

# **JOINT STUDY SESSION**

## **CITY COUNCIL – PLANNING COMMISSION**

General Plan Annual Review 2017

Housing Action Plan Implementation

Development in the Spotlight

Express Review Program

Downtown Station Area Specific Plan Update

General Plan Update

**Planning & Economic Development Department**

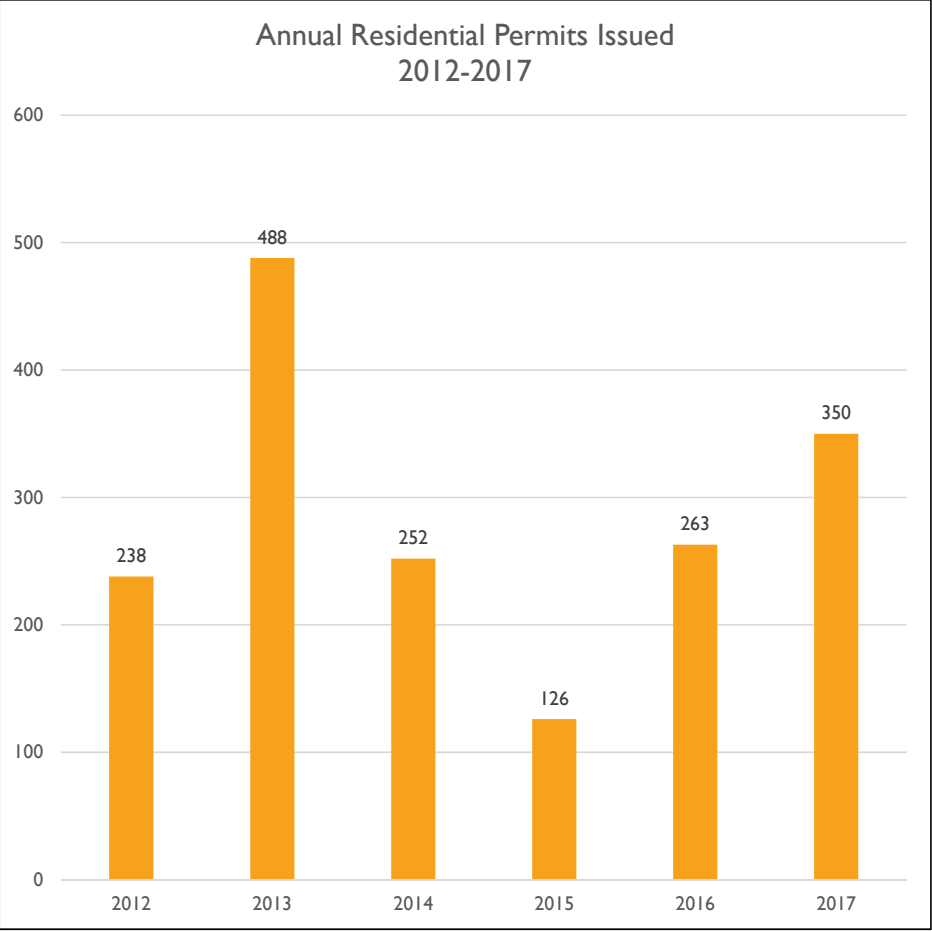
**April 24, 2018**



# GENERAL PLAN

## 2017 ANNUAL REVIEW

**RESIDENTIAL GROWTH  
2012 - 2017**



# HOUSING NEEDS

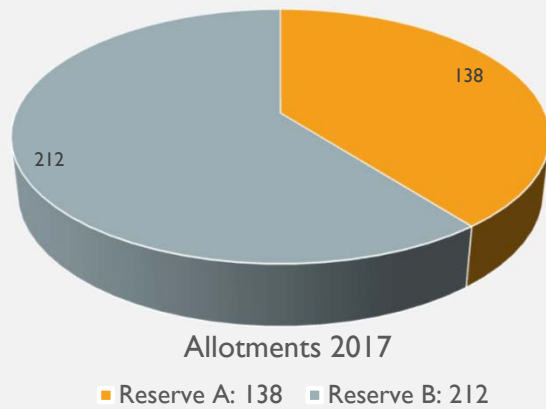
Building Permits by Income Category 2015-2023						
Income Category	Extremely Low	Very Low	Low	Moderate	Above Moderate	TOTAL
ABAG RHNA 2015 – 2023 *	520	521	671	759	2,612	5,083
Permits Issued 2015 – 2017 *	24	33	48	49	687	841
Remaining Need	496	488	623	710	1,925	4,242

