



City of Santa Rosa

City Hall, Council
Chamber
100 Santa Rosa Ave
Santa Rosa, CA

PLANNING COMMISSION REGULAR MEETING AGENDA AND SUMMARY REPORT - FINAL-REVISED JULY 9, 2026

4:30 P.M. - REGULAR SESSION

MEMBERS OF THE PUBLIC CAN PARTICIPATE IN THE MEETING BY ATTENDING IN-PERSON FROM THE COUNCIL CHAMBERS LOCATED AT 100 SANTA ROSA AVENUE, SANTA ROSA.

THE PUBLIC CAN ALSO VIEW OR LISTEN TO THE MEETING LIVE AT:

1. [HTTPS://SANTA-ROSA.LEGISTAR.COM/CALENDAR](https://santa-rosa.legistar.com/calendar). CLICK ON THE "IN PROGRESS" LINK TO VIEW;

2. VIA ZOOM BY VISITING [HTTPS://SRCITY-ORG.ZOOM.US/J/81986973863](https://srcity-org.zoom.us/j/81986973863), OR BY DIALING 877-853-5257 AND ENTERING WEBINAR ID: 819 8697 3863;

3. COMCAST CHANNEL 28, AT&T U-VERSE CHANNEL 99; AND

4. VIA YOUTUBE AT [HTTPS://WWW.YOUTUBE.COM/CITYOFSANTAROSA](https://www.youtube.com/cityofsantarosa)

Public Comment may be made live, in-person, during the meeting in the Council Chamber or submitted in advance via email at planningcommission@srcity.org by 5:00 pm the Wednesday before the Planning Commission Meeting. Any written correspondence will be included in the agenda before the meeting begins.

IN THE EVENT A BOARD MEMBER PARTICIPATES REMOTELY BASED ON JUST CAUSE UNDER THE BROWN ACT, THE CITY WILL ALLOW FOR PUBLIC COMMENT THROUGH THE ZOOM LINK OR DIAL-IN NUMBER ABOVE.

4:30 P.M.

1. CALL TO ORDER AND ROLL CALL

2. REMOTE PARTICIPATION UNDER THE BROWN ACT (Gov. Code § 54953.8)

This time is reserved for any Board Member to announce remote participation under the “Just Cause” provision of Government Code Section 54953.8.

3. APPROVAL OF MINUTES

3.1 Draft Minutes - June 25, 2026.

Attachments: [Draft Minutes - June 25, 2026](#)
[Redlined Draft Minutes - June 25, 2026 \(Uploaded 7-08-20](#)
[Revised Draft Minutes - June 25, 2026 \(Uploaded on 7-08-](#)
[Redlined Revised Draft Minutes - June 25, 2026 \(Uploaded](#)
[Revised Draft Minutes - June 25, 2026 \(Uploaded 07-08-20](#)

4. PUBLIC COMMENTS

This is the time when any person may address matters not listed on this agenda, but which are within the subject matter of the jurisdiction the Planning Commission. The public may comment on agenda items when the item is called. Each speaker is allowed up to three minutes.

5. COMMISSION BUSINESS

5.1 STATEMENT OF PURPOSE

The Planning Commission is charged with carrying out the California Planning and Zoning Laws in the City of Santa Rosa. Duties include implementing of plans, ordinances and policies relating to land use matters; assisting in writing and implementing the General Plan and area plans; holding public hearings and acting on proposed changes to the Zoning Code, Zoning Map, General Plan, tentative subdivision maps, and undertaking special planning studies as needed.

5.2 COMMISSIONER REPORTS

5.3 OTHER (i.e. VICE CHAIR ELECTION, NEW MEMBER INTRODUCTIONS)

6. DEPARTMENT REPORTS

7. STATEMENTS OF ABSTENTION OR RECUSAL

8. STUDY SESSION

8.1 TRANSPORTATION IMPACT ANALYSIS REQUIREMENTS: PURPOSE, LIMITATIONS, AND CONSIDERATIONS FOR UPDATING LOCAL GUIDELINES

The Planning and Economic Development and Transportation and Public Works Departments recommend that the Planning Commission receive a presentation about Transportation Impact Analyses. The item is provided for information only and no formal action will be taken.

PRESENTED BY: Dan Hennessey, Director of Transportation and Public Works

Attachments: [Staff Report](#)
[Presentation](#)

9. CONSENT ITEMS

None.

10. REPORT ITEMS

10.1 REPORT - PUBLIC OUTREACH FOR THE GREENWAY CONNECTIVITY STUDY

BACKGROUND: City of Santa Rosa Transportation and Public Works staff are working on a study to determine the preferred way to link the existing Prince Memorial Greenway and the future Southeast Greenway multi-use paths. Staff received a federal Thriving Communities technical assistance grant to create a series of alternatives to present to the public and narrow down a preferred alternative to construct. The goal is to complete an entire east/west active transportation network across the city, leveraging existing multi-use paths to the west and the future Southeast Greenway in the east. Public outreach on the three alternatives is being conducted in June and July 2026.

RECOMMENDATION: The Transportation and Public Works Department will present on the public outreach campaign for the

Greenway Connectivity Study. This item is provided for information or for comments and no formal action will be taken.

Presented By: Torina Wilson, Transportation Planner

Attachments: [Staff Report](#)
[Attachment 1 - Project Alternatives and Visual Simulations](#)
[Attachment 2 - Project Survey](#)
[Presentation](#)

11. PUBLIC HEARINGS

None.

12. ADJOURNMENT

*Ex parte communication disclosure required.

In compliance with Zoning Code Section 20-62, the decision of the Planning Commission is final unless an appeal is filed on a City Appeal Form (<https://srcity.org/DocumentCenter/Index/173>) and associated fees, as noted on the City's Fee Schedule (<https://srcity.org/DocumentCenter/View/16129/Planning--Economic-Development-Department-Fee-Schedule?bidId=>), are paid within 10 calendar days of the action. The time limit will extend to the following business day where the last day falls on a day that the City is not open for business.

The City of Santa Rosa does not discriminate against individuals (including member(s) of a legislative body) with disabilities in its employment, services, benefits, facilities, programs, or activities. Requests for accommodations, auxiliary aids, or services necessary to participate in a City program, service, or activity, including printed information in alternate formats, are available by contacting the Board Secretary at (707) 543-4645 (TTY Relay at 711) or Cschnepper@srcity.org. The e-mail subject line should read "ADA Accommodation Request" or "Language Assistance" and the email should include your name, address, telephone number, and a description of the request. If the request is received at least seven (7) business days prior to the board meeting, the copy shall be provided no later than two (2) business days prior to the board meeting. Meeting information can also be accessed via the internet at <http://srcity.org>.

Any writings or documents provided to a majority of the Planning Commission prior to this meeting regarding any item on this agenda are available for public review at <https://santa-rosa.legistar.com/calendar.aspx> or in person at the Planning and Economic Development Department, Room 3, City Hall, 100 Santa Rosa Ave, during normal business hours.



City of Santa Rosa

Text File

File Number: 26-010PC

Agenda Date: 7/9/2026

Version: 1

Status: In Committee

In Control: Planning Commission

File Type: PC- Minutes

Agenda Number: 3.1



**Planning Commission
Regular Meeting Minutes - Draft**

Thursday, June 25, 2026

4:30 PM

1. CALL TO ORDER AND ROLL CALL

Chair Weeks called the meeting to order at 4:30 p.m.

Present 5 - Chair Karen Weeks, Vice Chair Vicki Duggan, Commissioner Patti Cisco, Commissioner Miles Horton, and Commissioner Terrence Sanders

Absent 2 - Commissioner Charles Carter, and Commissioner Aaron Pardo

2. REMOTE PARTICIPATION UNDER THE BROWN ACT (Gov. Code § 54953.8)

None

3. APPROVAL OF MINUTES

3.1 Draft Minutes - May 28, 2026 .

Approved as submitted.

Janice Karrman commented on the item.

4. PUBLIC COMMENTS

Janice Karrman Commented on non-agenda items.

5. COMMISSION BUSINESS

5.1 STATEMENT OF PURPOSE

Chair Weeks read aloud the Statement of Purpose and a brief recap of the Brown Act meeting procedures.

5.2 COMMISSIONER REPORTS

None.

5.3 OTHER (i.e. VICE CHAIR ELECTION, NEW MEMBER INTRODUCTIONS)

None.

6. DEPARTMENT REPORTS

Staff-Liaison Jessica Jones reported.

Janice Karrman commented on the item.

7. STATEMENTS OF ABSTENTION OR RECUSAL

Commissioner Sanders stated that he will recuse himself from Item 11.2 - MD Market.

8. PRESENTATIONS

None.

9. CONSENT ITEMS

None.

10. REPORT ITEMS

None.

11. PUBLIC HEARINGS

11.1* PUBLIC HEARING - PHAM ASSISTED LIVING - PLANNING RECORD - 631 BENJAMINS RD - PLN25-0206

BACKGROUND: Appeal of the Zoning Administrator's approval of a Minor Conditional Use Permit to allow a 15-bed Community Care Facility at 635 Benjamins Road. The project is exempt from the California Environmental Quality Act (CEQA).

PRESENTED BY: Hana Michaelson, Senior Planner

RECOMMENDATION: It is recommended by the Zoning Administrator and the Planning and Economic Development Department that the Planning Commission, by resolution, deny the Appeal, and uphold the decision of the Zoning Administrator approving a Minor Conditional Use Permit to allow a 15-bed Community Care Facility for the property located at 631 Benjamins Road.

Ex Parte Disclosures: None.

Senior Planner Hana Michaelson presented.

The appellant presented.

The applicants and their representative presented.

Chair Weeks opened the Public Hearing at 5:08 p.m.

Mari McCormick spoke in favor of the project.

Lindsay Lawson spoke about the project.

Fred Seitel spoke against the project.

Mel Fagone spoke in favor of the project.

Janice Karrman spoke about the project.

Sherman Wong spoke about the project.

Chin Nguyen spoke in favor of the project.

Mike Faria spoke about the project.

Rich Gardner spoke about the project.

A member of the public spoke in favor of the project.

A member of the public provided comment.

Chair Weeks closed the Public Hearing at 5:29 p.m.

Staff responded to Commissioners inquiries.

The applicant was granted up to 5 minutes for their rebuttal but chose not to speak.

The appellant was granted up to 5 minutes for his rebuttal.

Commissioners provided final comments.

