

Draft Santa Rosa Downtown Station Area Specific Plan Comments

Name	Method	Affiliation	Date Received
Ralan Hill	Website submission: Land Use	Individual	07/26/2020
Matthew Gilster	Website submission: Land Use	Individual	07/27/2020
LaDonna Moore	Website submission: Land Use	Individual	08/07/2020
Monica Chavez	Website submission: Land Use	Individual	08/10/2020
Roy Loessin	Website submission: Land Use	Individual	08/27/2020
Judith Thompson	Website Submission: Introduction	Individual	08/08/2020
Ray Morgan	Website Submission: Introduction	Individual	08/08/2020
Matthew Gilster	Website Submission: Mobility	Individual	07/27/2020
Cris Eggers	Website Submission: Mobility	Individual	08/09/2020
Brandelle Mcintosh	Website Submission: Mobility	Individual	08/10/2020
Elizabeth Hegarty	Website Submission: Urban Design	Individual	08/06/2020
Roy Loessin	Website Submission: Urban Design	Individual	08/27/2020
David Mangurian	Email	Individual	07/26/2020
Nina Rizzo	Email	TransForm	08/11/2020
Libby Payan	Email	SMART	08/13/2020
Janet Barocco	Email	Individual	08/28/2020
Ann Hammond	Email	Sonoma County Library	08/31/2020
Bobbi Lopez	Email	Build Affordable Faster California	08/31/2020
Charles Evans	Email	Individual	08/31/2020
Jean Kapolchok	Email	J. Kapolchok and Associates	08/31/2020
Ray Holley	Email	Sonoma County Library	08/31/2020
Fred Dodge	Email	Individual	09/01/2020
Jack Robertson	Email	Individual	09/01/2020
Kathy Farrelly	Email	Individual	09/01/2020
Marilyn Hughes	Email	Individual	09/01/2020
Natalie Balfour	Email	Downtown Action Organization	09/01/2020
Pamela Roberts	Email	Individual	09/01/2020
Cliff Whigham	Email	Individual	09/02/2020
Katie Barr	Email	Individual	09/02/2020
Margarita Navarro	Community Meeting	Individual	09/02/2020
Tina Wallis	Email	Law Office of Tina Wallis	09/02/2020

Land Use Comments: www.plandowntownsr.com			
Submitted On	Name	Email	Comments
07/26/2020	Ralan Hill	ralan1234@yahoo	<p>I would urge larger PAR's to encourage taller buildings. Higher density in the urban core is the way to ensure a vibrant city. This is particularly true of the undeveloped space just west of the railway station – this should be at least PAR 8 in my opinion. And I would consider some PAR 15 or higher options around Courthouse Square.</p> <p>Ground floor activation is also an important and critical element. I would extend the requirement for these types of buildings to more streets in the downtown core. Ground floor retail on top of stacked residential is a fantastic model that is used extremely effectively throughout Europe and major cities in America.</p>
07/27/2020	Matthew Gilster	msg243@gmail	<p>Hi Amy!</p> <p>This looks great, love all of the info on housing downtown and new LU designations, Maker Mixed Use is the most millennial planning thing I have seen, I love it!</p> <p>Comments:</p> <p>It is stated in the plan that with the rise of e-commerce shoppers are choosing to patronize more experienced based retail. I would love for the City to expand on this comment and craft a goal/policies around incentivising experienced based retail (experiential retail) to combat the rise of e-commerce with the goal of maximizing the potential of Santa Rosa's available retail space.</p> <p>Ideas include rezoning unused/underutilized retail space, incentivising additional outdoor dining locations or sidewalk dining, addressing temporary right-of way closure for street dining (Covid-19 related), and incentivising more live work or mixed-use in traditionally all retail locations.</p> <p>With the decline in retail can the City make a goal to analyze alternatives for the Santa Rosa Plaza with these ideas in mind? I won't pretend to be a fan of the Plaza but even with my bias I think the City should commit to a goal of looking at adaptive reuse of the Santa Rosa Plaza. First analyzing the mall's performance as a retail site then coming up alternatives for the site. The property could seriously be the gem of Santa Rosa and has so much potential. Right now it's an eyesore relic of the 80-90s that divides the two most interesting areas of the city.</p> <p>It is arguably the most important/problematic downtown parcel and I feel it is under mentioned and discussed in the land use plan. Love the commitment to a policy to get through access (MOB-3.1) in the mobility plan, how about a corresponding land use policy to address experience based retail or potential for adaptive reuse of the Plaza site?</p> <p>Policy idea:</p> <p>Work with property owners of the Santa Rosa Plaza Mall to explore options/programmatic solutions to address retail decline. Solutions should consider adaptive reuse, mixed-use potential, and experience based retail which takes advantage of the planned Forth Street connection through the Santa Rosa Plaza Mall.</p>
08/07/2020	LaDonna Moore	moore2433@sb	<p>It looks like a well thought out plan for under utilized space. Special kudos to whoever wrote this up. Their pictures makes the downtown area sound wonderful.</p>
08/10/2020	Monica Chavez	monicarules@g	<p>I think this is a great plan- but you should seriously consider the negative impact of additional of homeless services in the downtown area. The more you concentrate shelters and services downtown - the less people will want to go there to shop, eat and drink. The obstacles you have to pass to get to downtown are already bad enough. The Hotel Azura conversion will only make this worse and take away from the charm of our existing historic districts and downtown.</p>
08/27/2020	Roy Loessin	rolinyes@att.net	<p>Hello,</p> <p>I think all of the proposals in the land use section are very apt and smart choices. I had only two questions, here below:</p> <p>Map LU-3: Downtown Land Use</p> <p>The map shows properties at 630 and 634 B Street to be retail and business service. In fact, these two properties are homes.</p> <p>Map LU-5: Maximum Base Far</p> <p>The map shows properties on the north side of Lincoln St. from Glenn St. To Menodicino Ave. to have a MB FAR of 4.0. Most of these are all single-story bungalows and I wasn't sure if in fact these properties would be made available for development because they are contiguous with the Opportunity Zone on College Ave, accounting for a FAR of 4.0.</p> <p>Thank you for all your excellent and creative work.</p>
08/27/2020	Roy Loessin	rolinyes@att.net	Roy Loessin

Introduction: www.plandowntownsr.com			
Submitted On	Name	Email	Comments
08/08/2020	Judith Thomson	granitetwig@gm	Great thoughts! However, words are easy, actions are difficult. A City Council must put the clean up and prosperous growth of downtown as a FIRST priority. That is the only way these goals will be achieved. Increased tax revenues will then follow. The City Council must be committed to the enjoyment of average tax paying citizen so they will patron downtown. The Council must MAINTAIN their city, just like the would maintain their personal residence.... clean, well lit, groomed vegetation and safe.
08/12/2020	RAY MORGAN	Sloop@sonic.ne	Downtown station does NOT provide access to Smart Train. There is no high rise parking structure at the end of fifth st near the Creek. Downtown station is NOT a station, it is a tourist brochure holder. There is no waiting area for train passengers nor any personnel to give answers or tickets for the train. Courthouse square has been designed as a hardscape area to DISCOURAGE people from hanging around. No fountains, no shady grassy areas, no bandstand... The failure of the local council to get the police to enforce vagrancy issues has relegated that area to the bums. There is no pedestrian friendly area, unless of course you are a transient ne'er do well. People are chased away from the area by the vagrants and street people. NOT friendly at all. And now the FEAR of anyone else having a cough has shut down all the nice restaurants and services you tout. There is no community gathering places.... outlawed. Unless you are a bum of course. then this is the place for you. I live downtown. I talk with folks from out in the county. They do NOT want to come to Santa Rosa. Too many vagrants bums and scary fringe street people lurking around. No parking to use the train. Very poor vibe.

Mobility comments: www.plandowntownsr.com			
Submitted On	Name	Email	Comments
07/27/2020	Matthew Gilster	msg243@gmail.	<p>Hi Amy!</p> <p>This looks great, my general public comment on transportation is that the 4th street connection through the mall is the most important mobility issue in downtown. I lived downtown for almost 4 years and that missing connection is strangling what could be one of the best walkways in a Northern California city!</p> <p>It will also drastically increase the foot traffic to Rail Road Square and provide for some very exciting development opportunities! I have more comments re: land use, I will submit in the land use page.</p> <p>Transportation Specific Comments:</p> <p>SMART Extension- North South</p> <p>"A new local street connecting Third and Sixth Streets through the parcel to the west of SMART's Downtown Station would be constructed as part of that site's development. A traffic signal would be installed at Third Street and interconnected with the adjacent SMART crossing to maintain safe operation. "</p> <p>This is great, glad this is happening. However, has there been discussion about extending trail access to the JRT/PMGW from where this new street will terminate on Sixth? Lots of people access the trail system here and it would be much better if there was a formal path connecting to the trail from 6th street west of the Marriot. I think SMART has this connection planned on their maps, If so maybe that can be included in the plan!</p>
08/09/2020	Cris Eggers	criscelia@sonic.r	<p>I appreciate the increased connectivity for cyclists. However I do not see any Class IV bike lanes. Many people are fearful of using their bikes for transportation due to the realistic possibility of being hit by a car. Until we have Class IV bike lanes, only a handful of people will feel comfortable enough or ignore the danger of sharing the road with cars to use a bike as transportation. We should not have to risk our lives to ride our bikes. Please, please consider adding Class IV bike lanes. Also, we need East/West bike-safe routes. I live just off Chanate Road between Mendocino Avenue and Humboldt Street. I often ride 2-4 miles out of my way to avoid heavily trafficked East/West routes that are very unsafe for cyclists. Sharing the road or painting an icon of a bike on a street does not magically make it safer. Some of the more dangerous East/West routes include College Avenue between Stoney Point and Fourth Street; Guerneville Road between Coffey Lane and Cleveland; and Third Street - the entire route. And finally, I don't understand class III bike lanes that end abruptly at city intersections leaving cyclists caught in a maze of cars. We need those bike lines to continue UP TO AND THROUGH the intersections marked with green paint and clear signage. Thank you.</p>
08/10/2020	Brandelle McIntosh	brandellemcintosh@g	<p>I think the plans are great, but it's my safety that I am concerned about. I don't feel safe alone on the creek trail walking or biking - and if we make it more bike friendly, I also don't feel safe leaving my bike anywhere, even with a lock. I avoid downtown because of this. We need to make safely a priority if we want more use of the downtown area for recreation.</p>

