

DOWNTOWN STATION AREA SPECIFIC PLAN UPDATE: JOINT STUDY SESSION

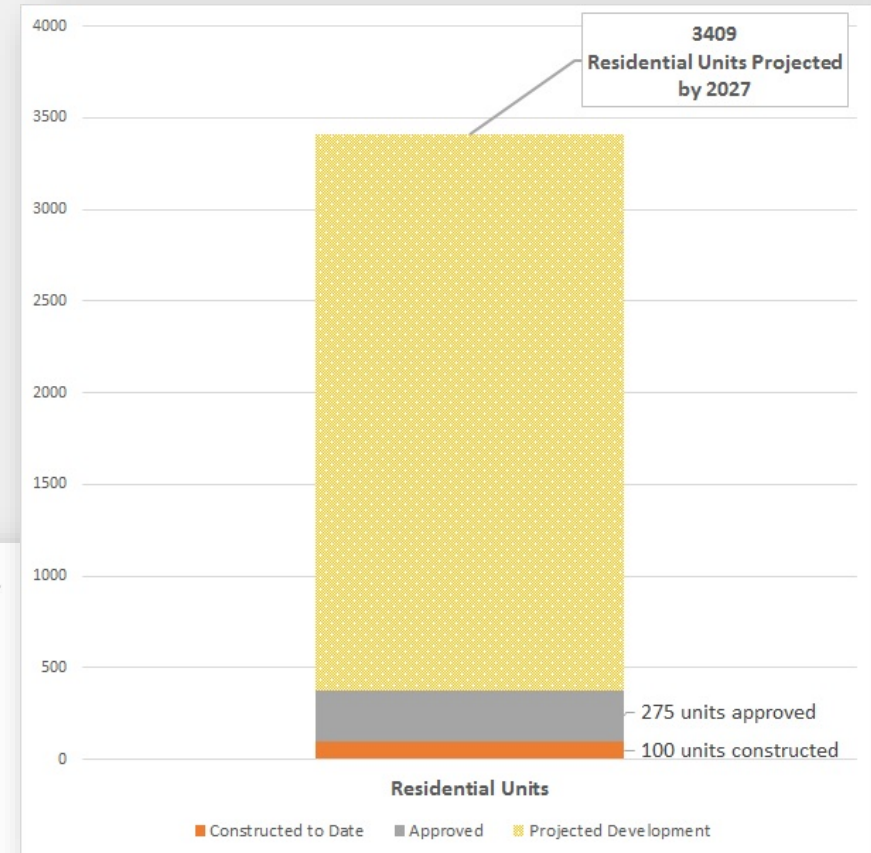
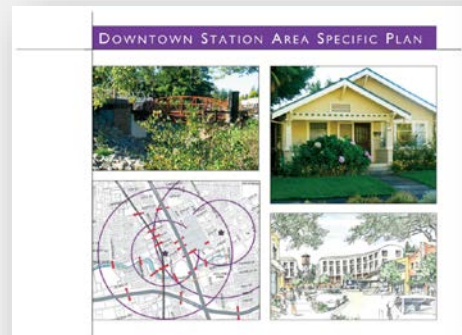
**DESIGN REVIEW BOARD – CULTURAL HERITAGE BOARD
JUNE 20, 2019**



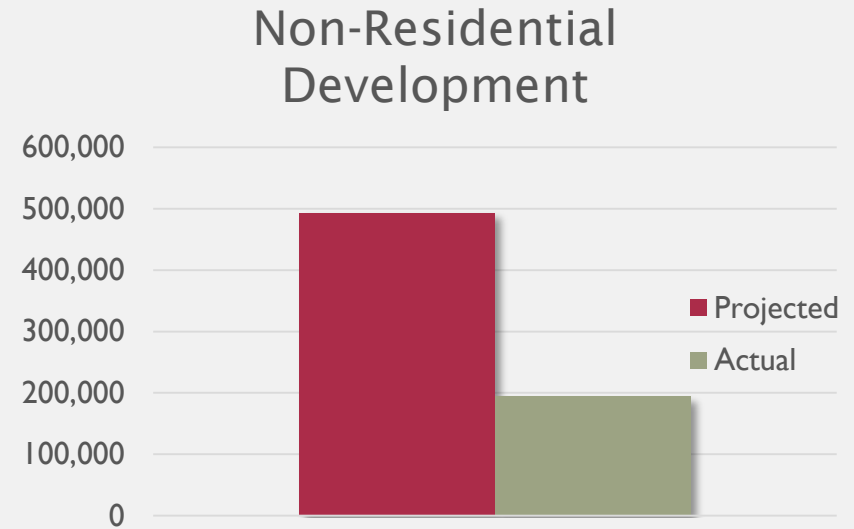
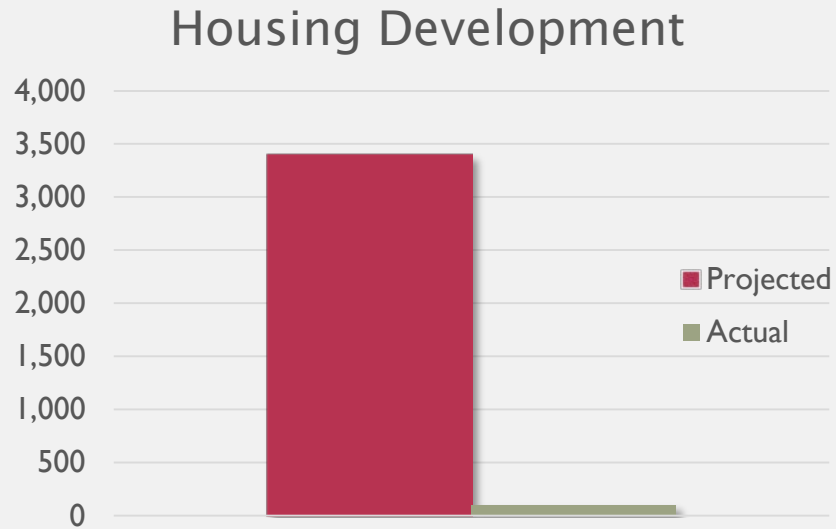
Patrick Streeter
Senior Planner
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BACKGROUND