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

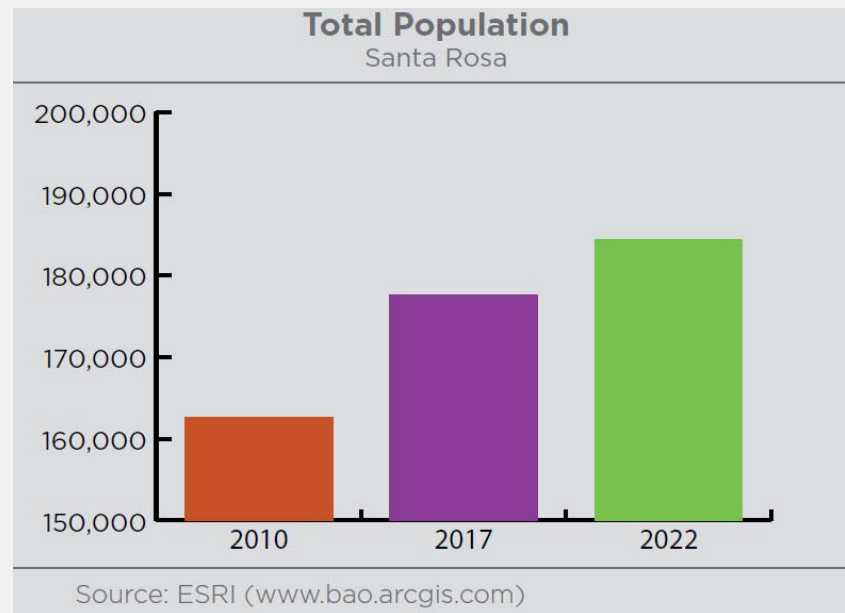
# GROWTH MANAGEMENT

## Allotments

- Dedicated at building permit approval
- 800 available – 350 issued



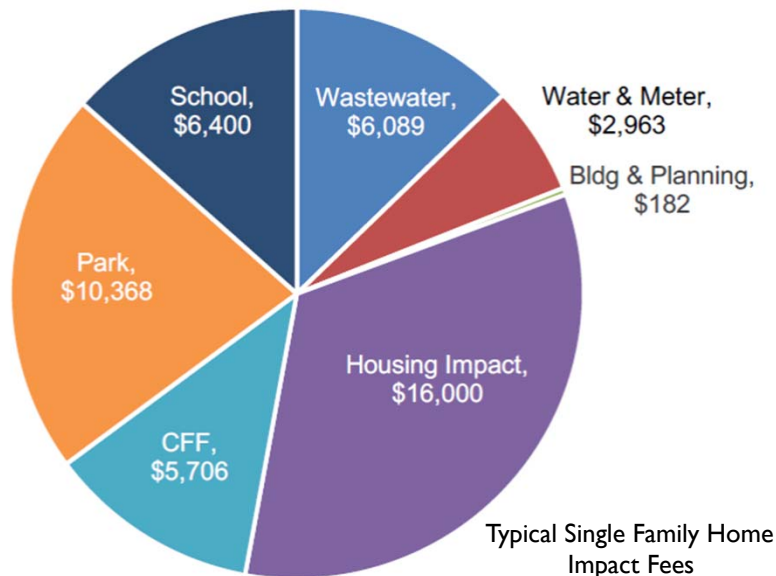
## Growth Trends





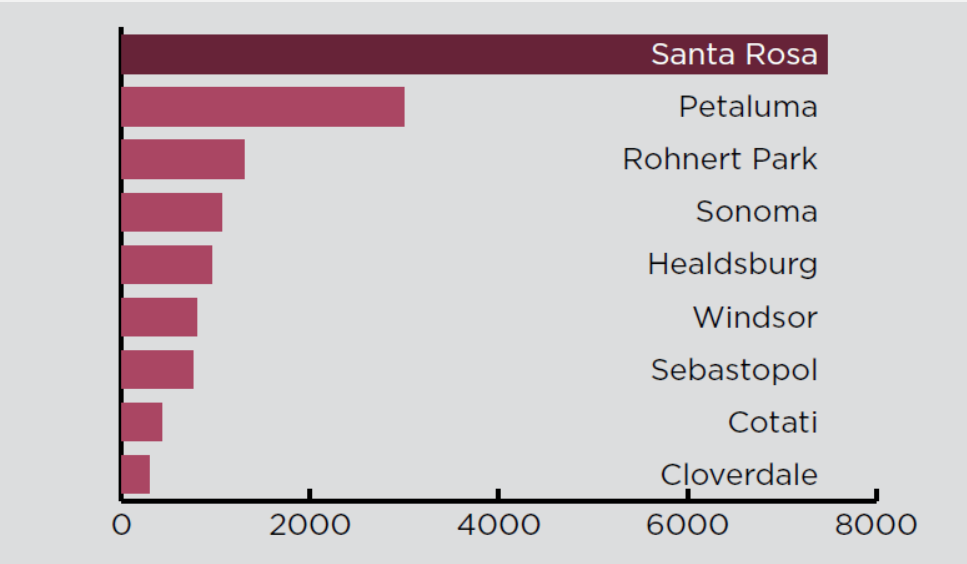
## HOUSING ALLOCATION PLAN

- Adopted in 1992, revised in 2012
  - ✓ Residential projects pay housing impact fee
  - ✓ May incorporate affordable units, or land dedication in-lieu of fee
- \$2.64 million collected in 2017
- Since 1992, \$27 million
- More than 1,500 affordable units provided



# ECONOMIC VITALITY ELEMENT

TOTAL BUSINESS ESTABLISHMENTS - 2017



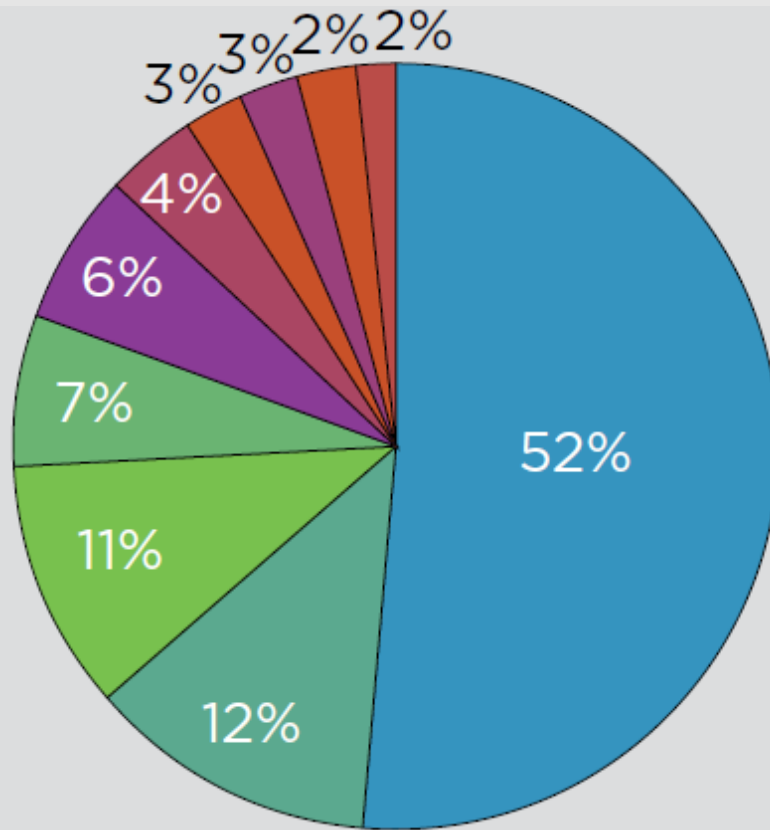
Source: ESRI ([www.bao.arcgis.com](http://www.bao.arcgis.com))

COMMERCIAL PROPERTY VACANCY RATES – 2007-2017



Source: Keegan & Coppin Company, Inc. ([www.keegancoppin.com](http://www.keegancoppin.com))