A motion was made by Commissioner Cisco, seconded by Vice Chair Duggan, to waive the reading of the text and adopt:

RESOLUTION NO. PC-RES-2025-019 ENTITLED: RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SANTA ROSA DENYING AN APPEAL AND UPHOLDING THE DECISION OF THE ZONING ADMINISTRATOR APPROVING A MINOR CONDITIONAL USE PERMIT TO ALLOW A 15-BED COMMUNITY CARE FACILITY FOR THE PROPERTY LOCATED AT 631 BENJAMINS ROAD, SANTA ROSA, APN: 183-240-040, FILE NO. PLN25-0206

The motion carried by the following vote:

Yes: 5 - Chair Weeks, Vice Chair Duggan, Commissioner Cisco, Commissioner Horton and Commissioner Sanders

Absent: 2 - Commissioner Carter and Commissioner Pardo

11.2*

PUBLIC HEARING - MD MARKET - CONDITIONAL USE PERMIT - 1995 SEBASTOPOL RD - PLN25-0495

BACKGROUND: The project proposes approval of a Major Conditional Use Permit to allow a neighborhood-serving retail market with alcoholic beverage sales for off-site consumption and extended hours of operation from 6:00 a.m. to 12:00 a.m., seven days per week, within an existing commercial building located at 1995 Sebastopol Road. The project includes minor interior tenant improvements. No expansion of the existing building footprint is proposed. The application has been filed by Harman Dhillon (MD Market). File No. PLN25-0495. This project is exempt from the California Environmental Quality Act (CEQA).

PROJECT PLANNER: Sheila Wolski, Senior Planner.

RECOMMENDATION: The project proposes approval of a Major Conditional Use Permit to allow a neighborhood-serving retail market with alcoholic beverage sales for off-site consumption and extended hours of operation from 6:00 a.m. to 12:00 a.m., seven days per week, within an existing commercial building located at 1995 Sebastopol Road. The project includes minor interior tenant improvements. No expansion of the existing

building footprint is proposed. The application has been filed by Harman Dhillon (MD Market). File No. PLN25-0495. This project is exempt from the California Environmental Quality Act (CEQA).

Chair Weeks recessed the meeting at 5:44 p.m. for Commissioner Sanders to leave the room.

Chair Weeks reconvened the meeting at 5:47 p.m.

Ex Parte Disclosure: None.

Senior Planner Sheila Wolski presented.

Applicant answered questions from the Commissioners.

Commissioner Cisco amended her Ex Parte and disclosed a question she emailed the applicant prior to meeting. The applicant answered the question.

Chair Weeks opened and closed Public Hearing at 5:58 p.m.

Commissioners provided final comments.

A motion was made by Commissioner Cisco, seconded by Vice Chair Duggan, to waive the reading of the text and adopt:

RESOLUTION NO. PC-RES-2025-020 ENTITLED: RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SANTA ROSA MAKING FINDINGS AND DETERMINATIONS AND APPROVING A MAJOR CONDITIONAL USE PERMIT FOR ALCOHOLIC BEVERAGE SALES FOR OFF-SITE CONSUMPTION AND EXTENDED HOURS OF OPERATION (6:00 A.M. TO 12:00 A.M., SEVEN DAYS PER WEEK) LOCATED AT 1995 SEBASTOPOL ROAD – FILE NUMBER PLN25-0495

The motion carried by the following vote:

Yes: 4 - Chair Weeks, Vice Chair Duggan, Commissioner Cisco and Commissioner Horton

Absent: 2 - Commissioner Carter and Commissioner Pardo

Recused: 1 - Commissioner Sanders

12. ADJOURNMENT

Chair Weeks adjourned the meeting at 6:02 p.m.



**Planning Commission
Regular Meeting Minutes - Draft**

Thursday, June 25, 2026

4:30 PM

1. CALL TO ORDER AND ROLL CALL

Chair Weeks called the meeting to order at 4:30 p.m.

Present 5 - Chair Karen Weeks, Vice Chair Vicki Duggan, Commissioner Patti Cisco, Commissioner Miles Horton, and Commissioner Terrence Sanders

Absent 2 - Commissioner Charles Carter, and Commissioner Aaron Pardo

2. REMOTE PARTICIPATION UNDER THE BROWN ACT (Gov. Code § 54953.8)

None

3. APPROVAL OF MINUTES

3.1 Draft Minutes - May 28, 2026 .

Approved as submitted.

Janice Karrman commented on the item.

4. PUBLIC COMMENTS

Janice Karrman Commented on non-agenda items.

5. COMMISSION BUSINESS

5.1 STATEMENT OF PURPOSE

Chair Weeks read aloud the Statement of Purpose and a brief recap of the Brown Act meeting procedures.

5.2 COMMISSIONER REPORTS

None.

5.3 OTHER (i.e. VICE CHAIR ELECTION, NEW MEMBER INTRODUCTIONS)

None.

6. DEPARTMENT REPORTS

Staff-Liaison Jessica Jones reported.

Janice Karrman commented on the item.

7. STATEMENTS OF ABSTENTION OR RECUSAL

Commissioner Sanders stated that he will recuse himself from Item 11.2 - MD Market.

8. PRESENTATIONS

None.

9. CONSENT ITEMS

None.

10. REPORT ITEMS

None.

11. PUBLIC HEARINGS

11.1* PUBLIC HEARING - PHAM ASSISTED LIVING - PLANNING RECORD - 631 BENJAMINS RD - PLN25-0206

BACKGROUND: Appeal of the Zoning Administrator's approval of a Minor Conditional Use Permit to allow a 15-bed Community Care Facility at 635 Benjamins Road. The project is exempt from the California Environmental Quality Act (CEQA).

PRESENTED BY: Hana Michaelson, Senior Planner

RECOMMENDATION: It is recommended by the Zoning Administrator and the Planning and Economic Development Department that the Planning Commission, by resolution, deny the Appeal, and uphold the decision of the Zoning Administrator approving a Minor Conditional Use Permit to allow a 15-bed Community Care Facility for the property located at 631 Benjamins Road.

Ex Parte Disclosures: None.

Senior Planner Hana Michaelson presented.

The appellant presented.

The applicants and their representative presented.

Chair Weeks opened the Public Hearing at 5:08 p.m.

Mari McCormick spoke in favor of the project.

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Rich Gardner spoke about the project.

A member of the public spoke in favor of the project.

A member of the public provided comment.

Chair Weeks closed the Public Hearing at 5:29 p.m.

Staff responded to Commissioners inquiries.

The applicant was granted up to 5 minutes for their rebuttal but chose not to speak.

The appellant was granted up to 5 minutes for his rebuttal.

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PROJECT PLANNER: Sheila Wolski, Senior Planner.

RECOMMENDATION: The project proposes approval of a Major Conditional Use Permit to allow a neighborhood-serving retail market with alcoholic beverage sales for off-site consumption and extended hours of operation from 6:00 a.m. to 12:00 a.m., seven days per week, within an existing commercial building located at 1995 Sebastopol Road. The project includes minor interior tenant improvements. No expansion of the existing

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Ex Parte Disclosure: None.

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5.1 STATEMENT OF PURPOSE

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5.2 COMMISSIONER REPORTS

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5.3 OTHER (i.e. VICE CHAIR ELECTION, NEW MEMBER INTRODUCTIONS)

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6. DEPARTMENT REPORTS

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Janice Karrman commented on the item.

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8. PRESENTATIONS

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9. CONSENT ITEMS

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The motion carried by the following vote:

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Absent: 2 - Commissioner Carter and Commissioner Pardo

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Absent: 2 - Commissioner Carter and Commissioner Pardo

Recused: 1 - Commissioner Sanders

12. ADJOURNMENT

Chair Weeks adjourned the meeting at 6:02 p.m.



City of Santa Rosa

Text File

File Number: 26-302PC

Agenda Date: 7/9/2026

Version: 1

Status: In Committee

In Control: Planning Commission

File Type: PC- Study Session

Agenda Number: 8.1

CITY OF SANTA ROSA
PLANNING COMMISSION

TO: CHAIR AND MEMBERS OF THE PLANNING COMMISSION
FROM: DAN HENNESSEY, DIRECTOR
TRANSPORTATION AND PUBLIC WORKS DEPARTMENT
SUBJECT: TRANSPORTATION IMPACT ANALYSIS REQUIREMENTS:
PURPOSE, LIMITATIONS, AND CONSIDERATIONS FOR
UPDATING LOCAL GUIDELINES
AGENDA ACTION: RECEIVE PRESENTATION

RECOMMENDATION

The Planning and Economic Development and Transportation and Public Works Departments recommend that the Planning Commission receive a presentation about Transportation Impact Analyses. The item is provided for information only and no formal action will be taken.

BACKGROUND

Transportation impact analyses are technical studies used to estimate how a proposed development may affect the transportation system. In California, such analyses may evaluate both operational traffic conditions and vehicle miles traveled (VMT), depending on the applicable regulatory and policy framework. These studies generally rely on traffic counts, travel-demand assumptions, forecasting models, and accepted engineering methodologies to estimate future transportation conditions with and without a proposed project. Jurisdictions are also responsible for establishing significance thresholds and analysis requirements that reflect adopted policies, community priorities, and applicable legal requirements.

Historically, transportation studies focused heavily on vehicle delay and intersection level of service. Following changes to the California Environmental Quality Act (CEQA), VMT has become the primary transportation metric for evaluating environmental impacts under CEQA, while operational traffic analyses continue to be used by many local agencies for transportation planning, infrastructure programming, and project review purposes. As a result, transportation impact analyses may serve multiple purposes, including environmental review, infrastructure planning, and assessment of project design.

TRANSPORTATION IMPACT ANALYSIS REQUIREMENTS: PURPOSE, LIMITATIONS, AND CONSIDERATIONS FOR UPDATING LOCAL GUIDELINES

Page 2 of 4

Transportation analyses are forecasting tools rather than direct measurements of future conditions. Their conclusions depend on assumptions regarding future development patterns, travel behavior, roadway networks, and background growth. While these studies provide useful information to decision-makers, they are best understood as estimates intended to inform professional judgment rather than precise predictions of future transportation conditions.

ANALYSIS

Transportation impact analyses provide several important benefits to staff and applicants during project review. They offer a consistent framework for estimating project-generated travel demand, identifying locations where transportation conditions may warrant further evaluation, and assessing the potential effectiveness of operational or infrastructure improvements. By applying standardized methodologies across multiple projects, transportation studies can help staff and decision-makers evaluate projects in a predictable and transparent manner.

For transportation engineering staff, however, the value of a transportation analysis often differs from how such studies are perceived by the public. Transportation professionals generally use these studies as screening and planning tools rather than as definitive forecasts. A study may help identify whether a project is likely to generate relatively little travel demand or whether it may warrant closer examination due to its scale, location, or access characteristics. The study can also provide a structured basis for discussing transportation improvements and mitigation measures. In this respect, transportation analyses support professional judgment but do not replace it.

Transportation analyses also have important limitations. Travel demand forecasting necessarily requires assumptions regarding future population growth, economic activity, travel behavior, transportation network conditions, and land use development patterns. Small changes in these assumptions can produce materially different results. Furthermore, transportation models are generally more reliable for identifying broad trends and relative impacts than for predicting precise future traffic volumes or operational conditions at a specific location and time. Numerical outputs may therefore appear more precise than the underlying data and assumptions can support.

These limitations are particularly relevant for smaller projects. In many cases, the projected transportation effects of a development are small relative to normal daily fluctuations in traffic volumes, seasonal variation, changes in travel behavior, or background growth occurring throughout the community. Detailed analyses of projects with comparatively minor transportation impacts may produce extensive technical documentation while providing limited additional information useful to decision-makers. Beyond a certain point, additional analysis may increase the volume of technical information without materially reducing uncertainty regarding future transportation conditions.

