

PLANNING COMMISSION STUDY SESSION

General Plan Annual Review 2019

Homelessness Services

Affordable Housing

Housing Initiatives

General Plan 2050 Progress

**Planning & Economic Development
Department**

July 9, 2020



PRESENTATION AGENDA

- **Clare Hartman** – Residential Development, Housing Needs, and Growth Management Ordinance
- **Kelli Kuykendall** – Homelessness Solutions
- **Megan Basinger** – Affordable Housing
- **Amy Nicholson** – Housing Initiatives
- **Raissa de la Rosa** – Economic Vitality
- **Amy Lyle** – Downtown Initiatives and Downtown Station Area Specific Plan
- **Shari Meads** – Transportation, Public Services and Facilities, Historic Preservation, Youth and Family, Noise and Safety
- **Andy Gustavson** – General Plan 2050

HOUSING

Presented by

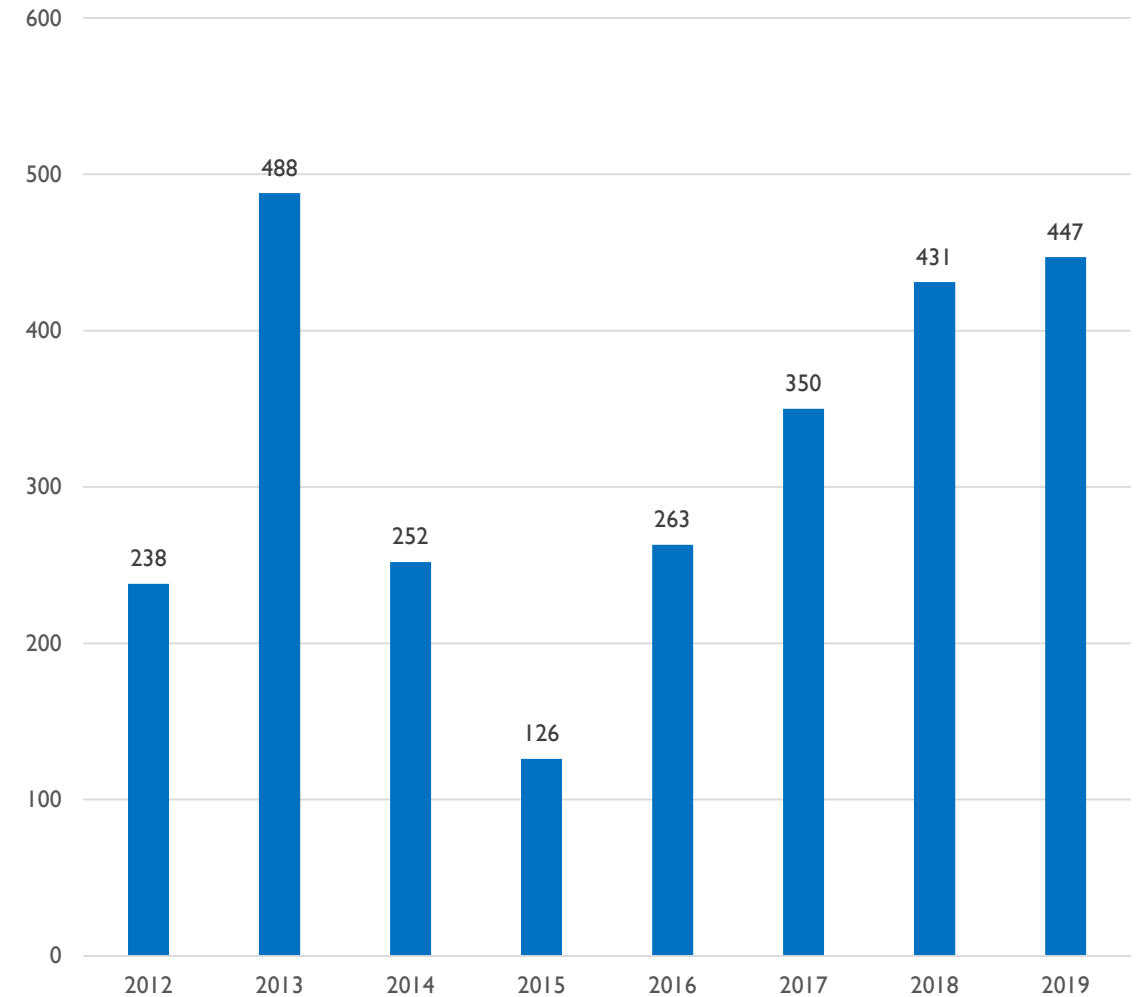
Clare Hartman

Deputy Director – Planning

Planning and Economic Development Department

RESIDENTIAL DEVELOPMENT 2012 - 2019

Annual Residential Permits Issued
2012-2019



NOTABLE RESIDENTIAL PROJECTS

38-DEGREES NORTH
APARTMENT HOMES



VILLAGE STATION SUBDIVISION



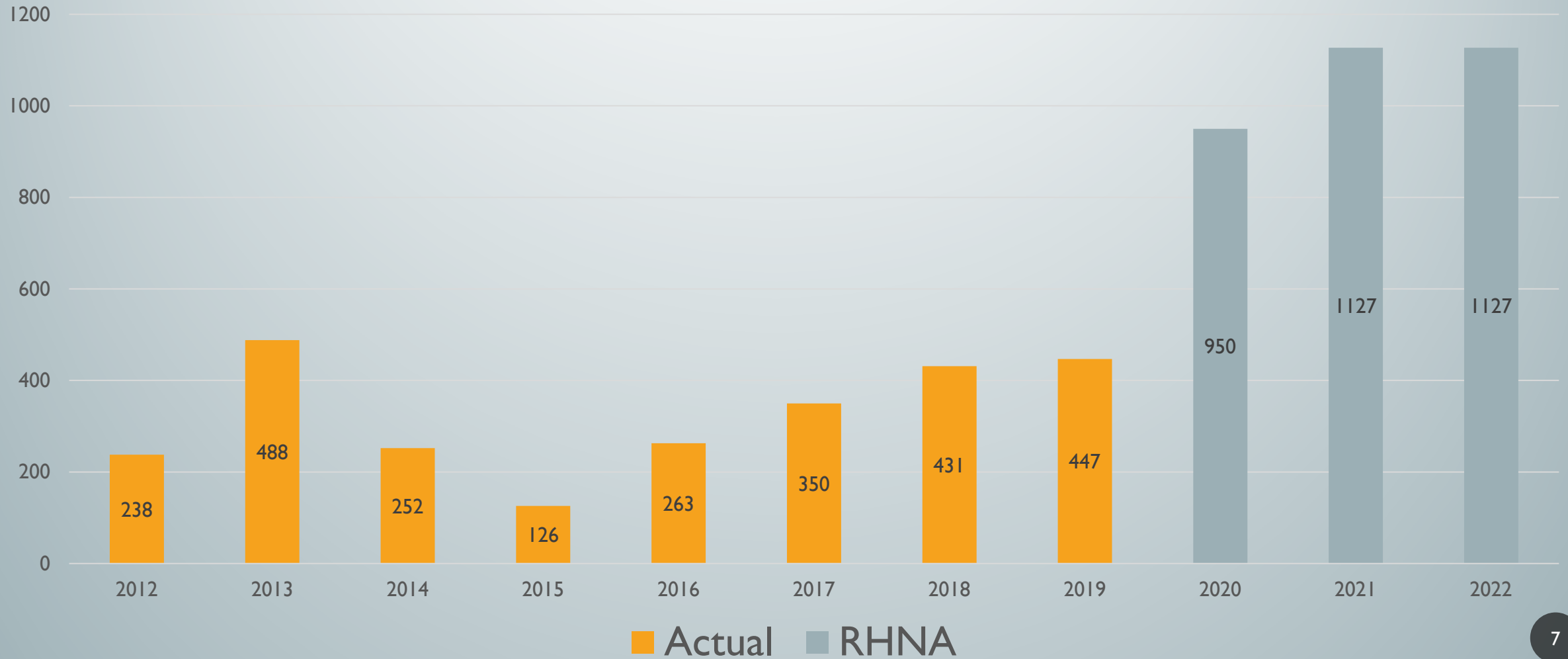
HOUSING NEEDS

Building Permits by Income Category 2015-2023

Income Category	Extremely Low	Very Low	Low	Moderate	Above Moderate	TOTAL
ABAG RHNA 2015 – 2023 *	520	521	671	759	2,612	5,083
Permits Issued 2015 – 2019 *	48	59	101	176	1,495	1,879
Remaining Need	472	462	570	583	1,117	3,204