EMPLOYMENT  
POPULATION  
BY INDUSTRY



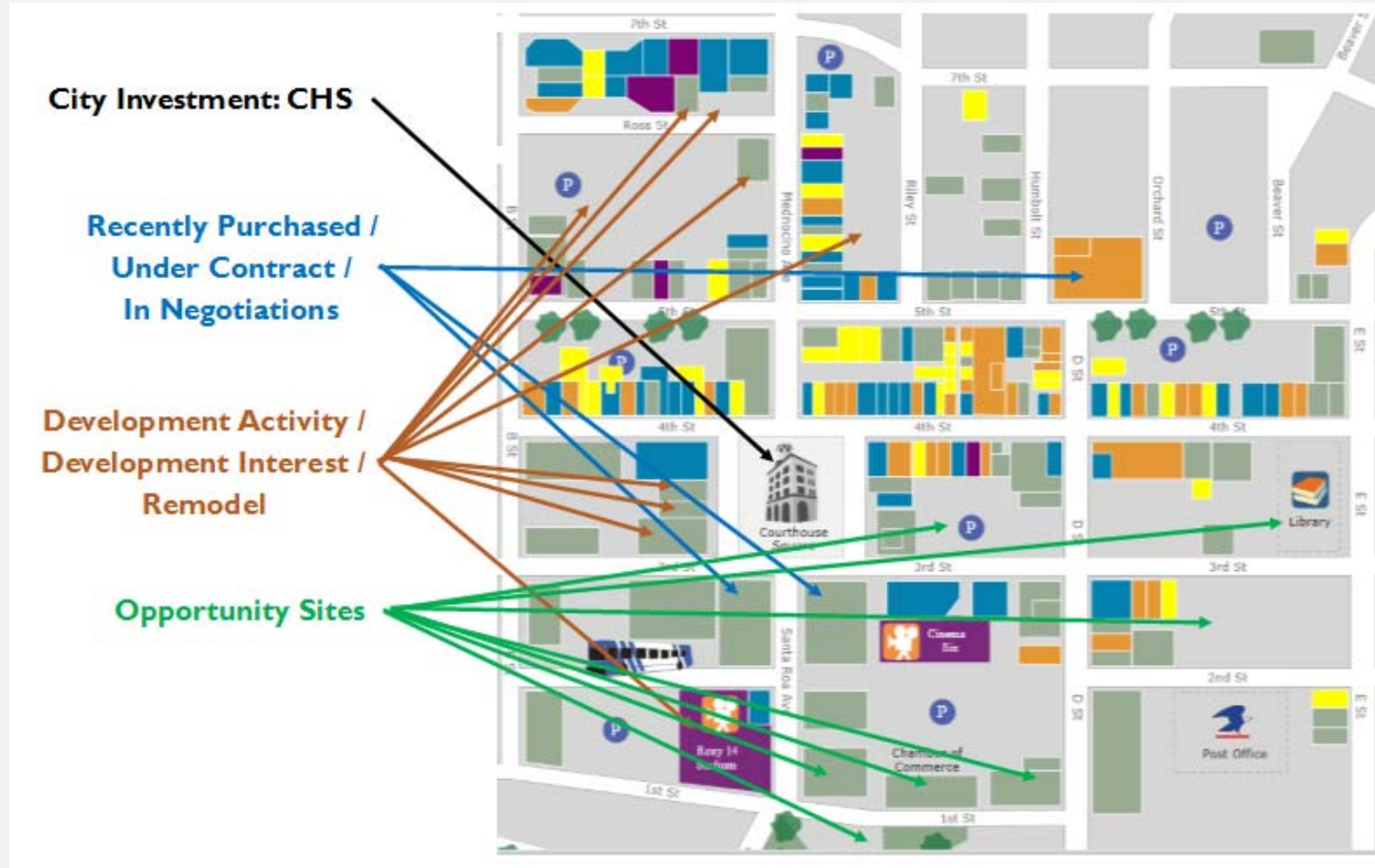
- Information
- Wholesale Trade
- Agriculture/Mining
- Transportation/Utilities
- Public Administration
- Construction
- Finance, Insurance, and Real Estate
- Manufacturing
- Retail Trade
- Services

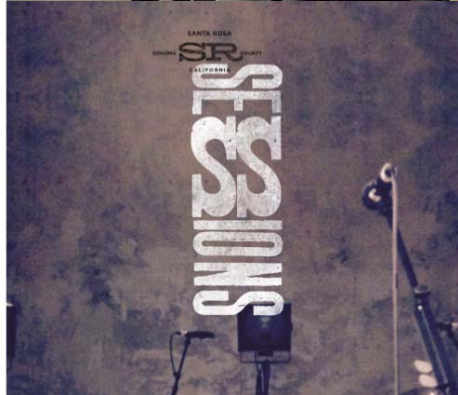
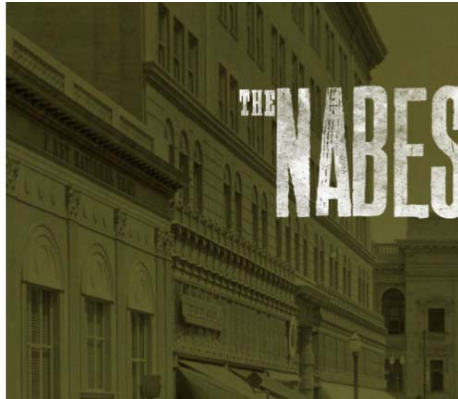
Source: ESRI ([www.bao.arcgis.com](http://www.bao.arcgis.com))





**DOWNTOWN  
DEVELOPMENT**





## ECONOMIC VITALITY: TOURISM BUSINESS IMPROVEMENT AREA SUPPORT

- Out There SR campaign + [OutThereSR.com](http://OutThereSR.com)
- IRONMAN Santa Rosa
  - Average nights stayed:  
70.3 – 3 nights | 3,375 participants  
Full – 4 nights | 1,763 participants
  - Estimated \$6m economic impacts
- Roseland Cinco de Mayo event
- Other event support:
  - Levi's GranFondo
  - Railroad Square Free Music Festival
  - Beer events



## TRANSPORTATION ELEMENT

### Bicycles and Pedestrians

- Cleveland Ave/3<sup>rd</sup> St Bike Lanes
- SMART multi-use path

### Transit

- Reimagining CityBus
- SMART rail service





## PUBLIC SERVICES AND FACILITIES ELEMENT

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

## Creek Stewardship program

- 10,300 participants
- 1,020 cy trash/debris collected

## Citywide Creek Master Plan

- Wayfinding
- Santa Rosa creek trail maps
- Colgan Creek maintenance / grant funding

# OPEN SPACE AND CONSERVATION ELEMENT







## CLIMATE ACTION PLAN

- CalGreen Code standards for new construction
- Municipal building energy audits completed
- City parking structure solar panels installed
- New EV charging stations in Courthouse Square



## OTHER ELEMENTS

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



**City of Santa Rosa**  
**Local Hazard Mitigation Plan**

OCTOBER 2016



## QUESTIONS / COMMENTS

Jessica Jones

Supervising Planner

Planning and Economic Development  
Department

[jjones@srcity.org](mailto:jjones@srcity.org)

(707) 543-3410

Eric Gage

City Planner

Planning and Economic Development  
Department

[egage@srcity.org](mailto:egage@srcity.org)

(707) 543-4351

Raissa de la Rosa

Economic Development Manager

Planning and Economic Development  
Department

[rdelarosa@srcity.org](mailto:rdelarosa@srcity.org)