TRANSPORTATION IMPACT ANALYSIS REQUIREMENTS: PURPOSE, LIMITATIONS, AND CONSIDERATIONS FOR UPDATING LOCAL GUIDELINES

Page 3 of 4

The transportation profession has also recognized that traffic studies can sometimes become focal points in broader land use debates. Professional organizations, including the Institute of Transportation Engineers (ITE) and American Planning Association (APA), have noted that transportation analyses are frequently used to support positions that extend beyond the actual predictive capability of the analysis. Individual metrics, assumptions, or model outputs may be selectively cited, often without full consideration of the study's assumptions, limitations, or broader findings, as support for broader conclusions regarding growth, neighborhood character, or community change. This does not mean the analyses lack value; rather, it underscores the importance of understanding both what the studies can reliably demonstrate and what they cannot.

For this reason, transportation staff generally consider transportation analyses to be one component of the overall decision-making process. The studies are most effective when used to identify significant transportation issues, inform infrastructure planning, and support consistent project review. They are less effective when interpreted as precise forecasts of future conditions or as the sole basis for determining whether a project should proceed.

Transportation analysis requirements can also influence land use outcomes over time. When transportation impacts are evaluated primarily through measures of vehicle delay or intersection level of service, projects in established urban areas often appear to have greater transportation impacts because they are located within already-constrained transportation networks. In contrast, development at the urban edge may generate less localized congestion in the short term because it occurs adjacent to roadways with available capacity. As a result, transportation review frameworks that emphasize vehicle delay can unintentionally favor dispersed development patterns and roadway expansion over compact infill development. Transportation analysis frameworks are therefore not value-neutral; the metrics selected for analysis can influence which types of projects are encouraged, discouraged, or required to provide mitigation.

The transportation profession and state policy have increasingly recognized that expanding roadway capacity to address localized congestion often induces additional vehicle travel and can result in renewed congestion over time. For this reason, many agencies have shifted toward transportation performance measures that more directly reflect broader community objectives, including reducing vehicle travel, supporting multimodal transportation, improving safety, and encouraging efficient land use patterns. Transportation impact analysis requirements should therefore be considered not only as technical review procedures, but also as tools that can shape development patterns and transportation investments over the long term.

Additionally, transportation impact analysis requirements are not solely technical standards; they also reflect community priorities and adopted policy objectives. Decisions regarding when transportation studies are required, what metrics are evaluated, and which impacts warrant further analysis and/or mitigation inherently involve judgments

TRANSPORTATION IMPACT ANALYSIS REQUIREMENTS: PURPOSE, LIMITATIONS, AND CONSIDERATIONS FOR UPDATING LOCAL GUIDELINES

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about the transportation and land use outcomes a community seeks to achieve. As a result, transportation impact analysis guidelines should be aligned with the goals and policies established in a jurisdiction's adopted planning documents.

The City's General Plan and related planning documents consistently support compact, connected infill development patterns, multimodal transportation networks, and investments that improve safety and accessibility for people walking, bicycling, using transit, and driving. These policies recognize that transportation system performance is measured by more than vehicle delay alone and that achieving broader community objectives may require balancing multiple transportation considerations. Accordingly, transportation analysis requirements should focus staff and applicant resources on identifying issues most relevant to the City's adopted goals, including transportation safety, network connectivity, and access to multimodal travel options, while avoiding analytical requirements that provide limited value for decision-making or that inadvertently discourage desired infill development patterns.

To summarize, staff views transportation impact analyses as important technical tools that are most effective when applied proportionally and strategically. Requiring analysis where meaningful transportation issues may exist helps ensure informed decision-making. Conversely, requiring detailed analysis for projects unlikely to generate substantial transportation impacts may increase cost, burden staff, and add administrative complexity without providing commensurate public benefit.

FISCAL IMPACT

This briefing has no effect on the General Fund.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

A similar presentation was made to the Design Review and Preservation Board on July 2, 2026.

CONTACT

Dan Hennessey, dhennessey@srcity.org, 707 543 3807



Transportation Impact Analysis (TIA) Requirements

Purpose, Limitations, and Policy Considerations

July 9, 2026

Purpose

- Explain the role of transportation impact analyses
- Discuss strengths and limitations of transportation studies
- Review how transportation metrics influence land use outcomes
- Consider alignment with City policy goals

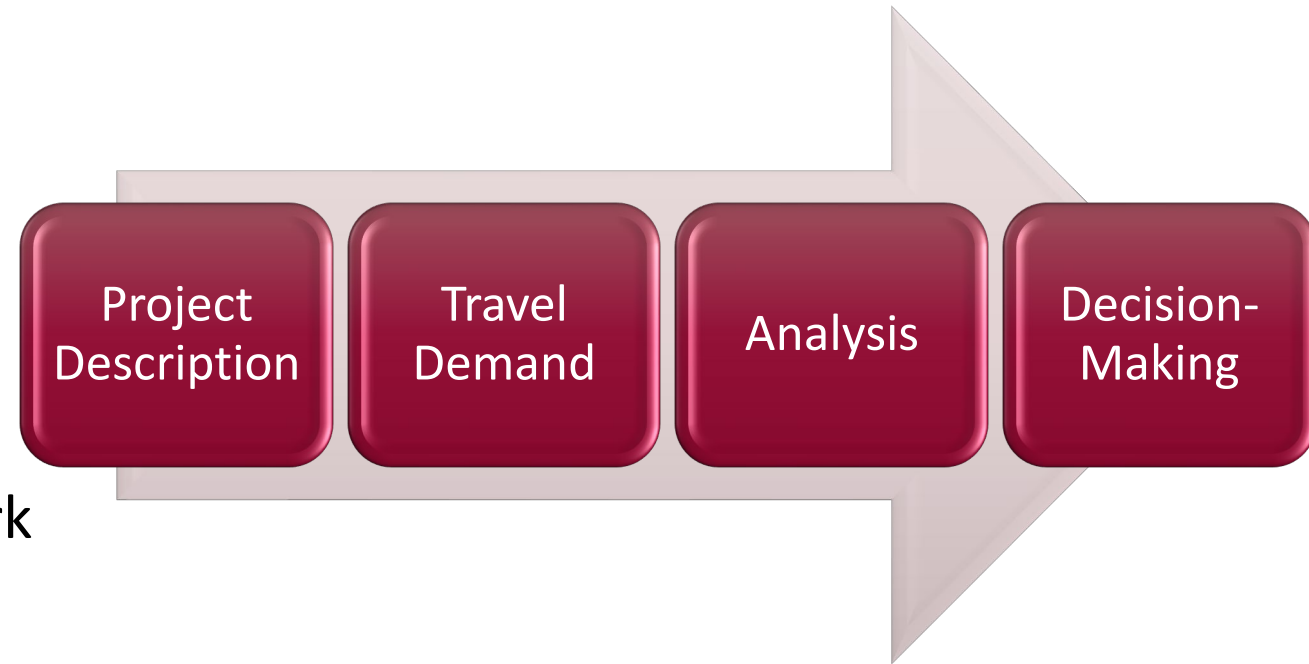
Key Question: How can transportation analyses provide meaningful information without creating unnecessary cost, complexity, and confusion?

What Is a TIA?

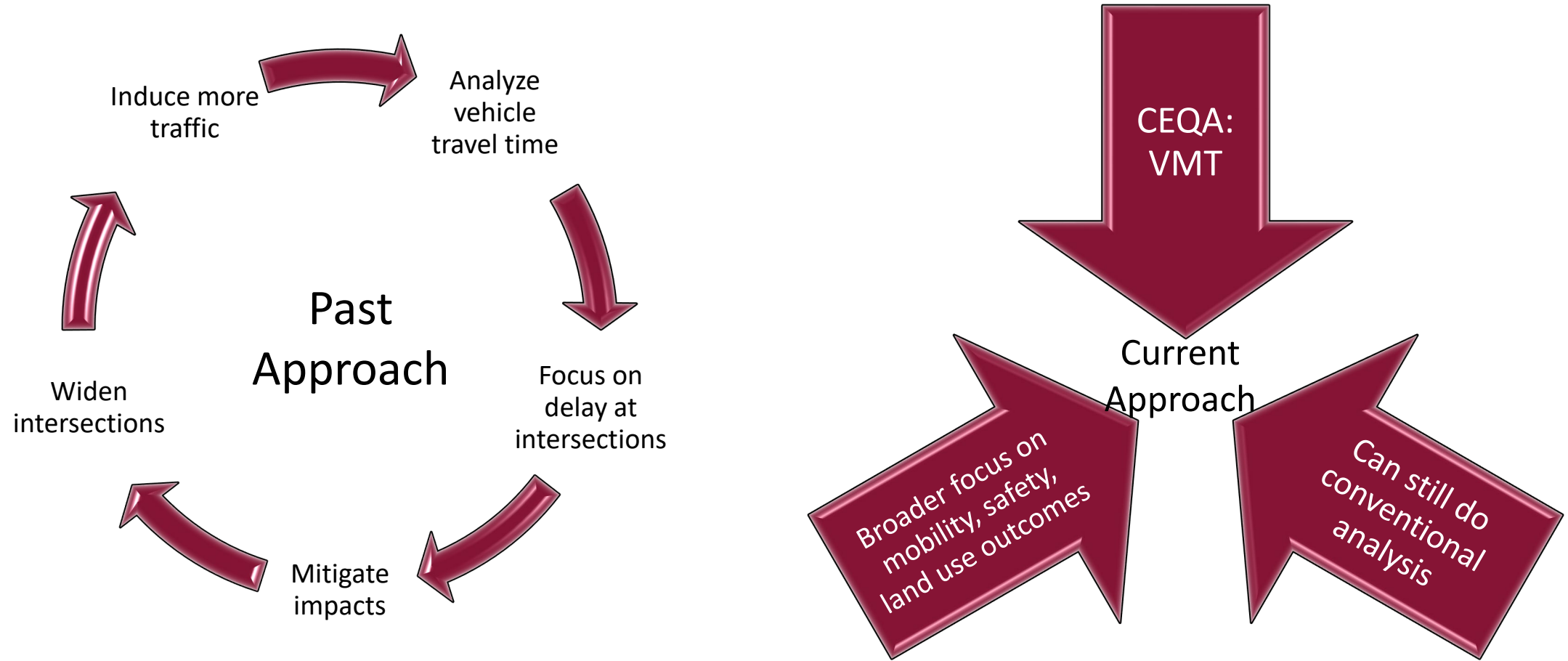
Definition: A forecasting tool used to estimate how a proposed development may affect the transportation system.

