

A P P E N D I X F

COMMENTS LETTERS ON THE  
DRAFT GENERAL PLAN



**Woltering, Nancy**

---

**From:** Laurel Chambers <Laurel.Chambers@sonoma-county.org>  
**Sent:** Friday, November 1, 2024 3:22 PM  
**To:** Woltering, Nancy; Jones, Jessica; Nicholson, Amy  
**Cc:** scfsa@googlegroups.com  
**Subject:** [EXTERNAL] Sonoma County Food System Alliance GP Engagement  
**Attachments:** Food Equity Santa Rosa General Plan - Meeting Summary.pdf; Sign-in Sheet\_8.22.23.pdf; Santa Rosa General Plan Revision Tracker.xlsx

Good afternoon,

I am writing on behalf of the Sonoma County Food System Alliance (SCFSA) regarding the General Plan draft released last month. We were surprised and disappointed to see that the new draft of the Food Access and Urban Agriculture has been significantly pared back and the language weakened. We compiled the attached comparison spreadsheet to show how the draft policies changed over time alongside the feedback our group provided.

Santa Rosa City planners attended multiple SCFSA meetings and gathered our thoughts and feedback leading up to the first draft of the General plan released last summer. They assured us that they had reviewed the SCFSA's Food Action Plan and would incorporate its goals. We provided feedback on the draft concepts and helped shape the goals and actions that ended up in the draft. We then spent considerable time, effort, and our own funding to co-host a community engagement event on August 22<sup>nd</sup>, 2023. It was a wonderful collaboration and the planners were very appreciative of the feedback and the excellent turnout. About 50 people attended the event and 36 signed in on the sign-in sheet, but the Community Discussions Summary says there were only 17 participants and the document does not reflect the report that the facilitator prepared (see attached Meeting Summary).

Can you please explain why our input was not accurately reflected in the Community Discussions Summary and why actions were removed or changed in the most recent draft?

Sincerely,

Laurel Chambers, on behalf of the Sonoma County Food System Alliance

**Laurel Chambers, MPH**  
 Healthy Eating, Active Living Coordinator  
 Public Health Division  
 Cell: 408-204-0973  
[laurel.chambers@sonoma-county.org](mailto:laurel.chambers@sonoma-county.org)





# Food Equity in the Santa Rosa General Plan Workshop

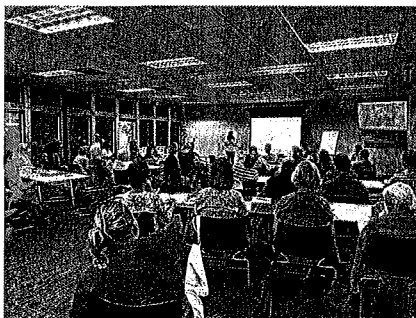
August 22, 2023 6:00 - 8:00 pm  
Finley Community Center | Santa Rosa, CA

## Overview

This document includes a summary of the Food Equity in the Santa Rosa General Plan Event. This event was a partnership between the Sonoma County Food System Alliance, the County of Sonoma Department of Health Services (DHS), and the City of Santa Rosa, with funding from the CalFresh Healthy Living program. Ag Innovations, a 501c3 nonprofit based in Sonoma County facilitated the event. About 50 people participated in this workshop.

## Acknowledgments

- Thank you to the City of Santa Rosa for partnering in the design of the workshop, and providing the meeting space, childcare, and for welcoming a community-led event.
- Thank you to the Sonoma County Food System Alliance for volunteering time in providing input, convening this workshop. A special thank you to Laurel Chambers, DHS, for hosting; to Julia Van Soelen Kim, UC Cooperative Extension, and Laurel Chambers for presenting on behalf of the SCFSA, to Wendy Krupnick for providing local goodies during the event, Helen Myers for creating the outreach materials, and to the FSA Volunteers who hosted tables, studied the general plan, and supported the convening, including: Mimi Enright, Evan Wiig, Phina Borgeson, Christine Kuehn, and Suzi Grady. Special thanks to Jessyca Avalos from the Sonoma COAD who helped with translation and table hosting.
- Thank you to DHS for providing funding to support facilitation by Ag Innovations, outreach support, and logistical support.



## About the Workshop

<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Participants understand the food-system-related sections of the Santa Rosa General Plan</li> <li>• Santa Rosa residents as well as other Sonoma County residents interested in the Santa Rosa General Plan feel heard and have a sense that their interests have been accurately captured and can influence policy making</li> <li>• Santa Rosa city planners are well informed about the kind of food system policies that local residents, and in particular the FSA, want to see in the General Plan</li> <li>• The SCFSA has a clear understanding of next steps for following up with Santa Rosa city planners, workshop participants, and others, in order to carry forward the input gathered</li> </ul>
<b>Attendees</b>	There were about 50 attendees (including organizers), including 8 who participated in a Spanish-speaking breakout group.
<b>Speakers</b>	<ol style="list-style-type: none"> <li>1. Laurel Chambers, Sonoma County &amp; Julia Van Soelen Kim, UCCE (Presentation can be found here in <a href="#">English</a> and <a href="#">Spanish</a>.)</li> <li>2. Genevieve Taylor, Ag Innovations (Facilitator)</li> <li>3. Beatriz Guerrero Auna, City of Santa Rosa (Presentation can be found here in <a href="#">English</a> and <a href="#">Spanish</a>.)</li> </ol>
<b>Meeting Materials</b>	<ul style="list-style-type: none"> <li>• Link to food policy draft: <a href="https://www.srcity.konveio.com/general-plan-update-2050-draft#page=182">https://www.srcity.konveio.com/general-plan-update-2050-draft#page=182</a></li> <li>• Link to Food Action Plan: <a href="https://sonomacofsa.wordpress.com/food-action-plan/">https://sonomacofsa.wordpress.com/food-action-plan/</a></li> </ul>

## Summary

The following summary was developed at the end of the event, as each breakout group reported out its top three themes.

## Food Equity in the Santa Rosa General Plan Event Themes

1. Healthy Food in Schools: *\*\*Note, Top Theme\*\* - this theme was present in five out of six breakout groups.*
  - Strengthen the ability of schools to source locally
    - Food hubs facilitate institutional purchasing from multiple producers and we need more of them
    - Need more education inside and outside of schools that is appropriate to culture and language.
    - Some suggested that schools could be hubs for community gardens (not only school gardens).
2. Healthy Food Access
  - Strong support for growing food in as many different ways as possible via urban ag. *\*\*Note, Top Theme\*\* - This theme was present in three of six breakout groups.*
  - Ensuring BIPOC land access and ownership. The group was very aware of the dynamics of social equity and looked at the Food Action Plan goal of social equity from a number of different angles.
  - How do we increase demand for and access to local healthy food rather than cheap fast food? Lets make sure healthy food is available at a neighborhood by neighborhood scale. *\*\*Note, Top Theme\*\* - This theme was present in three of six breakout groups.*

- Instead of restricting fast food by setting limits on how close together they can be, look at the density of fast food in neighborhoods—some neighborhoods have much higher density of fast food than others
  - It's not enough to mandate all small corner stores to sell healthy food, they have to do something to increase demand for that food so it doesn't go to waste and cost the store.
  - Support local food, such as tamales and local fruit.
  - Support for edible landscaping, urban fruit trees, allowing people to grow food in as many places and ways as possible.
  - Excited to see community gardens in general plan—but needs more support
    - Community gardens need a coordinator and resources to prevent them from falling into neglect.
    - Community Healthworkers could be a resource for supporting community gardens.
    - Bayer Farm and Andy's Unity Garden are neighborhood hubs and important sources of healthy food, education and community—every neighborhood should have one
    - Allow/facilitate more community gardens in parks (example: Place to Play is huge and has space for a garden) And/or a farm.
  - Food waste prevention—need repurposing kitchens to meet mandates in SB 1383 to reduce greenhouse gasses as a result of food waste.
  - Support for food hubs, including distribution, aggregation, and processing, alongside support for micro businesses and home kitchens and small kitchens. Suggested food hub zoning.
  - City should come to the neighborhoods with services as much as possible—offer office space to CalFresh, other food assistance so it is easier for people to sign up for benefits
3. Consider the present and future of Farming. Climate change is happening now and we need to ensure access to water for farmers.
4. **Recommendations for the Food System Alliance:** A number of breakout groups gave advice directed specifically to the Sonoma County Food System Alliance, including: 1) The FSA should consider telling the FSA story more clearly and publicly, 2) Identify clear calls to action and ensure that the Food Action Plan is flexible in the face of a changing future, 3) supporting these ideas by identifying funding, research and big policy ideas or initiatives, and supporting accountability for implementation of these policies, and 4) following up on supporting healthy food in schools through building a coalition where parents can get involved. Electeds, CDFA Rep would be interested, and potentially connect it to edible food recovery efforts in the county.

## Next Steps

- 1) Send the summary as a comment to the City of Santa Rosa General Plan, in order to support their EJ Element in the General Plan
- 2) Please comment online here:  
<https://www.srcity.konveio.com/general-plan-update-2050-draft#page=182>
- 3) Start Healthy School Food Coalition meetings
- 4) Get involved in the FSA - please contact us [here!](#)
- 5) Food System Alliance will review and reflect on what was learned and let it influence the future and present of the Food System Alliance.

## Breakout Group Notes

The following are “raw notes” developed from each breakout group. There are very specific and actionable ideas throughout these notes, including specific feedback on policy points in the General Plan draft. The groups were asked to review a summary of the Food Action Plan and a two page draft of the relevant section of the General Plan.

Each group was given 45 minutes to discuss in groups of 6 the following questions: 1) What resonates about the Food Action Plan and the Food System Alliance input? 2) Based on your interests and concerns about the Sonoma County Food System, what questions do you have? 3) What are you excited to see in the General Plan? 4) What do you see missing from the General Plan? 5) Anything else you want to make sure the city planners consider as they finalize the General Plan?

### Breakout Group 1

- Inform everyone of the intention of the food action plan
- Basic needs are human needs. This is where all human problems are connected - eating unhealthy foods. The children are our future and they are being poisoned from unhealthy food.
- The title of the plan was noteworthy for some
- Participants would like to listen to what the city has to offer and share with the community
- One of the participants is a local farmer and would like to share his land. Create space for community gardens and community kitchens.
- Need to have incentives to allow local farmers and restaurant workers affordable housing
- Love the pillar to limit fast food restaurants
- Add to the checklist to offer vegetarian foods
- Information for nutrition to the community with cooking classes that are accessible for everyone and are culturally sensitive
- Information needs to be in indigenous languages too
- Want support for the tamale cart not to be harassed by the police
- We need better food in the schools
- Local gardens that are accessible to the community
- Educate the community on what vegetation is for each season
- No chemicals / pesticides
- Fresh food (i.e. non-frozen) that is full of nutrition
- Less burgers, less fast, and less chemicals
- Need housing with space for vegetation and gardening - green space - to cultivate and enjoy
- Community gardens - currently Land Paths have rented spaces however people have had these spaces for many years. Can they cycle and allow more people or purchase more land and make it more accessible?
- Focus on the school system lunches for a better future
- City should allow the raising of livestock (goats, cows, pigs)
- Educate the community about different times to grow different types of vegetables - need to be culturally accessible and to learn how to maintain the community garden areas
- Education in nutrition for all!
- Streets with fruit trees, like in the Barlow
- Incentivize developer to add vegetation and landscaping that is edible
- Inform the community on how to get proper food
- Offer licensing so that they are not harassed by the police

## Breakout Group 2

### FSA Actions

- There should be a forum for parents to advocate for healthy school food / Revisit forum done for school food

### Other comments

- Add community based organizations as partners
- Organic and regenerative is missing from the SRGP
- 6-6.5 - too weak. Can we get to the root of the problem? Why can't we have stronger language and mandates for healthy food?
- Can we direct City to start canvassing CBOS and other partners to work on food system issues, specifically 6-6.6
- Hubs for food to support school food and small growers
- Hubs for social services - more neighborhood resource centers where people can apply for food assistance programs
- Promote gleaning and food recovery to residences and businesses

## Breakout Group 3

### Food Action Plan (FAP)

- Pillars 3&4 relate to current work
- Social equity important - domino effects on health
- Pillars 1 and 2 important preference for SoCo products - what's cheap now has costs
- Clear call to action important. How to reach those not involved? Find ways to reach people where they're at.

