

March 21, 2016

Mayor Chris Coursey and Santa Rosa City Council Members
Chair Patti Cisco and Santa Rosa City Planning Commission Members
Santa Rosa City Hall, Room 10,
100 Santa Rosa Avenue
Santa Rosa, CA 95404

Dear Mayor Coursey and Chair Cisco,

In regards to the Santa Rosa Southeast Greenway, I believe that this is an opportunity to create a park that will be an urban jewel of Sonoma County.

I have attached the graphics you have previously seen regarding the relationship of the center of the greenway to both the nearest large parks and the demographics of the neighborhoods adjoining the greenway land. Additionally, I have added three dimensional visualizations of what the proposed land uses could look like with comments. I very much hope that you will look this over carefully. The area of the west triangle holds about ninety percent of the proposed housing that will be a significant increase and benefit to the housing needs of the area. Please consider the comments that the housing east of Hoen Avenue does not greatly add to the amount of housing or particularly change the degree to which there already is visual oversight of the land.

From an Urban 3 perspective, increasing mixed use and housing density near major transportation corridors provides the best financial sense for urban development as opposed to lower density more suburban housing small street dominated suburban context. The housing density in the west triangle is be more in line with the Urban 3 values than the more suburban lower density housing east of Hoen Avenue which extends south from the existing neighborhoods.

As has been emphasized with the demographic information, the areas where the housing is being proposed east of Hoen Avenue, are also the areas where the residents have the lowest incomes, highest densities and lowest rates of home ownership. It is in these areas where the neighbors have the greatest need for open space and recreation and where the proposals reduce the parkland the most.

For all of these reasons, I urge you to consider limiting areas proposed for housing and mixed use to west of Hoen Avenue and leave the expanse of the greenway open for recreation and open space as a connector and extension of Spring Lake Park from the city to the rural areas. As the city grows denser in future decades the value of this open space will become as iconic to all the city's residents as the preservation of Spring Lake Park from development years ago is today.

Best regards, Katharine Anderson
Architect
3831 Alta Vista Avenue
Santa Rosa, CA 95409

Santa Rosa Southeast Greenway - Relationships to Park Access and Demographics

Proposal to Contain Housing to Greenway/Farmer's Lane intersection

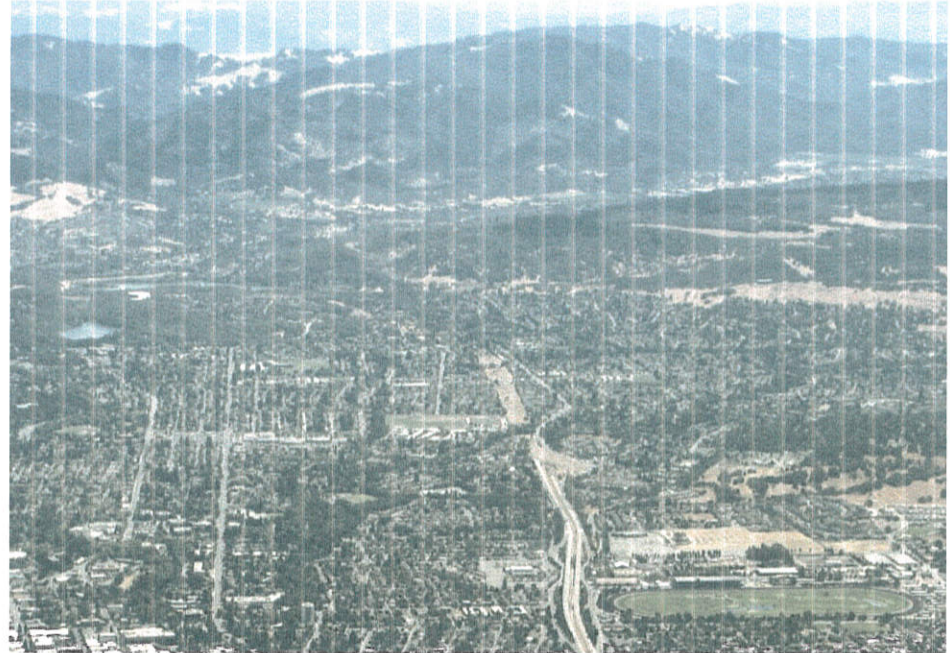
Each of the three Southeast Greenway Alternatives envisions modest amount of residential density in the immediate vicinity of the Highway 12 intersection with Farmers Lane. In contrast we propose confining the maximum number of units proposed for the entire Greenway to this area by building 4 story high residential units similar to what has been proposed for Railroad Square. Similar to Alternative 2, this scenario includes sufficient space for a hotel, which would be particularly appealing if it incorporated a rooftop restaurant offered spectacular views of the surrounding hillsides for both its guest and the general public.

