



# Professional Services Agreement with Placeworks for the Southeast Greenway General Plan Amendment, Rezoning, and Environmental Impact Report

City Council Meeting  
June 14, 2016

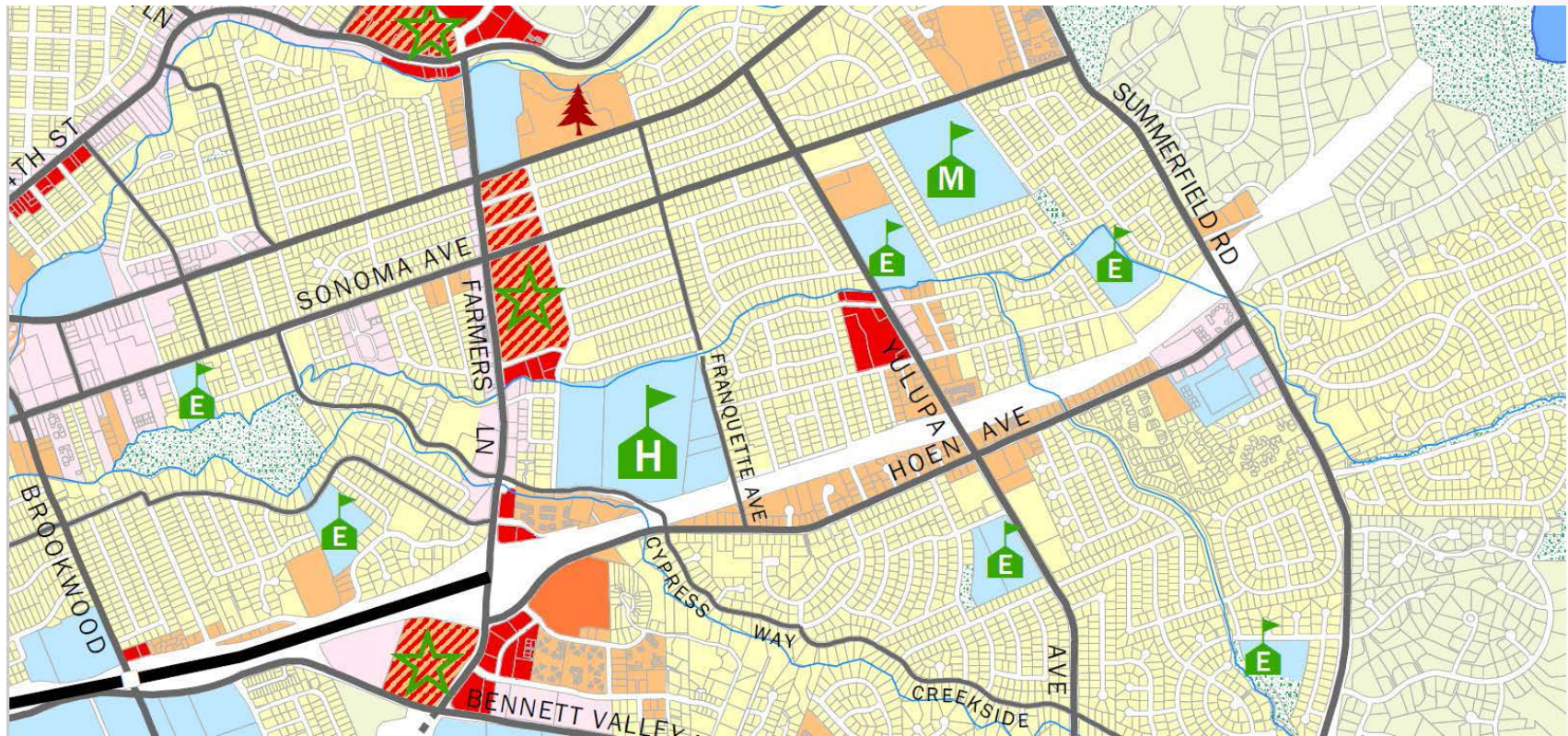
Chuck Regalia,  
Assistant City Manager

# Executive Summary

Award of contract will begin the year-long community planning process associated with the 57-acre former highway right-of-way in southeast Santa Rosa.

Project involves a General Plan Amendment, Rezoning, and Environmental Impact Report.

# General Plan Map





# Analysis

- Year-long planning process includes broad public engagement, coordination and collaboration with stakeholders
- Robust community engagement process to allow neighbors and residents to help shape the General Plan Amendment
- Stakeholder interviews
- Two community meetings includes mailed notices and door-to-door canvassing

# Analysis, cont'd

- Surveys: on-line, hard copy and intercept at up to seven locations
- Project website
- Email list to be utilized and added to through project duration
- Consultant will coordinate all major aspects of the project

# Analysis, cont'd

- Participation by partners includes project funding:
  - Sonoma County Water Agency \$25,000
  - Santa Rosa Water \$25,000
  - Southeast Greenway Campaign/  
LandPaths \$10,000



# Process

- Public Engagement – leads to land use alternatives
- Planning Commission and City Council – review of alternatives – Study Session
- Selection of Preferred Land Use Alternative
  - Planning Commission
  - City Council
- EIR Preparation
  - General Plan Amendment
  - Rezoning Action

# Recommendation

It is recommended by the City Manager's Office that the Council, by resolution, authorize the Mayor to execute the Professional Services Agreement with PlaceWorks in the amount of \$401,401.