Urban Design Comments: www.plandowntownsr.com			
Submitted On	Name	Email	Comments
08/06/2020	Elizabeth Hegarty	elihegarty@gmail	<p>I agree with the "key move" listed above, that we need to create more parks and civil spaces in downtown Santa Rosa. I believe there is still room for a play structure in one corner of courthouse square and that adding one (once covid passes) would entice more families to shop and eat in the area. We need to find ways to incentive new business to come to downtown and help them by offering alternative locations for our homeless community so that downtown is more welcoming to the public.</p>
08/27/2020	Roy Loessin	rolinyes@att.net	<p>I live in the St. Rose Historic District and I want to preserve as much as possible the character of this beautiful part of the city. Since development is inevitable in the Opportunity Zones, those zones which interface with historic districts present a special case. How to sustain as much as possible the historic architectural integrity of one part without lessening the appeal to development of the other? I think a compromise is possible. Cannot in those specific and limited areas where history meets the future we provide the incentives of higher and more dense development while at the same time applying a stricter architectural paradigm to preserve the historical nature of the spaces involved? There already exist guidelines for the historic districts, and an effort to make these guidelines a more potent force in the development process could relieve the tension between the historical and the imagined.</p> <p>In fact, on Page 4-24 of this section in the upper right (115 Healdsburg) there is a photograph of exactly this sort of compromise.</p> <p>Thank you for your interest in my thoughts,</p>



Alison Moore <alison@dyettandbhatia.com>

FW: [EXTERNAL] Suggestions for new development plan for Santa Rosa

1 message

Lyle, Amy <ALyle@srcity.org>

Thu, Aug 6, 2020 at 8:09 AM

To: Andrew Hill <andrew@dyettandbhatia.com>, Alison Moore <alison@dyettandbhatia.com>, "Trippel, Andrew" <atrippel@srcity.org>

Forwarding comments I've received so far.

From: David Mangurian <dmangurian@mangurian.com>**Sent:** Sunday, July 26, 2020 4:52 PM**To:** Lyle, Amy <ALyle@srcity.org>**Subject:** [EXTERNAL] Suggestions for new development plan for Santa Rosa

Ms. Lyle,

No matter which concept is approved, I have the following suggestions:

1. Require a high architectural standard so that the new buildings are all attractive. No ugly or boring buildings.
2. I grew up in Palos Verdes Estates, southern Calif. The entire community was planned in advance—space for houses, space for schools, space for light industry, space for stores. There was an art jury that had to approve all house plans. While that stifled imaginative architecture, it prevented ugly houses. In one area next to the ocean, all houses were required to have red tile roofs. Lovely.
3. It may be too late to apply the following suggestion to the entire development plan area, but it would be nice if there were some similarities in the building designs, at least in certain areas. I would suggest all new buildings in Railroad Square fit in with the existing architecture. Maybe brick exterior walls would preserve this feeling. Please, no modern high rise buildings. The interiors can be modern, but preserve the feeling of the current Railroad Square.
4. You might consider requiring all new buildings in downtown Santa Rosa fit in with the nice existing buildings like the old courthouse. It would be nice to see new buildings that reflect the early California architecture of the old Santa Rosa.
5. My wife and I lived 35 years in Bethesda, MD (a suburb of Washington DC), which had only 3 or 4 downtown restaurants when we first moved there. It now has 200 restaurants and draws in people from the entire metro area to dine in Bethesda. Development was done in stages. Priority was given to new buildings that incorporated public space and art, sculpture, etc. You could follow that same development plan here.
6. I am not adverse to high rise buildings. But you might want to fix a height limit for some areas.
7. Parking is already an issue for downtown Santa Rosa. Your new development plan MUST provide plenty of parking—affordable parking.
8. Please don't forget trees.

If the development plan results in a beautiful city, we will have a city to be proud of. Insist on high architectural standards. Don't let developers build ugly or boring buildings to save money.

Take a look at Santa Barbara's lovely downtown (<https://www.shutterstock.com/search/santa+barbara+downtown>) and also see what Bethesda, MD did-- https://www.google.com/search?q=Bethesda+MD+downtown+photos&client=safari&rls=en&sxsrf=ALeKk03BauJAsaK7-mNHnmY_GVr_FYc1QA:1595806928227&tbm=isch&source=iu&ictx=1&fir=YtU6nL84YyuFWM%252CXMNnRW1_EixF1M%252C_&vet=1&usg=AI4_-kS2pE0GCVf8zBL6O_YO17BQ1qEzCg&sa=X&ved=2ahUKEwis4tiljOzqAhU4IDQIHRXKCFYQ9QEWAHoECAoQFQ&biw=1539&bih=814#imgsrc=YtU6nL84YyuFWM .

Hope some of my suggestions are useful.

David Mangurian

2742 Treetops Way

Santa Rosa, CA. 95404

Home: 707-755-3883

dmangurian@mangurian.com



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Aaron Welch Planning

Kate White
ARUP

Jeff Wood
The Overhead Wire

August 11, 2020

Planning Commission
City Hall
100 Santa Rosa Avenue
Santa Rosa, CA 95404

RE: Draft Downtown Station Area Specific Plan (DSASP) Update

Dear Chair Cisco and Commissioners,

Last November, TransForm weighed in on the Draft Preferred Plan Concept. We submitted a memo and letter, and made public comment at the hearing. We encouraged the City to be more ambitious about supporting more housing for people rather than housing for cars, and support the general direction this Draft Plan is taking in the Mobility Chapter.

Thank you for considering our comments and including one of them in the Draft DSASP. Specifically, the Draft Preferred Plan Concept called for waiving parking requirements within ¼ mile of high frequency transit and we recommended expanding the area—to eliminate parking requirements for the entire DSASP area. This is now reflected in the Draft DSASP (Goal MOB-6.1).

Thank you for allowing unbundled parking (Goal MOB-6.1), which separates the cost of housing from the cost of paying for a parking space. We recommend making unbundled parking required for new residential development so that people without cars do not have to subsidize other people's parking spaces.

Thank you for encouraging shared parking (Goal MOB-6.3). We recommend eliminating the requirement that a development have a minimum of 50 units in order to participate in shared parking; we recommend no unit minimum. We also recommend a shared parking arrangement be allowed for longer distances than 1,000 feet (0.18mi). What is the reasoning behind this measurement?

Thank you for including long- and short-term bicycle parking at the Transit Mall and SMART station. We recommend strengthening Goal MOB-2 by not only encouraging but requiring new development to provide long-term bicycle parking. Designating more space and amenities to alternative modes of transportation will encourage more people to use those. TransForm's GreenTRIP Certification requires one long-term space per unit.

We made other suggestions that were not included in the Draft DSASP. Those are 1) a maximum residential parking ratio of an average of 1.0 space per unit and 2) prioritizing affordable housing within ½ mile of the 2nd Street Transit Mall (and any future high-frequency transit areas).

Thank you for Goal MOB-6.5 that would consider parking maximums for new development in Railroad Square. Can the City consider writing a parking maximum of average 1.0 parking space per residential unit in the final version of the DSASP Update?

Finally, thank you for your leadership in Santa Rosa to help the City produce more housing downtown. Thank you for considering our previous recommendations and incorporating some of it, and considering more specific recommendations at this stage in the process.

Please contact me if you have any questions about what I have included in this letter.

Sincerely,

A handwritten signature in blue ink that reads "Nina Rizzo". The signature is fluid and cursive, with the first name "Nina" and last name "Rizzo" clearly distinguishable.