* Includes RHNA allocations and credits transferred from the County to the City with the annexation of the Roseland area.

HOUSING NEEDS

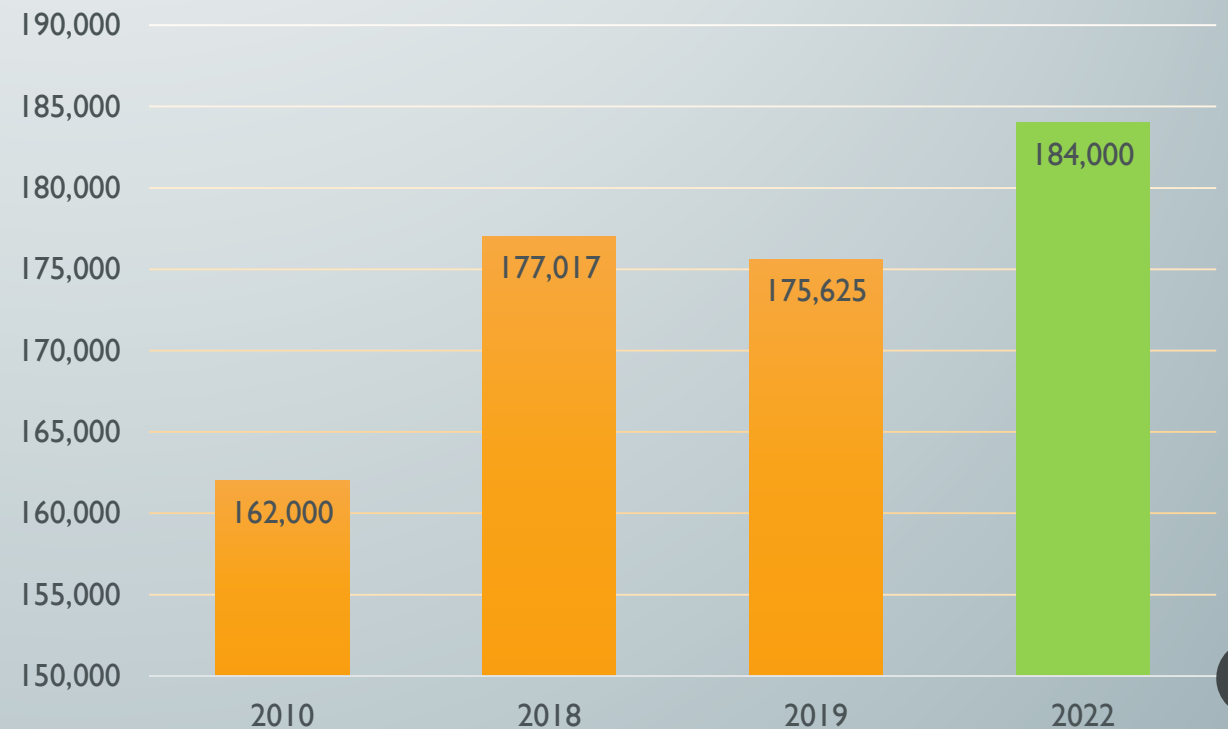


GROWTH MANAGEMENT ORDINANCE

Allotments

- Dedicated at building permit approval or final map recordation
- 800 available in 2019 – 447 issued

Total Population - Santa Rosa



HOMELESSNESS SOLUTIONS

Presented by

Kelli Kyukendall

Housing and Community Services Manager

Housing and Community Services Department

HOMELESSNESS SOLUTIONS

Day Services

**Homeless
Services
Center**

Housing Focused Emergency Shelter

**Sam Jones
Hall**

**Family
Support
Center**

Street Outreach & Encampment Resolution

HOST

HEAP

Housing Support

**Housing First
Fund**

**HCA Family
Fund**

**HCV
Affordable
Housing**

Community Based Solutions

CHAP

HOMELESSNESS SOLUTIONS

2018/2019 Outcomes

- 3,000 served
- 1,800 sheltered
- 300 housed

**HOUSING
FIRST**

=



PERMANENT
HOUSING

+



SUPPORT

AFFORDABLE HOUSING

Presented by

Megan Basinger

Housing and Community Services Manager

Housing and Community Services Department

INCLUSIONARY HOUSING ORDINANCE

- Ordinance adopted in 1992, revised in 2012 and 2019
 - Residential projects (rental and ownership) have option to pay fee, provide units, or alternative compliance
- \$2.81 million in fees collected in 2019
- Assisted in creating over 1,500 units
 - 65 units currently obtaining permits

HOUSING AUTHORITY NOTICE OF FUNDING AVAILABILITY

“Increase housing investment and developer partnerships.”