### Questions

- What will it take for society to understand the importance of food and the food system? Pandemic-like
- Flavor can be transformational
- How to increase education at all levels. Outside of schools, neighborhood hubs. More avenues for education on food, nutrition, and health are needed. Community health workers - federal funding.

### Excited to see in the GP

- Community gardens!
- Paid community health workers
- Restrictions on fast food - need carrots and sticks
- Community garden coordinators
- School gardens can be community hubs and community gardens
- 6-6.2 - Collaboration - organizational.

## Breakout Group 4

- Healthy food in schools
- Urban agriculture - fence restrictions make it hard to make gardens
- Right to grow food
- Right to sell local produce grown at home - like setting up market booth in a driveway
- Barrier to better school food
  - Small kitchens



- Short staffed
- Food safety
- Action 6-6.2: needs more than just requirements to stock fresh produce, or it will go to waste - they need support to sell it, show case it, promote it
- Action 6-6.8: instead of 300 ft requirement, it should be about overall neighborhood density of the fast food places
- Action 6-6.17: solid soil testing for homes and gardens too
- Resources for coordination of community gardens to help them be maintained and prevented from falling into disrepair
- A method to ID vacant property for potential community gardens (addressed by 6-6.22?)
- Action 6-6.2: need to assure that price points of grocery stores are varied, i.e. not just discount, not just high
- Need to keep regulations on growing/selling produce reasonable, but safe - not onerous with hoops to jump through
- Incentivize establishment of food hub and local farmers to aggregate, distribute food
- Climate change impacts on farmers
- Anthropocene is shifting us away from ag - we see it happening today. We need more support for farming in the GP (water access, etc.) Prioritize water hierarchy for ag

#### Breakout Group 5

##### Comments for Food System Alliance

- Connect the dots as in the Food Action Plan - reduce siloing
- Access with education hand in hand with connecting the dots
- Thanks to FSA for getting some of this language into the SRGP
- Strengthening neighborhood connection with the local food system
- How do we hold the City of Santa Rosa accountable in fulfilling the goals in the General Plan?
- FSA can do more with school and parents

##### Group comments re: Santa Rosa General Plan

- Strengthen role of community-based organizations
- Missing language re: pesticide use and organics
- Strengthen language about people growing food in many different ways and places
- Community gardens in "community parks" no just in "neighborhood parks"
- Strengthen language regarding SR City, School District 6-6.5
- Review for policies that could strengthen the ability of school districts to source local food
- Dedicate city space for one-stop shopping for food access help and other social services at the neighborhood level

#### Breakout Group 6

##### What resonates?

- Better definition needed on "healthy food"
- Urban ag in plan in a big way
- Community gardening is important and needs support
- Progressive but doesn't go far enough
- Language vague to leave open for interpretation
- Creates "operating space"
- Understands healthy food access issues; affordable even better but how is it operationalized to make it affordable
- Affordability; accommodation for accessibility to fresh product; food deserts and fast food access

- Income potential from sugar sweetened beverages tax? How to direct it to further GP goals? Stake it to health...revenue from unhealthy food should go to healthy food

#### Questions

- Precautionary principle planning considered? FAP is by nature utopian. How can it consider adverse future issues?
- Schools - with independence of schools how can we connect with the General Plan or to foster support in schools?
- How do we connect state and local government with school policy (GP 6-6.5).
  - Weave in state programs language
- Gentrification: how can GP ensure affordable housing in the face of current pressures

#### Breakout Group 7

- Update zoning codes
- Save local dairy processing
- Culturally appropriate food options
- More support bringing healthy food / new initiatives to Equity Priority Areas (EPAs)
- Daily farmers market at Mitote Food Park
- SB1383!
- Transportation to healthy food options, including community bikes with baskets to carry food
- Save Manzanal (apple processing)
- Mobile food pantries
- Providing access to land for agriculture particularly for underrepresented farmers and to combat generational wealth
- Leveraging SRJC (Shone Farm) to introduce program for local meat processing or apprenticeship program with local butchers
- Any urban ag should support BIPOC folks with things like fast tracking permits and other incentives
- Healthy food in local school system - procuring from local sources
- Centralized location to store food / food recovery with freezers (physical spaces)
- Work with SRJC culinary program (or other culinary programs) to prep healthy food for school system
  - Include the Ceres Model of training students to cook with farm grown ingredients
  - Outreach to underrepresented communities, including things like
    - Providing childcare at meetings like this
    - Hosting meetings in EPAs
    - Increasing awareness of food assistance programs

#### Urban Ag Points

- Any policy should maximize "operating space" to allow actors to resolve issues of urban food production
- Society regulates activities we want to suppress and de-regulates those we want to encourage. Urban Ag ordinance should be largely an act of de-regulation.
- Two myths that should be discussed:
  - Food production creates residential nuisances
  - Food production is an economic endeavor, i.e. it is not economically viable at the small-scale, and therefore not affordable.
- Urban Ag can survive primarily by acting within in the informal and domestic economy

- To meet household needs in EPAs, urban ag will need to include proteins and fats = animal husbandry
- Successful production and economic models can be found in history or nations that are monetarily poor or stressed
  - Eastern Europe prior to 1990
  - Balkans
  - Southeast Asia
- Predicament: Good food is too expensive to buy. Food is too cheap to provide a livelihood to the farmer.
  - Solution: shift production to the household and community garden level.

#### Miscellaneous Comments

Let's look at what's going right in other municipalities.

- Santa Cruz - homeless garden projects
- Vermont - Intervale
- Detroit - farms and gardens within city limits
- Other??
- And can city employees call or write to the leaders of these projects to talk about how to implement or lay the foundations for implementation?
- And let's incentivize eerie high schooler getting out to SRJC's Shone Farm at least once before graduating

The following have interest in farm to school initiatives:

- Electeds
- CDFA Rep
- Edible food recovery

Registration--Food Equity Santa Rosa General Plan Event (Responses)

Food Equity In the Santa Rosa General Plan Event 8/22/23

Name / Nombre:	Email / Correo electronico:	Initial
Amber Gonzales	amber.gonzales@sonoma-county.org	AM
Anastacia Cruz	annacruz961@yahoo.com	AC
Andrea Pickett	apickett@schsd.org	AP
Blythe Young	blythe.young@heart.org	BY
Cathrine Wolf	Cathrinewolf77@gmail.com	CW
Cathryn Couch	ccouch@ceresproject.org	CC
Christina David	Davidcm11@gmail.com	CD
christine Hoex	choex@sbcglobal.net	CH
David Woltering	dwoltering@aol.com	DW
Dena Allen	dena@rahus.org	DA
Diane Wheeler	Dtexaswheeler@gmail.com	DW
Elaine Walter	ewalter_@live.com	EW
Erica Lipanovich	Erica.lipanovich@gmail.com	EL
Gabriela Hernandez	gabyher405@gmail.com	G.H
Janeen Murray	j.murray@golocal.coop	JM
Jasmine Hunt	jhunt@nccwb.org	JH
Jennie Schultz	jgrace17@sbcglobal.net	JS
Jessica Rodriquez	jessicarodriquez79@gmail.com	JR
Jocelyn Mobley	Jocelyn@interfaithfood.org	JM
joey smith	jws1gf@gmail.com	JS
Karen Girard	karen.girard3@gmail.com	KG
Kelly Conrad	kellynconrad3@gmail.com	KC
Kelly Smith	Info@ilovefarmersmarkets.org	KS
Kristen Sales	kristen.sales@sonoma-county.org	KS
Kyle LaRue	klarue@ccnorthbay.org	KL
Lisa Ludwigsen	lisaludwigsen@gmail.com	LL
Lori Houston	lori.houston@sonoma-county.org	LH
Marisol Canchola	MarisolC@calparents.org	MC
Marlon Javier Montoya Mejia	gamagi2022@gmail.com	MM
Morgan Meadows	morgan@cmnaturalfoods.com	MS
Morina Sysouvanh	Morina.sysouvanh@sonoma-county.org	MS
Natasha Granoff	njgranoff@sonic.net	NG
Nichole Warwick	nicholewarwick@bluezones.com	NW
Nicole Curreri	ncurreri@partnershiphp.org	NC
Nohemi Palomino	Miminayoyo179@gmail.com	NP
Paola Santos	paola.santos@sonoma-county.org	PS
Rebekah	soco.peer.deploy@gmail.com	RE
Rocio Rodriguez	rocio.rodriguezcasquete@sonoma-county.org	RR
Shan Magnuson	shanny@sonic.net	SM
Steve Schwartz	steve@interfaithfood.org	SS
Wendy Kohatsu, MD	wkohatsu@gmail.com	WK

Registration--Food Equity Santa Rosa General Plan Event (Responses)

Teresa Franklin	tfranklin@sonic.net	12
Sue Bennett		SB
Susan Garcia	sgarcia@nccwb.org	SK
Kenneth Garcia	kennethgarcia@nccwb.org	SK
Terese Vega		SK
Siera Smith	sierasmith@gmail.com	for fun
Roy Smith		
Noah Will		
Kathryn Ridout	kathrynridout@gmail.com	KR
Duskie Estes	duskie@farmtopantry.org	
Gabriel Kaplan	gabriel.kaplan@	

Sonoma-County.org

Christine Kuehn ckuehn@sonamarc.org CK

Draft Concepts shared with SCFSA in Jan. 2023 (SCFSA additions in red)	Summer 2023 Draft	SCFSA Feedback on 2023 draft, gathered from event on 8/22/23	Oct. 2024 Draft
	<p><b>Food Access and Urban Agriculture</b></p> <p>Access to fresh foods, whole grains, and other unprocessed or minimally processed foods is essential to people's health. In addition to retail stores, Santa Rosa currently features five active community gardens that help provide healthy food options to community members. Community gardens play a critical role in the city, sometimes serving as the primary food source when costs of and/or access to retail stores are limiting factors.</p> <p>The U.S. Department of Agriculture maps census tracts where a significant number or share of residents is more than a specified distance from the nearest supermarket. Figure 6-3 shows the tracts in Santa Rosa where residents are low income and a half mile or more from the nearest supermarket. The City designates such areas "Healthy Food Priority Areas" to target efforts to meet the nutritional</p>		<p><b>Food Access and Urban Agriculture</b></p> <p>Access to fresh foods, whole grains, and other unprocessed or minimally processed foods is essential to people's health.</p> <p>The U.S. Department of Agriculture maps census tracts where a significant number or share of residents is more than a specified distance from the nearest supermarket. Figure 6-2 shows the tracts in Santa Rosa where residents are low income and a half mile or more from the nearest supermarket, as identified by the U.S. Department of Agriculture. The City designates such areas "Healthy Food Priority Areas" to target efforts to meet the nutritional needs of these communities. The City recognizes that</p>
<p>GOAL X: Community Food Security &amp; Urban Agriculture. Maintain and facilitate the development of new forms of urban agriculture, urban farming, or urban gardening, and community food production in Santa Rosa, including residential gardens, residents' and, community and school gardens, urban farms, cooperatives, rooftop farms, or other urban farming options that provide health, social, environmental, and economic benefits to residents, including access to fresh vegetables and fruits, promoting physical activity, activating and improving green spaces, community building, creating social connections, and providing nutritional education, especially in food deserts and equity priority communities.</p>	<p>Goal 6-6: Ensure that all households and individuals have convenient, daily access to affordable healthy food, including fresh produce.</p>		<p>Goal 6-6: Ensure that all households and individuals have convenient, daily access to affordable, healthy food, including fresh produce.</p>

