



Chapter 3

LAND USE & HOUSING

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Residential uses



Public/Institutional uses



Corner store



Retail use

This chapter describes the land use plan for the Roseland Area/Sebastopol Road Specific Plan, which is the guide for the development and use of land in the plan area. The land use plan provides the framework necessary for the plan area to develop as a mixed-use, pedestrian-friendly environment with a primary concentration of activity along Sebastopol Road and a secondary concentration of activity near Hearn Avenue. This chapter introduces land uses, development types, and corresponding densities for development in the plan area. Also included in this chapter is a discussion of the development potential for the area and feasible future development types. Finally, affordable housing and anti-displacement are addressed, followed by the goals and policies necessary to achieve the vision for the Specific Plan area.

3.1 LAND USE PLAN

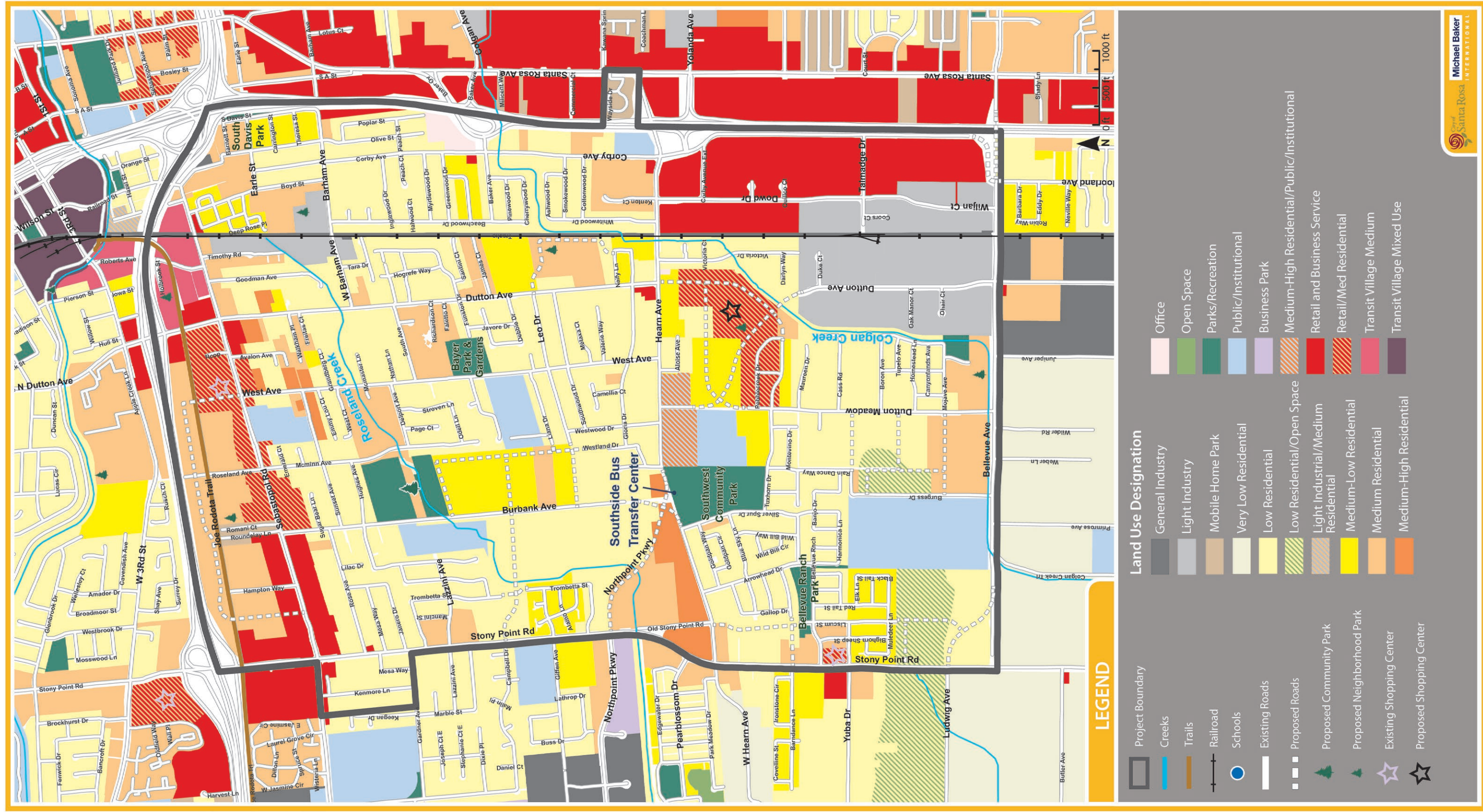
The Land Use Map shown in Figure 3-1 is the guide for the development and use of land in the plan area. The map is intended to support Sebastopol Road as the primary focus of commercial and mixed-use activity within the plan area. The map is characterized by a compact development pattern with a mix of residential, retail, office, public, and industrial uses. The mix and concentration of higher-intensity land uses shown on the Land Use Map along Sebastopol Road reflects the Urban Vision Plan developed for this area in 2007.