- In 2007 Council adopts DSASP with a vision of increasing number of residents and employees around the future SMART station
- 20-year plan period
- 3,409 new residential units; 493,500 sf new non-residential floor area



DEVELOPMENT PROJECTIONS VS ACTUAL (2007 – 2019)



Halfway through the planning period, only 100 housing units have been developed

DOWNTOWN STATION AREA SPECIFIC PLAN

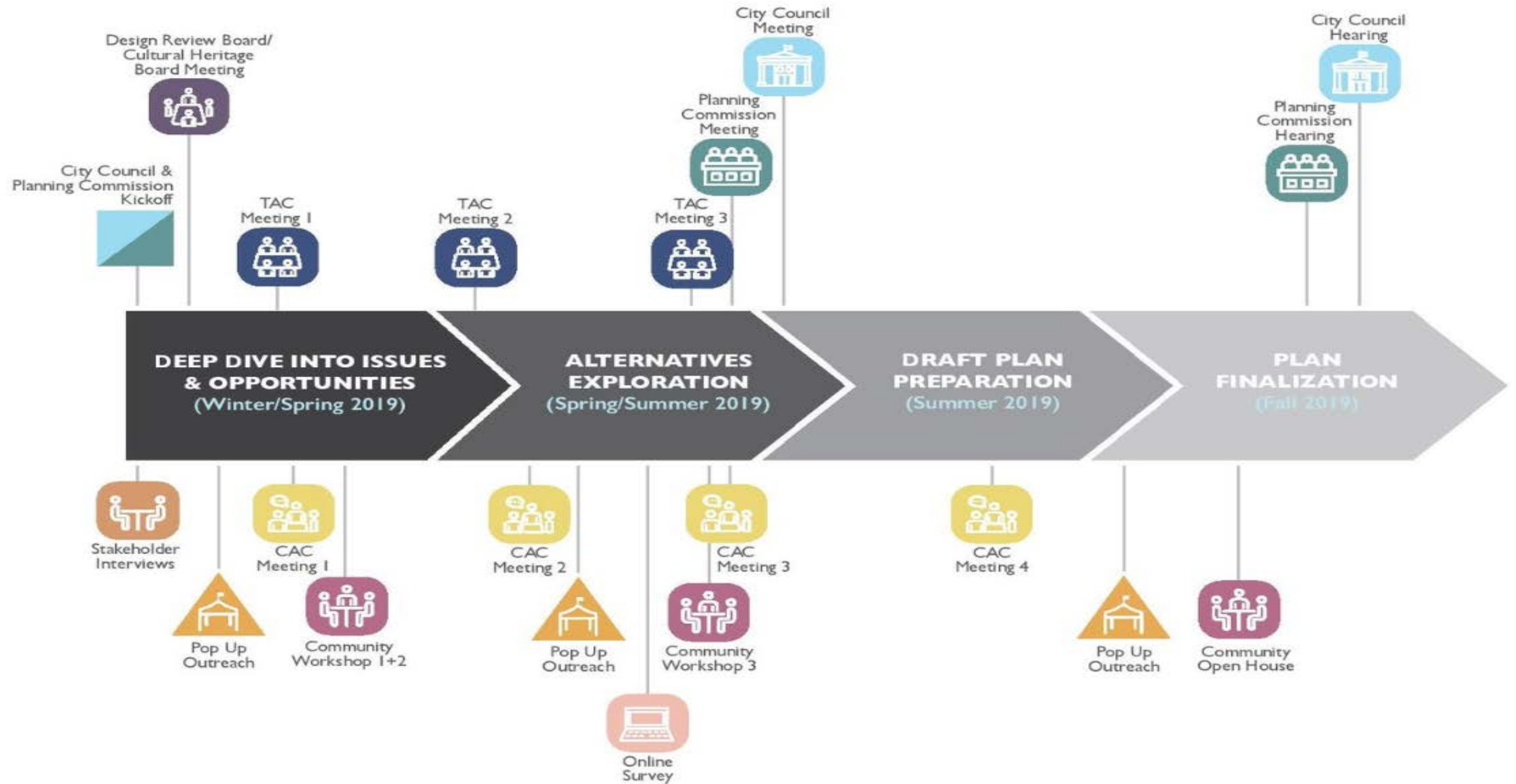
- In February 13, 2018, Council adopts new set of priorities
- PED applies for and is awarded planning grant through Metropolitan Transportation Commission
- Outreach & engagement is key to a successful plan