Annual Housing Authority NOFA assisted:

- ✓ Dutton Flats
 - ✓ 41 rental units
- ✓ Boyd Street Apartments
 - ✓ 46 rental units
- ✓ Hearn Veterans Village
 - ✓ 24 permanent, supportive rental units



Dutton Flats rendering

AFFORDABLE HOUSING PIPELINE

Completed in 2019

Harris Village

3 Units
**\$400k Local
Contribution**

Under Construction

38' North

12 Units
**Density
Bonus**

Funded – Permit Review

Dutton Flats

Lantana

Boyd Street

135 Units
**\$10.3M Local
Contribution**

Needing Additional Funding/Permits

Roseland Village

Caritas Village

Hearn Veterans' Village

227 Units

Development Concept

3575 Mendocino

Bennett Valley Senior
Center

Cannery at Railroad
Square

Linda Tunis Senior
Apartments

One Calistoga

447 Units

HOUSING AUTHORITY ASSETS

Santa Rosa Housing Trust	Number of Units
Under Construction	12
Pending	809
Loan Portfolio - \$120M	4,524
TOTAL Units	5,345
Housing Choice Voucher Program	Number of Vouchers
Tenant-Based	1,484
HUD-VASH	419
Total Vouchers	1,903
Waiting List	2,923

HOUSING INITIATIVES

Presented by

Amy Nicholson

Senior Planner

Planning and Economic Development Department

BY-RIGHT HOUSING



**Intended to
address housing
shortage
statewide**



**Qualifying
projects**
-Deed Restricted
Affordable
-Deed Restricted
**Supportive
Housing**



**Application,
Eligibility
Requirements,
FAQs, and
Projects Under
Review on City
Website**



**Strict timelines
for eligibility and
action**



**No discretionary
review – Director
Level Approval**



**Objective Design
Standards
adopted by
Council in 2019**



INCLUSIONARY HOUSING ORDINANCE

Ordinance Adopted in October 2019

- Residential projects can pay fee, provide units, or alternative compliance
 - Affordability period extended to 55 years
 - Percentages based on income level revised
- Commercial Linkage Fee established
 - Hotels, retail, restaurants, services, light industrial, office - \$3/square foot
 - Specified exemptions

DENSITY BONUS ORDINANCE



Revised Ordinance adopted by Council - January 2019



Continues to allow Density Bonus of up to 35%



Up to 100% bonus allowed within the Downtown and North Station Area Specific Plan areas

PLANNING GRANTS PROGRAM

City received \$310,000 in grant money to support initiatives to production of housing

Missing Middle Housing:

- By-right process for multi-unit or clustered housing
 - Form based design standards
 - Specified eligible sites
- Examples include - duplexes, triplexes, fourplexes, courtyard apartments, bungalow courts, townhomes, and live/work units

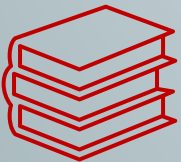


PLANNING GRANTS PROGRAM

Historic Resource Evaluation:

Downtown Station Area Specific Plan addresses transition between new development and preservation districts

- Evaluation will:
 - Identify properties within the Area with historic significance
 - Over 600 age-eligible properties within the boundary outside of preservation districts
 - Provide CEQA streamlining – reliance on Specific Plan Environmental Impact Report (EIR)



PLANNING GRANTS PROGRAM

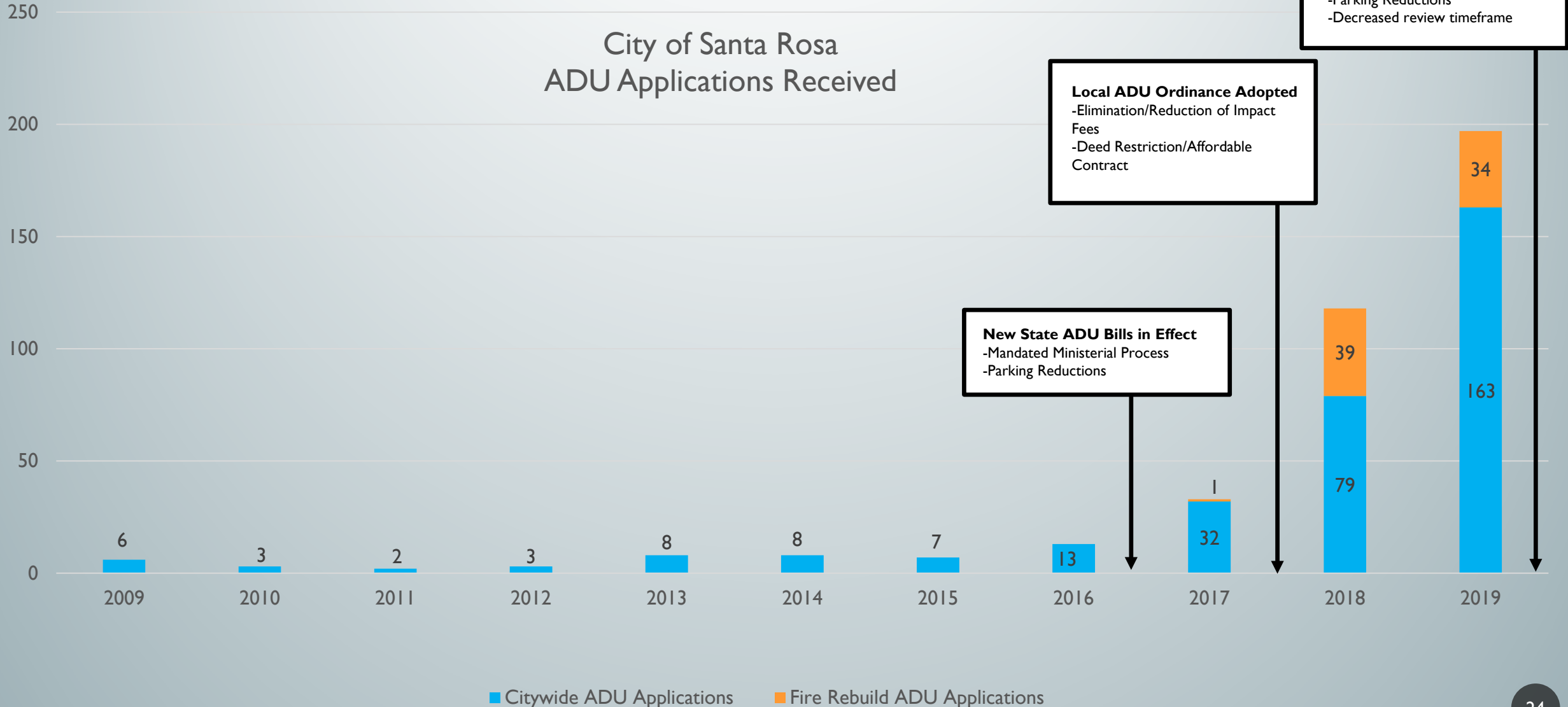
Growth Management Initiative:

- Evaluate existing Ordinance and General Plan Element
 - Increases unpredictability, time, and cost
 - Limits single family allotments and multi-family per developer/year
 - Tension with City's PDAs
- Ordinance and General Plan Element would be amended or eliminated to allow for residential development consistent with state, regional and local goals and plans



ACCESSORY DWELLING UNITS

City of Santa Rosa ADU Applications Received



ECONOMIC VITALITY

Presented by

Raissa de la Rosa

Economic Development Manager

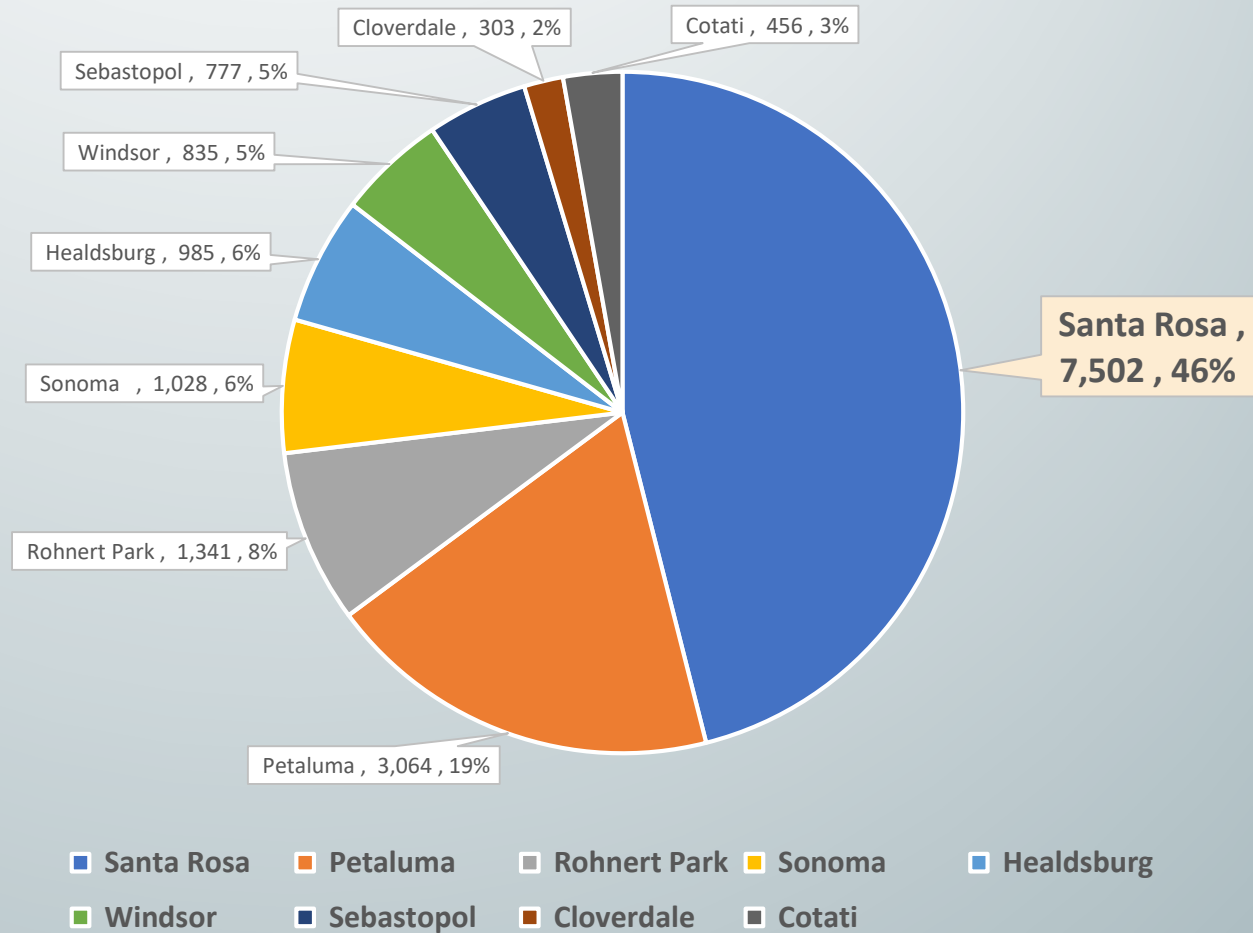
Planning and Economic Development Department

ECONOMIC VITALITY

TOTAL SANTA ROSA BUSINESS ESTABLISHMENTS

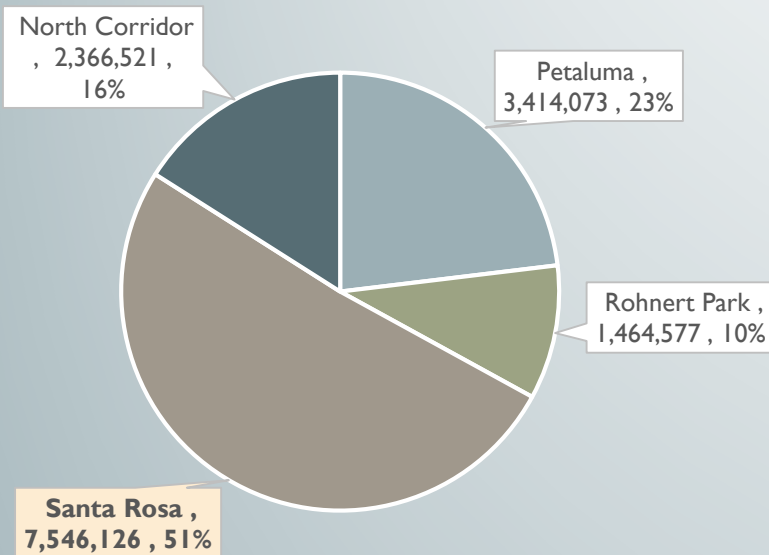
8,659 CURRENT (ESRI)