<p>Healthy food retail establishments. Promote improved access to healthy food options that sell/serve culturally-relevant foods in areas with a high concentration of less healthy options, such as fast food chains, liquor stores, and convenience stores. Ensure retail food establishments accept federal food benefits including CalFresh and WIC.</p>	<p><b>Policy 6-6.1: Attract and support a range of healthy food retailers, prioritizing EPAs and Healthy Food Priority Areas, so that all residents live within one mile of a full-service grocery store, fresh produce market, or others offering fresh produce.</b></p>		<p><b>Policy 6-6.1: Attract and support a range of fresh food retailers, particularly in Equity Priority Areas and Healthy Food Priority Areas, so that all residents have access to healthy foods within one mile of where they live.</b></p>
	<p>Action 6-6.1: Partner with Sonoma County Health and Human Services to encourage stores in Santa Rosa to participate in the Federal Food Assistance Program.</p>	<p>City should come to the neighborhoods with services as much as possible—offer office space to CalFresh, other food assistance so it is easier for people to sign up for benefits</p>	<p>Action 6-6.1: Encourage convenience stores, liquor stores, and neighborhood markets to carry fresh produce and participate in programs such as CalFresh, especially in Equity Priority Areas and Healthy Food Priority Areas.</p>
	<p>Action 6-6.2: Require convenience stores, supermarkets, liquor stores, and neighborhood and ethnic markets to carry fresh produce, especially in EPAs and Healthy Food Priority Areas.</p>		
<p>Proposed farmers market policy: Identify locations near city center and/or housing hubs for a permanent farmers market (similar to city of Davis' Central Park Farmers Market)</p>	<p>Action 6-6.3: Update the Zoning Code to allow farmers markets in all nonresidential zoning districts by right with standards.</p>		<p>Action 6-6.2: Consider an update to the Zoning Code to allow farmers' markets in all nonresidential zoning districts by right with standards and where they will not be located on the same parcel as an existing grocery store.</p>
	<p>Action 6-6.4: Consult with the local hospitals, clinics, local school districts, Santa Rosa Community College, and the California State University Extension to produce and provide educational materials and programs aimed at promoting and facilitating healthier lifestyles.</p>		
<p>Healthy food options. Promote healthy food and beverage standards and procurement policies and practices in government buildings and government-sponsored events. Include nutrition standards and local food preferences. Promote access to culturally-relevant food.</p>	<p>Action 6-6.5: Explore programs with the Santa Rosa City School District, Sonoma County Public Health Division, community garden groups, and other advocates to provide healthy foods in schools and other public institutions.</p>		<p>Action 6-6.3: Support local programs that provide healthy foods in schools and other public institutions.</p>
	<p>Action 6-6.6: Distribute information and educate low-income families and people experiencing homelessness about food assistance programs</p>		<p>Action 6-6.4: Support the distribution of information about food assistance programs.</p>

	<b>Policy 6-6.2: Encourage the establishment of local restaurants and businesses that serve healthy food.</b>	<b>How do we increase demand for and access to local healthy food rather than cheap fast food? Lets make sure healthy food is available at a neighborhood by neighborhood scale. **Note, Top Theme** - This theme was present in three of six breakout groups.</b>	<b>Policy 6-6.2: Encourage the establishment of local restaurants and businesses that serve healthy food.</b>
	Action 6-6.7: Update the Zoning Code to require conditional-use-permit review for any chain restaurant with more than five outlets in the nine-county Bay Area.		
	Action 6-6.8: Require at least 300 feet between any two fast-food chain operations.	<ul style="list-style-type: none"> <li>Instead of restricting fast food by setting limits on how close together they can be, look at the density of fast food in neighborhoods—some neighborhoods have much higher density of fast food than others</li> </ul>	
	Action 6-6.9: Seek resources to facilitate establishment of “microenterprise home kitchen operations”—that is, restaurants operated out of a private residence—in EPAs, as allowed by Assembly Bill 686.	<ul style="list-style-type: none"> <li>Not enough to mandate all small corner stores to sell healthy food, have to do something to increase demand of that food so it doesn't go to waste and cost the store.</li> </ul>	
	Action 6-6.10: Develop a program to provide fast-track permitting for healthy food and grocery stores in Healthy Food Priority Areas and underserved areas, as well as areas identified for increased residential development and mixed use.	<ul style="list-style-type: none"> <li>Support local food, such as tamales and local fruit.</li> </ul>	Action 6-6.5: Consider streamlining permitting for full-service grocery stores in Healthy Food Priority Areas and underserved areas, as well as areas identified for increased residential development and mixed use.
<b>GOAL X. Community Food Security &amp; Urban Agriculture. Maintain and facilitate the development of new forms of urban agriculture, urban farming, or urban gardening, and community food production in Santa Rosa, including residential gardens, community and school gardens, urban farms, cooperatives, rooftop farms, or other urban farming options that provide health, social, environmental, and economic benefits to residents, including access to fresh vegetables and fruits, promoting physical activity, activating and improving green spaces, community building, creating social connections, and providing nutritional education, especially in food deserts and equity priority communities.</b>	<b>Policy 6-6.3: Facilitate urban agriculture, farming, gardening, and local food production, especially in EPAs and Healthy Food Priority Areas.</b>	<p><b>Strong support for growing food in as many different ways as possible via urban ag. **Note, Top Theme** - This theme was present in three of six breakout groups.</b></p> <p><b>Consider the present and future of Farming. Climate change is happening now and we need to ensure access to water for farmers.</b></p>	<b>Policy 6-6.3: Facilitate urban agriculture, farming, gardening, and local food production, especially in Equity Priority Areas and Healthy Food Priority Areas.</b>
	Action 6-6.11: Provide the necessary resources to retain the city's existing community gardens.		Action 6-6.6: Support retention of the city's existing community gardens and encourage development of new community gardens.



Equitable access to safe food-growing opportunities: Encourage the development of new urban agriculture sites in low income and underserved neighborhoods and coordinate efforts with parks and open space organizations. Combine programs on urban agriculture with food production safety, food literacy, and nutritional education.	Action 6-6.12: Support the creation of additional community gardens or other urban agriculture opportunities, particularly in EPAs and Healthy Food Priority Areas.	Excited to see community gardens in general plan—but needs more support •Community gardens need a coordinator and resources to prevent them from falling into neglect. •Community Health Workers could be a resource for supporting community gardens. •Bayer Farm and Andy's Unity Garden are neighborhood hubs and important sources of healthy food, education and community—every neighborhood should have one •Allow/facilitate more community gardens in parks (example: Place to Play is huge and has space for a garden) And/or a farm.	Action 6-6.7: Support the creation of additional community gardens or other urban agriculture opportunities, particularly in Equity Priority Areas and Healthy Food Priority Areas
Revise the Zoning Code to allow urban agriculture, in its different forms, as permitted uses in all zoning districts of Santa Rosa, inclusive of community food production (as defined in AB 1990 and AB 234) and on-site sales. Revise Zoning Code to make community food production and urban agriculture an opt out activity instead of opt in for all zones.	Action 6-6.13: Consider updating the Zoning Code to allow all forms of urban agriculture by right in all zoning districts where appropriate, including community, yard, rooftop, indoor, and other gardens; community food production (as defined by the State); and on-site exchanges and sales.	Support for edible landscaping, urban fruit trees, allowing people to grow food in as many places and ways as possible.	Action 6-6.8: Consider updating the Zoning Code to allow urban agriculture where appropriate.
Develop Santa Rosa's Urban Agriculture ordinance. This ordinance should include strategies to increase access to healthy food, particularly in healthy food priority areas and equity priority communities; develop urban agriculture physical and operational standards; and mitigate soil hazards.	Action 6-6.14: Develop an Urban Agriculture ordinance that includes strategies to increase access to healthy food—particularly in EPAs and Healthy Food Priority Areas—and standards for operation and soil mitigation.		Action 6-6.9: Consider developing an Urban Agriculture Ordinance that includes strategies to increase access to healthy food—particularly in Equity Priority Areas and Healthy Food Priority Areas—and standards for operation and soil mitigation.
Offer incentives to developers to include a small farm in the development in exchange for allowing higher density housing units.	Action 6-6.15: Explore the feasibility of enacting an Urban Agriculture Incentive Zone (per Assembly Bill 551) to allow landowners to receive tax incentives for putting land into agricultural use.		Action 6-6.10: Explore the feasibility of enacting an Urban Agriculture Incentive Zone (per Government Code Section 51040) to allow landowners to receive tax incentives for putting land into agricultural use.

POLICY X.2 Partnerships for Urban Agriculture. Collaborate and partner with Sonoma County, non-profits, schools, neighborhood organizations, faith-based organizations, and advocates to identify and develop sites with urban agriculture potential, especially in low income and underserved neighborhoods. Support urban agriculture in schools, parks, hospitals, correction facilities, or other public land suitable for urban agriculture development, including public easements and rights-of-way, where appropriate, and not in conflict with other uses, utility infrastructure, or needs of property owners.	Action 6-6.16: Partner with the County, nonprofits, school districts, neighborhood organizations, faith-based organizations, and others to identify and develop sites for urban agriculture potential, and support all urban agriculture types in schools, parks, hospitals, correction facilities, and other public land and spaces suitable for urban agriculture development, including public easements and rights-of-way.	Strengthen the ability of schools to source locally •Some suggested that schools could be hubs for community gardens (not only school gardens).	Action 6-6.11: Evaluate ways to support urban agriculture in schools, parks, hospitals, and other public land and spaces where appropriate
Evaluate contaminants that may be harmful to human health on land proposed for urban agriculture including site history assessments and soil testing. Help provide financial resources for soil testing and remediation.	Action 6-6.17: Evaluate the potential presence of contaminants that may be harmful to human health on land proposed for urban agriculture, including by performing site history assessments and soil testing.		Action 6-6.12: Encourage landowners to evaluate the potential presence of contaminants that may be harmful to human health on land proposed for urban agriculture, including by performing site history assessments and soil testing
	Action 6-6.18: Identify financial resources for soil testing and remediation on identified sites for urban agriculture.		Action 6-6.13: Identify financial resources for soil testing and remediation on identified sites for urban agriculture
Proposed policy for food hubs: Direct staff to partner with Ag and Open Space to establish food hubs throughout the city where residents can meet and exchange excess home-grown produce. This would help with food waste and recovery goals while increasing access to healthy food and building community.	Action 6-6.19: Work with the County Agricultural Preservation and Open Space District to establish food hubs throughout the city where community members can meet and exchange excess home-grown produce	Strengthen the ability of schools to source locally • Food hubs facilitate institutional purchasing from multiple producers and we need more of them [this comment refers to commercial food hubs, which is slightly different from the community food hubs in the draft policy]  oSupport for food hubs, including distribution, aggregation, and processing, alongside support for micro businesses and home kitchens and small kitchens. Suggested food hub zoning.	

