

Bliss, Sandi

2.1

From: Denise Hill <faire@sonic.net>
Sent: Sunday, December 1, 2019 6:50 PM
To: _CityCouncilListPublic; _PLANCOM - Planning Commission
Subject: [EXTERNAL] 12/3 Council Mtg - DOWNTOWN STATION AREA SPECIFIC PLAN UPDATE
Attachments: Preferred Plan Concept - Map 2.jpg

Mayor, Council, and Planning Commission Members,

Having reviewed the DSASP preferred plan, I have to say I've never been more disappointed by the city's actions as I am with the plan they are presenting at your upcoming Study Session. As a City Merit Award winner for my work on improving our historic neighborhood, I have spent a lot of time coordinating improvements to the neighborhood, researching its remarkable history, and promoting its historic value. I have also been engaged with many city projects and served on a number of city committees over the last 20 years. In fact, I was a member of the DSASP CAC committee since they requested someone from our neighborhood participate, but this "preferred" plan version was never directly shared with the CAC members.

The changes proposed for our neighborhood in the "preferred" plan, is an outright attempt to achieve a higher height and density than our historic district's guidelines state for the purpose of making it easier for a developer who currently has a project going through the application process. Even if that application to develop this block doesn't get approved or never gets built, the FAR designation (an 8 – the highest possible) will put a target on that block increasing the likelihood that another developer will be motivated to destroy part of our historic district to build there. Staff has stated that this level of FAR designation is fine because a developer would have to go through the same H-District process to gain approval, but by suggesting this density is acceptable to the city you are asking residents of our neighborhood to constantly be involved in meetings and lengthy processes to protect our district. A protection we thought was valued by our city.

Additionally, the rationale staff has used to support their preferred plan is that "this block is at the southern edge of the neighborhood and surrounded by parking garages". However, that is exactly why the H-District designation was approved for our neighborhood. The St. Rose Preservation District was the first Santa Rosa area designated as a historic district *because* it's location downtown "made it the historic neighborhood most threatened by development". Thank goodness the Urban Renewal of the 1970's stopped where it did or those southern blocks of our district would probably be parking garages too.

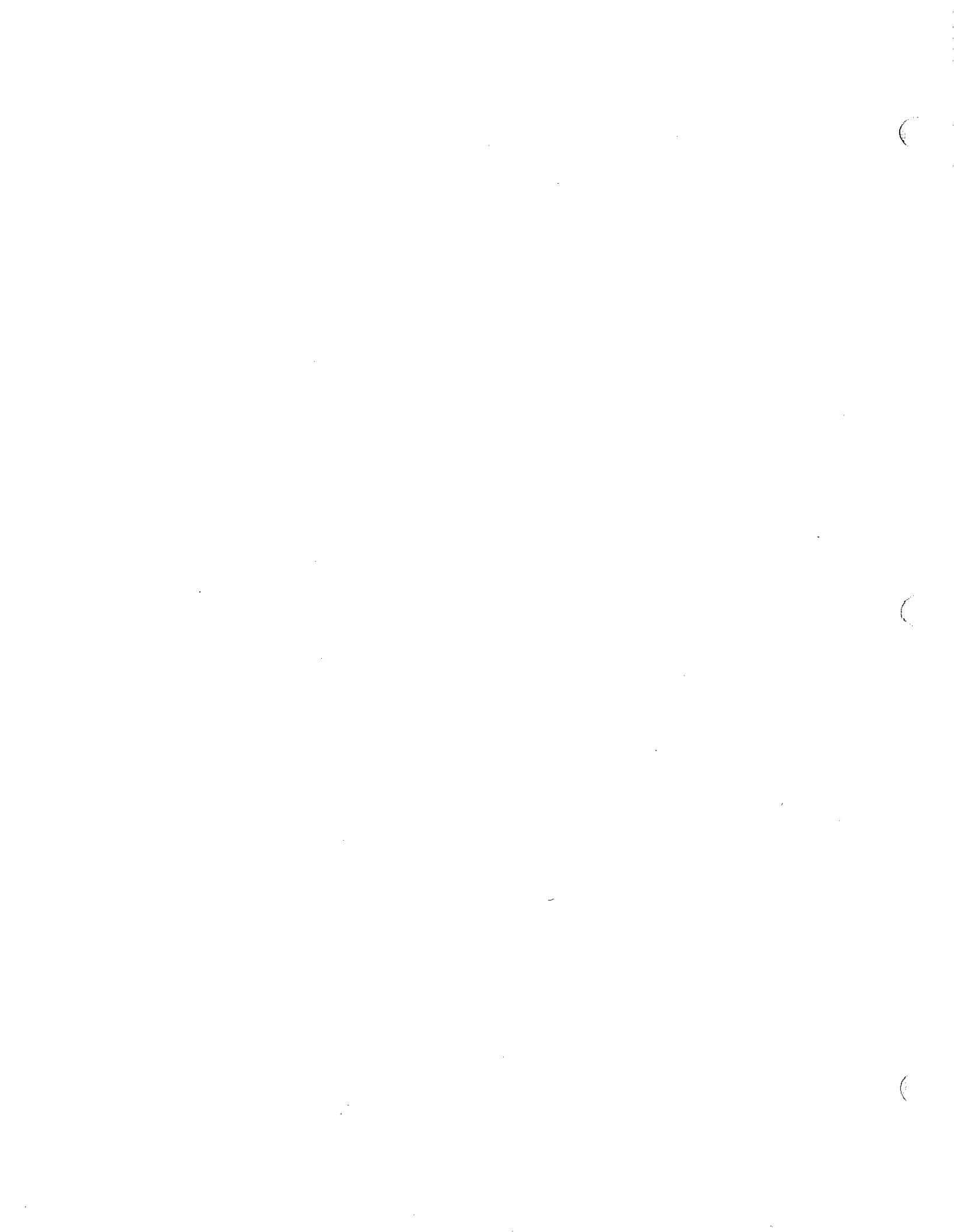
This paragraph on page 4-18 in Chapter 4 of the Existing Conditions report <https://www.plandowntownsr.com/ecr> clearly outlines the hierarchy of the Historic (-H) Combining District standards and zoning:

"The purpose of the -H combining district in the City of Santa Rosa's Zoning Code (Chapter 20-28.040) is to recognize, preserve, and enhance Santa Rosa's locally-designated historic resources. Applicability of the -H combining district applies to all properties within designated preservation districts and designated landmark properties. The -H combining district may be combined with any primary zoning district. In the event of any conflict between the following standards and those of the primary zoning district, those applicable to the -H combining district apply."

Of course, we all know actions speak louder than words. I hope that the City Council and Planning Commission's actions on Tuesday show that the City really does put value in Santa Rosa's history and historic resources.

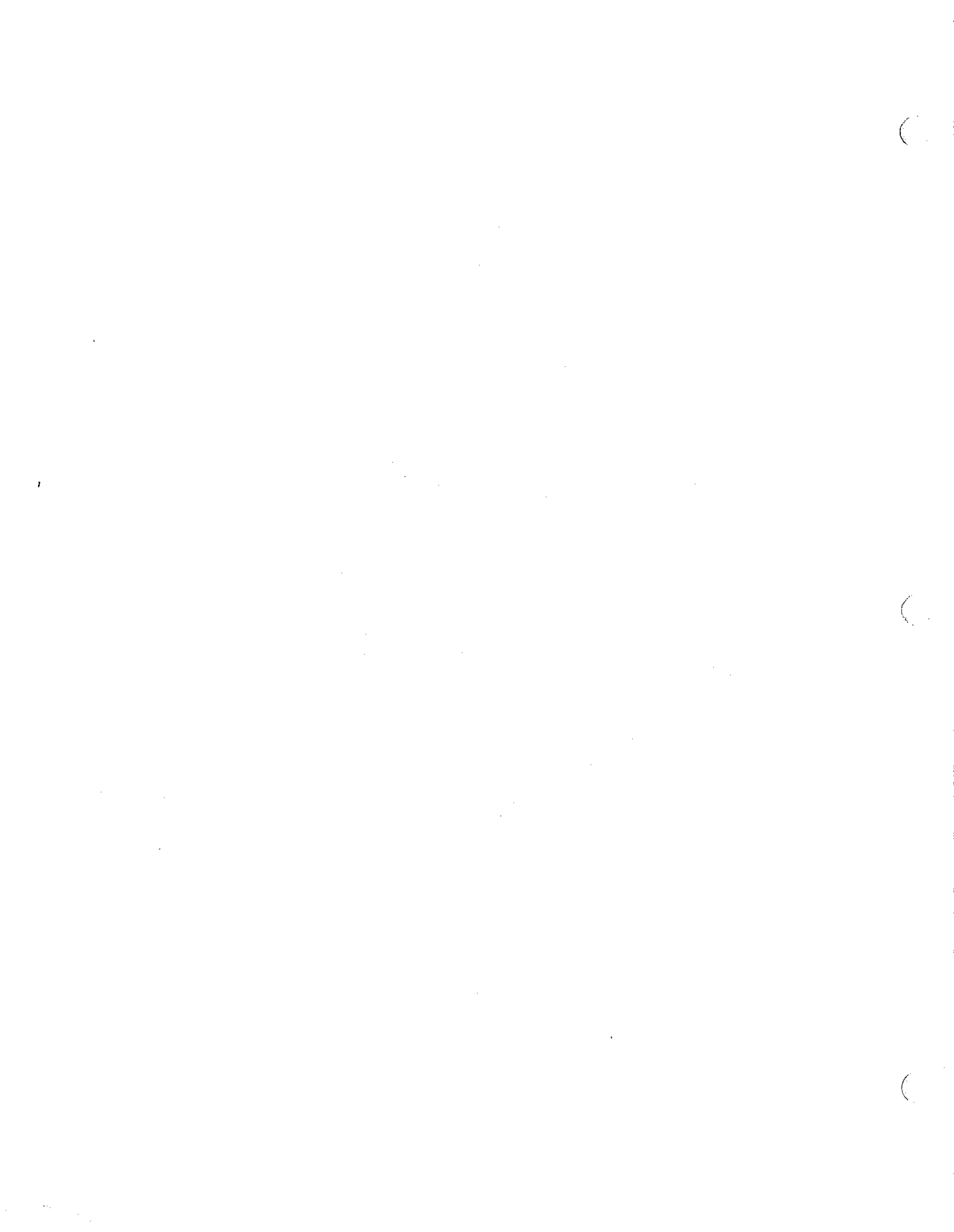
Denise Hill

"General Plan policies strive to ensure long-term historic preservation in Santa Rosa by encouraging preservation of historic structures, as well as their surrounding setting in areas of new development and redevelopment, and by discouraging demolition of historic resources." – City of Santa Rosa 2035 General Plan



Map 2: Preferred Plan Concept: Maximum Base Floor Area Ratio (FAR) for Change Areas





Bliss, Sandi

2.1

From: Jenny Bard <jenbard@sonic.net>
Sent: Saturday, November 30, 2019 9:26 PM
To: _PLANCOM - Planning Commission; _CityCouncilListPublic
Subject: [EXTERNAL] Comments on Downtown Station Area Specific Plan Update

Dear City Council and Planning Commission members,

I am writing to express overall support for the preferred plan selection of the Downtown Station Area Specific Plan Update whose goal is to concentrate a greater amount of housing in the downtown core – an important goal. I am in full support of increased density in the downtown area in general, as well as along key transit corridors.

However, as a current resident of an historic district, I wish to expressly oppose the inclusion of the block containing the old Santa Rosa General Hospital and several historic properties in the 8.0 FAR designation, due to the location within the St. Rose Historic District. Protecting our historic districts must be prioritized within the new update.

This paragraph on page 4-18 in Chapter 4 of the Existing Conditions report <https://www.plandowntownsr.com/ecr> outlines the hierarchy of the Historic (-H) Combining District standards and zoning:

“The purpose of the -H combining district in the City of Santa Rosa’s Zoning Code (Chapter 20-28.040) is to recognize, preserve, and enhance Santa Rosa’s locally-designated historic resources. Applicability of the -H combining district applies to all properties within designated preservation districts and designated landmark properties. The -H combining district may be combined with any primary zoning district. In the event of any conflict between the following standards and those of the primary zoning district, those applicable to the -H combining district apply.”

Many city documents state the city is in support of preserving our historic neighborhoods and promoting infill and adaptive reuse over demolition. Certainly, there are many fine examples of this in our city, including in the St. Rose Historic District.

General Plan policies recognize the importance of protecting and ensuring long-term historic preservation in Santa Rosa by encouraging preservation of historic structures, as well as their surrounding setting in areas of new development and redevelopment, **and by discouraging demolition of historic resources.** Designating the entire block within the St. Rose Neighborhood District with the highest FAR rating goes against the city’s policies and history of protecting our historic neighborhoods.

Setting policies that can foster increased housing is critical. However, the changes proposed in the SASP preferred plan selection would set an unacceptable precedent for tearing down buildings in an historic district. **By designating the entire block in the St. Rose Historic District with the highest rating of FAR, it effectively would result in existing historic homes being demolished.** That should not be acceptable to the city.

Thank you in advance for your consideration of these comments.

Sincerely,

Jenny Bard

641 Oak Street

Santa Rosa, CA 95404

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Bliss, Sandi

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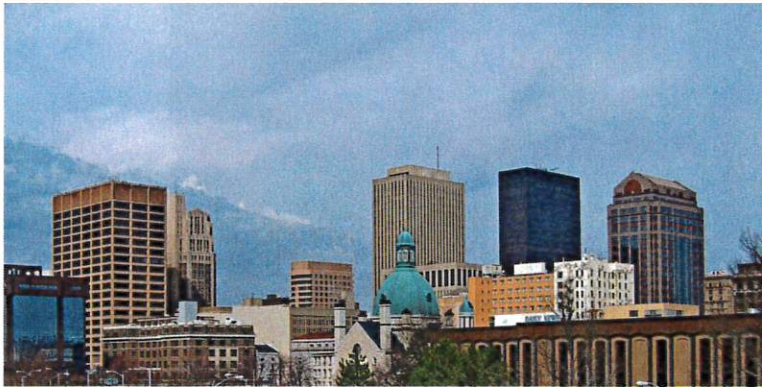
From: Judy Kennedy <quinkenn@sonic.net>
Sent: Friday, November 29, 2019 11:36 AM
To: _CityCouncilListPublic; _PLANCOM - Planning Commission
Cc: Streeter, Patrick; Judy Kennedy
Subject: [EXTERNAL] THE NEW SANTA ROSA SKYLINE

Dear Council Members and Planning Commissioners,

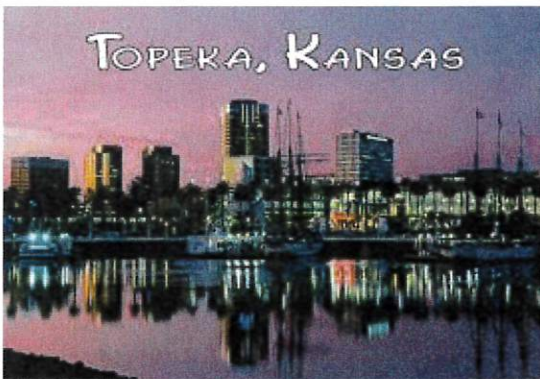
I hope you have a turkeyfilled, familyfilled, friendfilled, lovefilled, pumpkinpiefilled weekend!

I would like to share with you some pictures of skylines across the United States. All these cities have populations less than Santa Rosa.

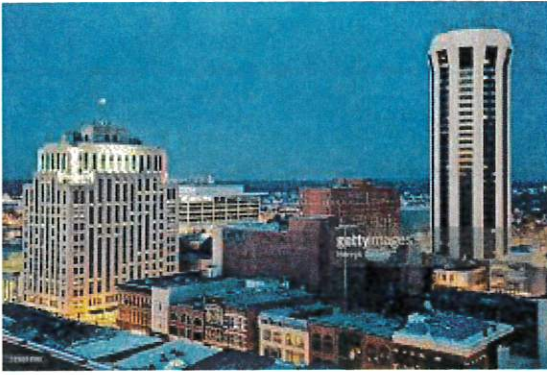
Dayton Ohio, population 140,000



Topeka Kansas, population 122,000



Springfield Illinois, population 116,000



Coral Spring, Florida population 133,000



Cedar Rapid, Iowa



Many of the cities have a waterway or ocean view. If you have ever been to the top floor of the Press Democrat building, you would also experience fantastic views. All around Santa Rosa are low mountain ranges that offer fabulous views in addition to fabulous sunsets and sunrises. The folks with the best views right now are the inhabitants of Bethlehem Tower.

I don't think it would be very hard to "sell" tall buildings with fabulous views.

Also, if we "go tall" in downtown, especially where City Hall stands now, it would take the pressure off the historic

neighborhoods. Although Bethlehem Tower is 14 stories tall, it casts no shadows on residential neighborhoods because of its placement. A 20-story building at the City Hall or White House site would not impact residential neighborhoods either in a major way. (I used the Shadow Calculator to determine this.)

Shadow Calculator: <http://shadowcalculator.eu/#/lat/38.43380221042814/lng/-122.71141513778645>

I hope you look at the pictures above and determine that Santa Rosa can also have a fantastic tall-building skyline where residents and office workers have some of the best views north of San Francisco. This would certainly add to our efforts to make Santa Rosa a livable city.

Thank you for your time and consideration,

Judy Kennedy

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Judy Kennedy
quinkenn@sonic.net
(707) 528-0736



2.1

Streeter, Patrick

From: Hartman, Clare
Sent: Thursday, September 26, 2019 1:29 PM
To: Jones, Jessica; Streeter, Patrick
Subject: FW: [EXTERNAL] Waterways Advisory Committee

Comments that should be considered as part of the Downtown Plan perhaps.

Clare Hartman, AICP | Deputy Director - Planning
Planning & Economic Development | 100 Santa Rosa Avenue | Santa Rosa, CA 95404
Tel. (707) 543-3185 | Fax (707) 543-3269 | Chartman@srcity.org



From: Steverabino <steverabino@aol.com>
Sent: Thursday, September 26, 2019 1:24 PM
To: Montoya, Michelle <MMontoya@srcity.org>
Cc: Hartman, Clare <CHartman@srcity.org>
Subject: [EXTERNAL] Waterways Advisory Committee

Hi: We had a very interesting tour of the Prince Memorial Greenway this morning with city staff that brought up several issues that the Waterways Advisory Committee was interested in discussing. It would be useful to discuss these issues over the next few months; the committee also felt that it would be a good idea to meet monthly for the next few months. Issues include:

Planning and Development

- WAC being informed and involved regarding commercial uses adjacent to the greenway, eg potential development of Sears Auto Center and other future uses
- Possibility of connections of private property areas to the greenway to increase access (may involve agreement with Sonoma County Water Agency)
- Connectivity of the greenway to other areas, including bikeways and the natural environment in the watershed
- Information and input into how the greenway will be designated in the downtown area specific plan

Maintenance, Improvements and Use

- Improvement of plaza area near the hotel and the grape arbor area just East of the hotel
- Possibility of increased maintenance of greenway, including possible establishment of a district for the greenway in the parks department
- Possible awards for businesses and others who help clean up and improve properties along creeks
- Ways of increasing usage of the greenway by the general community

I would be happy to discuss these topics with staff so that we can plan future meetings of the WAC.
Sincerely, Steve Rabinowitsh

Streeter, Patrick

From: Raymond L Ulrich <cjayulr@pacbell.net>
Sent: Saturday, November 30, 2019 11:06 AM
To: Streeter, Patrick
Subject: [EXTERNAL] city plan

Follow Up Flag: Follow up
Flag Status: Flagged

I agree with the city plans as described in Friday's Press Democrat. I have felt for years that Santa Rosa need to build upwards but, I also feel we should move downwards as well. I would like to see Parking to be largely underground. Think of the space that would free up. We should plan on small parks over some of the parking garages. We should also incorporate as much solar power as is possible and rooftop habitats for the birds and insect life so important for a healthy environment.

I have lived in Santa Rosa since first arriving as a S.R.J.C. student in 1962 and my husband was born in Santa Rosa. We have watched many changes over the years some good and some not so good. We think of our city as a living organism growing and evolving.

