

DOWNTOWN STATION AREA SPECIFIC PLAN UPDATE: DRAFT PREFERRED ALTERNATIVE

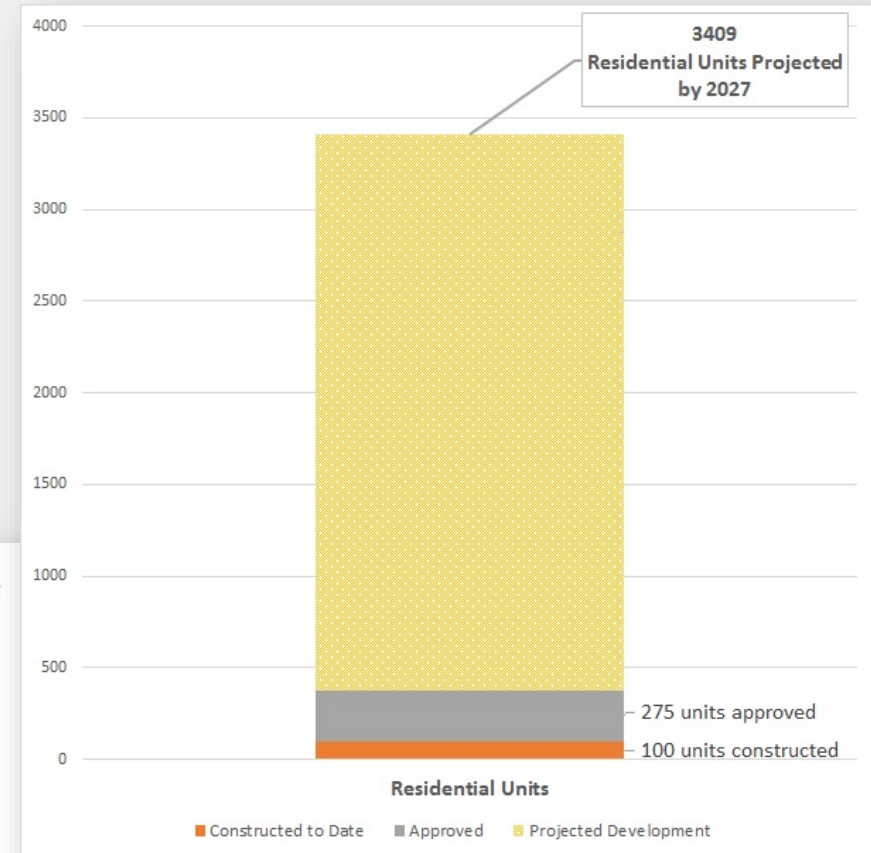
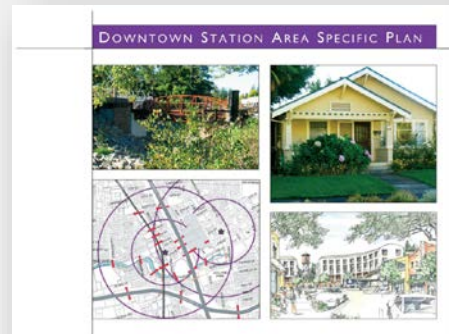
CULTURAL HERITAGE BOARD
NOVEMBER 6, 2019