Typically evaluates:

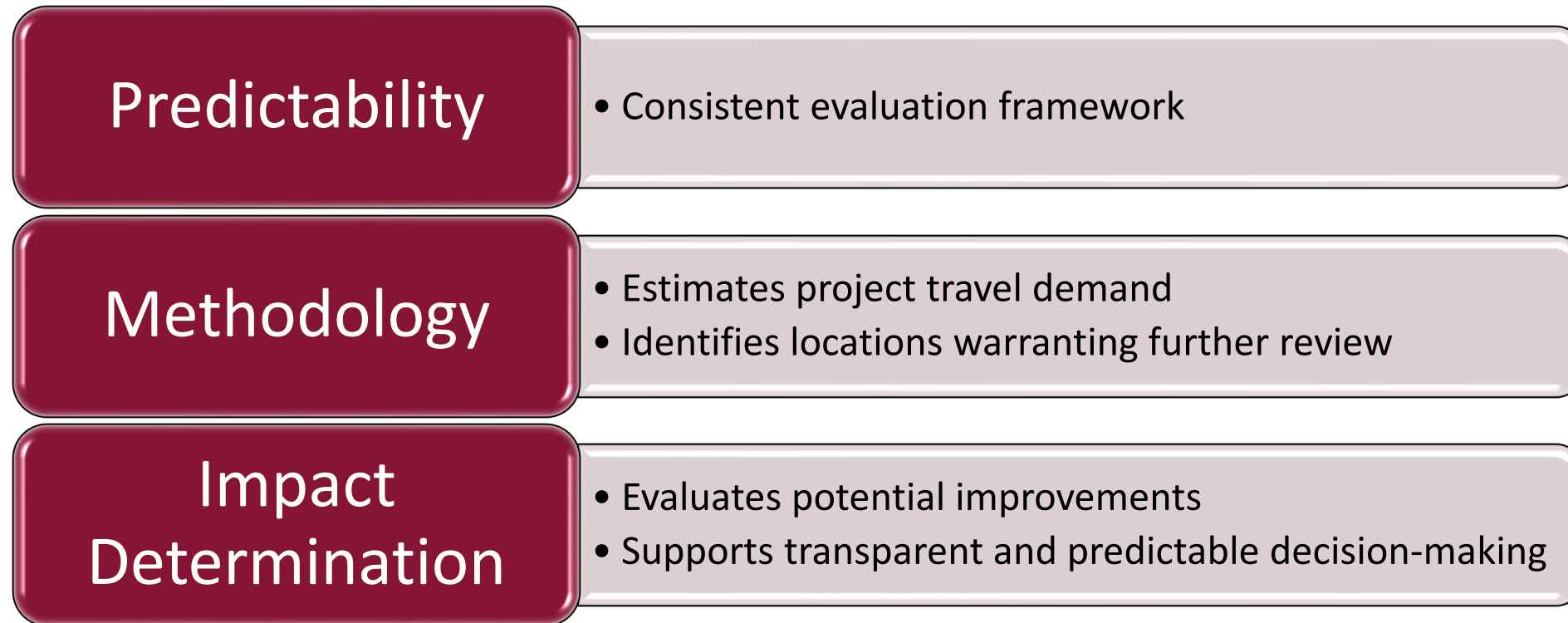
- Project-generated travel demand
- Traffic operations
- Vehicle Miles Traveled (VMT)
- Access and circulation
- Current and future transportation network
- Potential transportation improvements



TIA Evolution



Why Are TIAs Valuable



Staff Perspective: Transportation analyses help inform professional judgment; they do not replace it.

How TIAs Are Used

Use for:



- + Screening Tools
- + Planning Tools
- + Framework for Improvements
- + Input to decision-making

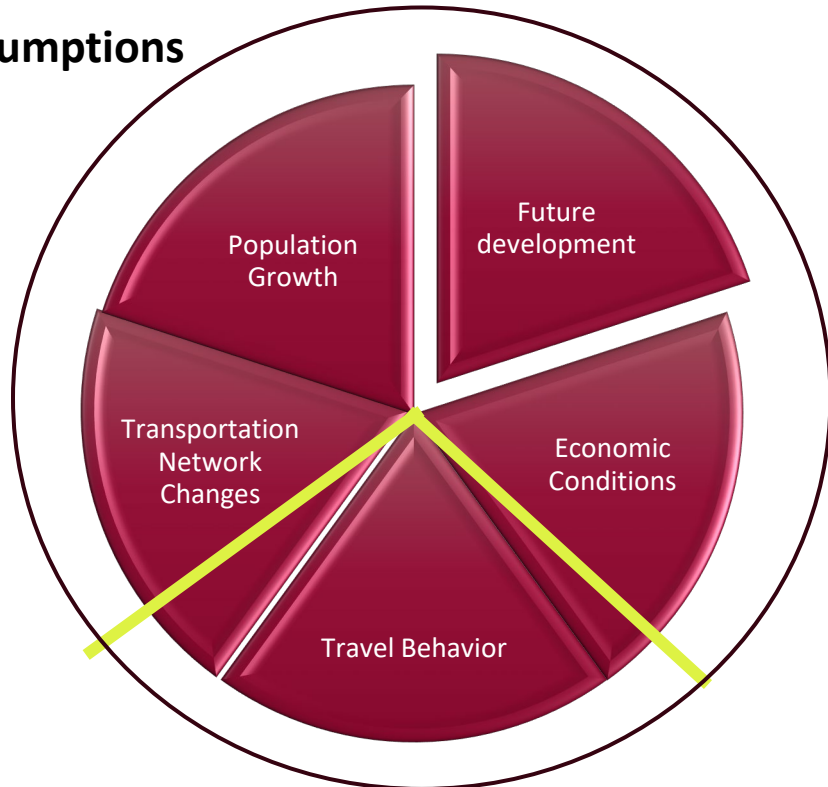
Not as:



- ✘ Precise forecasts
- ✘ Guarantees of future conditions
- ✘ Sole basis for project decisions

Precision vs. Uncertainty

Assumptions

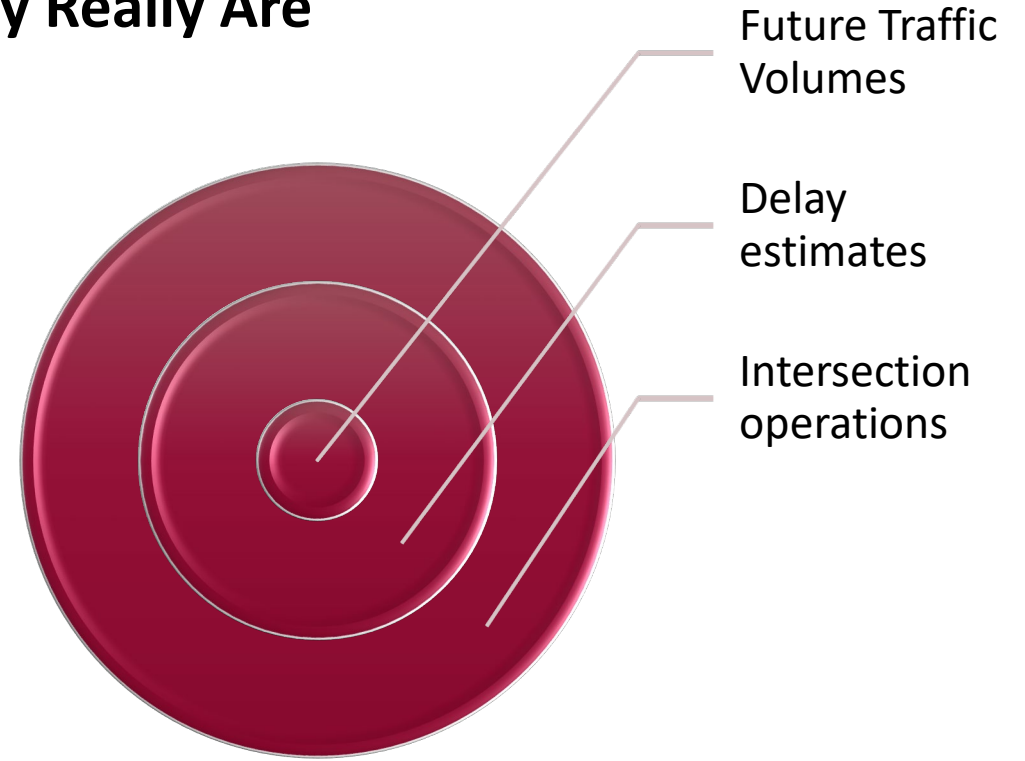


Important Reality

Small changes in assumptions can produce different results.

July 9, 2026

Forecast Outputs Often Appear More Precise Than They Really Are

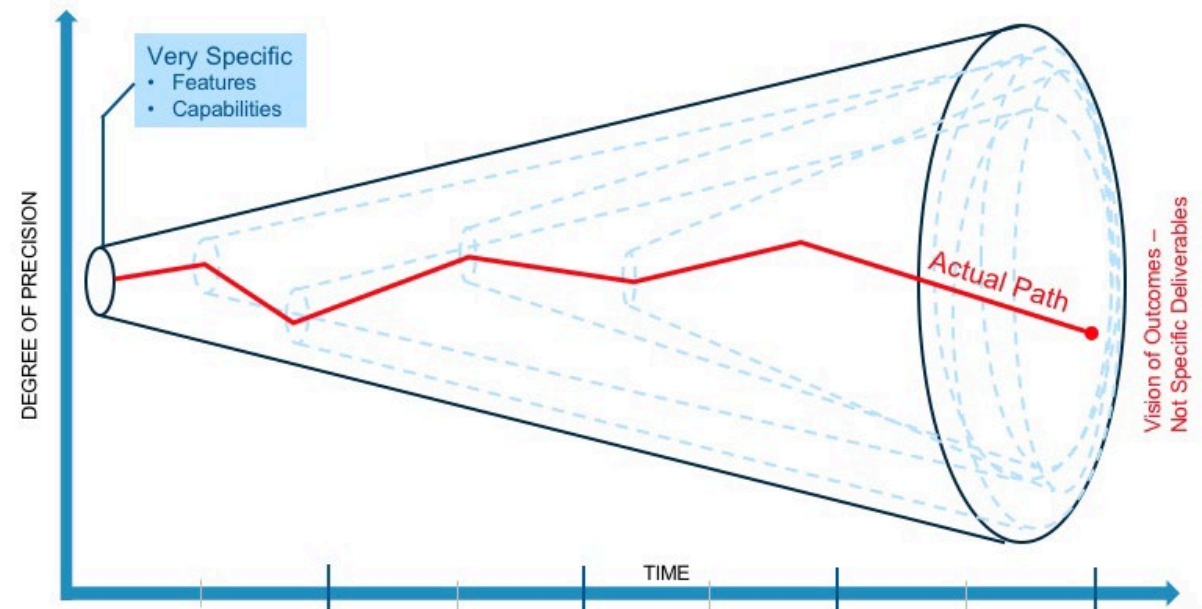
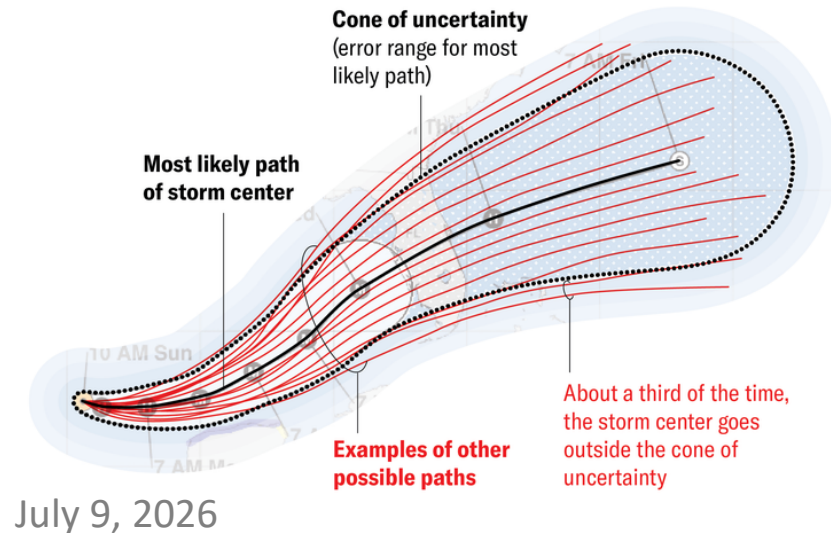