Carol Ulrich

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Streeter, Patrick

From: John Stewart <jstewart@jsco.net>
Sent: Monday, December 2, 2019 3:33 PM
To: Streeter, Patrick
Cc: Michelle Gervais; Schwedhelm, Tom; Guhin, David; Jack Gardner; Margaret Miller; Rick Devine
Subject: [EXTERNAL] Station Area Plan

Follow Up Flag: Follow up
Flag Status: Flagged

Hello Patrick....In advance of tomorrow's meeting on prospective changes to the 2007 Downtown Station Area Plan,I wanted to pass along input from the Santa Rosa Cannery,LLC which owns 3 West 3rd Street and 60 West 6 th Street (2 parcels on 2 acres between 3rd and 6 th Streets running along the Santa Rosa Creek,tangent to the property formerly owned by SMART).We have owned it for twenty years(not a typo) and have worked with all your City's Mayors dating back to Jane Bender.Through fiscal/calendar 2018, we have invested,I.e.lost to-date \$6.740M in an attempt to develop transit- based residential housing,preferably affordable.

From the years 2000-2004 we worked with the Santa Rosa Cultural Heritage Board to craft an approved plan to deconstruct seismically challenged circa 1908 Cannery buildings while concurrently opening up the coved soil for environmental remediation.We did so ,with the City stipulation that about 600 lineal feet of 25' foot walls be structurally RE-habed and preserved along with a 200' loading dock,a 150' canopy and a 8 story historic water tower.Subsequently,from 2005-2008 we worked with the State Regional Water Quality Control Board to carry out soil and ground water clean-up.

In 2009, we and the City were awarded a \$11.3M grant under the States Prop 1-C Bond program following our entitlement in 2008.We acquired purchase options for SMART's adjacent site but they were forfeited when the City rejected our 93 unit affordable project in 2013.

We are now proposing a 114 unit affordable all-age project to the City in re its NOFA in September of this year.

With that as lengthy context,we support your efforts to focus on FAR criteria and increase height in moderation.We also are encouraged by your examination of lower parking ratios,especially for low income persons who may not own a car but live near transit nodes.We hope your planning initiative is catalytic,because this site has lain fallow for two decades and Santa Rosa needs work-force Housing and SMART needs ridership.

Some caveats for your consideration:

- 1)Our site and the former SMART property (now Cornerstone) are bisected by two things,viz: a City storm drain and the need for a wide pedestrian/bike path to the creek.
- 2)The 7.5 acre Rail Road Square site will require a public street running north-south along our east facing walls.
- 3)Vehicle access from west on 3 rd Street is a challenge for both our site and SMART's.
- 4)there's a public policy issue to be addressed in the balance between the higher cost of historic preservation and environmental remediation ,vis-a-vis the benefits of transit -based housing literally at the station which displays the same walls and water tower that citizens saw in 1908.

I look forward to hearing the discussion tomorrow.

John Stewart
A Managing Member ,
Santa Rosa Cannery,LLC
Board Chair,the John Stewart Company.

I know you do a good job on planning for Santa Rosa so I will be following what is put out there. Thanks.

Andrew Smith
Santa Rosa

Streeter, Patrick

From: Andrew Smith <a.asmith@comcast.net>
Sent: Friday, November 29, 2019 12:07 PM
To: Streeter, Patrick
Subject: [EXTERNAL] Santa Rosa Downtown Station Area Specific Plan (DSASP)

Follow Up Flag: Follow up
Flag Status: Flagged

Patrick,

Greetings and hope you had a good Thanksgiving yesterday.

At least being a government institution there is a catchy name with initials. Seems like a requirement in the US today whether local, state or federal government.

I will be following this plan and will do reading of what has been posted. So far from the 2007 initial plan a disaster. So it qualifies for what is the definition of insanity. Doing the same thing over and over again and expecting different results.

I am not against increased density. Just the proper place. 20th stories seem out of context. Just like the proposed building on 4th Street block right before you get to downtown that increased in stories because the developer did not want to go through with his original concept of 2 stories of underground parking.

Biggest issue that Santa Rosa needs to deal with is cars and parking. This is a suburban-rural city like it or not. Where are the jobs for those moving downtown and how do they get there? Time to get on the highway increases and causes an increase in carbon pollution from all the cars waiting at the stop light. Will there be overflow parking on the streets and can the local streets accommodate the parking overflow?

And we know that public transit is often lacking so low income people drive cars to get to their jobs. Yet the City and County run competing bus systems and the only county to my knowledge in the Bay Area and Northern California so correct me if I am wrong that has this setup. Alameda and Contra Costa Counties merged their bus systems way back in the 20th Century to better connect with riders crossing the two counties and going to San Francisco. Duplicating overhead so get rid of one set and put the savings back into better and more frequent buses. Finally SMART is just one part of the transportation system in two counties and nothing more. But if you believe the SMART management, if the sales tax extension does not get approved next March, there is a going out of business sale following.

and activities, and a joint Planning Commission/City Council study session. The resulting Draft Preferred Plan Concept (DPPC), attached, represents the “preferred alternative,” which is actually a hybrid of concepts selected from each of the alternatives that were reviewed. The project team is seeking feedback on the DPPC, which will ultimately be considered by the Planning Commission and City Council at a joint study session on December 3rd. We are developing agendas for two more CAC meetings, which will be held after the 12/3 meeting.

Please share this information with you constituent groups. If there are questions or comments, we would like to hear them and be able to respond prior to the Planning Commission and Council meeting. As always, we are happy to set up presentations or small group discussions to go over the plan. We have already had much success with some of these meetings as suggested by CAC members and we have more on the way.

Once the Council provides direction on the Preferred Plan, the project will enter Phase III - preparation of the Draft Plan. The fourth and final phase, adoption of the Final Plan and Supplemental EIR, will take place in the new year.

The DPPC as well as other materials related to this project are available for review on the project website: www.PlanDowntownSR.com. Thank you for your interest and participation in this project. Please contact me with any questions or comments.

Patrick Streeter, AICP | Senior Planner

www.plandowntownsr.com

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

Tel. (707) 543-4323 | Fax (707) 543-3269 | PStreeter@srcity.org

<image002.jpg>

<DSASP Draft Preferred Plan Concept.pdf>

Streeter, Patrick

From: Kim Petty <kimpetty@gmail.com>
Sent: Wednesday, November 13, 2019 11:21 AM
To: Streeter, Patrick
Subject: [EXTERNAL] Re: Downtown Station Area Specific Plan

Follow Up Flag: Follow up
Flag Status: Flagged

Patrick,

I was disappointed to see the news of the latest downtown restaurant to announce it was closing this morning, making it about 7th this year: <https://www.pressdemocrat.com/business/10301586-181/chef-closing-heralded-downtown-santa>

While I understand the need to have a long term development plan, I am disappointed that the city has not found a path to make change now to address parking and homelessness. There are models for both in Healdsburg and Sonoma that are working better than what we have here. My fear is that the early efforts in reinvigorating downtown are already dying because the city has been too slow to take action.

It is hard to engage community members when the feedback I get when trying to is that the community has no faith in the city's ability to make change. If the city can't address near term challenges like parking or put up half decent holiday lights downtown, community members don't think there is a likelihood that anything will come from the downtown planning efforts. For example, I found it disappointing and sad that the city did not offer parking solutions to show support for the community during last month's power outages, fire, and evacuations, which would have encouraged the support of small businesses who suffered losses due to these events.

In addition, the feedback I get is that the city dumps tons of money into consultants and nothing comes from it, and if that money instead went to policing downtown or cleaning it up, we would be far ahead of where we are now. I hope that you can pass this feedback on and that we see the city take action on a 1 year plan vs. a 10 year plan before it is too late. ***We want to see Santa Rosa thrive, but we are all losing hope.***

Kim

Kim Petty
(312)485-3484
kimpetty@gmail.com

On Nov 12, 2019, at 5:30 PM, Streeter, Patrick <pstreeter@srcity.org> wrote:

Dear Members of the CAC:

The Downtown Station Area Specific Plan update is nearing the conclusion of Phase II – Alternatives Analysis. During this phase, the project team proposed three potential alternatives as to how the plan update could take form and then conducted outreach regarding the feasibility and preference for concepts found within the three alternatives. This phase included meetings of the Technical Advisory Committee and the Community Advisory Committee, a community workshop, small group presentations, meetings with various boards and stakeholder groups, pop-up outreach, online surveys

Streeter, Patrick

From: Richard Peterson-Jones <rcj2rcj2@gmail.com>
Sent: Friday, November 29, 2019 10:05 AM
To: Streeter, Patrick
Subject: [EXTERNAL] Downtown Plan

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Mr Streeter --

I am following the development of the new downtown plan with interest. My wife and I feel a strong need for a type of housing that I haven't seen in any of the discussions I've read. We are retired with a good nest egg, in part money from previous homes we have owned. We love living within walking distance (10 minutes) of courthouse square and not needing to do the maintenance of owning a house, but that now means that we need to live in an apartment that is smaller than we would like: 2 bedrooms, one bath, 900 sq ft.

We have money, want to stay in Santa Rosa, believe that we would contribute significantly to a vibrant downtown community, and want to minimize our carbon footprint by living in town. Please make provision for the housing that we want: 3 bedroom, 2 bath townhomes with a small but nurturing private outdoor space and a 2 car garage for storage and parking. We realize that this housing is less dense than the housing you are focused on, but it seems to us that it should be included in the mix to attract a demographic that would be good for our downtown.

We are not alone. We have talked with a number of people who want the same thing, and are also frustrated. We are all considering leaving Santa Rosa, at least in part because of this issue.

Richard Peterson-Jones

Streeter, Patrick

From: Val OHara <oharavs@yahoo.com>
Sent: Thursday, November 28, 2019 8:00 PM
To: Streeter, Patrick
Subject: [EXTERNAL] New developments

Follow Up Flag: Flag for follow up
Flag Status: Flagged

Hi i just read the article in the Press Democrat about the new city plans for high rise buildings where it encouraged citizens to email you with feedback. I strongly feel everyone should be focusing on the homeless problem and fire prevention and maintaining the developments we have vs. Adding more. You have people living in fear with what is currently going on in Santa Rosa yet the focus is on MOREMOREMORE. We need people to take care of what exists before thinking of MORE. The locals do not want sonoma county to turn into another San Fransisco or LA. The traffic has already grown, and Santa Rosa looks worse. Yet you want to add more?? Please look at what your citizens want and what we value about Sonoma County. Your proposal does not match that. Care about us, don't take advantage of us. We have developed so much and not maintained enough and are now suffering from fires. The vegetation already does not support as much as we have built on it and we are overpopulated. I am so disappointed with your priorities and how backwards our city council is. Santa Rosa looks like the apocolypse with all the drug addicts crawling around and the power outages and fires and you want to develop more and mental health facilities are being cut. Do not do this to us. And please do not give me some copied and pasted response. I really hope you make the right decisions, we are really losing hope over here and people can only be pushed so far.

Streeter, Patrick

From: mike@airtechnologywest.com
Sent: Wednesday, October 16, 2019 10:36 AM
To: Streeter, Patrick
Subject: [EXTERNAL] Maxwell Court

Follow Up Flag: Follow up
Flag Status: Flagged

Good morning Patrick,

Thank you to you and your team for taking the time meet with us last night.

As the "new guy" on Maxwell Court I did want to pass on my thoughts regarding the rezoning. I purchased Air Technology West (37 Maxwell Ct) in July of 2018. The previous owner was looking to retire and I was looking for a career change, as 32 years as a Service Manager in the automotive industry was enough. One of the bonuses of purchasing this particular business was the area. When we had our first meeting at ATW my thoughts as I drove up were, this area is so clean. It gave me the impression that the landlords and business owners cared about the neighborhood and took pride in their businesses. We are a distributor for industrial air compressors but also have a retail store front so appearance is very important to us as retail stores are judged on location and appearance. I would like to see the neighborhood stay primarily light industrial with flexibility from the city as needed for minor changes. As a life long resident of Santa Rosa I would hope the city would look at areas that either have high vacancy rates or primarily vacant lots for residential projects.

Please feel free to share with the other members of your team.

Sincerely,
Michael Houston
Air Technology West
707-575-8308 o
707-477-2409 c
mike@airtechnologywest.com

new living units created by this concept in this area.

There are several components of the transit village and station area plan that I really like. For the most part, what I like is the flexibility of uses, reduced parking and setbacks. Some of these components should be integrated or at least be given some consideration in the new plan.

I stand ready to assist you or Clair with anything that I can do to help with this project. Thanks for your time

Dan Bauman
40 Maxwell Court



Virus-free. www.avast.com

Streeter, Patrick

From: Cabinet <cabinet707@hotmail.com>
Sent: Wednesday, October 16, 2019 9:31 AM
To: Streeter, Patrick
Subject: [EXTERNAL] Maxwell Court

Follow Up Flag: Follow up
Flag Status: Flagged

Good morning Patrick,
Thanks for taking the time to meet with us last night on the Maxwell Court area plan. After giving some thought to the concept of a new plan, I believe what we learned last night is that we have a general agreement among the property owners and tenants what the plan should be moving forward.

First and foremost I think we can all agree that the Maxwell Court area is unique. A single, one size fits all plan that is in place now will not work. There should be integrated into the new plan some flexibility to allow the existing uses to become conforming and still allow the component of a housing opportunity area to be created. The asphalt plant is a good example of what I am talking about. That property should be designated for housing. With some creative planning, that property alone could produce about 150 to 200 units if it had a general plan designation of high density.

The main goal of the new plan should be to satisfy the Councils appetite for creating housing areas while keeping the existing uses in place. As such, this is a difficult task. This area is not your typical infill area. There is no infill. The big problem that is facing any property owner in this area is that the current IL zoning does not allow any residential component at all. Not even with a use permit. With the exception of a care taker unit, we can't have workers living on the property in the IL zone. That needs to change. Maybe some Hybrid zone can be created for this area that will allow the shops in the area to house employees would work. We all know that, for the most part, mixed use or live work will not really work in this area. But to simply amend the IL to include housing of some sort would. I for one would take advantage of that concept to convert parts of my existing buildings to apartments. Tall commercial buildings as you know, are very easily converted to apartments without losing working floor space. I am guessing that if allowed, we could see a least 60-70

Streeter, Patrick

From: Mr. Marshall <karen-bob@sbcglobal.net>
Sent: Sunday, December 1, 2019 4:52 PM
To: Streeter, Patrick
Subject: [EXTERNAL] article in Press Democrat

Follow Up Flag: Flag for follow up
Flag Status: Flagged

Hello Patrick,

Just read about you being the planner for the city for the new Santa Rosa, and realized how helpful it might be for you to ask the Press Democrat to give you a copy of the supplement they published when the RUDAT (Regional Urban Design Assistance Team) of the American Institute of Architects came here several years ago, at the request of City Vision, and prepared their suggestions. Even though there was excitement about the plans then, I guess Santa Rosa was not quite ready to implement them.

Karen Marshall
karen-bob@sbcglobal.net

neighborhoods. Although Bethlehem Tower is 14 stories tall, it casts no shadows on residential neighborhoods because of its placement. A 20-story building at the City Hall or White House site would not impact residential neighborhoods either in a major way. (I used the Shadow Calculator to determine this.)

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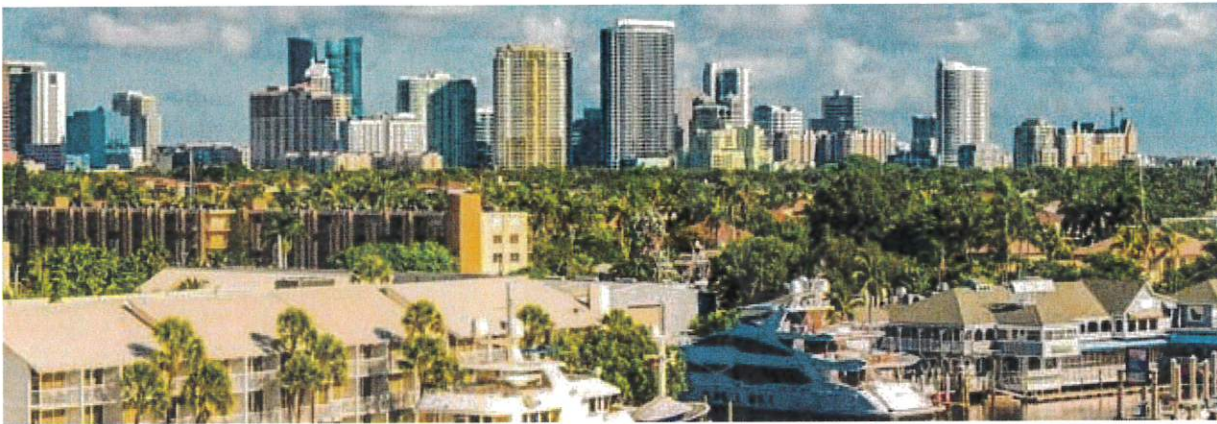
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Judy Kennedy

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Judy Kennedy
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Coral Spring, Florida population 133,000



Cedar Rapid, Iowa



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Streeter, Patrick

From: Judy Kennedy <quinkenn@sonic.net>
Sent: Friday, November 29, 2019 11:36 AM
To: _CityCouncilListPublic; _PLANCOM - Planning Commission
Cc: Streeter, Patrick; Judy Kennedy
Subject: [EXTERNAL] THE NEW SANTA ROSA SKYLINE

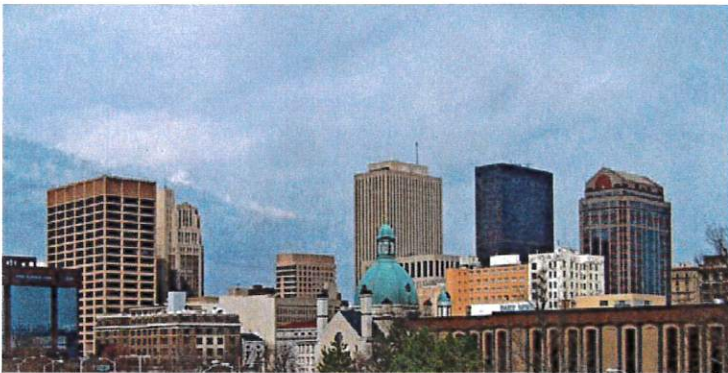
Follow Up Flag: Follow up
Flag Status: Flagged

Dear Council Members and Planning Commissioners,

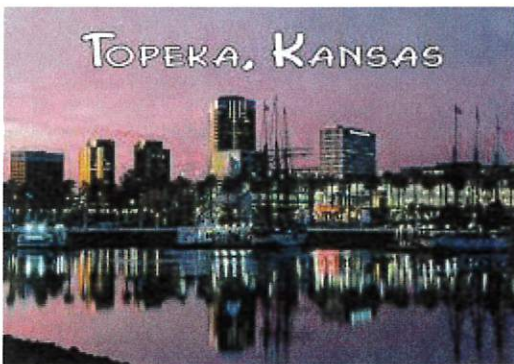
I hope you have a turkeyfilled, familyfilled, friendfilled, lovefilled, pumpkinpiefilled weekend!

I would like to share with you some pictures of skylines across the United States. All these cities have populations less than Santa Rosa.

