

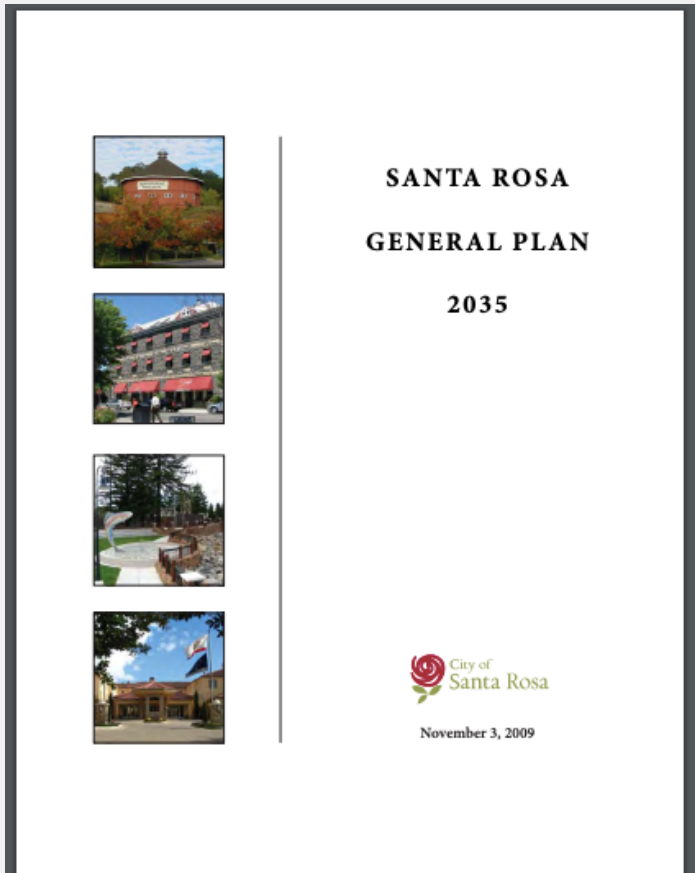
# CITY OF SANTA ROSA GENERAL PLAN 2035 UPDATE

CITY COUNCIL  
JANUARY 8, 2019



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Senior Planner  
Planning and Economic Development

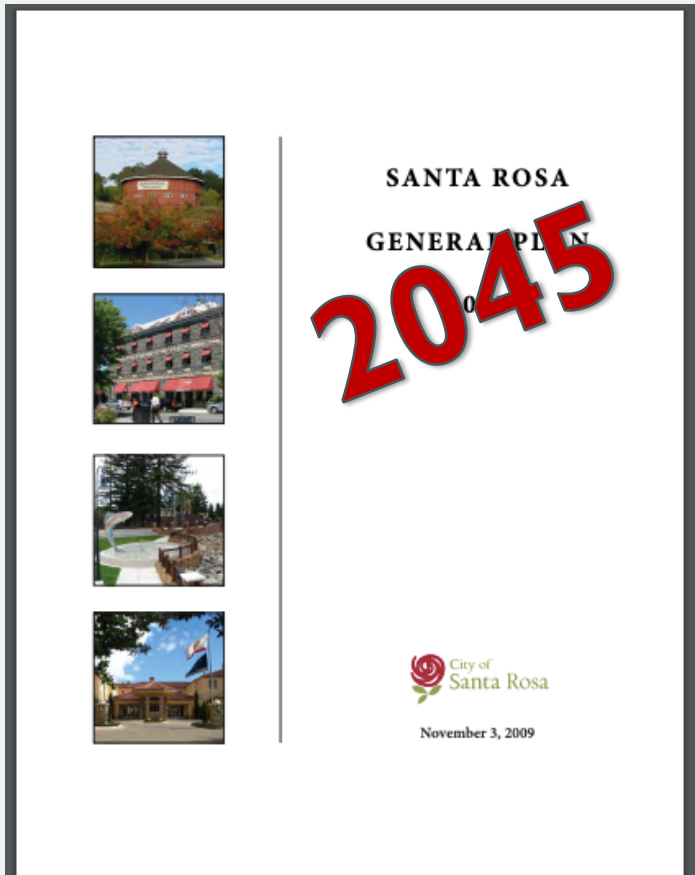
# GENERAL PLAN



## SHARED COMMUNITY VISION

- Built on public engagement
- Recognizes past challenges and accomplishments
- Examines data and emerging trends
- Defines future issues, challenges, and goals.

