

38 Degrees North Phase 3

Fall 2021 General Plan Amendment Package

General Plan Amendments

Rezoning

Major Design Review (Design Review Board)

2660 Petaluma Hill Road

November 14, 2021

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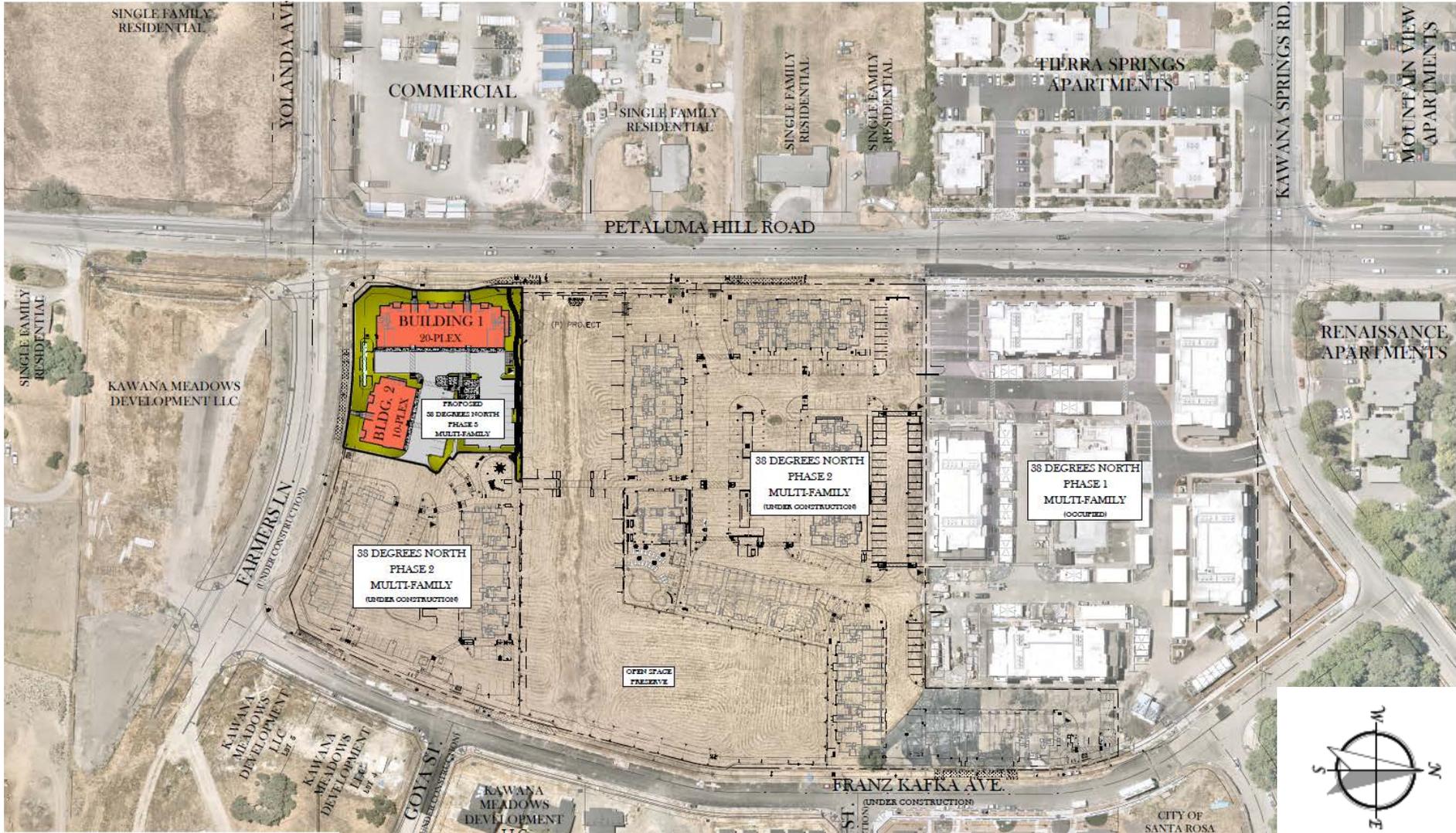
38 Degrees North Phase 3