Nina Rizzo
Sr. GreenTRIP Program Manager
nrizzo@transformca.org



August 13, 2020

Eric Lucan Chair
Transportation Authority of Marin

Barbara Pahre, Vice Chair
Golden Gate Bridge,
Highway/Transportation District

Judy Arnold
Marin County Board of Supervisors

Damon Connolly
Marin County Board of Supervisors

Debora Fudge
Sonoma County Mayors' and
Councilmembers Association

Patty Garbarino
Golden Gate Bridge,
Highway/Transportation District

Dan Hillmer
Marin County Council of Mayors and
Councilmembers

Joe Naujokas
Sonoma County Mayors' and
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Amy Lyle, Supervising Planner – Advance Planning
Santa Rosa City Hall – 100 Santa Rosa Avenue
Santa Rosa, CA 95404

RE: Draft Santa Rosa Downtown Station Area Specific Plan

Dear Ms. Lyle,

Thank you for giving SMART the opportunity to review the Draft Santa Rosa Downtown Station Area Specific Plan. SMART has completed its review and offers the following comments:

1. MOB 2.9 states: “...ensure adequate short – and long-term bicycle parking at the Downtown SMART Station and Transit Center” (3-13). Currently, there are 12 secured electronic bicycle locker spaces and 10 U-Rack spaces at the Santa Rosa Downtown SMART Station. SMART conducted a Bicycle Parking Investment Plan in 2016. The plan establishes thresholds and criteria for determining expansion of bicycle parking. Additional lockers, racks, or possible future bicycle stations would need to have capital and operating funding identified in order to add capacity. SMART would like to note the Sonoma County Transportation Authority, in conjunction with the Transportation Authority of Marin, is in the process of launching a North Bay Bicycle Share program, one that might be suitable around the Downtown Santa Rosa SMART station, either in the initial or expansion phases of their program.
2. Chapter 3, page 15 states: “SMART operates with 30-minute headways during weekday a.m. and p.m. hours, and one-hour headways on weekends.” We would like to note that this operating schedule was in effect before the COVID-19 pandemic. Since the pandemic, SMART has reduced its operating schedule and is planning to alter it once again as Sonoma and Marin Counties begin to move into later phases of reopening. Future schedule changes due to revenue reductions and future revenue uncertainty may be likely.
3. MOB-4.5 states: “Evaluate the feasibility of establishing a fare-free zone within the Downtown Station Area to incentive the use of transit” (3-16). SMART has only one rail station in Downtown Santa Rosa. SMART uses

Clipper as the primary fare media system, supplemented with a mobile application. SMART's 2016 adopted fare policy includes a \$1.50 transfer credit onto SMART from Santa Rosa City Bus and Santa Rosa City Bus includes a \$1.50 transfer credit from SMART, essentially providing free first and last mile bus access with SMART.

4. MOB 4.12 states: *"Coordinate with SMART to keep the Downtown station vicinity safe, clean and secure through regular maintenance and cleaning of the station and nearby public areas and security measures such as security patrols and/or surveillance cameras in the station"* (3-16). SMART welcomes the continued collaboration with the City of Santa Rosa in the Downtown station area regarding maintenance and safety. We would like to note that SMART has surveillance cameras installed at all of our stations, including Downtown Santa Rosa. We would also like to note that SMART has a limited number of Code Compliance Officers that patrol over 48 miles of SMART's Right-of-way and SMART facilities between Larkspur and Windsor. However, SMART relies on local law enforcement agencies for enforcement issues within the agency jurisdiction and SMART's Chief of Police works with local law enforcement on specific area issues. Finally, we would also like to note that we clean all of our stations nightly and power wash them monthly.

Thank you again for giving SMART the opportunity to review this critical project for Downtown Santa Rosa. If you have any questions, feel free to reach out to me at 707-794-3079 or lpayan@sonomamarintrain.org

Sincerely,

A handwritten signature in black ink, appearing to read 'Libby Payan', with a stylized, cursive script.

Elizabeth "Libby" Payan
Assistant Planner

Alison Moore <alison@dyettandbhatia.com>

FW: [EXTERNAL] Draft DSASP

1 message

Lyle, Amy <ALyle@srcity.org>

Tue, Sep 1, 2020 at 12:30 PM

To: Andrew Hill <andrew@dyettandbhatia.com>, Alison Moore <alison@dyettandbhatia.com>

Thanks,

Amy

Amy Lyle | Supervising Planner- Advance PlanningPlanning & Economic Development | [100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404](#)Cell (707) 791-5533 | Office (707) 543-3410 | ALyle@srcity.org (Currently Working Remotely)**From:** Janet Barocco <jbarocco@gmail.com>**Sent:** Saturday, August 29, 2020 4:41 PM**To:** Lyle, Amy <ALyle@srcity.org>**Subject:** [EXTERNAL] Draft DSASP

Ms Lyle,

After reviewing the plan for our downtown I have two comments:

1. We need more west/east pedestrian access is needed across the rail tracks. Pedestrians are still being left at the bottom of the pecking order.

2. Santa Rosa needs an Electric Street Car system connecting Downtown and the closer Suburbs. Atlanta, Tucson, New Orleans, and Portland are good examples we could follow. A system covering Mendocino, Dutton, and W. College Avenues, Guerneville Road, Marlowe/Stony Point, and W. Third, Sebastopol Road would serve our increasingly diverse urban/suburban communities.

with respect,

Janet Barocco

[Jennings Avenue](#)

[Santa Rosa, CA 95401](#)

TO: Amy Lyle, Supervising Planner, City of Santa Rosa
FR: Ann Hammond, Sonoma County Library Director
DT: August 31, 2020
RE: Downtown Station Area Specific Plan

Thank you for the opportunity to participate in and comment the Downtown Station Area Specific Plan (DSASP). Santa Rosa has an extraordinary opportunity to guide positive change in its downtown, and the Sonoma County Library is proud to play a role in its past, present and future.

Santa Rosa has had a library downtown since the 19th Century, and our current Central Library is our flagship – the largest and busiest of our 15 county wide locations. We play a key role in the vitality of downtown, attracting a diverse group of residents and staff, and always bringing positive activity to the area.

We are aware that the city has designated our location as a catalyst site, a prime location that has the potential to generate change, if the land use is intensified and redeveloped.

Change is not easy. Our building is widely considered as a prime example of Mid-Century Modern architecture, and razing it would undoubtedly cause concern for some, but our focus is on library services, and a new library with equivalent or enhanced service potential would be an enormous asset to a transformed downtown.

We have been supportive of this process since its inception, while we advocate for the continuation of library services in a vibrant downtown core.

The DSASP, in its “Public Services and Sustainability” section, Goal PSS-1, states: “The Central Branch of the Sonoma County Library has provided library services to the citizens of Santa Rosa since 1859. It was the fourteenth public library established in the state and received a grant from the Carnegie Foundation to build on the corner of Fourth and E Streets in 1904. In addition to usual library offerings, the Downtown Branch also provides services and programs including a children’s room, computers with internet, discussion groups, and more. An upgrade to the Central Branch has been anticipated for some time, and the DSASP envisions the new facility as one of several catalyst projects with a potential housing component, or as part of a larger community-oriented facility.”

The plan language aligns with our position, and our willingness to be a partner in the future of downtown. We have had open and positive discussions with city staff and your contract planners already, and I’m always happy to meet with you to continue this conversation.



August 29, 2020

Santa Rosa Planning Department

RE: Comments on Santa Rosa Downtown Station Area Specific Plan (DSASP) and the Draft Subsequent Environmental Impact Report (DSEIR)

Dear Commissioners and City Staff:

I write in regards to the Santa Rosa Downtown Station Area Specific Plan (DSASP) and the Environmental Impact Report (EIR) for the Plan to discuss “the sufficiency of the document in identifying and analyzing the possible impacts on the environment and ways in which the significant effects of the project might be avoided and mitigated.” This Plan is set to include the development of 7,0006 residential dwelling units and 1,006,915 square feet of non-residential development by 2040. For these reasons, I request a consideration of the below concerns and a revised EIR prior to Project approval to further analyze the listed impacts and increase the feasibility of mitigation measures.

The Plan Does Not Sufficiently Mitigate Displacement Or Ensure Compliance With Santa Rosa’s Required RHNA For Moderate, Low, Very Low, And Extremely Low-Income Households

Housing is very much needed in Santa Rosa and I applaud the efforts to increase the housing stock in general. However, I believe the Affordable Housing and Anti-Displacement strategy of the plan to be deficient in addressing the needs of working class and low-income individuals in the plan areas as well as in adjacent neighborhoods. This plan must have baked into its greater affordable housing and rental housing preservation strategies or it will have a displacement and gentrification impact. Other area plans have done this- for example, San Francisco’s Central Soma Plan explicitly stated that it would “maintain the diversity of residents by requiring that more than 33% of new housing units are affordable to low- and moderate-income households.”¹ The Land Use component of the Santa Rosa DSASP report acknowledges the possibility of gentrification by saying: “In creating an environment that is attractive to higher-wage industries

¹ Wertheim, Steve. “Central SoMa Plan —General Plan Amendments” (2018) Retrieved from https://default.sfplanning.org/Citywide/Central_Corridor/central_soma_signed_resolution20184_General_Plan_Amendments.pdf

and employees to stimulate housing production, there is potential for lower-income residents to be displaced as higher-income residents move in.”