# GENERAL PLAN UPDATE



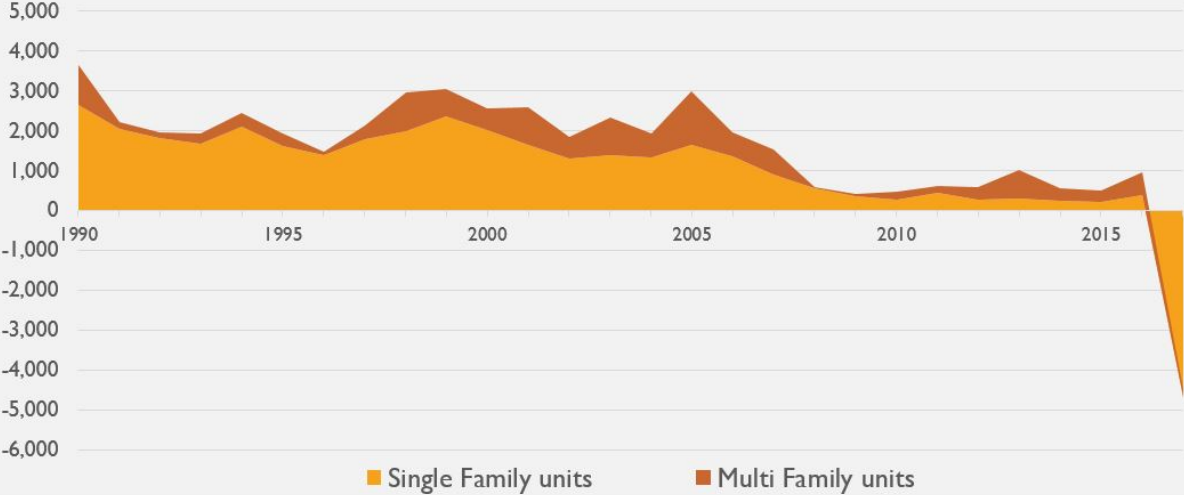
## CITY OPPORTUNITY

- reVision Community Goals
- Adapt to Events and Shape Change
- Streamline Development Review
- Integrate State Law

# KEY EVENTS

## HOUSING

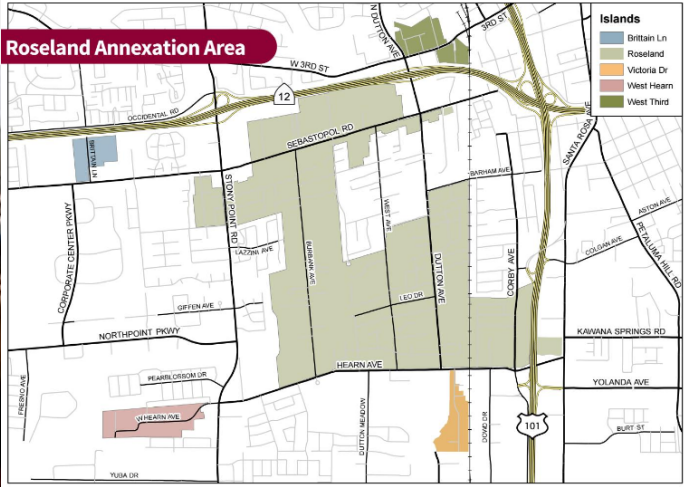
- Low Supply & Production
- Housing Affordability
- Increased Homelessness