(707) 543-3059

# HOUSING ACTION PLAN IMPLEMENTATION

## 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](http://www.srcity.org/HAP)

# HOUSING ACTION PLAN ACTIVE ELEMENTS

HAP Program	HAP ID	Action Item	Status
Increase Inclusionary Housing	1a	Increase/simplify housing impact fee for rental units	Summer 2018
	1b	Revise HAP to require inclusionary for-sale housing	Summer 2018
	1c	Develop criteria for offering financial incentives for inclusionary units	Summer 2018
	1d	Amend density bonus to allow increased affordability, density	Summer 2018
	1e	Conduct Commercial Linkage Fee study	Summer 2018
Achieve "Affordable by Design" Housing	2a	Simplify definition of qualifying units; research appropriate size	Summer 2018
	2b	Amend Accessory Dwelling /Junior Unit ordinance	Complete
Assemble and Offer Public Land for Housing Development	3a	Assure public projects include 15% to low income households	Ongoing
	3b	Identify City (and other public) parcels suitable for housing, and establish process for development	June 2018
Improve Development Readiness of Housing Opportunity Sites	4a	Complete housing opportunity site (private) identification and assessment	Ongoing
	4b	Initiate zoning and other changes intended to maximize housing production potential on opportunity sites	Ongoing
	4e	Define processing timelines in compliance with state requirements (PIAP)	Summer 2018
	4g	Streamline design review process (PIAP)	Summer 2018
	4h	Create integrated service counter (PIAP)	Summer 2018
	4j	Streamline plan check and site review (PIAP)	Summer 2018
Increase Housing Investments and Developer Partnerships	4k	Evaluate Financing Districts to fund infrastructure supporting housing	June 2018
	5a	Sustain homeless service programs	Ongoing
	5b	Provide funding to support very low and low income housing	Ongoing
	5d	Investigate potential for developer and landlord partnerships	Ongoing
	5e	Consider GO bond measure to support affordable housing	Ongoing
	5g	Establish Housing Incentive Fund	Ongoing

# HOUSING ACTION PLAN

## PENDING ITEMS

Achieve "Affordable by Design" Housing	2c	Consider revision of single room occupancy standards
	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
	3d	Evaluate rights-of-way for offer to adjoining properties
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 (PIAP)
Increase Housing Investments and Developer Partnerships	5c	Create pilot program to determine feasibility of acquiring affordability contracts
	5f	Consider non-discrimination ordinance for voucher holders

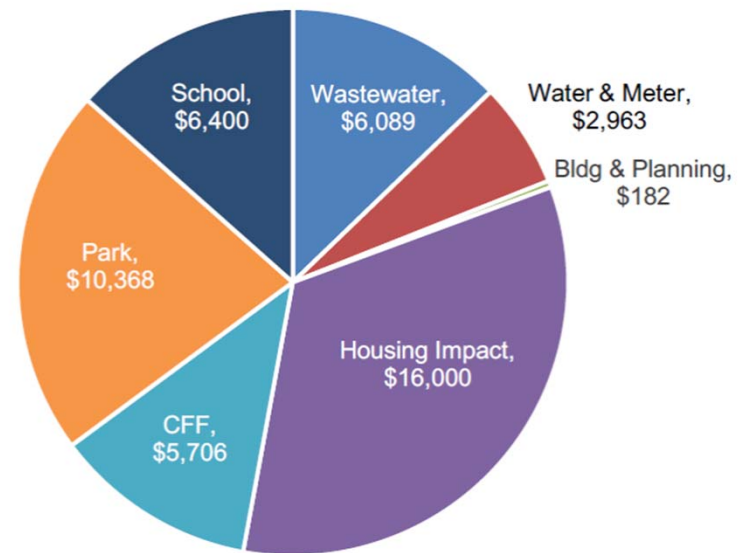
## ACCESSORY DWELLING UNITS

- Amended ordinance adopted December 12, 2017
- Impact fee reductions
- Affordability contract developed
- Permits issued in 2017:
  - ✓ 29
- Since ordinance adoption:
  - ✓ 14 applications received
  - ✓ 5 permits issued



# IMPACT FEE NEXUS STUDY AND UPDATE

- Update to City's impact fee program:
  - ✓ Capital Facilities Fee
  - ✓ Southwest Area Development Impact Fee
  - ✓ Southeast Area Development Impact Fee
  - ✓ Park Impact Fee
- Scheduled for review by Council in May



**Total City & School District Fees = \$47,708**

Typical Single Family Home  
Impact Fees

# INCLUSIONARY HOUSING / HOUSING ALLOCATION PLAN

- Housing Action Plan:
  - ✓ Seek inclusionary units in for-sale housing projects.
  - ✓ Require minimum of 15 % 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 late summer/early fall 2018



## Housing Action Plan

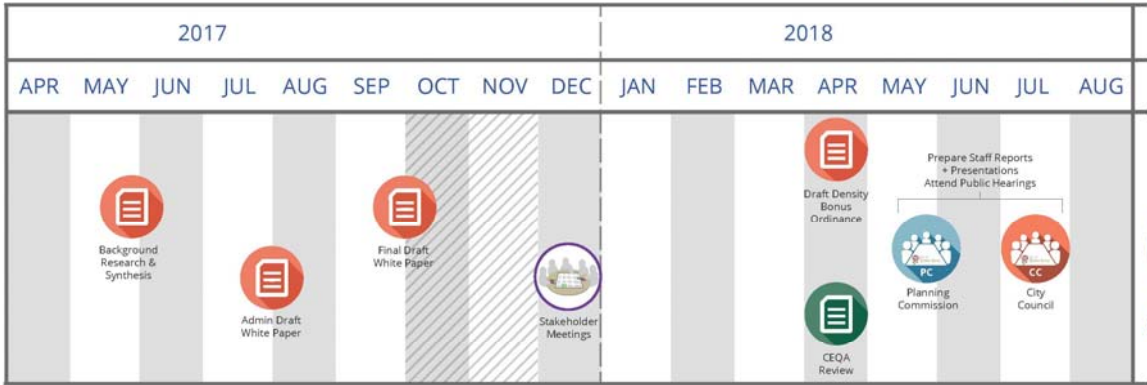
### **Program #1 - Increase Inclusionary Housing**

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.



# DENSITY BONUS UPDATE

CITY OF SANTA ROSA  
**DENSITY BONUS ORDINANCE UPDATE**  
**PROJECT SCHEDULE**

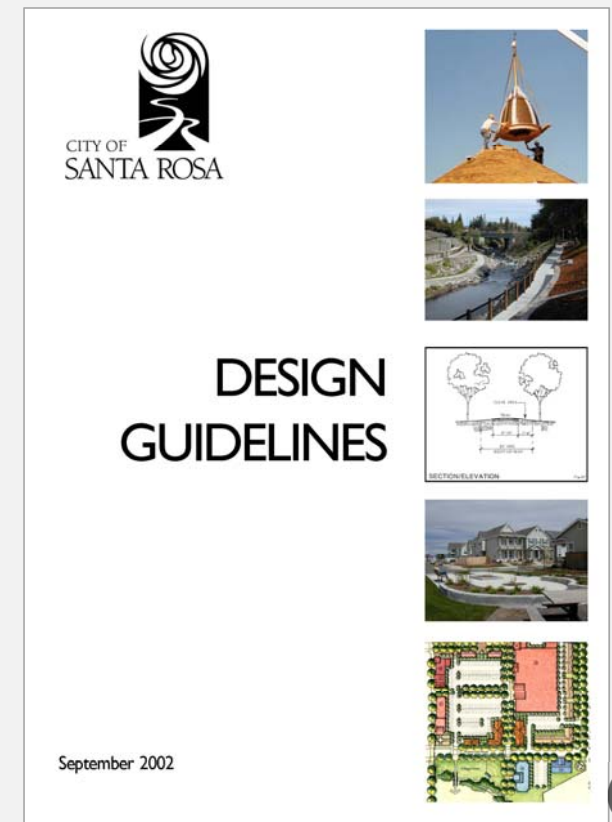


APRIL 2018 UPDATE

- Density Bonus Ordinance - incentives to produce affordable housing, senior housing and childcare facilities
- Current ordinance allows bonuses of up to 35%
- Housing Action Plan directed staff to consider bonuses of up to 100%