Dayton Ohio, population 140,000

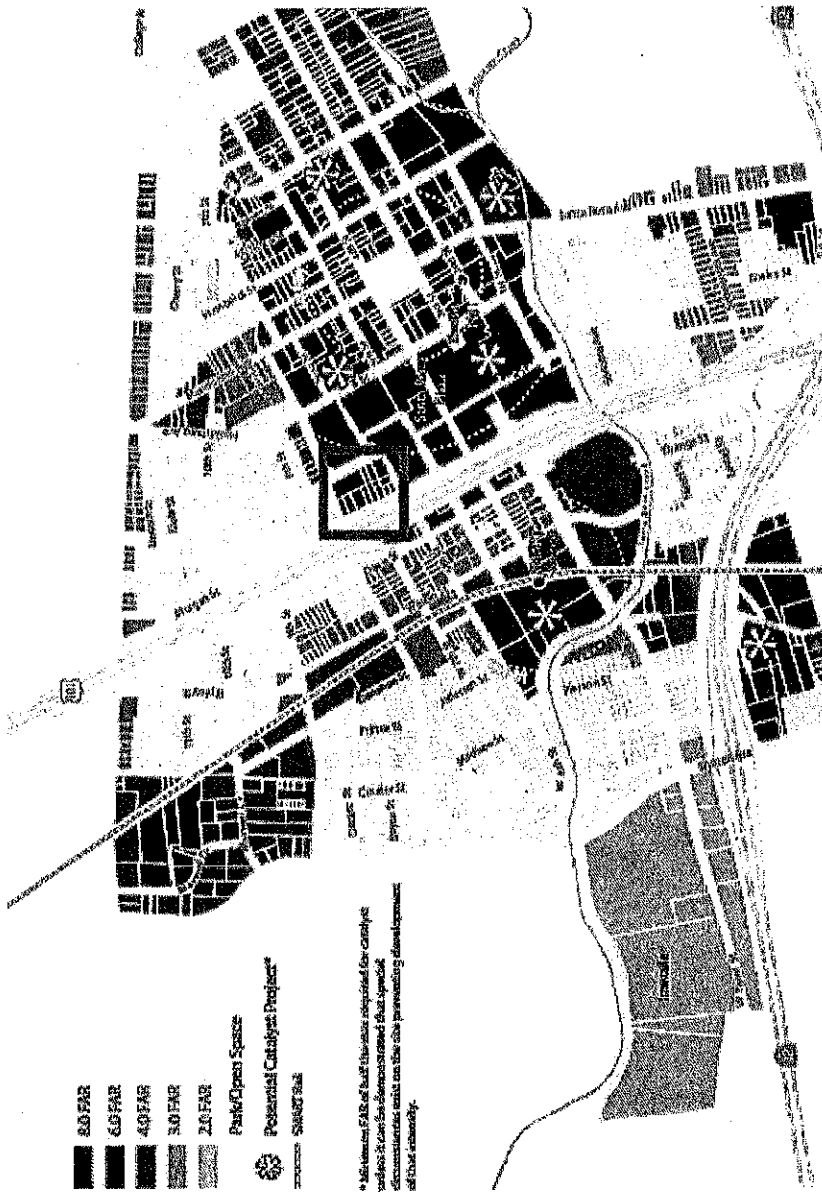


Topeka Kansas, population 122,000



Springfield Illinois, population 116,000

Map 2: Preferred Plan Concept: Maximum Base Floor Area Ratio (FAR) for Change Areas



district may be combined with any primary zoning district. **In the event of any conflict between the following standards and those of the primary zoning district, those applicable to the -H combining district apply.**"

Of course, we all know actions speak louder than words. I hope that the City Council and Planning Commission's actions on Tuesday show that the City really does put value in Santa Rosa's history and historic resources.

Denise Hill

"General Plan policies strive to ensure long-term historic preservation in Santa Rosa by encouraging preservation of historic structures, as well as their surrounding setting in areas of new development and redevelopment, and by discouraging demolition of historic resources." – City of Santa Rosa 2035 General Plan

Streeter, Patrick

From: Bliss, Sandi
Sent: Monday, December 2, 2019 7:23 AM
To: Streeter, Patrick
Subject: FW: [EXTERNAL] 12/3 Council Mtg - DOWNTOWN STATION AREA SPECIFIC PLAN UPDATE
Attachments: Preferred Plan Concept - Map 2.jpg

Follow Up Flag: Follow up
Flag Status: Flagged

FYI

From: Denise Hill <faire@sonic.net>
Sent: Sunday, December 1, 2019 6:50 PM
To: _CityCouncilListPublic <citycouncil@srcity.org>; _PLANCOM - Planning Commission <planningcommission@srcity.org>
Subject: [EXTERNAL] 12/3 Council Mtg - DOWNTOWN STATION AREA SPECIFIC PLAN UPDATE

Mayor, Council, and Planning Commission Members,

Having reviewed the DSASP preferred plan, I have to say I've never been more disappointed by the city's actions as I am with the plan they are presenting at your upcoming Study Session. As a City Merit Award winner for my work on improving our historic neighborhood, I have spent a lot of time coordinating improvements to the neighborhood, researching its remarkable history, and promoting its historic value. I have also been engaged with many city projects and served on a number of city committees over the last 20 years. In fact, I was a member of the DSASP CAC committee since they requested someone from our neighborhood participate, but this "preferred" plan version was never directly shared with the CAC members.

The changes proposed for our neighborhood in the "preferred" plan, is an outright attempt to achieve a higher height and density than our historic district's guidelines state for the purpose of making it easier for a developer who currently has a project going through the application process. Even if that application to develop this block doesn't get approved or never gets built, the FAR designation (an 8 – the highest possible) will put a target on that block increasing the likelihood that another developer will be motivated to destroy part of our historic district to build there. Staff has stated that this level of FAR designation is fine because a developer would have to go through the same H-District process to gain approval, but by suggesting this density is acceptable to the city you are asking residents of our neighborhood to constantly be involved in meetings and lengthy processes to protect our district. A protection we thought was valued by our city.

Additionally, the rationale staff has used to support their preferred plan is that "this block is at the southern edge of the neighborhood and surrounded by parking garages". However, that is exactly why the H-District designation was approved for our neighborhood. The St. Rose Preservation District was the first Santa Rosa area designated as a historic district *because* it's location downtown "made it the historic neighborhood most threatened by development". Thank goodness the Urban Renewal of the 1970's stopped where it did or those southern blocks of our district would probably be parking garages too.

This paragraph on page 4-18 in Chapter 4 of the Existing Conditions report <https://www.plandowntownsr.com/ecr> clearly outlines the hierarchy of the Historic (-H) Combining District standards and zoning:

"The purpose of the -H combining district in the City of Santa Rosa's Zoning Code (Chapter 20-28.040) is to **recognize, preserve, and enhance Santa Rosa's locally-designated historic resources**. Applicability of the -H combining district applies to all properties within designated preservation districts and designated landmark properties. The -H combining

Streeter, Patrick

From: Heather Furnas M.D. <drfurnas@enhanceyourimage.com>
Sent: Friday, November 29, 2019 4:42 AM
To: Streeter, Patrick
Subject: [EXTERNAL] Finally! Hope for Santa Rosa's Downtown

Follow Up Flag: Flag for follow up
Flag Status: Flagged

Dear Mr. Streeter,

I love your ideas. I have hoped for this for over two decades. We now also have Smart Train, so I hope Santa Rosa's future is bright. I hope you get a green light!

Best,

Heather

Heather Furnas, M.D., F.A.C.S.
Sent from my iPhone

Streeter, Patrick

From: emerycreations@gmail.com
Sent: Friday, November 29, 2019 3:57 PM
To: Streeter, Patrick
Subject: [EXTERNAL] Feedback regarding Santa Rosa future downtown planning

Follow Up Flag: Follow up
Flag Status: Flagged

Hello Patrick,

My wife and I are newcomer thirty-somethings to Santa Rosa, we moved to the city last year.

Please, as someone who plans to spend the rest of my life here and raise my family here, please consider the importance of joining the east and west sides of downtown.

We all know it, it's plain as day, that mall dividing the town disrupts the character of that beautiful historic area and makes a stroll from railroad square to courthouse square a draining experience instead of one drawing the eye and mind to the unique buildings and character of the neighborhood.

Anything you can do to get the heart of downtown united is going to be something my kids and all future generations can appreciate.

Best,

Nate Emery

Sent from Nine

Streeter, Patrick

From: hbr95404@aol.com
Sent: Tuesday, November 19, 2019 11:44 AM
To: Streeter, Patrick; Hartman, Clare
Subject: [EXTERNAL] Re: RRSQ meeting

Follow Up Flag: Follow up
Flag Status: Flagged

Thanks to you both. You did a great job of explaining things and you could tell by the buzz afterwards that it was well received!

My worry, of course, is that the historic fabric of our Preservation Districts not be harmed by new development. RRSQ has proven to be a real surprise to many of the train riders who are discovering the district for the first time. The charm we sometimes take for granted is what appeals to them most. I fear some aggressive property owners or new buyers might decide that it is OK to go up or tear down our historic buildings.....The City should be proudly acknowledging that we are on the National Register of Historic Places as well as a City designated Preservation District.

My other concern is that Cornerstone will not create an accessible and viable connection along 4th St to RRSQ and Downtown and will hem themselves off like the Mall was allowed to do...

Thanks for taking the time to come meet with everyone.

Dee

To whom it may concern:

We live in the Burbank Garden neighborhood. We walk downtown every day. We have lived here since 1991. We feel we are slowly watching the decline of our neighborhood and our downtown. Here are a few of my concerns:

PEDESTRIAN SAFETY: There is no question pedestrians are risking their lives walking through downtown Santa Rosa. I know. I walk downtown every day.

- Lack of consistency with pedestrian lights/sounds at crosswalks
- We need no turn on red lights at pedestrian crosswalks since it's extremely unlikely a car will yield for a person
- We need enforcement of traffic rules (running red lights is now the norm)
- Bicycles should be following the laws of all vehicles

PARKING:

- If I had to pay to park in downtown Santa Rosa, I am not sure I would bother to visit.
- **MAKE DOWNTOWN SANTA ROSA A DESIREABLE PLACE TO COME TO AND THEN ASK PEOPLE TO PAY FOR "PARKING SERVICES"**
- Consider easing up: by allowing 2 hours of parking free or no charge after 8 pm.
- We are slowly watching businesses wither away from our downtown and more and more vacant buildings.
- In the residential areas parking is a MESS. Come visit the Burbank Garden Neighborhood after 8 pm. It reminds me of living in San Francisco: you guard your space and you pray no one blocks your driveway.
- We need more housing but **DO NOT** put housing without sufficient parking.... again come visit our neighborhood after dark

STREET LIGHTING: We have inadequate street lighting throughout the Burbank Gardens Neighborhood and through downtown Santa Rosa. Adequate lighting for general safety is just simple common sense.

STREET CLEANING: street cleaning one day a month, down the middle of the street, is not an effective way to keep our streets clean.

TWO WAY STOPS: the two way stop at Tupper/Brown is not safe. Why don't we just make them all four way stops for consistency.....not that anyone stops.....but at least each will have clear and consistent rules.

HOMELESSNESS: We all know this is out of control. Homeless folks are making a huge mess and attempting to sleep in the backyards of homeowners.

Streeter, Patrick

From: Bob Burns <srosaburns@gmail.com>
Sent: Friday, November 29, 2019 10:07 AM
To: Streeter, Patrick
Subject: [EXTERNAL] Downtown Redevelopment - Press Democrat Article 11/29/19

Follow Up Flag: Follow up
Flag Status: Flagged

Unless the City Council "goes big and goes bold" in addressing the homeless problem downtown, they will continue to have difficulty attracting people to visit downtown, let alone live downtown. I avoid downtown as much as possible!

Good Luck.

Dawn Burns

<RegularMeetingAgendaandSummaryReport19Sept2019.pdf>

<image002.jpg>

From: Minona Heaviland <minona@gmail.com>
Sent: Saturday, September 14, 2019 2:59 PM
To: Streeter, Patrick <pstreeter@srcity.org>
Subject: Re: Bicycle and Pedestrian Advisory Board - September 19, 2019

Hi Patrick,

I was just reviewing the agenda for BPAB and had a question on item 6.2 Downtown Station Area Specific Plan. We are asked to give feedback on the Preferred Alternative, but I don't see any information about the Preferred Alternative attached. Will the Preferred Alternative be presented at the meeting? or should we be prepared to give feedback on the 3 alternatives that were attached in building towards a Preferred Alternative? I can prepare to give feedback on the 3 alternatives, but if there is already a draft Preferred Alternative, would it be possible to review it prior to the meeting? It would assist me (and other BPAB members) in clarifying our thoughts if we can review it ahead of time.

Thank you,
Minona

On Sep 12, 2019, at 2:48 PM, Scheblik, Alissa <AScheblik@srcity.org> wrote:

If replying to this message, please do not "reply to all"

Hello Chair, Vice Chair, and BPAB Members,

The agenda, staff reports, attachments, and draft minutes, for the September 19, 2019 meeting of the Bicycle and Pedestrian Advisory Board have been posted at:

<https://santa-rosa.legistar.com/Calendar.aspx>

The agenda is attached in pdf format. Please let me know if you have any trouble viewing the items.

Alissa Scheblik | Administrative Secretary

Transportation & Public Works Department | 69 Stony Circle | Santa Rosa, CA 95401
Tel. (707) 543-3823 | Fax (707) 543-3801 | ascheblik@srcity.org

<image001.jpg>

Streeter, Patrick

From: Minona Heaviland <minona@gmail.com>
Sent: Wednesday, October 2, 2019 11:20 AM
To: Streeter, Patrick
Subject: [EXTERNAL] Re: Bicycle and Pedestrian Advisory Board - September 19, 2019

Follow Up Flag: Flag for follow up
Flag Status: Flagged

Hi Patrick,

It was great to meet you at the BPAB the other day. I think the downtown station area plan circulation looks really good, and hope we provided some helpful comments to assist with developing the preferred alternative.

I would just like to reiterate some comments that were provided in the meeting:

1) The BPAB would like to see a road diet on Santa Rosa Avenue south of 1st Street, and to see buffered bike lanes installed. I think the preferred alternative is to have one lane of vehicular traffic in each direction with a middle turn lane. We think this would allow the City to maintain most street parking, except for where it interferes with bus stops. Space for buses to be able to fully pull over to the sidewalk without blocking bike lanes or vehicular lanes of traffic would be preferred.

2) Comments from the Master Plan Update indicate many cyclists would like to see that attention is paid to connecting new bike lanes to the Prince Memorial Greenway as well as connecting to bike lanes on Sonoma Avenue. Currently the bicycle connection to Prince Memorial Greenway is north of Santa Rosa Creek, which is about a half block up from Sonoma Avenue.

Hope you have a good day!
-Minona

On Sep 19, 2019, at 12:16 PM, Streeter, Patrick <pstreeter@srcity.org> wrote:

Hi Minona,

Thanks for pointing this out. When I wrote the staff report, I had assumed that the preferred alternative would be ready for public review at this time, but we are actually still preparing it. I'd like to get feedback from Board Members on the 3 alternatives at today's meeting. I'll be bringing a draft circulation plan that we can go over as well.

See you later today,

Patrick Streeter, AICP | Senior Planner

www.plandowntownSR.com

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

Tel. (707) 543-4323 | Fax (707) 543-3269 | PStreeter@srcity.org

Thank you in advance for your consideration of these comments.

Sincerely,

Jenny Bard

641 Oak Street

Santa Rosa, CA 95404

Streeter, Patrick

From: Bliss, Sandi
Sent: Monday, December 2, 2019 7:27 AM
To: Streeter, Patrick
Subject: FW: [EXTERNAL] Comments on Downtown Station Area Specific Plan Update

Follow Up Flag: Follow up
Flag Status: Flagged

FYI

From: Jenny Bard <jenbard@sonic.net>
Sent: Saturday, November 30, 2019 9:26 PM
To: _PLANCOM - Planning Commission <planningcommission@srcity.org>; _CityCouncilListPublic <citycouncil@srcity.org>
Subject: [EXTERNAL] Comments on Downtown Station Area Specific Plan Update

Dear City Council and Planning Commission members,

I am writing to express overall support for the preferred plan selection of the Downtown Station Area Specific Plan Update whose goal is to concentrate a greater amount of housing in the downtown core – an important goal. I am in full support of increased density in the downtown area in general, as well as along key transit corridors.

However, as a current resident of an historic district, I wish to expressly oppose the inclusion of the block containing the old Santa Rosa General Hospital and several historic properties in the 8.0 FAR designation, due to the location within the St. Rose Historic District. Protecting our historic districts must be prioritized within the new update.

This paragraph on page 4-18 in Chapter 4 of the Existing Conditions report <https://www.plandowntownsr.com/ecr> outlines the hierarchy of the Historic (-H) Combining District standards and zoning:

“The purpose of the -H combining district in the City of Santa Rosa’s Zoning Code (Chapter 20-28.040) is to recognize, preserve, and enhance Santa Rosa’s locally-designated historic resources. Applicability of the -H combining district applies to all properties within designated preservation districts and designated landmark properties. The -H combining district may be combined with any primary zoning district. In the event of any conflict between the following standards and those of the primary zoning district, those applicable to the -H combining district apply.”

Many city documents state the city is in support of preserving our historic neighborhoods and promoting infill and adaptive reuse over demolition. Certainly, there are many fine examples of this in our city, including in the St. Rose Historic District.

General Plan policies recognize the importance of protecting and ensuring long-term historic preservation in Santa Rosa by encouraging preservation of historic structures, as well as their surrounding setting in areas of new development and redevelopment, **and by discouraging demolition of historic resources.** Designating the entire block within the St. Rose Neighborhood District with the highest FAR rating goes against the city’s policies and history of protecting our historic neighborhoods.

Setting policies that can foster increased housing is critical. However, the changes proposed in the SASP preferred plan selection would set an unacceptable precedent for tearing down buildings in an historic district. **By designating the entire block in the St. Rose Historic District with the highest rating of FAR, it effectively would result in existing historic homes being demolished.** That should not be acceptable to the city.

Connect project report (page 4)

Nearby transportation

Transit within a 1/4 mile:

Santa Rosa CityBus

10, 12, 14, 17, 1, 3, 4, 6, 7, 9

Sonoma County Transit

60, 44, 48, 20, 20x, 62, 30x, 48x, 29a, 30, 60x, 22

Transit within a 1/2 mile:

Golden Gate Transit

101, 101x, 72, 74

Mendocino Transit Authority

65, 66, 95

Santa Rosa CityBus

10, 12, 14, 17, 18, 19, 1, 2, 3, 4, 5, 6, 7, 8, 9

Sonoma County Transit

60, 29b, 44, 48, 20, 20x, 62, 30x, 42, 48x, 34, 29a, 46, 30, 60x, 22

NOTE: This report does not imply that this project has received a GreenTRIP Certification.

For more resources related to traffic reduction strategies, smart growth, and parking, please visit our [additional resources page](#).

To explain terms or see tool tip text, [go to the glossary](#).

Connect project report (page 3)

Building

Units	Avg. sq. ft.	Avg. rent (\$/mo)
140 Studio	470	\$1,814
3,920 1 BR	660	\$1,814
2,660 2 BR	850	\$2,073
280 3+ BR	1,100	\$2,591
7,000 Total	746	\$1,944

Total acres: 86.15

Dwelling units per acre: 81.26

Bedrooms per acre: 118.63

Parking

Spaces	Construction cost per space	Maintenance cost per space (\$/mo)
0 Surface	--	--
5,460 Garage/structure	\$50,000	\$175
0 Underground garage	--	--
0 Lifts	--	--
0 Tandem	--	--
0 Bike	--	--





5460 Total

Used spaces per dwelling unit: 0.78

Used spaces per bedroom: 0.54

Charge for parking per month: \$50

GreenTRIP strategies

	Household value per year
 Resident transit passes	
One per unit	\$75
 Car sharing memberships	
none	\$0
 Bike sharing memberships	
none	\$0
	<hr/>
	\$900
 Unbundled parking	
\$50 per month for residents or for public use	

Affordable housing

1,400 Low-income (BMR 51-80%)

Average cost of owning and operating a vehicle \$8,698/yr according to AAA

Connect project report (page 2)

GreenTRIP Connect dashboard for your project

Project characteristics

Building: **7000 units**
 Parking proposed: **5460 spaces**
 Density: **81.26 units/acre**
 Parking ratio: **0.78 spaces/unit**

GreenTRIP certification ready?



Get started
[See requirements](#)

Comparison snapshot

showing: per unit, per day

	Driving miles/day	Greenhouse gases kg CO ₂ /day	Parking spaces predicted use
if built in an average location* in:			
Santa Rosa City	29.18	15.87	1.14
if built on selected parcel	18.39	10.01	1.02
with affordable housing	17.39	9.46	1.02
with GreenTRIP strategies	13.29	7.23	0.79
Your project	13.29	7.23	0.79

\$900

Resident savings from selected GreenTRIP strategies per year/household

\$497,000,000

Saved on parking compared to municipal parking requirement of **2.2** spaces/unit, or **15400** spaces total.

