

JOINT STUDY SESSION

CITY COUNCIL – PLANNING COMMISSION

General Plan Annual Review 2018

Housing Action Plan Implementation

Development in the Spotlight

Downtown Initiatives

General Plan Update

Planning & Economic Development Department

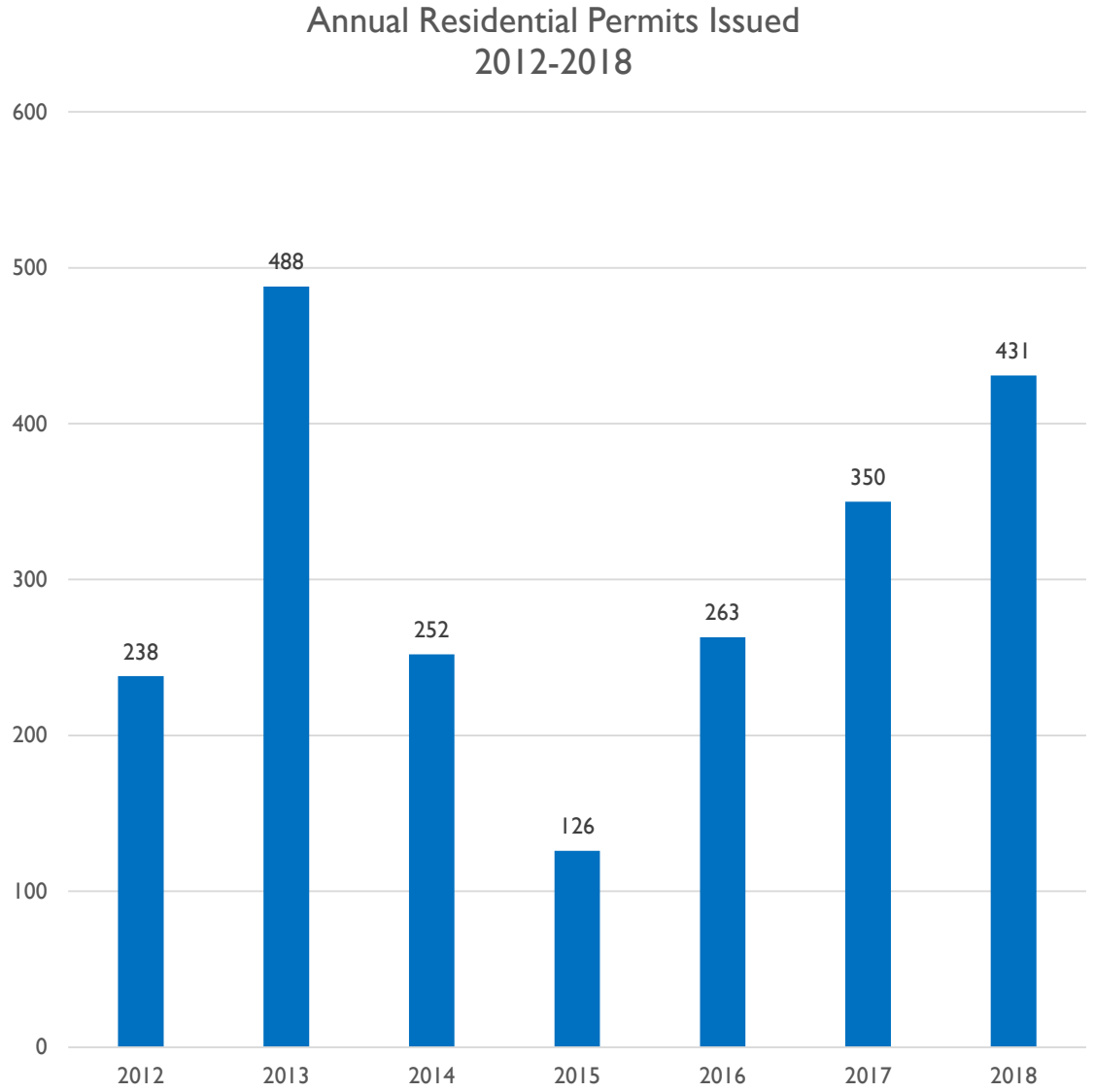
April 2, 2019



GENERAL PLAN

2018 ANNUAL REVIEW

RESIDENTIAL GROWTH
2012 - 2018



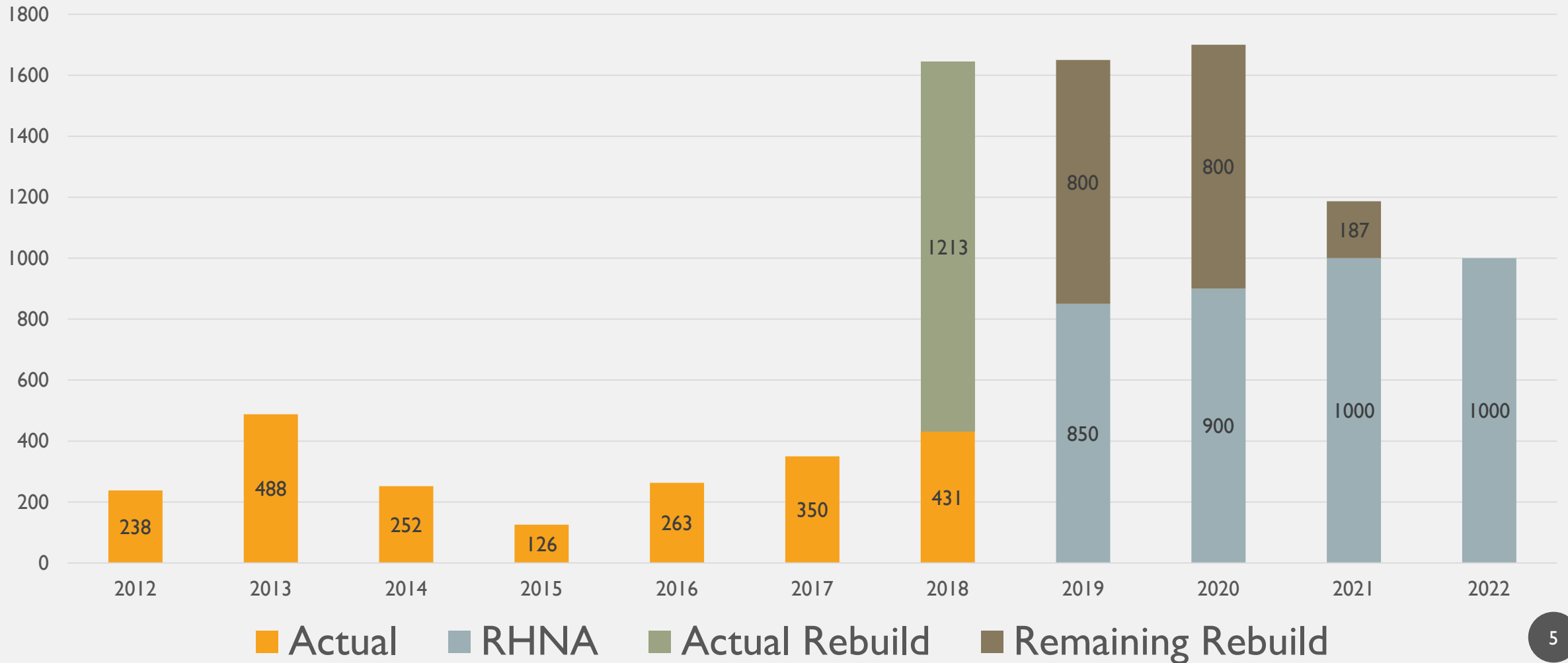
HOUSING NEEDS

Building Permits by Income Category 2015-2023

Income Category	Extremely Low	Very Low	Low	Moderate	Above Moderate	TOTAL
ABAG RHNA 2015 – 2023 *	520	521	671	759	2,612	5,083
Permits Issued 2015 – 2018 *	48	53	89	126	1,103	1,387
Remaining Need	472	468	582	633	1,509	3,660

* Includes RHNA allocations and credits transferred from the County to the City with the annexation of the Roseland area.

