

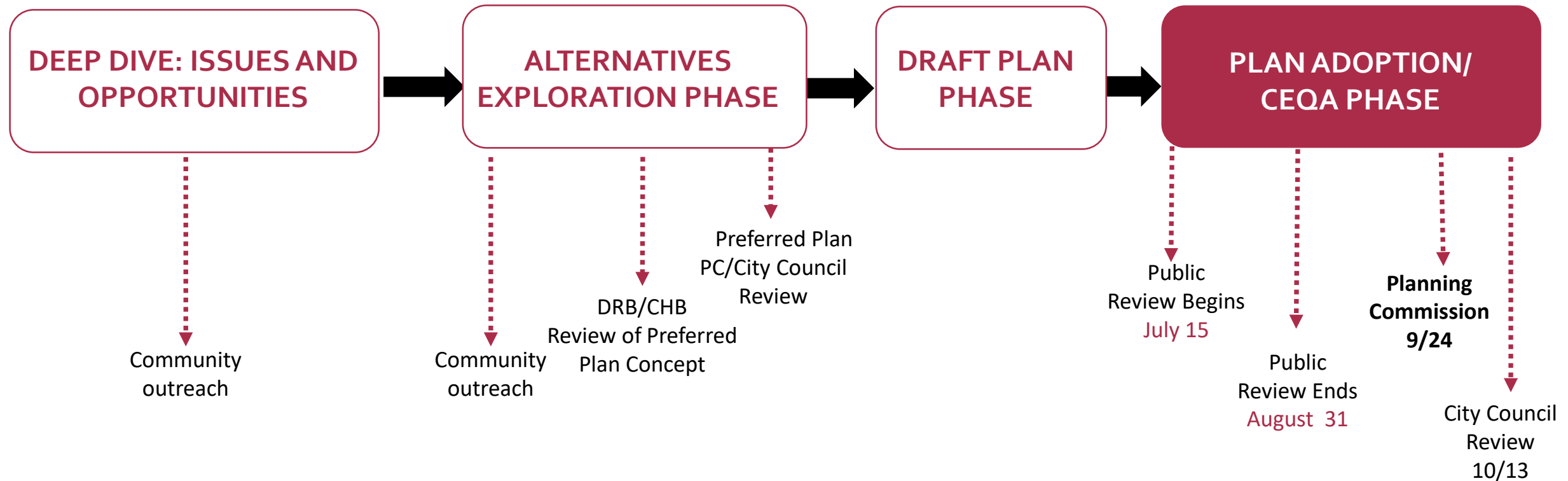


Santa Rosa Downtown Station Area Specific Plan Update

Planning Commission Meeting

September 24, 2020

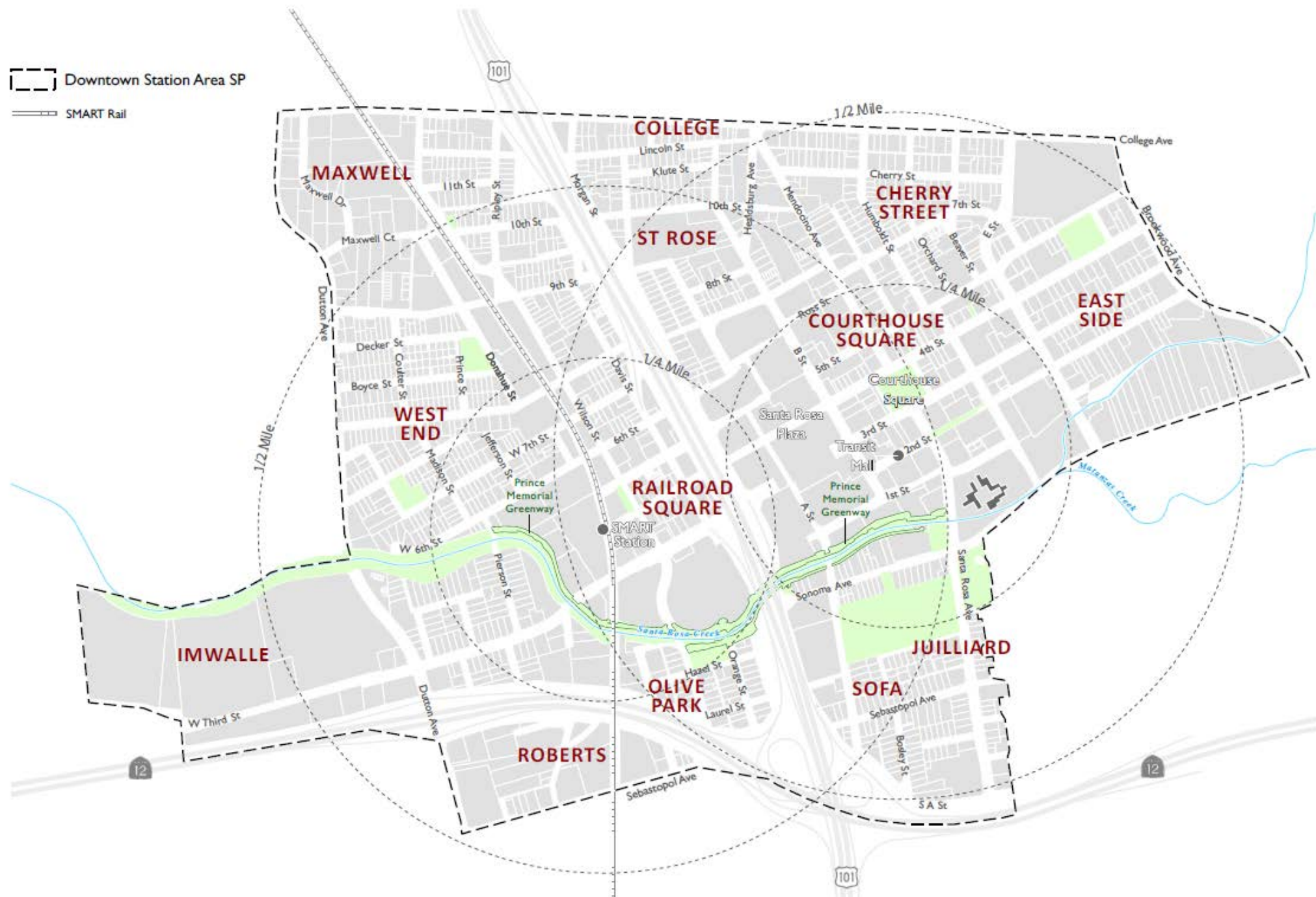
Process and Timeline



Objectives

A decorative graphic on the right side of the slide. It features a large, light gray hexagon with a thick, dark red checkmark inside. To the left of this hexagon are two smaller, overlapping hexagons: one is white with a dark red outline, and the other is solid dark red.

- *Present Draft Specific Plan Update, General Plan Amendments and SEIR*
- *Receive public comments*
- *Receive feedback from Planning Commission*
- *Consider recommendation of SEIR certification and DSASP adoption*



DSASP Update:

6 key goals

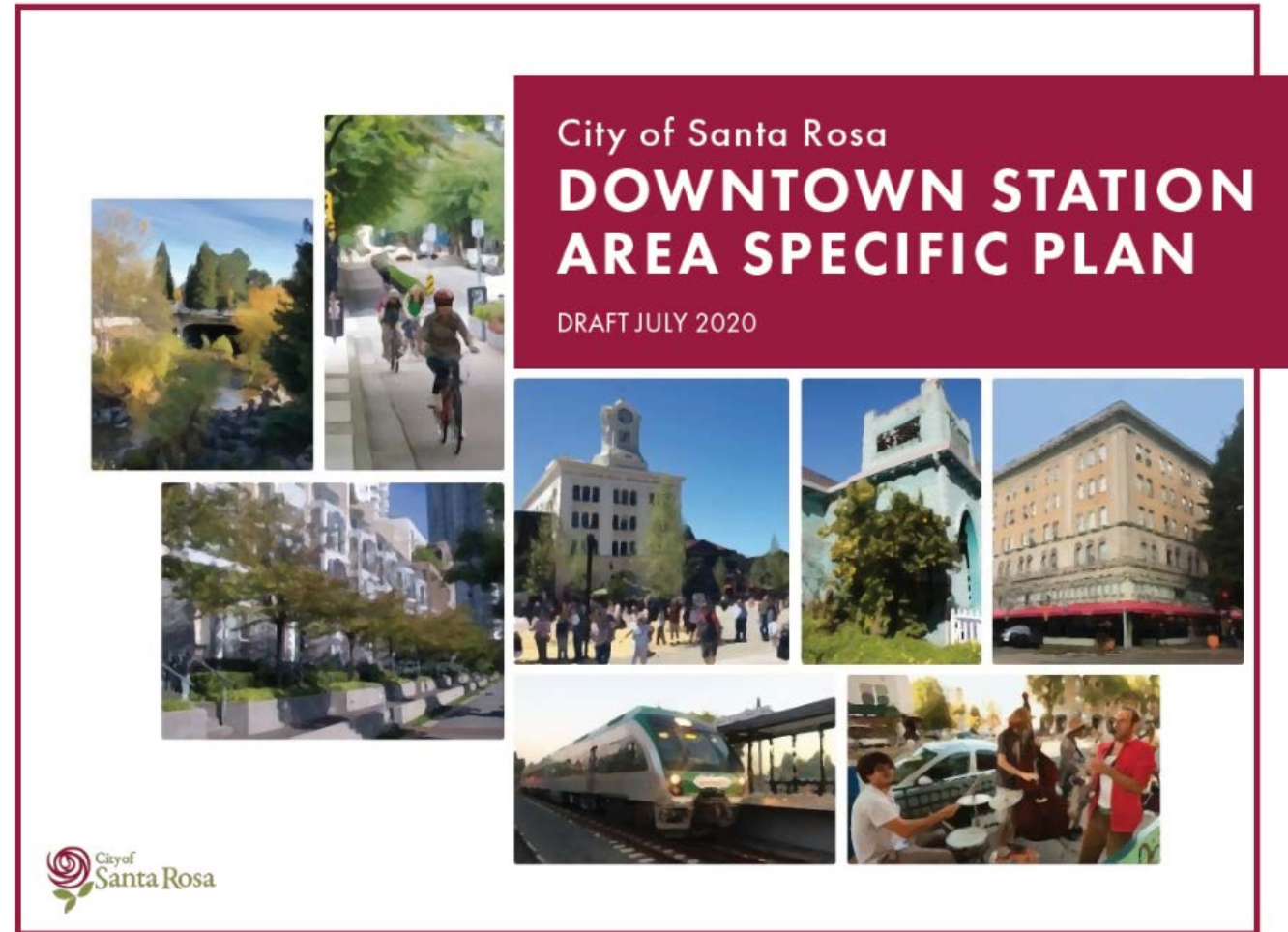


1. More residents, businesses and jobs near transit
2. More housing at all levels of affordability
3. Diverse mix of uses
4. Enhanced historic character
5. Improved connections
6. New arts and cultural facilities



Draft DSASP

- Introduction
- Land Use
- Mobility
- Urban Design and Civic Spaces
- Public Services and Sustainability
- Financing and Implementation



LAND USE



Land Use

CONTENTS

- Existing land uses
- Development potential
- Land use map
- Permitted uses and intensities
- Vitality, walkability, art/culture

GOALS

- Energetic regional commercial and cultural center
- Walkable development pattern
- Significant new development
- Long-term economic viability
- Housing opportunities for all (including the unhoused)