 54% Less driving 15.89 Fewer miles per year	 54% Less climate impact 8.64 Fewer CO ₂ per year	 31% Less parking used 0.35 Fewer parking spaces used
------------------------------------------------------------------------	----------------------------------------------------------------------------------------	---------------------------------------------------------------------------------

Total driving and climate impacts compared to **Santa Rosa City** average.

Note: Certifications are currently only offered in the San Francisco Bay Area (defined by the boundaries of MTC).

*All "average location" buildings are given 1.2 spaces per unit. (This ratio is the lower end of the Institute for Transportation Engineers guidance for parking in multiunit buildings.) To learn more about the Connect tool methodology please [click here](#).



Connect project report



Santa Rosa Downtown Station Area Specific Plan Update draft

URL: [Generate link https://connect.greentrip.org/map-tool.php?p=211228](https://connect.greentrip.org/map-tool.php?p=211228)

Prepared by: 20191126 Nina Rizzo

Project status: Exploratory

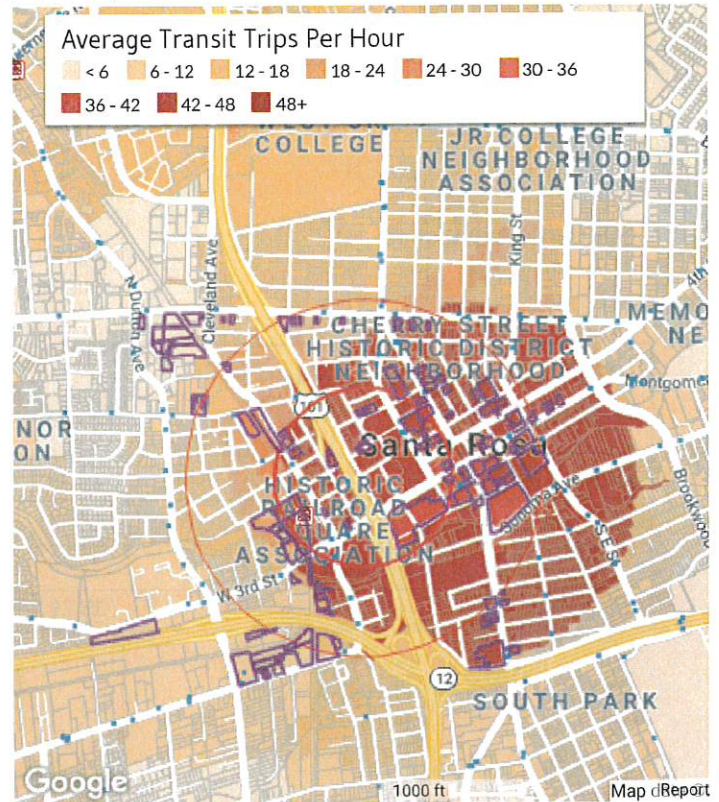
Additional project info: Selected vacant, under-utilized and City owned property within Opportunity Areas per the draft DSASP.

GreenTRIP Connect (Connect.GreenTRIP.org) is a free, online tool that models traffic and greenhouse gas impacts of a residential project in California. Based on the project's location, unit count, unit mix, rent, parking supply, and traffic reduction strategies, this project will result in:

- 111,210 fewer miles driven every day compared to the Santa Rosa City average.
- 54% fewer GHG impacts every day compared to the Santa Rosa City average.
- 31% less parking use every day compared to the Santa Rosa City average.
- \$900 in transportation savings for future residents.

Parking when compared to Municipal requirements:

- Saving \$497,000,000 in parking construction cost if built with 0.78 instead of the municipal requirement of 2.2 spaces/unit.
- Saving 735,000 sq.ft. in parking spaces which could be allocated to 985 housing units of 746 sq.ft.



Transit Markers

- Bus
- Carshare
- Bus rapid transit
- Subway, metro
- Rail
- Tram, streetcar, light rail
- Cable car, funicular
- Ferry

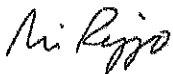
In 2007 we recommended the city code change from parking minimums to parking maximums — and we recommend that again. We recommend a maximum parking ratio to prevent an over-supply of parking, prevent traffic, and to create more space available for units and less expensive units. Specifically, we recommend a parking maximum of an average of 1.0 space per unit in the DSASP, which falls under the “Urban Center” place type in the [GreenTRIP Certification How-to-Guide](#). Our Bay Area GreenTRIP Parking Database shows an average of 28% of spaces are unused, representing over \$198M in construction costs (<http://database.greentrip.org/>).

Attached is a report from TransForm's GreenTRIP Connect tool, which instantly calculates reductions in driving, greenhouse gas emissions and parking demand from projects built in smart locations with traffic reduction strategies and affordable housing. This report includes parcels the Draft Preferred Concept Plan identified as vacant, underutilized, and City-owned with Opportunity Areas. When the conceptual design includes a \$50/month fee for unbundled parking and the provision of one free/ deeply discounted transit pass per unit, and 20% units for Low Income households (making 51-80% Area Median Income), the estimated parking demand is a ratio of 0.79 spaces/unit. Even without these traffic reduction strategies, parking demand is estimated to be 1.02 spaces/unit. The heat map shows the area within ½ mile of the transit mall offers 42-48 transit trips per hour--the best Santa Rosa and Sonoma County has to offer. This underscores the importance of building higher densities and lower parking ratios within the DSASP. You may access the online version of the report here: <https://connect.greentrip.org/map-tool.php?p=211228>

The Draft Preferred Concept Plan does not include discussion of affordable housing, and we recommend prioritizing affordable housing within ½ mile of the 2nd Street Transit Mall (and any future high frequency transit areas) and eliminating parking requirements for affordable housing within the DSASP. Our research shows that higher income households own twice as many vehicles and drive twice as many miles as extremely low-income households living within a ¼ mile of frequent transit. Lower income households drive less and use transit more regardless of whether they live near frequent transit or not. If they live within ¼ mile of frequent transit, they will drive up to 50% less; if within ½ mile then they'll drive 25-30% fewer miles. Locating affordable housing near transit furthers social equity so that these households have a better chance to get where they need to go.

Again, we respectfully encourage the City of Santa Rosa to be more ambitious in the Draft Preferred Plan Concept about supporting more housing for people rather than for cars.

Sincerely,



Nina Rizzo
GreenTRIP Certification Program Manager
(510) 740-9340



November 27, 2019

**GreenTRIP
ADVISORY COMMITTEE**

Marcial Chao
Pyatok Architects

Elizabeth Deakin
University of California
Berkeley

Joe DiStefano
Calthorpe Associates

David Garcia
Terner Center for Housing
Innovation at UC Berkeley

Curt Johansen
Kings River Community
Partners, LLC

Alison Kirk
Bay Area Air Quality
Management District

Richard Lee
Transportation Choices for
Sustainable Communities

Todd Litman
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Transportation Authority

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Bay Area Rapid Transit

Jeffrey Tumlin
Nelson\Nygaard

Aaron Welch
Aaron Welch Planning

Kate White
ARUP

Jeff Wood
The Overhead Wire

Mayor Schwedhelm
Planning Commission Chair Cisco
City Hall
100 Santa Rosa Avenue
Santa Rosa, CA 95404

RE: Draft Preferred Plan Concept for Santa Rosa's Downtown Station Area Plan Update

Dear Mr. Schwedhelm and Chair Cisco,

TransForm participated in the original 2007 Downtown Station Area Specific Plan (DSASP) and supports the City's redoubled efforts to promote transit oriented development. Especially in the aftermath of the 2017 Tubbs Fire, infill housing is needed now more than ever.

We encourage the City to be more ambitious in the Draft Preferred Plan Concept about supporting more housing for people rather than for cars. We support the proposed facilitation of shared parking, but the City could be more ambitious about relaxing residential parking requirements in order to show a policy commitment to infill housing. We are not alone in this assessment. A November 2018 report by the Council of Infill Builders, Accelerating Infill in Santa Rosa and Sonoma County, spelled out the vision and key barriers of builders, public officials, financial leaders, affordable housing developers and architects. The vision included an ambitious goal of 30,000 new housing units built in existing urbanized areas, reduced reliance on vehicle travel and reduced inequity in housing. Key barriers included the high cost and lack of policy for infill development.

The Draft Preferred Plan Concept calls for waiving parking requirements only within ¼ mile of high frequency transit. Based on transit trip data we have available from GreenTRIP Connect, this currently applies only to the 2nd Street Transit Mall. We strongly recommend expanding the area for which the residential parking requirement would be waived. We recommend eliminated parking requirements for the entire DSASP area or at least expand it to within ½ mile of frequent transit. It takes approximately 10-15 minutes to walk half a mile.

TransForm supports lower parking ratios because outdated parking requirements stand in the way of building homes. Parking requirements contribute to the high cost of development, higher rents, and encourage the use of vehicles to get around. The report by the Council of Infill Builders echoed this. An average structured parking space costs approximately \$50,000 to build, not including the cost of land and maintenance. A parking space accounts for approximately 16% of rent (nationally), or \$142/month, when it is not unbundled. If parking is required for every residential development, then people are not given a choice about paying for a parking space because a variety of housing options is not available--this is a social equity issue because it forces low income households to pay for parking whether they want it or not. Since 2007, the plan area has only built 100 units --this is evidence that parking minimums need to be eliminated for the City to truly prioritize housing production and affordability.

Endorsement community members for Downtown Station Area Specific Plan Update and
Concept Community Benefit Program

Name	Company Affiliation
Alon Adani	Cornerstone Properties
Natalie & Vinnie Cilurzo	Russian River Brewing Company
Doug Bosco	Bosco Law
Cynthia Murray	North Bay Leadership Council
Efren Carrillo	Former Sonoma County Supervisor
Sonu Chandi	Chandi Hospitality Group
Gerard Nebesky	Gerard's Paella
Gray Rollin	Belly Left Coast Kitchen & Taproom
Brian Overstreet	Advera Health Analytics, Inc
Mike Cook	Integra Planning + Landscape Architecture
Mousa Abbasi	Transpedia Consulting Engineers
Dean Anderson	AMR
Carolina Spence	Seniors, Inc.
David Brown	Adobe & Associates
Harry Davitian	Entek Power Services
Michael Hyman	Fulcrum Point Insurance
Judy James	Kaiser Permanente
Paul Schwartz	Terra Firma Global Partners
Brian Bottari	Comcast
Steve Schofield	Exchange Bank
David Delasantos	TLCD Architecture
Craig Hill	NHA Advisors
Paul Stokeld	Toad in the Hole Pub
Chris Denny	The Engine is Red
Brian Anderson	Bistro 29

targeted density for downtown. This group agrees with Dyett & Bhatia's strategy for addressing barriers to development: "Regulate only what needs to be regulated and let the market decide on other aspects."

- 9. Roberts Road Extension:** During the Roseland Specific Plan adoption process, the planning commission determined that this circulation connection was a critical part of the long-range planning efforts of the Roseland planning area. Under the DTSAP preferred alternative, the Roberts Road extension has been removed in favor of street enhancements along Olive Ave. Although this would seem logical it doesn't address the long-term benefits of a direct connection from Roseland into the RRSQ planning area. There are certainly many obstacles for providing this critical extension but is that not the goal of long-range planning; to think beyond what we feel is currently feasible? There has been discussion that such a connection shown on the plan would require potential developers to "solve the problem". This does not need to be the case, by using other creative design and funding strategies, future development could significantly benefit from such a connection, bringing great value to design alternatives. By removing the extension from the plan, there will be little to no effort to complete the existing plan direction. Instead of eliminating a good idea, let's find a flexible community benefit strategy that won't impede potential development but keeps the hope alive that this critical connection could someday be realized.

Sincerely,



Peter A. Stanley
Principal

5. **Infrastructure Improvements:** There should be clear expectations surrounding developer responsibilities for city infrastructure and streetscape improvements. A mistake in the 2007 DTSASP is lack of acknowledgement that development is incremental, so when streetscape improvements are applied parcel by parcel, they create bigger problems than they solve. This group agrees with Dyett & Bhatia's suggestion for setting up an "Infrastructure Financing Plan."
6. **Consistency with Historic Preservation Districts:** The Preferred Plan should include a comprehensive update to the City's Cultural Heritage Survey (CHS) that considers "age-eligible" properties. A comprehensive update to the CHS is needed to resolve conflicts between the DTSASP/zoning policy and historic preservation district design guidelines which prohibits certain kinds of development and includes lengthy review with both CHB and DRB. Height restrictions in the historical district conflict with the development standards of the DTSASP policy/zoning code, and if the goal is to provide predictability for increased density in the downtown, conflicts in policy language slow down entitlements and make dense residential developments infeasible in the targeted area.

Six (6) of the eight (8) Historic Preservation Districts that are within the Downtown Station Area and many streets within the area straddle multiple plan areas with differing design guidelines. The transition streets between Historic Residential sub areas and the downtown core sub areas are prime for infill development, however the process to redevelop in these areas is subject to lengthy review with multiple boards weighing in. Loosely defined guidelines like "the height of new construction in a Preservation District should be compatible with adjacent structures" is subjective and the perception of working with the City's Cultural Heritage Board in these transition areas is not efficient, timely, or cost effective thus discouraging infill development.

7. **Clarify intent to achieve providing targeted housing units:** The recently released nexus study for inclusionary housing admittedly does not address the downtown planning area. Proforma data used in that study to justify additional fees for multi-family developments are not accurate for the downtown core. Virtually all elements of the proforma are skewed low when applied to downtown development. The Plan needs to address community benefits and needs of affordable housing but also understand that downtown proformas are razor thin to begin with so flexibility in what fees and how they are applied need to be thoroughly thought through to ensure we don't end up with another un-implementable plan. We have a 20-year planning document but a reduced fee structure that sunsets in less than 5 years.

The preferred plan concept includes simplifying the 2007 DTSASP land uses and creating 4 mixed use designations with differing densities to increase flexibility of proposed developments. Flexibility should be given to projects that achieve goals for achieving targeted density and clear articulation of the streamlining process for providing housing in the downtown Plan area is needed.

8. **Remove vague language from Development Guidelines:** Vague language like "fairly consistent" and "compatible in scale" should be removed from the Plan Development Guidelines and Streetscape Standards because they are subjective terms. While the intent for the development guidelines is for form-based codes to regulate the physical form rather than the land use classification, and while that may help with defining good land use practices and building relationships, negative consequences could arise from too prescriptive design directives. The overly prescriptive design requirements, like height and the requirement to stepback stories after the 2nd or 3rd level, are prohibitive and can kill good design. Other architectural articulation tools can provide a solution to softening the mass of tall buildings through the design and vetting process. The City should not be so restrictive in governing creative solutions to achieve the

developments at a density that is financially viable. The draft preferred alternative should emphasize that **ALL** sites in the planning area are catalytic sites, not just “city owned” properties.

2. **Provide flexibility for uses aligned with community benefits:** Flexibility in the Plan language could empower staff to administratively approve uses that are in alignment with community benefit goals provided for in the Plan. The Plan should include language that defines broader uses that would provide community benefits rather than prescriptive “allowed” uses, eg. housing, entertainment venues, hospitality, commercial, neighborhood serving uses. We do not know what creative ideas will come from entrepreneurs and developers and the process should not require having to loop back through a long and expensive entitlement process when these good ideas are proposed.

The Cities of Austin, TX and Boulder, CO have implemented flexible community benefit programs where a developer appeals for consistency with City goals. A similar program in Santa Rosa would encourage creative development that includes much-needed responses to the demand for housing, lack of cultural resources and affordable childcare in the downtown. Attachment 1 to this letter is an example of a Community Benefits Program that could be implemented in downtown Santa Rosa through the DTSASP.

To the degree possible, the DTSASP should be a by-right process where a developer can bring a project forward that aligns with the community benefits of the Plan with minimal impediments to entitlement or regulatory processing.

3. **Remove minimum parking requirements:** We can’t possibly know or even understand how future transportation systems are going to develop over the next 10-20 years. Removing minimum parking requirements in the planning area creates a developer prerogative to be worked out with their lender and investors, not dictated by the city. There are many creative ways to ensure that adjacent neighborhoods do not become overburdened by overflow parking for new development. The 2007 DTSASP aimed to outline ways in which parking demand could be balanced with enhancing SMART train and City bus ridership as well as improve pedestrian amenities. The previous (2007) DTSASP outlined the goal for a mixed-use development program to allow parking to be managed comprehensively rather than on a parcel-by-parcel basis. The draft preferred alternative waives parking requirements for new development within a ¼ of transit. Parking requirements for developments in the downtown core should be further evaluated to acknowledge circulation goals that reduce dependence on the automobile and decrease Vehicle Miles Traveled (VMT’s) by acknowledging pedestrian, bicycle and transit alternatives.
4. **Relationship to other Plan documents:** There should be language in the DTSASP that states the Specific Plan is the governing document and overrides all other adopted policy documents within the planning area. If a city’s general plan is the “constitution for development” what should a specific plan be acknowledged as? There should be a clear hierarchy to avoid conflicts with differing plans; General Plan, Specific Plan, Zoning Code and other policies. (example 1-6 in 2035 General Plan notes “Relationship to Other Documents”) The DTSASP area overlaps with the Roseland Specific Plan area and the overlapping sections of Dutton Ave and Sebastopol Rd are categorized as the “Boulevard Street Type. There is no mention of the “Boulevard Street Type” or the DTSASP in the “Relationship to Other Documents” section of the Roseland Area/Sebastopol Rd Specific Plan language.

The General Plan and Zoning Code should be amended, at time of Specific Plan adoption, to remove any potential conflicts between the Specific Plan and the General Plan language. There should be no uncertainty or additional entitlements to the planning process.

December 2, 2019

Re: Downtown Station Area Specific Plan Update: Preferred Plan Concept

Dear Mayor Schwedhelm and Members of the Council,

We want to thank the city for taking on this very important policy adjustment to more clearly define a development and growth direction. It is our considered opinion that the city's Downtown Station Area Specific Plan update should be considered more than a technical document that sets and defines prescriptive development criteria. It is certainly this, but it is also a visionary document that will set the tone for how the city wants to apply new and innovative development ideas we may not even have considered. With this in mind, the DTSASP should start with outlining the **Guiding Principles** that are the basis for evaluation of future projects. These **Guiding Principles** should define the community benefits that the city is targeting, not just the prescriptive development standards that tend to eliminate flexibility to effectively evaluate new ideas.

The Santa Rosa 2035 General Plan Guiding Principles summary states:

"Santa Rosa is a special place set in an agricultural county with an inviting climate, superior natural beauty, desirable residential neighborhoods, and a strong, diversified economy. As the area accepts its share of the region's growth, these characteristics must not be sacrificed. Instead, the growth must protect the positive qualities which make the city attractive and build new features which provide enduring value and beauty and further improve the quality of life. It is our duty to assure that, twenty years from now, Santa Rosa is an even more desirable city than it is today." (Santa Rosa General Plan 2035, 2009)

The General Plan goes on to describe 21 Guiding Principles and states the vision for downtown as an energetic center of commerce in the North Bay where new offices, stores, hotels, and cultural facilities have located. New housing development in downtown is vital for a 24-hour downtown. Especially in the evenings and weekends where the new residents of downtown- families, students, seniors, and others enjoy urban living, and can walk to amenities. The guiding principles and vision stated should invoke a sense of place specific to Santa Rosa and should acknowledge that we can't possibly know, or completely understand, what innovations are going to be developed over the next two decades that could be applied towards project implementation. With that in mind, flexibility in the document should be the goal as highlighted in Dyett & Bhatia's memo "Barriers to Downtown Development and Strategies to Address Them."