HOUSING NEED

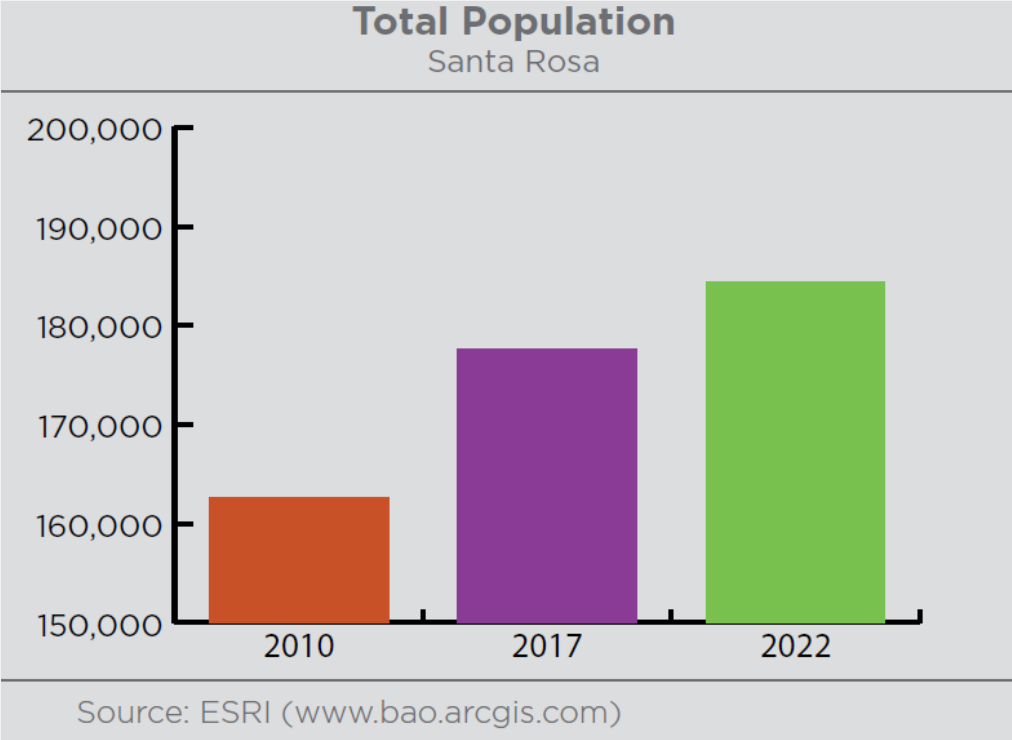


GROWTH MANAGEMENT

Allotments

- Dedicated at building permit approval or final map recordation
- 800 available in 2018 – 442 issued

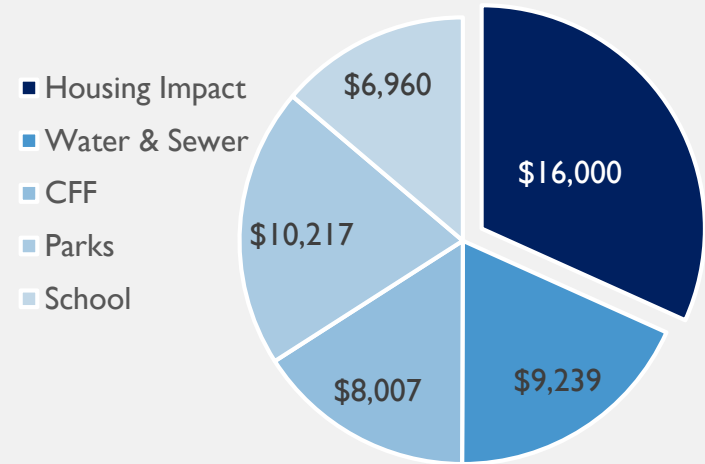
Growth Trends



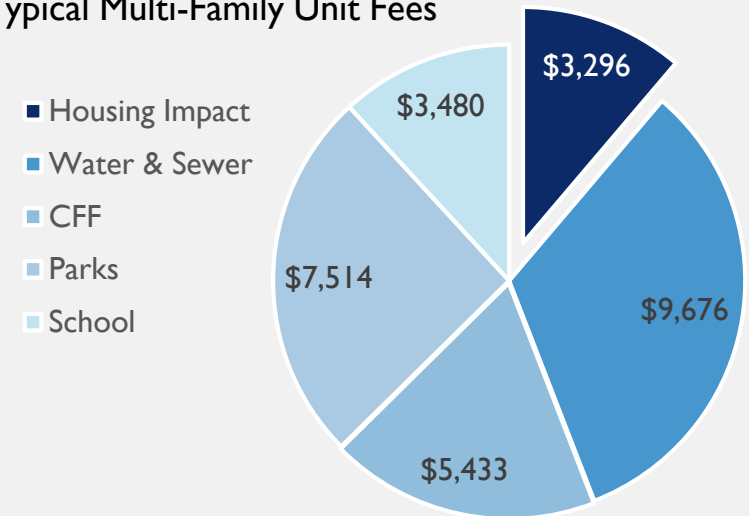
HOUSING ALLOCATION PLAN

- Adopted in 1992, revised in 2012
 - ✓ Residential projects pay housing impact fee
 - ✓ May incorporate affordable units, or land dedication in-lieu of fee
- \$2.26 million collected in 2018
- \$29 million since 1992
- More than 1,500 affordable units provided