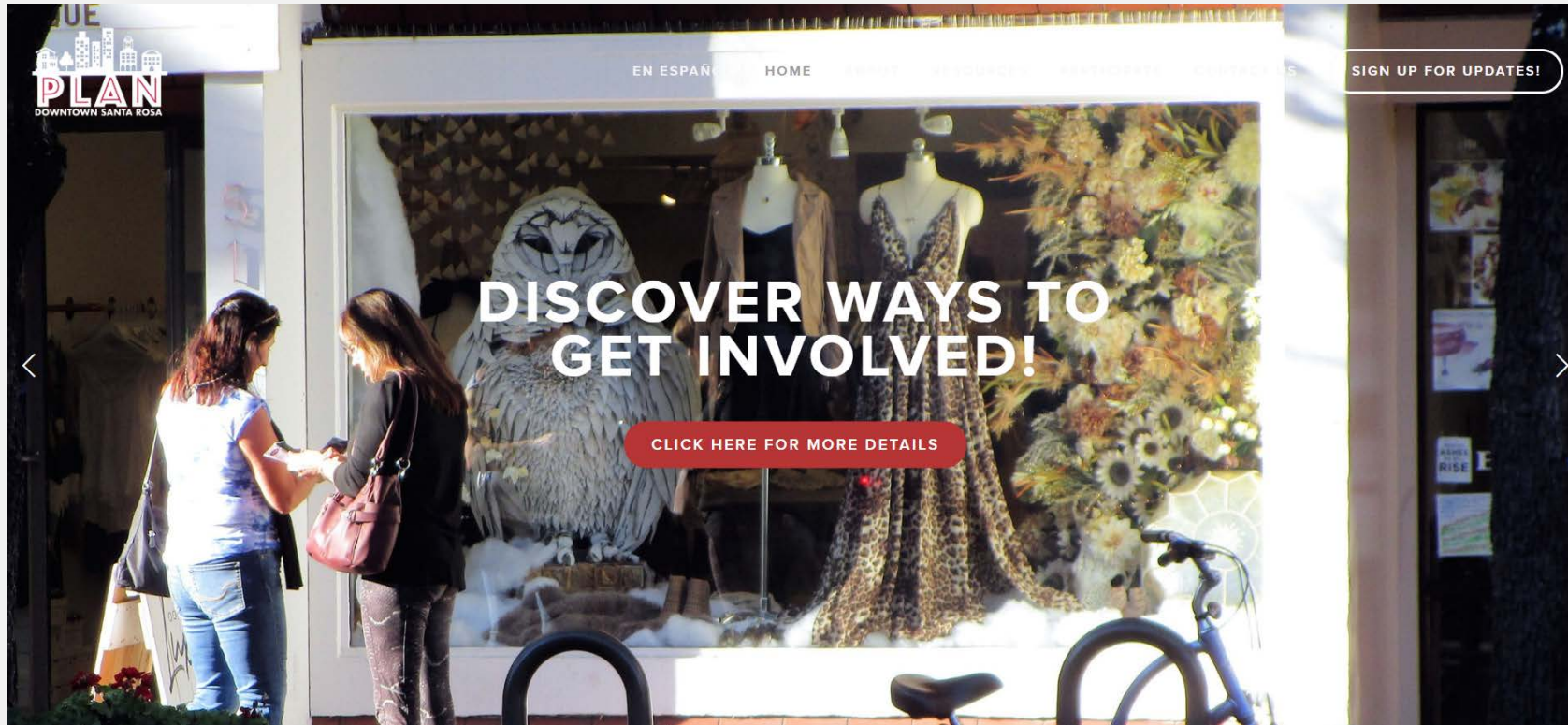


DOWNTOWN STATION AREA



Santa Rosa Downtown Station Area Plan Community Engagement Process





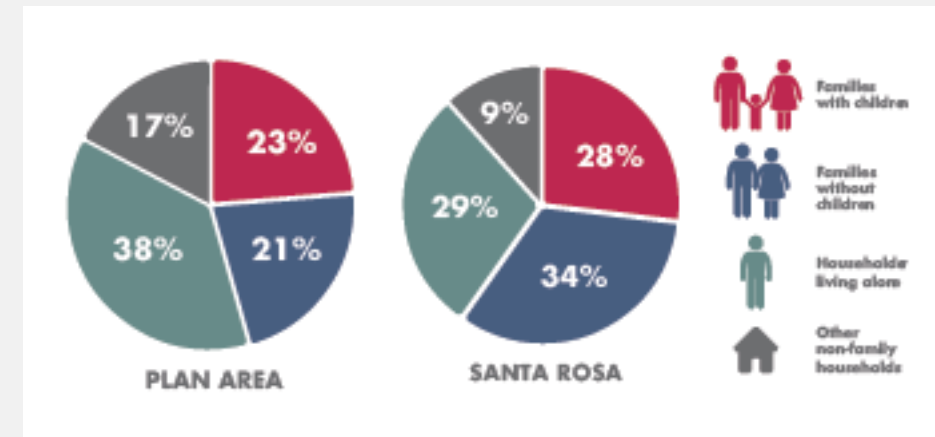
OUTREACH & PLAN DEVELOPMENT

- Website up and running
- CAC and TAC established
- Community Workshops 1 & 2 ~ May 1st & May 4th
- Assessing alternatives for Preferred Plan ~TAC May 30th