- 30-unit multi-family residential development consisting of one 20-unit building and one 10-unit building on a 1.29-acre portion of a 10.87-acre parcel known as the 38 Degrees North Phase 2 site
- Phase 3 is designed to operate with Phases 1 and 2 as a single community
- Total units on the site, if approved, is 322 units

38 Degrees North Phase 3

- General Plan Diagram and Text Amendments
 - Diagram: Retail & Business Services/Medium Density Residential (8-18 units/acre) to Medium High Density Residential (18-30 units/acre) and remove “star” symbol from the site’s location.
 - Text: Remove reference to Community Shopping Center on pages 2-12, 2-22, and 2-30 of the General Plan.
- Zoning Map Amendment from CSC (Community Shopping Center) and PD 96-001C to R-3-30 (Multifamily Residential)
- Major DR for new construction > 10,000 SF subject to Design Review Board

Project Location 2660 Petaluma Hill Road



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- August 17, 2021 – Design Review Board approved Phase 1:
 - 120-unit multi-family housing development with onsite amenities and state density bonus on 5.03 acre site
 - Six (6) units dedicated to very-low income residents
 - 12 units dedicated to low income residents
 - Mitigated Negative Declaration adopted for Phase 1

- August 17, 2021 – Design Review Board approved Phase 1:
 - 120-unit multi-family housing development with onsite amenities and state density bonus on 5.03 acre site
 - Six (6) units dedicated to very-low income residents
 - 12 units dedicated to low income residents
 - Mitigated Negative Declaration adopted for Phase 1
 - Fully built and occupied

- August 20, 2021 – Design Review Board approved Phase 2:
 - 172-unit multi-family housing development with onsite amenities (market rate) on a 10.87-acre site
 - 2.54-acre Open Space Preserve
 - 1.29 acres preserved for 21,000 SF Community Shopping Center
 - Mitigated Negative Declaration adopted for Phase 2, included entire site
 - Entitled and in plan review for public improvement plans and grading plans