<p>POLICY X.3 Community Education on Urban Agriculture. Collaborate with Sonoma County Department of Health Services, school districts in Santa Rosa, and non-profit organizations, particularly at schools, community centers, farmers markets, and libraries, on efforts to educate the community on the nutritional health, social, economic, and environmental benefits of urban farming and consuming locally grown and ecologically sound foods. Collaborate with programs on food production safety, food literacy, cooking, food waste reduction and nutritional education.</p>	<p>Action 6-6.20: Partner with the County Department of Health Services, local schools, and nonprofit organizations to provide education about the nutritional, social, economic, and environmental benefits of urban farming and locally grown and ecologically sound foods; urban agriculture opportunities; food production safety; food literacy; cooking; and food waste reduction.</p>	<p>Strengthen the ability of schools to source locally</p> <ul style="list-style-type: none"> <li>Need more education inside and outside of schools that is appropriate to culture and language.</li> </ul> <p>oFood waste prevention—need repurposing kitchens to meet mandates in SB 1383 to reduce greenhouse gasses as a result of food waste.</p>	<p>Action 6-6.14: Support partner agencies in providing education about the nutritional, social, economic, and environmental benefits of urban farming and locally grown and ecologically sound foods; urban agriculture opportunities; food production safety; food literacy; cooking; and food waste reduction.</p>
<p>Ensure the Neighborhood Food Act (AB 2561) is recognized, removing barriers renters and members of homeowners' associations (HOAs) face when trying to grow food for themselves at home.</p> <p>Educate landowners including owners of apartment complexes and home-owners associations about the benefits of urban gardening and edible landscaping.</p>	<p>Action 6-6.21: In accordance with the Neighborhood Food Act (Assembly Bill 2561), educate landowners, apartment complexes, and homeowners associations (HOA) about the benefits of urban gardening and edible landscaping, and work with them to remove any barriers that renters and owners with an HOA face when trying to grow food for self-consumption, exchange, or sale.</p>		
<p>POLICY X.6 Urban agriculture on private property. Incentivize private property owners to provide opportunities for residential gardening, urban agriculture, and cottage food businesses on privately owned land including leasing to new, beginning, limited resource, and BIPOC food producers.</p>	<p>Action 6-6.22: Establish incentives for private property owners and developers to provide opportunities for residential gardening and urban agriculture, and similar opportunities to food producers who are emerging, have limited resources, and/or are people of color.</p>	<p>Ensuring BIPOC land access and ownership. The group was very aware of the dynamics of social equity and looked at the Food Action Plan goal of social equity from a number of different angles.</p>	<p>Action 6-6.15: Encourage private property owners and developers to provide opportunities for residential gardening and urban agriculture, and similar opportunities to food producers who are emerging, have limited resources, and/or are people of color.</p>
<p>POLICY X.4 Urban Agriculture for Personal Consumption. Allow urban agriculture opportunities such as yard, roof-top, indoor, and other gardens that produce ecologically sound food and culturally appropriate food for personal consumption. Incentivize developers to incorporate gardens and edible landscaping on new and existing residential, commercial, and public development projects that produce food for residents and workers.</p>	<p>Action 6-6.23: Require public development projects to provide access to sustainable food for residents.</p>		

<p>POLICY X.5 Agricultural land protection. Protect and enhance the agricultural land base, including urban gardens and peri-urban farms and ranches within Santa Rosa's sphere of influence, that is not planned for urbanization in the timeframe of the General Plan. Partner with Community Land Trusts as a means of increasing affordability of housing and land for food production.</p>	<p>Action 6-6.24: Work with the County to protect the agricultural land base in the Sphere of Influence, including urban gardens, farms, and ranches.</p>		<p>Action 6-6.16: Work with the County to protect the agricultural land base in the Sphere of Influence, including urban gardens, farms, and ranches.</p>
---	---	--	---

## **Woltering, Nancy**

---

**From:** Shan Magnuson <shannysonic@gmail.com>  
**Sent:** Saturday, November 2, 2024 10:57 AM  
**To:** Laurel Chambers  
**Cc:** Woltering, Nancy; Jones, Jessica; Nicholson, Amy; scfsa@googlegroups.com  
**Subject:** [EXTERNAL] Re: [SCFSA GG] Sonoma County Food System Alliance GP Engagement

Thank you, Laurel for sending this letter. I agree with all your concerns and strongly encourage the new draft of the Santa Rosa General Plan to include the language originally proposed which included recommendations from the Sonoma County Food Action Plan.

I hope the efforts of the Sonoma County Food System Alliance and the results of the Aug 22 , 2023 convening, which I attended, will be accurately reflected in the draft plan.

Thanks for your attention.

Sincerely,  
Shan Magnuson

On Fri, Nov 1, 2024 at 3:21 PM 'Laurel Chambers' via Sonoma County Food System Alliance <[SCFSA@googlegroups.com](mailto:SCFSA@googlegroups.com)> wrote:

Good afternoon,

I am writing on behalf of the Sonoma County Food System Alliance (SCFSA) regarding the General Plan draft released last month. We were surprised and disappointed to see that the new draft of the Food Access and Urban Agriculture has been significantly pared back and the language weakened. We compiled the attached comparison spreadsheet to show how the draft policies changed over time alongside the feedback our group provided.

Santa Rosa City planners attended multiple SCFSA meetings and gathered our thoughts and feedback leading up to the first draft of the General plan released last summer. They assured us that they had reviewed the SCFSA's Food Action Plan and would incorporate its goals. We provided feedback on the draft concepts and helped shape the goals and actions that ended up in the draft. We then spent considerable time, effort, and our own funding to co-host a community engagement event on August 22<sup>nd</sup>, 2023. It was a wonderful collaboration and the planners were very appreciative of the feedback and the excellent turnout. About 50 people attended the event and 36 signed in on the sign-in sheet, but the Community Discussions Summary says there were only 17 participants and the document does not reflect the report that the facilitator prepared (see attached Meeting Summary).

Can you please explain why our input was not accurately reflected in the Community Discussions Summary and why actions were removed or changed in the most recent draft?

Sincerely,

Laurel Chambers, on behalf of the Sonoma County Food System Alliance

**Laurel Chambers, MPH**

Healthy Eating, Active Living Coordinator

Public Health Division

Cell: 408-204-0973

[laurel.chambers@sonoma-county.org](mailto:laurel.chambers@sonoma-county.org)



--

You received this message because you are subscribed to the Google Groups "Sonoma County Food System Alliance" group.

To unsubscribe from this group and stop receiving emails from it, send an email to

[SCFSA+unsubscribe@googlegroups.com](mailto:SCFSA+unsubscribe@googlegroups.com).

To view this discussion visit

<https://groups.google.com/d/msgid/SCFSA/PH0PR09MB8411B42D656127016F2CC8E1A4562%40PH0PR09MB8411.namprd09.prod.outlook.com>.

**From:** [Shan Magnuson](#)  
**To:** [Laurel Chambers](#)  
**Cc:** [Woltering, Nancy](#); [Jones, Jessica](#); [Nicholson, Amy](#); [scfsa@googlegroups.com](mailto:scfsa@googlegroups.com)  
**Subject:** [EXTERNAL] Re: [SCFSA GG] Sonoma County Food System Alliance GP Engagement  
**Date:** Saturday, November 2, 2024 10:57:17 AM  
**Attachments:** [image001.png](#)

---

Thank you, Laurel for sending this letter. I agree with all your concerns and strongly encourage the new draft of the Santa Rosa General Plan to include the language originally proposed which included recommendations from the Sonoma County Food Action Plan.

I hope the efforts of the Sonoma County Food System Alliance and the results of the Aug 22 , 2023 convening, which I attended, will be accurately reflected in the draft plan.

Thanks for your attention.

Sincerely,  
Shan Magnuson

On Fri, Nov 1, 2024 at 3:21 PM 'Laurel Chambers' via Sonoma County Food System Alliance <[SCFSA@googlegroups.com](mailto:SCFSA@googlegroups.com)> wrote:

Good afternoon,

I am writing on behalf of the Sonoma County Food System Alliance (SCFSA) regarding the General Plan draft released last month. We were surprised and disappointed to see that the new draft of the Food Access and Urban Agriculture has been significantly pared back and the language weakened. We compiled the attached comparison spreadsheet to show how the draft policies changed over time alongside the feedback our group provided.

Santa Rosa City planners attended multiple SCFSA meetings and gathered our thoughts and feedback leading up to the first draft of the General plan released last summer. They assured us that they had reviewed the SCFSA's [Food Action Plan](#) and would incorporate its goals. We provided feedback on the draft concepts and helped shape the goals and actions that ended up in the draft. We then spent considerable time, effort, and our own funding to co-host a community engagement event on August 22<sup>nd</sup>, 2023. It was a wonderful collaboration and the planners were very appreciative of the feedback and the excellent turnout. About 50 people attended the event and 36 signed in on the sign-in sheet, but the Community Discussions Summary says there were only 17 participants and the document does not reflect the report that the facilitator prepared (see attached Meeting Summary).

Can you please explain why our input was not accurately reflected in the Community Discussions Summary and why actions were removed or changed in the most recent draft?

Sincerely,

Laurel Chambers, on behalf of the Sonoma County Food System Alliance

**Laurel Chambers, MPH**

Healthy Eating, Active Living Coordinator

Public Health Division

Cell: 408-204-0973

[laurel.chambers@sonoma-county.org](mailto:laurel.chambers@sonoma-county.org)

DHS LOGO Color



--

You received this message because you are subscribed to the Google Groups "Sonoma County Food System Alliance" group.

To unsubscribe from this group and stop receiving emails from it, send an email to [SCFSA+unsubscribe@googlegroups.com](mailto:SCFSA+unsubscribe@googlegroups.com).

To view this discussion visit

<https://groups.google.com/d/msgid/SCFSA/PH0PR09MB8411B42D656127016F2CC8E1A4562%40PH0PR09MB8411.namprd09.prod.outlook.com>.



**Woltering, Nancy**

**From:** Ken MacNab <ken@kmacadvising.com>  
**Sent:** Tuesday, November 5, 2024 12:08 PM  
**To:** Woltering, Nancy  
**Cc:** Jones, Jessica; Nicholson, Amy  
**Subject:** Re: [EXTERNAL] Status of 2050 General Plan Update

Thanks Nancy. I do have one over-arching question/ concern. In reviewing the updated Draft GP I did not see any mention or consideration of the South Santa Rosa Specific Plan process. I presume the same is true of the Draft EIR (I am just starting my review). This is a little surprising given the scope/magnitude of the SSRSP planning effort. I am curious to know why this is and if there was any internal discussions about this during preparation of the updated draft.

Ken

Ken MacNab  
*KMac Advising*

Sent from my mobile, please excuse typos

---

**From:** Woltering, Nancy <nwoltering@srcity.org>  
**Sent:** Tuesday, November 5, 2024 11:47:18 AM  
**To:** Ken MacNab <ken@kmacadvising.com>  
**Cc:** Jones, Jessica <jjones@srcity.org>; Nicholson, Amy <anicholson@srcity.org>  
**Subject:** RE: [EXTERNAL] Status of 2050 General Plan Update

Hi Ken,  
 We are in the process of discussing whether to include the letters, or just provide a quick summary of the comments received to date. I will clarify once we have settled on our process.  
 Thanks,  
 Nancy

---

**From:** Ken MacNab <ken@kmacadvising.com>  
**Sent:** Tuesday, November 5, 2024 10:44 AM  
**To:** Woltering, Nancy <nwoltering@srcity.org>  
**Cc:** Jones, Jessica <jjones@srcity.org>; Nicholson, Amy <anicholson@srcity.org>  
**Subject:** RE: [EXTERNAL] Status of 2050 General Plan Update

Thank you Nancy! Will submitted letters go out in the PC agenda packet? If yes, what is the deadline for submitting something to Amy?

Ken

**Ken MacNab**  
*KMac Advising, LLC*

---

**From:** Woltering, Nancy <nwoltering@srcity.org>  
**Sent:** Monday, November 4, 2024 9:51 AM

**To:** Ken MacNab <[ken@kmacadvising.com](mailto:ken@kmacadvising.com)>

**Cc:** Jones, Jessica <[jjones@srcity.org](mailto:jjones@srcity.org)>; Nicholson, Amy <[anicholson@srcity.org](mailto:anicholson@srcity.org)>

**Subject:** RE: [EXTERNAL] Status of 2050 General Plan Update

Hi Ken,

Please direct comments to Amy Nicholson, Supervising Planner. The General Plan 2050 Draft EIR will be going before the Planning Commission on November 14<sup>th</sup>. The focus of the meeting will be on the adequacy of the General Plan 2050 Draft EIR. If we receive comments on the General Plan, we will also forward them to Commissioners. Meetings on the General Plan 2050 and Final EIR will be in the Spring.

Thanks, Ken!

Best,

Nancy

**Nancy Woltering, AICP CEP | Senior Planner - Advance Planning**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4688 | Cell (707) 291-6197 | [nwoltering@srcity.org](mailto:nwoltering@srcity.org)



---

**From:** Ken MacNab <[ken@kmacadvising.com](mailto:ken@kmacadvising.com)>

**Sent:** Monday, November 4, 2024 9:45 AM

**To:** Woltering, Nancy <[nwoltering@srcity.org](mailto:nwoltering@srcity.org)>

**Cc:** Jones, Jessica <[jjones@srcity.org](mailto:jjones@srcity.org)>; Nicholson, Amy <[anicholson@srcity.org](mailto:anicholson@srcity.org)>

**Subject:** RE: [EXTERNAL] Status of 2050 General Plan Update

Hi Nancy-

Hope this message finds you well. We are reviewing the October update to the Draft 2050 General Plan document and will likely have some comments. I am writing to ask who our comments should be directed to. I also wanted to ask if a meeting on the updated Draft GP document has been scheduled before the PC.