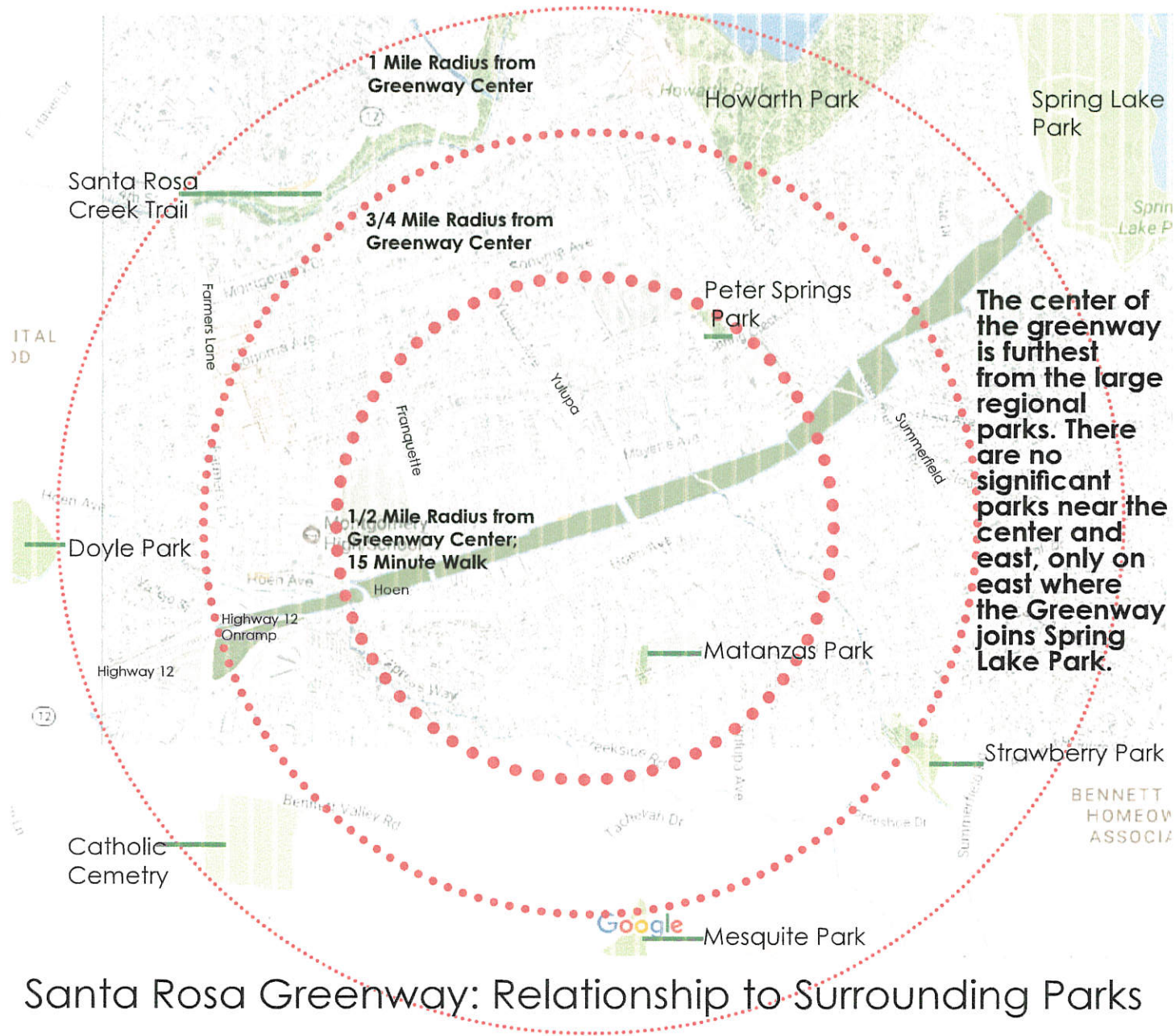
Alternatively, by building higher, e.g. 8 or more stories, residential development in this area could far exceed the maximum number of units proposed for the entire Greenway. In this regard, we envision a plan that visually harmonizes the vertical building masses proposed with the vertical backdrop on the uphill side of Bennett Valley Road.

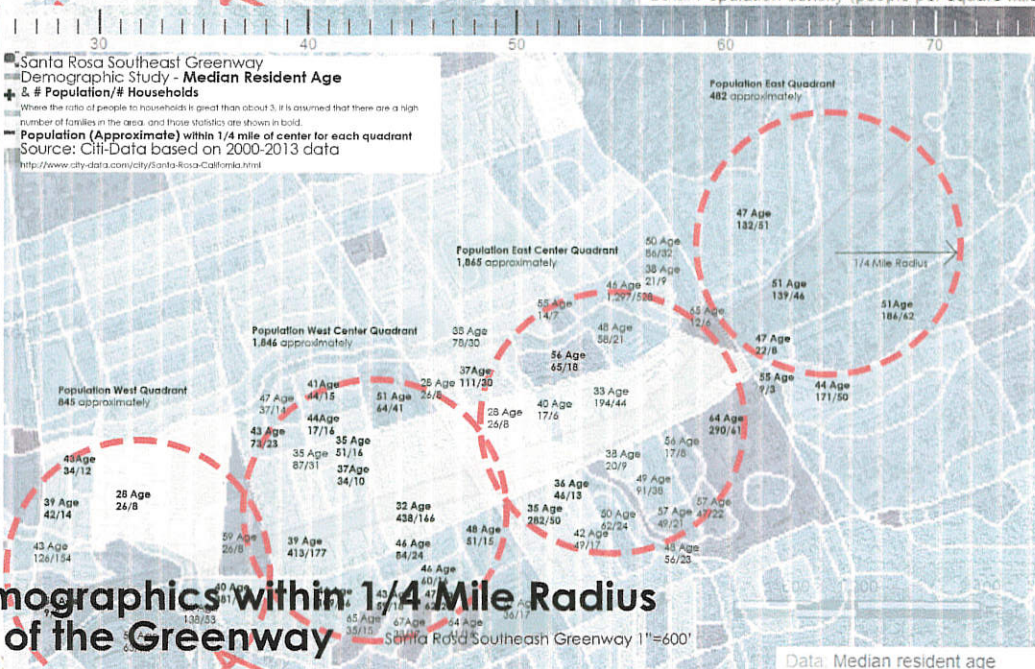
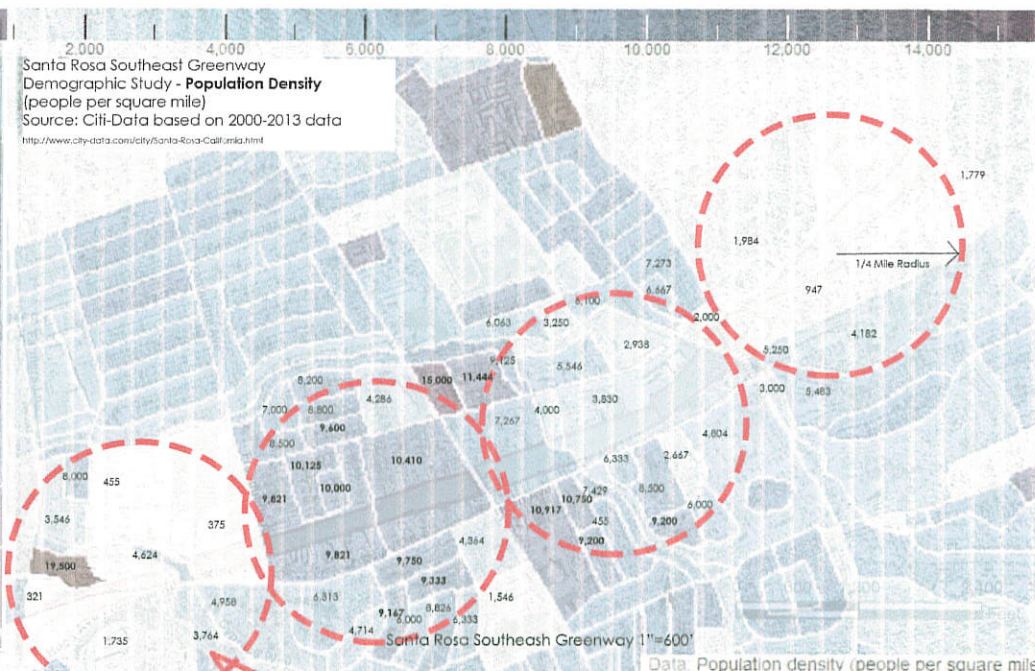
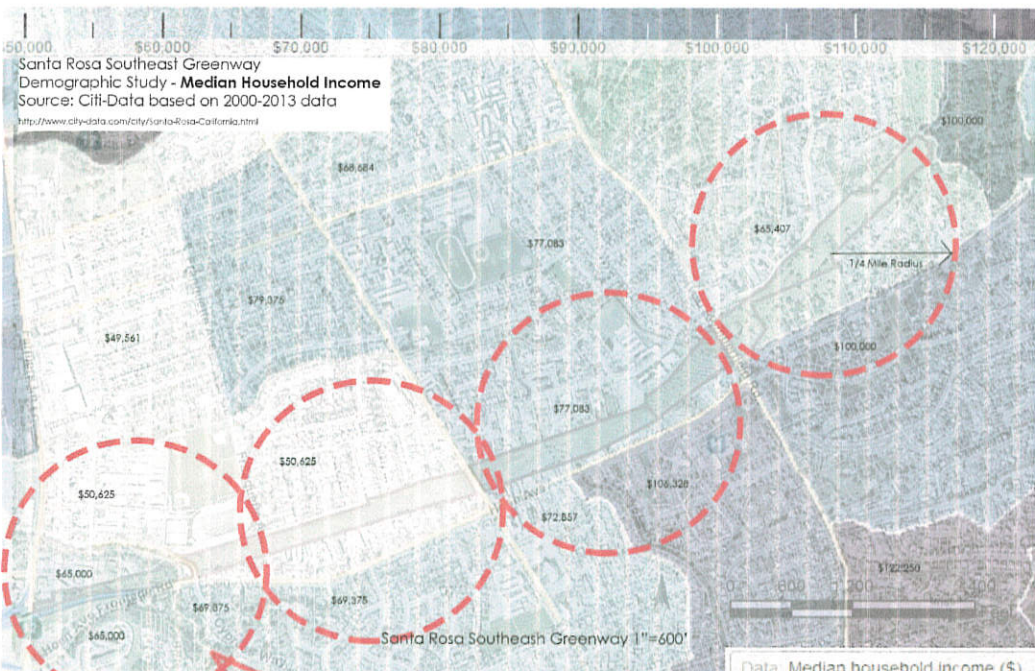
There are many advantages of concentrating all residential development at the Greenway's intersection at the southern end of Farmers Lane, eastern Santa Rosa's principal commercial corridor. These include:

- It would likely not engender opposition. In contrast, there would be immense opposition if many of the Greenway's north side home owners were to have their views blocked by shoehorning new residential units directly in front of their homes!
- By avoiding housing between Franquette and Yulupa, sufficient park width would be available to develop a robust assortment of park amenities servicing many low income residents whose recreational needs are presently underserved. (see Exhibit Z)
- Denser residential development in close proximity to the Greenway/Farmers Lane intersection would provide a higher housing to jobs ratio on the Farmers Lane Corridor.
- Hotel development in this area would provide convenient access for visitors to the corridor's abundance of appealing amenities.
- Public transit to and from the Greenway would be facilitated by denser development at its intersection with Farmer Lane, since this is the Greenway's closest point to the Downtown, the Fairground and Montgomery Village. Additionally, future residents living at the west end would create minimal congestion impacts on Hoen Avenue and would enjoy convenient access to the Highway 12 freeway.
- In the short term, building more densely at the Greenway's western terminus would provide as much or greater positive fiscal impact for the City, County and local school district than scattering much lower density housing in other portions of the Greenway. Most importantly, allowing the Greenway potential as a world class amenity to fully blossom would maximize the Greenway's economic development/fiscal impact in areas adjacent to the greenway in the medium and long term!

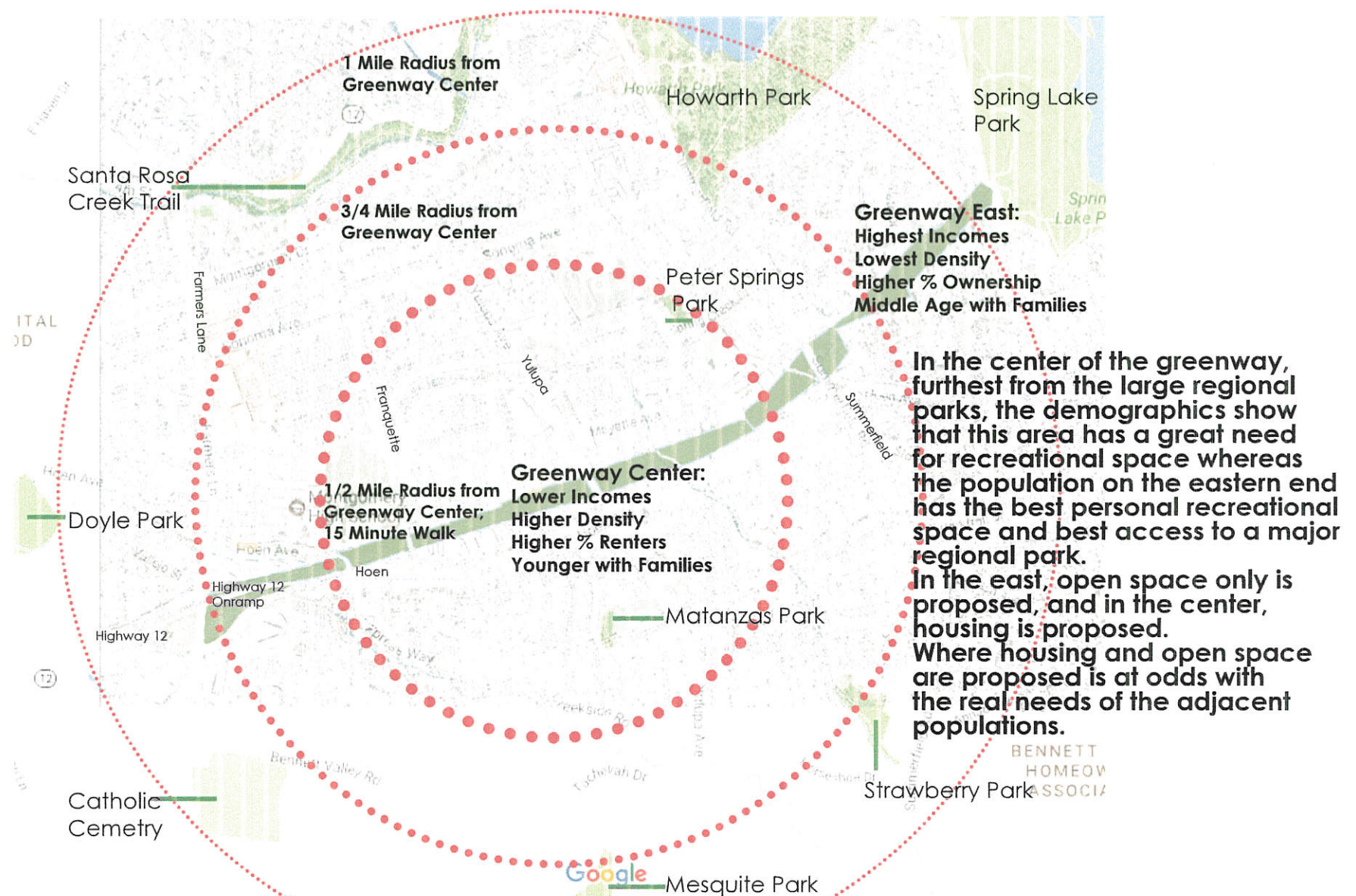
In conclusion, concentrating all of the housing proposed for the Greenway property at the south end of eastern Santa Rosa's commercial hub is a much superior urban plan compared to siting relatively low-density housing in front of existing dwellings on the Greenway's north side.