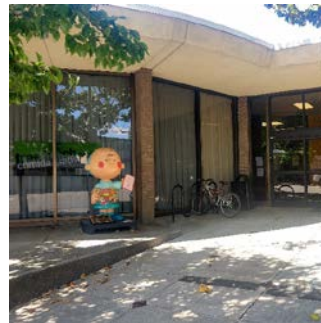
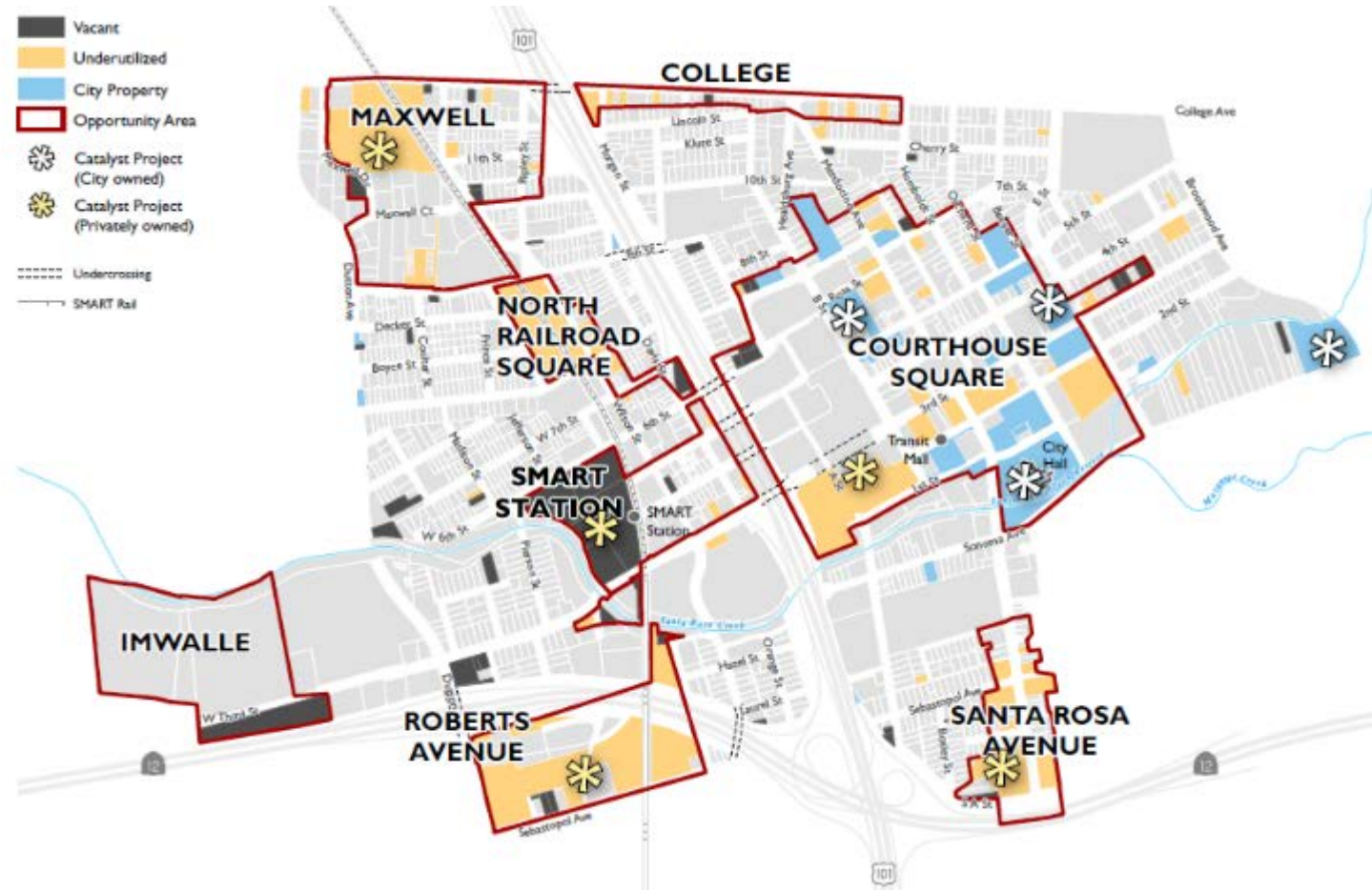
KEY MOVES

- New Land Use designations:
 - Core Mixed Use
 - Station Mixed Use
 - Maker Mixed Use
 - Neighborhood Mixed Use
- Regulate height and density with Floor Area Ratio (FAR)
- Activate ground floors for key streets

Land Use

- DSASP is projected to add 7,000 new housing units and ~828,500 square feet of office, retail, services, and industrial uses
- Most development expected to occur in “Opportunity Areas”

Opportunity Area	Housing Units	Non-Residential Square Feet
Courthouse Square	2,930	525,900
Santa Rosa Ave	660	104,300
Roberts	690	84,100
SMART	790	17,120
Imwalle/3rd	250	6,300
North Railroad Square	360	26,560
Maxwell Ct	1,080	62,410
Other (rest of Planning Area)	250	19,200
TOTAL	7,000	828,490