According to the DSIER and the 2019 Affordable Housing and Anti-Displacement Strategy of the Plan, the area plan is 34% Latino, 75% of the planning area’s housing units are renter-occupied with 53% of those renters as rent burdened, 18% of households make under \$20,000, and 15% of households are below the poverty line.² The 2019 Sonoma County Point in Time Count identified 1600 unhoused individuals in Santa Rosa.³ The area plan has a higher number of renters, higher percentage of Latinos, higher percentage of those living in poverty than the rest of Santa Rosa. As a matter of fact, in the Anti-displacement strategy report, it actually lists the populations who are vulnerable to displacement by Tract in and around the Plan as seen in the chart below which has a large number of potentially displaced persons.

Figure 5. Populations Vulnerable to Displacement

<i>Vulnerability</i>	<i>Tract 1531.04</i>	<i>Tract 1530.03</i>	<i>Tract 1530.02</i>	<i>Tract 1520</i>	<i>Tract 1519</i>
People aged 65+	4.0%	7.9%	8.5%	7.3%	10.5%
People who do not speak English well	25.2%	11.1%	16.3%	2.2%	6.3%
Renters paying more than 30% of incomes	58.6%	46.7%	69.0%	43.7%	55.1%
People with less than a high school education	48.6%	21.9%	32.0%	11.7%	17.8%
Non-white population	77.8%	45.5%	68.0%	32.6%	46.1%

Source: ACS, 2011-2015

Already, according to the analysis site, AdvisorSmith, Santa Rosa is the 14th least affordable U.S. city for homebuyers.⁴ As for renters, Santa Rosa has seen steady rent increases in the past 10 years and according to an August 2020 Housing Market report of Sonoma County says, “buyer demand has skyrocketed” because of “more affluent buyers,” are likely moving out of San

² Santa Rosa Downtown Station Area Specific Plan Update, Affordable Housing and Anti-Displacement Strategy Report (December 2019) Retrieved from <https://static1.squarespace.com/static/5c1d4da8f407b4c941bf4f29/t/5f36d82dbc940a63c24c2196/1597429817275/housing+and+anti-displacement+strategy.pdf>

³ Jaross, M., Kwak, Y., & Gallant, J. (2019). Sonoma County Homeless Census and Survey Comprehensive Report 2019. Applied Survey Research. Retrieved from <https://sonomacounty.ca.gov/CDC/Homeless-Services/Homeless-Count/>

⁴ Balicki, Janet. “Santa Rosa is the 14th least affordable US city to buy a new home, according to report” (July 10, 2020) The Press Democrat. Retrieved from <https://realestate.blogs.pressdemocrat.com/32465/santa-rosa-is-the-fourteenth-least-affordable-city-to-buy-a-new-home/>

Francisco due to the pandemic.⁵ Renters in the Area Plan have rent protections that are weaker than nearby jurisdictions (codified in AB 1482, 5% allowable annual increases after inflation or 10%, whichever is lower for apartments older than 15 years).

To address displacement, the Plan relies on existing housing/inclusionary fees (10% moderate income, 8% low income or 5% very low income for sale or 4% low income, 3% very low income, or 5% moderate income for rental) and other fees (Commercial linkage fee of \$3/sf) as well as current market rate construction it deems "affordable by design" to build for middle, low and very low income residents. The Plan goes on to state that affordable units will become available because the Plan provides bonus maximum base floor area ratios (FARs) to those projects that propose affordable housing, that "reducing the overall number of parking spaces provided can help with affordability," and that "smaller units are more likely to be naturally affordable" to those at lower income levels. The Plan also speaks to "encouraging" residential development that meets the special needs of seniors, large and small families, low- and middle-income households, and people of all abilities" and "promoting" the use of material that make construction "affordable by design." This is simply not enough. Fundamentally depending on the market in this manner will not ease the affordable housing pressures the city currently faces.

The Plan fails to adequately meet Santa Rosa's Regional Housing Needs Assessment. Santa Rosa was allocated 5,083 new housing units to be built between 2015 and 2023, with 33 percent (1,712 units) available to Extremely Low, Very Low, and Low-Income households. While the City has not met any of its targets for housing construction, it has fared most poorly with constructing moderate, extremely low, very low, and extremely low-income housing. In these categories it has only met 15% 10% of the required amount compared to 51% for above moderate-income homes as seen with the chart below from the City of Santa Rosa. Given these deficits, why not a greater emphasis on the construction of affordable housing? Policy SP-LU-2.6 called for a review of the City's Housing Allocation Plan to address affordable housing, but why not just incorporate stronger tenant protections and incentivize more affordable housing into the Plan?

Table 2: Regional Housing Needs Allocation and Permit Issuance, 2015-2023

<i>Income Category</i>	<i>Housing Need</i>	<i>Percentage</i>	<i>Progress (2015-2018)</i>	<i>Remaining</i>
Extremely Low (incomes less than 30% of county AMI)	520	10%	48	472
Very Low (incomes between 30-50% of county AMI)	521	10%	53	468
Low (incomes between 51-80% of county AMI)	671	13%	89	582
Moderate (incomes between 81-120% of county AMI)	759	15%	126	633
Above Moderate (incomes above 120% of county AMI)	2,612	51%	1,103	1,509
Total Projected Need	5,083	100%	1,423	3,660

Source: City of Santa Rosa, 2018

⁵ Bay Area Market Reports. "Sonoma County Real Estate Report." August 2020. Retrieved from <https://www.bayareamarketreports.com/trend/sonoma-county-real-estate-market-report>

The proposed rezoning under the Santa Rosa Downtown Plan without stronger mitigations is a recipe for gentrification and displacement. These changes will also mean increased rents for both residential and commercial tenants. The graph below, also from the Affordable Housing and Anti-Displacement Strategy Report, shows the majority of the Area Plan as “at risk for displacement” or experiencing “ongoing gentrification.”

Figure 3. Displacement Typology



This plan largely relies on incentivizing market-rate housing with the belief that eventually the market rate housing becomes affordable which is partially true. While studies do show this happens, it can take years- time gentrifying communities don't have, especially during the COVID-19 pandemic when economic inequity is further exacerbated.⁶ If anything, the Planning Commissioners, city staff and the City Council should consider the warning in the report by Andrés Rodríguez-Pose of the London School of Economics that “upzoning is far from the progressive policy tool it has been sold to be. It mainly leads to building high-end housing in desirable locations.”⁷ Another study, looked at upzoning in New York City in

⁶ 1 Rosenthal, Stuart S. "Are Private Markets and Filtering a Viable Source of Low-Income Housing? Estimates from a "Repeat Income" Model." *American Economic Review*, 104(2):687-706. (2014)

⁷ Rodríguez-Pose, Andrés & Storper, Michael "Housing, Urban Growth And Inequalities: The Limits To Deregulation And Upzoning In Reducing Economic And Spatial Inequality" (May 2019) Retrieved from <http://econ.geo.uu.nl/peeg/peeg1914.pdf>

Greenpoint/Williamsburg and Park Slope/4th Avenue.⁸ This report indicated that during the period of rezoning, there was “a decrease of about 15,000 Latinx residents in Greenpoint & Williamsburg between 2000 and 2015 despite a population increase of over 20,000 (of mostly white residents) during the same time period and a decrease of about 5,000 Black and Latinx residents in Park Slope between 2000 and 2013 despite overall population growth of over 6,000 during the same period.” The report goes on to recommend a Racial Impact Study to the environmental review process to “ensure that the racialized displacement that often accompanies rezonings would be brought to the foreground,” “develop a low-income housing strategy,” and “prioritize the retention of communities of color by reinvesting in permanently, deeply affordable housing.” The last recommendation is aligned with a 2016 UC Berkeley Report, that “the best way to prevent gentrification and displacement is to build affordable housing in cities and neighborhoods where rents and home prices are rising fastest.”⁹ Large-scale displacement is considered a significant environmental impact under CEQA's "Vehicle Miles Travelled" standard. In order to combat the negative impacts of the Plan on the existing working-class residents of the City, serious controls need to be put in place as outlined below:

- 1) Establish a strong rent control similar to Ordinance 4072 that for certain residential rental units, limits rent increases to no more than 3% in a cumulative 12-month period;
- 2) Aggressive non-profit or city acquisition of existing tenant occupied buildings and convert into permanently affordable housing (while protecting the rights of tenants in those buildings);
- 3) Aggressive acquisition of new development sites for 100% affordable housing;
- 4) Right of First Refusal for residential renters and/or nonprofits and commercial renters;
- 5) Ensure the sale of public land for private or public/private development is at least 33% or more affordable;
- 6) Rental registry tracking buyouts;
- 7) Increasing affordable housing impact fees for very low- and low-income housing in the Area Plan; and
- 8) Racial Impact Study to the Environmental Review.