Issues and Opportunities Review

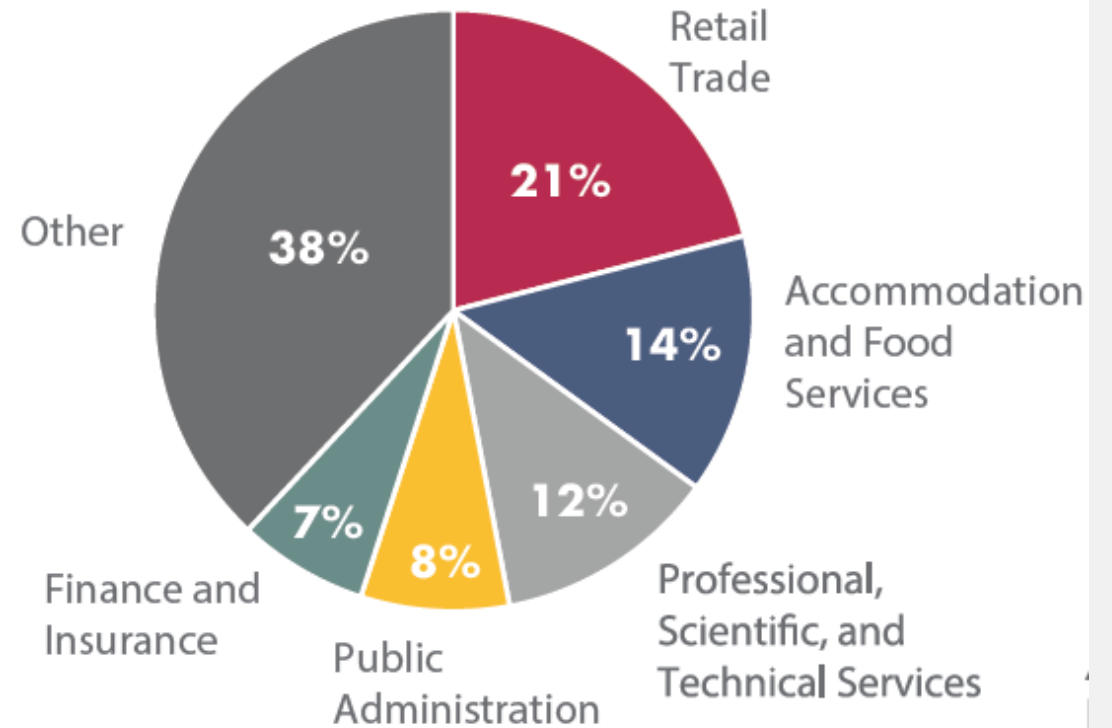
DEMOGRAPHICS

- Today, about 5,500 Santa Rosa residents (3%) live downtown
- Downtown residents tend to be younger and living alone or with roommates
- Less likely to own a car



EMPLOYMENT

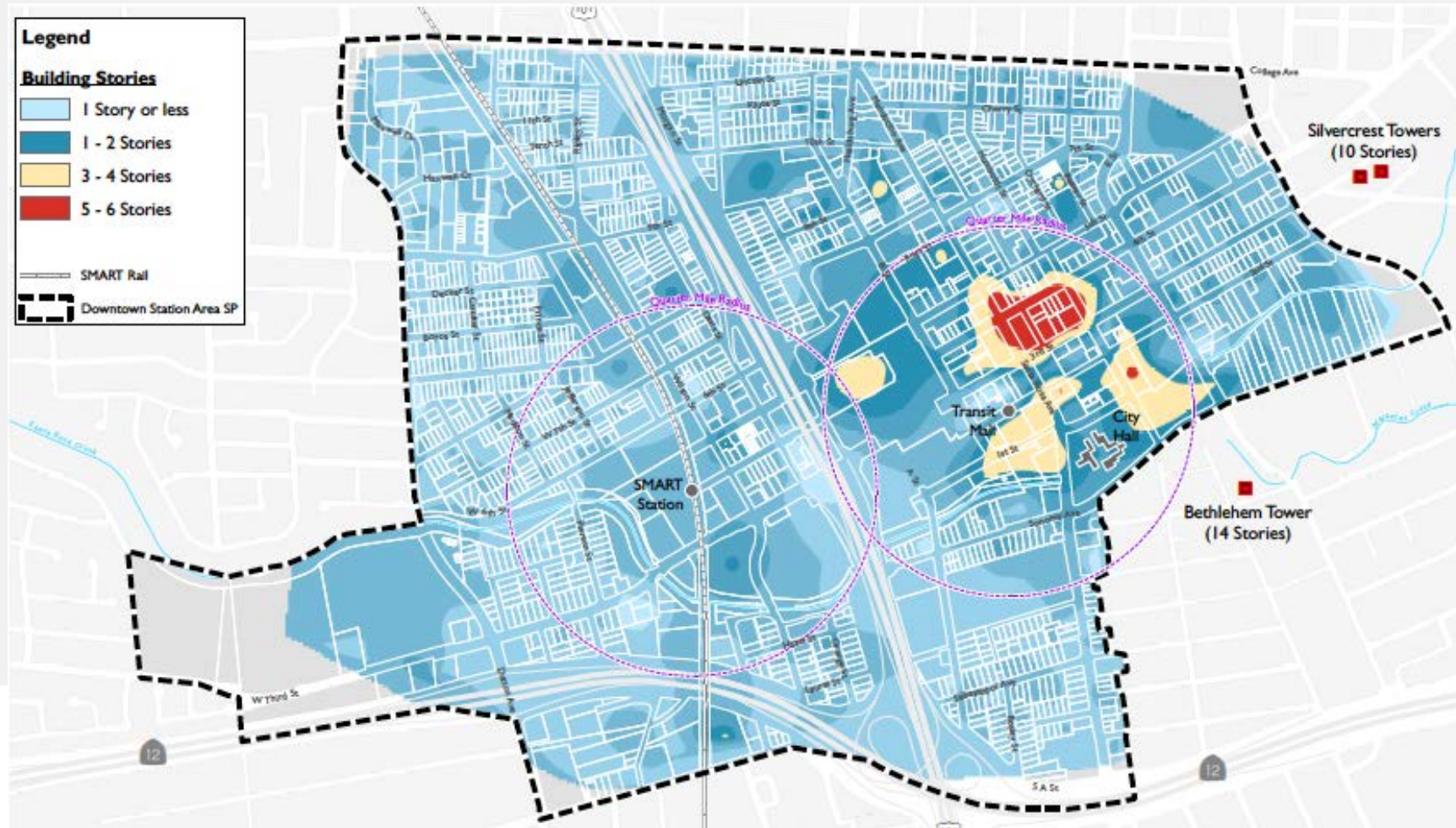
- Today, Downtown Santa Rosa has 8,432 jobs
- Primarily in the retail, hospitality, and professional services sectors
- Less than 2% of people who work downtown live downtown
- 63% commute from outside the city