May 12, 2021 Neighborhood Meeting was held

May 13, 2021 Concept Design Review was submitted

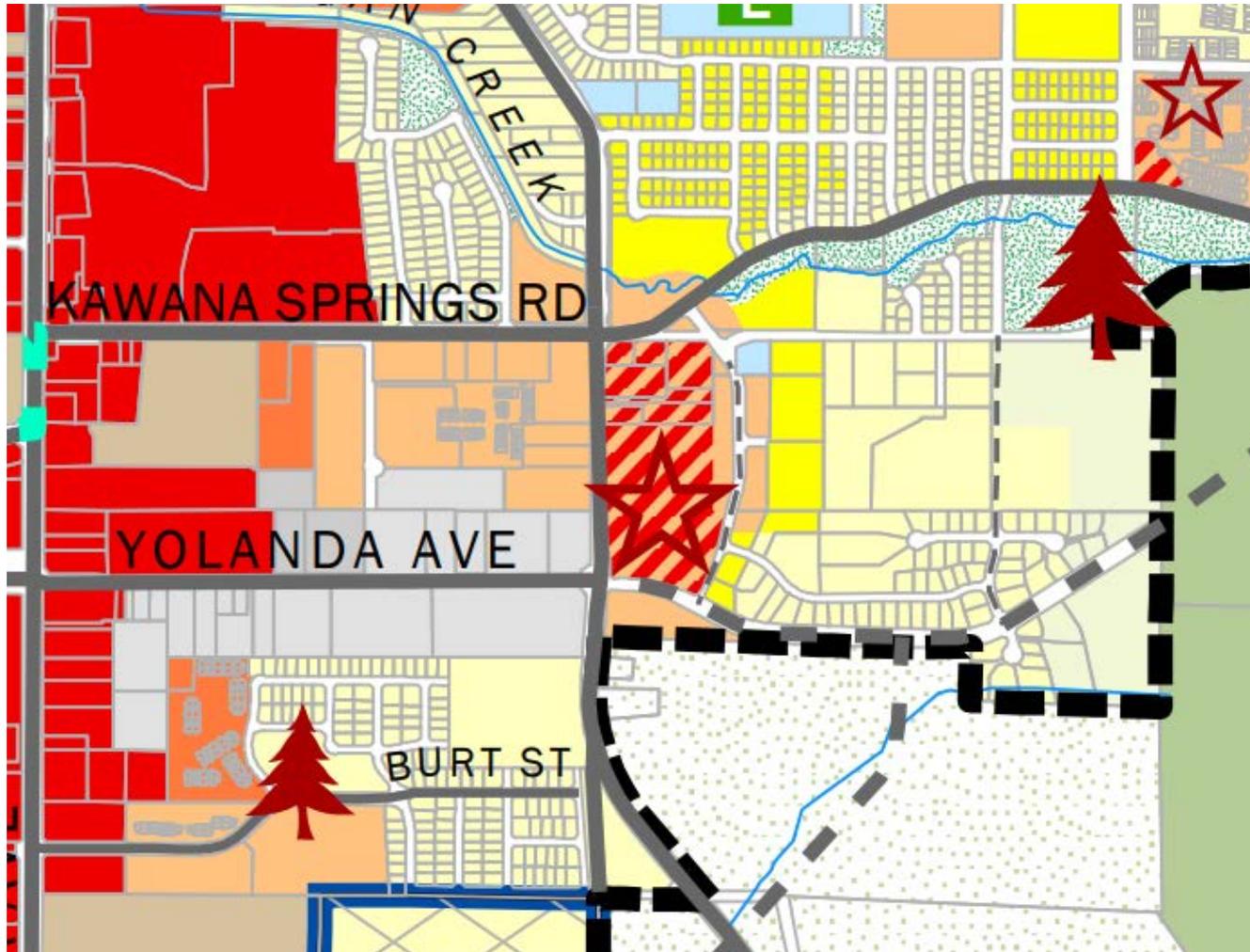
May 19, 2021 Application was submitted to the Planning and Economic Development Department for General Plan Amendment and Rezoning

July 15, 2021 Design Review Board reviewed the Concept Item

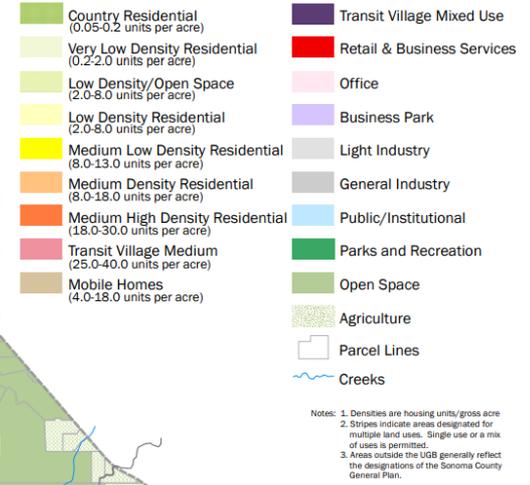
October 13, 2021 Application for Major Design Review was submitted

October 28, 2021 SB18 Tribal Consultation meeting was held

November 18, 2021 Planning Commission approved recommendation for Council to adopt Addendum, GPAM, Rezoning