7,502 CY 2018



REGIONAL VACANCY RATES

Office Vacancy SF

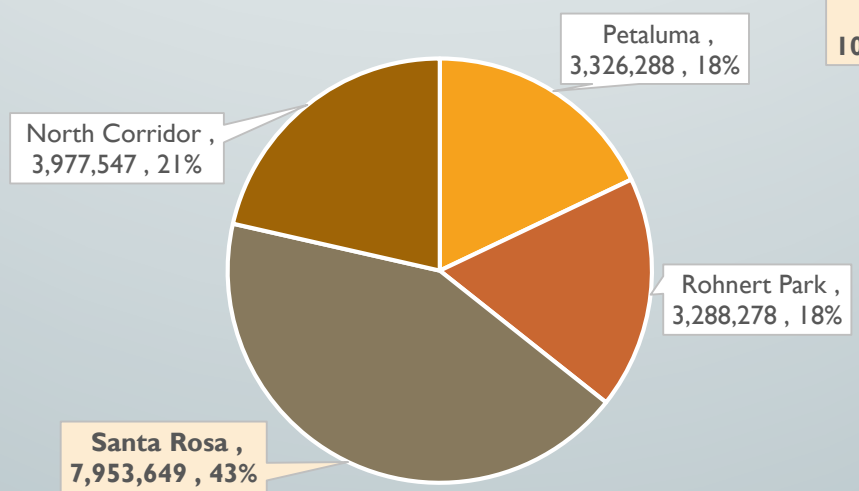


☐ Petaluma
 ☐ Rohnert Park
 ☐ Santa Rosa
 ☐ North Corridor

SR Office Vacancy: 9.9%

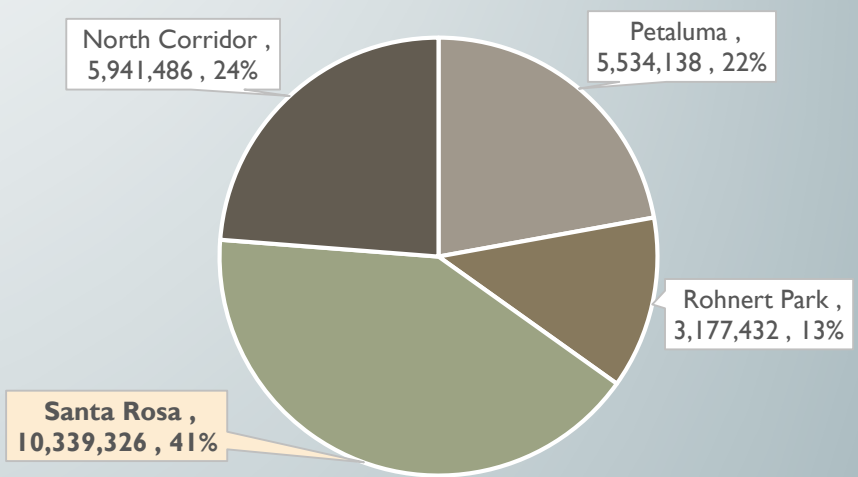
SR Retail Vacancy: 4.1%

Retail Vacancy SF



☐ Petaluma
 ☐ Rohnert Park
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 ☐ North Corridor