HOUSING AND ECONOMIC DEVELOPMENT

- Attract developers by reducing development costs and timelines
- Public-private partnership for a demonstration project to “prove the market”
- Promote and enhance downtown amenities that attract residents
- Create and attract jobs in higher wage industries to stimulate demand for market rate housing
- Increase “rooftops” to build demand for retail and restaurants

BUILDING HEIGHTS

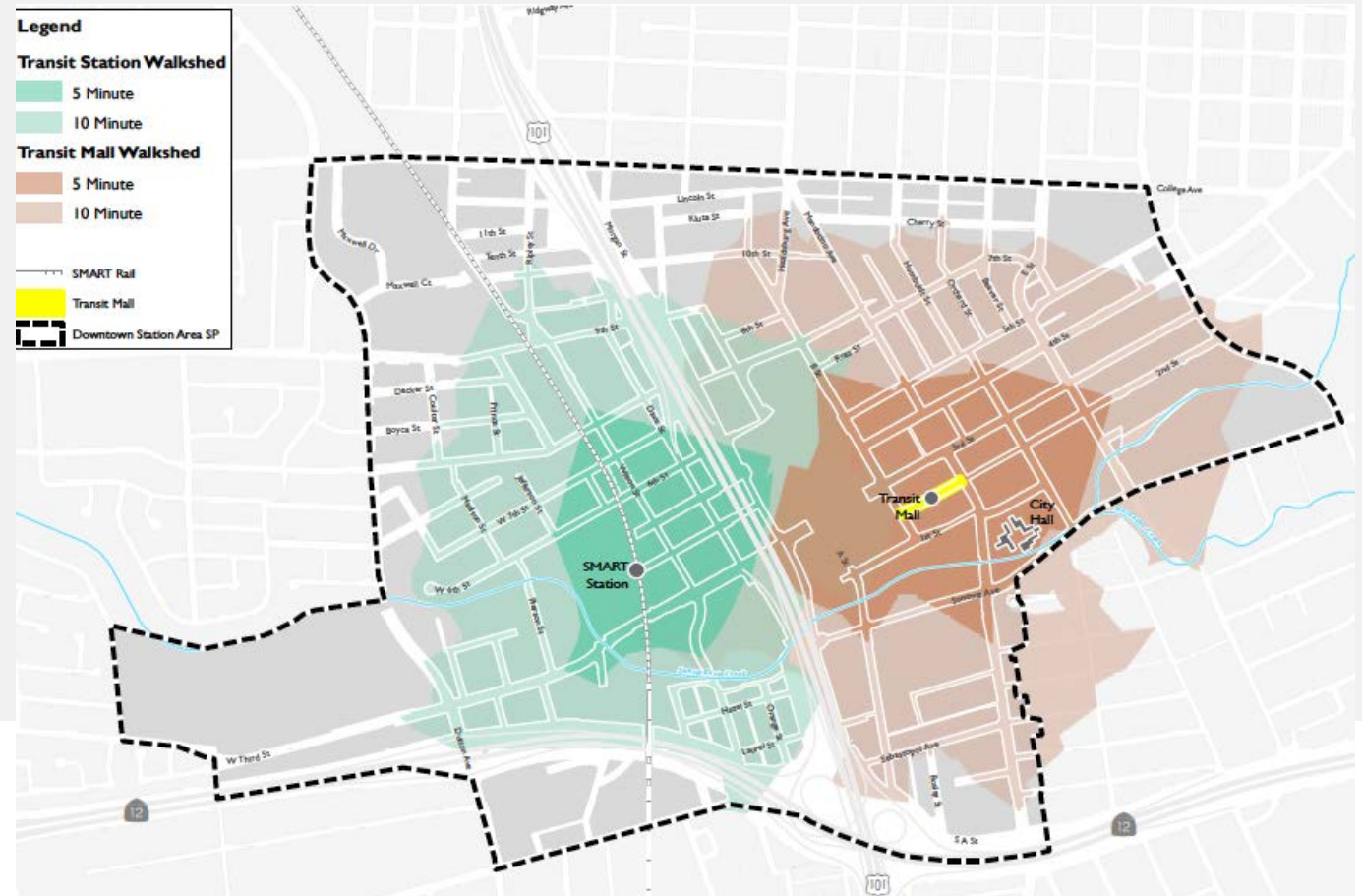


HEIGHT VS DENSITY

- In stakeholder interviews with developers, different opinions emerged