Typical Single-Family Dwelling Fees

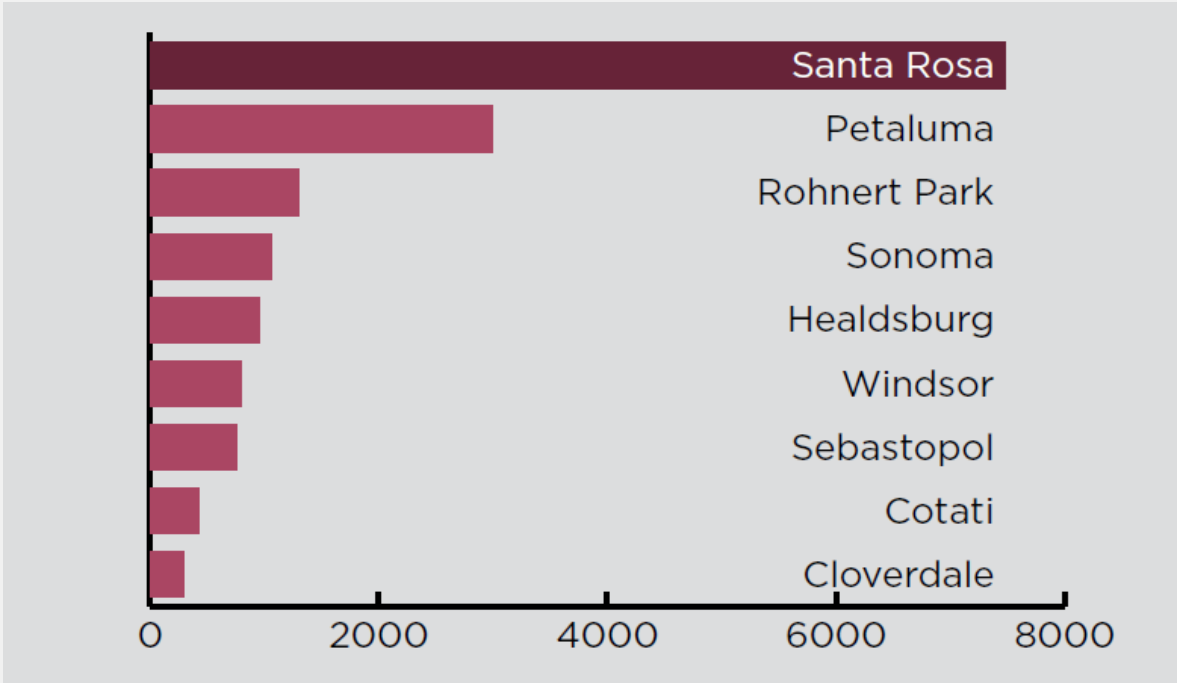


Typical Multi-Family Unit Fees



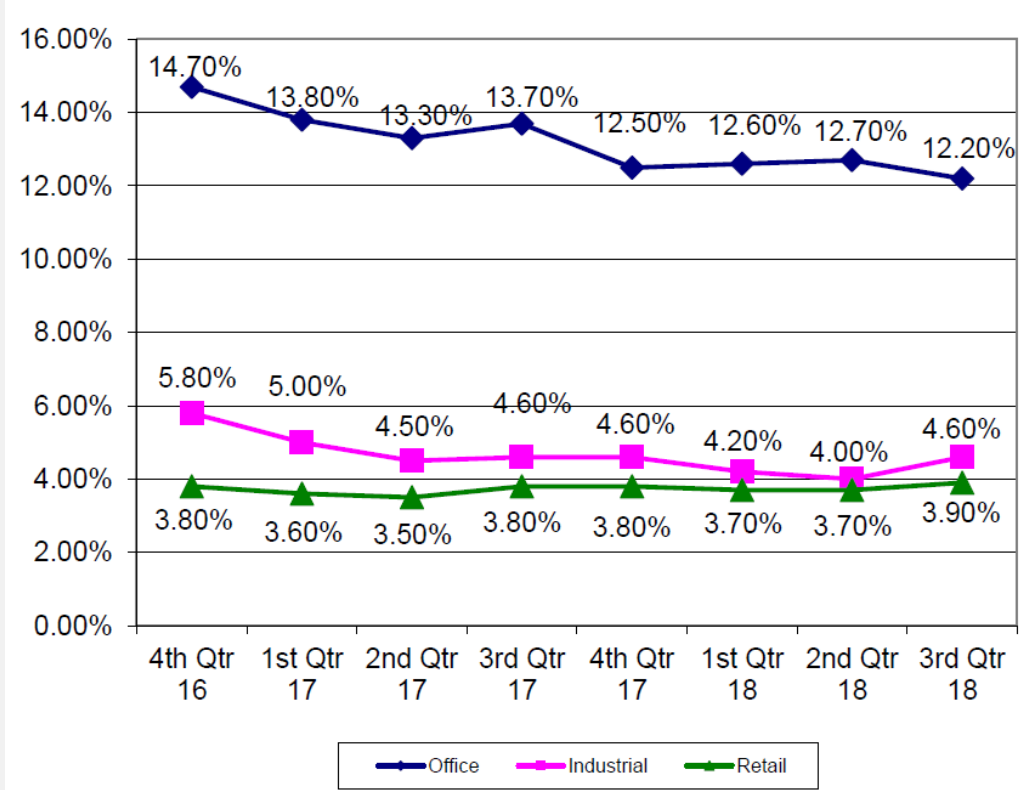
ECONOMIC VITALITY ELEMENT

TOTAL BUSINESS ESTABLISHMENTS - 2018

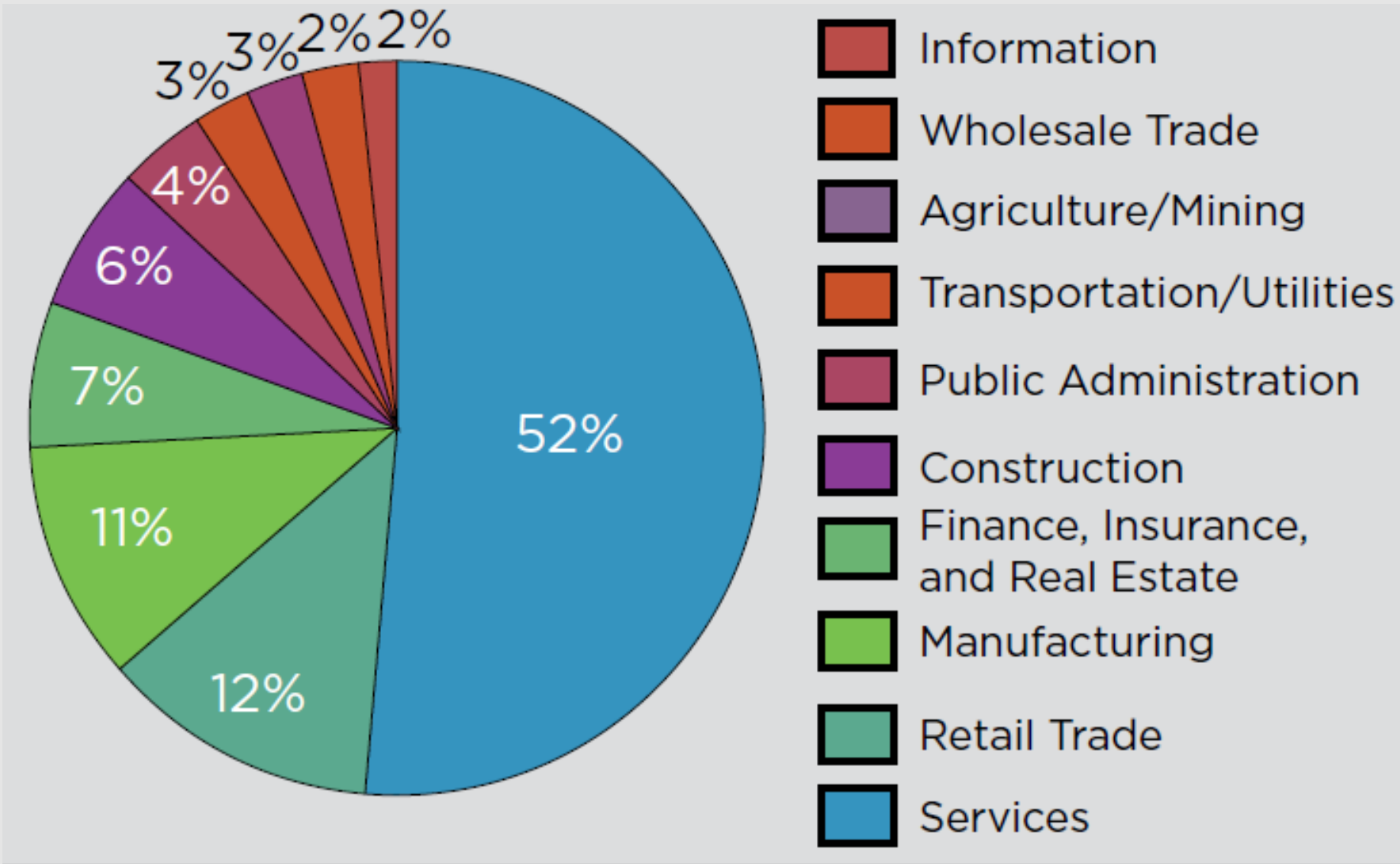


Source: ESRI (www.bao.arcgis.com)

COMMERCIAL PROPERTY VACANCY RATES Q4 2016-Q3 2018



EMPLOYMENT
POPULATION
BY INDUSTRY



Source: ESRI (www.bao.arcgis.com)

NON-RESIDENTIAL GROWTH

**520,669 square-foot
non-residential
permits issued**

Empire Hotel

Coddington Mall Upgrades

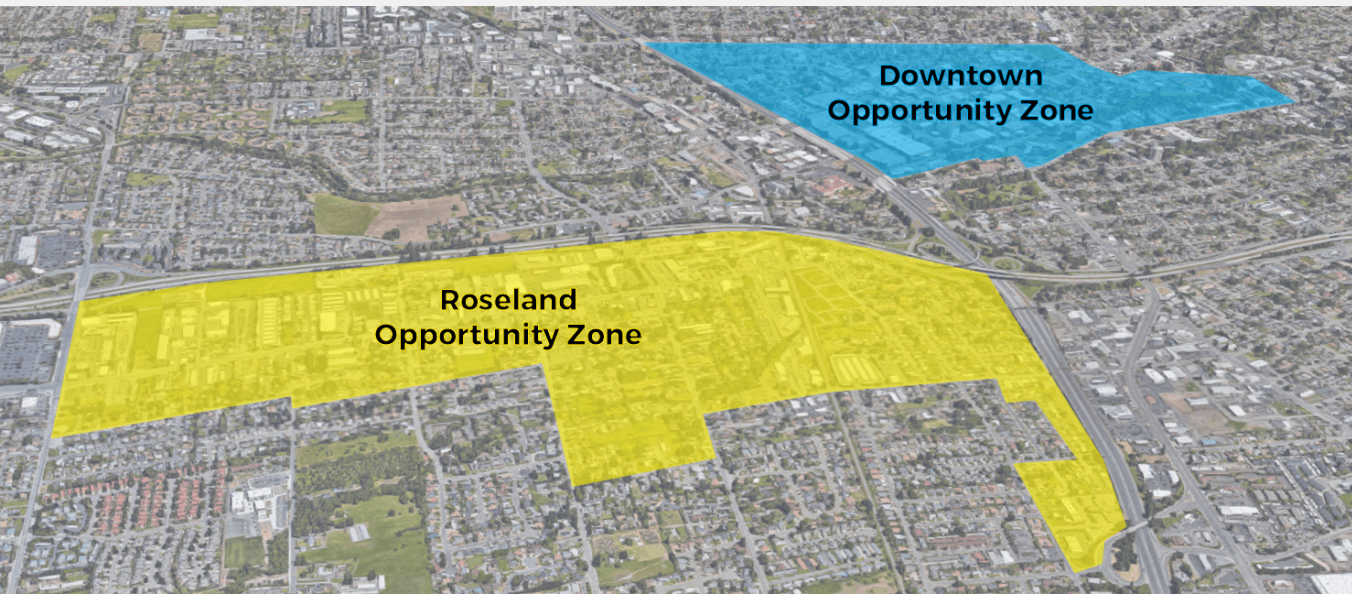
Norcal Cannabis Company

Memorial Hospital MOB

AC Marriott



DOWNTOWN DEVELOPMENT INITIATIVES





ECONOMIC VITALITY: TOURISM BUSINESS IMPROVEMENT AREA

- **Out There SR** campaign + OutThereSR.com
- **IRONMAN Santa Rosa**
 - Average nights stayed:
70.3 – 3 nights | 3,400 participants
Full – 4 nights | 1,800 participants
- Event support:
 - **Food:** National Heirloom Expo, Artisan Cheese Fest
 - **Music:** Country Summer, Railroad Square Free Music Festival
 - **Beer:** Febrewary, Battle of the Brews
 - **Sports:** Snoopy's Senior World Hockey, SR EPIC Cup Soccer, SR Cup CX
 - **Culture:** Pride Parade, OTSR Expo, Lost Church

TRANSPORTATION ELEMENT

Bicycles and Pedestrians

- Citywide green bike lane transitions
- Stony Point Road widening – bike lanes and sidewalks
- Fulton Road pedestrian path