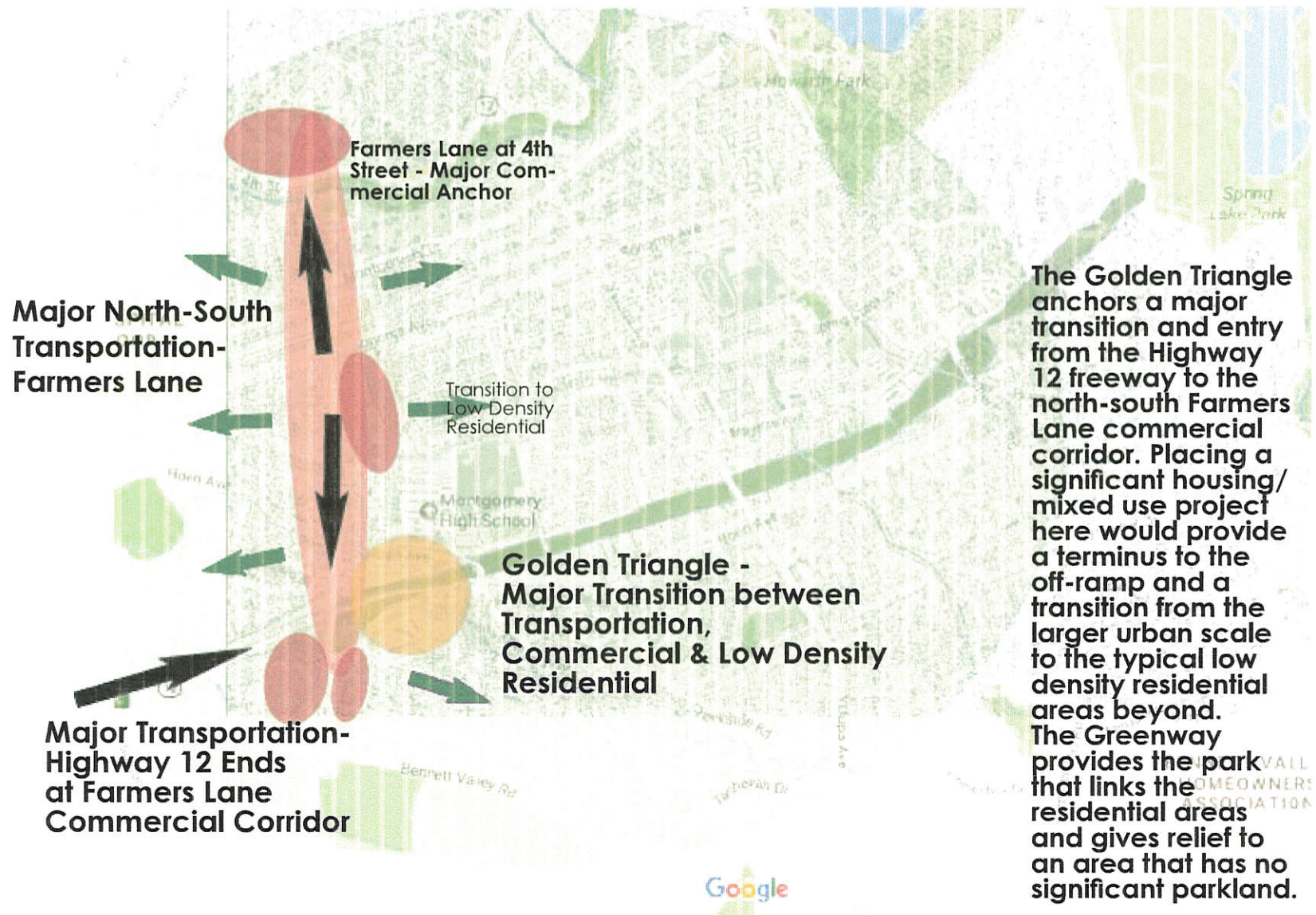




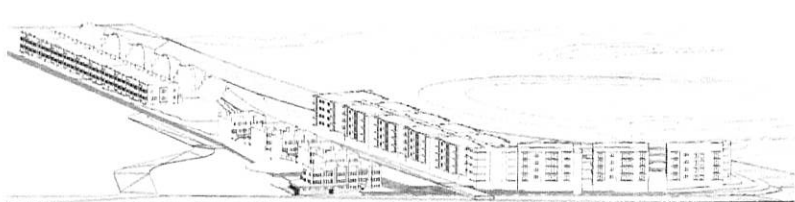
Santa Rosa Greenway: Demographics within 1/4 Mile Radius for each quarter of the Greenway



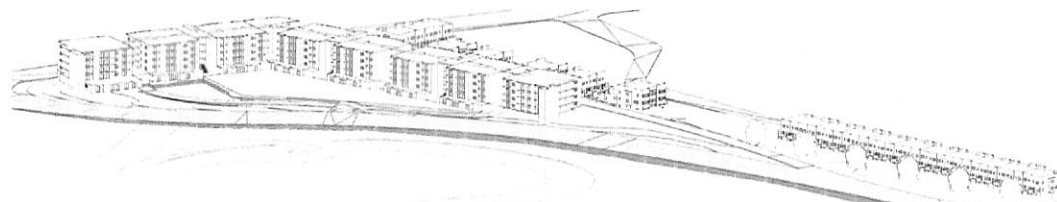
Santa Rosa Greenway: Relationship to Surrounding Parks
& Demographic information