Jobs/Housing Fit Imbalance will Impact the Entire City

In addition, the Downtown Plan needs to take into consideration the jobs/housing fit. This is a metric that “measures the imbalance between a city's total number of low- wage workers and the quantity of homes affordable to them.” In other words: “By growing jobs without planning for homes for low-income workers, most cities in our region are failing to create inclusive communities and forcing low-income workers to choose between paying a disproportionate percentage of their income on housing, living in substandard and/or overcrowded conditions in order to afford housing, or enduring long commutes (and incurring costs for transportation) in order to find

⁸ Churches United For Fair Housing. “Zoning & Racialized Displacement In NYC” (October 2019) Retrieved from <https://static1.squarespace.com/static/5dc0429de5717c7ff1caead0/t/5de6c0e683bec649d37ab0cc/1575403753814/Zoning+and+Racialized+Displacement+in+NYC.pdf>

⁹ 3 Zuk, Miriam, and Chapple, Karen. “Housing Production, Filtering and Displacement: Untangling the Relationships” UC Berkeley, Institute of Governmental Studies (May 2016)

affordable housing in areas further away from job centers.”¹⁰ The City lauds the Plan to move the jobs-housing ratio from 6.01 to 1.84 but does not adequately address the jobs/housing fit. According to the same report referenced above, Santa Rosa was already at a deficit in creating jobs for low-income and working people by 3,806 affordable units! With most of the new jobs being in the office sector and depleting industrial uses for a new “Maker” use, the Plan will benefit wealthier, more highly educated non-residents at the expense of existing low-income, working-class people, and communities of color.

The DEIR Omits Analyses of the Current Trend of Residential Units Not Being Used as Traditional Housing

There are multiple units in Santa Rosa being used as “pied-a terres” and as “short term rentals,” moving away from its intended purposes as a primary residential purpose. This has a displacing impact. The EIR does not fully study the impact of corporate rentals, short term rentals and other commercial uses that are different from the original and intended uses as residential. With insufficient controls and enforcement, there is no sure way that residential housing is being used for that specific purpose.

Other Concerns with the EIR:

- **Intensity of Development and Relaxing of Development Controls Have Not Been Evaluated With Respect to State Density Bonus Laws in the DEIR**

In 2016, legislation passed at the State level to enable developers throughout California to more easily take advantage of State Density Bonus incentives. The State Density Bonus (SDB) was intended as a mechanism for local developers to build an increased amount of affordable, student, or senior units in exchange for density increases. The latest version of the State Density Bonus (SB 1085) allows for up to 50% increase in density for a project! Understanding the impact of SDB to projects in the Area Plan is key to realize the full needs around infrastructure demands, traffic, and affordable housing.

- **Inadequate Transportation Infrastructure, Traffic Impacts**

The vehicular trip generation of the Proposed Plan under Existing plus Project conditions is shown in Table 3.7-5.

Table 3.7-5: Project Trip Generation

<i>Scenario</i>	<i>Daily Trips</i>	<i>AM Peak Hour Trips</i>	<i>PM Peak Hour Trips</i>
Existing (No Project) Trips	112,320	7,296	10,157
Existing plus Project Trips	162,954	10,908	14,209
<i>Total Project Trips (A – B)</i>	<i>50,634</i>	<i>3,611</i>	<i>4,052</i>

Source: SCTA Travel Demand Model, W-Trans, 2020

- The Downtown Station Area Specific Plan will contribute to increased vehicular and residential area emissions that may exceed the BAAQMD threshold. Of

¹⁰ Lane, Michael. Jobs/Housing Fit And The Effects On Bay Area Health, Equity And Environment” NPH (2013)

course, growth-oriented traffic and transportation impacts are expected and while I applaud many of the mitigations proposed by the City, the following should be considered:

- **Impact Of Ride Hailing Companies Within And Adjacent To The Plan Area Of The DEIR Are Not Fully Considered** Ride shares/TNCs put more single vehicles in circulation and on the road. These vehicles are often idling, illegally parked, and compete for fare-paying customers and have very little oversight. Ride-hailing/ TNC traffic not only increases "Vehicle Miles Traveled," it has also increased traffic congestion and impacted pedestrian safety. This raises concerns around the transportation infrastructure needs of the Plan.
- **CEQA Concern Based On Vehicle Miles Traveled** The upzoning of property increases the values of the underlying land, and this has the potential impact of increased costs for residential and commercial tenancies. Also, low income residents tend to be more transit dependent, so replacing low income residents with higher income residents potentially increases the population of individuals with car ownership. The impacts of the increased "Vehicle Miles Travelled" caused by more affluent and incoming populations was not considered in the EIR. This Plan will also increase residents and workers' VMT, which results in a significant traffic impact under SB 743 (2013).
- **Emergency Vehicle Access Issues.** The Plan may have significant impacts to emergency vehicle movement and access that are not disclosed or analyzed because little analysis on impact of the state density bonus, rideshares and displacement.
- **Parking Impacts that are Not Disclosed or Mitigated in the DEIR.** This Plan may have significant emission and traffic impacts if single occupancy vehicles find themselves circling in search of parking thereby increasing traffic congestion.
- **Air Quality Baseline Analysis is Inadequate**
 - Per the DSASP and EIR, "Santa Rosa exceeded federal standards in ozone" and faces "air quality threats from wildfire smoke," in particular matter (PM2.5), which is an air pollutant. Certain air monitoring stations such as at Morris street have exceeding air quality standards without development. Our concern with the EIR is that it does not fully study the impact of ongoing fires due to climate change nor the impact of projects utilizing the state density bonus. Without this critical baseline information, the DEIR analysis is not properly reviewing "cumulative impacts" (criterion 2) despite all the proposed goals and policies.
 - By not addressing the critical nature of wildfires, there is also the concern of emissions adversely affecting a substantial number of people (criterion 4). If the project will have a significant effect on the environment, the agency may approve the project only if it finds that it has eliminated or substantially lessened the significant effects on the environment where feasible" and that any unavoidable significant effects on the environment are "acceptable due to overriding concerns." Pub.Res.Code ("PRC")§ 21081; CEQA Guidelines§ 15092(b)(2)(A) & (B).
 - I believe that the plan also increases greenhouse emissions because again, the plan does not include the impact of state density bonus units nor calculate the impact of a displaced workforce.

- Also, construction activity during development within the Specific Plan Area simultaneous to smoke particles during fires conditions will have a cumulative impact in generating concerning levels of additional air pollutant emissions.
- **Removal of Industrial Uses** the Preferred Plan Concept creates a new Maker Mixed Use (MMU) described as a “mix of residential, creative, and maker-oriented uses in industrial areas downtown.” While believing that this might actually reduce air pollutants, it also reduces the availability of jobs for working class resident.
- **Insufficient Impact Fees may hinder the City’s Ability To Meet the Infrastructure Demands Of the Area Plan:** The Anti Displacement report states that overall fees are less for development in the planning area than the rest of the city including a “reduction of Capital Facilities Impact Fees and Park Impact Fees based on height and inclusion of affordable units; and deferral of Water and Wastewater Impact fees.” While I applaud the City incentivizing affordable housing, it should not be at the expense of infrastructure.
- **Prohibition of drive-through establishments.** Given the multi-year reality of living through a pandemic, I recommend this option be removed to allow small businesses more flexibility in reaching customers while safely distancing.

I believe the Environmental Impact Report needs further analysis in order to properly mitigate the significant impacts of the Plan as described above. Should you have any questions, feel free to email me at bobbi@todco.org.

Sincerely,

Bobbi Lopez



Alison Moore <alison@dyettandbhatia.com>

FW: [EXTERNAL] Station Area Plan Comments

2 messages

Lyle, Amy <ALyle@srcity.org>

Tue, Sep 1, 2020 at 8:13 AM

To: Andrew Hill <andrew@dyettandbhatia.com>, Alison Moore <alison@dyettandbhatia.com>, "Trippel, Andrew" <atrippel@srcity.org>

FYI

Thanks,

Amy

Amy Lyle | Supervising Planner- Advance PlanningPlanning & Economic Development | [100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404](#)Cell (707) 791-5533 | Office (707) 543-3410 | ALyle@srcity.org (Currently Working Remotely)

From: Charles Evans <chasevans3@gmail.com>**Sent:** Monday, August 31, 2020 4:43 PM**To:** Lyle, Amy <ALyle@srcity.org>**Cc:** De La Rosa, Raissa <RdelaRosa@srcity.org>; Hartman, Clare <CHartman@srcity.org>**Subject:** [EXTERNAL] Station Area Plan Comments**A general observation:**

There are three major downtown properties that will [should] undergo huge change during the life of this plan.

- Santa Rosa Plaza
- The Downtown Post Office, maybe in combination with the Federal Building...and maybe even in combination with the White House parking lot.
- City Hall, including both sides of First Street, and this block of First Street itself.

I'm not sure how much the Station Area Plan anticipates these changes, or promotes them, or creates any obstacles to their evolution, but I believe these are changes we should plan on.

Further, the Plan needs to recognize that retail has permanently changed [by online shopping, not Covid], and we need to recognize this when anticipating how properties can be economically practical in the future.

Due to Covid, the demand for office space *may* change....I think the jury is out, and the Plan is flexible in that regard.