- Some felt substantial up-zoning would incentivize turn over of properties and redevelopment
- Others noted that downtown has significant capacity for new housing and height is not needed to achieve high density

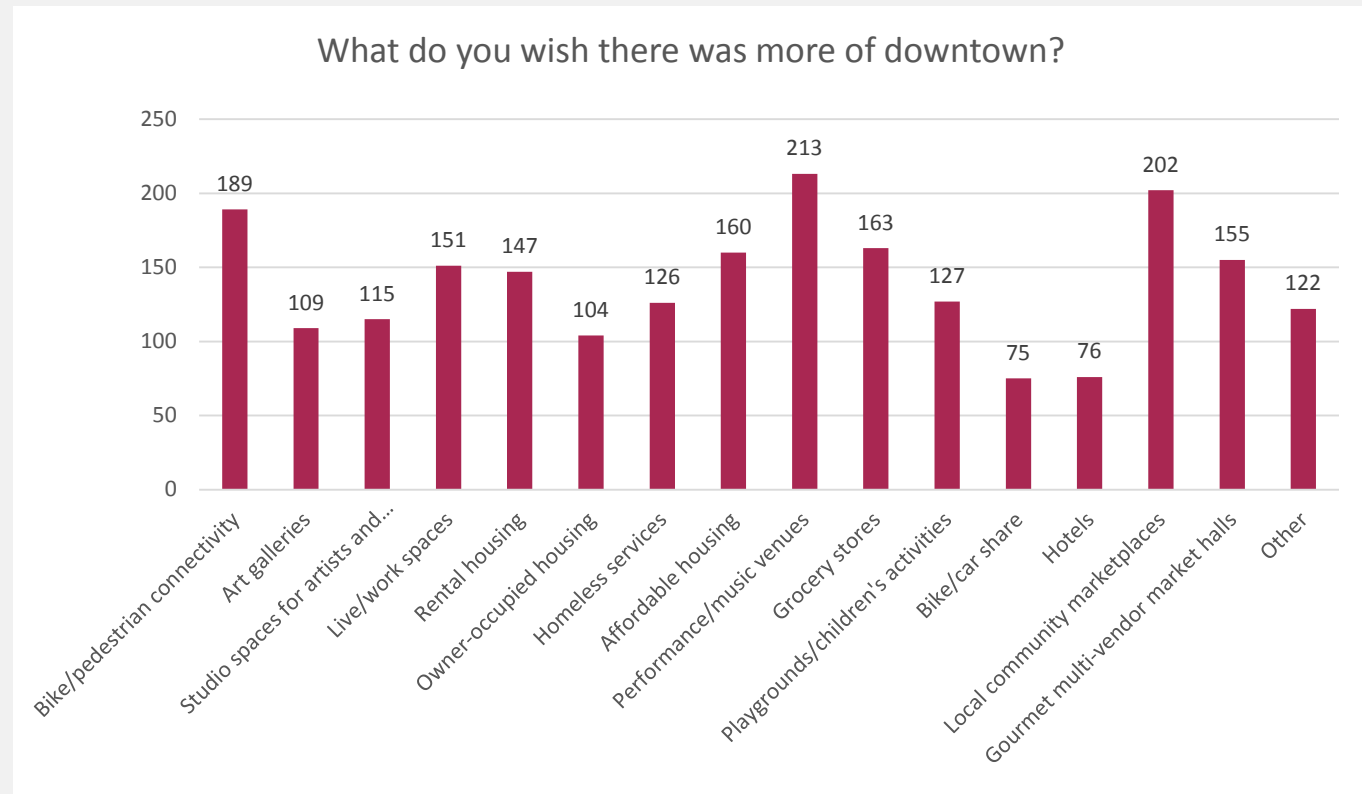
CONNECTIVITY

- Flat topography, but large area bisected by freeways
- US 101 and Santa Rosa Plaza are major barriers
- Community suggestions: shuttle services and activated underpasses
- Road diet opportunities on Mendocino, Santa Rosa Ave, E Street