Community interest about land use on Hearn Avenue included a desire for another active area, along with an interest in maintaining single-family uses and minimizing impacts, such as traffic, from more active uses. A new shopping center is proposed south of Hearn, with the potential for a mix of residential, public, and institutional uses along the street. The introduction of a new Public/Institutional/Medium-High Density mixed-use land use classification into the plan area is intended to support a cluster of higher-density residential with civic uses incorporated, adjacent to the Southside Bus Transfer Center and Southwest Community Park. Civic uses such as a cultural center, teen center, or pool will strengthen this area's civic focus and will provide more opportunities for residents to live within walking distance of community amenities.

Key features of the land use plan:

- Continues Sebastopol Road's role as the primary neighborhood center with a concentration of retail, restaurant, and residential uses.
- Recognizes existing and proposed parks and schools in the area, particularly along Burbank Avenue.
- Focuses on the importance of Hearn Avenue as a residential environment, the site of the Southside Bus Transfer Center, and the possible creation of a civic focal point.
- Maintains many existing single-family uses and increases residential densities near the bus transfer center and Southwest Community Park.

Figure 3-1: Land Use Map



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- Provides the opportunity for community-oriented uses in the central plan area.
- Provides development standards to retain rural character along Burbank Avenue.

Table 3-1 defines and describes each of the land use classifications allowed in the plan area. The classifications in this section are consistent with the land use designations in the General Plan 2035. The land use designations described below are abbreviated versions and are not intended to replace the full descriptions in the Santa Rosa General Plan 2035.

Table 3-1: Land Use Designations

Land Use	Density/Intensity	Description
Very Low Density Residential	0.2-2 units/gross acre	Detached single-family
Low Density/Open Space	2-8 units/gross acre	Detached single-family in constrained wetland areas
Low Density Residential	2-8 units/gross acre	Detached single-family
Medium-Low Density Residential	8-13 units/gross acre	Attached single-family. Detached single-family and multi-family development may also be permitted.
Mobile Home Park	4-18 units/gross acre	Mobile homes
Medium Density Residential	8-18 units/gross acre	Single-family attached and multi-family
Medium-High Density Residential	18-30 units/gross acre	Single-family attached and multi-family
Retail/Medium Density Residential	8-18 units/gross acre	Retail uses and medium density residential
Public/Institutional/Medium-High Density Residential	18-30 units/gross acre	Vertical or horizontal mix of multi-family residential, governmental or semi-public facilities, such as a cultural center. May include either or both uses.
Transit Village Medium	25-40 units/gross acre	Mixed-use development within approximately a half mile of a transit facility. Residential uses required, and ground-floor neighborhood-serving retail and live-work uses encouraged.
Public/Institutional		Governmental or semi-public facilities, such as hospitals, utility facilities, and government office centers
Retail and Business Services		Retail and service enterprises, offices, and restaurants
Office		Administrative, financial, business, professional, medical, and public offices
Light Industry		Light industrial, warehousing, and heavy commercial uses
General Industry		Manufacturing and distribution activities with potential for creating nuisances, along with accessory offices and retail
Parks and Recreation		<p>Neighborhood parks serve the recreation needs of people living/working within a half-mile radius (generally 2-10 acres)</p> <p>Community parks provide recreation beyond what is supplied in a neighborhood park (generally 10-25 acres)</p> <p>Public plazas and gathering places provide connectivity to pathways and trails or commercial centers (generally less than 2 acres)</p>