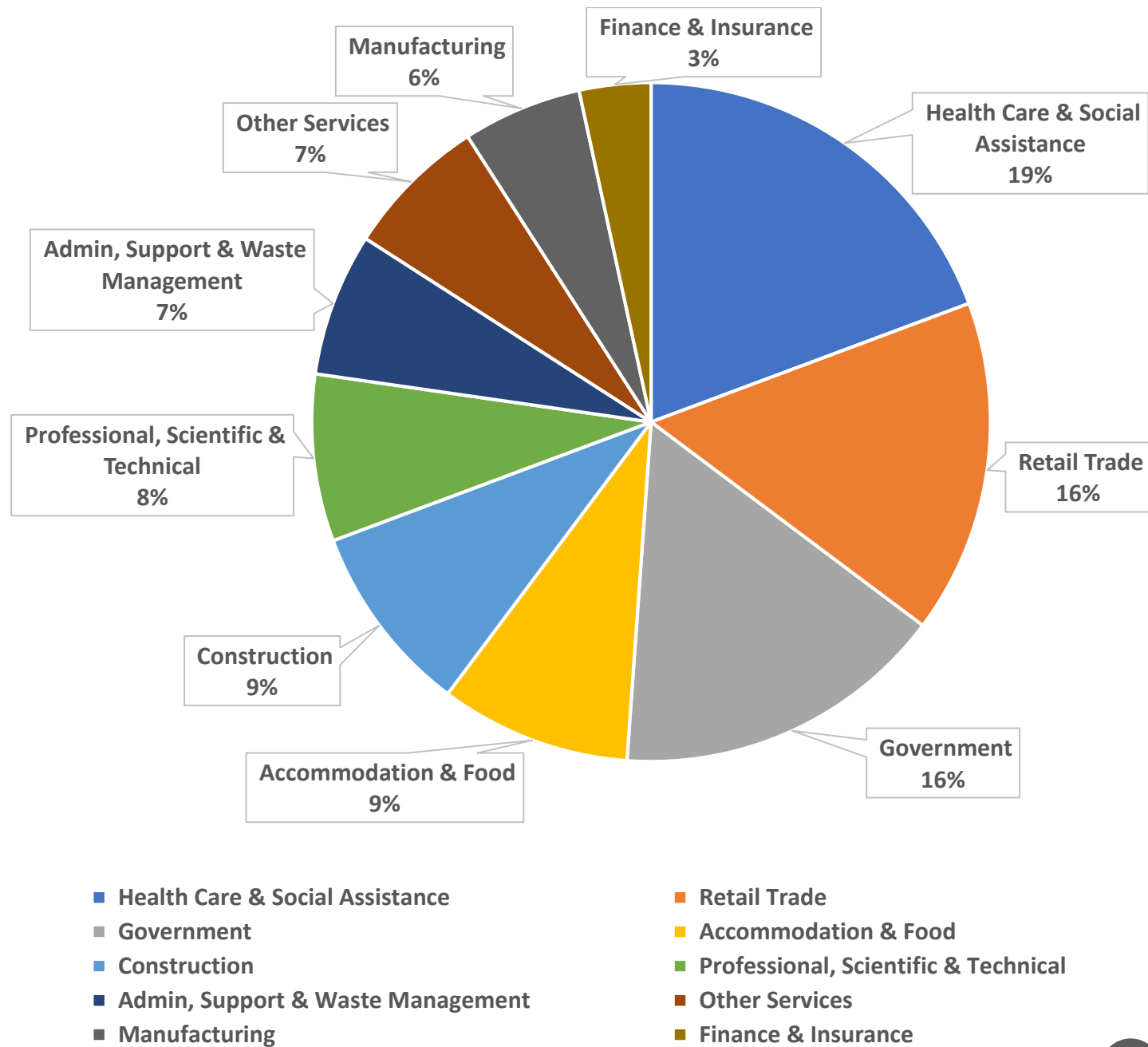
Industrial Vacancy SF



☐ Petaluma
 ☐ Rohnert Park
 ☐ Santa Rosa
 ☐ North Corridor

SR Industrial Vacancy: 5.3%

EMPLOYMENT POPULATION BY INDUSTRY (AGED 16+)