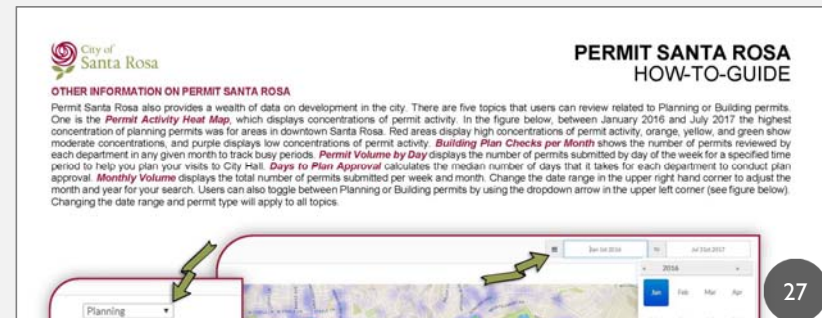
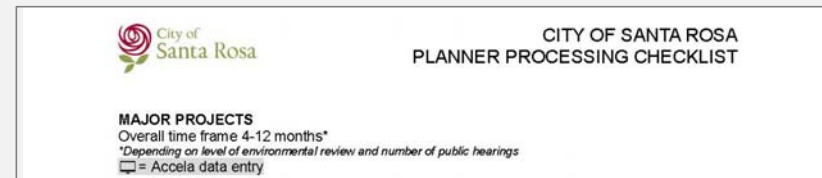
# DESIGN REVIEW PROCESS UPDATE

- Housing Action Plan:
  - ✓ “Improve development readiness of housing opportunity sites.”
    - ☐ Need for reforms to the Design Review process “which preserve the basic need for achieving quality development without impeding it.”
- Developer Task Force: March 2017
- CAB Meeting: April 2017
- Joint DRB/CHB/PC Meetings: May 2017
- Timeframe: completion in fall 2018



# PERMIT STREAMLINING

- Housing Action Plan:
  - ✓ “Improve development readiness of housing opportunity sites.”
    - ☐ “Continue implementation of permit streamlining for planning entitlements.”
- Developer Task Force: March 2017
- CAB Meeting: April 2017
- Joint DRB/CHB/PC Meetings: May 2017
- Timeframe: completion summer 2018



## NOTICE OF FUNDING AVAILABILITY

**“Increase housing investment and developer partnerships.”**

May 2017 Council awarded \$3 million to four projects:

- ✓ Acacia Village (entitlement permits)
- ✓ Benton Veteran's Village (under construction)
- ✓ Harris Village (under construction)
- ✓ Stonehouse (project development)

Housing Authority issues a NOFA every summer



# AFFORDABLE HOUSING PIPELINE

## Under Construction

Crossroads

Crossings on Aston

Benton Veteran's Housing

Harris Village

**117 Units**  
**\$12.6M Local Contribution**

## Funded – Permit Review

Lantana

Acacia Village

**48 Units**  
**\$7.1M Local Contribution**

## Needing Additional Funding/Permits

West College Ave

Roseland Village

Caritas Village

Stonehouse

Veterans' Village

**258 Units**

## Development Concept

Journey's End

Del Nido

Creekside Village

Chelsea Gardens

**185 Units**

## HOUSING AUTHORITY ASSETS

<b><u>Santa Rosa Housing Trust</u></b>	<b><u>Number of Units</u></b>
Under Construction	245
Pending	619
Loan Portfolio - \$116M	4,826
<b>Total Units</b>	<b>5,690</b>
<b><u>Housing Choice Voucher Program</u></b>	<b><u>Number of Vouchers</u></b>
Tenant-Based	1,686
HUD-VASH	404
<b>Total Vouchers</b>	<b>2,090</b>
<b>Waiting List</b>	<b>4,353</b>

## QUESTIONS / COMMENTS

Jessica Jones

Supervising Planner

Planning and Economic Development Department

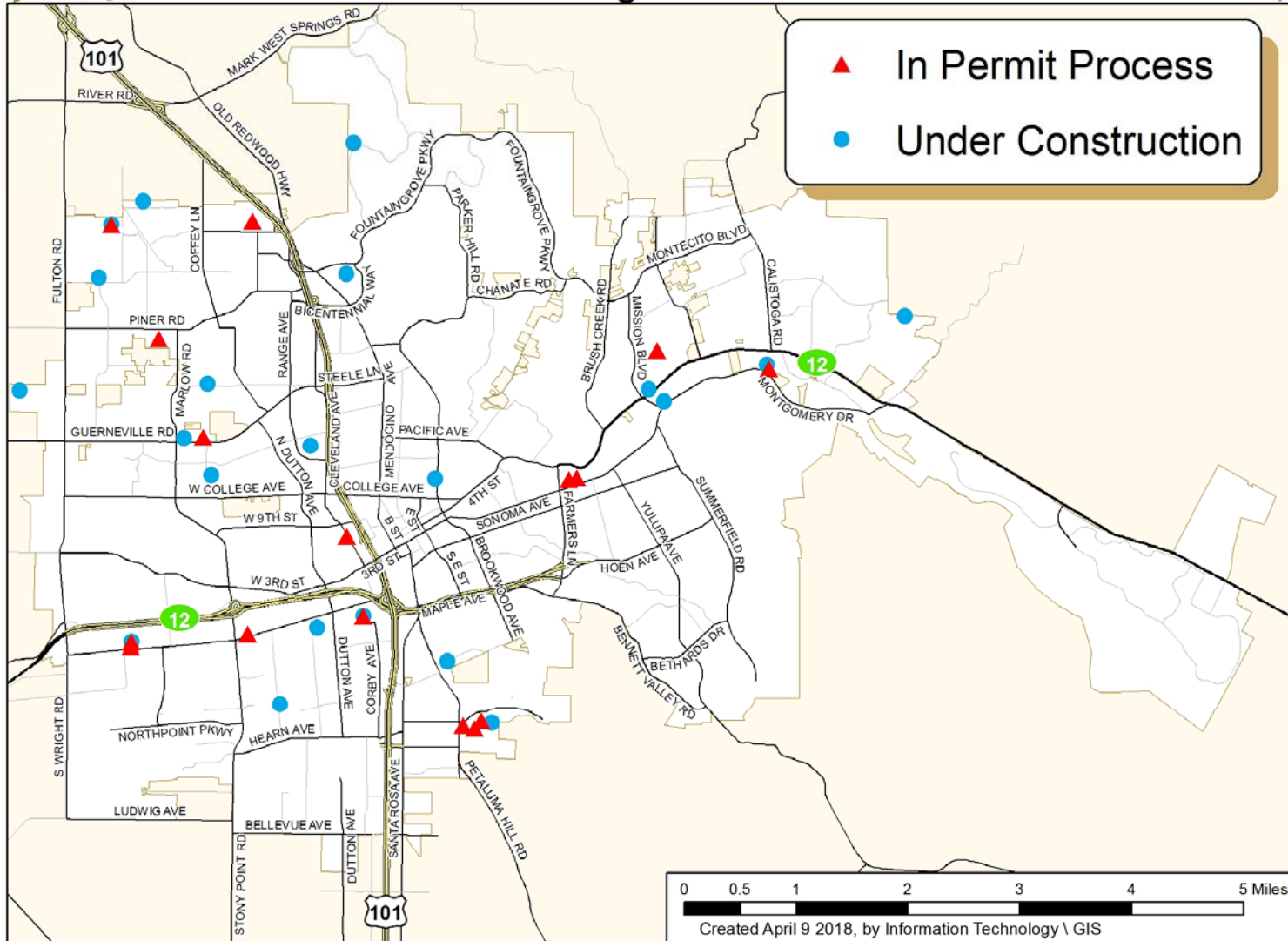
[jjones@srcity.org](mailto:jjones@srcity.org)