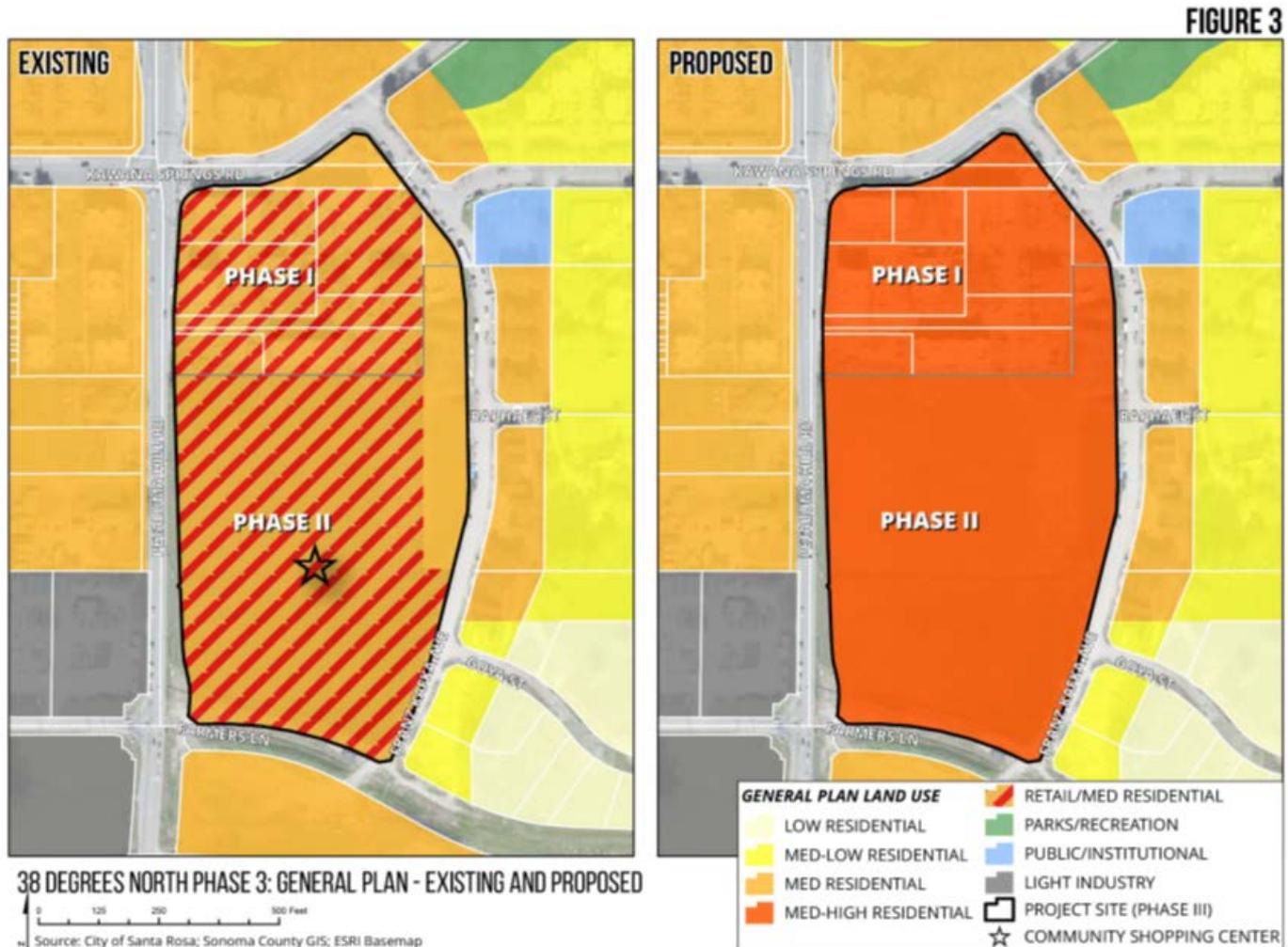
General Plan Land Use Diagram



Existing / Proposed

- | | | |
|--|--|------------------------------|
| | | Elementary School |
| | | Middle School |
| | | High School |
| | | Neighborhood Park |
| | | Community Park |
| | | Community Shopping Center |
| | | Neighborhood Shopping Center |
| | | Resort |

General Plan Diagram Amendment



General Plan Text Amendment

- Remove reference to a Community Shopping Center at the site on page 2-12 of the General Plan,
- Remove reference to a “Community Shopping Center” in the southeast portion of the City in Table 2-4 on page 2-20, under General Plan Policy LUL-E-1
- Remove reference to a Community Shopping Center at “Petaluma Hill Road at Yolanda Avenue” on page 2-22, Policy LUL-G-1
- Remove reference to the Community Shopping Center on page 2-30, Policies LUL-W and LUL-W-1