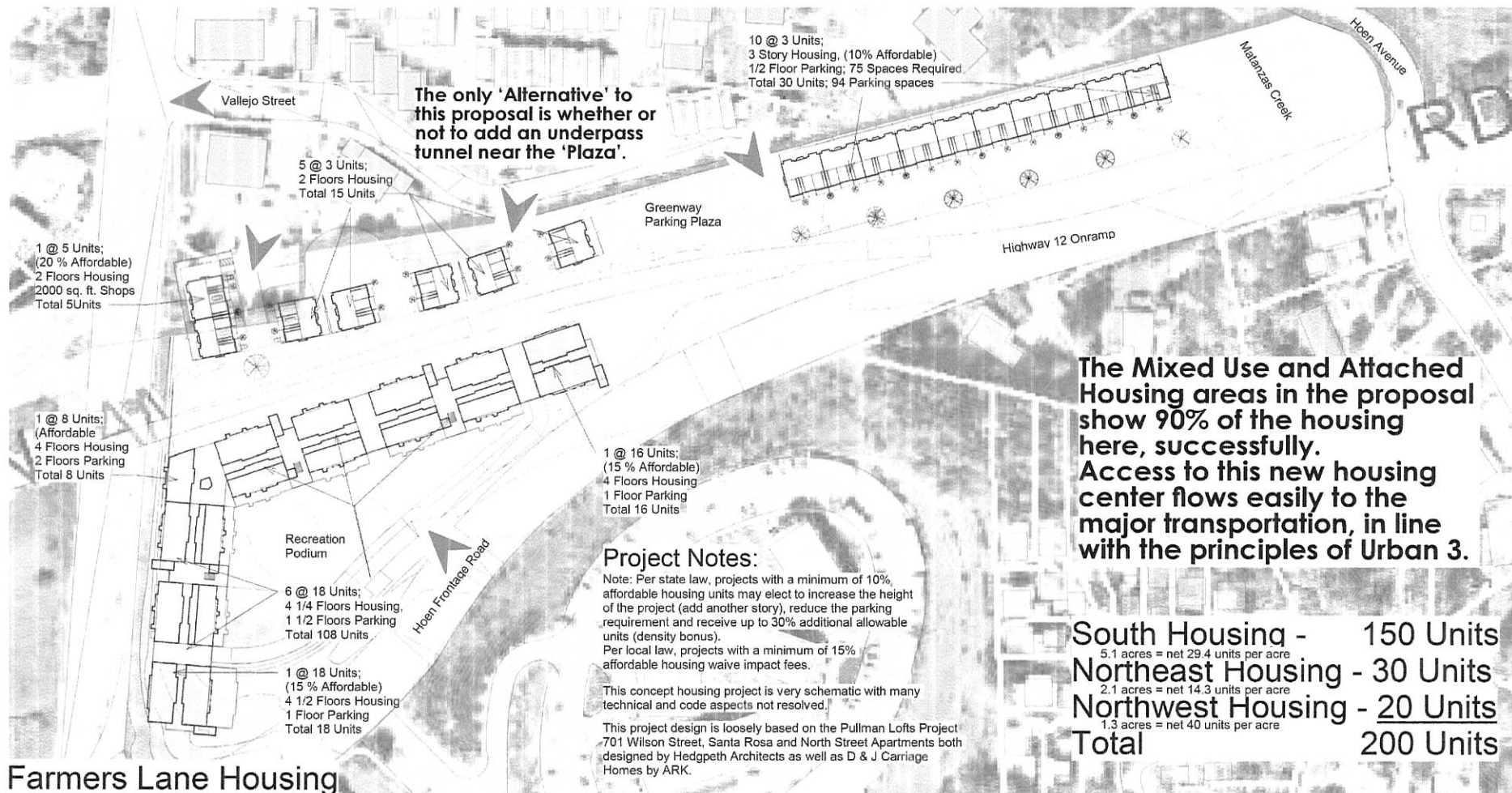
Santa Rosa Greenway: Circulation & Planning Transitions - Importance of the Golden triangle in the urban transitions.



Northwest View



East Aerial View



Farmers Lane Housing

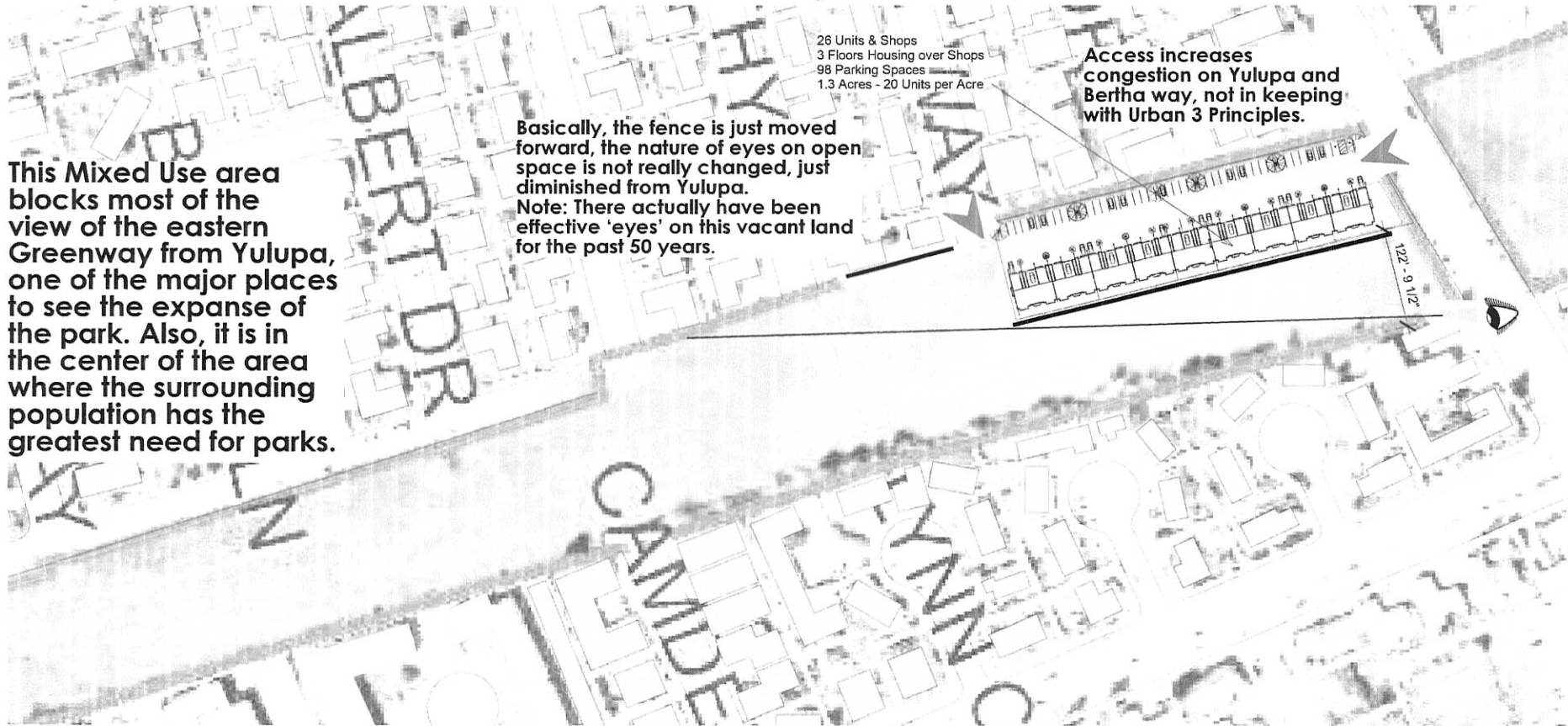
Santa Rosa Greenway: **Preferred Alternative**