Transit

- Continued operation of Reimagining CityBus and SMART rail service





PUBLIC SERVICES AND FACILITIES ELEMENT

- Parks
- Police and Fire Services
- Water Supply
- Wastewater



OPEN SPACE AND CONSERVATION ELEMENT

Creek Stewardship program

- 12,193 participants
- 1,064 cy trash/debris collected

Citywide Creek Master Plan

- Creek Trails of Santa Rosa Map and Guide
- Maintenance of Lower Colgan Creek Restoration
- Phase II of Colgan Creek Restoration Planning - 2019



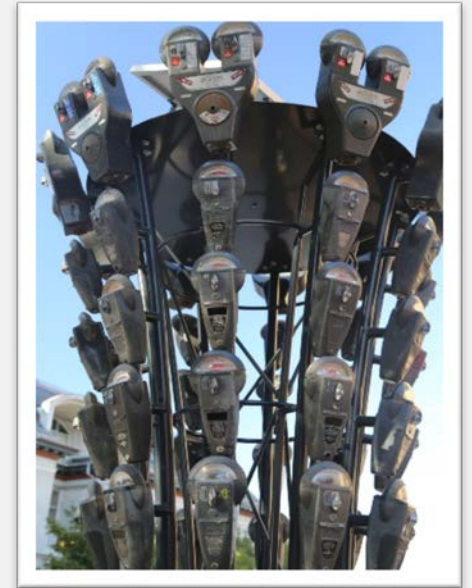


CLIMATE ACTION PLAN

- CalGreen Code standards for new construction
- Focus on waste diversion, recycling and composting for residents and businesses
- Renewable energy through Sonoma Clean Power for City meters
- Downtown Station Area Specific Plan update - high density housing near transit, commercial, and infrastructure
- \$2.9 million awarded in grants for CityBus' first four all battery-electric buses

OTHER ELEMENTS

- Historic Preservation
- Youth and Family
- Noise and Safety: Local Hazard Mitigation Plan
- Arts and Culture



QUESTIONS / COMMENTS

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Raissa de la Rosa, Economic Development Manager

Planning and Economic Development Department

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HOUSING ACTION PLAN IMPLEMENTATION

*“If we want a California for All, we have to build housing for all. I want to support local governments that do what's right, like Anaheim and **Santa Rosa.**”*

Governor Gavin Newsom
2019 State of the State Address




HOUSING ACTION PLAN PROGRAM AREAS

1. Increase inclusionary affordable housing
2. Achieve "Affordability by design" in market-rate projects
3. Assemble and offer public land for housing development
4. Improve development readiness
5. Increase affordable housing investment and partnerships

www.srcity.org/HAP

HOUSING ACTION PLAN

Increase Inclusionary Housing	1a	Increase/simplify housing impact fee for rental units
	1b	Revise Housing Allocation Plan to require inclusionary for-sale housing
	1c	Develop criteria for offering financial incentives for inclusionary units
	1d	Amend density bonus to allow increased affordability, density
	1e	Conduct Commercial Linkage Fee study
Achieve "Affordable by Design Housing	2c	Consider revision of single room occupancy standards
	2b	Amend Accessory Dwelling/Junior Unit ordinance
Assemble and Offer Public Land for Housing Development	3a	Assure public projects include 15% for low income households
	3b	Identify City (and other public) parcels suitable for housing, and establish process for development
	3d	Evaluate rights-of-way for offer for adjoining properties
Improve Development Readiness of Housing Opportunity Sites	4a	Complete housing opportunity site (private) identification and assessment
	4b	Initiate zoning and other changes intended to maximize housing production potential on opportunity sites
	4e	Define processing timelines in compliance with state requirements (PIAP)
	4g	Streamline design review process (PIAP)
	4h	Create integrated service counter (PIAP)
	4j	Streamline plan check and site review (PIAP)
	4k	Evaluate Financing Districts to fund infrastructure supporting housing
Increase Housing Investments and Developer Partnerships	5a	Sustain homeless service programs
	5b	Provide funding to support very low and low income housing
	5c	Create pilot program to determine feasibility of acquiring affordability contracts
	5d	Investigate potential for developer and landlord partnerships
	5e	Consider GO bond measure to support affordable housing
	5f	Consider non-discrimination ordinance for voucher holders
	5g	Establish Housing Incentive Fund
Achieve "Affordable by Design" Housing	2a	Simplify definition of qualifying units; research appropriate size
	2d	Create pilot program for modular housing for moderate households
Assemble and Offer Public Land for Housing Development	3c	Fund and implement land banking program
Improve Development Readiness of Housing Opportunity Sites	4c	Complete infrastructure improvement programs for the Specific Plan areas and commercial corridors with housing potential and opportunity sites as part of the CIP priority process
	4d	Address critical habitat mitigation requirements (HCP)
	4f	Amend hillside development standards to add flexibility (PIAP)
	4i	Optimize electronic plan review and on-line permitting