Table 2-4: Proposed Neighborhood Improvements

Quadrant	Parks and Recreation	Schools	Convenience Shopping
Northeast	2 Neighborhood Parks		
Northwest	5 Neighborhood Parks		Community Shopping Center
Southeast	Community Park, 5 Neighborhood Parks	Middle School	Community Shopping Center 3 Neighborhood Shopping Centers
Southwest	Community Parks, 12 Neighborhood Parks	Middle School, 4 Elementary Schools	International Marketplace, Community Shopping Centers 3 Neighborhood Shopping Centers

LUL-G-1 Develop the following areas as mixed use centers (see General Plan Land Use Diagram):

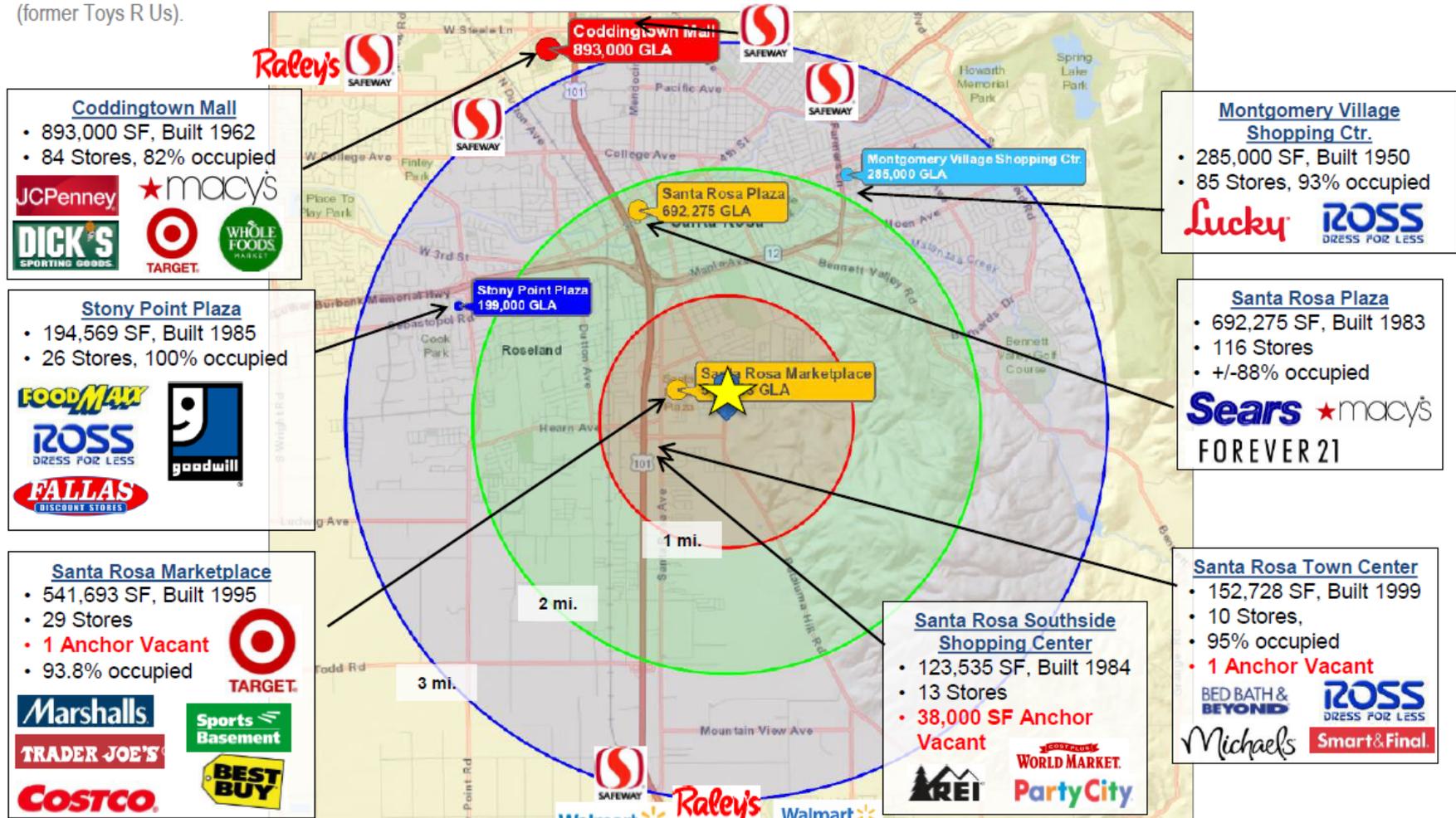
Community Shopping Centers:

- South of Hearn Avenue, at Dutton Meadow Avenue
- West of Corporate Center Parkway, at Northpoint Parkway
- Piner Road, at Marlow Road
- Petaluma Hill Road, at Yolanda Avenue

 **LUL-W** Encourage pedestrian activity at the ~~community shopping center and~~ neighborhood center and establish the neighborhood center as a visual focal point and center of social activity for local residents.

LUL-W-1 Provide a human scale environment at the ~~community and~~ neighborhood shopping centers.

(former Toys R Us).

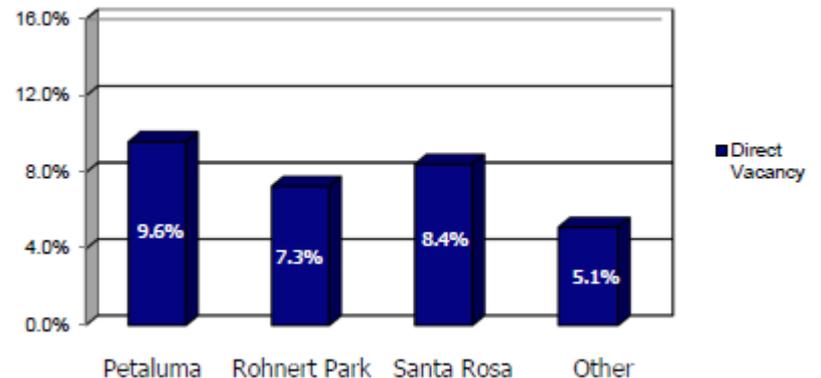
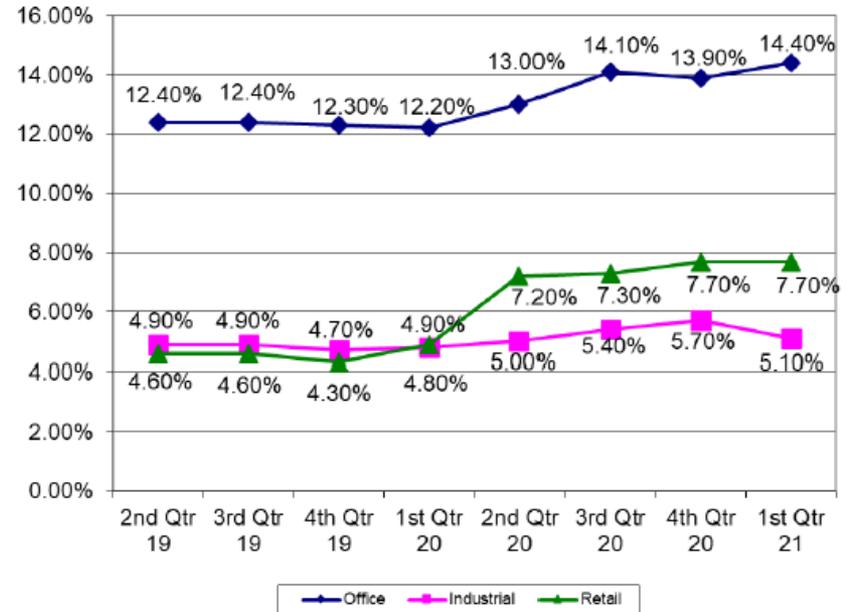