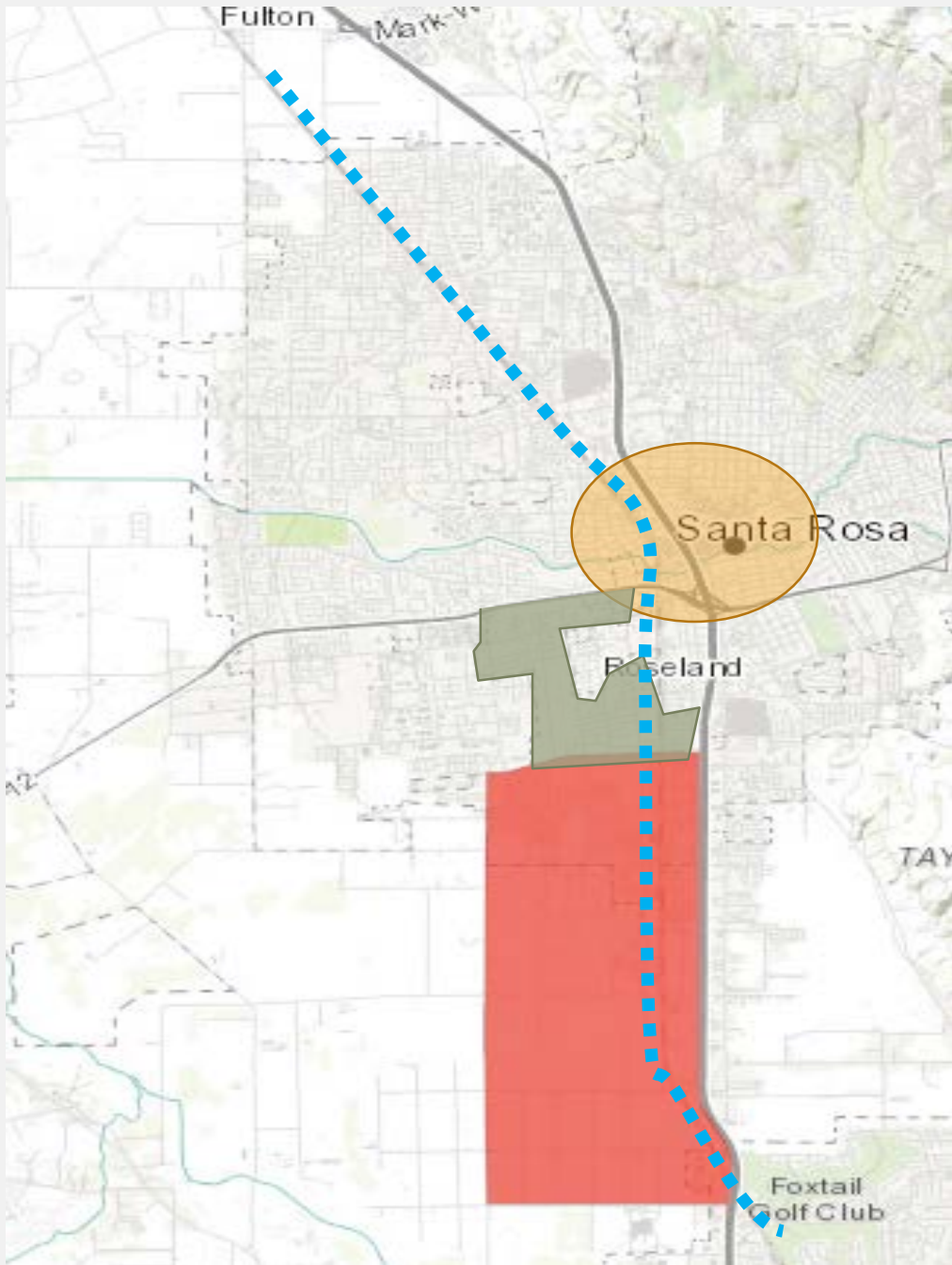


# KEY EVENTS

## 2017

- Roseland Annexation
- Tubbs Fire Disaster
- Community Recovery





# KEY EVENTS

- Roseland Annexation
- Specific Plan Update
- SMART Train Service
- Disadvantaged Community



## GENERAL PLAN INTENT

*The general plan is more than the legal underpinning for land use decisions; it is a vision about how a community will grow, reflecting community priorities and values while shaping the future.*