Please let me know when you get a chance.

Thanks-

Ken

**From:** Altamirano, Gino <[galtamirano@coblentzlaw.com](mailto:galtamirano@coblentzlaw.com)>

**Sent:** Tuesday, November 12, 2024 5:49 PM

**To:** Woltering, Nancy <[nwoltering@srcity.org](mailto:nwoltering@srcity.org)>

**Subject:** [EXTERNAL] RE: Projections for Jobs

Nancy, I am interested in the 300 sq. ft. per employee for commercial (see below taken from the October 2024 Draft General Plan update) and if this projection/standard will regulate the number of employees a commercial business/operator can have in a commercial area?

Thank you,  
Gino

CHAPTER 2 | LAND USE AND ECONOMIC DEVELOPMENT

Table 2-1 Permitted Densities/Intensities Under the General Plan				
Land Use	Corresponding Zoning Districts	Residential Density (housing units/gross acre)	Residential Density Midpoint (housing units/gross acre)	Square Feet per Employee
<b>Residential</b>				
Very Low Density	Rural Residential (RR)	0.2–2.0	1.0	–
Low Density/Open Space	Single-Family Residential (R-1)	2.0–8.0	4.0	–
Low Density	R-1	2.0–8.0	5.0	–
Medium Low Density	R-1	8.0–13.0	10.0	–
Medium Density	Medium Density Multifamily Residential (R- 2)	8.0–18.0	13.0	–
Medium High Density	Multifamily Residential (R- 3)	18.0–30.0	24.0	–
Mobile Home Parks	Mobile Home Park (MH)	4.0–18.0	10.0	–
<b>Mixed Use</b>				
Transit Village Medium	Transit Village-Residential (TV-R)	25.0–40.0	–	300
Transit Village Mixed Use	Transit Village-Mixed (TV-M)	40.0 minimum	–	300
Core Mixed Use	Core Mixed Use (CMU)	–	–	–
Station Mixed Use	Station Mixed Use (SMU)	–	–	–
Maker Mixed Use	Maker Mixed Use (MMU)	–	–	–
Neighborhood Mixed Use	Neighborhood Mixed Use (NMU)	25.0–40.0	--	--
<b>Commercial</b>				
Retail and Business Services Community Shopping Center Neighborhood Shopping Center	General Commercial (CG)	–	–	300
<b>Office</b>	Office Commercial (OC)	–	–	250
<b>Industrial</b>				
Business Park	Business Park (BP)	–	–	350
Light Industry	Light Industrial (IL)	–	–	400

---

**From:** Woltering, Nancy <[nwoltering@srcity.org](mailto:nwoltering@srcity.org)>  
**Sent:** Tuesday, November 12, 2024 5:38 PM  
**To:** Altamirano, Gino <[galtamirano@coblentzlaw.com](mailto:galtamirano@coblentzlaw.com)>  
**Subject:** [EXTERNAL] Projections for Jobs

Hi Gino,

I received your phone message. The 2050 General Plan projections for jobs are based on the square footage capacity\* of different uses multiplied by a jobs multiplier that is unique to each use. For example, the employee multiplier for new office space is 3.32 jobs per additional 1,000 square feet. These multipliers are from the SCTA model. \*The jobs multiplier for hotels is based on the number of hotel rooms and for educational facilities is based on the number of students.

Does that answer your question? Please let me know if you have further questions.

Thanks,

Nancy

**Nancy Woltering, AICP CEP | Senior Planner - Advance Planning**

Planning & Economic Development | 100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404

Tel. (707) 543-4688 | Cell (707) 291-6197 | [nwoltering@srcity.org](mailto:nwoltering@srcity.org)



From: [REDACTED]  
 To: [REDACTED]  
 Subject: [REDACTED]

Comment Submitted by:  
 Name: [REDACTED]  
 Organization: [REDACTED]  
 Email: [REDACTED]

## Comment:

Comment: What this plan seems to ignore or put on the back-burner is that urban tree cover is in a very bad state. The last attention paid to it seems to be in the '90's. The approved tree list is outdated. Any trees planted around this time are at the end of their life span and are not being replaced. In fact, the city's policy is to fill in the planting wells with more concrete. The language of this policy does not reflect the urgency of this situation. The language of the policy does not convey that the authors understand that to get people out walking our streets and neighborhoods instead of driving the streets need to be shaded.

See all comments.

[https://nam11.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.santarosafoward.com%2Fmail\\_forms%2Flisting&data=05%7C02%7Cnwoltering%40srcity.org%7C5e2171b2c4d647da280608dd098b873c%7C0d511985462e4402a0b038e1dadf689e%7C1%7C0%7C638677217106802247%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMtIsIkFOIjoiTWVpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=YT2Ht%2Brbkrx8wSw8Tc9cEojcSvha%2F91MTadFjx9w7Ic%3D&reserved=0](https://nam11.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.santarosafoward.com%2Fmail_forms%2Flisting&data=05%7C02%7Cnwoltering%40srcity.org%7C5e2171b2c4d647da280608dd098b873c%7C0d511985462e4402a0b038e1dadf689e%7C1%7C0%7C638677217106802247%7CUnknown%7CTWFpbGZsb3d8eyJFbXB0eU1hcGkiOnRydWUsIlYiOiIwLjAuMDAwMCIsIlAiOiJXaW4zMtIsIkFOIjoiTWVpbCIsIldUIjoyfQ%3D%3D%7C0%7C%7C%7C&sdata=YT2Ht%2Brbkrx8wSw8Tc9cEojcSvha%2F91MTadFjx9w7Ic%3D&reserved=0)

To unsubscribe from this group and stop receiving emails from it, send an email to [info+unsubscribe@santarosafoward.com](mailto:info+unsubscribe@santarosafoward.com).



Santa Rosa Planning Commission  
City Hall, 100 Santa Rosa Ave,  
Santa Rosa, CA, 95404  
Via email: [planningcommission@srcity.org](mailto:planningcommission@srcity.org)

Subject: Agenda Item 11.1 - Public Hearing - Santa Rosa General Plan 2050 Final EIR, General Plan 2050 and Specific Plan Amendments

April 25, 2025

Dear Chair Weeks and Commissioners,

Thank you for the planning department's willingness to hear our input regarding food and agriculture policy in Sonoma County. We appreciate the planning staff for reviewing our Food Action Plan and incorporating our goal to "increase equitable access to healthy, affordable, safe and culturally appropriate food and beverage choices."

As a reminder, we co-hosted a community workshop with the City of Santa Rosa on environmental justice and food access for the general plan in August of 2023 with over 50 attendees. A report was published summarizing the findings (see attached).

Our comments here are regarding Farmers Markets and Community Gardens.

#### Farmers Markets

**Action Item 6.6.2** *"Consider an update to the Zoning Code to allow farmers' markets in all nonresidential zoning districts by right with standards and where they will not be located on the same parcel as an existing grocery store."*

**Suggested revision:** *"Allow farmers' markets in all nonresidential zoning districts by right with standards."*

The proposed language does not change the owner's ability to control the actions on their land or language in their leases. It merely affirms the benefits of farmers markets for healthy food access and can streamline the permitting process to establish a farmers market, if all parties are aligned.

This most recent version of Action 6.6.2 appears to be an over-reach and precludes all potential collaborations between grocers and farmers markets into the future. The suggested language

also fails to define a grocery store and may be in direct opposition to Goal 6.6, Policy 6-6.1, and Action 6-6.1. Furthermore, farmers markets provide an important economic impact to our local economy and support access to healthy food.

#### Community Gardens & Urban Agriculture

Community gardens are crucial resources for combating food insecurity, increasing access to culturally relevant foods, as well as increasing community resilience in the case of natural disasters, particularly in equity priority areas. It is our stated goal to support existing community gardens and encourage the establishing of new gardens, especially on city owned properties. Our network includes potential partners who are available to help.

We feel strongly that the City of Santa Rosa should affirm its support of community gardens by “providing necessary resources to retain existing community gardens and create new ones” in order to ensure these valuable community assets flourish.

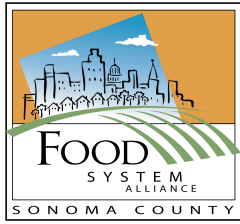
We are grateful to see the inclusion of active language regarding the development of an urban ag ordinance. We would welcome the opportunity to lend our support and expertise in this endeavor.

Respectfully submitted on behalf of the Sonoma County Food System Alliance membership,

Phina Borgeson  
Interfaith Sustainable Food Collaborative

Suzi Grady  
Petaluma Bounty

Wendy Krupnick  
Chiatri de Laguna Farm



# Food Equity in the Santa Rosa General Plan Workshop

August 22, 2023 6:00 - 8:00 pm  
Finley Community Center | Santa Rosa, CA

## Overview

This document includes a summary of the Food Equity in the Santa Rosa General Plan Event. This event was a partnership between the Sonoma County Food System Alliance, the County of Sonoma Department of Health Services (DHS), and the City of Santa Rosa, with funding from the CalFresh Healthy Living program. Ag Innovations, a 501c3 nonprofit based in Sonoma County facilitated the event. About 50 people participated in this workshop.

## Acknowledgments

- Thank you to the City of Santa Rosa for partnering in the design of the workshop, and providing the meeting space, childcare, and for welcoming a community-led event.
- Thank you to the Sonoma County Food System Alliance for volunteering time in providing input, convening this workshop. A special thank you to Laurel Chambers, DHS, for hosting; to Julia Van Soelen Kim, UC Cooperative Extension, and Laurel Chambers for presenting on behalf of the SCFSA, to Wendy Krupnick for providing local goodies during the event, Helen Myers for creating the outreach materials, and to the FSA Volunteers who hosted tables, studied the general plan, and supported the convening, including: Mimi Enright, Evan Wiig, Phina Borgeson, Christine Kuehn, and Suzi Grady. Special thanks to Jessyca Avalos from the Sonoma COAD who helped with translation and table hosting.
- Thank you to DHS for providing funding to support facilitation by Ag Innovations, outreach support, and logistical support.





## About the Workshop

<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Participants understand the food-system-related sections of the Santa Rosa General Plan</li> <li>• Santa Rosa residents as well as other Sonoma County residents interested in the Santa Rosa General Plan feel heard and have a sense that their interests have been accurately captured and can influence policy making</li> <li>• Santa Rosa city planners are well informed about the kind of food system policies that local residents, and in particular the FSA, want to see in the General Plan</li> <li>• The SCFSA has a clear understanding of next steps for following up with Santa Rosa city planners, workshop participants, and others, in order to carry forward the input gathered</li> </ul>
<b>Attendees</b>	There were about 50 attendees (including organizers), including 8 who participated in a Spanish-speaking breakout group.
<b>Speakers</b>	<ol style="list-style-type: none"> <li>1. Laurel Chambers, Sonoma County &amp; Julia Van Soelen Kim, UCCE (Presentation can be found here in <a href="#">English</a> and <a href="#">Spanish</a>.)</li> <li>2. Genevieve Taylor, Ag Innovations (Facilitator)</li> <li>3. Beatriz Guerrero Auna, City of Santa Rosa (Presentation can be found here in <a href="#">English</a> and <a href="#">Spanish</a>.)</li> </ol>
<b>Meeting Materials</b>	<ul style="list-style-type: none"> <li>• Link to food policy draft: <a href="https://www.srcity.konveio.com/general-plan-update-2050-draft#page=182">https://www.srcity.konveio.com/general-plan-update-2050-draft#page=182</a></li> <li>• Link to Food Action Plan: <a href="https://sonomacofsa.wordpress.com/food-action-plan/">https://sonomacofsa.wordpress.com/food-action-plan/</a></li> </ul>

## Summary

The following summary was developed at the end of the event, as each breakout group reported out its top three themes.