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KEY CORRIDORS

The following table is a visual dictionary of building product type examples typical for each of the General Plan land use classifications where new development is anticipated to occur. Vacant areas and underutilized lots offer the greatest opportunities for new development. These include Sebastopol Road, Burbank Avenue, Hearn Avenue, Dutton Meadow, and south of Hearn Avenue east of Dutton Meadow. The pictures are local examples where available; otherwise non-local photos are shown.

Table 3-2: Development Type Imagery

Development Types along Burbank Avenue	
Large-lot detached single-family homes with deep setback (<i>Low Density Residential land use designation</i>)	
	
Single-family detached and attached homes with deep setback (<i>Medium-Low Density Residential land use designation</i>)	
	

Development Types along Sebastopol Road

Two-story condominiums and apartments (*Medium Density Residential and Retail/Medium Density Residential land use designations*)



Restaurants, retail shops and services (*Retail and Business Services and Retail/Medium Density Residential land use designations*)



Three- to four-story condominiums and apartments and mixed-use development with residential units over retail (*Transit Village Medium land use designation*)



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Development Types along Hearn Avenue (north side, west of Burbank Avenue and near Dutton Meadow)

Three- to four-story condominiums and apartments (*Medium-High Density Residential and Public/Institutional/Medium-High Density Residential land use designations*)



Mixed-use development with residential units over public/institutional uses (*Public/Institutional/ Medium High Density land use designation*)



Development Types along Dutton Avenue Extension (south of Hearn Avenue)

Single-family detached and attached homes (*Medium-Low Density Residential land use designation*)



Two-story condominiums and apartments (*Medium Density Residential and Retail/Medium Density Residential land use designations*)



Neighborhood shopping center/retail shops (*Retail/Medium Density Residential land use designation*)



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Development Types along Dutton Meadow

Single-family detached and attached homes (*Low Density Residential and Medium-Low Density Residential land use designations*)



Two-story condominiums and apartments (*Medium Density Residential land use designation*)



3.2 DEVELOPMENT POTENTIAL

The estimated development potential of the plan area quantifies the anticipated growth by land use type over the next 20 years. The development potential was calculated considering market potential for the plan area over the Specific Plan period and applying development density and intensity assumptions that represent likely development scenarios for the future of the plan area. Table 3-3 indicates the potential development by land use type over the period of the Specific Plan. These numbers were used to analyze economics, infrastructure, traffic, and other impacts.

The Specific Plan includes a range of densities and/or development intensity depending on the land use designation. Buildout assumptions are based generally on the middle of the range allowed in each land use designation to provide a realistic future development scenario.

The plan area's development potential was determined by assuming buildout of vacant areas and future redevelopment of the areas of land use change. Actual future development may vary from these assumptions.

Table 3-3: Development Potential by Land Use Type

Land Use Type	Existing Conditions	Development Potential	Buildout
Retail (square feet)	963,332	534,566	1,497,898
Office (square feet)	38,203	3,097	41,300
Industrial (square feet)	1,949,718	321,014	2,270,732
Institutional (square feet)	79,576	20,000	99,576
Residential (units)	5,250	3,602	8,852
Single-Family (units)	3,401	2,358	5,759
Multi-Family (units)	1,849	1,244	3,093

The Specific Plan development potential identified in Table 3-3 includes the development potential identified in the General Plan 2035, as of the time of adoption of this plan. The change in land use from the General Plan 2035 to this Specific Plan is minimal. The Specific Plan is anticipated to add only 119 residential units (a 255-unit decrease in single-family homes and a 374-unit increase in multi-family homes) and 20,000 institutional square feet compared to the anticipated General Plan growth, while retail growth is expected to be reduced by 103,691 square feet.