(707) 543-3410

# DEVELOPMENT IN THE SPOTLIGHT



# New Housing in Santa Rosa





## 2017 RESIDENTIAL DEVELOPMENT SINGLE FAMILY

**CROSSROADS – 79 UNITS (78 AFFORDABLE)**

1990 and 2030 Burbank Ave: under construction

**FOX HOLLOW – 143 UNITS**

1615 Fulton Rd: under construction

**SMITH VILLAGE – 51 UNITS**

Sebastopol Rd: under construction

**RAVELLO ESTATES – 13 UNITS**

1815 Guerneville Rd: under construction

**VILLAGE STATION – 110 UNITS**

Sebastopol Rd: under construction





## 2017 RESIDENTIAL DEVELOPMENT MULTIFAMILY

**RANGE RANCH II – 120 UNITS**

Jennings Ave: under construction

**CANYON OAKS APARTMENTS – 96 UNITS**

4611 Thomas Lake Harris Dr: under construction

**BENTON VILLAGE – 7 UNITS (AFFORDABLE)**

Benton St: under construction

**NORTH STREET APARTMENTS – 20 UNITS**

1108 14<sup>th</sup> St: complete

**MONTGOMERY PARK APARTMENTS – 14 UNITS**

4527 Montgomery Dr: under construction

**COFFEY STATION – 15 UNITS (105 AG EMPLOYEES)**

2750 Coffey Lane: under construction



## 2017 COMMERCIAL DEVELOPMENT

### NGL ACADEMY

1500 Farmers Ln: complete

### SONOMA ACADEMY GRANGE & STUDIOS

2500 Farmers Ln: complete

### YOGURT TIME

3093 Marlow Rd/1954 Piner Rd: under construction

### HABIT BURGER

2001/2005 Cleveland Ave: under construction





## 2017 COMMERCIAL DEVELOPMENT

### HYATT VINEYARD CREEK HOTEL ADDITION

170 Railroad St: under construction

### COURTHOUSE SQUARE HOTEL

19 Old Courthouse Square: under construction

### KAISER MEDICAL OFFICE BUILDING

2240 Mercury Way: under construction

### EL POLLO LOCO

3785 Cleveland Avenue: under construction

## QUESTIONS / COMMENTS

Bill Rose

Supervising Planner

Planning and Economic Development Department

[wrose@srcity.org](mailto:wrose@srcity.org)

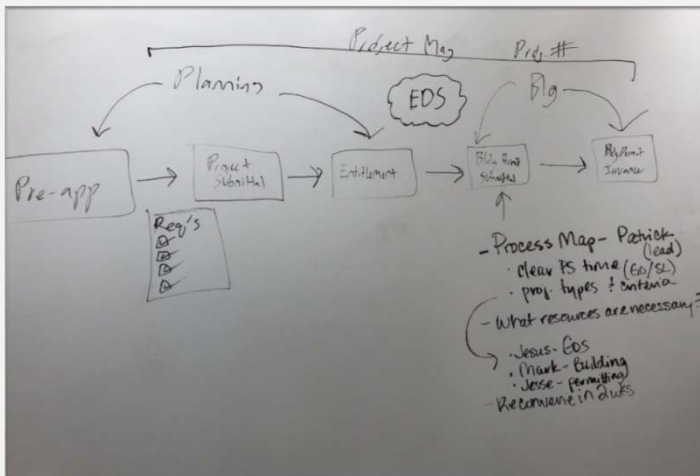
(707) 543-3253

# EXPRESS REVIEW PROGRAM



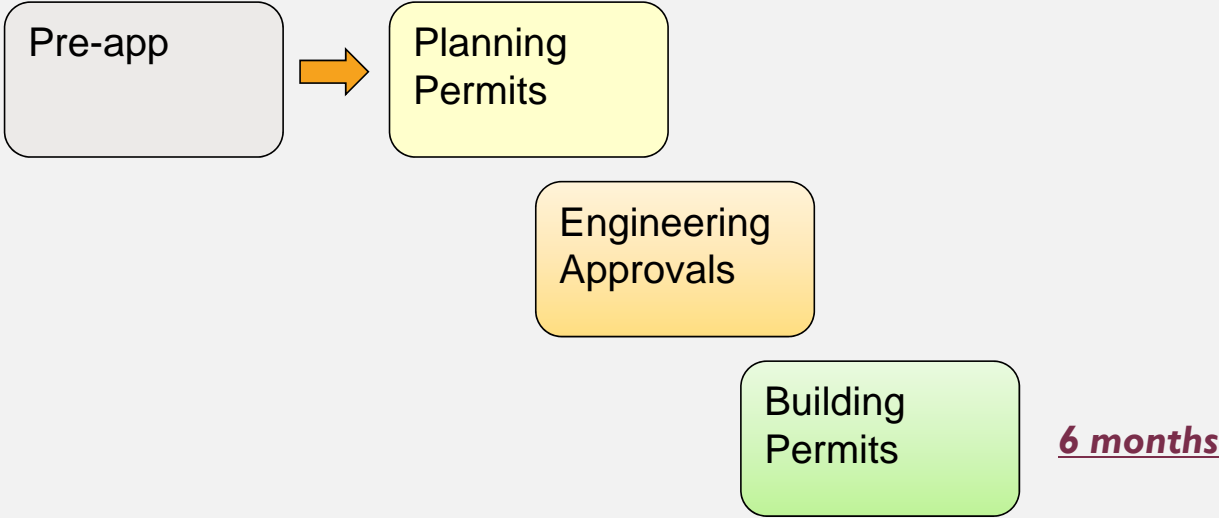
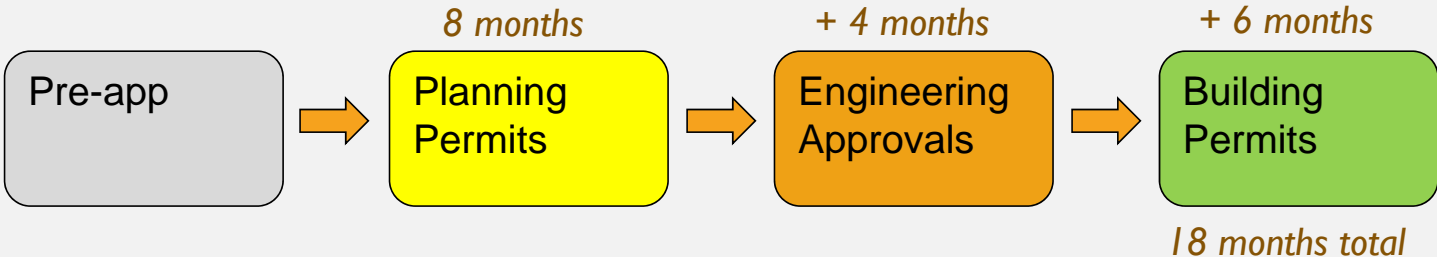
# PLAN REVIEW PILOT PROGRAM