Ideas to consider in the process for the Downtown Station Area Specific Plan Update:

1. **Allow development to be driven by market conditions:** Market conditions should determine what is needed to create a workable proforma and feasibility analysis by removing caps on height in the downtown. We support the draft preferred alternative proposal implementing Floor Area Ratio (FAR) as a tool to regulate building form and intensity. In moving away from traditional height restrictions and going to FAR where developable density is a ratio based on lot size and proposed building mass, FAR will provide flexibility for developers to build multifamily/mixed-use

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KATE MURRAY
CAO



July 29, 2019

Mayor Tom Schwedhelm and City Council Members
City of Santa Rosa City Hall
100 Santa Rosa Ave.
Santa Rosa, CA 95404

RE: Comments on Santa Rosa Downtown Station Area Specific Plan update

Dear Mr. Mayor and Council Members:

North Bay Leadership Council (NBLC) is pleased to see the Downtown Station Area Specific Plan update moving forward. In respect to the alternatives being presented, we would like to make the following recommendations:

1. Remove all caps on height in the downtown, emphasize that ALL sites in the planning area are catalytic sites, not just "city owned" properties
2. Remove minimum parking requirements in the downtown core, this should be a developer prerogative worked out with their lender and investors, not dictated by the city
3. Provide flexibility in the Plan language to empower staff to administratively approve uses that are in alignment with community benefit goals provided for in the Plan
4. Put language in the Plan that states the Plan is the governing document and overrides all other adopted policy documents within the planning area
5. Create language in the Plan that defines broader uses that would provide community benefit rather than prescriptive "allowed" uses, we don't know what great ideas will come from entrepreneurs and developers
6. Ensure that the General Plan is amended, at time of Specific Plan adoption, to remove any potential conflicts between the Specific Plan and the General Plan. There should be no uncertainty or additional entitlements to the planning process
7. The proposed alternatives don't really change the existing policy landscape in any significant way, this plan should be a bold departure in order to meet the housing targets specified in the Plan and provide as much certainty as possible to developers
8. To the degree possible, the plan should be a by-right process if a developer brings a project forward that aligns with the community benefits of the Plan.

The addition of new housing units, particularly in downtown Santa Rosa, is an objective of NBLC's housing goals for the North Bay. We hear from employers on a daily basis that the housing crisis is impacting their ability to attract and retain employees and causing them to evaluate their ability to stay and/or grow in the North Bay. We hope that you will continue to show leadership and innovation in removing barriers to new housing construction as detailed in the recommendations above.

Please feel free to contact me if you have any questions. Thank you for your consideration.

Sincerely,

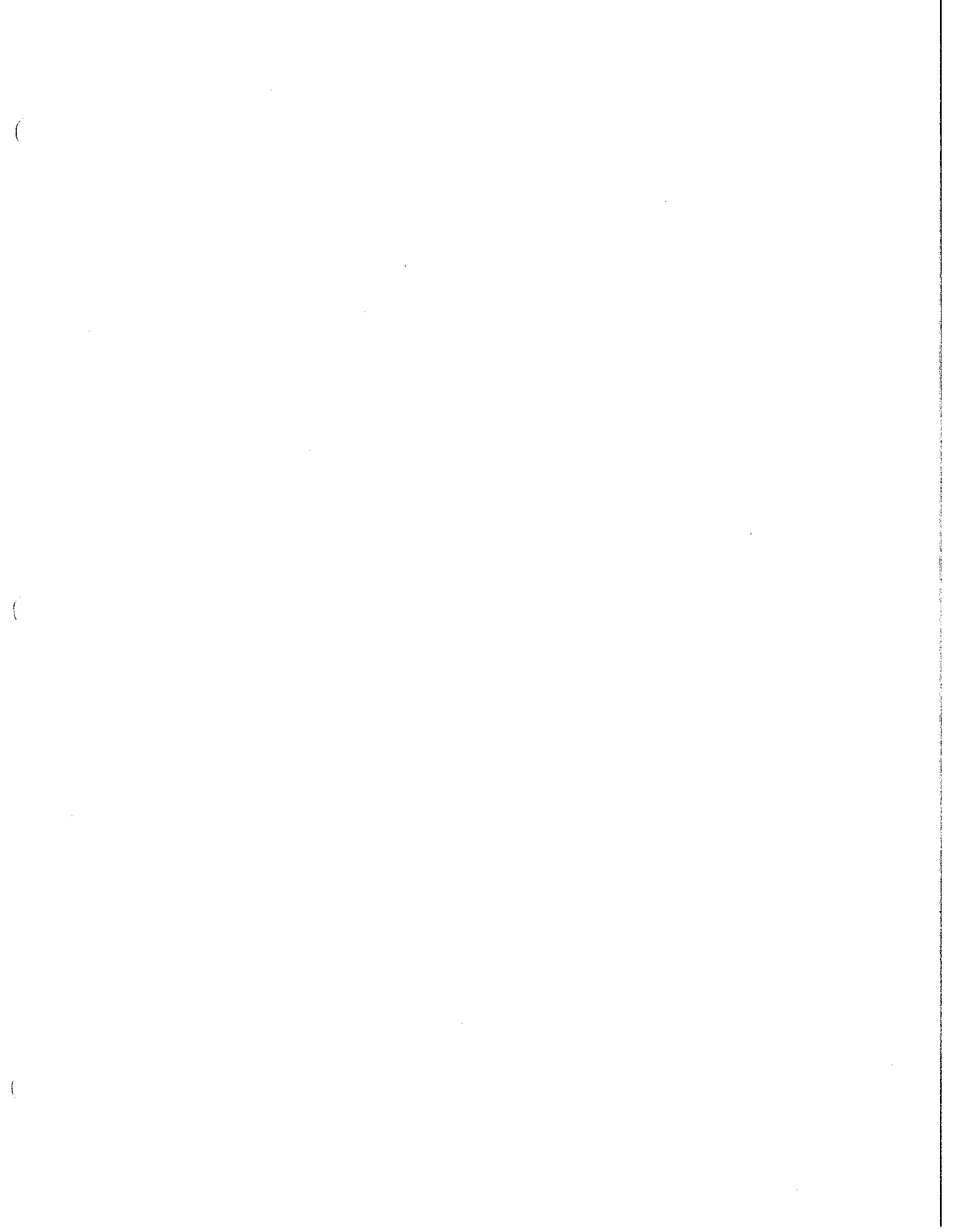
Cynthia Murray

23. On Map 4 revise symbology for "New Bike/Pedestrian Connection" and change the portion along SR Creek to the darker shade Bike/Pedestrian Improvement symbol. The new symbol will only apply to the mall.
24. On Map 1, move the inwall urban park symbol northeast, closer to the creek

Downtown Station Area Specific Plan

Preferred Plan Concept Modification List as of 11/26/2019

1. Add Potential Catalyst Project at BoDean site, public safety building (PSB), and 701 Santa Rosa Avenue on Map 1. Move Roberts catalyst symbol to the middle of the neighborhood.
2. Extend Neighborhood Transition Edge along 7th Street east to freeway on Map 3
3. On Map 3, eliminate City Hall, show SR Creek daylighted and include the creek-oriented development symbol
4. If daylighting of SR Creek under federal building is in existing creek master plan, show it in this plan
5. On Map 4, add parklets to the list of Streetscape Enhancements
6. *Expand FAR education piece – Deferred to Phase III*
 - a. *Include visualizations of pedestrian experience in areas with a generally consistent built FAR.*
 - b. *Include the existing FAR map*
 - c. *Include mock-ups for recognizable sites, 1 Santa Rosa Avenue for example, with different configurations of buildings on them – such as mixed use at max buildout, mixed use at midpoint FAR, all residential, all commercial, etc.*
7. *Expand narrative on parking. Create a parking exhibit identifying parcels within ¼ mile of transit. - Deferred to Phase III*
8. Include a Roberts Ave underpass option for consideration by PC/CC – Allow flexibility in EIR to analyze both options
9. On Maps 2 and 3, Depot Park should be shown as green Park/Open Space
10. On Map 3 show creek-oriented development on the east side near the PSB
11. Add creek-oriented symbol at SMART/Cannery site
12. Change legend from “creek-oriented development” to “creek-oriented requirement”
13. Properties on Dutton Ave between Hwy 12 and Sebastopol Road – add to SMU and apply 6 FAR to entirety
14. Buildout projections should be revisited – especially housing units in Roberts, Maxwell Ct, and Santa Rosa Avenue
15. Note on the FAR map that supplemental FAR is available for undersized parcels and bonus FAR is available through provision of community benefits.
16. Extend Street Enhancement along Santa Rosa Avenue from Courthouse Square to Prince Gateway Park
- ~~17. Include Pierson Park~~
18. Correct spelling of “Juilliard” on Map 2
19. On Map 2, change properties with a Sebastopol Road address, east of 101, to FAR 2.
20. On Map 3, add creek-oriented requirement arrows on east side of Santa Rosa Creek between Pierson St and W 3rd.
21. On Map 4 extend bike/ped improvements west to Pierson St
22. On Map 4, Bus Route 2/2B runs south along Railroad St/Olive Street and then west along Sebastopol Road, not south on Dutton as shown.



Bliss, Sandi

From: HEIDI KLYN <southmountain38@msn.com>
Sent: Monday, December 2, 2019 10:50 PM
To: _CityCouncilListPublic
Subject: [EXTERNAL] Fox Den Cannabis Dispensary Project

Dear Council, I am very much in favor of having Fox Den Cannabis Dispensary at 4036 Montgomery Drive. There is not one close by to Oakmont where I live and head the Oakmont Cannabis Club to teach people not to use opioids and other over the counter drugs but to give Cannabis a try. It has helped so so many of the elderly here the therapeutic benefits have been unbelievably overwhelming. We do not have any dispensaries in the eastern part of Santa Rosa and this would make it more convenient for us all. The company that plans to run the business is very reputable, Cannacraft they are a big asset to the industry and to Santa Rosa. Many of us in Oakmont would love to see this happen. I am happy to talk to you.

Heidi Klyn
707-539-8400
707-889-2561 cell

southmountain38@msn.com

This is what Santa Rosa's tallest building looks like from Calvary Catholic Cemetery.



I am not against growth, but I believe whatever is built needs to enhance the beauty of Santa Rosa and not detract. In my opinion, the high-rises that have been built, usually in Victorian neighborhoods, while having noble purposes, possess little architectural appeal. Were it not for the colorful palette of our newest building at 670 7th St...it would be the plainest of all three pictured below since it's essentially featureless of any architectural detail.



Instead of increase the height of high-rises', I suggest Council direct the issue to the City's Design Review Board and have them re-evaluate their current guidelines to make sure they are exemplary, so when a high-rise is built it's visually pleasing from a distance. ALSO, when a building project is presented to the City, someone in City Planning should be able to superimpose an image of the proposed building onto a photo of Santa Rosa's skyline and see what a building will look like from afar before it's erected, so what's built in the future preserves the natural charm and beauty of Santa Rosa.

Charles Metz

Greetings Council,

I ask the City Council to be careful as it considers increasing the height of buildings to 20 stories. While the view of Santa Rosa from inside a 20 story, 600 apartment, high-rise may be beautiful for the 1,200+ occupants who reside there, consideration should be taken what the 175,269 (2017) residents of Santa Rosa will have to look at for decades to come.

You don't have to look any farther than the city of Oxnard and see that one, two, or three high-rises DO NOT a skyline make.

Oxnard is a city similar in population 210,037 (2017) and topography (hills to the East and valley to the West) to Santa Rosa with Hwy 101 bisecting the both downtowns.

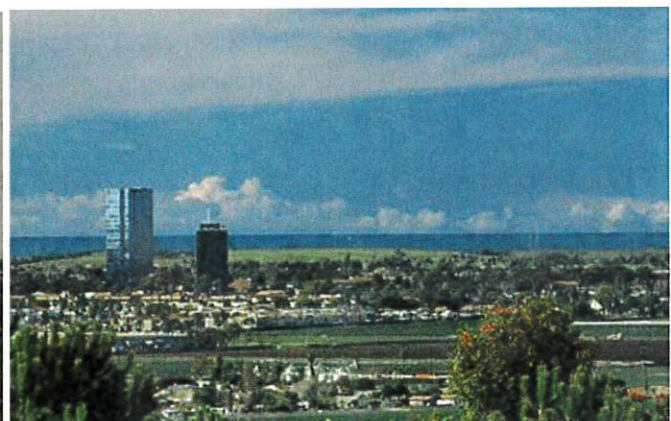
In 1974 Oxnard built its first 14 story office building which stood alone for 13 years...



...until another more attractive 2 story building was erected in 1987.

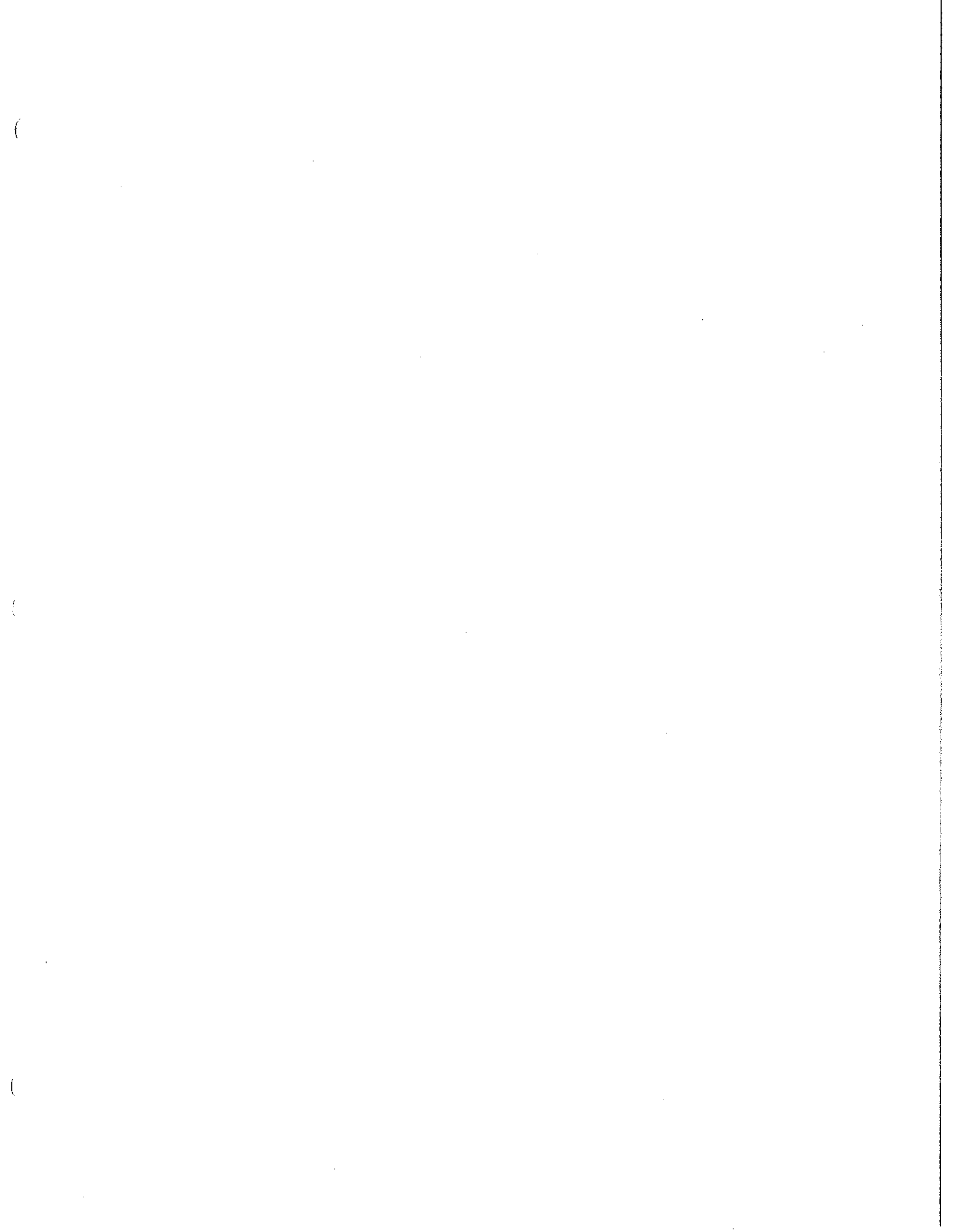


While the buildings seem less obtrusive up close...



...what the rest of the community has to look at from a distance is not something I would not consider appealing.

As quoted in a 2017 LA Times article **"The Ventura County skyline is a flat and featureless expanse of suburbia and cropland except for two office towers that rise conspicuously."**



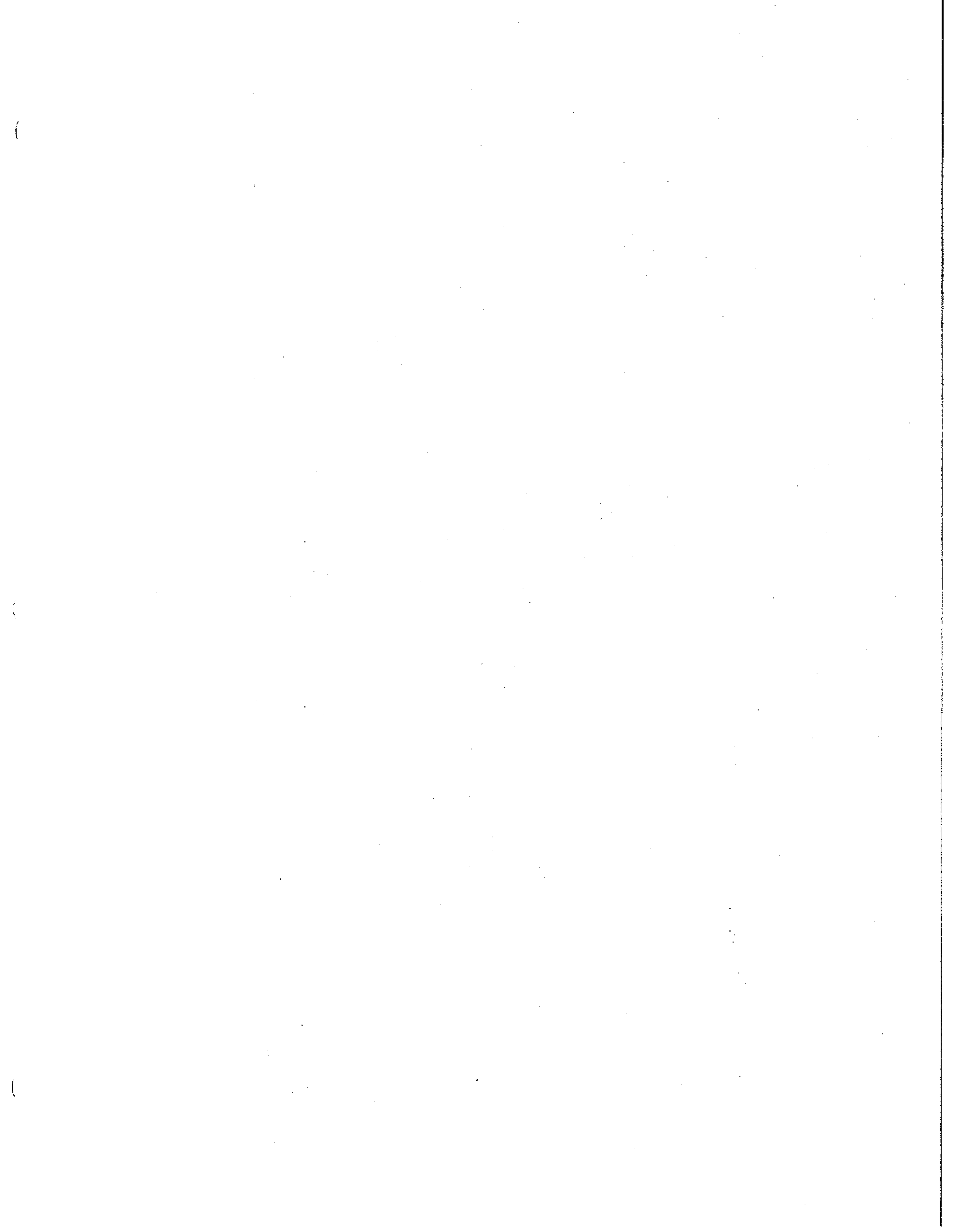
Bliss, Sandi

From: Charles <love.one.another@sbcglobal.net>
Sent: Monday, December 2, 2019 9:30 PM
To: _CityCouncilListPublic
Subject: [EXTERNAL] Public Comment for Joint Study Session Item 2.1 for City Council Dec. 3rd Meeting
Attachments: Highrise Santa Rosa Letter to City Council.docx

My public comment is attached and includes pictures. It's regarding City Council, Dec.3rd, Joint Study Session - item 2.1.