## Food Equity in the Santa Rosa General Plan Event Themes

1. Healthy Food in Schools: ***\*\*Note, Top Theme\*\* - this theme was present in five out of six breakout groups.***
  - Strengthen the ability of schools to source locally
    - Food hubs facilitate institutional purchasing from multiple producers and we need more of them
    - Need more education inside and outside of schools that is appropriate to culture and language.
    - Some suggested that schools could be hubs for community gardens (not only school gardens).
2. Healthy Food Access
  - Strong support for growing food in as many different ways as possible via urban ag. ***\*\*Note, Top Theme\*\* - This theme was present in three of six breakout groups.***
  - Ensuring BIPOC land access and ownership. The group was very aware of the dynamics of social equity and looked at the Food Action Plan goal of social equity from a number of different angles.
  - How do we increase demand for and access to local healthy food rather than cheap fast food? Lets make sure healthy food is available at a neighborhood by neighborhood scale. ***\*\*Note, Top Theme\*\* - This theme was present in three of six breakout groups.***

- Instead of restricting fast food by setting limits on how close together they can be, look at the density of fast food in neighborhoods—some neighborhoods have much higher density of fast food than others
- It's not enough to mandate all small corner stores to sell healthy food, they have to do something to increase demand for that food so it doesn't go to waste and cost the store.
- Support local food, such as tamales and local fruit.
- Support for edible landscaping, urban fruit trees, allowing people to grow food in as many places and ways as possible.
- Excited to see community gardens in general plan—but needs more support
  - Community gardens need a coordinator and resources to prevent them from falling into neglect.
  - Community Healthworkers could be a resource for supporting community gardens.
  - Bayer Farm and Andy's Unity Garden are neighborhood hubs and important sources of healthy food, education and community—every neighborhood should have one
  - Allow/facilitate more community gardens in parks (example: Place to Play is huge and has space for a garden) And/or a farm.
- Food waste prevention—need repurposing kitchens to meet mandates in SB 1383 to reduce greenhouse gasses as a result of food waste.
- Support for food hubs, including distribution, aggregation, and processing, alongside support for micro businesses and home kitchens and small kitchens. Suggested food hub zoning.
- City should come to the neighborhoods with services as much as possible—offer office space to CalFresh, other food assistance so it is easier for people to sign up for benefits
- 3. Consider the present and future of Farming. Climate change is happening now and we need to ensure access to water for farmers.
- 4. **Recommendations for the Food System Alliance:** A number of breakout groups gave advice directed specifically to the Sonoma County Food System Alliance, including: 1) The FSA should consider telling the FSA story more clearly and publicly, 2) Identify clear calls to action and ensure that the Food Action Plan is flexible in the face of a changing future, 3) supporting these ideas by identifying funding, research and big policy ideas or initiatives, and supporting accountability for implementation of these policies, and 4) following up on supporting healthy food in schools through building a coalition where parents can get involved. Electeds, CDFA Rep would be interested, and potentially connect it to edible food recovery efforts in the county.

## Next Steps

- 1) Send the summary as a comment to the City of Santa Rosa General Plan, in order to support their EJ Element in the General Plan
- 2) Please comment online here:  
<https://www.srcity.konveio.com/general-plan-update-2050-draft#page=182>
- 3) Start Healthy School Food Coalition meetings
- 4) Get involved in the FSA - please contact us [here!](#)
- 5) Food System Alliance will review and reflect on what was learned and let it influence the future and present of the Food System Alliance.

## Breakout Group Notes

The following are “raw notes” developed from each breakout group. There are very specific and actionable ideas throughout these notes, including specific feedback on policy points in the General Plan draft. The groups were asked to review a summary of the Food Action Plan and a two page draft of the relevant section of the General Plan.

Each group was given 45 minutes to discuss in groups of 6 the following questions: 1) What resonates about the Food Action Plan and the Food System Alliance input? 2) Based on your interests and concerns about the Sonoma County Food System, what questions do you have? 3) What are you excited to see in the General Plan? 4) What do you see missing from the General Plan? 5) Anything else you want to make sure the city planners consider as they finalize the General Plan?

### Breakout Group 1

- Inform everyone of the intention of the food action plan
- Basic needs are human needs. This is where all human problems are connected - eating unhealthy foods. The children are our future and they are being poisoned from unhealthy food.
- The title of the plan was noteworthy for some
- Participants would like to listen to what the city has to offer and share with the community
- One of the participants is a local farmer and would like to share his land. Create space for community gardens and community kitchens.
- Need to have incentives to allow local farmers and restaurant workers affordable housing
- Love the pillar to limit fast food restaurants
- Add to the checklist to offer vegetarian foods
- Information for nutrition to the community with cooking classes that are accessible for everyone and are culturally sensitive
- Information needs to be in indigenous languages too
- Want support for the tamale cart not to be harassed by the police
- We need better food in the schools
- Local gardens that are accessible to the community
- Educate the community on what vegetation is for each season
- No chemicals / pesticides
- Fresh food (i.e. non-frozen) that is full of nutrition
- Less burgers, less fast, and less chemicals
- Need housing with space for vegetation and gardening - green space - to cultivate and enjoy
- Community gardens - currently Land Paths have rented spaces however people have had these spaces for many years. Can they cycle and allow more people or purchase more land and make it more accessible?
- Focus on the school system lunches for a better future
- City should allow the raising of livestock (goats, cows, pigs)
- Educate the community about different times to grow different types of vegetables - need to be culturally accessible and to learn how to maintain the community garden areas
- Education in nutrition for all!
- Streets with fruit trees, like in the Barlow
- Incentivize developer to add vegetation and landscaping that is edible
- Inform the community on how to get proper food
- Offer licensing so that they are not harassed by the police

## Breakout Group 2

### FSA Actions

- There should be a forum for parents to advocate for healthy school food / Revisit forum done for school food

### Other comments

- Add community based organizations as partners
- Organic and regenerative is missing from the SRGP
- 6-6.5 - too weak. Can we get to the root of the problem? Why can't we have stronger language and mandates for healthy food?
- Can we direct City to start canvassing CBOS and other partners to work on food system issues, specifically 6-6.6
- Hubs for food to support school food and small growers
- Hubs for social services - more neighborhood resource centers where people can apply for food assistance programs
- Promote gleaning and food recovery to residences and businesses

## Breakout Group 3

### Food Action Plan (FAP)

- Pillars 3&4 relate to current work
- Social equity important - domino effects on health
- Pillars 1 and 2 important preference for SoCo products - what's cheap now has costs
- Clear call to action important. How to reach those not involved? Find ways to reach people where they're at.

### Questions

- What will it take for society to understand the importance of food and the food system? Pandemic-like
- Flavor can be transformational
- How to increase education at all levels. Outside of schools, neighborhood hubs. More avenues for education on food, nutrition, and health are needed. Community health workers - federal funding.

### Excited to see in the GP

- Community gardens!
- Paid community health workers
- Restrictions on fast food - need carrots and sticks
- Community garden coordinators
- School gardens can be community hubs and community gardens
- 6-6.2 - Collaboration - organizational.

## Breakout Group 4

- Healthy food in schools
- Urban agriculture - fence restrictions make it hard to make gardens
- Right to grow food
- Right to sell local produce grown at home - like setting up market booth in a driveway
- Barrier to better school food
  - Small kitchens

- Short staffed
- Food safety
- Action 6-6.2: needs more than just requirements to stock fresh produce, or it will go to waste - they need support to sell it, show case it, promote it
- Action 6-6.8: instead of 300 ft requirement, it should be about overall neighborhood density of the fast food places
- Action 6-6.17: solid soil testing for homes and gardens too
- Resources for coordination of community gardens to help them be maintained and prevented from falling into disrepair
- A method to ID vacant property for potential community gardens (addressed by 6-6.22?)
- Action 6-6.2: need to assure that price points of grocery stores are varied, i.e. not just discount, not just high
- Need to keep regulations on growing/selling produce reasonable, but safe - not onerous with hoops to jump through
- Incentivize establishment of food hub and local farmers to aggregate, distribute food
- Climate change impacts on farmers
- Anthropocen is shifting us away from ag - we see it happening today. We need more support for farming in the GP (water access, etc.) Prioritize water hierarchy for ag

### Breakout Group 5

#### Comments for Food System Alliance

- Connect the dots as in the Food Action Plan - reduce siloing
- Access with education hand in hand with connecting the dots
- Thanks to FSA for getting some of this language into the SRGP
- Strengthening neighborhood connection with the local food system
- How do we hold the City of Santa Rosa accountable in fulfilling the goals in the General Plan?
- FSA can do more with school and parents

#### Group comments re: Santa Rosa General Plan

- Strengthen role of community-based organizations
- Missing language re: pesticide use and organics
- Strengthen language about people growing food in many different ways and places
- Community gardens in “community parks” no just in “neighborhood parks”
- Strengthen language regarding SR City, School District 6-6.5
- Review for policies that could strengthen the ability of school districts to source local food
- Dedicate city space for one-stop shopping for food access help and other social services at the neighborhood level

### Breakout Group 6

#### What resonates?

- Better definition needed on “healthy food”
- Urban ag in plan in a big way
- Community gardening is important and needs support
- Progressive but doesn’t go far enough
- Language vague to leave open for interpretation
- Creates “operating space”
- Understands healthy food access issues; affordable even better but how is it operationalized to make it affordable
- Affordability; accommodation for accessibility to fresh product; food deserts and fast food access

- Income potential from sugar sweetened beverages tax? How to direct it to further GP goals? Stake it to health...revenue from unhealthy food should go to healthy food

#### Questions

- Precautionary principle planning considered? FAP is by nature utopian. How can it consider adverse future issues?
- Schools - with independence of schools how can we connect with the General Plan or to foster support in schools?
- How do we connect state and local government with school policy (GP 6-6.5).
  - Weave in state programs language
- Gentrification: how can GP ensure affordable housing in the face of current pressures

#### Breakout Group 7

- Update zoning codes
- Save local dairy processing
- Culturally appropriate food options
- More support bringing healthy food / new initiatives to Equity Priority Areas (EPAs)
- Daily farmers market at Mitote Food Park
- SB1383!
- Transportation to healthy food options, including community bikes with baskets to carry food
- Save Manzana! (apple processing)
- Mobile food pantries
- Providing access to land for agriculture particularly for underrepresented farmers and to combat generational wealth
- Leveraging SRJC (Shone Farm) to introduce program for local meat processing or apprenticeship program with local butchers
- Any urban ag should support BIPOC folks with things like fast tracking permits and other incentives
- Healthy food in local school system - procuring from local sources
- Centralized location to store food / food recovery with freezers (physical spaces)
- Work with SRJC culinary program (or other culinary programs) to prep healthy food for school system
  - Include the Ceres Model of training students to cook with farm grown ingredients
  - Outreach to underrepresented communities, including things like
    - Providing childcare at meetings like this
    - Hosting meetings in EPAs
    - Increasing awareness of food assistance programs

#### Urban Ag Points

- Any policy should maximize “operating space” to allow actors to resolve issues of urban food production
- Society regulates activities we want to suppress and de-regulates those we want to encourage. Urban Ag ordinance should be largely an act of de-regulation.
- Two myths that should be discussed:
  - Food production creates residential nuisances
  - Food production is an economic endeavor, i.e. it is not economically viable at the small-scale, and therefore not affordable.
- Urban Ag can survive primarily by acting within in the informal and domestic economy

- To meet household needs in EPAs, urban ag will need to include proteins and fats = animal husbandry
- Successful production and economic models can be found in history or nations that are monetarily poor or stressed
  - Eastern Europe prior to 1990
  - Balkans
  - Southeast Asia
- Predicament: Good food is too expensive to buy. Food is too cheap to provide a livelihood to the farmer.
  - Solution: shift production to the household and community garden level.

### Miscellaneous Comments

Let's look at what's going right in other municipalities.

