

**From:** [Avery Figueroa](#)  
**To:** [\\_CityCouncilListPublic](#)  
**Subject:** [EXTERNAL] City General Plan  
**Date:** Monday, September 25, 2023 8:53:37 PM

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Dear Mayor Rogers and Council Members,

There is much to be praised about the Draft General Plan you will be considering on Tuesday, September 26. However, I ask you to strongly recommend one significant revision between now and the final draft: Please include a specific and ambitious target for reducing vehicle miles traveled (VMTs).

A significant reduction in VMTs will simultaneously serve all of these city goals:

- Reducing traffic congestion
- Reducing GHG emissions
- Reducing air and noise pollution
- Reducing collisions, injuries, and deaths
- Improving physical and mental health outcomes
- Reducing the need for parking
- Reducing the burden and cost of road maintenance
- Reducing the need for expensive new road projects
- Enhancing opportunities for community connections and placemaking

Because of all these benefits, expenditures that help reduce VMT yield better return on investment than those that do not. We need a bold VMT goal front and center in our General Plan to guide such investments.

Thanks,  
Avery Figueroa  
South Hoen Neighborhood

**From:** [Calum Weeks](#)  
**To:** [City Council Public Comments](#)  
**Subject:** [EXTERNAL] Public Comment  
**Date:** Tuesday, September 26, 2023 8:32:34 AM  
**Attachments:** [2023\\_0926\\_Santa Rosa City Council Comment on Draft General Plan.pdf](#)

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Hello -

Apologies for the delay, but please accept this public comment to the record.

Thanks so much,

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Calum (Cal) Weeks | Policy Director

([he/him](#))

**Generation Housing**

**GenerationHousing.org**

427 Mendocino Ave, Suite 100 | Santa Rosa, CA 95401



[Facebook](#), [Instagram](#), [Twitter](#), [YouTube](#)



427 Mendocino Ave  
Suite 100  
Santa Rosa, CA 95404

(707) 900-4364  
info@generationhousing.org

26 September 2023

Via email

**Re: Item Comment on the City of Santa Rosa's Draft General Plan**

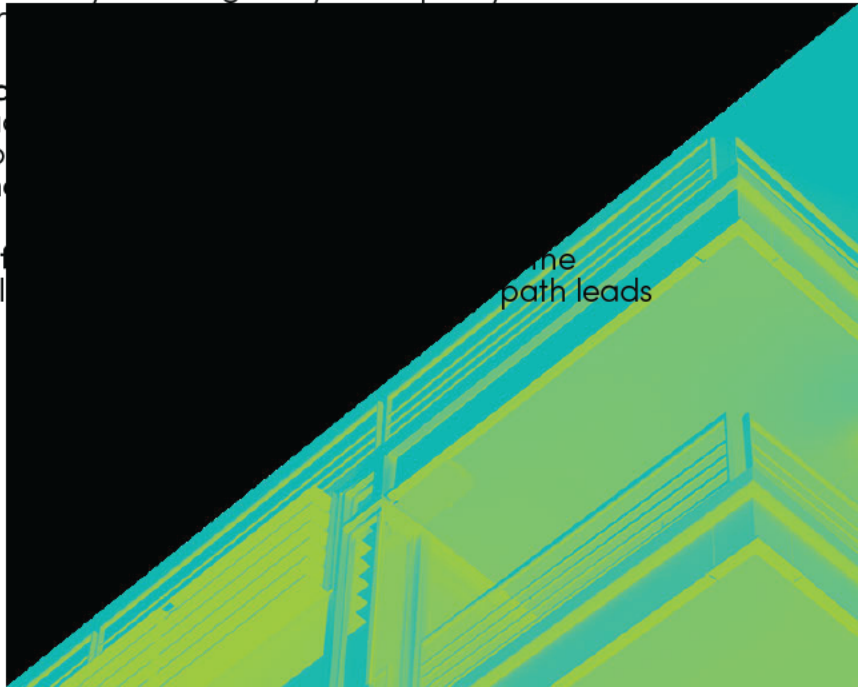
Dear Mayor Rogers, Councilmembers, and staff:

At Generation Housing, envision vibrant North Bay communities where everyone has access to a diverse range of affordable homes. Efficient land use and sustainable development practices are

Much of the proposed of the Goals, Policies, and Actions included in the draft General Plan align with the North Bay NEXT Action Steps we recently called on all jurisdictions in Sonoma County to act on immediately. Specifically, we called for an end to parking minimums, city-wide. We're also advocating for communities to end exclusionary zoning and allow by-right development of fourplex housing in single-family zones. Taken together, these actions could result in a measurable positive impact for our community and move us closer to alignment with the Metropolitan Transportation Commission's [Transit-Oriented Communities policy](#), which is currently in the process of being implemented. In order to be eligible for the fourth round of the One Bay Area Grant, communities must be in full compliance with this policy by 2026.