A specific observation:

2 | LAND USE

DEVELOPMENT POTENTIAL

OPPORTUNITY AREAS AND CATALYST SITES

While vacant land represents about three percent of the total Downtown Station Area, there is a significant number of properties which are underutilized. Underutilized properties are those where the value of the land is worth more than the buildings and structures on it, giving the owner an incentive to redevelop with new uses that command higher rents or sale prices. City-owned parcels also present opportunities, particularly when located adjacent to vacant and underutilized land. Areas where vacant, underutilized, and City-owned properties are clustered present the best opportunities for redevelopment as they are locations that can accommodate significant physical change. As shown in Map LU-2, there are eight “Opportunity Areas” within the Downtown Station Area:

Ultimately, the underlined statement is true...though often, only in the long run.

Many times, an ‘under-developed’ building *is* actually worth more than its land value for development, despite all appearances. If it produces even a modest income, that stream of income is often worth more than that ‘increased value’ that you may assign to the land.

The is often the case with older homes rented as offices, duplexes, small motels and small warehouses on land that would otherwise seem ready for a great development project, supporting high land values. These situations usually exist on small, infill parcels, and often, the owner has a little debt and low taxes. You can walk around downtown and spot a few of these, similar to the small office at the SW corner of Second & E street, next to the Post Office building.

I call these properties ‘Not good enough to keep, but too good to tear down’.

My real point here is that when you are thinking about creating owner incentives to get such properties moving towards re-development, you really need to analyze the value of the that property from the owner’s point of view.....as it currently exists, and with the stream of income it produces. Often, an quick appraisal overlooks this.

Charles

Lyle, Amy <ALyle@srcity.org>

Tue, Sep 1, 2020 at 8:17 AM

To: Andrew Hill <andrew@dyettandbhatia.com>, Alison Moore <alison@dyettandbhatia.com>, "Trippel, Andrew" <atrippel@srcity.org>

Thanks,

Amy

Amy Lyle | Supervising Planner- Advance Planning

Planning & Economic Development | [100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404](#)

Cell (707) 791-5533 | Office (707) 543-3410 | ALyle@srcity.org (Currently Working Remotely)

From: Charles Evans <chasevans3@gmail.com>

Sent: Monday, August 31, 2020 6:46 PM

To: Lyle, Amy <ALyle@srcity.org>

Cc: Hartman, Clare <CHartman@srcity.org>

Subject: [EXTERNAL] Re: Station Area Plan Comments

But wait....there's more!

A couple of afterthoughts...

Maybe too detailed for this plan, but an ongoing issue for older buildings in the study area is where to put trash cans & bins. I've seen 10+ trash/recycle cans lined up next to Fedex/Peet's on pickup day, just for them. Likewise, there seems to be a separate trash and recycle can for every each business on 4th street, and I assume the same situation exists in Railroad Square. I don't have a suggestion, but the solution probably involves more dumpsters in parking lots that are shared by businesses.

I didn't see [or find] any calculation of all the total residents planned to occupy downtown, but if all of the high-rise/mid-rise residential buildings shown in the sketch elevations were built, how many theoretical new residents might there be?

Charles

On Aug 31, 2020, at 4:43 PM, Charles Evans <chasevans3@gmail.com> wrote:

A general observation:

There are three major downtown properties that will [should] undergo huge change during the life of this plan.

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Due to Covid, the demand for office space *may* change....I think the jury is out, and the Plan is flexible in that regard.

A specific observation:

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[Quoted text hidden]



J. Kapolchok
+ Associates

Land Use Planning
Urban Design

August 31, 2020

Amy Lyle, Senior Planner
City of Santa Rosa
Department of Planning and Economic Development
100 Santa Rosa Avenue
Santa Rosa, CA 95404

RE: Downtown Station Area Specific Plan Update

Dear Amy,

Thank you for the opportunity to comment of the draft Downtown Station Area Specific Plan (DSASP) Update. My comments are specific to three specific Assessor parcels, which are referred to as the Cachita, LLC properties. The APNs are: 010-101-029, 030 and 031. The total combined acreage is approximately 4.74 acres. The properties are developed with substantial, industrial buildings having a combined area of approximately 63,308 sq. ft. The buildings are well maintained and fully functional. All of the buildings are leased to a variety of tenants.

The property is identified as an Opportunity Area in the DSASP Update given the collective size of the land holding and the fact that the land is owned by a single owner. However, the DSASP Update begins to remove the site's development possibilities through the extension of Donahue Street through the property from 9th Street to Maxwell Court and designating over one-half acre of the site as a future Civic Space.

The subject property is shown to be designated Maker Mixed Use. This land use designation allows a variety of uses with an emphasis on maker-oriented uses which are likely to involve manufacturing, production, processing and light industrial use; the use of heavier and or larger vehicles and the need for loading docks. We find this designation to be a very interesting land

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use designation and we support the change. However, given the change from an essentially medium residential district in the Transit Village Medium designation of the existing plan to the industry-related Maker Mixed Use district, we question the necessity of extending a roadway (Donahue Street) that currently serves a fundamentally low-density residential area. Maxwell Court, Maxwell Drive and Dutton Avenue appear better equipped to handle the prospective uses.

Of serious concern is the designation of Civic Space on the subject property. Currently the designation lies on top of the ±42,380 sq. ft. light manufacturing and industrial building. As indicated, this building is fully leased and nowhere near obsolescence. The removal of ±25,000 sq. ft. of buildable area constitutes a considerable taking and a significant diminishment of development opportunity. Furthermore, to require that the Civic Space area be improved, owned and maintained by the property owner and made fully available for unrestricted public use is untenable. In addition to the loss of valuable real estate, such an on-going liability would likely make any future expansion or redevelopment of the site un-bankable.

The language in the Specific Plan is unclear. Under Civic Spaces on page 2-9, the plan reads, in part, “Until such time that these properties are purchased by the City or privately developed as a publicly accessible urban park or plaza space, development consistent with the underlying land use designation shown on Map LU-3 is allowed.” Map UDCS-2 also refers to the designated Civic Spaces as **Potential Urban Park/Civic Space**. Does this mean that expansion of existing uses or redevelopment of the site can occur, consistent with the Maker Mixed Use designation without providing a Civic Space? Furthermore, in our particular case, a City owned Urban Park/Civic Space exist in very close proximity to the subject parcels. Deturk Park is less than 400 ft. south of the subject property.

Thank you for considering these comments. We look forward to working through the public process.

Sincerely,
Jean A. Kapolchok

Jean A. Kapolchok

Alison Moore <alison@dyettandbhatia.com>

FW: [EXTERNAL] Feedback to DSASP

1 message

Lyle, Amy <ALyle@srcity.org>

Tue, Sep 1, 2020 at 8:10 AM

To: Andrew Hill <andrew@dyettandbhatia.com>, Alison Moore <alison@dyettandbhatia.com>

FYI

Thanks,

Amy

Amy Lyle | Supervising Planner- Advance PlanningPlanning & Economic Development | [100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404](#)Cell (707) 791-5533 | Office (707) 543-3410 | ALyle@srcity.org (Currently Working Remotely)

From: Ray Holley <RHolley@sonomalibrary.org>**Sent:** Monday, August 31, 2020 3:23 PM**To:** Lyle, Amy <ALyle@srcity.org>**Subject:** [EXTERNAL] Feedback to DSASP

Hi Amy,

Attached (and pasted below) is the Sonoma County Library's feedback to the DSASP. Thanks!

TO: Amy Lyle, Supervising Planner, City of Santa Rosa

FR: Ann Hammond, Sonoma County Library Director

DT: August 31, 2020

RE: Downtown Station Area Specific Plan

Thank you for the opportunity to participate in and comment the Downtown Station Area Specific Plan (DSASP). Santa Rosa has an extraordinary opportunity to guide positive change in its downtown, and the Sonoma County Library is proud to play a role in its past, present and future.

Santa Rosa has had a library downtown since the 19th Century, and our current Central Library is our flagship – the largest and busiest of our 15 county wide locations. We play a key role in the vitality of downtown, attracting a diverse group of residents and staff, and always bringing positive activity to the area.

We are aware that the city has designated our location as a catalyst site, a prime location that has the potential to generate change, if the land use is intensified and redeveloped.

Change is not easy. Our building is widely considered as a prime example of Mid-Century Modern architecture, and razing it would undoubtedly cause concern for some, but our focus is on library services, and a new library with equivalent or enhanced service potential would be an enormous asset to a transformed downtown.

We have been supportive of this process since its inception, while we advocate for the continuation of library services in a vibrant downtown core.

The DSASP, in its "Public Services and Sustainability" section, Goal PSS-1, states: "The Central Branch of the Sonoma County Library has provided library services to the citizens of Santa Rosa since 1859. It was the fourteenth public library established in the state and received a grant from the Carnegie Foundation to build on the corner of Fourth and E Streets in 1904. In addition to usual library offerings, the Downtown Branch also provides services and programs including a children's room, computers with internet, discussion groups, and more. An upgrade to the Central Branch has been anticipated for some time, and the DSASP envisions the new facility as one of several catalyst projects with a potential housing component, or as part of a larger community-oriented facility."

The plan language aligns with our position, and our willingness to be a partner in the future of downtown. We have had open and positive discussions with city staff and your contract planners already, and I'm always happy to meet with you to continue this conversation.