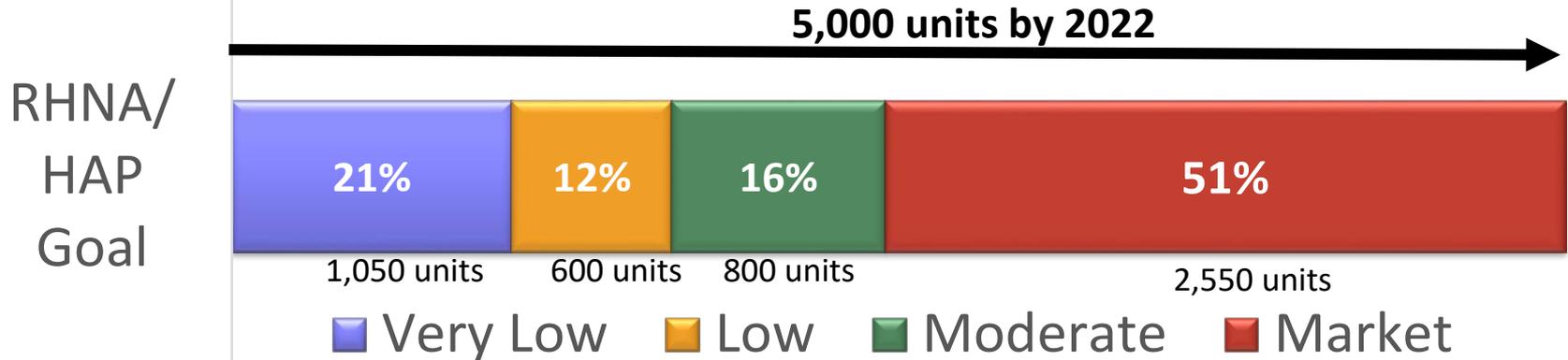
- Market Analysis by Zonda, a market research and consulting firm specializing in real estate industry, concluded that the 38 Degrees North site does not support any anchor retail uses and does not support a grocery store anchor in particular.

General Plan Amendment

Commercial Vacancy Rates:

- Sonoma County - 7.7% or 289,845 SF
- Santa Rosa - 8.4% or 672,301 SF
- Santa Rosa Marketplace - 6.1% or 34,294 SF
 - Within 0.5 miles of the 38 Degrees North site





*Regional Housing Needs Allocation (RHNA) 2014 – 2022 and 2016 Santa Rosa Housing Action Plan (HAP)

38 Degrees North Phase 3: Total 30 units


 Market Rate:
 30 Units (1.17% of goal)

LUL-A

Foster a compact rather than a scattered development pattern in order to reduce travel, energy, land, and materials consumption while promoting greenhouse gas emission reductions citywide.

LUL-E

Promote livable neighborhoods by requiring compliance with green building programs to ensure that new construction meets high standards of energy efficiency and sustainable material use.

LUL-F-1

Do not allow development at less than the minimum density prescribed by each residential land use classification.

LUL-F-2

Require development at the mid-point or higher of the density range in the Medium and Medium High Density Residential categories. Allow exceptions where topography, parcel configuration, heritage trees, historic preservation or utility constraints made the mid-point impossible to achieve.

