

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
SUBJECT: ROSELAND AREA PROJECTS UPDATE  
STAFF PRESENTER: JESSICA JONES, SENIOR PLANNER  
COMMUNITY DEVELOPMENT

AGENDA ACTION: NONE

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ISSUE(S)

1. Should the City Council accept the Roseland Area Projects update report?



COUNCIL GOALS/STRATEGIES

The Roseland Area/Sebastopol Road Specific Plan (Specific Plan) and the Roseland Area Annexation (Annexation), collectively known as the Roseland Area Projects, both support Council Goal 5: Improve the Partnerships between Neighborhoods, Community Organizations, Schools, and the City to Support and Promote Thriving, Inclusive, and Diverse Neighborhoods; and Strategic Objective 1: Develop a Work Plan and Costs for Roseland Annexation. While the Specific Plan is a separate project from the Roseland Area Annexation, it will provide supporting data and information for the future annexation and is therefore supportive of this Council goal and objective.

BACKGROUND

1. The following outlines the background of the Roseland Area/Sebastopol Road Specific Plan project:
  - a. The Bay Area's Sustainable Communities Strategy, developed in conformance with Senate Bill 375, is Plan Bay Area. The Sustainable Communities Strategy aims to reduce greenhouse gas emissions through compact, transit-oriented development.
  - b. Plan Bay Area designates Priority Development Areas (PDAs), which are locally identified areas which are planned to accommodate growth near transit and jobs. Santa Rosa has five designated PDAs: Downtown Station Area; North Station Area; Santa Rosa Avenue/Mendocino Avenue Corridor; Sebastopol Road Corridor; and Roseland Area.
  - c. The Metropolitan Transportation Commission (MTC) approved \$20 million in PDA planning program funds to Bay Area Congestion Management

Agencies. The Sonoma County Transportation Authority (SCTA) received \$1,447,000 for local planning.

- d. The City of Santa Rosa received a grant from SCTA for \$647,000 of these funds for development of a PDA plan which combines the Roseland Area PDA and a portion of the Sebastopol Road Corridor PDA. The plan will be focused around the Southside Bus Transfer Center at the Southwest Community Park on Hearn Avenue. The planning area, which is bounded by Highway 12 to the north, Bellevue Avenue to the south, Highway 101 to the east, and Stony Point Road to the west, contains approximately 1,800 acres, 1,200 of which are in the City and 600 of which are in unincorporated Sonoma County (see attached map).
  - e. The funding is allowing for development of a specific plan to comprehensively address land use and transportation issues and develop an integrated plan which assesses infrastructure needs and costs and provides an implementation guide. Concurrent rezoning and pre-zoning (of county areas) is also planned. A programmatic Environmental Impact Report (EIR) will also be prepared.
2. The following outlines the background of the Roseland Area Annexation project:
    - a. On February 14 and 15, 2013 the Council set its 2013-2015 goals, which included Goal 5: "Improve the Partnerships between Neighborhoods, Community Organizations, Schools, and the City to Support and Promote Thriving, Inclusive, and Diverse Neighborhoods", and Strategic Objective 1: "Develop a Work Plan and Costs for Roseland Annexation".
    - b. On April 1, 2014 the Council adopted a resolution authorizing staff to proceed and appropriating funds for Phase 1 of a work plan for the Roseland Area Annexation, which includes five unincorporated County islands (Roseland, Victoria Drive, West Hearn Avenue, Brittain Lane and West Third Street – see attached map).
  3. A number of other City and County projects are underway in the Roseland area, including the Roseland Village Neighborhood Center, Bayer Neighborhood Park and Gardens, Roseland Creek Community Park, Stony Point Road Widening and Hearn Avenue Overcrossing.

## ROSELAND AREA ANNEXATION AND ROSELAND AREA/SEBASTOPOL ROAD SPECIFIC PLAN

### **1. Community Engagement:**

On January 27, 2015 the Council accepted the Community Engagement Strategy for the Roseland Area/Sebastopol Road Specific Plan and Roseland Area Annexation (Roseland Area Projects).