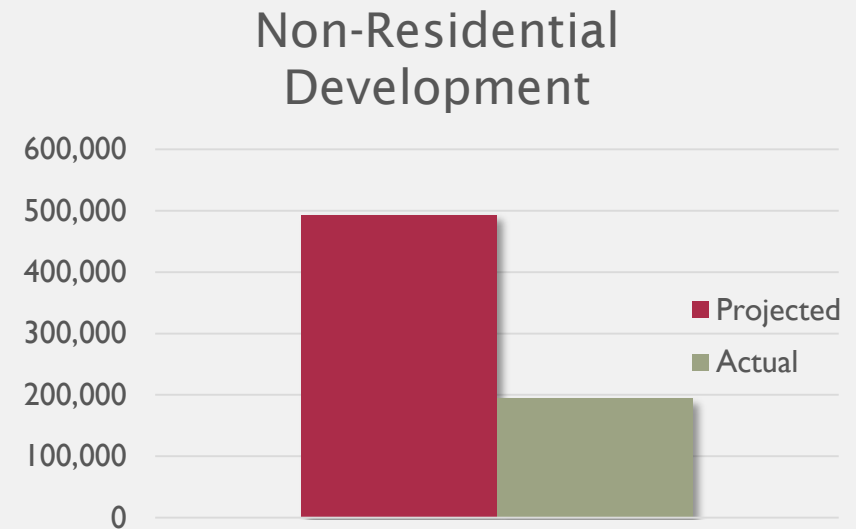
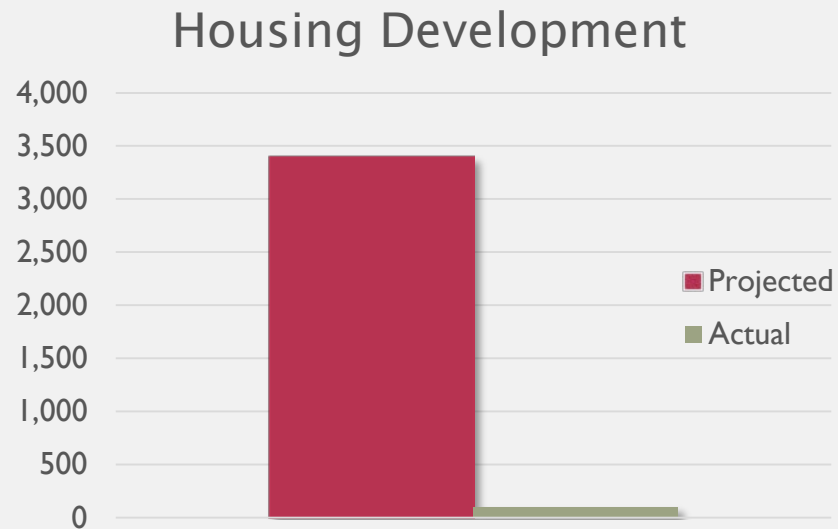
Patrick Streeter, Senior Planner
Planning and Economic Development

BACKGROUND

- In 2007 Council adopts DSASP with a vision of increasing number of residents and employees around the future SMART station
- 20-year plan period
- 3,409 new residential units;
493,500 sf new non-residential floor area