- Pilot Program for Plan Review
  - ✓ Eliminate uncertainty
  - ✓ Expedite review and permitting
  - ✓ Streamline new residential units and economic drivers
- Dedicated project management through all phases
- Pre-set deadlines and action meetings
- Commitment for completeness from applicant team





# EXPRESS REVIEW PROGRAM



## QUESTIONS / COMMENTS

Clare Hartman

Deputy Director - Planning

Planning and Economic Development Department

[chartman@srcity.org](mailto:chartman@srcity.org)

(707) 543-3185

# DOWNTOWN STATION AREA SPECIFIC PLAN UPDATE

# DOWNTOWN STATION AREA SPECIFIC PLAN UPDATE

## 2018 COUNCIL PRIORITIES

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

## PLANNING GRANT

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



## QUESTIONS/COMMENTS

Patrick Streeter

Senior Planner

Planning and Economic Development Department

[pstreeter@srcity.org](mailto:pstreeter@srcity.org)

(707) 543-4323

# GENERAL PLAN UPDATE

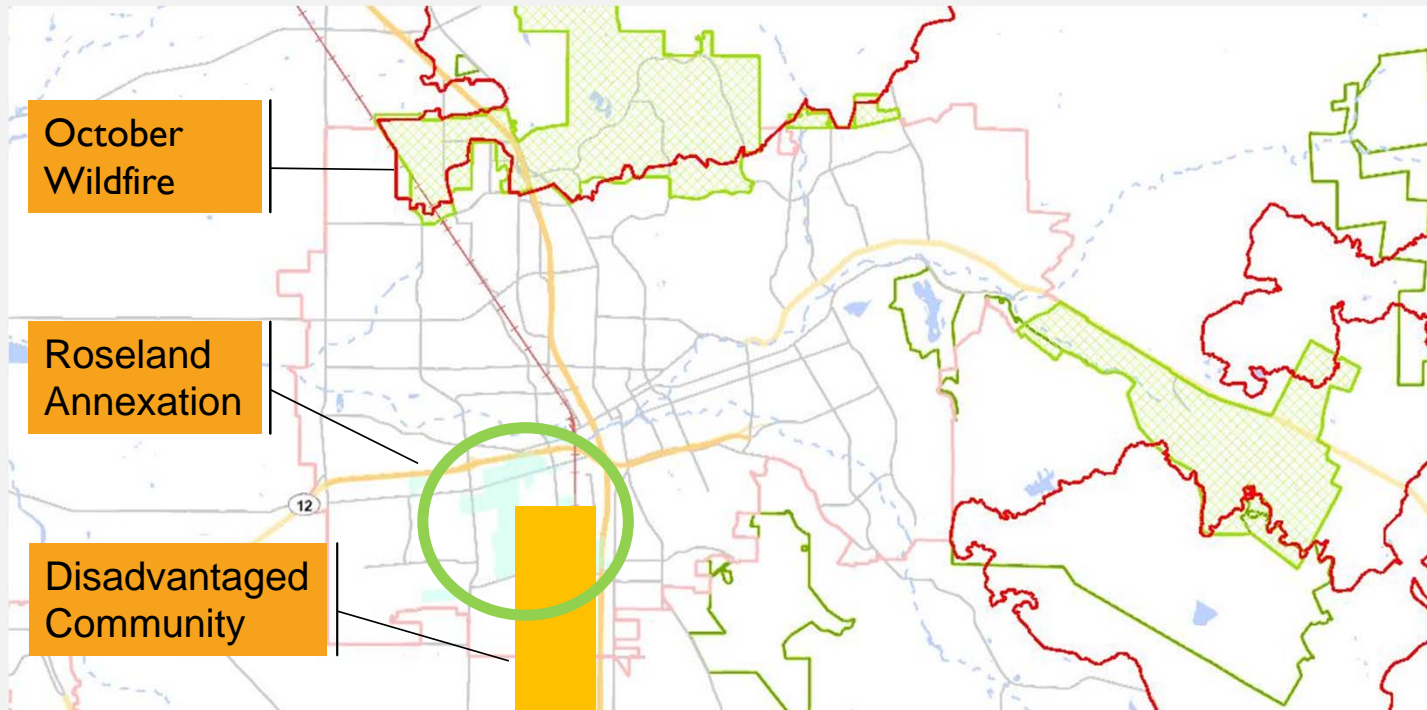
# GENERAL PLAN UPDATE

## GENERAL PLAN UPDATE REQUIRED

- Periodically or After Significant Change
  - ✓ Housing Shortage and Homelessness
  - ✓ Roseland Annexation
  - ✓ Wildfire Disaster
- New State General Plan Requirement
  - ✓ Environmental Justice Element