Thanks

~Charles Metz



DYETT & BHATIA

Urban and Regional Planners

1330 Broadway Ste. 604 Oakland, CA 94612

415 956 4300 | www.dyettandbhatia.com

C. Projected Total Development in 2040 (A+B)							
Opportunity Area	Housing Units	Office (s.f.)	Retail (s.f.)	Service (s.f.)	Industrial (s.f.)	Total Jobs (s.f.)	Total Jobs (s.f.)
Courthouse Sq.	3,214	1,110,339	1,444,441	573,515	0	3,128,295	3,128,295
Santa Rosa Ave	154	43,118	65,891	67,275	0	176,284	176,284
Roberts Rd.	1,209	0	47,782	25,500	44,116	117,398	117,398
SMART Station	823	166,219	189,981	98,467	53,610	508,277	508,277
Imwalle/3rd	246	0	0	6,300	22,193	28,493	28,493
Wilson Donahue	361	0	36,246	10,200	0	46,446	46,446
Maxwell Ct.	1,186	0	50,594	12,728	277,562	340,884	340,884
Other*	2,251	599,665	718,132	260,564	144,776	1,723,137	1,723,137
TOTAL	9,444	1,919,341	2,553,067	1,054,549	542,257	6,069,214	6,069,214

Industrial Jobs Assumptions

- Because the Preferred Plan Concept would convert some industrial land uses to Maker Mixed Use, the following assumptions were made:
- Existing heavy industrial square footage is fully replaced with Neighborhood Mixed Use in Maxwell Ct.
 - Industrial use square footage is fully replaced with Neighborhood Mixed Use in Wilson-Donahue
 - Assumes 60 percent of industrial square footage is replaced in the Roberts Ave. Opportunity Area.

5 BUILDOUT PROJECTIONS

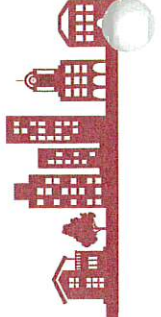
Buildout of the Draft Preferred Plan Concept is projected to result in approximately 7,000 new housing units and 2,540 new jobs in the planning area by 2040. New development and redevelopment would take place primarily in the Opportunity Areas shown on Map 5. These are areas with clusters of vacant and underutilized parcels that present an opportunity for redevelopment. The term underutilized refers to properties where the value of the land is worth more than the buildings and structures on it, giving the owner and incentive to redevelop with new uses that command higher rents or sales prices. The table below shows where development could reasonably be expected to occur in each Opportunity Area.

Opportunity Area	A. Existing Development in 2019							B. Net Change Increment: Development Potential Under Preferred Plan Concept				
	Housing Units	Office (s.f.)	Retail (s.f.)	Service (s.f.)	Industrial (s.f.)	Total Jobs (s.f.)	Housing Units	Office (s.f.)	Retail (s.f.)	Service (s.f.)	Industrial (s.f.)	Total Jobs (s.f.)
Courthouse Sq.	281	971,439	1,282,441	348,515	0	2,602,395	2,933	138,900	162,000	225,000		525,900
Santa Rosa Ave	18	1,418	38,691	16,875		56,984	136	41,700	27,200	50,400		119,300
Roberts Rd.	1		25,782		56,290	82,072	1,208		22,000	25,500	21,600	69,100
SMART Station	32	82,969	141,181	37,371	53,610	315,131	791	83,250	48,800	61,096		193,146
Imwalle/3rd	1				22,193	22,193	245			6,300		6,300
Wilson Donahue	5		19,890		103,339	123,229	356		16,356	10,200		26,556
Maxwell Ct.	107		37,509		302,910	340,419	1079		13,085	12,728	21,600	47,413
Other*	2,000	599,665	709,732	249,764	144,776	1,703,937	251		8,400	10,800		19,200
TOTAL	2,445	1,655,491	2,255,226	652,525	683,118	5,246,360	6,999	263,850	297,841	402,024	43,200	1,006,915

*Development outside of the Opportunity Areas

Employment Density Assumptions

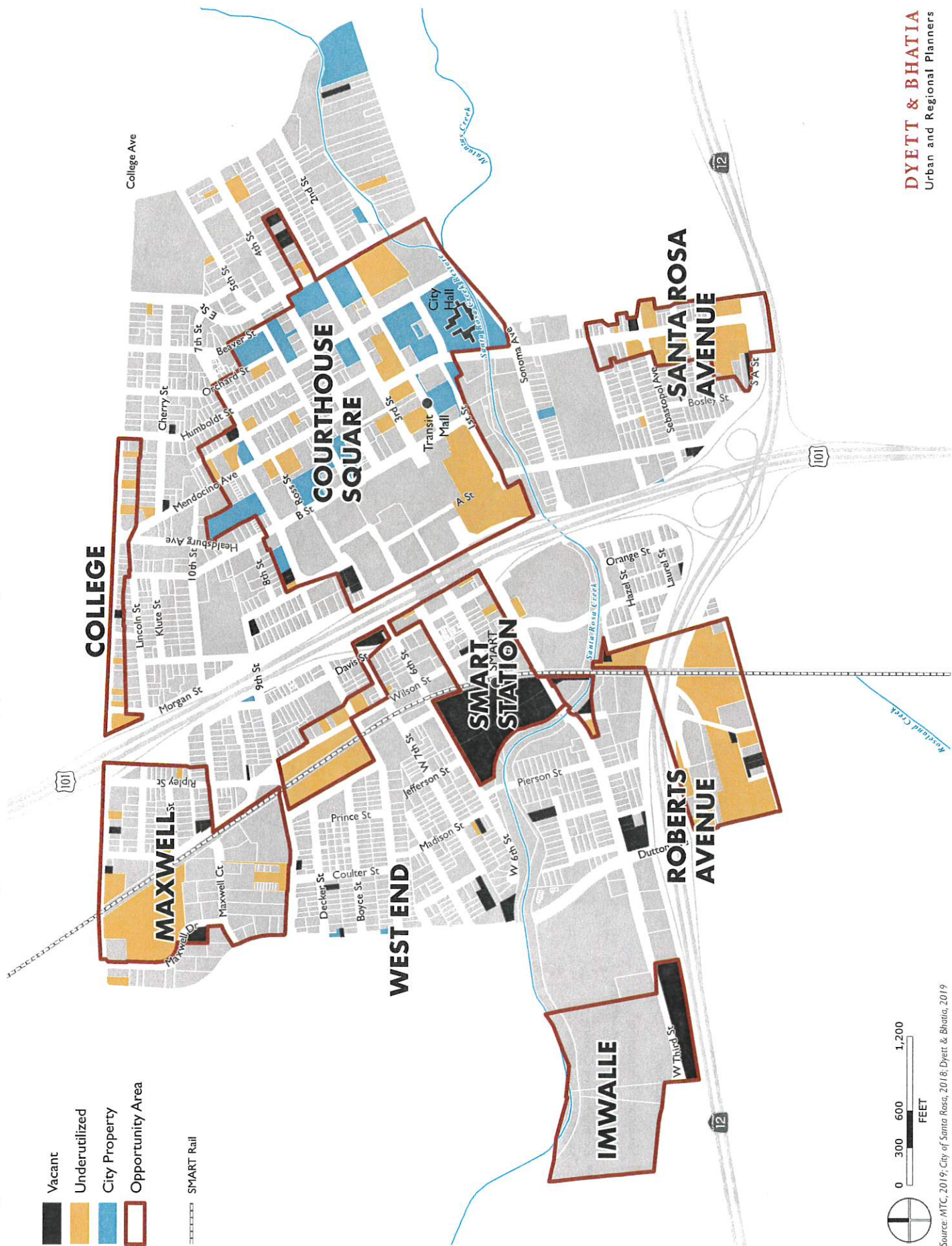
- Service (includes education, healthcare, arts, service, and institutional jobs) = 1 job per 300 s.f.
- Retail = 1 job per 400 s.f.
- Office = 1 job per 300 s.f.
- Industrial = 1 job per 600 s.f.



Map 5: Preferred Plan Concept: Buildout Opportunity Areas

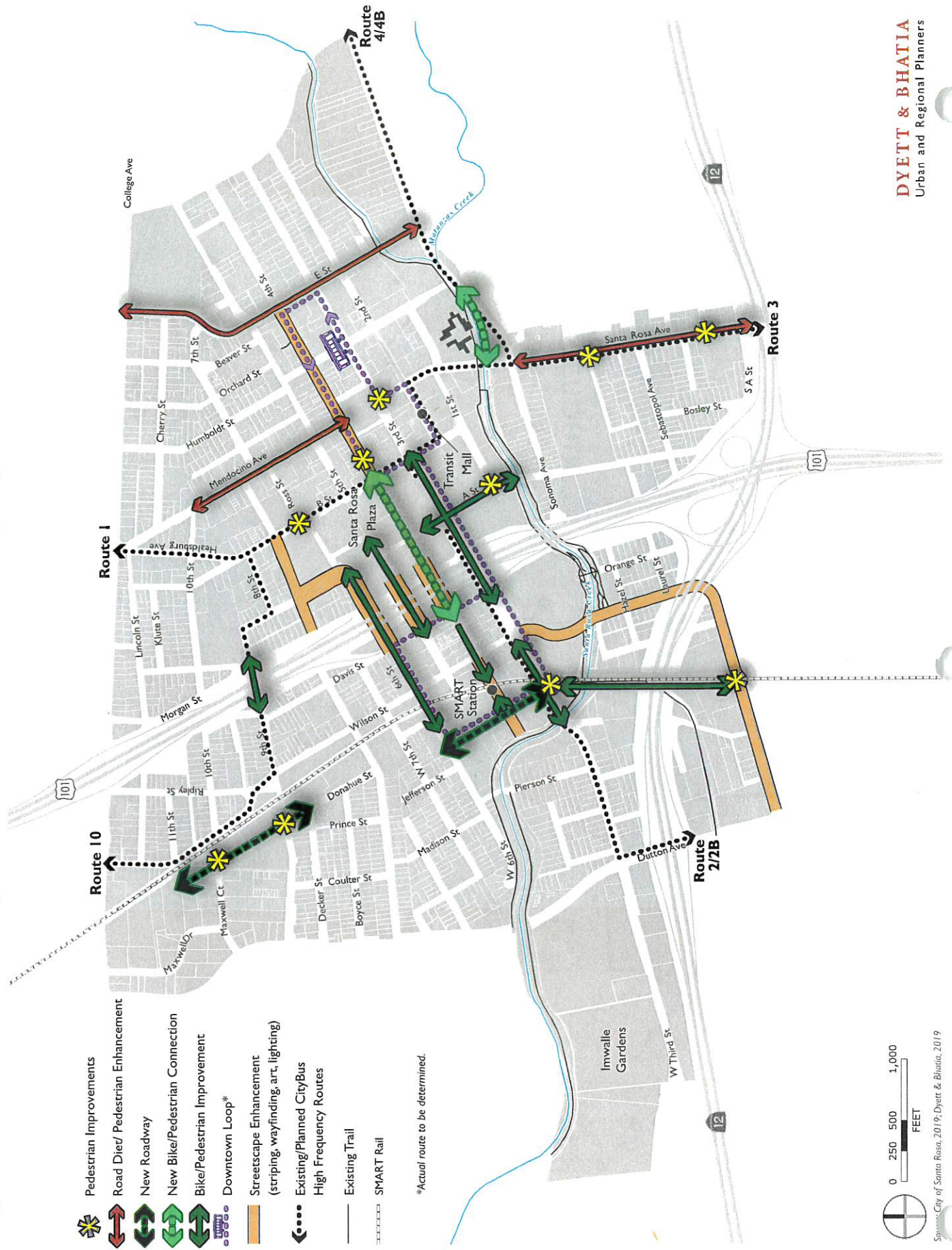
- Vacant
- Underutilized
- City Property
- Opportunity Area

--- SMART Rail



Source: MTC, 2019; City of Santa Rosa, 2018; Dyett & Bhatia, 2019

Map 4: Preferred Plan Concept: Circulation and Connectivity Improvements

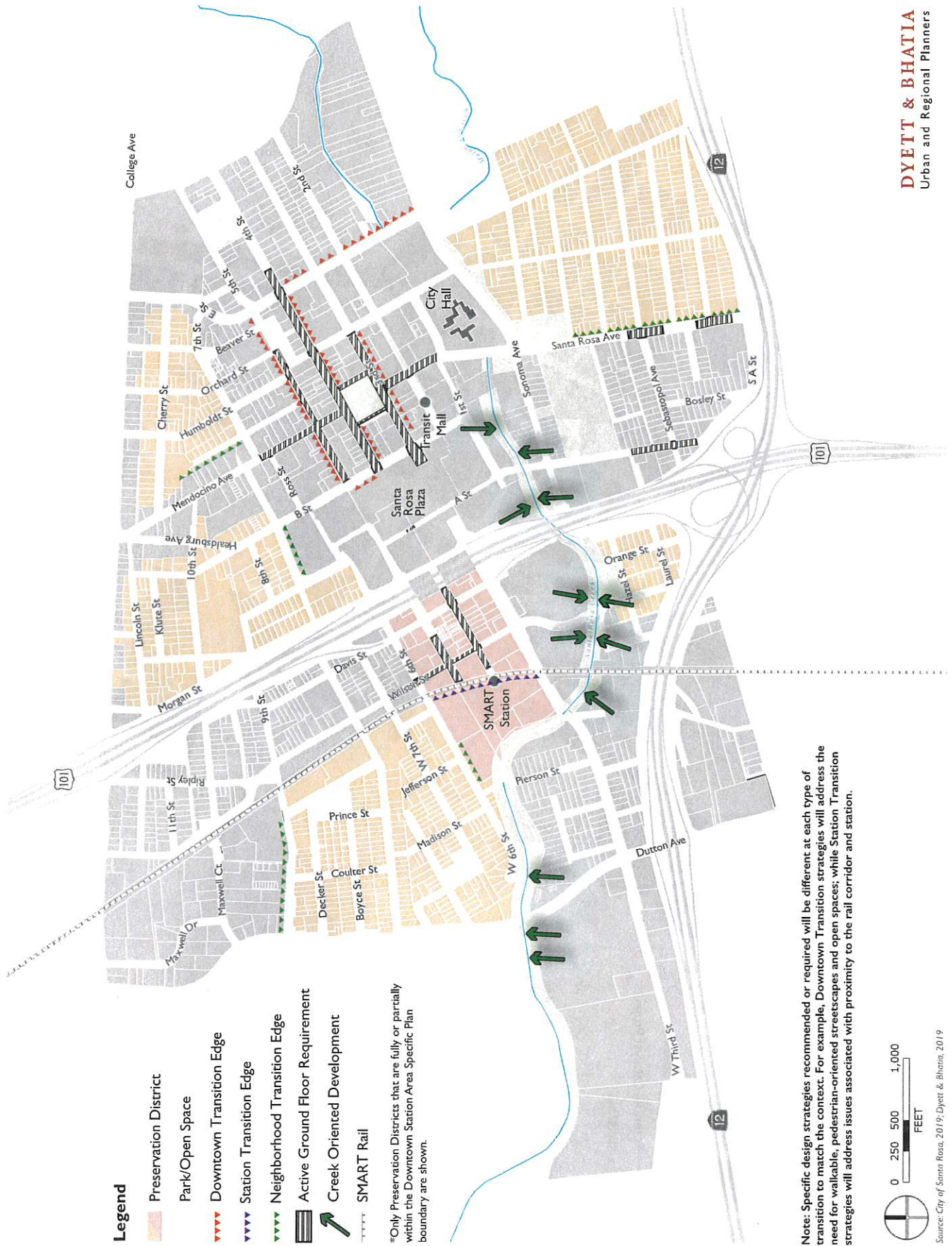


- Pedestrian Improvements
- Road Diet/ Pedestrian Enhancement
- New Roadway
- New Bike/Pedestrian Connection
- Bike/Pedestrian Improvement
- Downtown Loop*
- Streetscape Enhancement (striping, wayfinding, art, lighting)
- Existing/Planned City/Bus High Frequency Routes
- Existing Trail
- SMART Rail

*Actual route to be determined.



Map 3: Preferred Plan Concept: Special Design Considerations



Legend

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

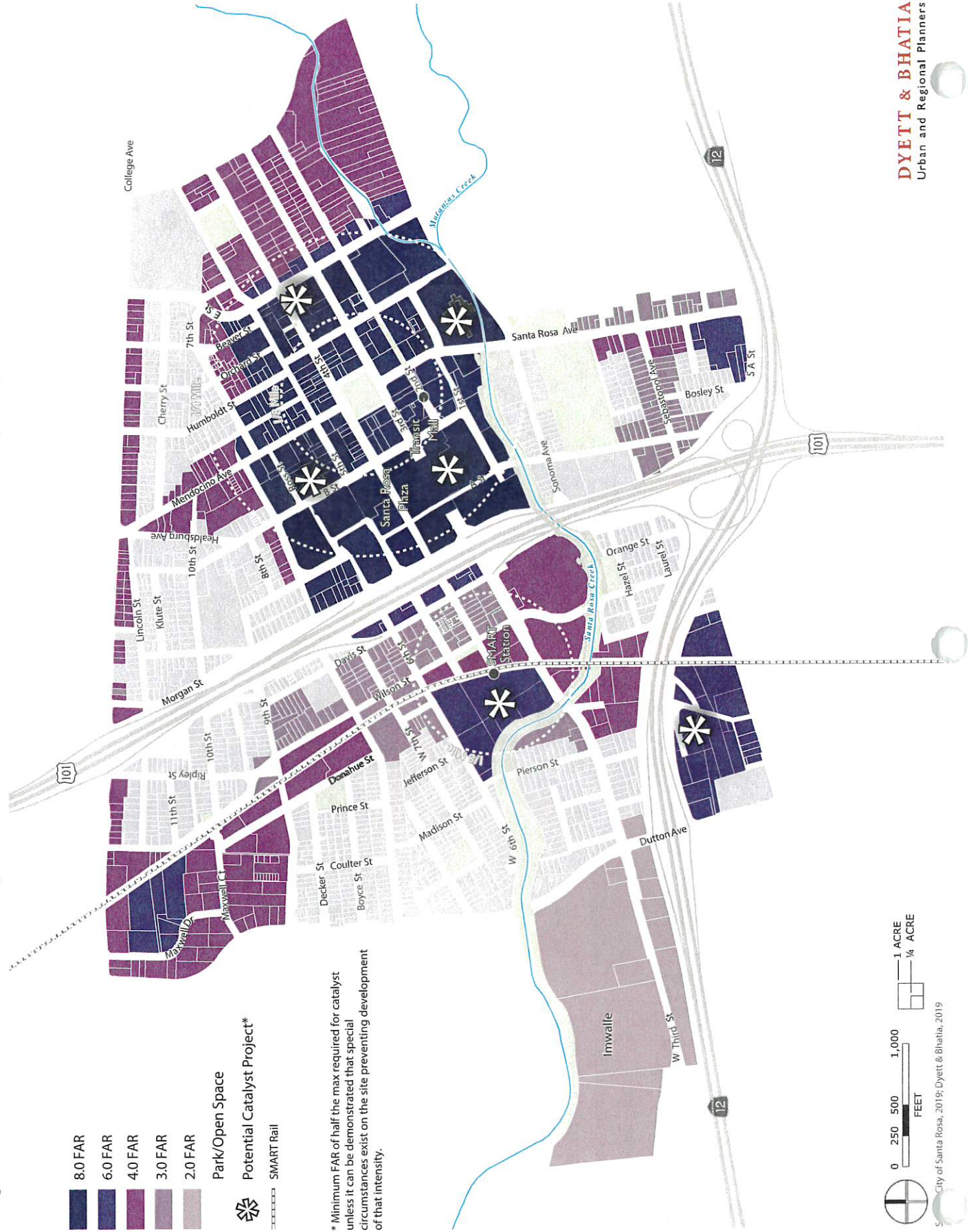
*Only Preservation Districts that are fully or partially within the Downtown Station Area Specific Plan boundary are shown.