Regarding the Land Use and Economic Development Element, we commend the Plan's effort in merging the "Downtown" and "Corridor" approaches and advocating for compact over dispersed developments. However, certain actions need more focus and clarification.

- + **Rethinking Parking (Action 2-2.9):** Downtown is currently a parking lot wasteland, with most spaces sitting empty even during peak times. Let's ramp up the importance of shared parking spaces to make better use of this real estate. While shared parking agreements might not be a panacea for our overparking city, it can be leveraged to draw down the number of total parking spots in Santa Rosa while simultaneously enabling a city-wide policy that eliminates parking minimums on r
- + **Clarifying Housing Diversity (Goal 2.1.1):** We're aiming to cut carbon emissions by promoting housing near transport nodes. If b options, then it's sending mixed m
- + **Preserving Identity without Sacrificing Affordability:** The "identity" of a neighborhood should not be sacrificed to gentrification which





427 Mendocino Ave  
Suite 100  
Santa Rosa, CA 95404

(707) 900-4364  
info@generationhousing.org

will alter the community fabric the plan seeks to conserve.  
Instead, we encourage this General Plan to ??????

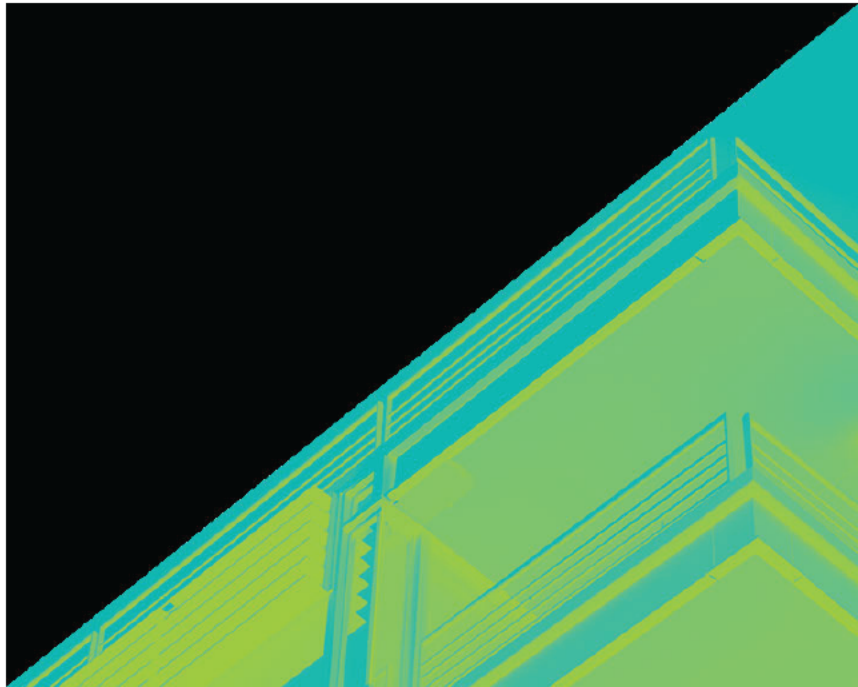
+ **Smart Retail Locations (Action 2-4.19):** New large retailers should be easily accessible not just by car but also via SMART stations. We request the addition of a provision that includes language or a commitment ensuring accessibility to these outlets within one-quarter mile of a SMART station. Pairing this with adequate bicycle and pedestrian connections with surrounding neighborhoods will generate a multitude of co-benefits for the community.

In summary, while the Plan is heading in the right direction, it needs more specificity and emphasis on housing development in line with sustainable practices to truly create equitable, healthy, and resilient communities in the North Bay.