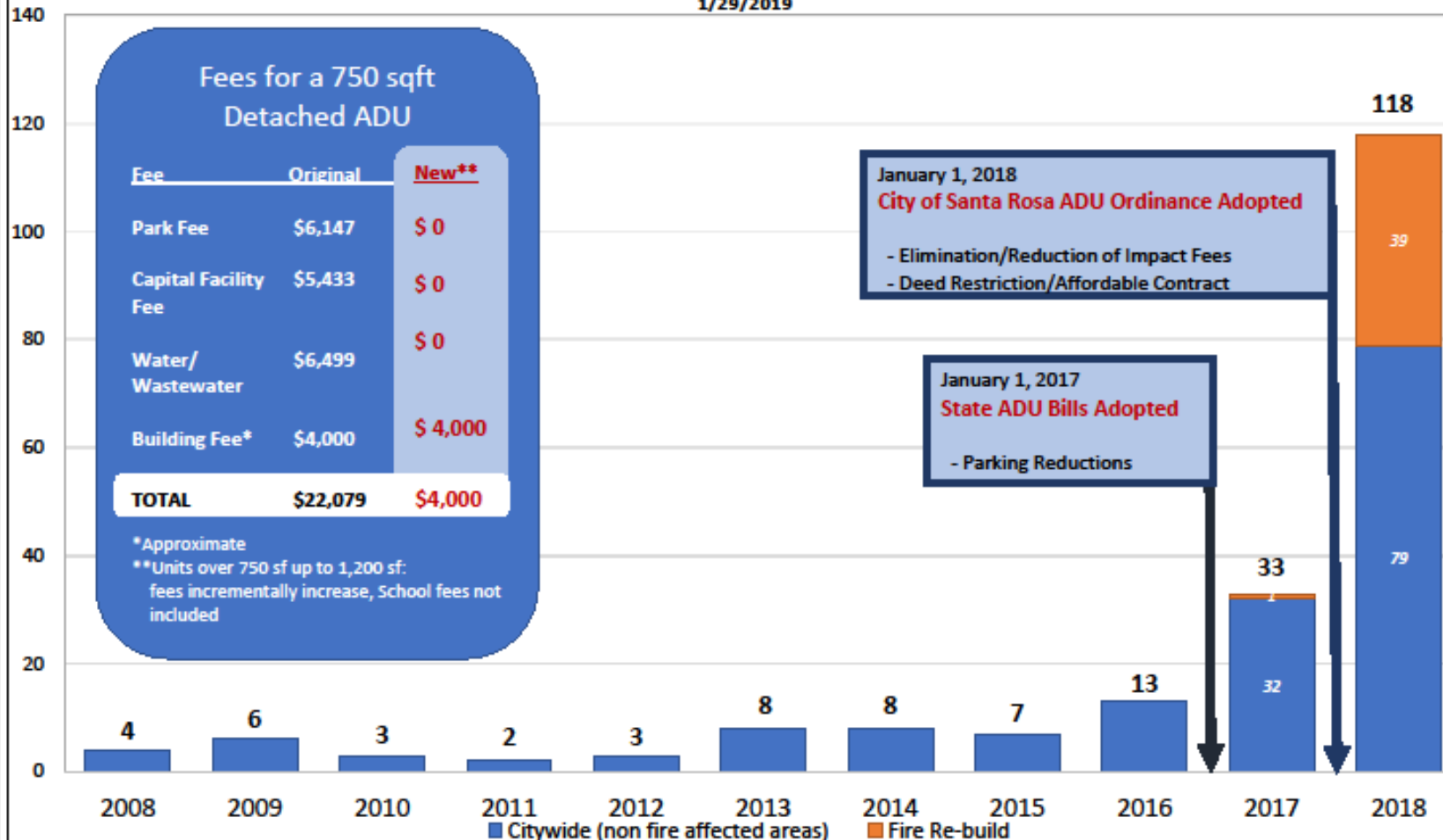
	Complete
	2019
	Pending

ACCESSORY DWELLING UNITS



CITY OF SANTA ROSA ADU APPLICATIONS

1/29/2019

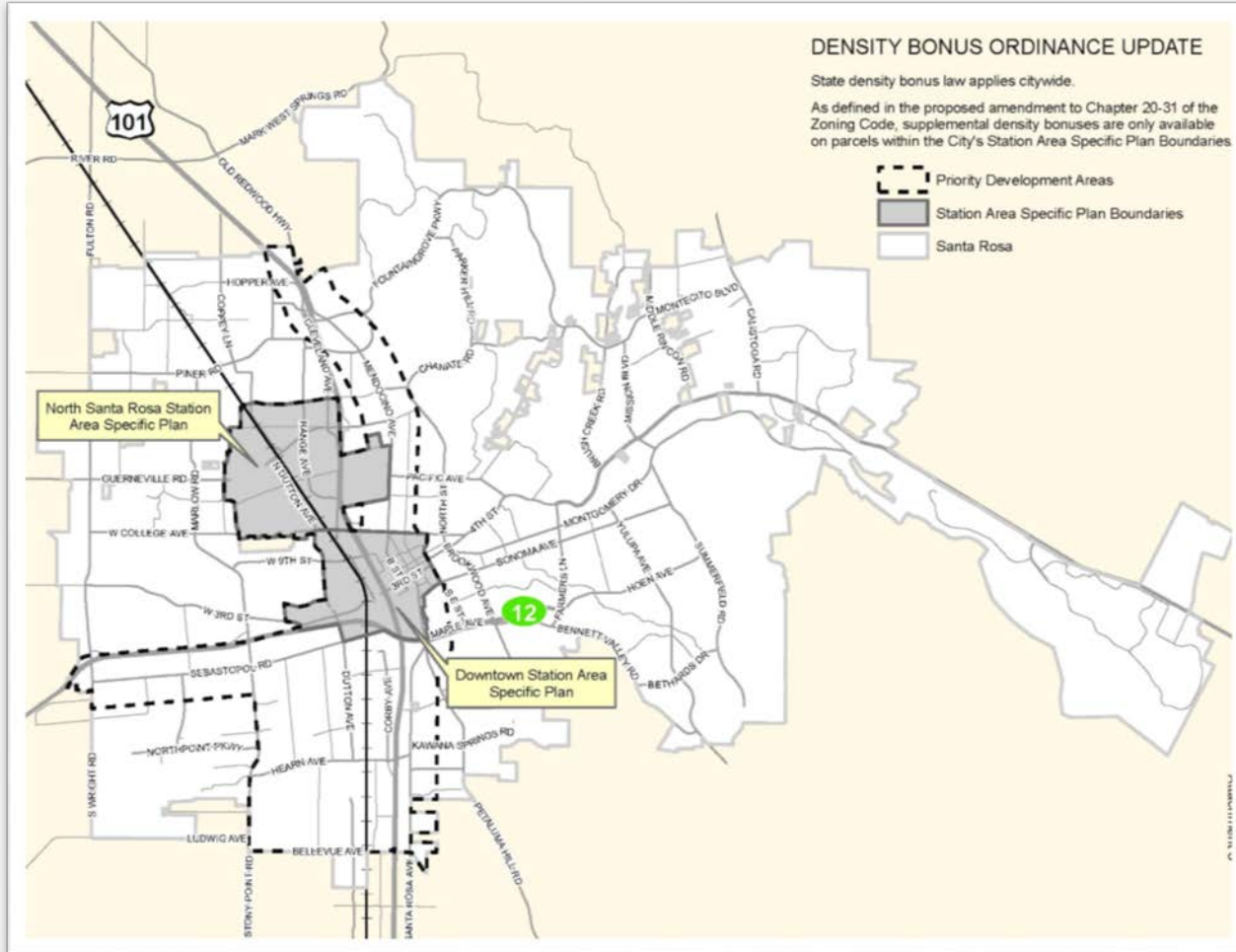


DESIGN REVIEW PROCESS UPDATE



- Housing Action Plan:
 - ✓ “Improve development readiness of housing opportunity sites.”
- Developer Task Force: March 2017
- CAB Meeting: April 2017
- Joint DRB/CHB/PC Meetings: May 2017
- Project completed for PDAs in April 2018 with adoption of the Resilient City Development Measures

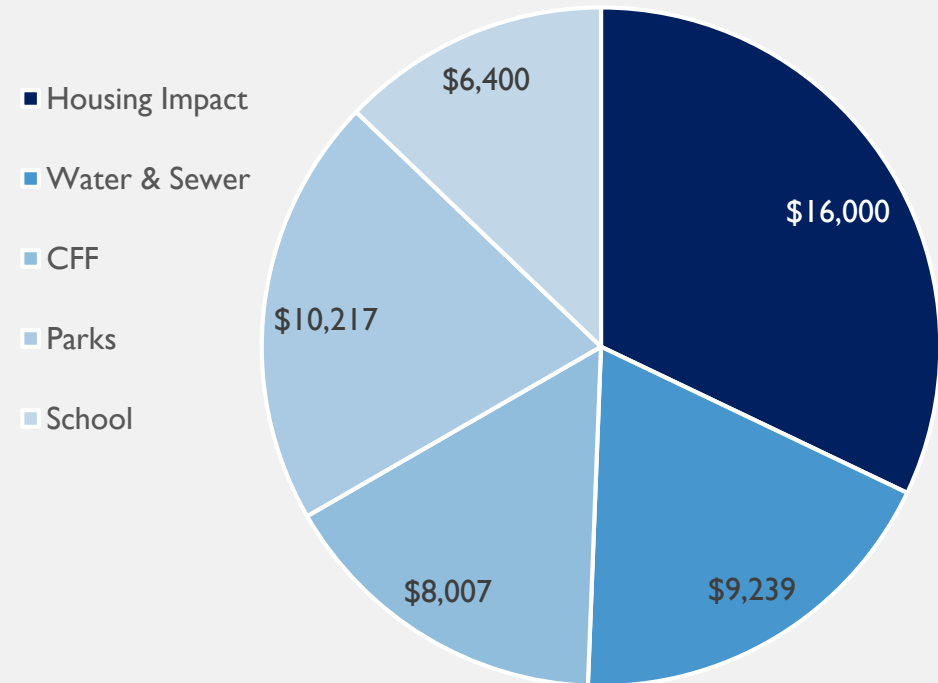
DENSITY BONUS UPDATE



- Density Bonus Ordinance – approved by Council on January 8, 2019
- Continues to allow State bonuses of up to 35%
- Up to 100% bonuses allowed within the Downtown and North Station Area Specific Plan areas

IMPACT FEE NEXUS STUDY UPDATE

- Update to City's impact fee program:
 - ✓ Development Area Fees
 - ✓ Capital Facilities Fee
 - ✓ Park Impact Fee
- Adopted by Council in June 2018
 - ✓ Study conducted by fee consultant team
 - ✓ Infrastructure related to SEADIF and SWADIF fees mostly completed
 - ✓ Area fees eliminated
 - ✓ CCF fees consistent throughout City



Single-Family Dwelling fees after update

INCLUSIONARY HOUSING

- Housing Action Plan:
 - ✓ Seek inclusionary units in for-sale housing projects.
 - ✓ Evaluate the percentage of development to be affordable to a mix of low and moderate income households.
 - ✓ Specify additional regulatory and financial incentives and alternative measures to maximize production.
 - ✓ Encourage innovation.

- Timeframe: completion in summer 2019




Housing Action Plan

Program #1 - Increase Inclusionary Housing

A key directive from the Council is to increase the production of affordable housing as part of market-rate housing projects. The structure of the Housing Allocation Plan Ordinance requires that such inclusionary housing be achieved voluntarily (in lieu of paying the impact fee) through incentives offered to market-rate developers. The following four actions comprise incentives that can encourage market rate developers to include affordable units in their market rate projects.

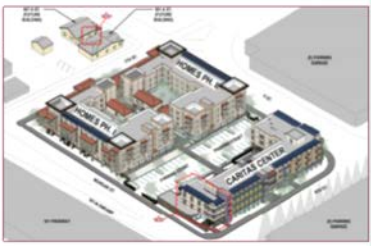
PERMIT STREAMLINING

 **NOTICE OF PUBLIC MEETING**

PUBLIC SCOPING MEETING FOR THE PREPARATION OF AN ENVIRONMENTAL IMPACT REPORT (EIR)
MEETING DATE & TIME: WEDNESDAY, FEBRUARY 6, 2019 | 6:00PM-7:30PM
MEETING LOCATION: DETURK ROUND BARN - 819 DONAHUE ST, SANTA ROSA

CARITAS VILLAGE | FILE NUMBER PRJ18-052
The proposed Caritas Village site is 2.78-acres, consisting of one city block, bordered by A, Morgan, 6th, and 7th Streets; plus, two lots on the southeast corner of 7th and A Streets, at 501 and 507 A Street, located within the St. Rose Preservation District.

PROJECT DESCRIPTION
The proposed project includes: demolition of all existing structures on the project site; construction of Caritas Center, a three-story comprehensive family and homeless support services facility; and, construction of Caritas Homes, which includes two, four-story, affordable housing apartment buildings with a combined total of 128-units.