DEVELOPMENT PROJECTIONS VS ACTUAL (2007 – 2019)



Halfway through the planning period, only 100 housing units have been developed

DOWNTOWN STATION AREA SPECIFIC PLAN

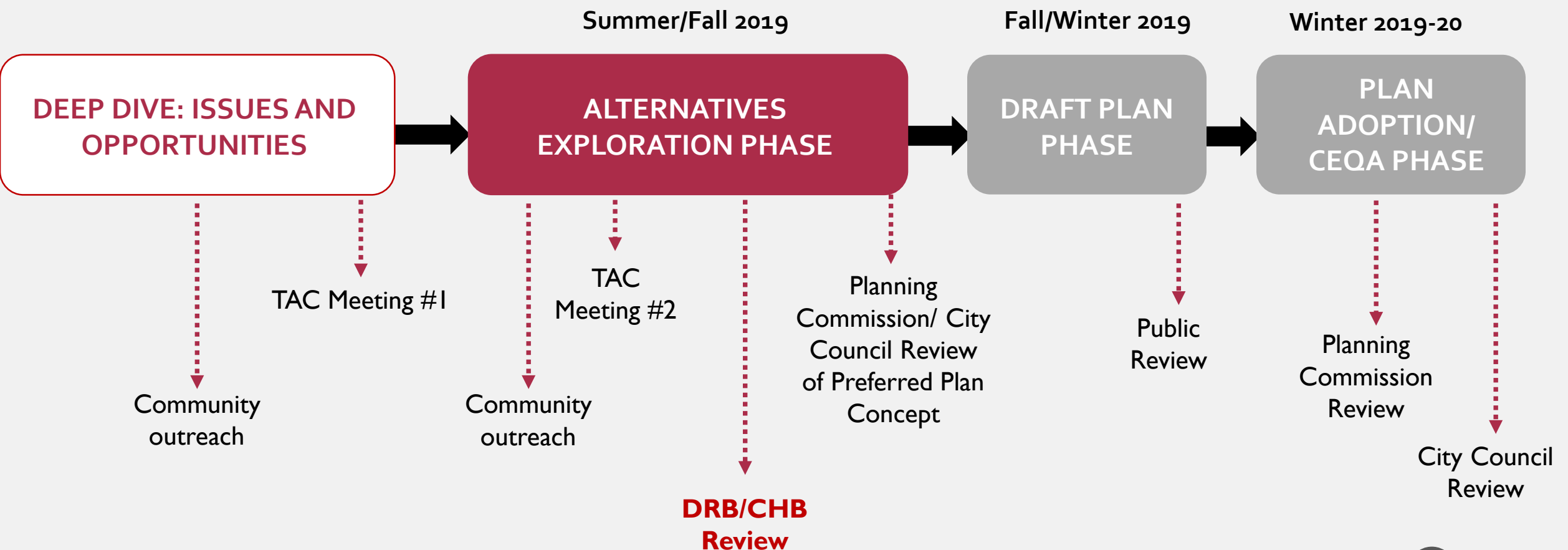
- In February 13, 2018, Council adopts new set of priorities
- PED applies for and is awarded planning grant through Metropolitan Transportation Commission