## NEW REQUIREMENTS

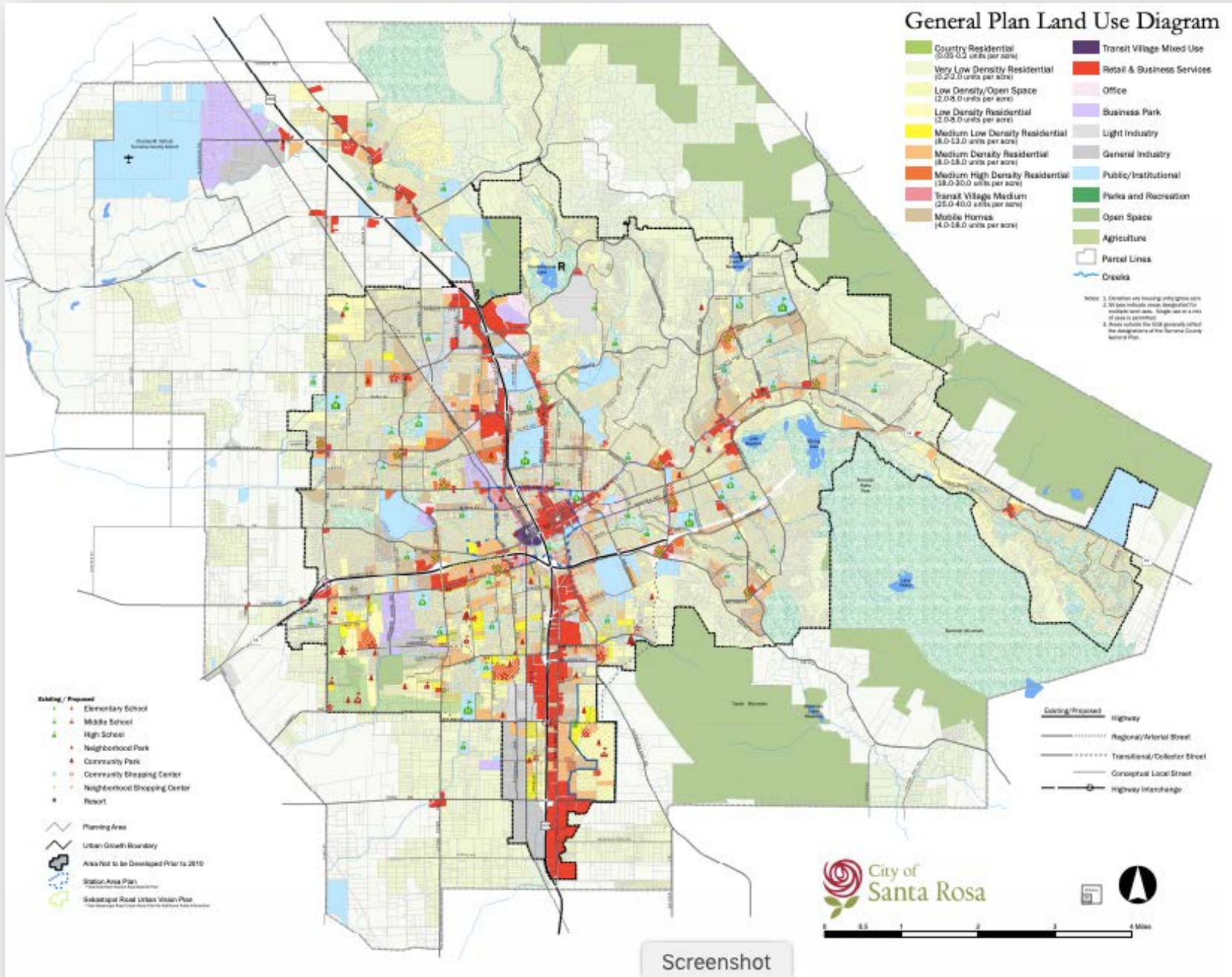
- Disadvantaged Community Designation
- CEQA Vehicle Miles Traveled (VMT) impact modifies Circulation Element





