

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
SUBJECT: RESOLUTION – SUPPORT FOR ROSELAND AREA /
SEBASTOPOL ROAD PRIORITY DEVELOPMENT AREA
PLANNING GRANT APPLICATION
STAFF PRESENTER: LISA KRANZ, SUPERVISING PLANNER
COMMUNITY DEVELOPMENT
AGENDA ACTION: ADOPTION OF RESOLUTION

ISSUE(S)

Should the City Council adopt a resolution supporting an application for \$647,000 in grant funding from the Sonoma County Transportation Authority to develop a plan for the Roseland Area / Sebastopol Road Corridor Priority Development Areas?



COUNCIL GOALS/STRATEGIES

Council goal 5 is to “Improve the Partnerships between Neighborhoods, Community Organizations, Schools, and the City to Support and Promote Thriving, Inclusive, and Diverse Neighborhoods.” Strategic Objective 1 is to “Develop a work plan and costs for Roseland Annexation.” The proposed plan supported by the grant funding does not include the annexation, but would provide supporting data and information for a future annexation and is therefore supportive of this council goal.

BACKGROUND

1. The Bay Area’s Sustainable Communities Strategy, developed in conformance with Senate Bill 375, is Plan Bay Area. The Sustainable Communities Strategy aims to reduce greenhouse gas emissions through compact, transit-oriented development.
2. Plan Bay Area designates Priority Development Areas (PDAs), which are locally identified areas which are planned to accommodate growth near transit and jobs. Santa Rosa has five designated PDAs: Downtown Station Area; North Station Area; Santa Rosa Avenue/Mendocino Avenue Corridor; Sebastopol Road Corridor; and Roseland Area.
3. The Metropolitan Transportation Commission approved \$20 million in PDA planning program funds to Bay Area Congestion Management Agencies. The Sonoma County Transportation Authority received \$1,447,000 for local planning.

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4. Community Development Department staff has applied for \$647,000 of these funds for development of a PDA plan which combines the Roseland Area PDA and a portion of the Sebastopol Road Corridor PDA. The plan would be focused around the Southside Bus Transfer Center at the Southwest Community Park on Hearn Avenue. The planning area contains about 1,800 acres, 1,200 of which are in the city and 600 of which are in the unincorporated county.
5. The funding would allow for development of a specific plan to comprehensively address land use and transportation issues and develop an integrated plan which assesses infrastructure needs and costs and provides an implementation guide. Concurrent rezoning and pre-zoning (of county areas) is also planned. A programmatic environmental impact report will also be prepared.
6. This work would complement the council's goal of developing a work plan for future annexation of Roseland, which is in the northern part of the proposed plan area. The infrastructure analysis and environmental document will inform any future annexation effort undertaken.

RECOMMENDATION

It is recommended by the Department of Community Development that the Council, by resolution, support application for a Priority Development Area Planning Grant in the amount of \$647,000 from the Sonoma County Transportation Authority to develop a Priority Development Area Plan for the Roseland Area / Sebastopol Road Corridor.

Author: Lisa Kranz

Attachments:

- Grant application for Proposed Priority Development Area Plan - Roseland Area / Sebastopol Road