3.3 AFFORDABLE HOUSING & ANTI-DISPLACEMENT STRATEGY

The plan area is characterized by a diversity of housing options, including single-family homes, apartment units, units for sale or rent, and units available to lower-income households under long-term affordability contracts. Goals and policies related to the strategy are represented in the following section. The affordable housing-related policies primarily address preserving the existing affordable housing stock—including both subsidized and lower-cost market-rate units—in order to minimize displacement of existing residents.

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3.4 GOALS & POLICIES

RESIDENTIAL LAND USE

GOAL R-1 Encourage the development of attractive residential neighborhoods that maintain and enhance the diverse character of the Roseland area.

Policy R-1.1 Include a variety of housing types near workplaces, schools, parks, stores, and amenities.

Policy R-1.2 Utilize the Santa Rosa Design Guidelines to ensure that new higher-density development along Hearn Avenue, near the Southside Bus Transfer Center, is attractive and compatible with the surrounding neighborhood.

Policy R-1.3 Maintain rural residential character along Burbank Avenue as new development occurs.

Policy R-1.4 Encourage community pride by promoting beautiful and safe neighborhoods and quality of life.

RETAIL LAND USE

GOAL RET-1 Enhance access to goods and services by providing retail uses proximate to all residents.

Policy RET-1.1 Expand local-serving retail and personal services uses to accommodate the daily needs of Roseland area residents, visitors, and employees.

Policy RET-1.2 Encourage unique, neighborhood-serving uses in the new shopping center south of Hearn Avenue at Dutton Avenue.

Policy RET-1.3 Encourage small neighborhood stores, such as corner food markets, in residential areas to provide services within walking and bicycling distance. Location of such stores is allowed where they can be economically supported.

GOAL RET-2 Enhance quality of life by providing community amenities in commercial areas.

Policy RET-2.1 Provide social gathering places in commercial areas.

Policy RET-2.2 Encourage small-scale, local-serving, and active retail uses that encourage walking, browsing, and social interaction.

Policy RET-2.3 Encourage activity-generating uses along Roseland Creek and Colgan Creek to provide eyes on the creek.

Policy RET-2.4 Enhance public safety through design with adequate lighting and windows facing public areas.

Policy RET-2.5 Encourage retail development to provide features of public interest, such as art and water features, which will attract and entertain.

GOAL RET-3 Retain and encourage businesses that promote Roseland's unique identity.

Policy RET-3.1 Preserve the rich cultural uniqueness and sense of place as new development occurs through encouragement of site and architectural design that is unique to the Roseland area.

Policy RET-3.2 Preserve the local character and maintain existing businesses in the plan area by promoting and encouraging locally run businesses, and working with existing businesses to ensure that they remain viable and thrive.

SEBASTOPOL ROAD LAND USE

GOAL SR-1 Support a vibrant commercial corridor along Sebastopol Road with a mix of uses and activities.

Policy SR-1.1 Promote a mix of land uses and increased development densities to ensure Sebastopol Road is Roseland's commercial core and to encourage pedestrian, bicycle, and transit modes of travel for local trips.

Policy SR-1.2 Encourage outdoor dining along Sebastopol Road.

Policy SR-1.3 Provide a place for a community center and a library, social services, a cultural center, an extended education facility, and a youth activities center.

Policy SR-1.4 Provide more green spaces along Sebastopol Road in the form of parks, landscaping, and a green streetscape, including the enhancement of the Joe Rodota Trail.

GOAL SR-2 Encourage local small-scale businesses that celebrate the area's uniqueness.

Policy SR-2.1 Celebrate the multicultural identity of the area and create a unique sense of place with an international village and marketplace.

Policy SR-2.2 Maintain affordability for existing small businesses and avoid displacement of existing businesses.

Policy SR-2.3 Allow for a variety of businesses while remaining oriented to small and local businesses.

