the EIR and approve the General Plan and Zoning Code amendments and Rezoning
- July 9, 2019 – City Council certified the EIR and approved the General Plan and Zoning Code amendments and Rezoning