Precision vs. Uncertainty

- Real-world conditions constantly change
- Models contain uncertainty
- Results should be interpreted accordingly

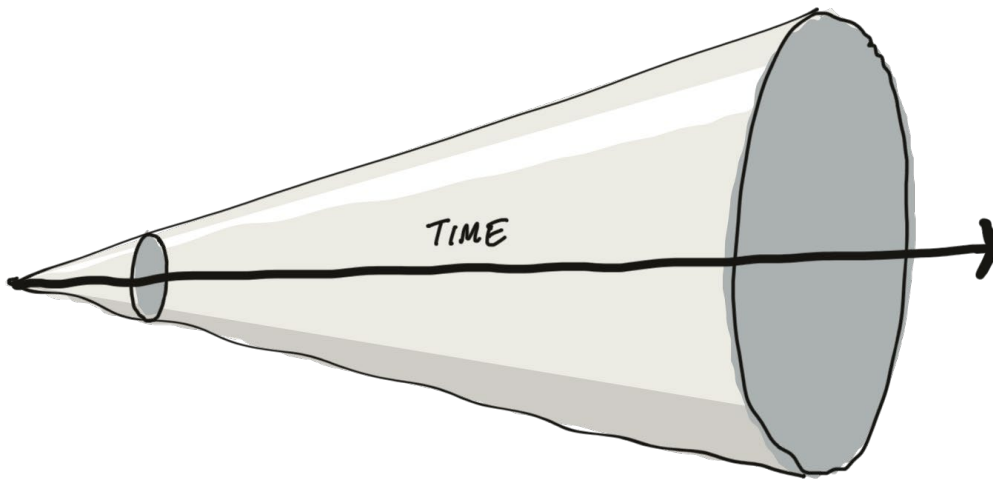
Hurricane Path

The exact path of the storm is hard to predict. The so-called cone of uncertainty attempts to depict a range of possible trajectories, but it can be easy to misinterpret and crucially only captures the storm center, not its full extent.



Challenges with Small Projects

9



Transportation impacts are often small relative to:

- Background growth
- Daily traffic fluctuations
- Seasonal variation
- Changing travel behavior

Potential Issue: More analysis does not always mean more useful information.

- Documentation increases
- Costs increase
- Uncertainty remains largely unchanged

TIAAs in Public Forums

A Common Challenge

Transportation studies are often used to support broader debates regarding:

- Growth
- Neighborhood character
- Community change
- Development policy

Professional organizations (ITE, APA) have noted that individual metrics or model outputs may be cited beyond their intended purpose.

Key Point: Understanding study limitations is as important as understanding study findings.

Transportation Metrics Influence Development Patterns

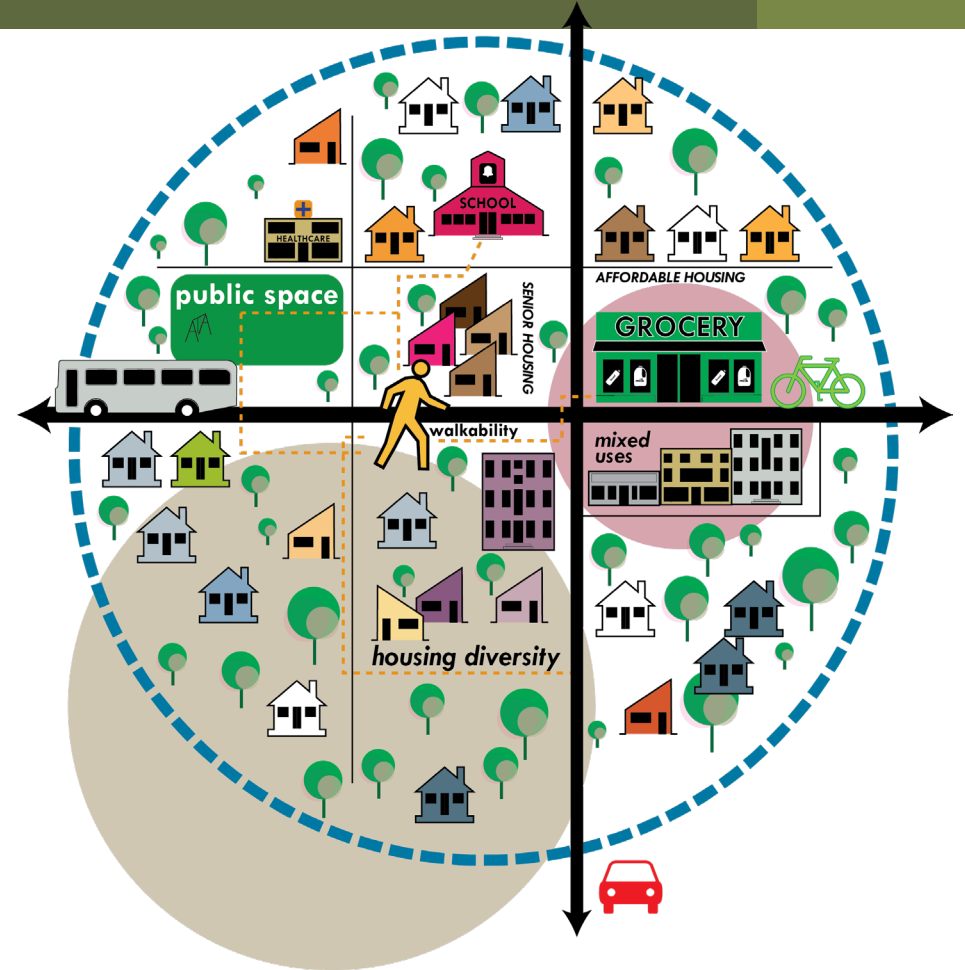
Transportation Frameworks Are Not Value-Neutral
Metrics influence outcomes.

Historically:

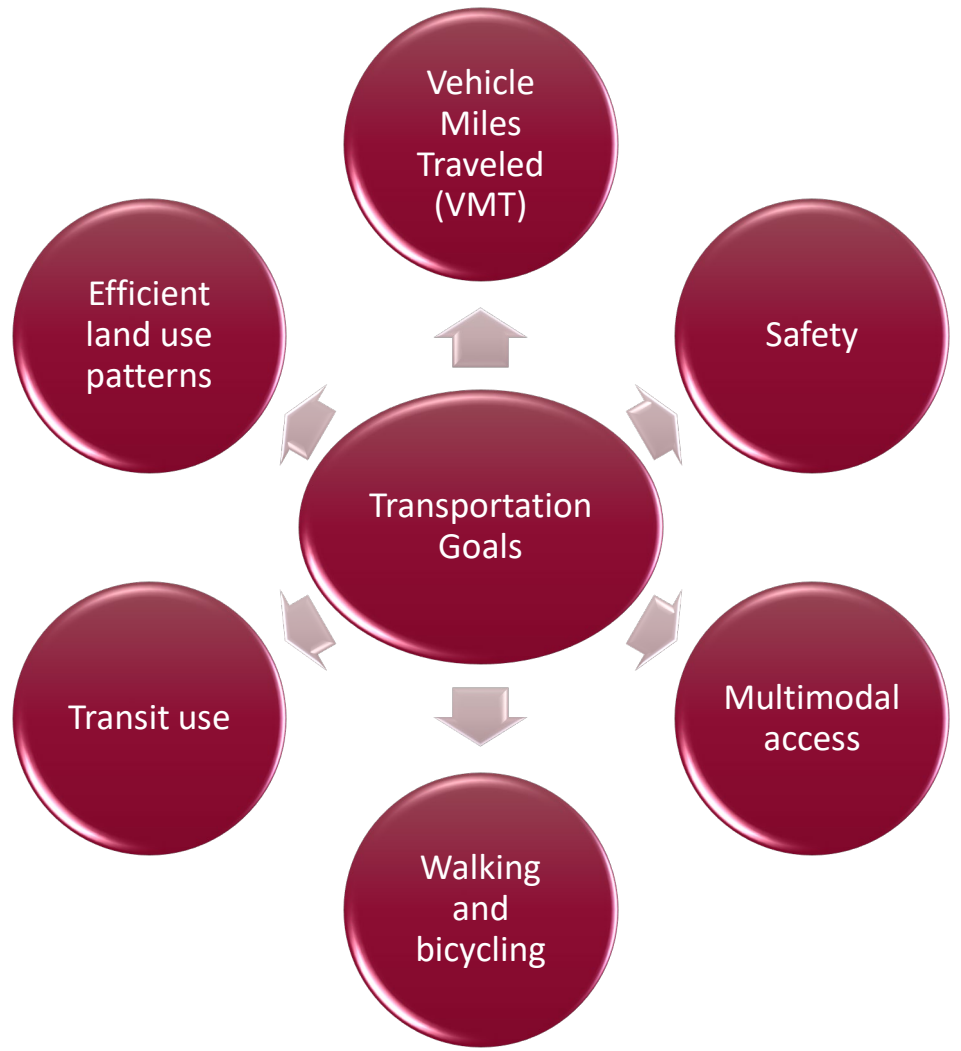
Delay-focused analysis makes infill development appear more impactful.
Edge development may appear less impactful due to available roadway capacity.