Policy SR-2.4 Respect the small scale of existing local businesses and avoid "strip mall" type development that lacks character. All new development or redevelopment of retail businesses shall be designed to meet the requirements of the Retail Centers & Commercial Districts section of the Santa Rosa Design Guidelines.

Policy SR-2.5 Allow mobile food vendors at off-street locations along Sebastopol Road.

AFFORDABLE HOUSING AND ANTI-DISPLACEMENT

GOAL AH-1 Provide a variety of housing types and densities to support a diverse population.

Policy AH-1.1 Promote inclusion of second dwelling units in new and existing single-family neighborhoods to provide a smaller, more affordable housing option.

Policy AH-1.2 Encourage new residential development to include a mix of housing types, such as single-family residences with duplexes and triplexes, townhomes, and apartment units, for all income levels.

Policy AH-1.3 Encourage the development of quality, well-built, attractive market-rate and below- market-rate housing units that contribute to neighborhood character and quality of life.

Policy AH-1.4 Encourage the integration of market-rate housing with affordable units at the project level as well as at the neighborhood level to encourage housing for all income levels within the plan area.

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Policy AH-1.5 Encourage residential development that meets the special needs of population groups including seniors, large and small families, low- and middle-income households, and people of all abilities.

GOAL AH-2 Minimize displacement of existing residents.

Policy AH-2.1 Continue to engage the community in developing new and refining existing affordable housing and anti-displacement strategies.

Policy AH-2.2 Continue to preserve existing affordable housing in order to prevent displacement in the plan area, and identify funds to preserve units at risk of converting to market rate.

Policy AH-2.3 Utilize economic development strategies, such as local hiring programs, job training, and promoting cultural identity, to strengthen the local community and prevent displacement of existing residents.

Policy AH-2.4 Provide outreach and education to existing homeowners, and offer resources and information to allow continued residence in their homes.

Policy AH-2.5 Provide homebuyer assistance programs including a first-time homebuyer down payment assistance program, the CalHFA loan program, and the Mortgage Credit Certificate Program to residents in the plan area.

ACCESS TO HEALTHY FOODS

GOAL HF-1 Promote convenient access to healthy foods, goods, and services for all residents in the plan area.

Policy HF-1.1 Work with and support the Sonoma County Department of Health Services with incentives and programs to attract and expand businesses that support healthy living.

Policy HF-1.2 Support the Sonoma County Department of Health Services to host, sponsor, and/or organize public health events such as health fairs, senior fairs, youth fitness programs, farmers' markets, and workshops.

Policy HF-1.3 Support location/operation of healthy food purveyors such as full-service grocery stores, ethnic food markets, farm stands, community gardens, edible schoolyards, and farmers' markets.

Policy HF-1.4 Support the Sonoma County Department of Health Services program to encourage convenience stores, supermarkets, liquor stores, and neighborhood and ethnic markets to carry fresh produce.

Policy HF-1.5 Support development of small-scale neighborhood nodes that provide a range of neighborhood-serving retail, public amenities, and services to residents within walking distance of their homes.

ECONOMIC DEVELOPMENT GOALS & POLICIES

GOAL ED-1 Promote economic activity that creates jobs and supports local businesses.

Policy ED-1.1 Encourage job creation in the plan area, and enhance connections to allow Roseland residents to walk or bike to work within and outside the plan area.

Policy ED-1.2 Encourage local-serving retail, especially on Sebastopol Road.

Policy ED-1.3 Continue to support existing businesses and future entrepreneurial opportunities along Sebastopol Road.

Policy ED-1.4 Allow continued use and building re-occupancy of existing nonconforming businesses north of Sebastopol Road until such businesses are ready to relocate.

Policy ED-1.5 Support the expansion of existing businesses and the creation of new business opportunities in the light industrial area, which is important to the region's economic vitality.

Policy ED-1.6 Support the existing businesses and the creation of new business and job opportunities in the Auto Row area in the southeast portion of the plan area.

Policy ED-1.7 Encourage property owners to seek innovative solutions to resolve soil and ground water contamination in the plan area, including seeking grants or partnering with other entities.