As always, we value your work and look forward to helping Santa Rosa realize our shared vision for a more equitable, vibrant, and sustainable community.

Respectfully,

  
Jen Klose  
Executive Director, Generation Housing



**From:** [Adrian Covert](#)  
**To:** [Abby Arnold](#)  
**Cc:** [CityCouncilListPublic](#)  
**Subject:** [EXTERNAL] Re: General Plan Update  
**Date:** Tuesday, September 26, 2023 8:59:47 AM

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Great email! Thanks Abby!

On Mon, Sep 25, 2023 at 11:13 AM Abby Arnold <[REDACTED]> wrote:

Dear Mayor and Council members:

I am a senior citizen who recently moved to Santa Rosa. I was attracted by the City's commitment to building housing, reducing greenhouse gases, and prioritizing non-automobile transportation. I'm especially excited about the expansion of bike lanes, which will allow me to safely travel by bike instead of using my car. I'm planning to buy an e-bike soon.

I am in full agreement with the comments of Santa Rosa YIMBY. The biggest contributor to climate change is the automobile. With good local policies and the SMART train, Santa Rosa can be a national model of the way we will all have to live in a low-carbon future. Please adopt the changes to the General Plan update that are suggested by Santa Rosa YIMBY.

Thank you.

Abby Arnold

[REDACTED]

Santa Rosa, CA 95405

*Abby Arnold*

(she, her, hers) [Here's why](#)

[REDACTED]

--

Adrian Covert  
Santa Rosa, CA

[REDACTED]

**From:** [Ken MacNab](#)  
**To:** [\\_CityCouncilListPublic](#)  
**Cc:** [Smith, Maraskeshia](#)  
**Subject:** [EXTERNAL] Comments on Draft Santa Rosa 2050 General Plan  
**Date:** Wednesday, September 27, 2023 8:07:34 AM  
**Attachments:** [Comment Letter on Draft 2050 General Plan.pdf](#)

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Mayor Rogers, Councilmembers-

Thank you for the opportunity to complete my comments on the Draft Santa Rosa 2050 General Plan. First off, I would like to apologize if I was out of line in publicly challenging Deputy Director Jones' comments at the end of the presentation yesterday. Please know that as a professional colleague and former co-worker, I have the highest level of respect for Jess. But her characterization that the City's current policy requires preparation of a Specific Plan prior to annexation of the Todd Creek/2010 Area is not what the policy language says, its staff's interpretation of what the policy language means. There is a difference, and I thought it was important to clarify the point.

Attached for your consideration is a letter with a few suggested edits to the Draft General Plan for your consideration. Please do not hesitate to contact me if you have any questions.

Respectfully-

Ken

**Ken MacNab** | KMac Advising, LLC

September 26, 2023

Ms. Natalie Rogers  
Mayor  
City of Santa Rosa  
100 Santa Rosa Avenue  
Santa Rosa, CA 95404

RE: Comments on Santa Rosa General Plan 2050

Dear Mayor Rogers, Councilmembers:

Thank you for the opportunity to provide input on the Draft Santa Rosa 2050 General Plan. As you are aware, there has been a long-standing interest by property owners in the Todd Creek area of unincorporated Southeast Santa Rosa in annexing and developing their land with needed housing. This area, approximately 250 acres in size, is perhaps the single greatest opportunity for the City to secure its housing future. The site will accommodate a variety of housing types that will meet the needs of young adults, families, lower-income households, empty nesters, and seniors. The 2050 General Plan presents an opportunity to take pro-active steps that rise to the urgency of the housing crisis our community, region and state are facing. In this spirit, we submit the following suggested edits for your consideration.

#### **LAND USE AND ECONOMIC DEVELOPMENT ELEMENT**

**1. Modify Figure 2-5 (Areas of Change) to identify the Todd Creek area as an Area of Change (see attached map).**

Inclusion of the Todd Creek area in the General Plan as an Area of Change would provide a policy basis for moving forward with its annexation and help to create a more complete neighborhood for the residents of approximately 1,000 homes that currently exist along the south Santa Rosa Avenue corridor. Annexation and development of the Todd Creek area will provide new park space, new creek trails and new neighborhood-based stores – amenities that are currently lacking in this area. In addition, development of the Todd Creek area will help to complete long envisioned improvements to the City's circulation networks and will bring hundreds of new homes in close proximity to services and transit.