Note: Specific design strategies recommended or required will be different at each type of transition to match the context. For example, Downtown Transition strategies will address the need for walkable, pedestrian-oriented streetscapes and open spaces; while Station Transition strategies will address issues associated with proximity to the rail corridor and station.



Source: City of Santa Rosa, 2019; Dyett & Bhatia, 2019

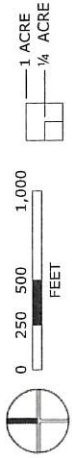
Map 2: Preferred Plan Concept: Maximum Base Floor Area Ratio (FAR) for Change Areas



- 8.0 FAR
- 6.0 FAR
- 4.0 FAR
- 3.0 FAR
- 2.0 FAR

- Park/Open Space
- Potential Catalyst Project*
- SMART Rail

* Minimum FAR of half the max required for catalyst unless it can be demonstrated that special circumstances exist on the site preventing development of that intensity.





US BANK, 50 OLD COURTHOUSE SQUARE

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

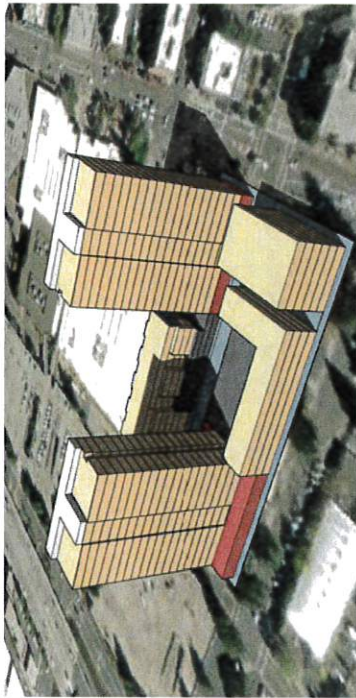
Santa Rosa Built FARs



1700 WEBSTER STREET, OAKLAND

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

Built FARs in Other Communities



SEARS SITE, 100 SANTA ROSA PLAZA

Lot area: 142,547 sf / 280' x 470'
Height: 216' / 20 stories
Building area: Residential: 626,600 gsf
Commercial: 23,700 gsf
Total: 650,300 gsf

FAR: 4.6 (does not include structured parking or loading/service areas)
Apartment units: 626 (1,000 gsf per unit overall)
Setbacks: 10' for all front, back, and side

Santa Rosa Case Study Sites

VISUALIZING FLOOR AREA RATIO

BARNES & NOBLE, 700 FOURTH STREET



Lot area: 61,969 sf
Building area: 52,045 sf
Stories: 2
FAR: 0.84

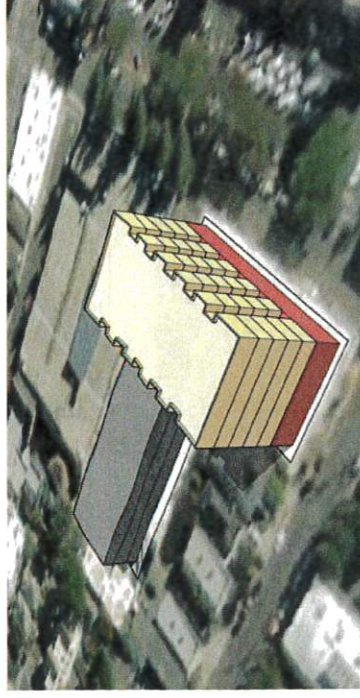
MISSION BAY (BLOCK 12E), SAN FRANCISCO



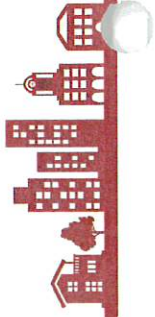
Lot area: 84,866 sf
Height: 160' (16 levels)
Building area: 491,114 sf (267 units)
FAR: 5.8



PEDERSON'S FURNITURE, 400 HUMBOLT STREET



Lot area: 31,285 sf / 177' x 240' flag lot
Height: 74' / 6 stories
Building area: Residential: 62,800 gsf
Commercial: 12,560 gsf
Total: 75,360 gsf
FAR: 2.4 (does not include structured parking or loading/service areas)
Apartment units: 62 (1,000 gsf per unit overall)
Setbacks: 5' front, 5' side, 10' back



Calculating FAR

For the Santa Rosa Downtown Station Area, FAR would be calculated as the total area of all floors in a building as measured to the outside surfaces of exterior walls or to the center line of common walls. FAR calculations would exclude crawl spaces, structured parking, carports, breezeways, attics without floors, porches, balconies, terraces, below grade structures, and open space (common, public, or private). Additionally, for ceilings over 20 feet above floor height, the gross floor area of these areas would be doubled for the purpose of calculating floor area ratio, but not for the purpose of determining actual floor area. This is to ensure that double-height lobbies, ballrooms, and similar spaces are adequately accounted for in the FAR calculation.

The Maximum base FAR that would be allowed in different areas downtown is shown on Map-2. Projects that offer affordable housing, daycare, 3-bedroom units, urban open space, or public parking or projects that meet green building performance standards or that pay into a Streetscape Enhancement Fund can qualify for bonus FAR (up to an additional 2.0 FAR in the core area). The purpose of this provision is to create an economic incentive that encourages developers to improve the quality of their projects in ways that benefit the community. Eligibility criteria for bonus FAR would be set in the Draft Plan based on a sliding scale that considers the value of the amenity offered to the community.

For catalyst sites shown on Map-2, a minimum FAR requirement of half of the applicable maximum FAR would apply to ensure that these important sites support robust development that can help “prove” the market for high-density residential projects in Santa Rosa. For smaller parcels in areas with lower maximum FAR where it may not be possible to achieve the higher end of the permitted range, Draft Plan policies will allow for supplemental FAR to ensure that development can meet the objectives of the plan without the need for a variance.



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

FLOOR AREA RATIO (FAR)

Floor Area Ratio (FAR) is a tool widely used throughout California and the US to regulate building form and intensity. It is the ratio of total building space in relation to lot size. It can be calculated quickly based on information that is readily available to planners, architects, and developers - simply take the total building square footage and divide by the area of the lot.

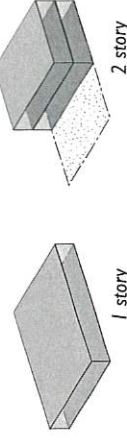
As a regulatory tool, FAR provides flexibility. Unlike traditional bulk controls such as height, lot coverage, and setbacks which create a rigid envelope within which architects must work, FAR does not require a particular building shape or placement; rather it creates a flexible envelope that provides choice. FAR is typically used in combination with other bulk controls.

FAR is particularly useful in central business districts and in other areas of high-intensity land use with a mix of office buildings, restaurants, shops, hotels, and tall apartment buildings. Some of the advantages it offers are that:

- it applies equally to all types of structures;
- it takes into account the possibility of more than one structure on a lot;
- it allows greater variety in architectural design;
- it gives a quick measure of the capacity of buildings — a convenience to both builders and public agencies;
- it removes the inducement to squeeze extra stories into the permitted volume of a building;
- it makes the utilization of new construction methods more feasible than under traditional controls.

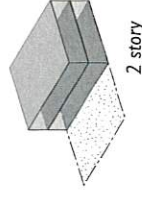
The City of San Diego moved to an FAR based approach with their Downtown plan in 2006 and since adoption 4,700 housing units have been built with another 6,700 in the pipeline. Downtown San Diego is currently producing 25 to 30 percent of all the housing being built throughout the city, and the development of this housing together with employment, retail and entertainment-oriented uses has helped make it one of the most vibrant places in California. Other California communities including Emeryville have also seen strong housing growth with a regulatory framework based on FAR.

DETERMINING FLOOR AREA RATIO

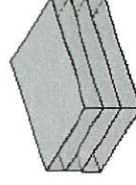


1 story

FAR = 1.0

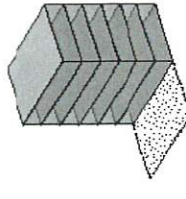


2 story

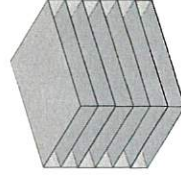


3 story

FAR = 3.0

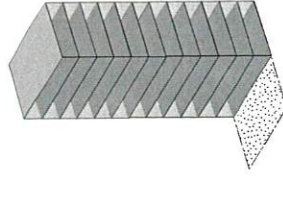


6 story



6 story

FAR = 6.0



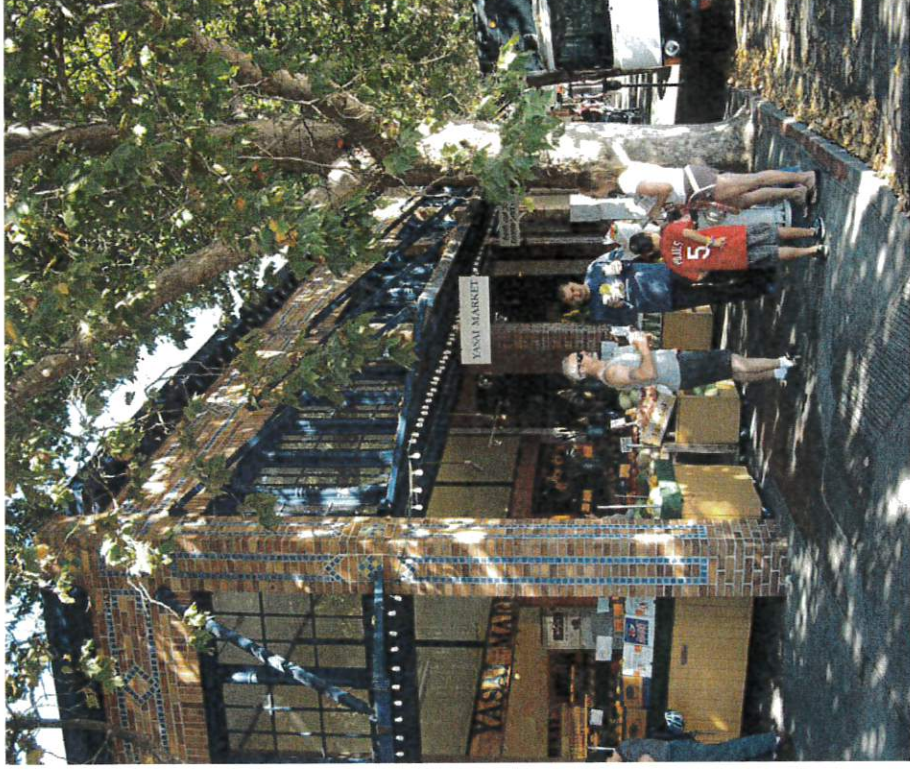
12 story



specialty food stores, cafes, coffee shops, performing arts venues, theatres, restaurants, schools, and educational facilities are also permitted.

Neighborhood Mixed Use - The Neighborhood Mixed Use (NMU) designation is intended to provide for new multi-family residential development in mixed- or single-use buildings, together with a broad mix of uses that primarily serve local area residents, including professional office, retail, entertainment, service, and other supporting uses. Housing development typologies envisioned include low- and mid-rise apartments and condominiums, as well as small-lot single-family attached dwellings (e.g., duplexes, triplexes, townhomes). Live-work spaces and maker-oriented uses are permitted subject to performance standards. Street design that integrates pedestrian, bicycle, and vehicular use and incorporates traffic-calming features and on-street parking will be required.

Active Ground Floor Overlay - This overlay requires that new development activate the ground floor of buildings with uses and/or design techniques that promote coming and goings and enhance the pedestrian environment. Active ground floor uses include retail and service establishments, restaurants, cafes, bars and brew pubs, co-working spaces, art and craft studios, and other substantially similar uses. Building design that optimizes pedestrian access; facade length and articulation; and window coverage will be required. The intent is to provide developers with a menu of options from which 2 or more items must be selected. The overlay would apply at locations within mixed use areas where retail currently exists and where enhanced walkability and vitality is desired.



Ground Floor Activated with Use and Design Strategies



4 LAND USE AND DEVELOPMENT STANDARDS

The Draft Preferred Plan introduces a streamlined set of land use designations applicable in areas with clusters of vacant and under-utilized land where change is foreseeable. Outside of these areas, no change to the land use framework is envisioned. Overall, the Draft Preferred Plan reduces the number of downtown land use designations by nearly half and provides descriptions intended to recognize and enhance the character of various distinct downtown districts.

Core Mixed Use - The Core Mixed Use (CMU) designation is intended to foster a vital mix of residential, retail, office, governmental, entertainment, cultural, educational, and hotel uses to activate the greater Courthouse Square area and key transit corridors throughout the day. The principal objectives of the CMU designation are to strengthen the role of this area as a business, governmental, retail, and entertainment hub for the city and the region, and to provide for significant new multi-family residential development that will extend the hours of activity and create a built-in market for existing and new retail, services, and entertainment uses. High-rise development in single-use or mixed-use buildings is envisioned in a walkable environment with public gathering places such as plazas, courtyards, or parks and easy access to public transit.

Station Mixed Use - The Station Mixed Use (SMU) designation is intended to foster a range of visitor-serving uses, including retail, restaurants, entertainment, cultural amenities, and hotels in proximity to the Downtown SMART station. While commercial uses are emphasized, new multi-family housing will also be allowed to support the daytime and evening vitality of the area. New development will complement

the unique character of Railroad Square, adding to the mix of uses and enhancing the walkable, pedestrian-oriented streets and public spaces that attract local residents, SMART train riders, and visitors from Santa Rosa and the wider region throughout the day and the week.

Maker Mixed Use - The Maker Mixed Use (MMU) designation emphasizes a balanced mix of residential, creative, and maker-oriented uses, including artisan shops, studios, media production, printing and publishing, distilleries and micro-breweries, cannabis, tech start-ups, research and development facilities, limited light industrial uses, and home-based businesses. Multi-family residential units are encouraged in single or mixed-use buildings, as are live/work units. Supportive uses that contribute to a vibrant village atmosphere, such as bodegas,



Maker Mixed Use Precedent: Warehouse District, Petaluma

Implementation of the Preferred Plan involves the following key moves:

- **Use Floor Area Ratio (FAR) to regulate form and height** - the structure of a vibrant core and village centers will be promoted with a map-based system that establishes a maximum FAR for various areas downtown with minimum FAR for some locations set at half of the maximum. The maximum FAR would apply to all uses on a given site and there would be no height limits. Instead, building heights would effectively be regulated by maximum FAR and the size of the parcel. This system provides simplicity and flexibility for development. Projects that propose housing and other community benefits, such as affordable housing, childcare, and publicly accessible open space will be eligible for bonus FAR incentives, which can be offered as part of a community benefit program. In some locations, the provision of on-site performance space, public art, and improved lighting may also be considered a community benefit, given the interest expressed by community members throughout the process.
- **Waive parking requirements for development within 1/4 mile of high-frequency transit and facilitate shared parking** - this move effectively “unbundles” parking in areas with viable alternatives to the automobile and lets the market decide how much to build. It loosens a constraint for developers and provides flexibility. It would be part of a holistic parking management strategy that includes shared parking between adjacent land uses with different peak parking demand times; a residential parking permit program in existing neighborhoods; on-demand bike share and scooters; etc.

- **Require ground floor activation in key areas to foster walkability and vitality** - Uses that activate the ground floors of buildings such as retail, restaurants, cafes, bars, art galleries, co-working office spaces and other uses that promote foot traffic will be allowed in all mixed use designations but required in certain key areas in order to promote concentrations that lead to walkability and vitality. In these same locations, building design that optimizes pedestrian access; facade length and articulation; and window coverage will be required.

- **Pursue public-private partnerships on key catalyst sites** - Key City or County-owned sites in the core area (ex: City Hall, Lot 2, Garage 12, the Sonoma County library) represent opportunities for development that proves the market for high-density housing in Santa Rosa, and the Preferred Plan will prioritize redevelopment of one or more of these sites as a demonstration project to catalyze similar developments.

- **Enable public spaces** - Allowing and promoting entertainment and activities in flexible, publicly accessible spaces and “urban parks” such as Courthouse Square or the new square in Railroad Square helps to attract residents and visitors downtown and is a critical component of building vibrancy and sense of place.

- **Improve wayfinding**- To showcase, connect, and improve navigation to downtown’s cultural, historical, and recreational assets, the Preferred Plan will promote policies and programs that support improved wayfinding. Examples include a “cultural points of interest” walking tour and map, unique and visually consistent signage, or informational kiosks.



- **Roberts** – conveniently located between the Roseland area, including the on-site amenities and housing at the Roseland Village Shopping Center, and the Downtown SMART Station and Railroad Square, the Roberts district acts as bridge, linking Southwest Santa Rosa to the downtown. Sebastopol Road becomes a multi-modal corridor with high-frequency transit connections into the urban core and an enhanced bicycle and pedestrian route via the Joe Rodota Trail. Development capitalizes on proximity to the Trail, and a mix of multi-family housing, live/work spaces, and creative, maker-oriented uses such as artisan shops and studios, media and print production outlets, tech startups, limited light industrial businesses and other supportive uses add character and vitality to the village center. An anchor use such as a sports facility, civic center, performing arts center, or major shopping, dining, or recreation destination gives the district identity and serves local residents in

addition to visitors. The street experience along Olive Street is enhanced to provide a stronger connection and safer path of travel for pedestrians, bicycle riders, and drivers.

- **Juilliard Park** - As a key gateway to the urban core, Santa Rosa Avenue is transformed into a grand boulevard lined with higher density housing and trees under this scenario. Uses and design techniques that activate the ground floor of buildings are required in nodes at Mills and Maple, and high-visibility crosswalks at these locations further enhance walkability and vitality. Separated bicycle lanes and high-frequency transit service along the corridor strengthen Santa Rosa Avenue as a multi-modal gateway into the urban core. West of Santa Rosa Avenue, neighborhood enhancements, such as branding and wayfinding, build on the creative energy of the South A Street Arts District (SOFA) community.



Future Gateway Corridor: Santa Rosa Ave.

In addition to an intensified downtown core, this plan also envisions strong supporting neighborhoods. The neighborhoods supporting the downtown will retain their unique character, but be provided with flexibility and public improvements to enhance livability. Some of the neighborhoods with potential for change include:

- **Maxwell** - Mixed use development centered on a new public plaza at Ninth and Donahue anchors a new residential neighborhood in the Maxwell Court area. Residents, visitors, and businesses seamlessly coexist in a village-like atmosphere, with multi-family residential housing, live/work units, and creative, maker-oriented uses balanced with the area's existing industries. Donahue would be

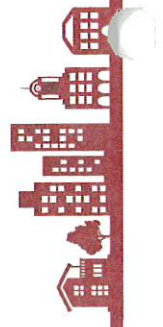


Future Maxwell Mixed Use Village

extended to the northwest along its current alignment to connect Ninth and Maxwell Court, and standards would require uses and design techniques that activate the ground floors of buildings to promote walkability and vitality. A new high-visibility crosswalk would be added at the intersection to provide pedestrian access for local residents of the West End neighborhood and new housing on former industrial sites flanking the railroad tracks. Lighting and artwork in the Ninth Street underpass strengthen the connection between this village center and the St. Rose neighborhood to the east.

- **SMART Village** - The vacant SMART site west of the railroad tracks is developed with higher-density housing, oriented to provide easy pedestrian access to the SMART station and Railroad Square via the at-grade rail crossing to the east. Residents of the new housing on the SMART site join visitors shopping, dining, and enjoying leisure time in Railroad Square.