MEETING PURPOSE
The purpose of this scoping meeting is to determine the scope of the required Environmental Impact Report through public input.
You are encouraged to submit written comments and recommendations if you cannot attend the meeting (see "Project Contact" below). Because of the time limits mandated by State law, please provide comments by **February 22, 2019**.

PROJECT CONTACT
Kristinae Toomians, Senior Planner
(707) 543-4692, or KToomians@srcity.org

PROJECT WEBSITE
The Notice of Preparation is available here:
<https://srcity.org/2910/Caritas-Village>

FOR ADDITIONAL INFORMATION
Planning & Economic Development, Room 3,
City Hall (100 Santa Rosa Avenue),
Open: M, Tu, Th 8-4:30; W 10:30-4:30; F 8-12

 The City of Santa Rosa does not discriminate on the basis of disability in the admissions or access to, or treatment or employment in, its programs or activities. Disability related aids or services, including printed information in alternate formats, to enable persons with disabilities to participate in public meetings and programs are available by calling (707)543-3200 one week prior to the meeting.

- Housing Action Plan:
 - ✓ “Improve development readiness of housing opportunity sites.”
 - ☐ “Continue implementation of permit streamlining for planning entitlements.”
- Resilient City Development Measures
- Planning Entitlement Applications
- Improved Public Noticing Materials and Practices

NOTICE OF FUNDING AVAILABILITY

“Increase housing investment and developer partnerships.”

Annual Housing Authority NOFA assisted:

- ✓ Parkwood Apartments (converted from market rate)
 - ✓ 56 rental units
- ✓ Lantana Place Homes (entitlement permits)
 - ✓ 48 ownership units



Approved Elevations of Lantana Place Homes

AFFORDABLE HOUSING PIPELINE

Completed in 2018

Crossroads

Crossings on Aston

Benton Veteran's Village

Harris Village

114 Units
\$12.2 M Local Contribution

Under Construction

Harris Village (3 of 4 units)

3 Units
\$400k Local Contribution

Funded – Permit Review

Lantana

Acacia Village

54 Units
\$8.1M Local Contribution

Needing Additional Funding/Permits

Roseland Village

Caritas Village

West Hearn Veterans' Village

246 Units

Development Concept

Journey's End

Del Nido

Boyd Street

Dutton Flats

306 Units

HOUSING AUTHORITY ASSETS

<u>Santa Rosa Housing Trust</u>	Number of Units
Under Construction	3
Pending	300
Loan Portfolio - \$117.5M	4,769
TOTAL UNITS	5,072
	Number of Vouchers
<u>Housing Choice Voucher Progam</u>	
Tenant-Based	1,473
HUD-VASH	414
Total Vouchers	1,887
Waiting List	5,866

QUESTIONS / COMMENTS

Jessica Jones, Supervising Planner

Planning and Economic Development Department

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Megan Basinger, Housing and Community Services Manager

Housing and Community Services Department

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(707) 543-3303

DEVELOPMENT IN THE SPOTLIGHT

2018 RESIDENTIAL DEVELOPMENT SINGLE FAMILY



VILLAGE STATION – 110 UNITS

521 Boyd Street: under construction/completed

VETERAN'S VILLAGE – 14 UNITS

665 Russell Avenue: completed (14 affordable)

SMITH VILLAGE – 51 UNITS

3625 Sebastopol Road: under construction/completed

THE VILLAS – 197 UNITS

1755 Sebastopol Road: under construction

FOX HOLLOW – 143 UNITS

1615 Fulton Road: under construction

2018 RESIDENTIAL DEVELOPMENT MULTIFAMILY



RESIDENCES AT TAYLOR MOUNTAIN – 93 UNITS

2880 Franz Kafka Avenue: under construction (19 affordable)

CANYON OAKS APARTMENTS – 96 UNITS

4611 Thomas Lake Harris Drive: under construction

KAWANA SPRINGS APARTMENTS – 119 UNITS

2604 Petaluma Hill Rd: under construction (18 affordable)

THE CROSSINGS ON ASTON – 27 UNITS

John Richards Way: completed (26 affordable)

BENTON'S VETERANS VILLAGE – 7 UNITS

1055 Benton Street: completed (6 affordable)



2018 COMMERCIAL DEVELOPMENT



AC HOTEL BY MARRIOTT

210 5th Street: under construction

MEMORIAL HOSPITAL MEDICAL OFFICE BUILDING AND PARKING STRUCTURE

110 Sotoyome Street: under construction

EMPIRE HOTEL

25 Old Courthouse Square: under construction

CODDINGTOWN MALL

733 Coddington Center: under construction

BELLY LEFT COAST KITCHEN EXPANSION

523 4th Street: completed



QUESTIONS / COMMENTS

Bill Rose, Supervising Planner

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(707) 543-3253

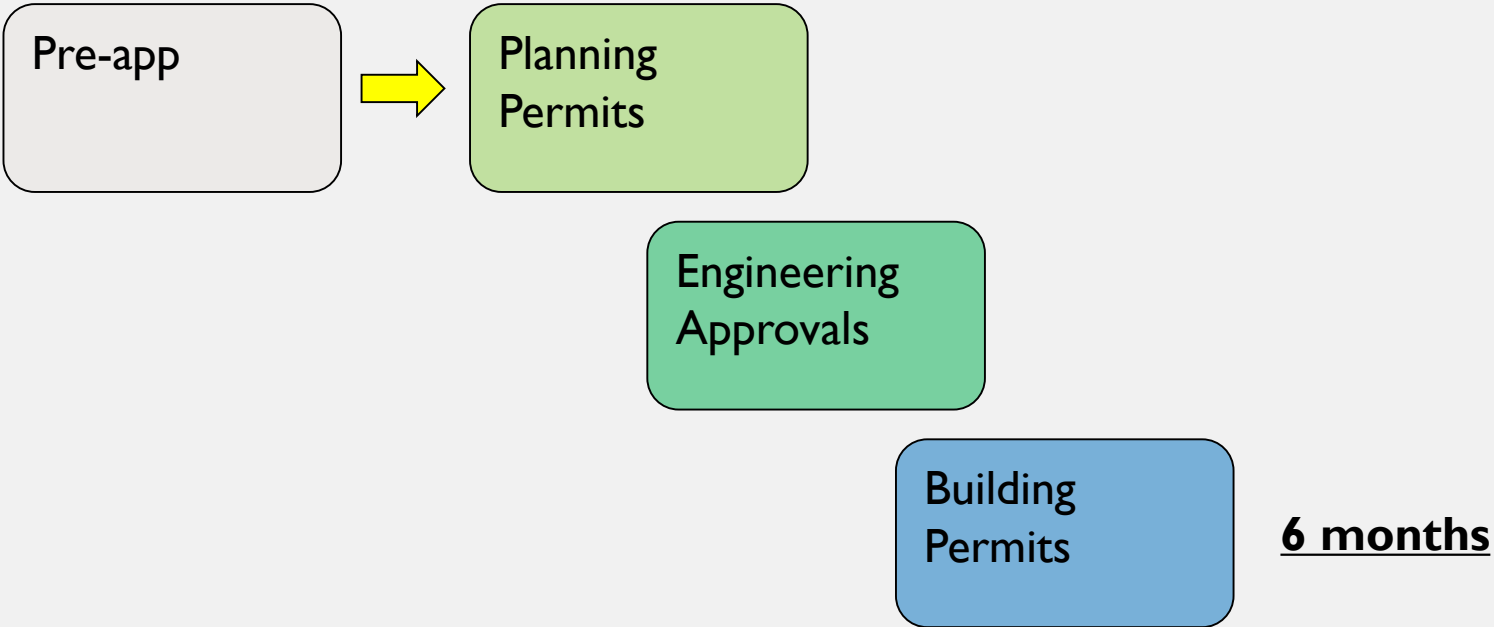
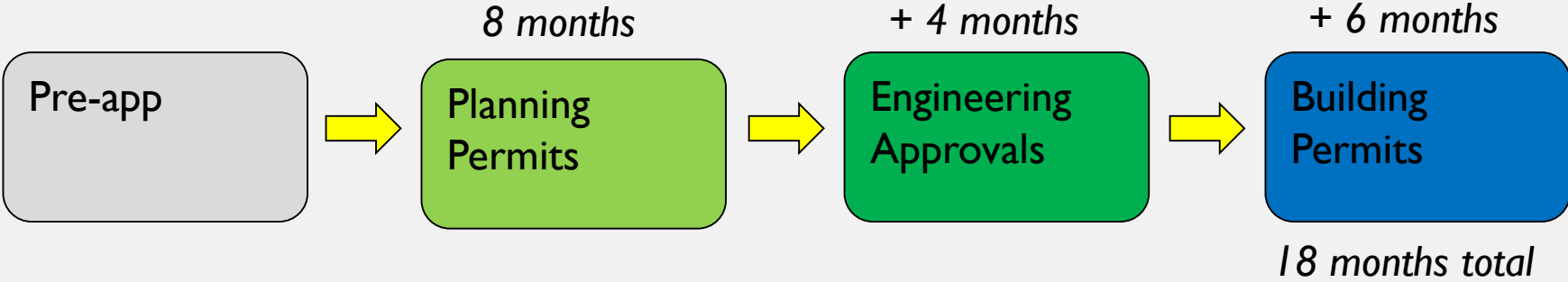
DOWNTOWN