Ray Holley

Communications Manager

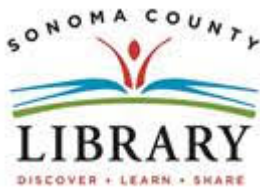
Public Information Officer

Sonoma County Library

rholley@sonomalibrary.org

Direct: 707-755-2014

Mobile: 707-292-5323



Library feedback to DSASP.pdf

30K



Alison Moore <alison@dyettandbhatia.com>

FW: [EXTERNAL] St.Rose Historic District concerns

1 message

Lyle, Amy <ALyle@srcity.org>

Tue, Sep 1, 2020 at 5:20 PM

To: Andrew Hill <andrew@dyettandbhatia.com>, Alison Moore <alison@dyettandbhatia.com>, "Trippel, Andrew" <atrippel@srcity.org>, "Nicholson, Amy" <anicholson@srcity.org>

From: fred dodge <fpd@sonic.net>**Sent:** Tuesday, September 1, 2020 4:23 PM**To:** Lyle, Amy <ALyle@srcity.org>**Subject:** [EXTERNAL] St.Rose Historic District concerns

Dear Ms. Lyle,

I am writing to provide some local input to the current downtown 'opportunity zone' and the coming changes to our small - yet very unique - neighborhood.

My Wife Phyllis Heagney, and myself moved to 913 Washington St. in 2006 - right before the '08 crash. Our previous location was at 615 Polk St. in the West End district, where we lived for 16 years until the owner retired and we needed to find a new place to live. When the Agent brought us to the St. Rose area, We were actually enchanted! We had lived in a unique area of Santa Rosa with the ability to easily walk to the Railroad square and Downtown area - and finding the Washington St. house worked right for our need to maintain the 'walkability' of the city. The House is a 'non-conforming' 1926 California Bungalow that had the 1970's ugly stick applied to it- enclosing the front porch, adding an additional mud-room in the back, and the Garage had been the previous owners 'Gentleman's Club' with full bathroom added. He liked his home dark! We put our heart and talent into making the home lighter, and a beautiful place to call home. Add to that the charm of the neighboring houses, and their owners - we felt really good about our decision to invest in a home in the St. Rose District.

Fast forward to 3 years ago, when the weather became serious during winter - and the homeless squatters set up villages under the freeway overpass on 9th St. Initially, I felt - well - where else do they have to go when it is wet? But in these past 3 years, the homeless situation has obviously gotten out of hand. Our St. Rose district shoulders the burden of having the majority of Homeless/indigent services - the drop in house on Morgan St., Family center on Morgan and 7th, the Mission and St. Vincent DePaul dining hall on Davis St. We knew these services were in the neighborhood - what is shocking is the amount of homeless/ indigent/ squatters population that seems to keep growing due to all the services being centered here. We can't do anything about the coming Casa Caritas project, which breaks ground next year - a small corner of our neighborhood will be demolished, with a 4 building, 4 story tall center that will add 128 low income rental units - which Santa Rosa dearly needs, but will also add capacity for 500 drop ins for services, and an additional 150 employees on top of it all - with limited street parking and limited on property parking. This is within 1 city block of our home. Additional plans to add 40 residential units at the 320 College project - that has limited parking planned, and will also border the Lincoln St. corridor - a very small street where you actually feel as though you are playing 'chicken' when it comes to 2 cars passing on either side, as parking is permitted on both sides of Lincoln currently. I do hope that project comes under some restraint in their size of buildings. On B and Healdsburg st, there is also another 4-5 story residential unit planned by the architectural firm currently occupying the 1 story property. That will look like a monolith next to the beautiful 'Burbank' residential apartments next door. Add to that a proposal to turn the Hotel Azura/Travelodge into long term residential units for elderly and vulnerable homeless citizens - initially presented as a covid 19 quarantine solution for the elderly homeless, now is being presented as a long term residential for homeless and vulnerable (mentally ill, Aged) that will increase the services in our neighborhood once again.

Is there any benefit to call a neighborhood a Historic district, when the plans for the area seem to want to obliterate the quality of life due to the Opportunity zones?

Granted, the J.C. is not having in-person sessions. But when it does begin again, our little corner of Morgan St. at Lincoln and at College Ave. is going to become an auto congested mess during the morning commute hours - with

cars speeding down Washington to get ahead of everyone waiting to cross College. Yes, it seems to only happen during the business commute, and J.C. schedule changes in the A.M. and P.M. The infrastructure of our little neighborhood was never designed for the modern automobile and crush of humanity it experiences currently.

In closing, I fear for our neighborhood, and the decline of safety, and home values. We have worked so hard to make our little corner of Santa Rosa special. With the coming downtown plans, it seems that only infill and crowding within the district is of importance. Not the character and Charm of the St. Rose District. I do hope there is a brighter future for the City, and that it includes maintaining the unique character of the neighborhoods considered Historic.

Sincerely,

Fred Dodge

913 Washington St.

Santa Rosa, Ca. 95401

707-953-4192



Alison Moore <alison@dyettandbhatia.com>

FW: [EXTERNAL] Downtown Station Area Plan

1 message

Lyle, Amy <ALyle@srcity.org>

Tue, Sep 1, 2020 at 5:19 PM

To: Andrew Hill <andrew@dyettandbhatia.com>, Alison Moore <alison@dyettandbhatia.com>, "Trippel, Andrew" <atrippel@srcity.org>, "Nicholson, Amy" <anicholson@srcity.org>

-----Original Message-----

From: Kathy Farrelly <farrelly@sonic.net>

Sent: Tuesday, September 1, 2020 4:09 PM

To: Lyle, Amy <ALyle@srcity.org>

Subject: [EXTERNAL] Downtown Station Area Plan

I live in the St, Rose Historic District. In addition to the comments by Pamela Roberts, and perhaps others in the neighborhood, please consider walkability.

We are longtime supporters of the SMART train. But despite getting free passes during the early promotion, and then buying a Clipper card, I've never ridden the train. As much as I'd like to ride it, the sidewalk routes to it have been blocked for most of the intervening years by tents and completely unsheltered people, trash, human waste and discarded needles. Moreover, some of the people are openly hostile, angry, and frightening. More than once, I've had to just turn around and give up. At Christmastime in 2019, I wanted to walk to Railroad Square with my 6-year old grandson. The nearby Ninth 9th street underpass sidewalks were completely blocked, as was part of the street. The same was true of Sixth St. and Fifth St. It would have been possible get through on Fourth St., but by then my grandson was too frightened to go farther. This is not a place where children can go, even accompanied by grownups. Frankly, it's also a route that none of the women I know will even try. Recently, Ninth Street has been mostly clear, although the south end of Washington St. still often has tents, mattresses, and people taking over the sidewalk. Once it starts to rain, they'll be back. Who can blame them? It's out of the rain.

Calling this area "walkable" access to the the SMART station is true if you only look at a map, but not in the real world.

Thank you for actually walking the neighborhood recently.

Kathy Farrelly



Alison Moore <alison@dyettandbhatia.com>

FW: [EXTERNAL] Downtown Station Area Plan and the St. Rose Historic district

1 message

Lyle, Amy <ALyle@srcity.org>

Tue, Sep 1, 2020 at 5:19 PM

To: Andrew Hill <andrew@dyettandbhatia.com>, Alison Moore <alison@dyettandbhatia.com>, "Trippel, Andrew" <atrippel@srcity.org>, "Nicholson, Amy" <anicholson@srcity.org>

From: hugheses@sonic.net <hugheses@sonic.net>**Sent:** Tuesday, September 1, 2020 4:11 PM**To:** Lyle, Amy <ALyle@srcity.org>**Subject:** [EXTERNAL] Downtown Station Area Plan and the St. Rose Historic district

Dear Amy,

I am writing to concur completely with everything that Pamela Roberts said regarding the impact on our neighborhood by designating us as an "Opportunity Zone." (*Please see attached letter.*)

It is starting to seem like the "opportunities" are primarily for the benefit of the developers and the homeless population. As a longtime resident of this very special neighborhood, I would like to see more consideration given to protecting the people who live here.

Thank you very much,

- *Marilyn Hughes,*
- *Lincoln Street Resident*

**Ltr_Pam_Roberts.pdf**
34K

September 1st, 2020

Santa Rosa City Council
City of Santa Rosa
100 Santa Rosa Avenue
Santa Rosa, CA 95404

Dear Mayor Schwedhelm and Council Members

I am writing on behalf of Airport Business Center, which owns 50 Old Courthouse Square and the building that the Roxy 12 Stadium is located.

First, I want to commend staff and the consultants for creating such a comprehensive Draft Plan. We realize that there are a number of goals the City is looking to achieve through this Specific Plan Update, and we agree with a lot of ideas this Draft Plan lays out to meet them. However, there are a few concepts and policies that we are requesting be changed. I also included some additional comments in hopes that I can help the vision of this Specific Plan come to fruition. The comments and requests are listed below:

REQUESTS

1. We are requesting that Garage 5 and Garage 12 be designated with a Public/Institutional land use. Garage 5 is the most used garage Downtown, which is why we believe it should remain one. The only way to ensure this is to designate it Public/Quasi. Having it designated Core Mixed Use creates massive uncertainty for the business and property owners who currently use it. That designation means it could be developed at any time, so businesses will not want to sign long term leases. And property owners will not want to invest in their buildings for fear that they will be unable to lease it out if the garage ceases to exist.