The Engagement Strategy outlined numerous community outreach methods including small stakeholder meetings, meetings at local organizations, attendance at local events, creation of a project website, media alerts and various promotions. The Strategy also identified community participation throughout both projects, including development of a Steering Committee and associated meetings, four community workshops, technical review and public meetings and hearings.

The following outreach methods have been implemented to date:

- Local Events – Staff and the project consultants have attended numerous events to distribute project information and answer questions. Some of these events include Back to School Night at Roseland Elementary, Roseland Creek Elementary and Sheppard Elementary schools, a meeting of Los Cien, Cinco de Mayo, and Family Fiesta at Cook Middle School.
- Stakeholder Meetings – Several meetings have been held, and are currently being scheduled, with stakeholders in the project area, including a bilingual meeting at Bayer Farm, held in coordination with Sonoma County LandPaths, and a neighborhood meeting at a home in the unincorporated West Hearn Avenue island.
- Steering Committee – Two Steering Committee meetings have been held, on April 22, 2015 and June 17, 2015. See the Steering Committee section of this report (below, pages 4 and 5) for additional information.
- Community Workshops – Two community workshops have been held, on June 10, 2015 and June 23, 2015. See the Community Workshops section of this report (below, pages 5 and 6) for additional information.
- Technical Advisory Committee – Two Technical Advisory Committee (TAC) meetings have been held, on April 22, 2015 and June 17, 2015. See the Technical Advisory Committee section of this report (below, pages 6 and 7) for additional information.
- Two Project Flyers – Thousands of flyers explaining what the Roseland Area Projects are, how people can get involved and whom to contact (see attached “How to Get Involved” flyer), and a second flyer outlining the first two community workshops (see attached “Community Workshops flyer”) were distributed around the community. Specifically, flyers were sent home with students at Roseland Elementary, Roseland Creek Elementary, Sheppard Elementary, Meadow View Elementary, Cook Middle School, and Elsie Allen High School. Flyers were also provided to Steering Committee members to distribute around the community, and were handed out at events and posted at local businesses.

- Annexation Notice – Approximately 3,000 notices were mailed to all property owners and tenants within the boundaries of the annexation area to notify them of the annexation and how to get involved.
- Community Workshop Notice – Postcards with the date, time and location of the first two community workshops were mailed to approximately 9,000 addresses (property owners and tenants within the project boundary, and 300 feet beyond).
- Media Alerts – Media alerts for the two workshops were sent out to local newspapers and radio stations, which resulted in a front page article in the Press Democrat, as well as three interviews on the radio station KSRO.
- Social Media – Posts about the first two workshops were placed on various City Facebook pages and the La Voz Facebook page. Tweets were also sent out via the City's Twitter account.
- Local Newsletters – Posts about the workshops were added to the front page of La Voz and the Latino Service Providers regular newsletter.
- Website – A project website has been created ([www.srcity.org/roseland](http://www.srcity.org/roseland)), and is currently being re-worked based on feedback from various community members. The website provides information about both the Specific Plan and Annexation, and will soon provide information regarding other projects happening in the southwest Santa Rosa area (see the Southwest Area Projects Coordination section below, page 10).
- E-Mail – An e-mail distribution list has been created, and is continuously updated, to send out project information and notifications of changes/additions to the project website. The e-mail distribution list currently contains 272 addresses.

## **2. Steering Committee:**

On April 7, 2015 the Council confirmed the Steering Committee member list for the Roseland Area Projects, allowing for the addition of new members as needed throughout the process.

To date, the Steering Committee consists of 60 members (see attached list), of which 67.5% are area residents, workers and/or property owners. Staff is currently working with the project outreach coordinator, Steve Cancian, Shared Spaces, to update this list to ensure that those who have committed to the process continue to have the time to dedicate, and to ensure that the membership is representative of the local community.