Greenway View Near Camden



Greenway View Near Yulupa



Yulupa Housing - 26 Units

Santa Rosa Greenway: **Preferred Alternative**



Greenway View Near Yulupa

These Mixed Use and Townhouse areas block most of the view of the eastern Greenway from Yulupa, one of the major places to see the expanse of the park. Also, this takes up an even greater area of the Greenway center where the surrounding population has the greatest need for parks.

Greenway View Near Bertha

45 Units & 2500 sq. ft Shops
4 Floors Housing
98 Parking Spaces
1.3 Acres - 36 Units per Acre

Access increases congestion on Yulupa and secondary streets not in keeping with Urban 3 Principles.

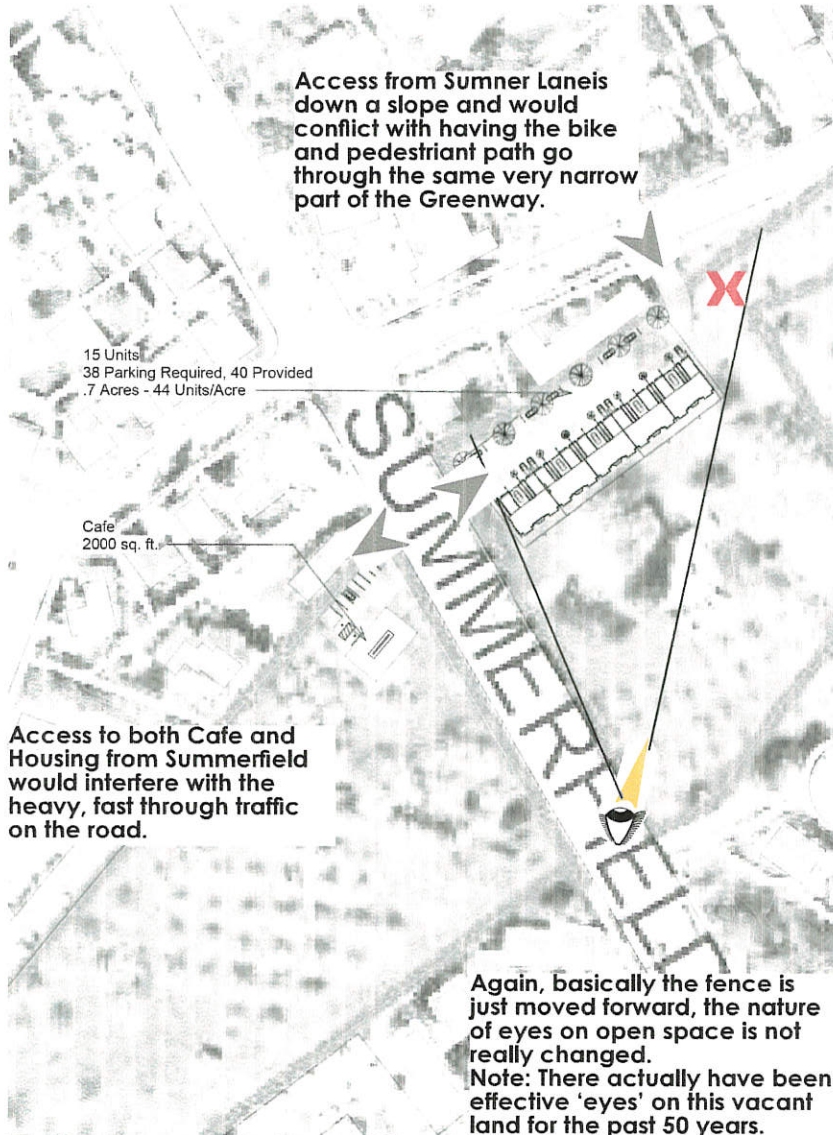
4 @ 10 Units
Attached 2 Story Units
100 Parking as Required
1.2 Acres 32Units/Acre

Again, basically the fence is just moved forward, the nature of eyes on open space is not really changed.
Note: There actually have been effective 'eyes' on this vacant land for the past 50 years.