DOWNTOWN INITIATIVES



- Federal Opportunity Zones
- Supplemental Density Bonus
- Reduced Discretionary Action
- High-Density Residential Incentive Program
- Evaluation of City property for housing development partnerships
- Express Permitting
- Updating the Downtown Station Area Specific Plan

EXPRESS REVIEW PILOT PROGRAM



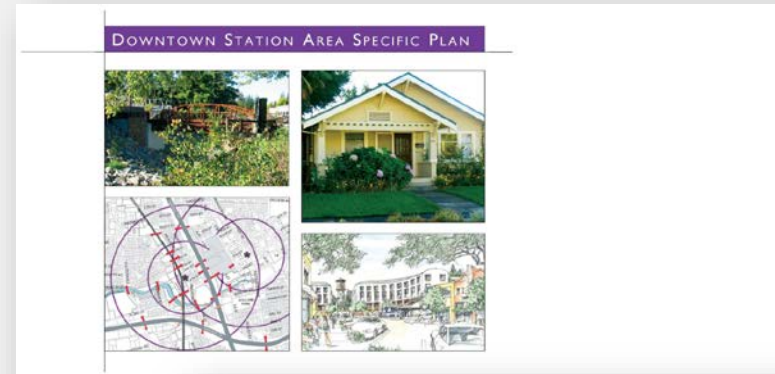
DOWNTOWN STATION AREA SPECIFIC PLAN UPDATE

2018 COUNCIL PRIORITIES

- Near Term: “rebuild/build downtown and fire areas”
- Tier I: “downtown housing”

MTC PLANNING GRANT

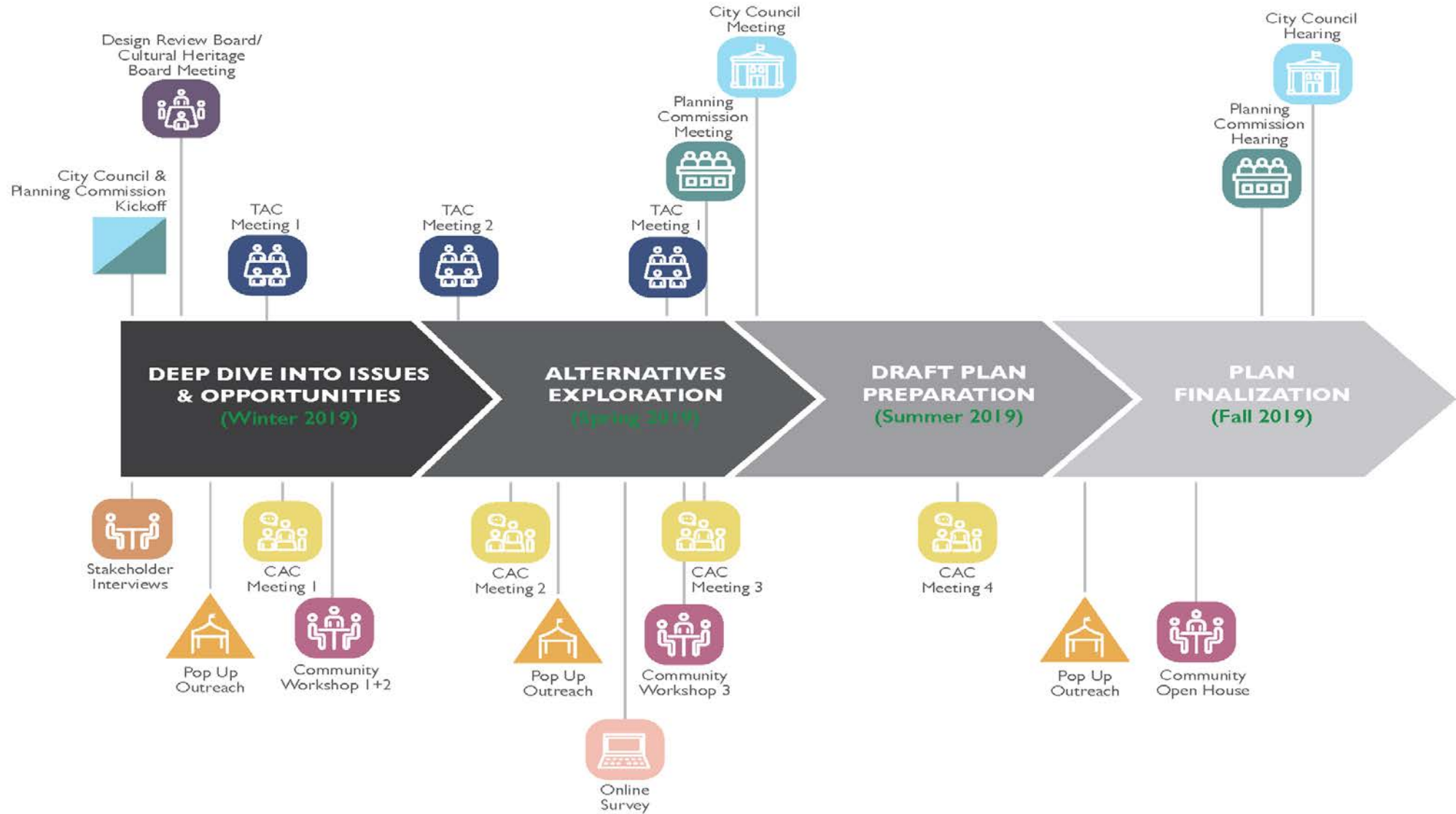
- Downtown Station Area Specific Plan Update
 - ✓ Incentivize new housing units downtown

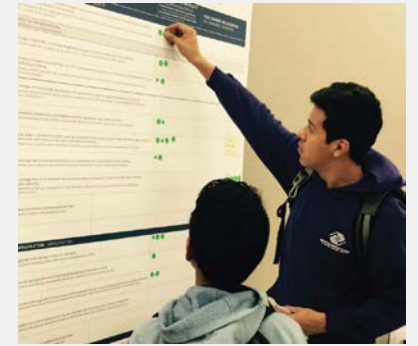
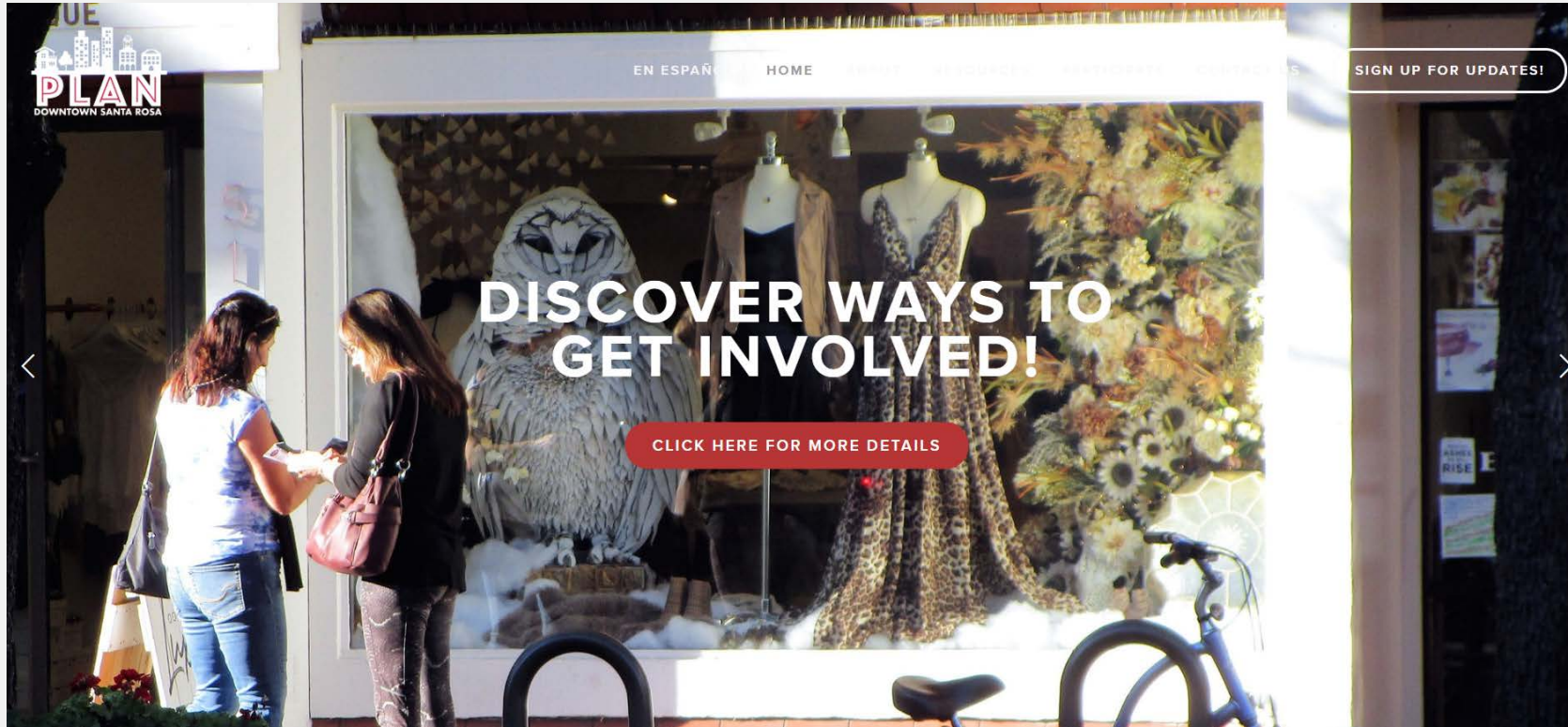