Two Steering Committee meetings have been held to date, which are summarized below:

a. April 22, 2015 – Steering Committee Meeting 1

- Discussion of roles and responsibilities of members;
- Discussion regarding the processes of both the Specific Plan and Annexation; and
- Activity to determine a unifying slogan and logo for both projects.

b. June 17, 2015 – Steering Committee Meeting 2

- Voting on slogan/logos developed out of the first Steering Committee meeting (the winning logo “Roseland Blooms/Florece” is attached);
- De-brief of Community Workshop 1, including what went well and what can be improved; and
- Discussion/activity on refinement of materials and presentation for Community Workshop 2 to ensure that the workshop would be understandable and effective.

### **3. Community Workshops:**

The first two community workshops, out of a total of four, were held over a two week “immersion” period between June 10, 2015 and June 23, 2015. Two community workshops were held, as well as one Technical Advisory Committee meeting and one Steering Committee meeting.

Below is an outline of the first two Workshops:

a. June 10, 2015 – Community Workshop 1

- Approximately 150 people attended, the majority of whom were residents and community members in the southwest area;
- Presentation of existing conditions in the area;
- Small group work/activity to learn the community’s vision for overall land use and circulation in the area over the next 20 years;
- Presentation of the Roseland Area Annexation, including the timing of the project (see attached project timeline) and the process through the City and the Local Agency Formation Commission (LAFCO – see attached process flowchart), as well as a discussion and question/answer regarding the potential annexation.

Below is a summary of the outcome of the workshop:

- Preference for more “multi-modal” circulation – including additional sidewalks and bike lanes;
- Preference for retail and services along main corridors, such as Sebastopol Road and Hearn Avenue, focus multi-family housing near the bus transfer center, develop Burbank Avenue with single-family residential; and
- Numerous questions regarding the LAFCO process, which were added to the Roseland Area Annexation General Information and Frequently Asked Questions handout (attached).

b. June 23, 2015 – Community Workshop 2

- Approximately 70 people attended;
- Brief presentation of the updated Annexation Frequently Asked Questions handout (attached);
- Activity to collect additional questions and comments regarding the annexation, as well as expressing preferences on possible outcomes of annexation;
- Presentation of the results of the land use and circulation activities from Workshop 1; and
- Small group work/activity to refine the community’s preference for either one or two retail hubs in the area (Sebastopol Road or Sebastopol Road AND Hearn Avenue), and to refine the community’s preference regarding the need for additional vehicle, bicycle and pedestrian connections.

Below is a summary of the outcome of the workshop:

- The majority of the attendees found that the possible outcomes of annexation, identified below, would be positive:
  - I. Police services provided by one agency;
  - II. Neighborhood oriented policing;
  - III. Ability to connect to City sewer and water;
  - IV. Infrastructure repair and replacement becomes the City’s responsibility;
  - V. Potential of increased property value;
  - VI. The ability to vote in City elections, and run for City Council or be appointed to a City board or commission; and
  - VII. One set of regulations and permitting requirements.
- Preference for two activity centers primarily due to bicycle and pedestrian accessibility.

- Preference for improved bicycle and pedestrian connections on Burbank, Dutton, Hearn, and along Roseland Creek, and some support for improved auto connections on Dutton.

#### **4. Technical Advisory Committee:**

The Technical Advisory Committee (TAC) for the Roseland Area/Sebastopol Road Specific Plan is an ad hoc committee made up of representatives from various City and County departments and other outside agencies, such as the Roseland School District, Santa Rosa City Schools, the Water Agency and the California Highway Patrol. The TAC is charged with providing technical review throughout the process to ensure that any proposed land use or circulation changes in the area would be technically feasible.

The TAC has met twice, on April 22, 2015 and June 17, 2015, to review the existing conditions in the project area and to provide feedback on the land use and circulation preferences that came out of the first community workshop. To date, no major technical concerns have been raised regarding the ideas and suggestions that have come out of the workshop.

### **OTHER SOUTHWEST AREA PROJECTS**

#### **1. Roseland Area City and County Projects:**

Below is a brief update of other City and County projects that are currently underway in the Roseland area:

##### **a. Bayer Neighborhood Park and Gardens**

The land for Bayer Park and Gardens, located on West Avenue, was acquired by the City in 2007. Conceptual design work and comprehensive community meetings began in 2009, and the park master plan was adopted by the City Council on April 5, 2011. Subsequently, on October 8, 2013, the Council amended the master plan to reflect a reduction in buildings that were not eligible for grant funding and exceeded the City's available budget resources.