West Townhouses -	40 Units
Yulupa Mixed Use -	45 Units
Total	85 Units

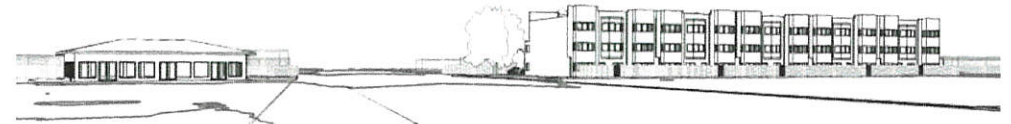
Yulupa Housing

Santa Rosa Greenway: **Additional Housing Options**

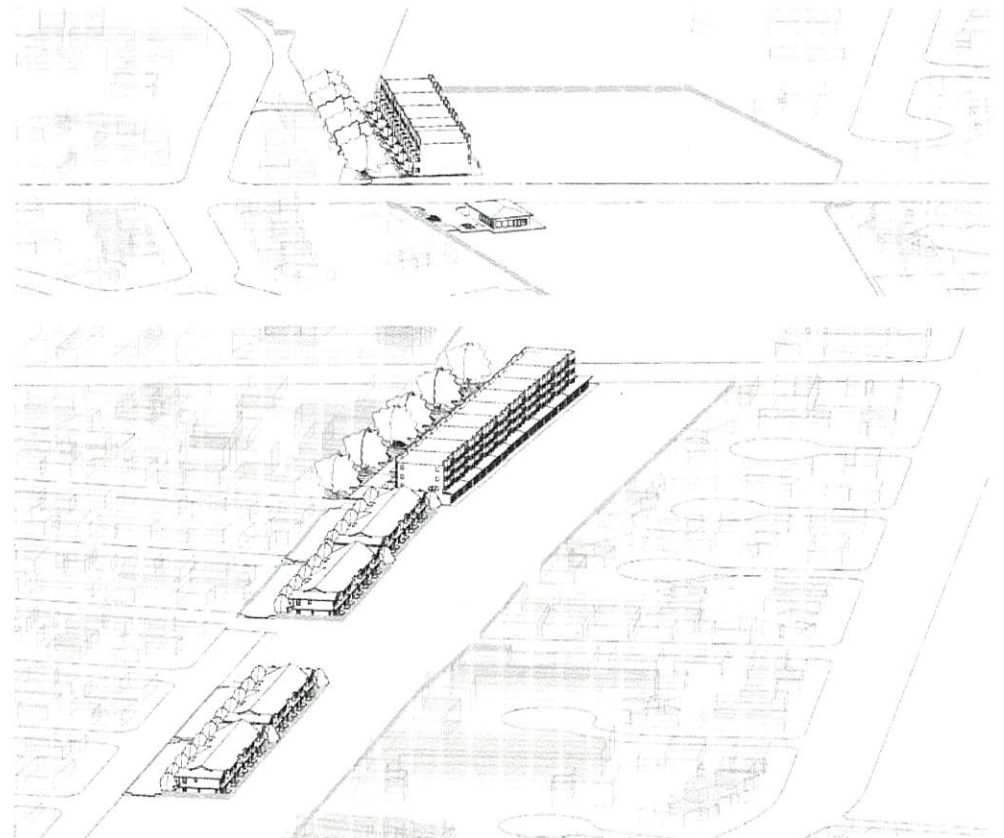


Summerfield Housing & Cafe

Santa Rosa Greenway: **Additional Housing Options**



Summerfield Street View



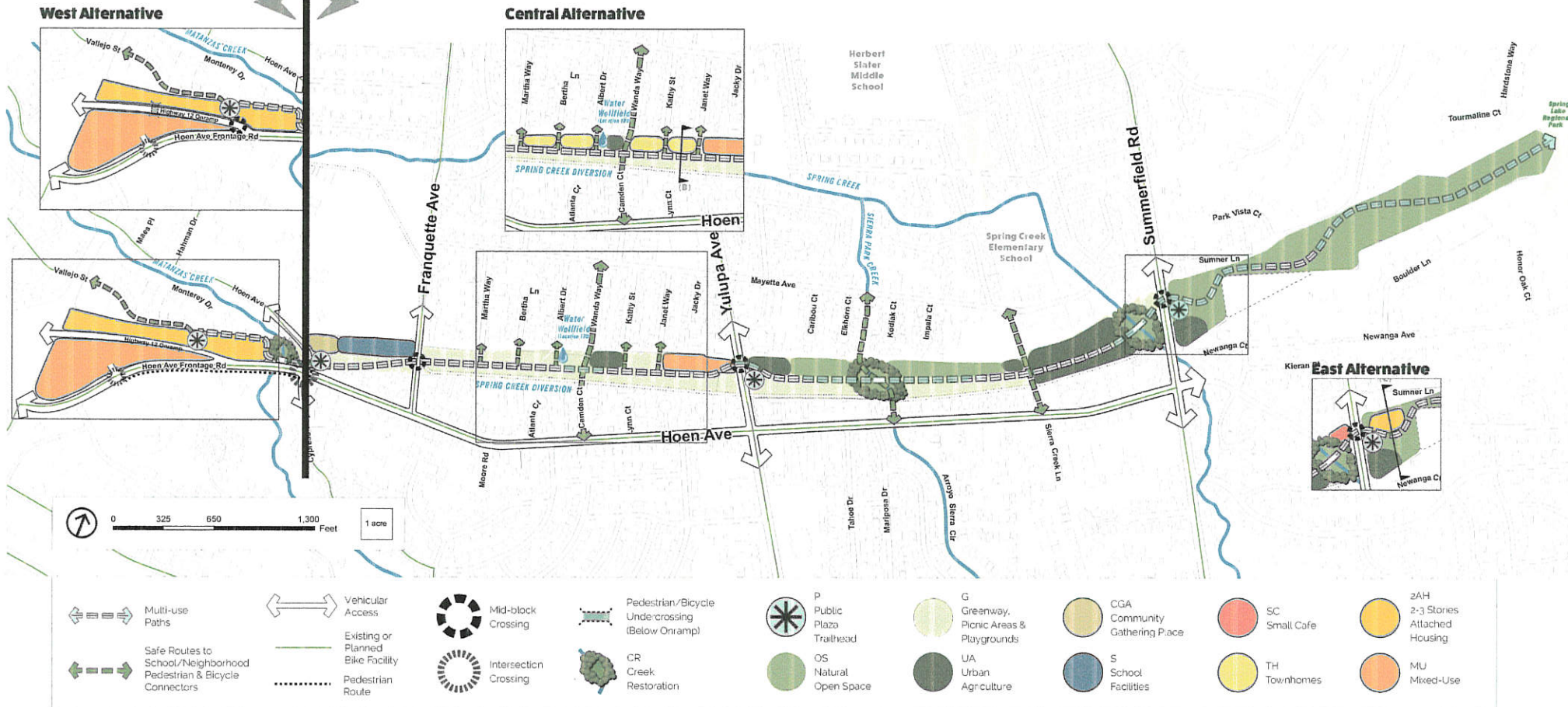
View from Franquette to beyond Summerfield

Preferred Alternative

For all of the reasons detailed on the previous pages, the recommendation here is that no housing or mixed use occur east of Hoen Avenue.

Housing & mixed use. No housing or mixed use.

The Southeast Greenway will be a continuous linear open space with separated bicycle and pedestrian paths linking Spring Lake Regional Park to Hoen Avenue with a bicycle connection to Farmers Lane and beyond. Select areas along the north edge adjacent to existing infrastructure will allow joint school facilities, a community gathering place, urban agricultural space for community gardens and mixed-use development. Areas of sensitive habitat near creeks and wetlands will be restored. The remnant walnut orchards will be restored. The Greenway's trailheads, picnic areas, and playgrounds along it will increase activity and serve the public, thereby providing additional safety and security. A mix of land uses on the western edge of the Greenway will provide ample space for retail services, housing, and lodging for Santa Rosa residents and visitors.



Bliss, Sandi

From: Hydro <hCUSworth@gmail.com>
Sent: Tuesday, March 21, 2017 6:31 AM
To: _PLANCOM - Planning Commission
Subject: Southeast Greenway Preferred Alternative Plan

Hello,

I support a continuous Greenway that stretches from Spring Lake Park to Farmers Lane and hope you will too. This is an amazing opportunity for Santa Rosa to make strides to improve the quality of life here for everyone. Please support this great project.