DOWNTOWN STATION AREA SPECIFIC PLAN UPDATE

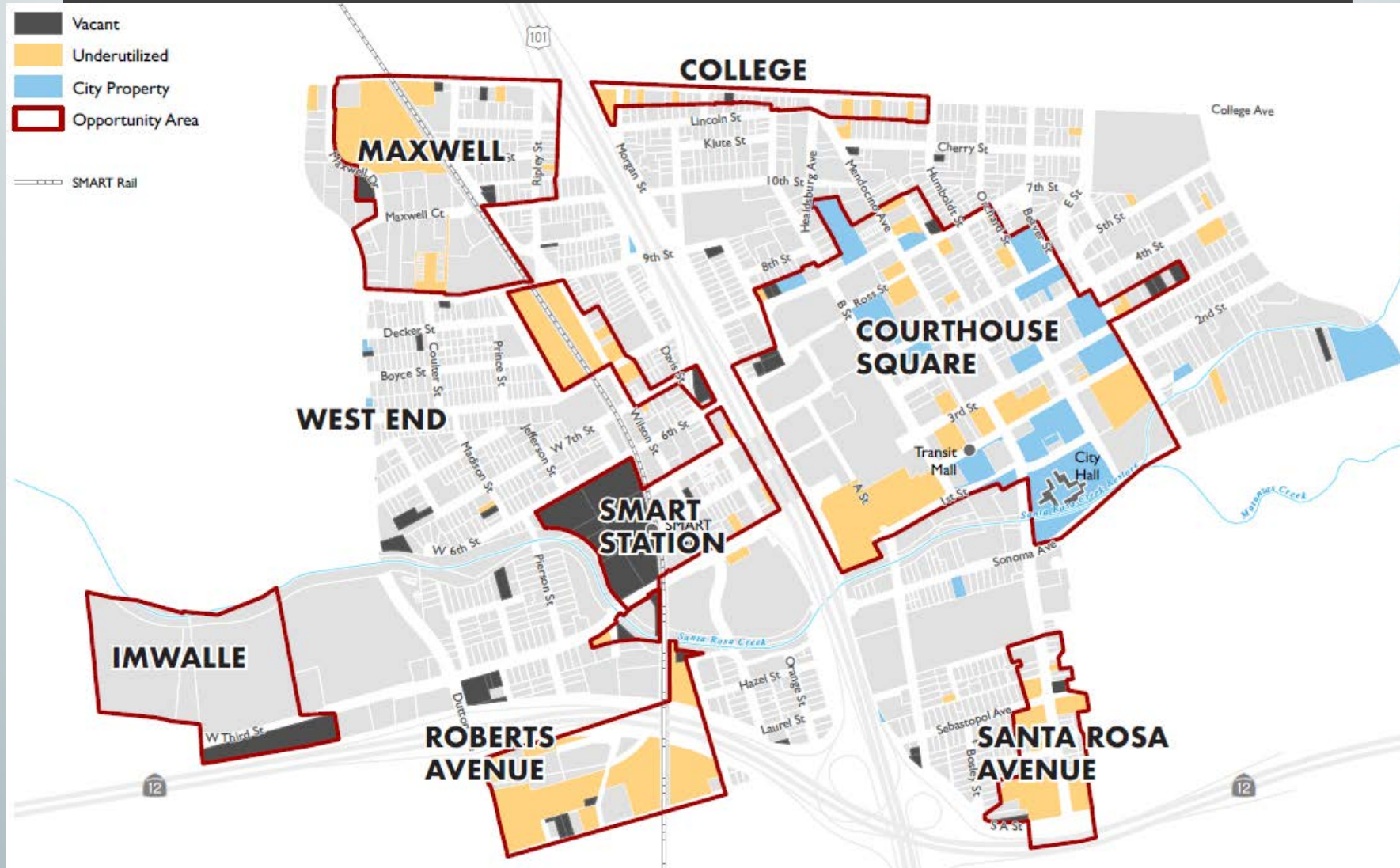
Presented by

Amy Lyle

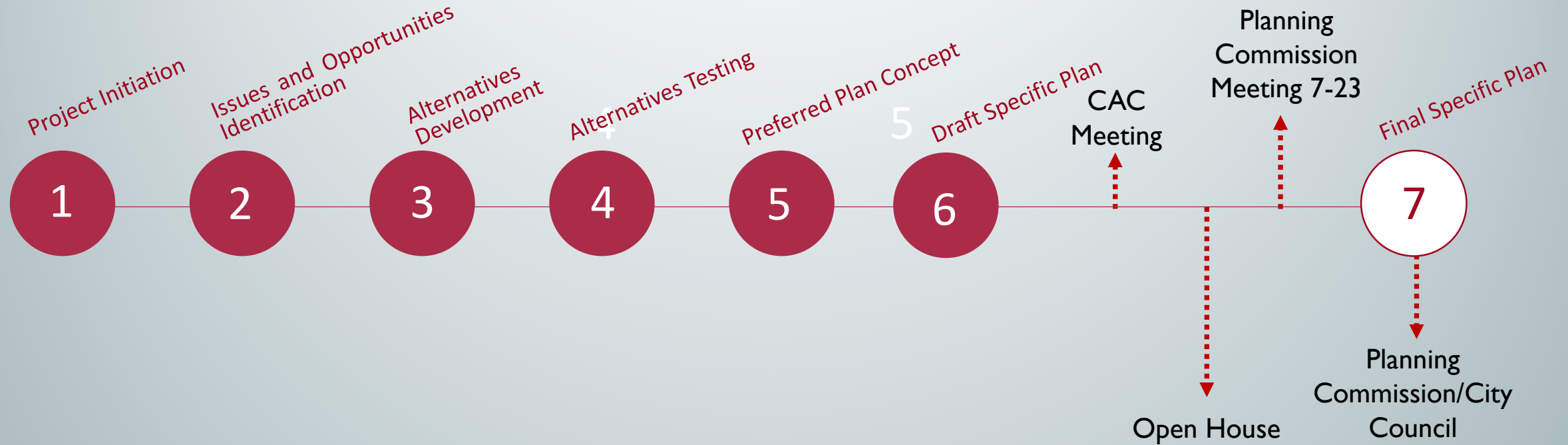
Supervising Planner – Advance Planning

Planning and Economic Development Department

PREFERRED PLAN CONCEPT: OPPORTUNITY AREAS



PROCESS AND TIMELINE



TRANSPORTATION, PUBLIC SERVICES AND FACILITIES, AND OTHER ELEMENTS

Presented by

Shari Meads

City Planner

Planning and Economic Development Department

TRANSPORTATION ELEMENT

Bike and Ped Highlights

- Bicycle and Pedestrian Master Plan update
- Bike lane installations:
 - ❖ Third Street and Cleveland Avenue
- Pedestrian walkway installation and improvements:
 - ❖ Franklin Avenue and San Miguel Avenue
 - ❖ HAWK installation Mendocino Avenue at McConnell Avenue

Transit Highlights

- Incorporated 10 electric diesel hybrids into the City Bus fleet
- Received funding for four battery electric buses
- Bus electrification implementation and resilience study



PUBLIC SERVICES AND FACILITIES ELEMENT

Parks



Coffey Neighborhood Park
playground construction



A Place to Play Community Park

- Parks for All Measure M expenditure plan
- Howarth Park Accessible Pathway
- Kawana Springs Community Park Master Plan
- Coffey Neighborhood Park Master Plan and construction
- A Place to Play Community Park Master Plan

PUBLIC SERVICES AND FACILITIES ELEMENT

Police and Fire Services



The Police Department
received 58,175 calls for
service in 2019



The Fire Department responded to 28,666 calls for
service in 2019

PUBLIC SERVICES AND FACILITIES ELEMENT

Water and Wastewater



Sewage treated at the Laguna Treatment Plant (LTP) is beneficially reused by the Santa Rosa Regional Water Reuse System

Water use efficiency programs result in water use savings of over 4,500-acre feet per year, reducing the City's total water demand by approximately 15-percent



OPEN SPACE AND CONSERVATION ELEMENT

Creek Stewardship program

- 10,000 participants
- 1,164 cubic yards trash/debris collected
- Storm drain art installed at six locations
- “Ours to Protect” creek identification signs were installed at 11 City locations where roadways cross creeks

Citywide Creek Master Plan

- Phase II of Colgan Creek Restoration - Final plan approvals received and permitting completed in 2019

ARTS AND CULTURE ELEMENT

Fire Response – Round Two Temporary Public Art Projects



Splash & Fire by Adrian Litman:



Beacon Obelisk: Life Grid by Ashleigh Riggs

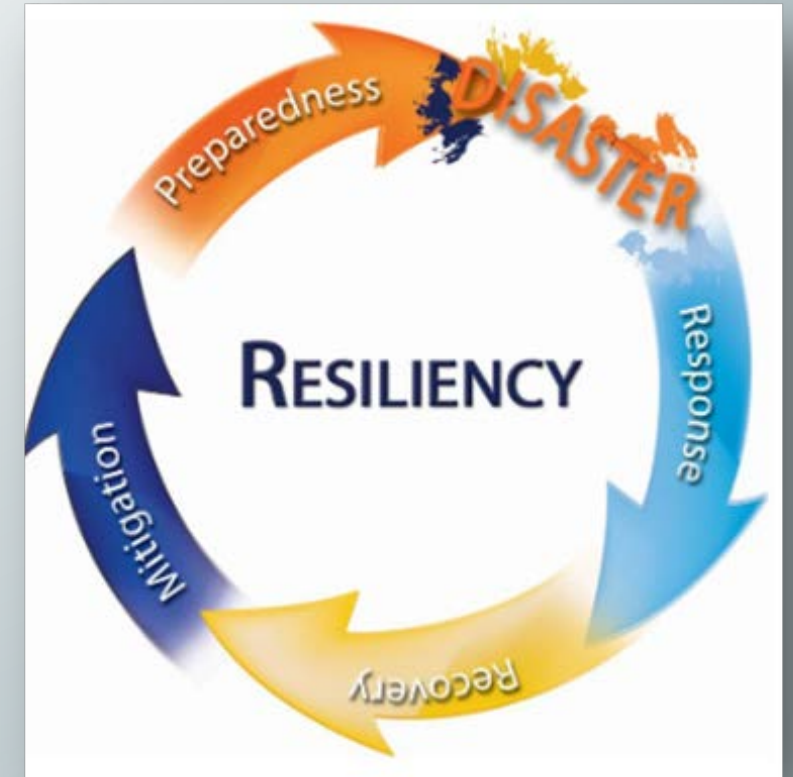
Coffey Neighborhood Park Public Art Project



Wellspring design concept by WOWHAUS

NOISE AND SAFETY ELEMENT LOCAL HAZARD MITIGATION PLAN

- Examine groundwater contamination sites
- Laguna Treatment Plant flooding prevention
- Traffic signals retrofit battery backup
- Fountain Grove revegetation and slope replanting
- Creation of a Community Wildfire Protection Plan (CWPP)
- Emergency Operations Center activated for approximately 20 days during 2019



HISTORIC PRESERVATION ELEMENT



25 Landmark Alteration Permit
applications were submitted in 2019

YOUTH AND FAMILY ELEMENT



CLIMATE ACTION PLAN



- Climate Action Subcommittee formed
- Sonoma Clean Power EverGreen service evaluated
- All-Electric Reach Code adopted
- Zero Waste Master Plan initiated
- Laguna Treatment Plant generated 87.8kW of solar PV
- Electric vehicle charging stations installed adjacent to Courthouse Square
- City facilities composting program