The vitality of this charming commercial district is further enhanced with the expansion of Depot Park to create a public plaza that puts the “square in Railroad Square,” and design standards call for active ground floors to foster walkability around the plaza and on Fourth Street. On the SMART site, new multi-family development provides residents easy access to the Downtown commuter rail station, and a new north-south roadway connects Sixth Street and West Third through the site, providing access for CityBus and improving intra-modal transfers to commuters.



— 2 VISION AND KEY MOVES —

The Preferred Plan Concept envisions a vibrant big city urban core centered around Courthouse Square, and a network of mixed-use village centers in other parts of the plan area that offer an array of housing options for people at various income levels and stages of life, together with shops and services catering to residents' daily needs.

In the urban core, tall new buildings attract new residents and employees to strengthen the role of the Courthouse Square area as the business and cultural hub of Santa Rosa and the wider region. In turn, new rooftops and new jobs support both the vitality of existing businesses and the establishment of new amenities in the core. Santa Rosans and visitors alike will enjoy shopping at unique and eclectic stores, dine at restaurants or meet coworkers for after-work drinks, attend a show at a new entertainment venue or civic space, enjoy the sunshine at Old Courthouse Square, and take advantage of other recreational amenities. Fourth Street is reconnected through the Santa Rosa Plaza mall as a bicycle and pedestrian connection, and design standards call for active ground floor uses such as shops, restaurants, art galleries, and entertainment venues to foster walkability along both Fourth and Fifth Streets. Underpasses at Third, Fourth, Fifth, Sixth, and Olive streets are activated with lighting, public art, wayfinding, and space for pop up uses like retail, food, live performances, recreation activities, and other events to strengthen the connection to/from the core and Railroad Square.

Connectivity is further enhanced with a high-frequency trackless trolley that runs in a loop primarily along Third Street linking Courthouse Square and the Sonoma-Marín Area Rail Transit (SMART) station, while road diets on Mendocino and E Street provide improved safety and connectivity for pedestrians and cyclists accessing the urban core. The redevelopment of the City Hall complex with high density hous-

ing presents an opportunity to daylight the creeks that run under the site and showcase this natural amenity in the heart of downtown Santa Rosa.



Future Urban Core: Third St. and Santa Rosa Ave.

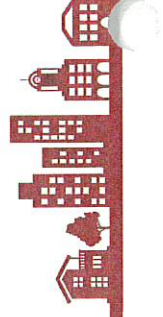
1 INTRODUCTION

The Draft Preferred Plan presents a framework for land use, circulation, and urban design in Downtown Santa Rosa. It is based on input from over 850 Santa Rosa residents, employees, and visitors who participated in workshops, surveys, neighborhood meetings and other public contact events between February and October 2019. In a series of maps, graphics and accompanying narrative, it describes a vision for the future of downtown and outlines several key strategies needed to make that vision a reality.

The Draft Preferred Plan is intended to convey the key concepts and actions around which to update the Santa Rosa Downtown Station Area Specific Plan (DSASP). It marks the culmination of the Alternatives Exploration Phase of the process. Once approved by the City Council, the Preferred Plan will guide a detailed update of the policies and standards in the 2007 Specific Plan and will help focus environmental review.

A central objective of the DSASP is to enhance the role of Downtown Santa Rosa as an energetic commercial and cultural center with a range of housing, employment, retail and restaurant options in a vibrant, walkable environment. The Draft Preferred Plan seeks to further this objective by:

- Facilitating housing production to provide a range of options for people of all incomes, abilities, and stages of life;
- Simplifying development standards;
- Providing flexibility and choice for developers; and
- Strengthening sense of place.



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Draft Preferred Plan Concept

Santa Rosa Downtown Station Area Plan Update

NOVEMBER 2019



4. Proposed boundaries for new land use and FAR districts
5. The 4th Street connection at Santa Rosa Plaza - eliminating the requirement for a new vehicle through street to instead focus on bike/pedestrian improvements and enhancement of the existing road network

These five items will be noted again during tomorrow's presentation. Please contact me with any questions or requests for clarification.

Thank you,
Patrick

Patrick Streeter, AICP | Senior Planner

www.plandowntownSR.com

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Tel. (707) 543-4323 | Fax (707) 543-3269 | PStreeter@srcity.org



Bliss, Sandi

From: Manis, Dina
Sent: Tuesday, December 3, 2019 7:11 AM
To: Bliss, Sandi; Streeter, Patrick
Subject: FW: Downtown Plan Update - December 3 Study Session
Attachments: DSASP Preferred Plan Concept 120219.pdf; Preferred Plan Concept Revision List.pdf; 20191202 Preferred Plan Concept Public Comment.pdf

Hi Sandi - Making sure you received this e-mail from Patrick. All of these materials need to be made available to the public as they were shared with all of council.

It looks like the first attachment is already in Legistar, but the last two may not be. Patrick – Can you confirm?

Dina

Dina Manis | Acting City Clerk

City Clerk's Office | 100 Santa Rosa Avenue | Santa Rosa, CA 95404

Tel. (707) 543-3126 | Fax (707) 543-3030 | dmanis@srcity.org



From: Streeter, Patrick <pstreeter@srcity.org>
Sent: Monday, December 2, 2019 5:18 PM
To: @010000 - City Council <010000@srcity.org>; _EXEC - Executive Staff <exec@srcity.org>; _PLANCOM - Planning Commission <planningcommission@srcity.org>
Cc: Hartman, Clare <CHartman@srcity.org>
Subject: Downtown Plan Update - December 3 Study Session

Information Only – Please do not reply to all

Mayor Schwedhelm and Members of the Council; Chair Cisco and Members of the Planning Commission

The purpose of this message is to provide information related to the Downtown Station Area Specific Plan update Preferred Plan Concept (PPC), which will be discussed at a joint study session on Tuesday December 3rd. As you will recall, the draft PPC was released for public comment at the beginning of November. Over the past month, planning staff has conducted extensive outreach, through e-mail blasts, small group discussions, larger neighborhood gatherings, social, print, and radio media, and formal public meetings. Attached, please find the draft PPC as amended to reflect the feedback that staff has received. The attached package differs from the package that you received in your agenda packets in details, but not as far as broad concepts under consideration. The list of revisions is attached (Preferred Plan Concept Revision List). Also attached is consolidation of comments received to date that directly relate to the Preferred Plan Concept.

During tomorrow's study session, staff will ask for general direction on how the plan concept should look moving forward. Specific details and policies can be refined in the next phase of the project, but major concepts for which staff seeks direction from the Council and the Commission include:

1. Creation of 4 new mixed-use land use types specifically for Downtown
2. A change from the traditional Neighborhood Park and Community Park requirements in the General Plan to the Urban Park/Civic Space concept
3. The Roberts Avenue connection - eliminating the requirement for a new vehicle through street to instead focus on bike/pedestrian improvements and enhancement of the existing road network

2.1

Bliss, Sandi

From: Streeter, Patrick
Sent: Tuesday, December 3, 2019 11:17 AM
To: @010000 - City Council; _EXEC - Executive Staff; _PLANCOM - Planning Commission
Cc: Hartman, Clare; Maloney, Mike; Trupiano, Nicole; Manis, Dina; Bliss, Sandi
Subject: Downtown Plan Update - December 3 Study Session - Late Correspondence
Attachments: Item 2.1 Late Correspondence 12032019.pdf

Information only – Please do not reply to all

Attached please find additional late correspondence for the Downtown Station Area Specific Plan joint study session, Item 2.1 on today's agenda.

Patrick Streeter, AICP | Senior Planner

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Streeter, Patrick

From: Billy Coughlan <billy2c4@gmail.com>
Sent: Tuesday, December 3, 2019 10:05 AM
To: Streeter, Patrick
Subject: [EXTERNAL] Re: Update to the Downtown Station Area Specific Plan

Follow Up Flag: Follow up
Flag Status: Flagged

This proposed use and zoning adjustment would be well received and supported by all of the property owners and businesses in the Maxwell court area that attended The meeting at Hahn Automotive on Oct 15th. There was over 30 people present representing over 80% of the properties in attendance.

Billy Coughlan

On Thu, Nov 7, 2019 at 1:53 PM Streeter, Patrick <pstreeter@srcity.org> wrote:

Maxwell Court Neighborhood Stakeholders:

Thank you for attending the October 15th meeting hosted by Billy Coughlan at Hahn Automotive. As a reminder, the meeting was held to discuss the Downtown Station Area Specific Plan update currently being prepared by the City of Santa Rosa. I wanted to let you know that we are releasing a draft plan concept for public comment. The package is attached to this email and can be reviewed at www.PlanDowntownSR.com.

In response to the comments that we heard at the October meeting:

- A new "Maker Mixed Use" land use category will apply to the majority of the Maxwell Court neighborhood.
- Established businesses will be able to continue operating for as long as desired, but the land use builds in the flexibility for a change in use or redevelopment should property owners choose to do so.
- Most light industrial businesses would be legal conforming (instead of legal non-conforming).
- To address the housing need that was discussed at length during our meeting, the BoDean site will be designated for housing development when and if that business vacates.
- Donahue Street will be extended to Maxwell Court.

As always, please feel free to contact me to discuss this planning project. Our goal is to bring the draft plan before the City Council for consideration on December 3rd, so your feedback before that date would be most welcome.

Thank you,

Patrick

Patrick Streeter, AICP | Senior Planner

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Streeter, Patrick

From: David Delasantos <david.delasantos@tlcd.com>
Sent: Monday, December 2, 2019 6:41 PM
To: Streeter, Patrick
Subject: [EXTERNAL] DSASP update

Follow Up Flag: Flag for follow up
Flag Status: Completed

Hi Patrick,

I attended the public presentation last week and am encouraged by the progress you've made over the past several months. It will be interesting to hear what the PC/CC have to say. I wanted to share a few thoughts on the matter.

The development conditions in Santa Rosa remind me a lot of Oakland, circa 2006. Back then, mid-rise multifamily was what penciled. But despite the City's best efforts to attract dense, high-rise construction developers answered the same way they do today: "We can't get the rents we need to make high-rise construction viable." Another common theme between these two cities/time periods is the reluctance of institutional lenders to finance multimillion-dollar ventures in an untested market. However, once the first high-rise project was completed – aided by the enactment of the Broadway-Valdez Specific Plan – the proverbial floodgates opened up and Oakland hasn't looked back since. I am hopeful Santa Rosa's downtown development trajectory will follow a similar path. There is so much potential here.

Your willingness to consider P3 deals on city-owned land takes a big step toward addressing the high cost of land. Does that apply to market-rate projects as well as affordable housing projects? Unfortunately, there is not much you can do to offset the astronomical cost of labor and materials. That, coupled with a less than stellar job growth rate (another developer fundamental), will continue to delay Santa Rosa from realizing the full potential of the updated Downtown Station Area Specific Plan. I am curious what, if anything, is being done to attract new, big businesses from moving to this area. Perhaps, the efforts to spur downtown development is but one of a multi-pronged approach to help Santa Rosa, as you put it in Friday's PD article, "grow up"?

We continue to promote Santa Rosa's efforts to our developer network and look forward to informing them when the DSASP update is complete early next year.

Regards,
DD

David Delasantos, AIA, NCARB
Architect

TLCD ARCHITECTURE

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520 Third Street #250
Santa Rosa, CA 95401
d: 707.535.5215
o: 707.525.5600

Streeter, Patrick

From: Mike Martini <mikem@taftstreetwinery.com>
Sent: Monday, December 2, 2019 8:04 PM
To: Streeter, Patrick
Subject: [EXTERNAL] Draft Preferred Plan Concept

Follow Up Flag: Flag for follow up
Flag Status: Completed

I want to congratulate the City of Santa Rosa for taking a very proactive planning approach to Downtown Santa Rosa. I am aware that this is not the first time that the City has looked at its Core Area but I am confident that this effort can meet with much needed success when other studies have been relegated to the shelves of the Planning Department. The reason for my optimism is the energy exhibited by the City Council and the Planning commission in response to housing costs completely out of reach of our citizens and the lessons learned in the recent wildfires.

As I look at the alternatives and the Draft Preferred Plan Concept, I am struck with the attention to design and density but I am concerned that the Draft Preferred Plan Concept falls short on connectivity. A case in point is the possible extension of Roberts Road. This connection has long been sought for its provision of access to Roseland from Downtown Santa Rosa and the stimulus that it would bring. In light of recent fires, it also produces an alternative route of evacuation.

I urge the City to reconsider the extension the Roberts Road as part of the discussion and planning.

Mike Martini
Taft Street Winery

From: Streeter, Patrick
Sent: Tuesday, December 3, 2019 12:10 PM
To: Denise Hill
Cc: Bliss, Sandi
Subject: RE: 12/3 Council Mtg - DOWNTOWN STATION AREA SPECIFIC PLAN UPDATE

Hi Denise,

Thank you for your involvement in the plan update over the past few months and for contacting the Planning Commission and Council with your concerns for the block on the southwest edge of the St. Rose district. As we've discussed, in designating new land uses and FAR limits for portions of the downtown, we specifically identified areas where change/development is likely to occur, which is why the majority of land area in our preservation districts does not have an FAR standard applied in the draft plan. Since that parcel has a reasonable likelihood of seeing development proposed, planning staff finds it valuable to continue identifying it in our land use and FAR maps. There is no need, however, for it to remain identified at the highest FAR allowance. We will discuss changing the FAR map for that block at today's 1pm joint Commission/Council study session. It is a public meeting and you are welcome to attend. Please also note, that setting development standards does not in any way endorse demolition of existing structures or preclude preservation and adaptive reuse in our downtown.

Thanks,
Patrick

Patrick Streeter, AICP | Senior Planner

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Tel. (707) 543-4323 | Fax (707) 543-3269 | PStreeter@srcity.org



From: Denise Hill <faire@sonic.net>
Sent: Sunday, December 1, 2019 6:50 PM
To: _CityCouncilListPublic <citycouncil@srcity.org>; _PLANCOM - Planning Commission <planningcommission@srcity.org>
Subject: [EXTERNAL] 12/3 Council Mtg - DOWNTOWN STATION AREA SPECIFIC PLAN UPDATE

Mayor, Council, and Planning Commission Members,

Having reviewed the DSASP preferred plan, I have to say I've never been more disappointed by the city's actions as I am with the plan they are presenting at your upcoming Study Session. As a City Merit Award winner for my work on improving our historic neighborhood, I have spent a lot of time coordinating improvements to the neighborhood, researching its remarkable history, and promoting its historic value. I have also been engaged with many city projects and served on a number of city committees over the last 20 years. In fact, I was a member of the DSASP CAC committee since they requested someone from our neighborhood participate, but this "preferred" plan version was never directly shared with the CAC members.

The changes proposed for our neighborhood in the “preferred” plan, is an outright attempt to achieve a higher height and density than our historic district’s guidelines state for the purpose of making it easier for a developer who currently has a project going through the application process. Even if that application to develop this block doesn’t get approved or never gets built, the FAR designation (an 8 – the highest possible) will put a target on that block increasing the likelihood that another developer will be motivated to destroy part of our historic district to build there. Staff has stated that this level of FAR designation is fine because a developer would have to go through the same H-District process to gain approval, but by suggesting this density is acceptable to the city you are asking residents of our neighborhood to constantly be involved in meetings and lengthy processes to protect our district. A protection we thought was valued by our city.

Additionally, the rationale staff has used to support their preferred plan is that “this block is at the southern edge of the neighborhood and surrounded by parking garages”. However, that is exactly why the H-District designation was approved for our neighborhood. The St. Rose Preservation District was the first Santa Rosa area designated as a historic district *because* it’s location downtown “made it the historic neighborhood most threatened by development”. Thank goodness the Urban Renewal of the 1970’s stopped where it did or those southern blocks of our district would probably be parking garages too.

This paragraph on page 4-18 in Chapter 4 of the Existing Conditions report <https://www.plandowntownsr.com/ecr> clearly outlines the hierarchy of the Historic (-H) Combining District standards and zoning:

“The purpose of the -H combining district in the City of Santa Rosa’s Zoning Code (Chapter 20-28.040) is to **recognize, preserve, and enhance Santa Rosa’s locally-designated historic resources**. Applicability of the -H combining district applies to all properties within designated preservation districts and designated landmark properties. The -H combining district may be combined with any primary zoning district. **In the event of any conflict between the following standards and those of the primary zoning district, those applicable to the -H combining district apply.**”

Of course, we all know actions speak louder than words. I hope that the City Council and Planning Commission’s actions on Tuesday show that the City really does put value in Santa Rosa’s history and historic resources.

Denise Hill

“General Plan policies strive to ensure long-term historic preservation in Santa Rosa by encouraging preservation of historic structures, as well as their surrounding setting in areas of new development and redevelopment, and by discouraging demolition of historic resources.” – City of Santa Rosa 2035 General Plan

From: Streeter, Patrick
Sent: Tuesday, December 3, 2019 12:05 PM
To: jenbard@sonic.net
Cc: Bliss, Sandi
Subject: Comments on Downtown Station Area Specific Plan Update

Hi Jenny,

Thank you for contacting the Planning Commission and Council with your general support of the plan update and your concerns for the block on the southwest edge of the St. Rose district. In designating new land uses and FAR limits for portions of the downtown, we specifically identified areas where change/development is likely to occur, which is why the majority of land area in our preservation districts does not have an FAR standard applied in the draft plan. Since that parcel has a reasonable likelihood of seeing development proposed, planning staff would like to continue identifying it in our land use and FAR maps. There is no need, however, for it to remain identified at the highest FAR allowance. We will discuss changing the FAR map for that block at today's 1pm joint Commission/Council study session. It is a public meeting and you are welcome to attend. Please also note, that setting development standards does not in any way endorse demolition of existing structures or preclude preservation and adaptive reuse in our downtown.

Thanks,
Patrick

Patrick Streeter, AICP | Senior Planner

www.plandowntownSR.com

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

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From: Jenny Bard <jenbard@sonic.net>
Sent: Saturday, November 30, 2019 9:26 PM
To: _PLANCOM - Planning Commission <planningcommission@srcity.org>; _CityCouncilListPublic <citycouncil@srcity.org>
Subject: [EXTERNAL] Comments on Downtown Station Area Specific Plan Update

Dear City Council and Planning Commission members,

I am writing to express overall support for the preferred plan selection of the Downtown Station Area Specific Plan Update whose goal is to concentrate a greater amount of housing in the downtown core – an important goal. I am in full support of increased density in the downtown area in general, as well as along key transit corridors.

However, as a current resident of an historic district, I wish to expressly oppose the inclusion of the block containing the old Santa Rosa General Hospital and several historic properties in the 8.0 FAR designation, due to the location within the St. Rose Historic District. Protecting our historic districts must be prioritized within the new update.

This paragraph on page 4-18 in Chapter 4 of the Existing Conditions report <https://www.plandowntownsr.com/ecr> outlines the hierarchy of the Historic (-H) Combining District standards and zoning:

"The purpose of the -H combining district in the City of Santa Rosa's Zoning Code (Chapter 20-28.040) is to recognize, preserve, and enhance Santa Rosa's locally-designated historic resources. Applicability of the -H combining district applies to all properties within designated preservation districts and designated landmark properties. The -H combining district may be combined with any primary zoning district. In the event of any conflict between the following standards and those of the primary zoning district, those applicable to the -H combining district apply."

Many city documents state the city is in support of preserving our historic neighborhoods and promoting infill and adaptive reuse over demolition. Certainly, there are many fine examples of this in our city, including in the St. Rose Historic District.

General Plan policies recognize the importance of protecting and ensuring long-term historic preservation in Santa Rosa by encouraging preservation of historic structures, as well as their surrounding setting in areas of new development and redevelopment, **and by discouraging demolition of historic resources**. Designating the entire block within the St. Rose Neighborhood District with the highest FAR rating goes against the city's policies and history of protecting our historic neighborhoods.

Setting policies that can foster increased housing is critical. However, the changes proposed in the SASP preferred plan selection would set an unacceptable precedent for tearing down buildings in an historic district. **By designating the entire block in the St. Rose Historic District with the highest rating of FAR, it effectively would result in existing historic homes being demolished.** That should not be acceptable to the city.

Thank you in advance for your consideration of these comments.

Sincerely,

Jenny Bard

641 Oak Street

Santa Rosa, CA 95404