On June 5, 2015 the project was advertised, requesting bids for construction of the park; a total of three bids were received. On July 21, 2015 the Council will consider awarding a total construction contract in the amount of \$5,322,350 to the lowest bidder, Diede Construction of Lodi, California. Construction is estimated to begin in late August 2015, and will take approximately one year to complete.

b. Roseland Creek Community Park

A draft Master Plan for the Roseland Creek Community Park, located on Burbank Avenue, was prepared in 2010, following meetings with the community to gather input on the future park and its amenities. However, the plan was never approved by Council.

The park site consists of four separate parcels, three of which are owned by the City, and one which is privately owned. Due to the parcel configuration and current ownership (the privately owned parcel is in the center, with the City parcels on either side), it is anticipated that the park will be developed in three phases.

On June 4 and 6, 2015 the Santa Rosa Recreation and Parks Department staff held two community meetings to review concept plans for future improvements to the park. These meetings focused on minor revisions to the draft Master Plan, which are needed to meet safety, maintenance and environmental compliance requirements. As part of the meetings, new ideas and community input for park amenities were also gathered.

On June 25, 2015 a community meeting was held to present the updated draft Master Plan and gather community input. The updated Plan, which was generally well received by the meeting participants, includes a balance of natural setting area on the north side of the site, and room for amenities inviting play on the south side.

Discussion and public input into the Plan will continue at Board of Community Services on July 22, 2015, followed by a future public hearing with the City Council (date to be determined).

c. Stony Point Road Widening

The Stony Point Road Widening project, which spans from Hearn Avenue to Sebastopol Road, is expected to begin construction in July/August 2015 and is anticipated to be completed in September 2017. The project includes widening Stony Point Road to four lanes in order to ease traffic congestion and increase roadway safety. In addition to new travel and turn lanes, new sidewalks and bicycle lanes will also be added. The project also includes the installation of new water main and water services, sewer main stubs to currently undeveloped parcels and storm drain and traffic signal upgrades.

Funding for the project includes \$16.9 million from the Southwest Area Development Impact Fee (SWADIF), which was leveraged as a local match to obtain \$1.25 million from Measure M.

d. Hearn Avenue Overcrossing

The California Department of Transportation (Caltrans), in cooperation with the City of Santa Rosa and the Sonoma County Transportation Authority (SCTA), is reviewing the future modification and reconstruction of the Hearn Avenue interchange at Highway 101. The project would replace the existing overcrossing bridge with a new bridge to accommodate four traffic lanes, with bike lanes and sidewalks on both sides of the roadway. The project will also increase the bridge height clearance, improve ramp connections to Highway 101, and will provide continuous bike lanes and sidewalks between Corby Avenue and Santa Rosa Avenue.

On April 22, 2015, a public scoping meeting and open house was held for the community. The focus of the meeting was to discuss the scope of the environmental document and the potential environmental effects of the proposed project.

The preliminary designs and environmental studies are currently being reviewed by City staff, Caltrans and SCTA. The environmental determination is anticipated in 2016, with final design selection in 2017/2018, pending available funding for design. Construction is anticipated to begin in 2019, pending available funding.

The funding for the current design and environmental work includes \$1.2 million from the Capital Facilities Fee (CFF), which was leveraged to obtain \$600,000 from Measure M.

e. Roseland Village Neighborhood Center

In January 2015 the demolition of several vacant buildings on the Roseland Village Neighborhood Center site, located on Sebastopol Road, was completed. Improvements to the interior of the former Furniture 2000 location will be undertaken by the Sonoma County Community Development Commission (CDC) shortly to allow use by non-profit and governmental entities.

County staff is working with a local landscape architect to develop a scope of service and plan for the design of a “parkette”, which will be located near the intersection of Sebastopol Road and West Avenue. The Sonoma County Parks Department is planning the installation of outdoor exercise equipment and a children’s playground that will be located adjacent to the Joe Rodota Trail. It is estimated that these improvements will be completed in four to five months.