Garage 12 serves the Roxy Stadium, which is why we are requesting it be designated Public/Institutional as well. If that garage were to ever be developed, the theater would not be able to survive. We believe the theater is a huge asset to the City and hope this change can be made to help ensure the theater remains in our Downtown.

We realize that the City has been looking into the possibility of developing some of the parking facilities in the future. Therefore, we understand that you will not want to change the land use designations for all the garages. We believe that our proposal to only change the designations for Garage 5 and Garage 12 to Public/Institutional is a fair compromise. It allows for the future possibility of developing most of the parking facilities, while also providing certainty for many business Downtown that the parking they currently rely on to stay in business will remain in the future.

2. We are requesting that there be wording inserted into Policy LU-1.4 to clarify that this policy only applies to new construction and that re-tenanting does not trigger this requirement. This is a major issue for us so we are hoping this change can be made. Normally, these types of changes are only required with new development or redevelopment. However, given it is very vague, we are requesting this be made clear through a change in wording. It would simply be the insertion of something like “These requirements only apply to new construction and re-tenanting is not a trigger.”

COMMENTS:

In addition to our specific requests, I have some comments that I figured I would share.

LU 1.4 – As this policy is currently written, office use would not be allowed on the ground floor without the architectural details listed. The problem with these details is that they would not be beneficial to office users. The details listed would be attractive to retail and restaurants but would be a deterrent for offices and would make it exceedingly difficult to lease the space. Office users do not want pedestrians congregating right outside their windows. It would be the opposite of what they would be looking for in an office.

I totally understand the logic behind this policy. I just do not think the policy should apply to all ground floors. I believe you would be risking no longer having office buildings Downtown. Perhaps that is ok with you, but if not, I would suggest reconsidering this policy as it is currently written.

One simple way you could address this would be to create an “Office” Overlay and apply it to the current office buildings. Then the wording “except those buildings within the Office Overlay” could be inserted into the policy,

LU 3.5 – This would be a policy that would be negatively impacted by policy LU 1.4 above. If the business were an office, the cost required the architectural details would be very onerous and could deter the small business from locating Downtown.

LU 4.4 – It is not clear what “promote” means here. I think it would be helpful to perhaps list some of the ways the promotion will happen. Specifically, I would suggest waiving a lot of the fees for small units. Also, it would be amazing if you could agree to have the entire entitlement and permit processes be administrative. That is a sure way to encourage this type of development. Lastly, these small units should be counted toward any required low-income housing, even if they are not deed restricted. We have been looking into building some micro units ourselves and the market rate rent still falls under the maximum rent allowed for a low-income unit.

NOTES:

1. I suggest that the designation of “Core Mixed Use” should be changed. I see what you are meaning by this, but “Mixed Use” in a developer’s brain means that there must be a mix of residential and commercial/retail in one building. And always requiring that the commercial/retail be on the bottom floor, preventing residential on the ground floors. This might deter developers from building here

if they see this land use designation. I would suggest changing it to something like “Downtown Core.”

2. I would remove the word “Mixed” from all your designations for the same reasons listed above. We want to attract developers and that word is very unattractive right now.
3. Developers are always asked by municipalities what can be done to encourage development. We always say that fees should be reduced, and the length of the entitlement process should be drastically reduced. We have yet to be listened to. Increasing the FAR alone will not encourage developers if the fees and permit process stay the same

Sincerely,

Natalie Balfour
Asset Manager
Airport Business Center



Alison Moore <alison@dyettandbhatia.com>

FW: [EXTERNAL] comments on the Downtown Station Area plan

1 message

Lyle, Amy <ALyle@srcity.org>

Tue, Sep 1, 2020 at 5:16 PM

To: Andrew Hill <andrew@dyettandbhatia.com>, Alison Moore <alison@dyettandbhatia.com>, "Trippel, Andrew" <atrippel@srcity.org>, "Nicholson, Amy" <anicholson@srcity.org>

FYI

Thanks,
Amy

Amy Lyle | Supervising Planner- Advance Planning
Planning & Economic Development|100 Santa Rosa Avenue, Room 3 | Santa Rosa, CA 95404
Cell (707) 791-5533 | Office (707) 543-3410 | ALyle@srcity.org (Currently Working Remotely)

-----Original Message-----

From: Pamela Roberts <proberts@sonic.net>

Sent: Tuesday, September 1, 2020 2:58 PM

To: Lyle, Amy <ALyle@srcity.org>

Cc: Sandra Fitzgerald <eisenmateo@gmail.com>; Ingrid Guzman <thesfaviator@aol.com>; Ana Stevens <rock_n_reverend@hotmail.com>; Kira Lee <littlelittlerubyred@hotmail.com>; Pamela Roberts <proberts@sonic.net>; superstace <superstace@sbcglobal.net>; Denise Hill <faire@sonic.net>; Monica Chavez <monicarules@gmail.com>; Kathy Farrelly <farrelly@sonic.net>; Katie Barr <katelafate@yahoo.com>; John Fitz <fitzcyclez1@gmail.com>; gaydach@gmail.com; Jennifer Adams <jmayadams@sonic.net>; Heather Anderson <drhgriffith@gmail.com>; Applebyamy3608@gmail.com; justin barr <loud6120@yahoo.com>; bolt3229@comcast.net; bradley.will@gmail.com; Terry J. Clark <terryjclark1@comcast.net>; MuMu DeLong <mudelong@comcast.net>; jmdavidson72@yahoo.com; Sheepchairez@gmail.com; dgl53tx@gmail.com; Joe Dietzen <joe.dietzen@westamerica.com>; fdp <fdp@sonic.net>; lovesadog61@gmail.com; Kimberly R Hall <kimberly8765@sbcglobal.net>; hugheses@sonic.net; Carol Johnson <cajrebroker@comcast.net>; Kevin Konicek <kevin@zklegal.com>; last.unicorn.llc@gmail.com; glentini@comcast.net; ellenlewis10@yahoo.com; joeml@sonic.net; Jeffrey Negri/USA <Jeff.Negri@cushwake.com>; tab McBride <tabmcbride@aol.com>; Alexander Mallonee <alexmall@sonic.net>; Karen Morgan <karenm@sonic.net>; Greg Parker <gparker0506@sbcglobal.net>; Roy Raymond <royaraymond@sonic.net>; matthew reid <matthew.r.reid67@gmail.com>; behnam_rostami@hotmail.com; rsachar@live.com; nwsplitter@gmail.com; tia.fitlife@gmail.com; Ryan Parker <ryan@crossfitnorthgate.com>; tonypromessi@gmail.com; cocobuns707@gmail.com; Debi440Caron@yahoo.com; Swainwhitney@yahoo.com; Mothertruckers@yahoo.com; Mitchell Carter <mccarter101010@gmail.com>

Subject: [EXTERNAL] comments on the Downtown Station Area plan

Dear Amy,

Please read my comments below regarding an aspect of the Downtown Station Area plan.

The main concern of myself and the residents of the St. Rose Historic district is the designation of the back edge of our Lincoln Street properties north to College Avenue (between Morgan, Glen and Healdsburg Avenue as an "Opportunity Zone".

This designation on the north edge of St. Rose puts a great burden on the already- impacted neighborhood. Here is a summary of the developments that exist and our planned for our neighborhood:

We have the 1. Catholic Charities homeless services center on the West edge of our district that serves 2000 people per year and 2. a family shelter on A Street, also on the West edge. Due to this we have many homeless people wandering through our neighborhood, camping around and conducting illegal activities.

3. The Board of Supervisors is intent on purchasing the Hotel Azura on the East edge of St. Rose to house homeless. This will increase the burden of people wandering through our neighborhood.

4. The Caritas homeless housing facility with homeless services will be built on an entire block of the Northwest corner of our district. Several historic buildings will be torn down to accommodate this large facility that will house 128 homeless, a

homeless service center and a shelter.

5. Due to the "Surplus Parking Zones" now designated around the city and two of them located in this Opportunity Zone, we now have a developer who is proposing to build a 4 story 20 unit apartment building, plus a redeveloped existing office building will be converted in to another 20 unit apartment building in a small parking lot on the west end of Lincoln Street. This will add a tremendous traffic burden to our very narrow street, Lincoln.

There is another parking lot on the corner of Glen and Lincoln Streets that are in the Opportunity Zone and designated as a Surplus Parking Zone which will now be ripe for more development proposals.

All this is in our one small historic district already heavily impacted by homeless services and more to come, a proposed large apartment complex plus more potential projects on Healdsburg Avenue.

Two of these projects, the Hotel Azura and the proposed apartment complex are on Lincoln Street.

Labeling the north edge of our historic district an Opportunity Zone paves the way for even more development. We feel that we have contributed far more than our fair share of developments.

The purpose of a neighborhood being designated as an historic district is to preserve and enhance its existing characteristics. Labeling the north edge of our historic district an Opportunity Zones paves the way for even more development and most certainly not protect it from further development.

We respectfully ask that you reconsider this designation to protect our inundated historic neighborhood.

Sincerely,

Pamela Roberts