ENTERTAINMENT AND VISITOR-ORIENTED USES

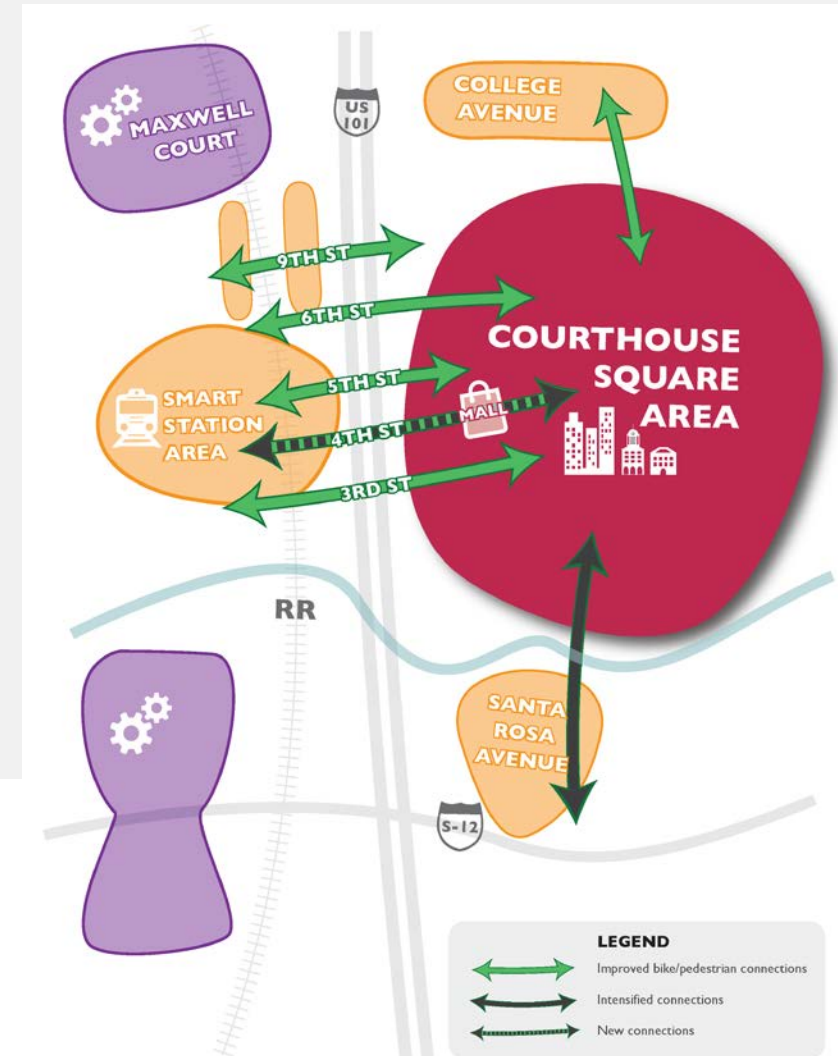
- Shared vision of downtown as a cultural and entertainment hub
- No. 1 attraction desired for downtown was performance and music venues, followed by food-oriented retail, and restaurants
- Leisure and hospitality sectors projected to grow 21 percent over the next 5 years



ALTERNATIVE I: VIBRANT CORE

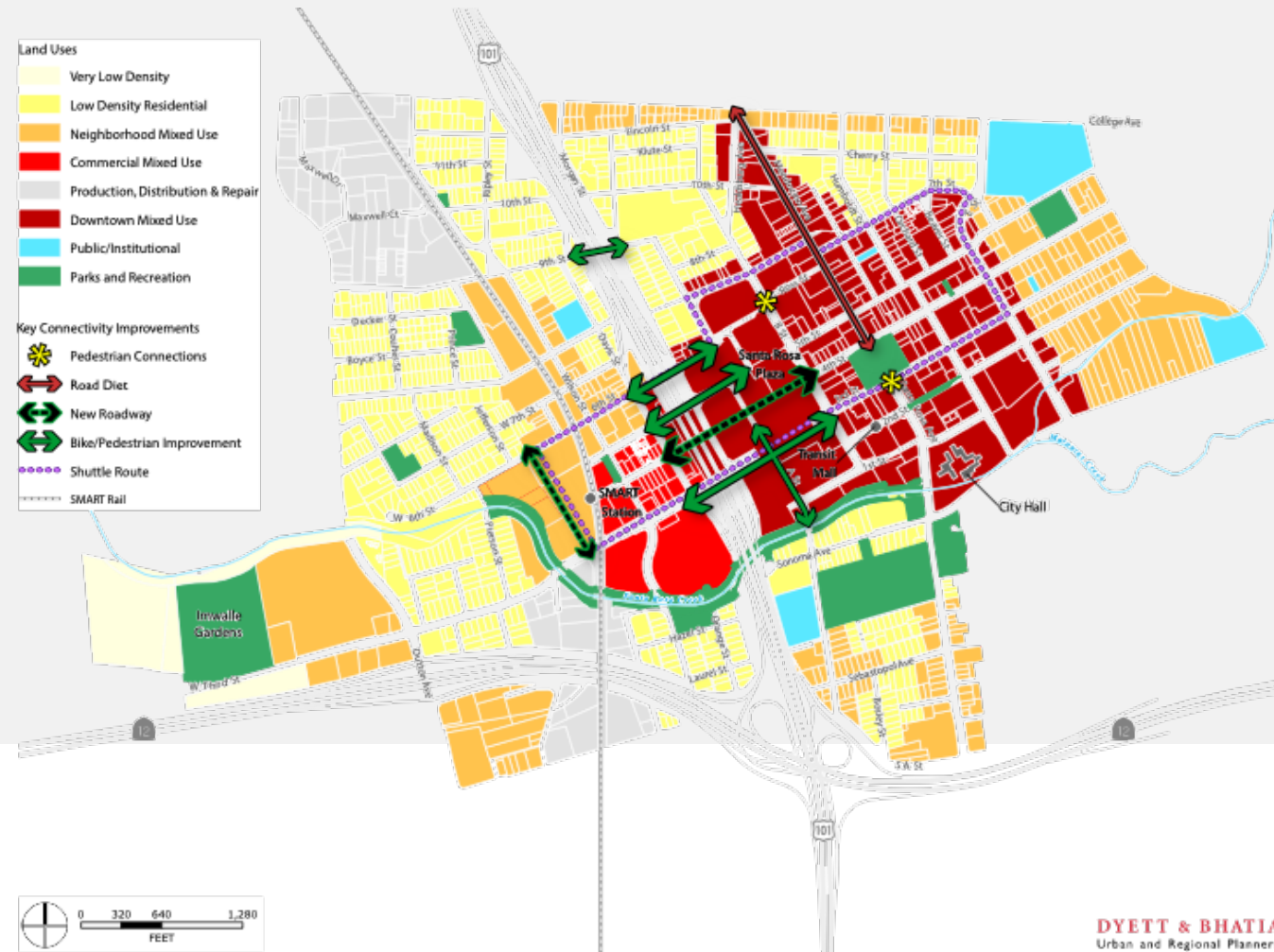
Create a vibrant, big city downtown core around Courthouse Square and to strengthen connections between that location and other parts of the planning area