On June 25, 2015 the CDC hosted a public meeting to gather community feedback on preliminary proposals for the development of Roseland Village. Over 150 people attended and staff is currently compiling comments and questions from the event, which will be posted online and given to the potential developers to inform their planning processes.

Three proposals were submitted, from Burbank Housing, EAH (Ecumenical Affordable Housing) and MidPen, all of which reflect the 2007 Sebastopol Road Urban Vision Plan. Each proposal included community and open space, housing (ranging from 64 to 200 units with varying degrees of affordability), commercial space and public facilities such as a library and child care facilities. The full proposals can be found at the following website: <http://sonomacounty.ca.gov/CDC/News/Roseland-Village-Neighborhood-Center-responses-to-RFP/>

The CDC will be hosting the next community meeting on the proposals in early fall.

## **2. Southwest Area Projects Coordination:**

In addition to the Roseland Area/Sebastopol Road Specific Plan and the Roseland Area Annexation, there are numerous other projects that are currently underway in southwest Santa Rosa (including those described above). Below is a list of these projects (see also the attached Help Create Your Southwest Santa Rosa handout, which provides a brief explanation of each):

- a. Joe Rodota Linear Park
- b. Moorland Healthy Neighborhood Plan
- c. Moorland Neighborhood Park
- d. Roseland Roadrunners Strategic Plan
- e. Safe Routes to School
- f. Reimagining Santa Rosa CityBus
- g. Southwest Santa Rosa Health Action Chapter

A group of representatives for each of the above projects, as well as those projects listed in Section 6 of this report (under "Other Roseland Area City and County Projects"), including the City of Santa Rosa, County of Sonoma, Sonoma County Bicycle Coalition and Community Action Partnership of Sonoma County, meet once a month to provide updates and next steps. In addition, a group calendar has been created for coordination of meetings/events in the southwest area in an attempt to avoid conflicting events for the community.

Information and links for each of the above-noted projects is currently being added to the Roseland Area Projects website.

## NEXT STEPS

### **1. Community Engagement:**

Community engagement efforts are continuing, with meetings being scheduled with local businesses in the area, parent groups, and other neighborhood groups to provide additional opportunities to present comments and questions regarding both projects.

Staff and the Specific Plan/Annexation consultants will also continue to attend local events in the area as opportunities arise to provide information about the Roseland Area Projects, and will be reaching out to the Steering Committee members to ensure that the Committee stays engaged throughout the process.

### **2. Specific Plan:**

Michael Baker International (formerly Pacific Municipal Consultants), the firm that is preparing the Specific Plan and associated Environmental Impact Report, is currently compiling all of the information and feedback provided at the community workshops and the Steering Committee and TAC meetings.

Over the next one to two months Michael Baker International will be preparing a preferred land use and circulation alternative and an infrastructure development and services plan, which will look at the infrastructure and associated costs that would be required for implementation of the preferred plan. This information will be presented at the next Steering Committee and TAC meetings, which are anticipated to be held in August/September 2015, and the next community workshop which will be held in September 2015.

Specific dates for the next meetings are currently being coordinated and will be provided to the community as soon as possible.

### **3. Annexation:**

Staff from the City and County have had some preliminary discussions about the cost and revenues report, and it is anticipated that refinements will be made. The next meeting of the Joint City/County Committee is anticipated in Fall 2015.

## RECOMMENDATION

It is recommended by the City Manager's Office that the Council, by motion, accept the Roseland Area Projects update report.

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Attachments:

- Attachment 1 – Roseland Area Projects Map
- Attachment 2 – Steering Committee Member List
- Attachment 3 – Roseland Area Projects Logo
- Attachment 4 – How to Get Involved Flyer
- Attachment 5 – Workshops 1 and 2 Flyer
- Attachment 6 – Project Timeline
- Attachment 7 – Annexation Process Flowchart
- Attachment 8 – Roseland Annexation FAQ (English)
- Attachment 9 – Roseland Annexation FAQ (Spanish)
- Attachment 10 – Help Create Your Southwest Santa Rosa Handout