Potential Result:

Preference for roadway expansion
Preference for dispersed development patterns



Why Agencies Are Shifting Beyond Congestion

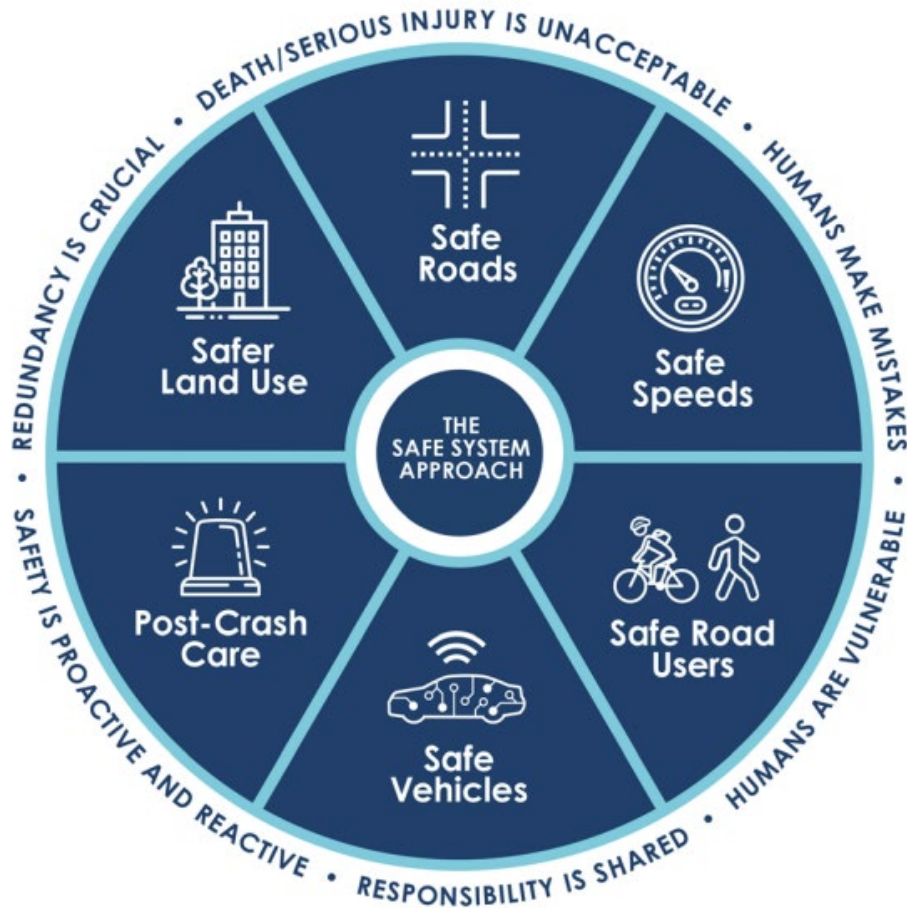


Recognition that:

- Added roadway capacity can induce additional travel
- Congestion relief may be temporary

Reflecting Community Values

13



Transportation Analysis Is Also a Policy Choice

- When should studies be required?
- What metrics matter most?
- Which impacts warrant mitigation?
- What do we want from our transportation network?

These decisions reflect:

- Community priorities
- General Plan policies
- Desired transportation and land use outcomes
- Understanding the connection between transportation and land use

Alignment with City Goals



Santa Rosa General Plan 2050

The General Plan supports:

- Compact infill development
- Connected transportation networks
- Multimodal travel options
- Safety and accessibility
- Efficient land use patterns

Therefore, transportation analysis requirements should focus on:

- Safety
- Connectivity
- Multimodal access
- Meaningful transportation impacts

Rather than analytical requirements with limited decision-making value.

What Do We Want to Be?



LOS A



LOS F



Key Conclusions

Transportation analyses remain important technical tools.

Transportation models provide estimates, not predictions.

Analysis requirements influence development outcomes.

Requirements should align with adopted City goals.

Detailed studies should be focused where meaningful transportation issues may exist.

TIA metrics and statements are often misused by project supporters and opponents.

“Traffic” is a frequent crutch used by the public without being a useful descriptor.



Questions?



City of Santa Rosa

Text File

File Number: 26-206PC

Agenda Date: 7/9/2026

Version: 1

Status: In Committee

In Control: Planning Commission

File Type: PC- Agenda Item

Agenda Number: 10.1

CITY OF SANTA ROSA
PLANNING COMMISSION

TO: CHAIR AND MEMBERS OF THE PLANNING COMMISSION
FROM: TORINA WILSON, TRANSPORTATION PLANNER
TRANSPORTATION AND PUBLIC WORKS DEPARTMENT

SUBJECT: PUBLIC OUTREACH FOR THE GREENWAY CONNECTIVITY
STUDY

AGENDA ACTION: No Action

RECOMMENDATION

The Transportation and Public Works Department will present on the public outreach campaign for the Greenway Connectivity Study. This item is provided for information or for comments and no formal action will be taken.

BACKGROUND

The City of Santa Rosa has an extensive web of creek trails and multi-use paths that traverse both north/south and east/west, connecting the community to services and recreation alike. One of the more extensive trails is the Santa Rosa Creek Trail, which links to west Sonoma County through the Joe Rodota Trail, and with the Prince Memorial Greenway in downtown Santa Rosa. City staff is continually looking for opportunities to improve multi-use paths and creek trails, including opportunities to provide access to and between existing pathways.

With purchase of the Southeast Greenway site in 2024, the City is one step closer to completing an entire east/west connection across the city, ultimately linking to unincorporated Sonoma County and park land. Yet, there remains no concrete plan to close the gap that would remain between the existing Prince Memorial Greenway and the future Southeast Greenway.

With this knowledge, City staff applied for and received a Technical Assistance Grant from the United States Department of Transportation called the Thriving Communities Program. The Thriving Communities Program is giving City staff assistance on the "Greenway Connectivity Study" with the express purpose of determining how to

create a low stress and all ages and abilities link between the existing Prince Memorial Greenway and the future Southeast Greenway.

In 2025, City staff created three alternatives that are each feasible to close the gap that would be created. City staff presented these three alternatives to a group of stakeholders in July 2025 to ask for initial feedback before finalizing the three alternatives for a public outreach campaign in 2026.

ANALYSIS

There are three alternatives currently published for public review, described in detail in an online survey on the project webpage: <https://www.srcity.org/4243/Greenway-Connectivity-Study>

These alternatives and visual simulations are shown in Attachment 1. The three alternatives explore a combination of separated bike lanes and neighborhood greenways that would traverse three separate paths to link users between the Prince Memorial Greenway and the future Southeast Greenway. Alternatives include:

- **Alternative 1: Separated Bikeway and Neighborhood Greenway**, illustrated by the orange path in Attachment 1. This alternative follows Sonoma Avenue between Santa Rosa Avenue and Hahman Drive, then turns south on Hahman Drive to meet with Hoen Avenue and the future Southeast Greenway. This alternative would be a protected bike lane on Sonoma Avenue, a neighborhood greenway on Hahman Drive and either a Neighborhood Greenway or protected bike lane on Hoen Avenue.
- **Alternative 2: Separated Bikeway and Neighborhood Greenway**, illustrated by the blue path in Attachment 1. This alternative follows Sonoma Avenue between Santa Rosa Avenue and Doyle Park Drive, moves through Doyle Park, and follows Hoen Avenue until reaching the future Southeast Greenway. Hoen Avenue would be a mix of neighborhood greenway and/or protected bike lanes depending on parking lanes.
- **Alternative 3: Neighborhood Greenway Only**, illustrated by the yellow path in Attachment 1. This alternative follows Santa Rosa Avenue south and then uses neighborhood streets such as Charlies Street and Vallejo Street to link to Farmers Lane and then Hoen Avenue. This alternative would primarily be a neighborhood greenway, with some multi-use path and/or protected bike lanes on Farmers Lane and Hoen Avenue to separate bicycles from vehicle traffic.

The survey (included in this Staff Report as Attachment 2) on the project webpage includes the project maps and visual simulations shown in Attachment 1. The survey is drafted in a manner to walk respondents through the project alternatives while asking strategic questions to understand what their preference may be. Questions are specifically worded to understand if the respondent has or travels with someone that has mobility limitations, children, or often carries items like groceries. The intention of these questions is to understand if one of the proposed alternatives would serve specific vulnerable populations better than others, creating a path that is for all ages and

abilities.

Upon closing of the survey on July 31, 2026, staff will move forward with the “Preferred Alternative”, including final design and funding. Grant funding may be leveraged depending on which alternative is preferred and the final cost of the improvements.

FISCAL IMPACT

This briefing has no effect on the General Fund.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

ATTACHMENTS

Attachment 1 – Project Alternatives and Visual Simulations

Attachment 2 – Project Survey

CONTACT

Torina Wilson, twilson1@srcity.org, 707-543-3910

Greenway Connectivity Study

With purchase of the [Southeast Greenway](#) site in 2024, the City is one step closer to completing an entire east/west connection across Santa Rosa! One critical gap is still to be planned: the gap that would be created between the existing Prince Memorial Greenway and the future Southeast Greenway, shown on the Regional Map below.

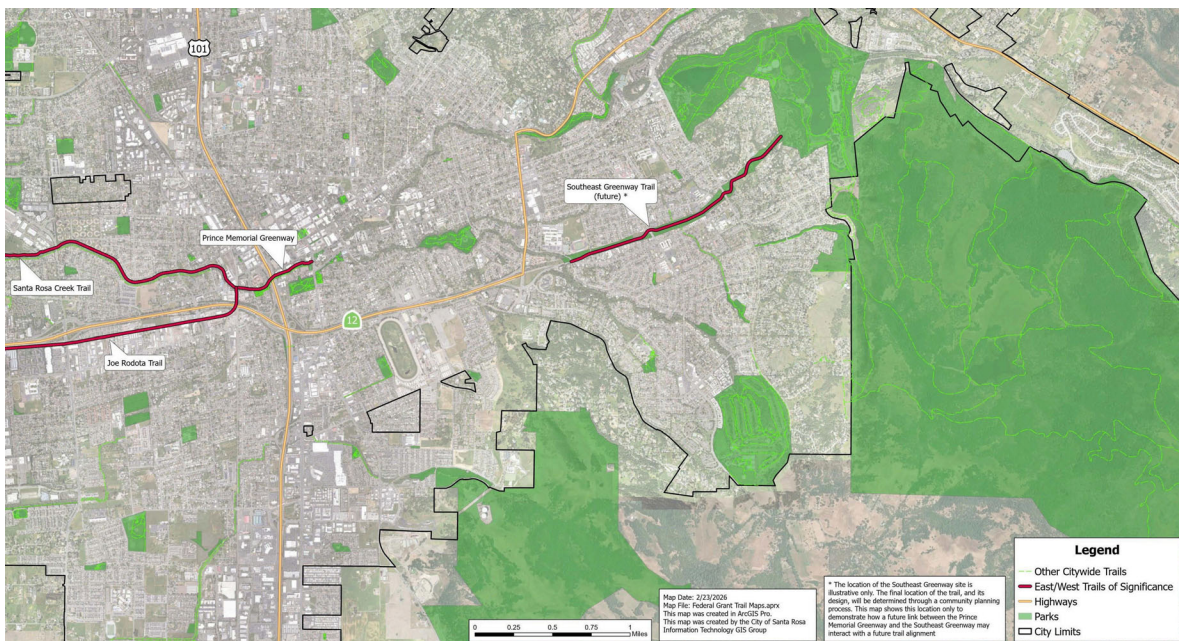
This survey presents options for closing the gap and the City needs your help in determining how best to do that! Please take this survey to give the City helpful insight into your travel patterns and your preference for a future project.

This survey can take up to 15 minutes to complete, please come back at another time if you want to provide more detailed information!

[Sign in to Google](#) to save your progress. [Learn more](#)

* Indicates required question

Regional Map Showing the Gap in East/West Trails



What age group do you fall into?