**2. Modify Action 2-1.8 (Disadvantaged Unincorporated Communities) add a new action that addresses the need for coordination between LAFCO and the City on annexing disadvantaged unincorporated communities.**

Close coordination between the City and LAFCO is needed to ensure that the approach for annexation of disadvantaged communities meets LAFCO objectives and the requirements of SB 244 but does not create an undue fiscal burden on the City. The approach should allow for flexibility in annexation strategies and avoid putting the City in a “all or nothing” position.

**3. Modify Action 2-1.9 to allow flexibility in determining the level of planning effort required prior to annexation of land in unincorporated South Santa Rosa. Preparation of a Specific Plan prior to Annexation in South Santa Rosa.**

Requiring completion of a Specific Plan prior to annexation of the Todd Creek area would unnecessarily delay the project and production of needed housing.

The City has received a PDA planning grant to prepare a Specific Plan. Although the Todd Creek area is currently within the South Santa Rosa Specific Plan planning area, its development as a vacant area does not present the issues and challenges that other developed areas within the Specific Plan area do, such as addressing under-served neighborhoods or “retrofitting” existing development along commercial corridors.

Site planning for the Todd Creek area can be accomplished through the use of a Planned Development Special Purpose Zoning District (“PD”), which will result in a more detailed land use and circulation plan at the end of the process than a Specific Plan. The City’s interest in identifying and accommodating needs related to City services, such as Fire and Police, water, wastewater, stormwater, transportation, and parks as part of the annexation process can be addressed through the PD/project entitlement process as required by other Actions in the Land Use and Economic Development Element (p. 2-26, stated below):

- Action 2-1.10: Require a fiscal impact analysis for proposed annexations that exceed 10 acres to ensure a full accounting of infrastructure and public service costs and confirm whether revenue enhancement mechanisms are necessary to ensure net fiscal balance.
- Action 2-1.11: Only allow annexations or City utility connections if they are consistent with the General Plan and do not adversely impact the City’s fiscal viability, environmental resources, infrastructure and services, and quality of life.

- Action 2-1.12: Limit annexations to land in the UGB with adequate services available, including unincorporated islands within the city limits.

Impact fee and other revenues generated from development within the Todd Creek area potentially could be directed towards improvements needed in other areas within the Specific Plan area. By allowing the Todd Creek area to be annexed in advance of completing a Specific Plan the City can get a jump start on generating these revenues.

#### **CIRCULATION, OPEN SPACE, CONSERVATION AND GREENHOUSE GAS REDUCTION ELEMENT**

**4. Modify Figure 3-4 (Planned Transportation Network Improvements) to show two new roads, described below.**

- A. The extension of Bellevue Avenue from its current terminus at Taylor Mountain Elementary School eastward to connect with Petaluma Hill Road as a new major road.
- B. The extension of a new minor road southward from the vicinity of the intersection of Petaluma Hill Road/Old Petaluma Hill Road to connect with the extension of Bellevue Avenue described in “A” above.

The requested modifications are generally consistent with the planned roads shown in Figure 5-1 of the City’s current General Plan. In addition, identification of these new roads in Figure 3-4 would align with and result in internal consistency with Action 3-1.19 (p. 3-16) and the proposed Class II bike improvements shown in Figure 3-6 of the Draft 2050 General Plan (p. 3-12, Existing and Planned Bicycle Network). It is unclear why these new roads are not being carried over into the Draft 2050 General Plan.

Inclusion of these new major roads in Figure 3-4 of the 2050 General Plan will provide a basis for investment of capital expenditures, inclusion of the roads in impact fee programs, and support for pursuit of grant funding opportunities.

#### **2050 GENERAL PLAN EIR**

**5. Identify the Todd Creek area as a specific annexation area in the 2050 General Plan EIR.**

Identification and inclusion of the Todd Creek area in the 2050 General Plan EIR and inclusion of related environmental analysis as required by the California Environmental Quality Act (CEQA) will help inform and guide subsequent environmental analysis.

Thank you again for your consideration of these issues. Please do not hesitate to reach out to me if you have any questions or would like to discuss these suggestions further.