DOWNTOWN STATION AREA



Santa Rosa Downtown Station Area Plan Community Engagement Process





OUTREACH & PLAN DEVELOPMENT UNDER WAY

- Website up and running
- CAC and TAC established
- Community Workshops 1 & 2
- Assessing alternatives for Preferred Plan



QUESTIONS/COMMENTS

Patrick Streeter, Senior Planner

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www.PlanDowntownSR.com

GENERAL PLAN UPDATE



GENERAL PLAN UPDATE

City Wide, Parcel Specific

New Requirements

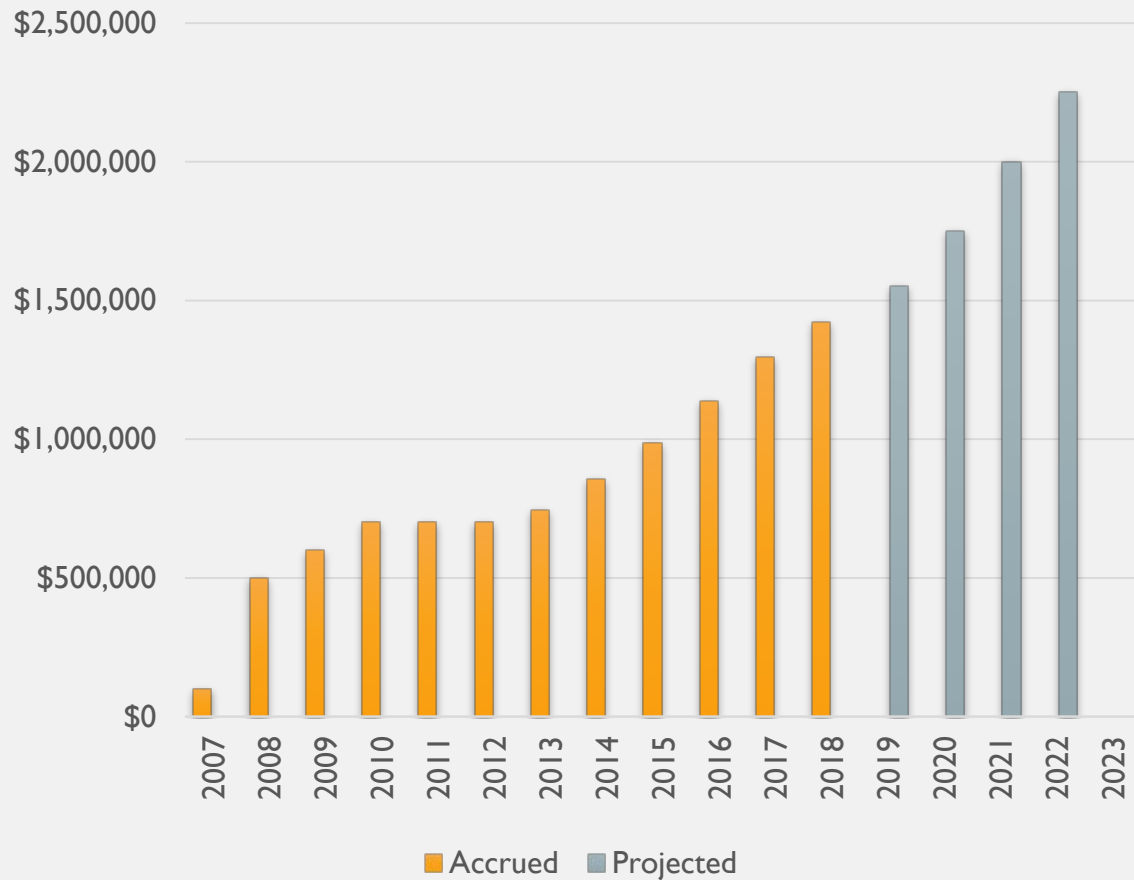
- Disadvantaged Community
- CEQA Vehicle Miles Traveled

Significant Issues

- Intensify Downtown Development
- Roseland Annexation
- Incentivize All Housing
- Hazard Avoidance & Reduction
- Community Resilience

FUNDING PLAN

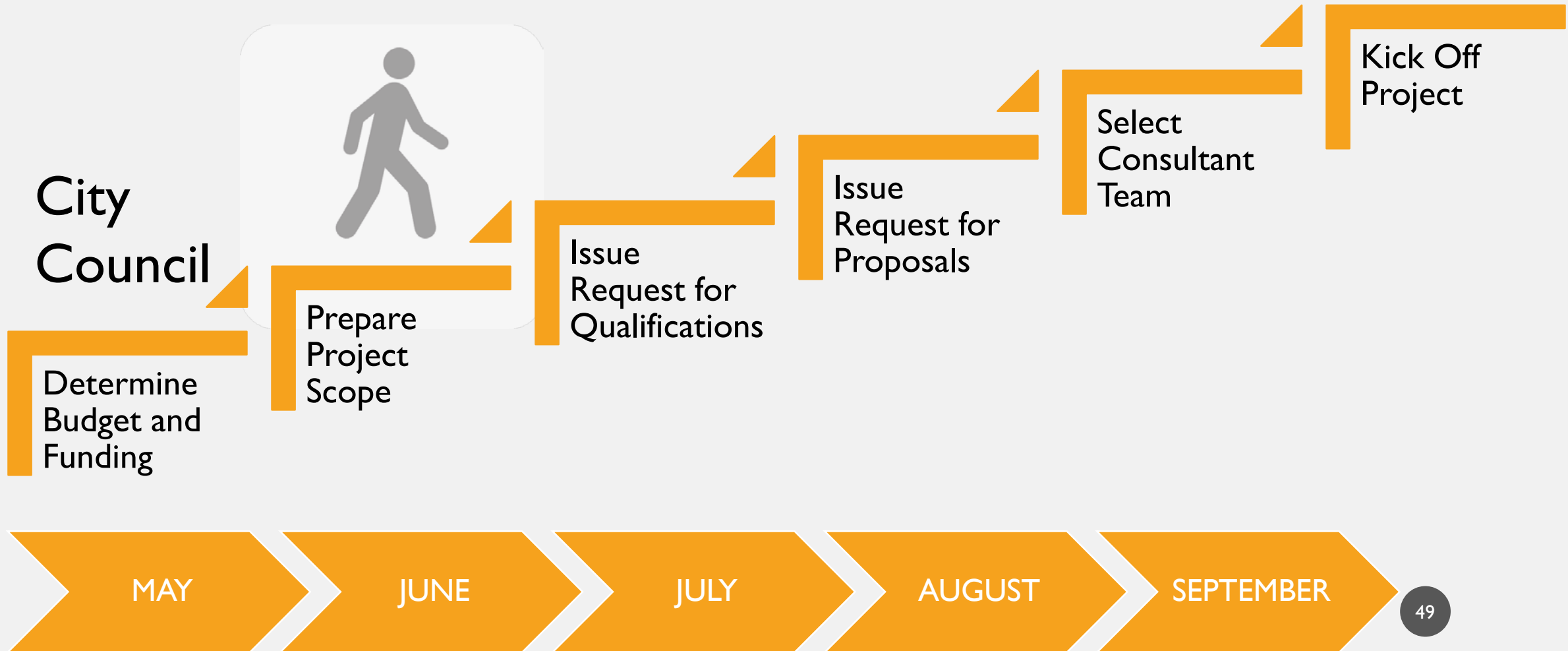
Advance Planning Fund Balance



\$2.5M BUDGET



NEXT STEPS



QUESTIONS/COMMENTS

Andy Gustavson, Senior Planner

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(707) 543-3236

RECOMMENDATION

Receive reports and provide comments on:

- General Plan Annual Review
- Housing Action Plan Implementation
- Development in the Spotlight
- Downtown Station Area Specific Plan Update
- General Plan Update