- Bulk of new housing units in greater Courthouse Square area
- New buildings 8 stories and up on Third Street and City-owned catalyst sites
- Redevelopment of Sears site in Santa Rosa Plaza
- Retain space for light industrial uses
- Concentration of high density housing provides critical mass to support shuttle, grocery store, other amenities



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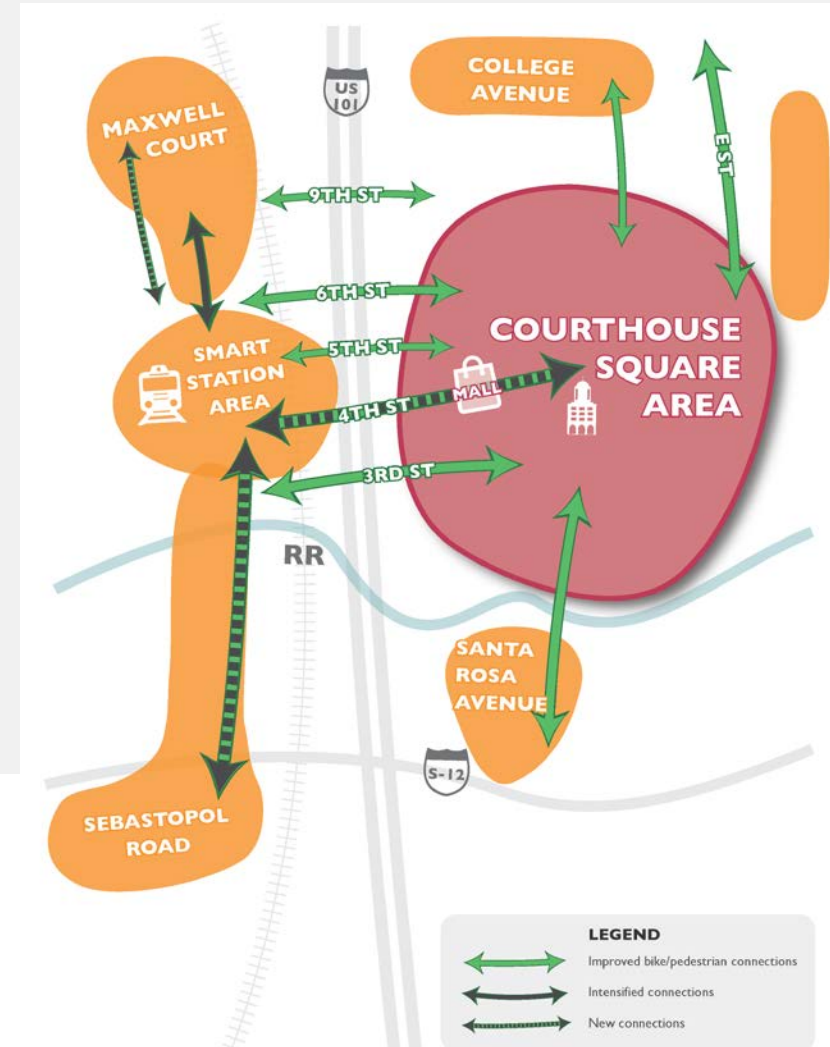
- Reconnect Fourth Street
- Activate underpasses with pop up retail, food sales, performances, skate park
- Bike/ped improvements on A Street
- Trackless trolley shuttle service



ALTERNATIVE 2: VILLAGE CENTERS

Create a network of interconnected mixed use village centers, each with its own distinct character within downtown

- High density housing units distributed among centers to foster activity centers
- Building heights no taller than 6 stories
- Reconnection of Fourth Street
- Extension of Roberts Avenue and Donahue Street
- Road diets on Mendocino Ave, Santa Rosa Ave, E Street



NEXT STEPS

- Review input and create 3rd Alternative June 2019
- Develop buildout projections and evaluate alternatives June 2019
- CAC Meeting #2 June 24, 2019
- Community outreach: Alternatives exploration July 2019
- TAC Meeting #2: Preferred Alternative August 2019

QUESTIONS/COMMENTS

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