DOWNTOWN STATION AREA



TIMELINE





PREFERRED PLAN CONCEPT: PURPOSE

- Summarizes the consensus that has emerged from the process to date
- Lays out vision and key strategies needed to implement the vision
- Establishes a framework to guide the detailed update of the DSASP, including policies and implementing actions

Context and Diagnostic

Downtown Station Area



2007 DEVELOPMENT PROJECTIONS

With a goal of locating more people within walking distance of transit, the 2007 plan envisioned significant housing and job growth downtown by 2027

3,400 new
residential
units



493,000 square feet of
new office, retail and
institutional uses

DOWNTOWN DEVELOPMENT CAPACITY

- Capacity for over 10,000 new units on vacant and underutilized sites alone
- Downtown core & Roseland area designated federal opportunity zone



PROCEDURAL BARRIERS TO DEVELOPMENT

- Real estate developers indicated that lengthy City review and permitting process had been a barrier
- In response, the City:
 - Streamlined design review, reducing timeline 70 percent
 - Set up Expedited Permitting Program, cutting time for planning, engineering and building review from 18 to 6 months

ECONOMIC BARRIERS TO DEVELOPMENT

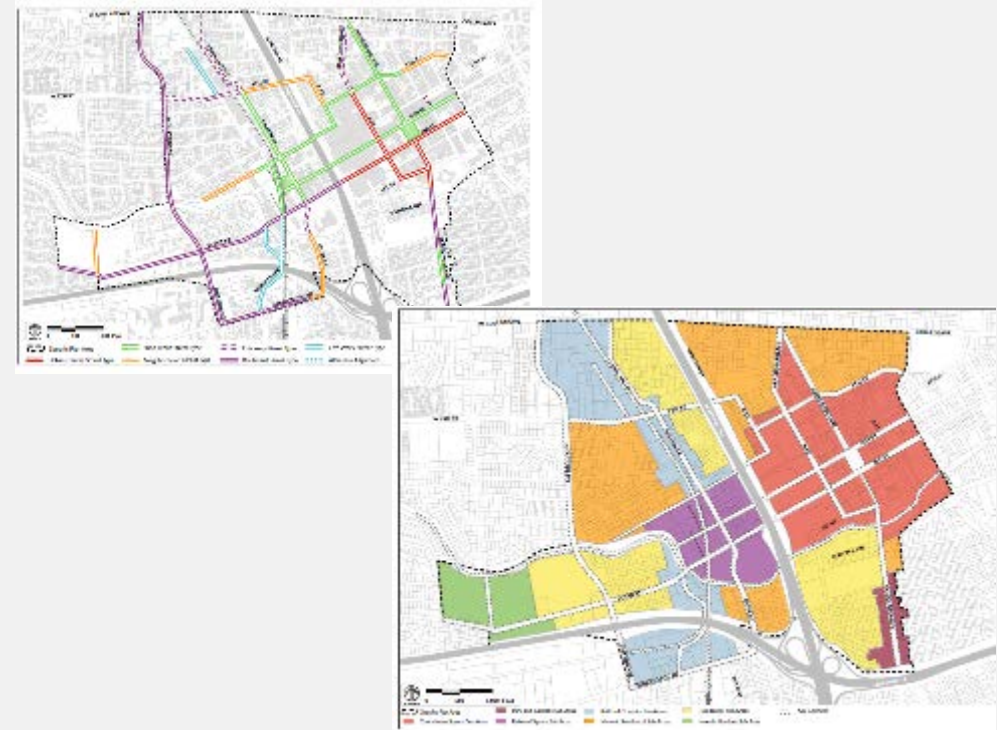
- Great Recession limited development activity for a time
- Market for multi-family housing “unproven,” deterring lenders and some developers
- Development cost vs. rent/sales price in Santa Rosa
- Infrastructure costs – undergrounding power lines; upsizing pipes