- Under 18
- 18-24
- 25-44
- 45-64
- 65+

What is your relationship to the corridor (Sonoma Ave, Doyle Park, Montgomery Village, etc. area)? Select all that apply. *

- I live nearby
- I work nearby
- I attend school nearby
- I own or operate a business nearby
- I visit parks or other recreation in the area
- I use doctor or other professional services in the area
- I shop in the area
- Other:



Do you or someone you regularly travel with have mobility needs that can make getting around more difficult? Select all that apply. *

- Yes, I have a disability or health condition
- Yes, I travel with someone who has a disability or health condition
- Yes, I am an older adult with mobility limitations
- Yes, I travel with an older adult with mobility limitations
- Yes, I travel with children
- Yes, I often carry groceries, carts, strollers, or heavy items
- Yes, I have temporary mobility limitations (e.g., injury)
- No, I do not have mobility limitations or travel with anyone who does
- Prefer not to say
- Other:

If you answered yes to any of the mobility limitations above, is there anything that you think would make your trips easier in the Sonoma Ave, Doyle Park, Montgomery Village, etc. area?

Your answer



What types of transportation do you currently use in the area (Sonoma Ave, Doyle Park, Montgomery Village, etc. area)? *

- Drive (including motorcycle)
- Walk
- Bike (pedal, e-bike, trike, etc)
- Electric scooter
- Wheelchair or other mobility device
- Transit (CityBus, Sonoma County Transit, etc)
- Paratransit
- Rideshare (Uber, Lyft, taxi)
- Other:

If you use any types of transportation other than a vehicle, what types of trips do you take and with what mode? For instance, do you bike to the park, walk to shopping, but drive to work, etc? *

Your answer



What currently prevents you from walking, biking, rolling, or taking transit more often along this corridor (Sonoma Ave, Doyle Park, Montgomery Village, etc. area)? Select all that apply.

- Vehicle speed
- High traffic volume
- Unsafe crossings
- Lack of protected bike lanes
- Poor lighting or visibility
- Lack of shade
- Distance or time
- I already feel comfortable
- Other:

If you could, which types of trips would you take in this area with walking/biking/transit if the transportation system felt safe and comfortable? Select all that apply.

*

- To/From Home
- To/From Work
- To/From Shopping
- To/From Doctors and Other Professional Services
- To/From Exercise or Recreation
- To/From School
- Other:



Map of Three Alternatives

The City is proposing three options to closing the gap between the Prince Memorial Greenway and the future Southeast Greenway. This map shows the routes of the three options and more information will be given as you move through this survey.



Description of the Three Alternatives

Alternative 1 follows Sonoma Avenue between Santa Rosa Avenue and Hahman Drive, then turns south on Hahman Drive to meet with Hoen Avenue and the future Southeast Greenway. This alternative would be a protected bike lane on Sonoma Avenue, a neighborhood greenway on Hahman Drive and either a Neighborhood Greenway or protected bike lane on Hoen Avenue. Visual simulations are shown further down in the survey.

Alternative 2 follows Sonoma Avenue between Santa Rosa Avenue and Doyle Park Drive, moves through Doyle Park, and follows Hoen Avenue until reaching the future Southeast Greenway. Hoen Avenue would be a mix of neighborhood greenway and/or protected bike lanes depending on parking lanes. Visual simulations are shown further down in the survey.

Alternative 3 follows Santa Rosa Avenue south and then uses neighborhood streets such as Charlies Street and Vallejo Street to link to Farmers Lane and then Hoen Avenue. This alternative would primarily be a neighborhood greenway, with some multi-use path and/or protected bike lanes on Farmers Lane and Hoen Avenue. Visual simulations are shown further down in the survey.

Aerial View of the Three Alternatives at Santa Rosa Avenue and Sonoma Avenue



Aerial View of the Three Alternatives at Doyle Park

Notice that Doyle Park Drive is where Alternatives 1 and 2 diverge from each other



Aerial View of the Three Alternatives facing Montgomery High School

Notice that all three alternatives meet back together on Hoen Avenue next to Montgomery High School.



Please provide your initial thoughts on the three alternatives, focusing on the route they take and the locations/services you use that they may or may not connect to.

Your answer



If you had to prioritize, which three factors matter most to you when selecting a preferred route? Please choose only three if you can.

- Separation from vehicles
- Shortest travel time
- Fewer street crossings
- Slower vehicle speeds
- Maintaining on-street parking
- Direct access to schools
- Access to parks and green space
- Better lighting and visibility
- Lower project cost
- Other:



Now that you've seen the routes for each alternative, we will show you options of what the improvements could look like.



PROPOSED ALTERNATIVES

Active Santa Rosa



View of potential protected bike lane on Sonoma Avenue, Alternatives 1 and 2

Note that this alternative plans to preserve parking on both sides of Sonoma Avenue, but a few spots may need to be removed for site distance at driveways and to have areas for trash pick-up and mail delivery. This option would provide a separated space for bikes, a buffer for pedestrians, would maintain driveway access, and parking, while also slowing vehicle speeds and reducing vehicle collisions.



PHOTOSIM 1: SONOMA AVE APPROACHING CHURCH ST, LOOKING EAST

Active Santa Rosa



View of potential Doyle Park cut-through to Hoen Avenue, Alternative 2 only

This alternative would have a protected bike lane on Sonoma Avenue as shown above, but instead of going all the way to Farmers Lane, bikes/pedestrians would be sent through Doyle Park's tree-lined paths and roads to Hoen Avenue where a neighborhood greenway would begin (refer to the next photo). This alternative would link through a great community park but would not be as direct as Alternative 1 may be.



PHOTOSIM 2: DOYLE PARK DRIVE, LOOKING SOUTH

Active Santa Rosa



View of potential Vallejo Street neighborhood greenway, All three alternatives have a neighborhood greenway component

This is an example of a neighborhood greenway. On a neighborhood greenway, bikes share the road with cars, but there are traffic calming measures used to slow vehicle speeds. Slower vehicle speeds make it more comfortable for bikes, reduces neighborhood speeding, and creates a more peaceful experience for pedestrians. Parking will be maintained in most locations, with some occasional spots removed for site distance at intersections, areas for trash pickup, and/or mail drop off.



PHOTOSIM 3: VALLEJO STREET & KAREN WAY, LOOKING EAST

Active Santa Rosa



Think about how you travel and/or who you travel with. *

Now that you've seen the difference between a protected bike lane and a neighborhood greenway, do you have feedback on which you would use and with who? If you have young children or travel with people that have mobility constraints, please describe any barriers you notice with these alternatives.

Your answer



Given that answer, choose your preferred alternative.

- Alternative 1 (Sonoma to Hahman to Hoen)
- Alternative 2 (Sonoma to Doyle Park to Hoen)
- Alternative 3 (Santa Rosa Ave to Clark to Vallejo to Farmers to Hoen)

Please pick a second preferred alternative if you have one.

- Alternative 1 (Sonoma to Hahman to Hoen)
- Alternative 2 (Sonoma to Doyle Park to Hoen)
- Alternative 3 (Santa Rosa Ave to Clark to Vallejo to Farmers to Hoen)



If you were travelling on a neighborhood greenway, which of the following improvements would you like to see? Select all that apply. *



Traffic circles



Bulb-outs (curb ramp that extends into the street farther than usual)



Bike boxes



Flashing pedestrian signals



Pedestrian crossing refuges



Traffic diverters (allows bike/ped movement but not vehicles)





Speed cushions



Chicanes (makes streets curved instead of straight, reduces speed)



Pavement markings

Other:



Wayfinding signs

For any of the alternatives, are there certain features you'd like to see along the entire corridor? Select all that apply. *

- Shade trees
- Landscaping
- Signage
- Transit stops (CityBus, Sonoma County Transit, etc)
- Public art
- Lighting
- Benches
- Bike parking
- Wider sidewalks
- Upgraded street crossings
- Other:

Is there anything you DON'T want to see or that you are concerned about?

Your answer

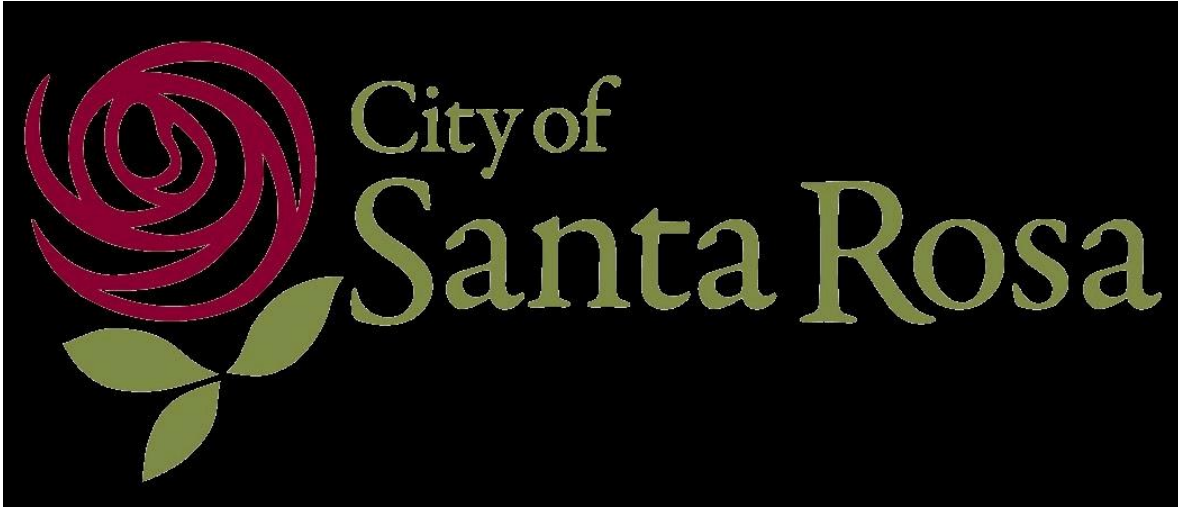
Is there anything else you'd like the project team to know?

Your answer

Thank you for taking part in this survey and sharing your input to help us close the Greenway connectivity gap.

Your feedback will help guide the study's recommendations. A summary of survey results will be posted in Fall 2026. We encourage you to check the project webpage for updates and details on upcoming community meetings where results will be presented.