- Santa Cruz - homeless garden projects
- Vermont - Intervale
- Detroit - farms and gardens within city limits
- Other??
- And can city employees call or write to the leaders of these projects to talk about how to implement or lay the foundations for implementation?
- And let's incentivize eerie high schooler getting out to SRJC's Shone Farm at least once before graduating

The following have interest in farm to school initiatives:

- Electeds
- CDFA Rep
- Edible food recovery





Agricultural Community Events Farmers' Markets  
PO Box 113, Kenwood, CA 95452  
415-999-5635 \* [info@ilovefarmersmarkets.org](mailto:info@ilovefarmersmarkets.org) \* [www.ilovefarmersmarket.org](http://www.ilovefarmersmarket.org)

Santa Rosa Planning Commission  
City Hall, 100 Santa Rosa Ave,  
Santa Rosa, CA, 95404  
Via email: [planningcommission@srcity.org](mailto:planningcommission@srcity.org)

Subject: Agenda Item 11.1 - Public Hearing - Santa Rosa General Plan 2050 Final EIR, General Plan 2050 and Specific Plan Amendments

April 24, 2025

Dear Chair Weeks and Commissioners,

We begin by expressing our thanks for the planning department's willingness to hear our input regarding food and agriculture policy in Sonoma County. We appreciate the planning staff for reviewing our Food Action Plan and incorporating our goal to "increase equitable access to healthy, affordable, safe and culturally appropriate food and beverage choices."

Our comments here are regarding farmers' Markets and Community Gardens.

#### Farmers' Markets

Action Item 6.6.2 *"Consider an update to the Zoning Code to allow farmers' markets in all nonresidential zoning districts by right with standards and where they will not be located on the same parcel as an existing grocery store."*

**Suggested revision:** *"Allow farmers' markets in all nonresidential zoning districts by right with standards."*

The proposed language does not change the owner's ability to control the actions on their land or language in their leases. It merely affirms the benefits of farmers' markets for healthy food access and can streamline the permitting process to establish a farmers' market, if all parties are aligned.

This most recent version of Action 6.6.2 appears to be an over-reach and precludes all potential collaborations between grocers and farmers' markets into the future. The suggested language also fails to define a grocery store and may be in direct opposition to Goal 6.6, Policy 6-6.1, and Action 6-6.1. Furthermore, farmers' markets provide an important economic impact to our local economy. Data from our organization, Agricultural Community Events farmers' Market (ACEFM),



which operates the farmers' market located in the parking lot Farmers Lane Plaza indicates this farmers' market brings in ~1,500 customers per market day. These customers state that they spend an average of \$60.17 with market vendors and an average \$86.43 in *additional money* at neighboring businesses (ACEFM, Farm2Facts, University of Wisconsin Madison, 2025).

Thank you for your consideration.

Respectfully,

A handwritten signature in cursive script, appearing to read "Kelly Smith".

Kelly Smith  
Executive Director  
Agricultural Community EventsFarmers' Markets

**Nicholson, Amy**

---

**From:** Sher Ennis <sennis@aim.com>  
**Sent:** Friday, April 18, 2025 9:13 AM  
**To:** Woltering, Nancy  
**Subject:** [EXTERNAL] Fw: Comment/recommendation on General Plan 2050

Hello,

I didn't get your address right when I sent this the first time, so I'm trying again!

Thanks,  
~Sher

----- Forwarded Message -----

**From:** Sher Ennis <sennis@aim.com>  
**To:** anicholson@srcity.org <anicholson@srcity.org>; woltering@srcity.org <woltering@srcity.org>  
**Sent:** Friday, April 18, 2025 at 08:59:00 AM PDT  
**Subject:** Comment/recommendation on General Plan 2050

Hello,

I recommend the General Plan 2050 document be revised to clarify that the Cultural Heritage Board is defunct and their duties are now under the purview of The Design Review and Preservation Board.

Thank you,  
~Sher Ennis  
~Resident of the West End Historic District

**The General Plan should be revised to clarify that the duties of the Cultural Heritage Board are now under the purview of the Design Review Preservation Board**

- **Page 4-10, under the bullet points discussing Historic Resources:** With Cultural Heritage Board guidance, the City ~~has~~ prepared inventories to document historic buildings and neighborhoods. The resulting Cultural Heritage Survey, prepared by Architectural Historian Ann Bloomfield, is not just a list but also a narrative and pictorial summary of the city's past that documents the architectural style of each building and historic features by neighborhood. The Cultural Heritage Board ~~has~~ designated especially significant buildings and sites that have a specific historic, archaeological, cultural, or architectural value as Landmarks, and key historic neighborhoods as Preservation Districts. The district's designation officially recognizes these places as key components of the city's heritage. Preservation Districts are shown in Figure 4-3. Santa Rosa has 21 Landmarks and 8 designated historic Preservation Districts, which are Burbank Gardens, Cherry Street, McDonald, Olive Park, Railroad Square, Ridgway, St. Rose, and West End. In February 2025, the Cultural Heritage Board and the Design Review Board were combined into a new board, the Design Review Preservation Board, charged with reviewing both Design Review and Landmark Alteration Agreement Permit applications.



Outlook

---

**[EXTERNAL] 2050 planning**

---

**From** dgwines <dgwines@att.net>

**Date** Tue 4/22/2025 8:19 AM

**To** Nicholson, Amy <anicholson@srcity.org>

Hi Amy,

Please send me your plans on supplying water to all the new developments and infostructure of new roads and freeways to support the traffic.

Investing in new rail guards for over passes is not the answer!

Very concerned,

Denise Gill

Sent from my Verizon, Samsung Galaxy smartphone

## **How will the City ensure adequate water supply availability to the new developments included in GP 2050?**

During average and even below average rainfall years, the City has more than adequate water supply to meet the growing needs of our urban community. Careful planning, policy, and programmatic efforts have been essential to Santa Rosa's long range water supply management over the past three decades. Since the 1990s, the City has been an early adopter of standards and building codes to ensure new development is more water efficient. Over the years, the City has progressively instituted stricter requirements for plumbing fixtures (faucets, showerheads, toilets), appliances, and landscapes. Development in Santa Rosa today must achieve much higher efficiency standards than in the past. In addition, new development must also include "Low Impact Development" features for capturing stormwater so that it soaks into the ground instead of running off the site. More information is available here: <https://srcity.org/1255/Low-Impact-Development>.

The City also offers free water use efficiency assistance and a wide range of rebates and incentives to help existing water customers use water wisely. For example, the City has supported the replacement of over 56,000 toilets with ultra-low-flow and high-efficiency toilets and conversion of over 4.3 million square feet of high-water use turf grass to low water use landscaping. The City's Water Use Efficiency programs began in 1991 and have been consistently funded and staffed since that time (in wet years and dry).

City standards for new development and water use efficiency programs for existing sites have achieved significant sustained reductions in water use. From 1990 to 2024, total water consumption citywide decreased 14% despite a 53% increase in population, and per capita water use declined 50% citywide and in the residential sector.

If the City were to experience a Stage 5 (30% shortage) or worse water emergency, new development would be required to offset its water demand to achieve a net zero impact. Santa Rosa City Council adopted the Water Demand Offset (WDO) Policy on March 29, 2022. This will allow development to continue in Santa Rosa during severe water shortage Stages 5-8 (30% or greater shortage) provided development offsets its water demand to achieve a net zero impact. More information about the demand offset program can be found at [www.srcity.org/WaterDemandOffset](http://www.srcity.org/WaterDemandOffset).

If you're interested in existing water plans, the City prepares an updated long-range (25-year) water supply plan every five years. The City's most current plan is the 2020 Urban Water Management Plan (UWMP). The 2020 UWMP details the City's water needs and water supplies out to 2045 for normal and dry year scenarios. The analysis includes population growth projections and new development, additional housing, increased density, and climate change assumptions. The Urban Water Management Plan is available online here: [www.srcity.org/uwmp](http://www.srcity.org/uwmp).

Additionally, for the developments included in the General Plan 2050, a Water Supply Assessment (WSA) was completed in July 2023. A WSA evaluates the water needs of the development and confirms that sufficient water supplies are available to meet the projected demands at buildout of the General Plan 2050, given potential future drought and climate change impacts. The WSA concludes that the City's existing and projected water supplies are sufficient to meet the projected water demand associated with the General Plan 2050, in addition to current uses, for the 20-year projection, with implementation of demand management measures in dry years as needed. To view the full document please visit: <https://www.santarosafoward.com/WSA>.

## **How will the City provide infrastructure of new roads to support the traffic?**

### General Plan 2050

Chapter 3.0 of the General Plan notes that the Plan combines land uses changes and transportation improvements to work to achieve reductions in vehicle miles traveled (VMT) by people using private automobiles. Figure 3-3 shows the major circulation network improvements in the General Plan 2050 that together, with its policies and actions, support more walking, wheeling, and transit use as well as the comfort and safety of all modes of travel.

Some relevant General Plan 2050 actions include:

Action 3-1.1: For all projects with the potential to increase VMT based on the City's VMT screening criteria, the City shall require a qualified transportation engineer to prepare an analysis of projected VMT and mitigation consistent with the City's VMT guidelines, as subsequently revised, supplemented or replaced.

Action 3-1.2: Work with SCTA and other local and regional partners to explore developing a VMT mitigation bank alternative for eligible projects to fund VMT reduction efforts.

Action 3-2.6: Ensure that major arterials have active transportation infrastructure that accommodates all road users and does not present a barrier to regional travel for any mode.

Action 3-4.1: Require all traffic studies for development projects that may have an impact on the circulation system and use traffic study findings to define improvements that would also support active and public transportation.

All new developments proposed within the City must include some level of traffic analysis. Projects expected to generate more than 50 new vehicle trips per day are required to submit a *Traffic Operational Analysis* report. This report evaluates the potential impacts of the proposed development on nearby roadways and intersections within the designated impact area.

By identifying these impacts and recommending appropriate mitigation measures, the City can assess and plan for the safety, performance, maintenance, and capacity of the current and future roadway system. During the review process, the City's traffic engineering staff examine the anticipated effects on the transportation network and require that any identified impacts be addressed as a condition of project approval.

### General Plan 2050 Draft EIR

Section 4.15 of the Draft Environmental Impact report (p. 4.15-30) notes that the proposed project would increase arterial lane miles in Santa Rosa by 17.3 miles. The changes in Arterial Lane Miles associated with the General Plan 2050 are identified in Table 4.15-3 below:

TABLE 4.15-3 CHANGES IN ARTERIAL LANE MILES

Arterial Roadway Segment	Change in Lane Miles
<b>Segments with Increased Lane Miles</b>	
Baker Avenue freeway overcrossing	0.4
Bellevue Avenue freeway overcrossing	0.4
College Avenue (west of Stony Point Rd)	0.2
Dutton Avenue Extension	0.8
Dutton Meadow Extension	0.6
Farmers Lane Extension	7.2
Fulton Road (Piner Rd to Guerneville Rd)	1.2
Hearn Avenue (east of Dutton Ave)	0.6
SR 12 (Melita Rd to Pythian Rd)	6.3
Mendocino Avenue overcrossing	0.4
Northpoint Parkway Extension	0.8
Piner Road (Marlow Rd to Fulton Rd)	1.5
Sebastopol Road (Lombard Ln to Fulton Rd)	1.1
Stony Point Road (Hearn Ave to Bellevue Ave)	1.4
Yolanda Avenue (Petaluma Hill Rd to Santa Rosa Ave)	0.5
<i>Total Increased Arterial Lane Miles</i>	<i>23.4</i>
<b>Segments with Decreased Lane Miles</b>	
B Street/Heslidsburg Avenue (Tenth St to Seventh St)	-0.1
Cleveland Avenue (Piner Rd to Guerneville Rd)	-1.6
College Avenue (Fulton Rd to Helyard Dr)	-0.6
Dutton Avenue (College Ave to W Third St)	-1.4
Fourth Street (Brookwood Ave to Bryden Ln)	-1.2
Mendocino Avenue (College Ave to Fourth St)	-0.3
Santa Rosa Avenue (Third St to Maple Ave)	-0.9
<i>Total Decreased Arterial Lane Miles</i>	<i>-6.1</i>
<b>Total Change in Arterial Lane Miles</b>	<b>17.3</b>

Source: W-Trans, 2023.