Thank you,

Heidi & Bill Cusworth

Bliss, Sandi

From: J D <jadsmalls@gmail.com>
Sent: Tuesday, March 21, 2017 9:07 AM
To: _PLANCOM - Planning Commission
Subject: Southeast Greenway Preferred Alternative Plan

Dear Patti,

I am a neighbor along the potential greenway (east of Summerfield) and have been an enthusiastic supporter through its planning. However, I am concerned with the new alternative option that includes 3 story housing east of Summerfield and am certainly not in favor of it.

Please reject that alternative option in favor of maintaining the open space "greenway" as was originally intended by this project and its supporters.

Thank you,

Jodi Duckett

March

Member of the Santa Rosa Planning Commission,
Member of the Santa Rosa City Council,


We would like to express our appreciation for the efforts being made to preserve the Cal Trans property between Farmers Lane and Spring Lake.

We live west of Farmers Lane between the two riparian corridors Spring Creek and Matanzas Creek. For the last fifty plus years we have watched as our city and the county water agency have worked together to maintain the creeks as a natural resource.

The creeks are an irreplaceable amenity. The area known as the Greenway Project, continues to act as a "sponge" for the run off generated by all the development surrounding it, protecting the creeks. The area is an established natural habitat for all living things.

The Greenway Project will represent a destination point for everyone in the bay area, as a gateway to Spring Lake and Annadel.

Respectfully,


Michele Farley



Bill Penn

785 Hoen Court

Santa Rosa, CA 707-575-0717

Bliss, Sandi

From: Jane Lang <dulang4@gmail.com>
Sent: Thursday, March 23, 2017 9:31 AM
To: _PLANCOM - Planning Commission
Subject: Southeast Greenway Preferred Alternative Plan

Attention: Patti Cisco

I support a continuous Greenway that stretches from Spring Lake Park to Farmers Lane and I support the Preferred Alternative. It will enhance Santa Rosa tremendously and be a vanguard for those cities contemplating an open space.

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I plan to be at the March 28th meeting.

Thank you for giving this your attention.

Jane Lang
Santa Rosa
95405

Bliss, Sandi

From: JAMES MCADLER <jmcadler@sbcglobal.net>
Sent: Thursday, March 23, 2017 10:39 AM
To: _PLANCOM - Planning Commission
Subject: Joint Study Session for Southeast Greenway

Dear Chairperson Cisco and Members of the Planning Commission,

In view of your upcoming Joint Study Session to discuss the Southeast Greenway, as a citizen of Santa Rosa I am writing you today to express my full support of a continuous Greenway from Farmers Lane to Spring Lake Park.

In order to secure the many benefits of a continuous Greenway (e.g., nearby pedestrian and bike paths, outdoor recreation, restored open space, beautiful views, and a higher quality of life for our community), I support a minimum amount of development on the Greenway from Montgomery High School to Spring Lake Park.

At the same time, I understand our community's need for housing and commercial development, and I hope you would consider using only the land between Farmers Lane and Montgomery High School for this purpose.

Thank you for this opportunity to express my support of a continuous Southeast Greenway for our community.

Sincerely,

Jim McAdler
4830 Kieran Court
Santa Rosa, CA 95405

Bliss, Sandi

From: Froschl, Angela
Sent: Thursday, March 23, 2017 11:31 AM
To: Guhin, David
Cc: Bliss, Sandi
Subject: FW: Southeast Greenway Preferred Alternative Plan

Good Morning,

FYI...

Thank you,

Angela Froschl | Senior Administrative Assistant

City Managers Office | 100 Santa Rosa Ave, Suite 10 | Santa Rosa, CA 95404
Tel. (707) 543-3014 | Fax (707) 543-3030 | afroschl@srcity.org



From: Jason Andrews [mailto:andrewssonic@gmail.com]
Sent: Thursday, March 23, 2017 11:04 AM
To: _CityCouncilListPublic <citycouncil@srcity.org>
Subject: Southeast Greenway Preferred Alternative Plan

Dear Mayor Coursey & City Council Members,

I'm extremely disappointed to see development included in the Southeast Greenway plans. In all community forums, the consensus was quite clear: No residential development between Franquette Avenue & Spring Lake Park.

The city has a once in a century opportunity chance to create something truly remarkable. This could be a landmark like Chico's Bidwell Park or San Francisco's Golden Gate Park. Please listen to your constituents and do not build in the Greenway.

As an alternative, you should encourage neighborhoods around the Greenway to open up to it, rather than "turn their backs" to it. There is a new street going in next to Congregation Beth Ami/Friedman Center. The developer should be encouraged to open that new neighborhood to the Greenway.

Thanks very much for your consideration,

Jason Andrews

Bliss, Sandi

From: Froschl, Angela
Sent: Thursday, March 23, 2017 2:30 PM
To: Guhin, David
Cc: Bliss, Sandi
Subject: FW: Southeast Greenway Preferred Alternative Plan

Good Afternoon,

FYI...

Thank you,

Angela Froschl | Senior Administrative Assistant

City Managers Office | 100 Santa Rosa Ave, Suite 10 | Santa Rosa, CA 95404
Tel. (707) 543-3014 | Fax (707) 543-3030 | afroschl@srcity.org



From: Sandy McAdler [mailto:smcadler@sbcglobal.net]
Sent: Thursday, March 23, 2017 1:52 PM
To: _CityCouncilListPublic <citycouncil@srcity.org>
Subject: Southeast Greenway Preferred Alternative Plan

Dear City Council members,

I wanted to take the opportunity to express my thoughts regarding the future of the Southeast Greenway in Santa Rosa. I have participated in multiple meetings gathering the community's input, and I believe the majority have expressed that we want a *Greenway*... an area for bike and pedestrian trails, community gardens, community gathering place. I know there are pressures to address the Affordable Housing crisis, but this is not the area to do that. It's our one opportunity to create a community jewel- an urban greenway that would enhance the lives of those living in this community- at all income levels. This would make Santa Rosa a healthier place to live. It's a limited opportunity- we should grasp the brass ring! Other cities have accomplished adding urban greenways to their communities, and we can, too.

Thank you for the opportunity to provide my opinion. I am unable to attend the meeting because I work, but I share the passion. I hope you have reviewed the many comments from those who attended the workshops and meetings. When you asked for our feedback- we enthusiastically took the time to attend the meetings and provide input to the process. May I ask that you take this into account when making the final decisions on the future of the Southeast Greenway. Let's keep development in this beautiful area to a minimum, and create something we can be proud of.

Sandy McAdler