GENERAL PLAN UPDATE

Presented by

Andy Gustavson

Senior Planner

Planning and Economic Development Department

SANTA ROSA



Spring 2019

Community Conversation

What Matters Survey

Top Issues

Housing and Homelessness

Climate Change & Environmental
Protection

Neighborhood Preservation

The diagram illustrates the funding for the SR 2050 General Plan. A large teal circle on the left is labeled 'SR 2050 GENERAL PLAN'. To its right, a dark grey circle contains the amount '\$2,500,00'. This is connected to a light blue rectangle containing the text 'Comprehensive Update' and 'Advance Plan Fund'. To the right of this rectangle, another dark grey circle contains the amount '\$600,000'. This is connected to a light blue rectangle divided into two sections. The top section is labeled 'Expanded Public Engagement' and the bottom section is labeled 'Healthy City Policy Integration' and 'Kaiser Grant'. The entire diagram is set against a dark grey background with a vertical white line on the left.

SR 2050 GENERAL PLAN

\$2,500,00

Comprehensive
Update

Advance Plan
Fund

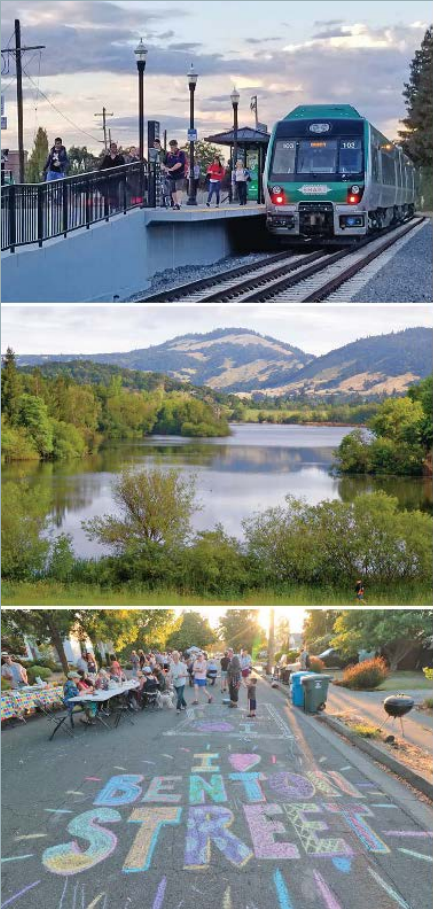
\$600,000

Expanded
Public
Engagement

Healthy City
Policy
Integration

Kaiser Grant

CONSULTANT TEAM



October 17, 2019

Proposal for Services

SANTA ROSA GENERAL PLAN UPDATE

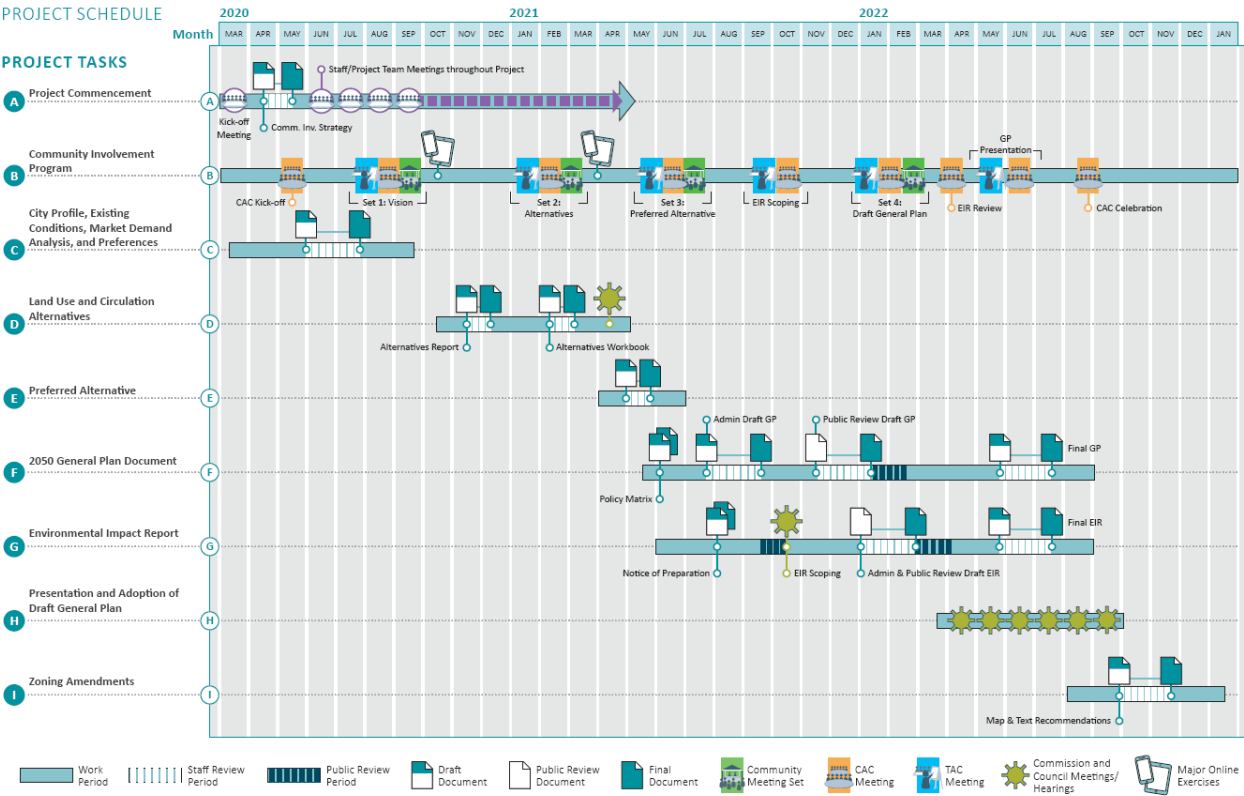
for the
City of Santa Rosa



PLACEWORKS

M I G

3-Year Schedule



Santa Rosa General Plan Update for the City of Santa Rosa

RECOMMENDATION

Receive reports and provide comments on:

- General Plan Annual Review
- Inclusionary Housing Ordinance and Growth Management Ordinance
- Housing Initiatives
- General Plan 2050 status update

QUESTIONS / COMMENTS

Shari Meads

City Planner

Planning and Economic Development Department

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