STRATEGIES FOR ADDRESSING ECONOMIC BARRIERS

- Attract developers by reducing development costs and timelines
- Public-private partnership for a demonstration project to “prove the market”
- Promote and enhance downtown amenities that attract residents
- Create and attract jobs in higher wage industries to stimulate demand for market rate housing
- Increase “rooftops” to build demand for retail and restaurants

Regulatory Barriers to Development

- Development standards too restrictive (stepbacks, ground floor, height, etc.)
- Development standards are too complicated (influence of multiple subareas on streets and corridors)
- Street type differentiation does not have clear purpose (ex. Shop Front street type vs Live Work street type)



PREFERRED PLAN OBJECTIVES

- Facilitate housing production
- Simplify development standards
- Provide flexibility for developers
- Strengthen sense of place



Preferred Plan Concept

ALTERNATIVES EXPLORATION PROCESS

- Over **800** Santa Rosans shared ideas that contributed to the Preferred Plan
 - 120+ participants and workshop #3
 - Nearly 100 online survey responses
- Explored 3 alternatives for land use, circulation and design



PREFERRED PLAN - POINTS OF CONSENSUS

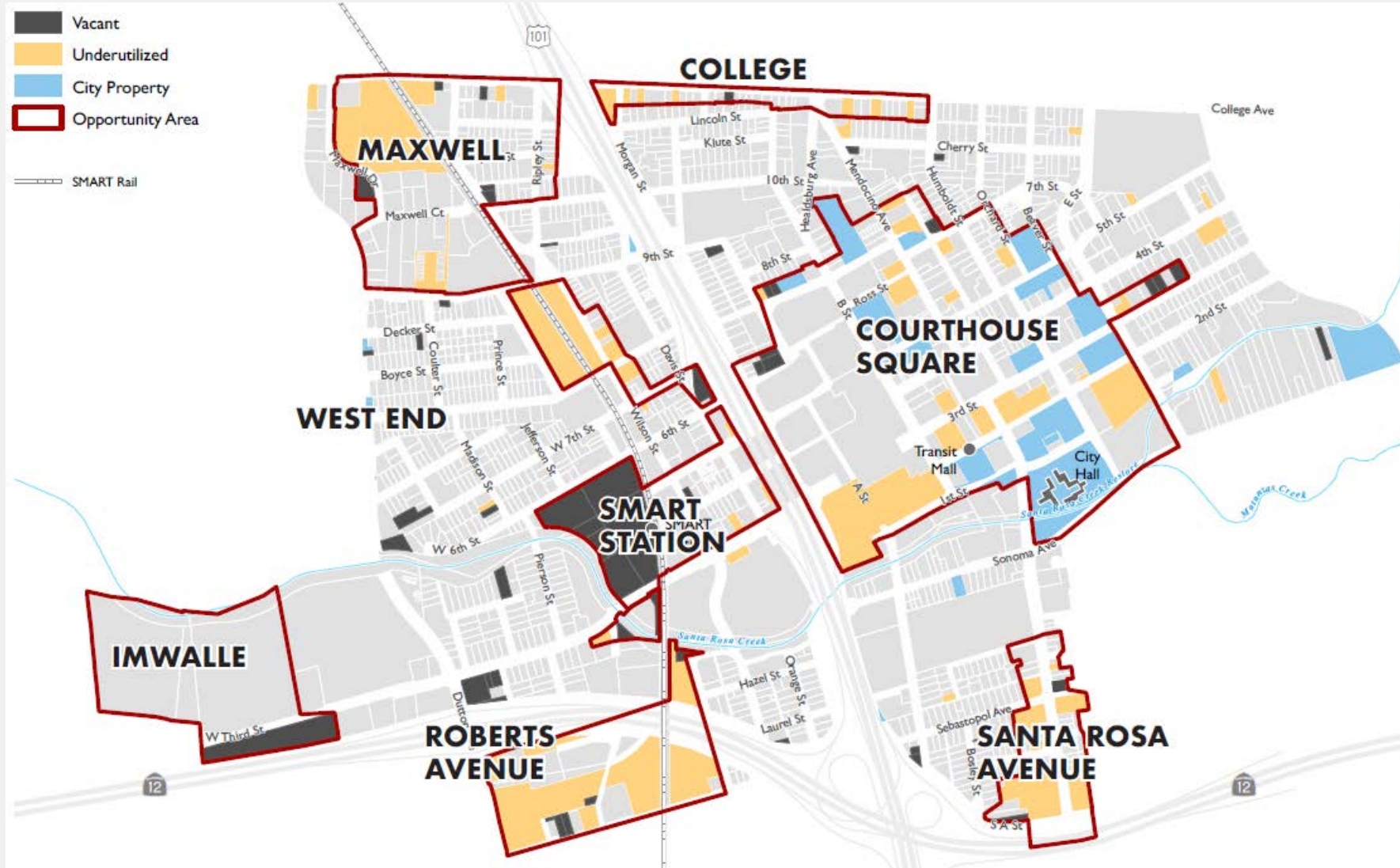
- Broad support for development pattern with an urban core centered on Courthouse Square and a series of village centers
- Consensus that tallest buildings makes sense in the core area, particularly south of Courthouse Square
- Strong preference for bike/pedestrian connection through Santa Rosa Plaza at 4th Street to preserve walkability and the public realm
- Santa Rosa Creek as an asset; unanimous support for standards requiring development to address the creek
- Trackless trolley on loop to improve downtown connectivity
- Rebalancing of roadways (or “road diets”) at Mendocino, Santa Rosa Ave, and E Street
- Preference for City Hall redevelopment as housing with community-oriented facility
- Preference for Maxwell Ct redevelopment as a mixed-use village

PREFERRED PLAN CONCEPT: VISION

- Big city urban core
- Network of mixed use village centers
- Active ground floors
- Enhances streetscape and connectivity
- Opportunities for new development and redevelopment