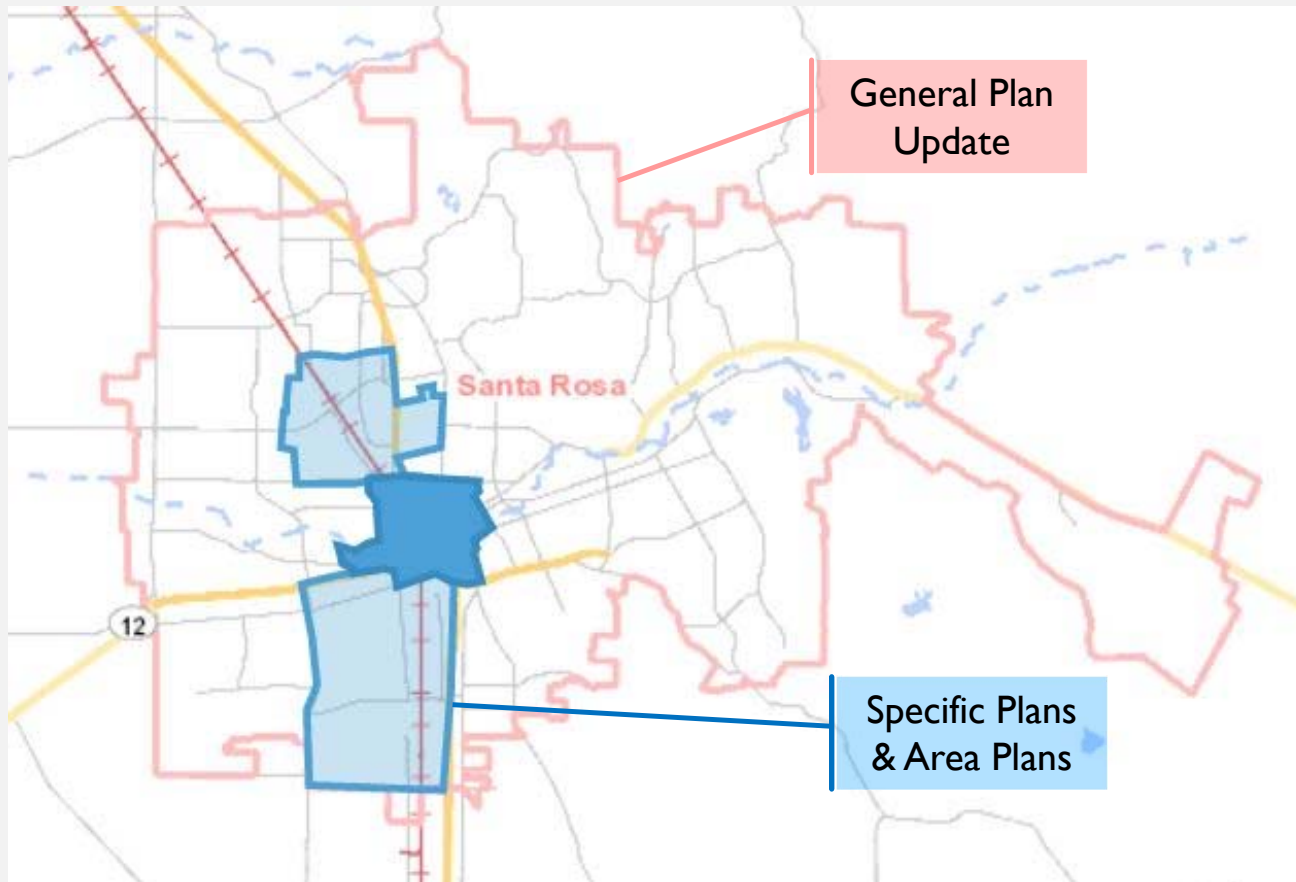
# GENERAL PLAN UPDATE

## COMMUNITY CHANGE IN 2017

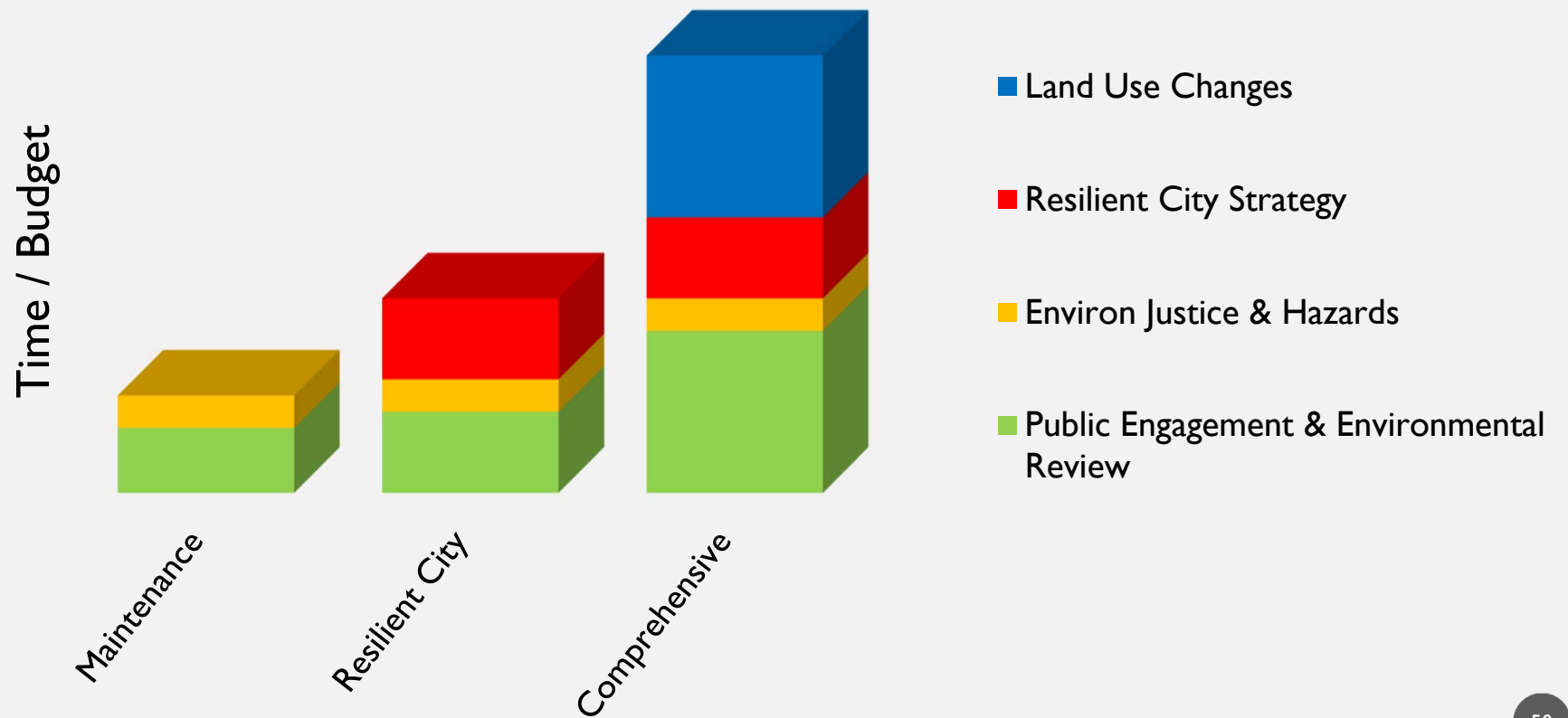




# GENERAL PLAN UPDATE



# GENERAL PLAN UPDATE



## QUESTIONS/COMMENTS

Andy Gustavson

Senior Planner

Planning and Economic Development Department

[agustavson@srcity.org](mailto:agustavson@srcity.org)

(707) 543-3236

## RECOMMENDATION

Receive reports and provide comments on:

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