Respectfully,

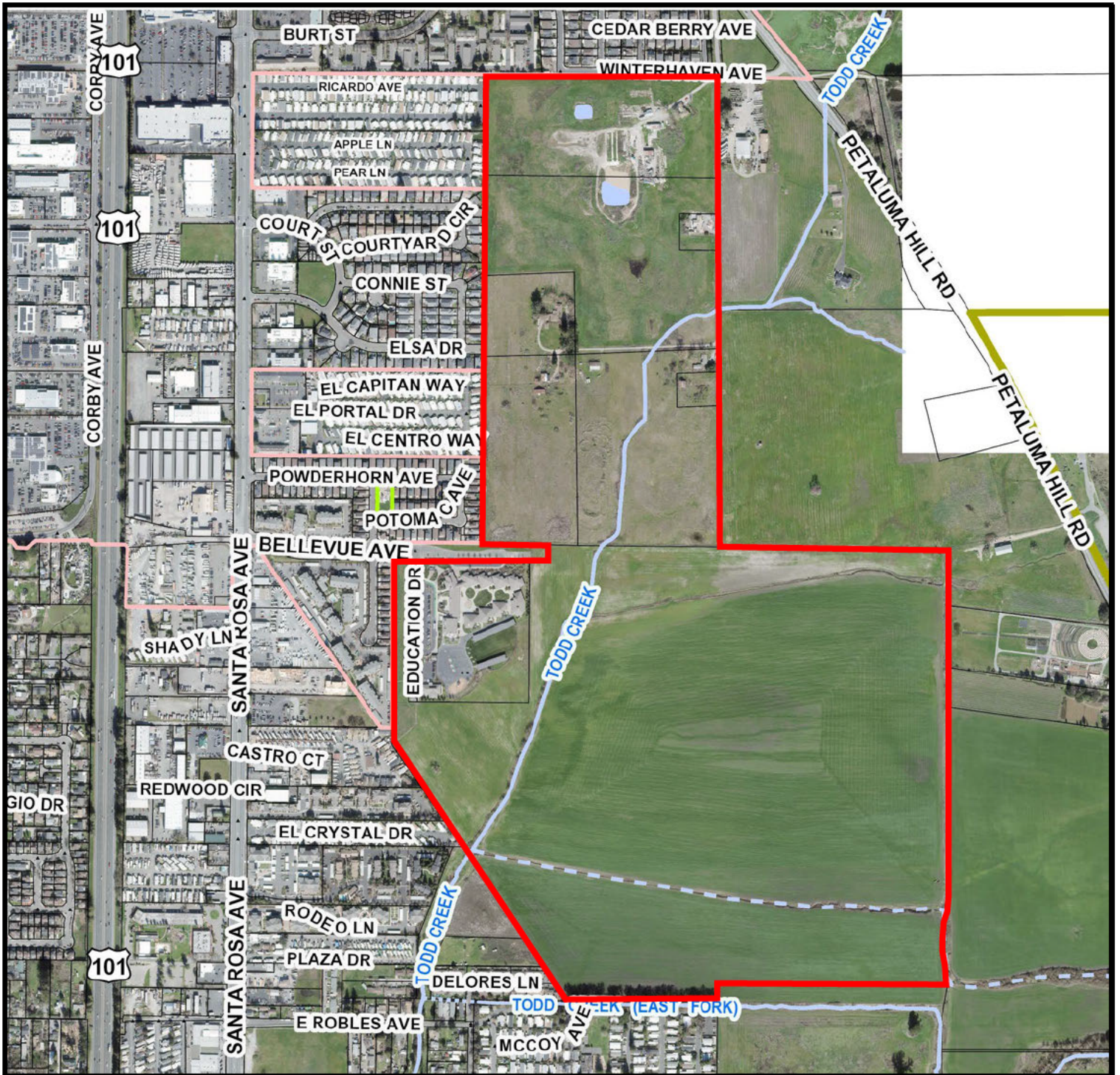
A handwritten signature in blue ink, appearing to read 'Ken MacNab', with a long horizontal flourish extending to the right.

Ken MacNab  
KMac Advising, LLC  
[ken@kmacadvising.com](mailto:ken@kmacadvising.com)

cc: Maraskeshia Smith, City Manager

Attachment

# TODD CREEK AREA



SOURCE: City of Santa Rosa GIS

## LEGEND

- City Limits
- Annexation Boundary



1" = 9,600'



KMac Advising LLC