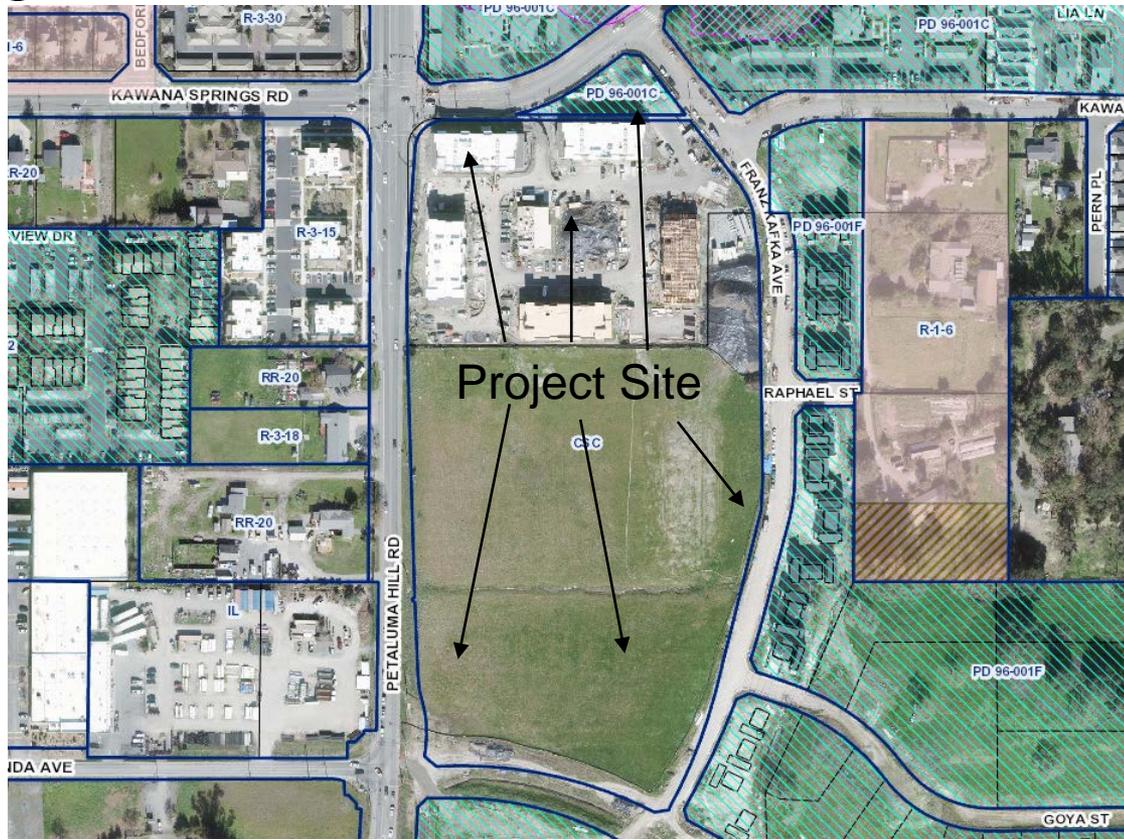
LUL-V

Establish a land use pattern and residential environment which promotes efficient, harmonious relationships between different activities and reinforces the identity of the southeast area.

H-A

Meet the housing needs of all Santa Rosa residents.

- CSC (Community Shopping Center)
- PD 96-001C
- R-3-30 (Multifamily Residential)



Proposed Elevations for Reference



Environmental Review

California Environmental Quality Act (CEQA)

- CEQA Guidelines section 15164 provides that an addendum to an approved EIR is appropriate when only minor technical changes or additions are made but none of the conditions described in section 15162 has occurred;
- Addendum to 38 Degrees North Phase 2 Mitigated Negative Declaration concluded that the proposed Project would not cause new significant environmental impacts or substantial increases in the severity of significant effects beyond those previously identified as part of the City's environmental review process and none of the circumstances under CEQA Guidelines Section 15162 were triggered, therefore, no additional analysis is required.

- Several emails were received from considered neighbors
 - Concerned about removing the Community Shopping Center Designation.
 - Concerned about construction impacts to the surrounding area from fugitive dust and noise.

It is recommended by Planning and Economic Development Department and the Planning Commission that the Council:

- Adopt Addendum to MND (resolution);
- Approve General Plan Diagram and Text Amendment (resolution) to:
 - Change land use designations to Medium High Density Residential;
 - Remove the star symbol designating a future Community Shopping Center;
 - Remove reference to a “Community Shopping Center” in the southeast portion of the City in Table 2-4 on page 2-20, under General Plan Policy LUL-E-1;
 - Remove reference to a Community Shopping Center at “Petaluma Hill Road at Yolanda Avenue” on page 2-22, Policy LUL-G-1;
 - Remove reference to the Community Shopping Center on page 2-30, Policies LUL-W and LUL-W-1; and
- Adopt a Rezoning ordinance to amend the Zoning Map for the property to R-3-30

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