([https://www.santarosafoward.com/files/managed/Document/973/4.15\\_Transportation.pdf](https://www.santarosafoward.com/files/managed/Document/973/4.15_Transportation.pdf))

---

**RE: [EXTERNAL] General Plan Meeting**

---

**From** Woltering, Nancy <nwoltering@srcity.org>  
**Date** Mon 4/28/2025 2:34 PM  
**To** Thomas Schneider <tomcat466@yahoo.com>  
**Cc** Nicholson, Amy <anicholson@srcity.org>

Thanks, Thomas, The timing of that is very strange. I will provide a copy of this to the Information team, and we will try to figure out how that might have happened. We do really apologize.  
Nancy

---

**From:** Thomas Schneider <tomcat466@yahoo.com>  
**Sent:** Monday, April 28, 2025 12:49 PM  
**To:** Woltering, Nancy <nwoltering@srcity.org>  
**Subject:** Re: [EXTERNAL] General Plan Meeting

Nancy, thank you for returning my e-mail with good answers. I appreciate that. What concerned me was that I got the information 3 days AFTER the meeting from "The City of Santa Rosa Weekly Digest Bulletin" and it was specifically about that meeting. As you can see, it is dated 4/14, but I did not get this e-mailed notice until 4/27. That is what concerns me.  
Thanks,  
Thomas

~~~~~

## City of Santa Rosa General Plan Update / Actualización del Plan General de la Ciudad de Santa Rosa

04/14/2025

[\[Espanol abajo\]](#)

### CITY OF SANTA ROSA

### NOTICE OF PUBLIC HEARING

THE PLANNING COMMISSION WILL CONSIDER AND MAKE RECOMMENDATIONS TO THE CITY COUNCIL REGARDING CERTIFICATION OF THE GENERAL PLAN 2050 FINAL EIR, AND APPROVAL OF THE GENERAL PLAN 2050, AND SPECIFIC PLAN AMENDMENTS - FILE NUMBER PLN25-0093.

Notice is hereby given that a public hearing will be conducted by the Planning Commission on Thursday, April 24, 2025, at or after 4:30 p.m., in the City Hall Council Chambers -100



Santa Rosa Avenue, Santa Rosa. The purpose of the public hearing will be to receive public comment prior to the Planning Commission's consideration of the project. The Planning Commission will be making recommendations to the City Council regarding certification of the General Plan 2050 EIR, and approval of the General Plan 2050 and associated Specific Plan Amendments.

The General Plan 2050 Final Environmental Impact Report (FEIR), the General Plan 2050, the General Plan 2050 Errata, and associated Specific Plan Amendments may be viewed online at: [www.SantaRosaForward.com](http://www.SantaRosaForward.com). The documents may also be reviewed at the Planning and Economic Development Department, Room 3, 100 Santa Rosa Avenue.

Members of the public may join the meeting in person, through Zoom or by phone using the meeting access information below. Public comments will only be accepted in-person; comments will not be accepted from those attending via Zoom.

- Online Access: [www.zoom.us/join](http://www.zoom.us/join) - Meeting ID: 829 7010 8050
- Phone Access: Dial: (877) 853 5257 (Toll Free) Meeting ID: 829 7010 8050

Meeting access information (including instructions) and meeting documents are available online at: [srcity.org/PlanningCommission](http://srcity.org/PlanningCommission).

You may also submit comments prior to the Planning Commission public hearing. Comments and questions may be directed to:

- Amy Nicholson, Supervising Planner, (707) 543-4351 or [anicholson@srcity.org](mailto:anicholson@srcity.org)
- Nancy Woltering, Senior Planner, (707) 543-4688 or [nwoltering@srcity.org](mailto:nwoltering@srcity.org)

*The City of Santa Rosa does not discriminate against individuals with disabilities in its employment, services, benefits, facilities, programs, or activities. Requests for accommodations, auxiliary aids, or services necessary to participate in a City program, service, or activity, including printed information in alternate formats, are available by contacting the City Clerk's Office at 707-543-3015 (TTY Relay at 711) or [CityClerk@srcity.org](mailto:CityClerk@srcity.org). Requests should be submitted as far in advance as possible, but no later than two business days before the scheduled meeting.*

---

## **CIUDAD DE SANTA ROSA**

### **AVISO DE AUDIENCIA PÚBLICA**

LA COMISIÓN DE PLANIFICACIÓN CONSIDERARÁ Y HARÁ RECOMENDACIONES AL CONCILIO CON RESPECTO A LA CERTIFICACIÓN FINAL EIR DEL PLAN GENERAL 2050, Y LA APROBACIÓN DEL PLAN GENERAL 2050 Y LAS ENMIENDAS ESPECÍFICAS AL PLAN - NÚMERO DE ARCHIVO PLN25-0093.

Se notifica que la Comisión de Planificación celebrará una audiencia pública el jueves 24 de abril de 2025, a partir de las 16:30 h, en la Sala del Concilio, ubicada en 100 Avenida Santa Rosa, Santa Rosa. El objetivo de la audiencia pública será recibir comentarios del público antes de que la Comisión de Planificación considere el proyecto. La Comisión de Planificación formulará recomendaciones al Ayuntamiento sobre la certificación del Informe de Impacto Ambiental (EIR) del Plan General 2050 y la aprobación del Plan General 2050 y sus Enmiendas Específicas.

El Informe Final de Impacto Ambiental (FEIR) del Plan General 2050, el Plan General 2050, la Fe de Erratas del Plan General 2050 y las Enmiendas Específicas correspondientes al

Plan pueden consultarse en línea en: [www.SantaRosaForward.com](http://www.SantaRosaForward.com). Los documentos también pueden consultarse en el Departamento de Planificación y Desarrollo Económico, Sala 3, 100 Santa Rosa Avenue.

El público podrá asistir a la reunión en persona, a través de Zoom o por teléfono utilizando la información de acceso a la reunión que aparece a continuación. Solo se aceptarán comentarios del público en persona; no se aceptarán comentarios de quienes asistan por Zoom.

- Acceso en línea: [www.zoom.us/join](http://www.zoom.us/join) - ID de la reunión: 829 7010 8050
- Acceso telefónico: (877) 853 5257, (Llamada gratuita) ID de la reunión: 829 7010 8050

Información sobre como acceder a la reunión (incluidas las instrucciones) y los documentos de la reunión están disponibles en línea en: [srcity.org/PlanningCommission](http://srcity.org/PlanningCommission).

También puede enviar comentarios antes de la audiencia pública de la Comisión de Planificación. Diríjase a:

- Amy Nicholson, Planificadora Supervisora, (707) 543-4351 o [anicholson@srcity.org](mailto:anicholson@srcity.org)
- Nancy Woltering, Planificadora Sénior, (707) 543-4688 o [nwoltering@srcity.org](mailto:nwoltering@srcity.org)

*La Ciudad de Santa Rosa no discrimina a las personas con discapacidad en sus empleos, servicios, beneficios, instalaciones, programas ni actividades. Las solicitudes de adaptaciones, ayudas auxiliares o servicios necesarios para participar en un programa, servicio o actividad de la Ciudad, incluyendo información impresa en formatos alternativos, están disponibles contactando a la Secretaría Municipal al 707-543-3015 (TTY Relay al 711) o a [CityClerk@srcity.org](mailto:CityClerk@srcity.org). Las solicitudes deben presentarse con la mayor anticipación posible, a más tardar dos días hábiles antes de la reunión programada.*

---

This email notification is provided to you at no charge by [The City of Santa Rosa, CA](http://TheCityofSantaRosa.CA). Update your subscriptions, modify your password or e-mail address, or stop subscriptions at any time on your [Subscriber Preferences Page](#). You will need to use your e-mail address to log in. If you have questions or problems with the subscription service, please contact [subscriberhelp.govdelivery.com](mailto:subscriberhelp.govdelivery.com).

---

This email was sent to [tomcat466@yahoo.com](mailto:tomcat466@yahoo.com) using GovDelivery Communications Cloud on behalf of: The City of Santa Rosa

[100 Santa Rosa Ave](#) · [Santa Rosa, CA 95404](#) · [707-543-3000](#)



On Apr 28, 2025, at 9:17 AM, Woltering, Nancy <[nwoltering@srcity.org](mailto:nwoltering@srcity.org)> wrote:

Hi Thomas,

I received word back from the city staff that coordinated the Notice being sent out via General Plan govdelivery. 432 notices were sent out via email on April 14, 2025, at 4:53 p.m. 98% were delivered. 2% bounced back. In addition to the other noticing I mentioned in my prior email, the Notice was also published on the **SantaRosaForward** project site: (<https://www.santarosafoward.com/FEIR>).

At the meeting on April 24, 2025, the Planning Commission recommended to the City Council that the Final EIR be certified, and that the General Plan 2050 be adopted, and Specific Plan Amendments be approved. The project will go before the **City Council on June 3, 2025**, at or after **5:00 p.m.**

Thank you,

Best,

Nancy

<image001.png>

---

**From:** Thomas Schneider <[tomcat466@yahoo.com](mailto:tomcat466@yahoo.com)>

**Sent:** Sunday, April 27, 2025 1:35 PM

**To:** Woltering, Nancy <[nwoltering@srcity.org](mailto:nwoltering@srcity.org)>

**Subject:** [EXTERNAL] General Plan Meeting

Dear Nancy,

You had a meeting about the General Plan for Santa Rosa.

It was scheduled for Thursday April 24th.

I did not receive the e-mail notice about the meeting until Sunday April 27th.

That is just not right and probably NOT legal. That meeting may not be valid.

I think you should re-do the meeting

Sincerely,

Thomas Schneider

Concerned Santa Rosa resident

Subject: City of Santa Rosa General Plan Update / Actualización del Plan General de la Ciudad de Santa Rosa

Sent: 04/14/2025 04:53 PM PDT

Sent By: KOceguera@srcity.org

Sent To: Subscribers of General Plan Update

432

 Recipients

 Email

 SMS

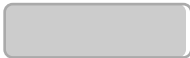
 Facebook

 Twitter

 RSS

98%

Delivered



0% Pending

2% Bounced

58% Open Rate

6% Click Rate

Email Delivery Stats

| Minutes | Cumulative Attempted |
|---------|----------------------|
| 3       | 98%                  |
| 5       | 98%                  |
| 10      | 99%                  |
| 30      | 99%                  |
| 60      | 99%                  |
| 120     | 99%                  |

Delivery Metrics - Details

432 Total Sent

422 (98%) Delivered

0 (0%) Pending

10 (2%) Bounced

0 (0%) Unsubscribed

Bulletin Analytics

458 Total Opens

246 (58%) Unique Opens

29 Total Clicks

24 (6%) Unique Clicks

10 # of Links

## Delivery and performance

*These figures represent all data since the bulletin was first sent to present time.*

|                       | Progress  | % Delivered | Recipients | # Delivered | Opened Unique | Bounced/Failed | Unsubscribes |
|-----------------------|-----------|-------------|------------|-------------|---------------|----------------|--------------|
| <b>Email Bulletin</b> | Delivered | 97.5%       | 398        | 388         | 228 / 58.8%   | 10             | 0            |
| <b>Digest</b>         | n/a       | n/a         | 34         | 34          | 18 / 52.9%    | 0              | 0            |
| <b>SMS Message</b>    | Delivered | 0.0%        | 0          | 0           | n/a           | 0              | n/a          |

## Link URL

**Unique  
Clicks**

**Total  
Clicks**

|                                                                                                                                                                                           |    |    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|----|
| <a href="http://www.santarosaforward.com">http://www.santarosaforward.com</a>                                                                                                             | 12 | 15 |
| <a href="https://www.srcity.org/1339/Planning-Commission">https://www.srcity.org/1339/Planning-Commission</a>                                                                             | 4  | 5  |
| <a href="http://www.zoom.us/join">http://www.zoom.us/join</a>                                                                                                                             | 3  | 4  |
| <a href="https://subscriberhelp.govdelivery.com/">https://subscriberhelp.govdelivery.com/</a>                                                                                             | 1  | 1  |
| <a href="https://public.govdelivery.com/accounts/CASANTA/subscriber/edit?preferences=true#tab1">https://public.govdelivery.com/accounts/CASANTA/subscriber/edit?preferences=true#tab1</a> | 1  | 1  |
| <a href="http://srcity.org/Pages/default.aspx">http://srcity.org/Pages/default.aspx</a>                                                                                                   | 1  | 1  |
| <a href="http://srcity.org/2370">http://srcity.org/2370</a>                                                                                                                               | 1  | 1  |
| <a href="http://www.SantaRosaForward.com">http://www.SantaRosaForward.com</a>                                                                                                             | 1  | 1  |