PREFERRED PLAN CONCEPT: OPPORTUNITY AREAS



PREFERRED PLAN CONCEPT: CORE

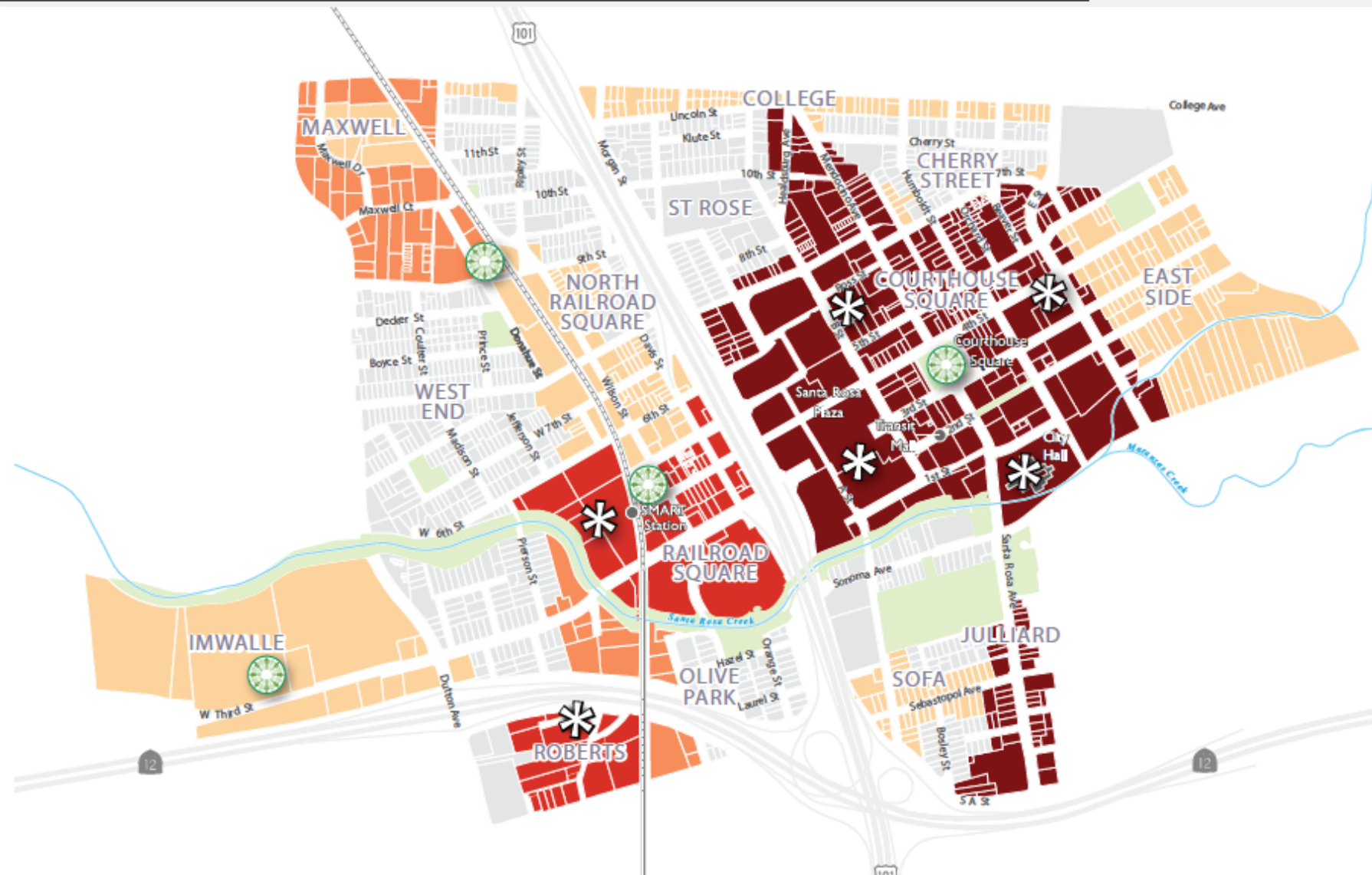


PREFERRED PLAN CONCEPT: VILLAGE CENTERS



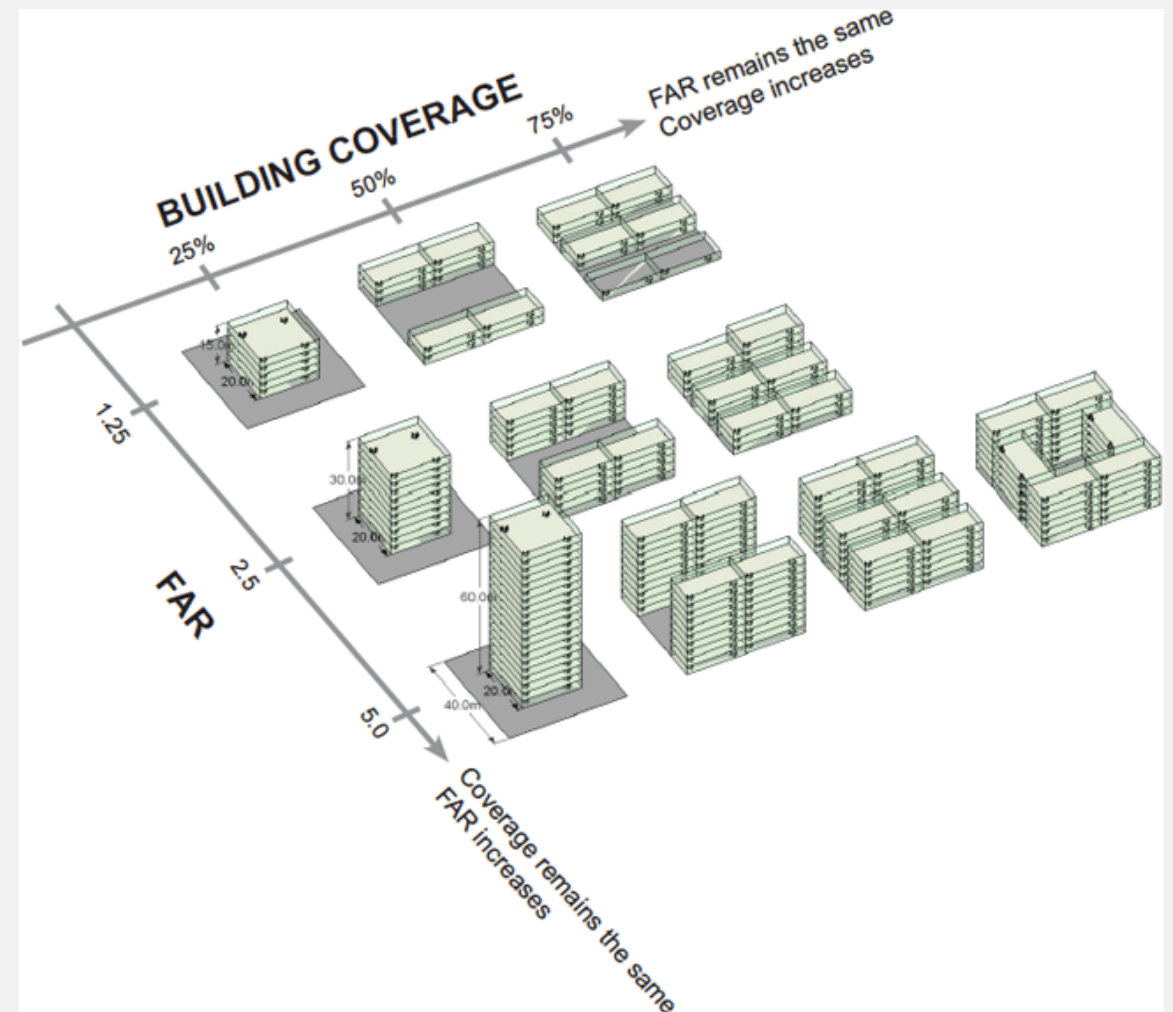
PREFERRED PLAN CONCEPT: LAND USE

- Core Mixed Use
- Station Mixed Use
- Maker Mixed Use
- Neighborhood Mixed Use
- Park/Open Space
- Potential Catalyst Project
- Urban Park/Civic Space
- No Land Use Change Proposed
- SMART Rail



FLOOR AREA RATIO (FAR)