## SIGNIFICANT ISSUES

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



Screenshot

# LAND USE

## Citywide & Parcel Specific

- Housing
- Commercial
- Industrial
- Density
- Connectivity

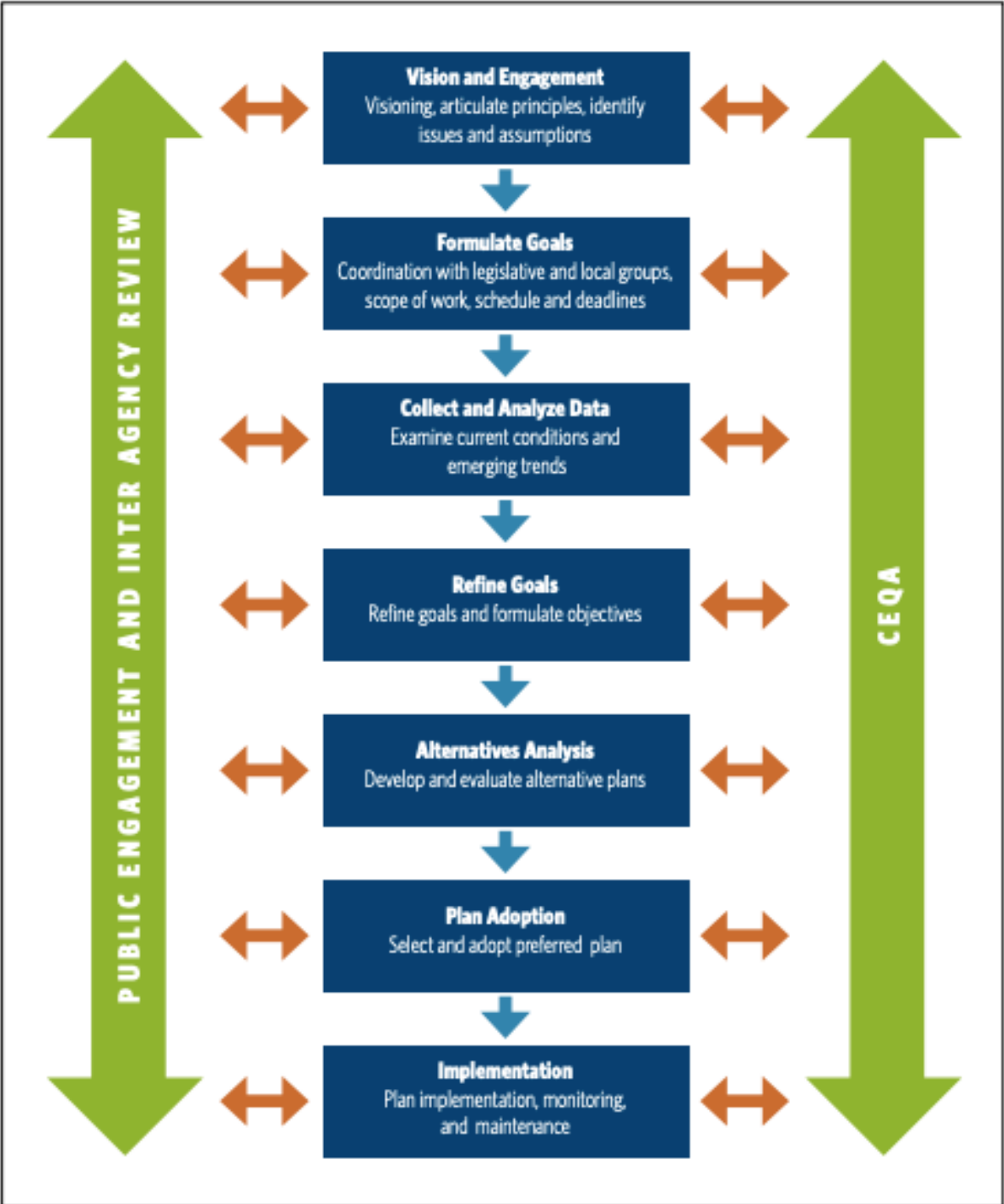
# GENERAL PLAN PROCESS

## “All Hands”

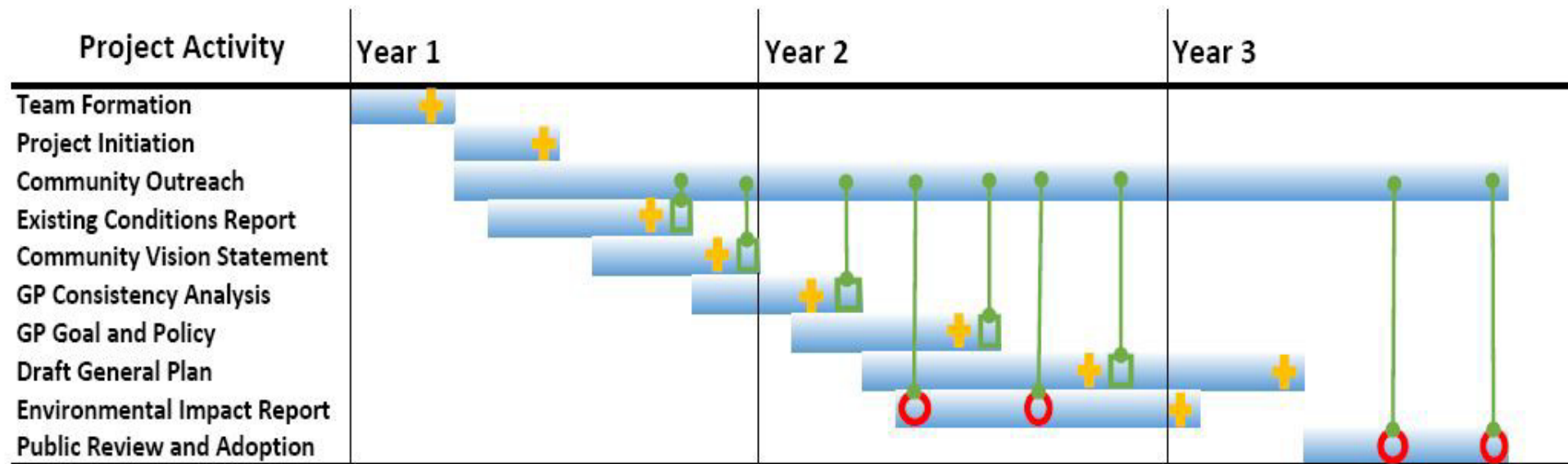
Residents, Neighborhoods,  
Community Groups, City Departments,  
Subregional Agencies




Driven by Community Input and  
Goal Setting

Goals based on Data Assessment,  
Alternative Analysis, and Environmental  
Review.

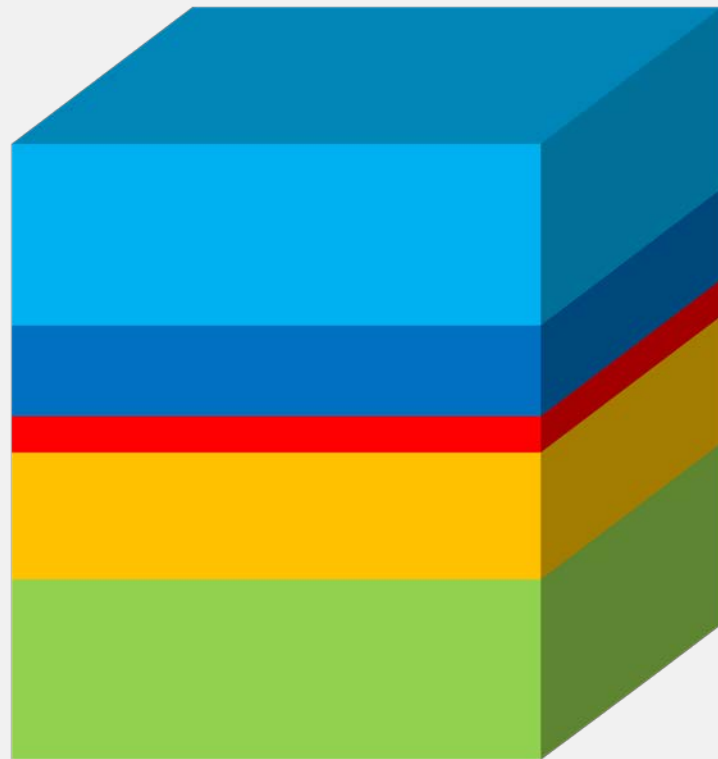


# LEVEL OF EFFORT



- Project Deliverable 
- Public Workshop 
- Public Meeting or Hearing 

## LEVEL OF EFFORT



- Community Vision & Policy Framework
- Resilient City
- Environ Justice & Air Quality
- CEQA
- Public Engagement

# PUBLIC ENGAGEMENT

	<b>INFORM</b>	<b>CONSULT</b>	<b>INVOLVE</b>	<b>COLLABORATE</b>	<b>EMPOWER</b>
<b>PUBLIC PARTICIPATION GOAL</b>	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.

[http://cymcdn.com/sites/www.iap2.org/resource/resmgr/foundations\\_course/IAP2\\_P2\\_Spectrum\\_FINAL.pdf](http://cymcdn.com/sites/www.iap2.org/resource/resmgr/foundations_course/IAP2_P2_Spectrum_FINAL.pdf)

# FINANCING



# NEXT STEPS





## RECOMMENDATION

It is recommended by the Planning and Economic Development Department the Council receive a report regarding the update of the City's 2035 General Plan.

# QUESTIONS