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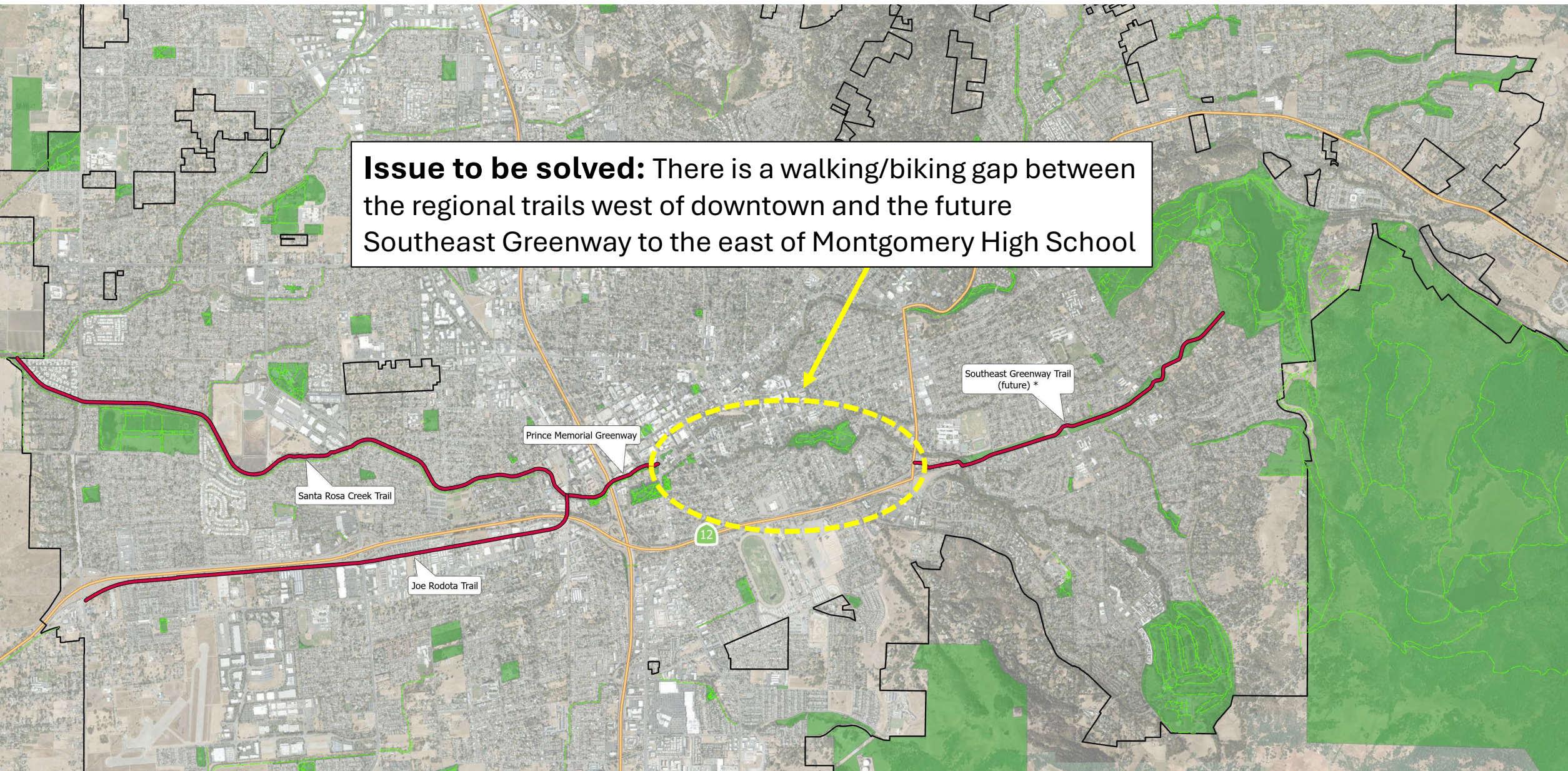




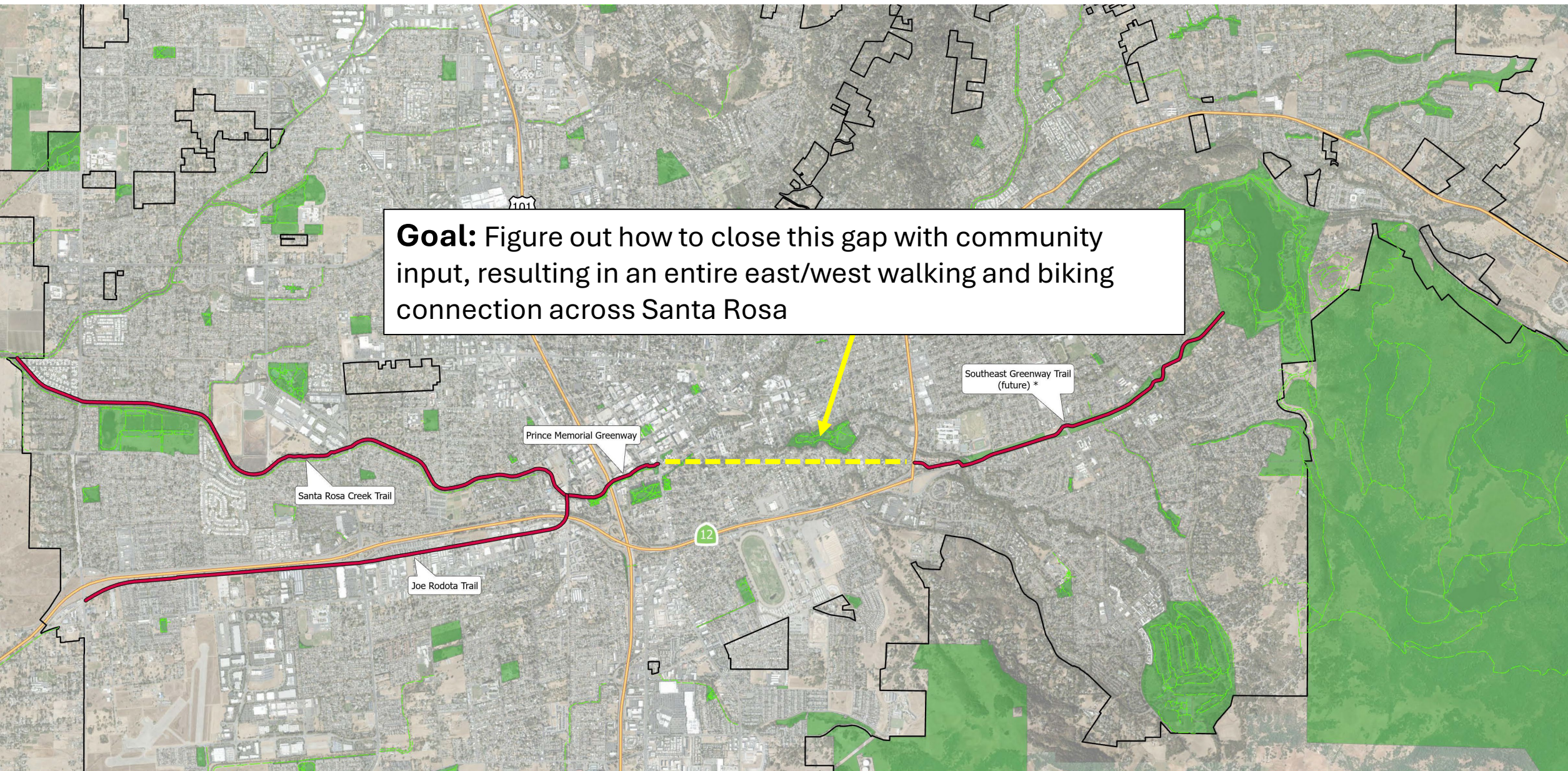


Greenway Connectivity Study

Issue to be solved: There is a walking/biking gap between the regional trails west of downtown and the future Southeast Greenway to the east of Montgomery High School



Goal: Figure out how to close this gap with community input, resulting in an entire east/west walking and biking connection across Santa Rosa



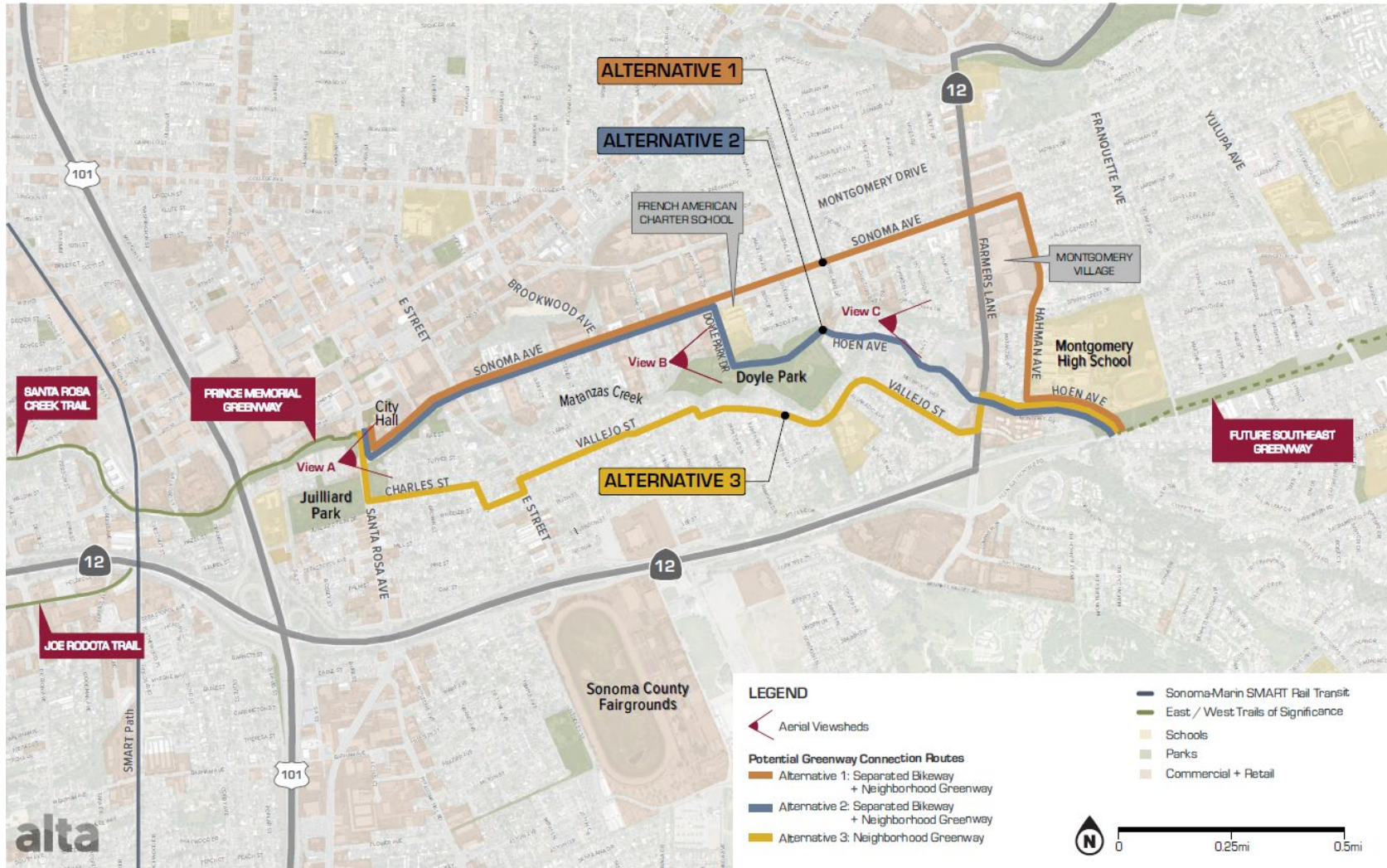
Santa Rosa Creek Trail

Joe Rodota Trail

Prince Memorial Greenway

Southeast Greenway Trail (future)*

Three Project Alternatives



Sonoma Avenue Facing East



Doyle Park Facing East



Bobelaine Drive Facing East



Sonoma Avenue Parking Protected Bike Lane



Doyle Park



Vallejo Street Neighborhood Greenway





Scan this QR Code to get to the project webpage, or type in:

<https://www.srcity.org/4243/Greenway-Connectivity-Study>