$$\text{FAR} = \frac{\text{Total floor area}}{\text{Lot area}}$$



PREFERRED PLAN CONCEPT: FAR



Prototype: Sears Site – 5.0 FAR











PREFERRED PLAN CONCEPT: DESIGN CONSIDERATIONS

Potential Design Strategies

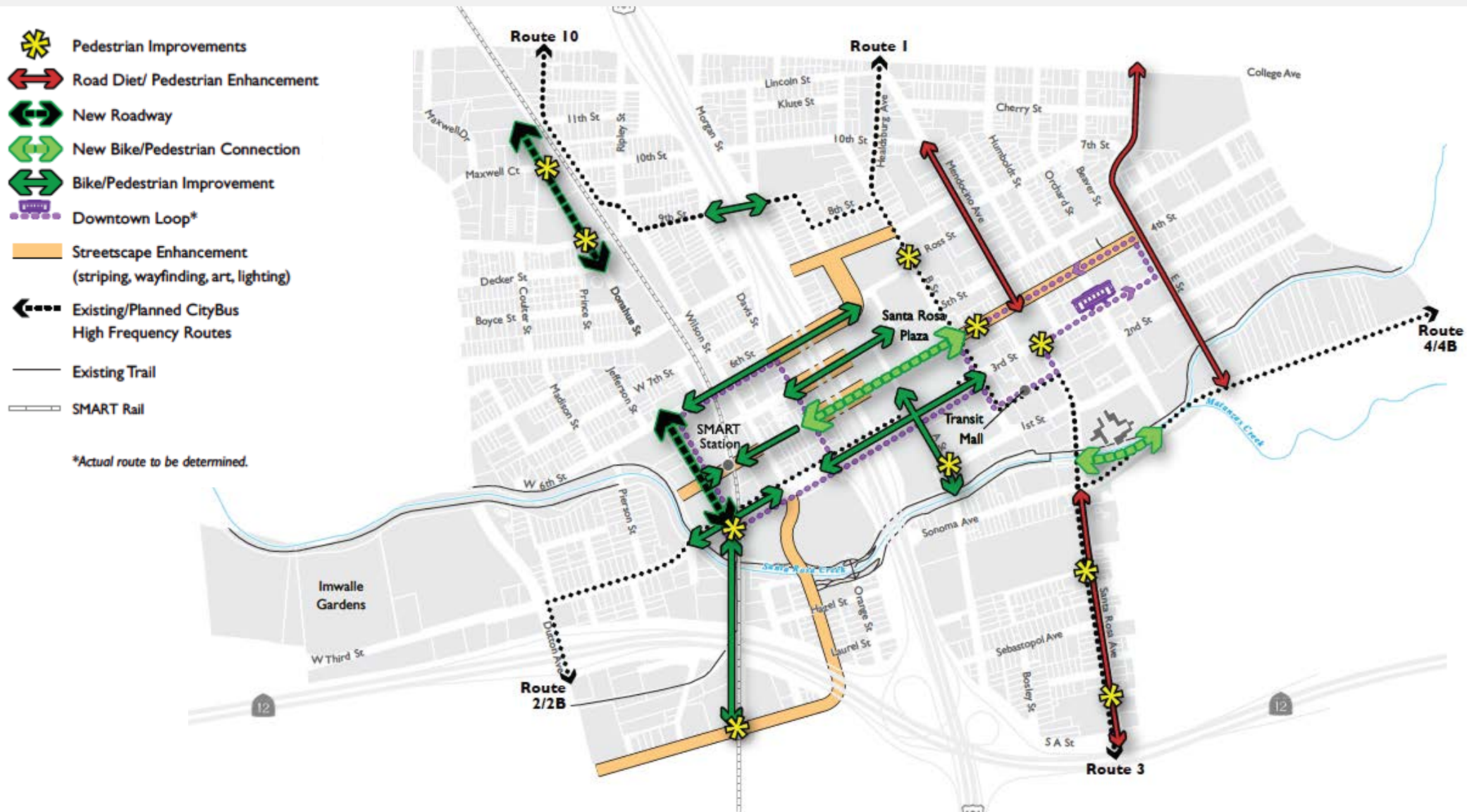
- Massing
- Modulation
- Landscaping and streetscape considerations
- Materiality and color palette

Legend

-  Preservation District
-  Park/Open Space
-  Downtown Transition Edge
-  Station Transition Edge
-  Neighborhood Transition Edge
-  Active Ground Floor Requirement
-  Creek Oriented Development
-  SMART Rail



PREFERRED PLAN CONCEPT: CONNECTIVITY



PREFERRED PLAN CONCEPT: KEY MOVES

- Uses FAR to regulate form and height
- Waive parking requirements for development within a 1/4 mile of high-frequency transit and facilitate shared parking
- Active ground floor requirements in key areas to foster walkability and vitality
- Pursue public-private partnerships on key catalyst sites
- Enable public spaces
- Improve wayfinding



QUESTIONS/COMMENTS

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