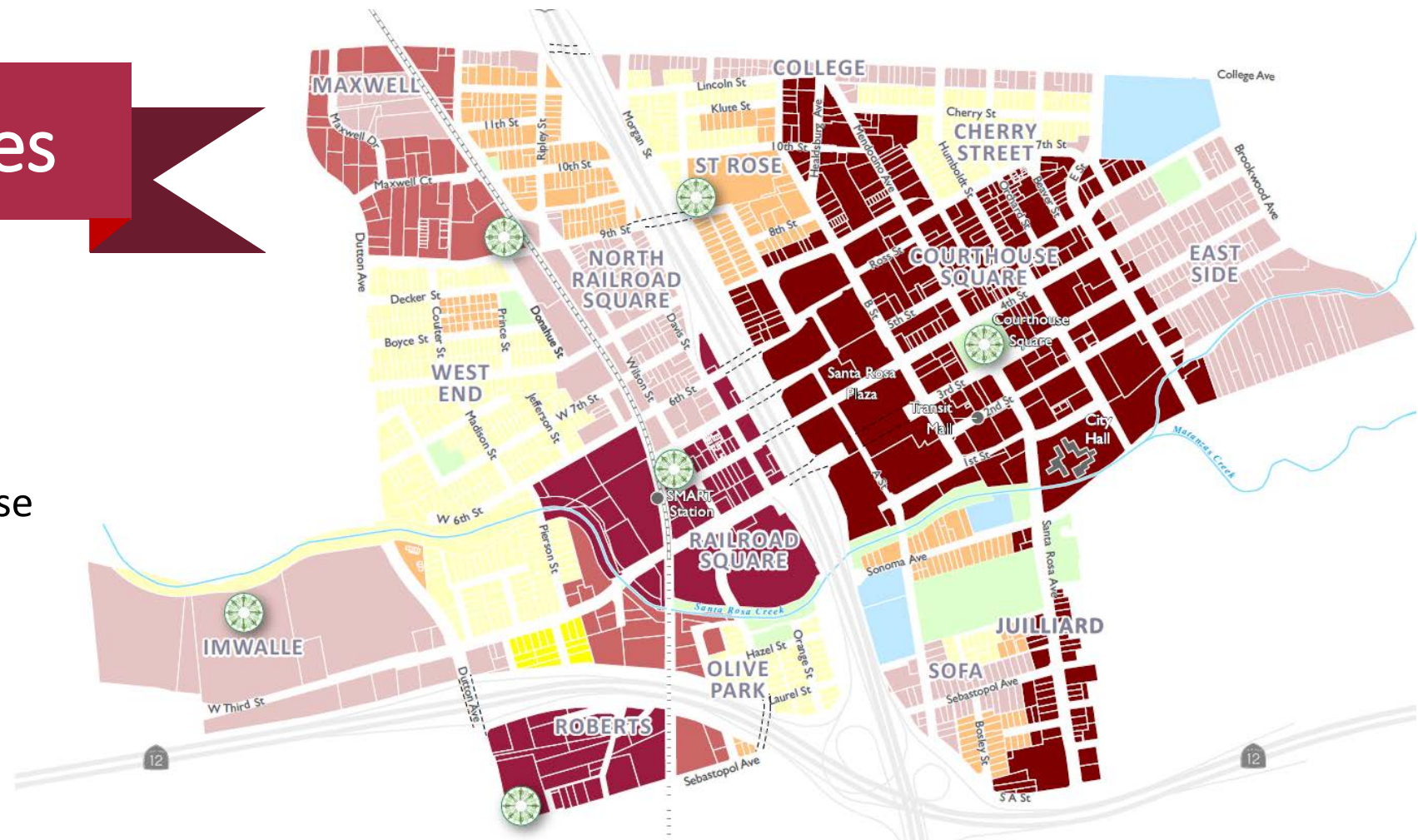


Land Use Categories

- New Categories:
 - Core Mixed Use
 - Station Mixed Use
 - Maker Mixed Use
 - Neighborhood Mixed Use
 - Urban Park/Civic Space

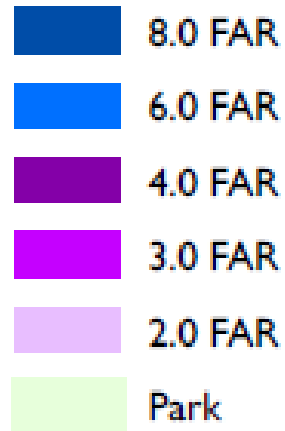


--- Undercrossing
 --- SMART Rail

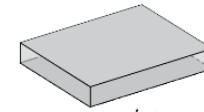


Floor Area Ratio (FAR)

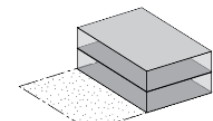
- FAR = Ratio of total building space to lot size
- FAR-based system replaces existing height and density regulations in key change areas. Outside of the change areas, existing height and density regulations remain
- Provides flexibility to developers



FAR = 1.0

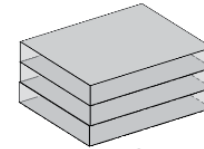


1 story

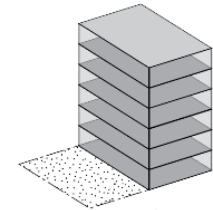


2 stories

FAR = 3.0



3 stories



6 stories

Affordability

- Removes regulatory hurdles to support feasibility of multifamily development
- Promotes creation of a mix of housing unit types, sizes, and price points, including:
 - smaller units that are affordable by design
 - live/work units for creatives and home-based business operators
 - larger units for families



MOBILITY



Mobility

CONTENTS

- Roadway network
- Bicycle and pedestrian network
- Transit network
- Parking

GOALS

- Multi-modal street grid
- Complete bicycle and pedestrian network
- Enhanced east-west connections
- Safe, well-connected transit hub
- Balanced parking supply

KEY MOVES

- Fourth street connection through Mall
- Downtown loop/trackless trolley connector
- Eliminate minimum parking and exclude parking from FAR calculations
- Use surplus parking supply to incentivize development

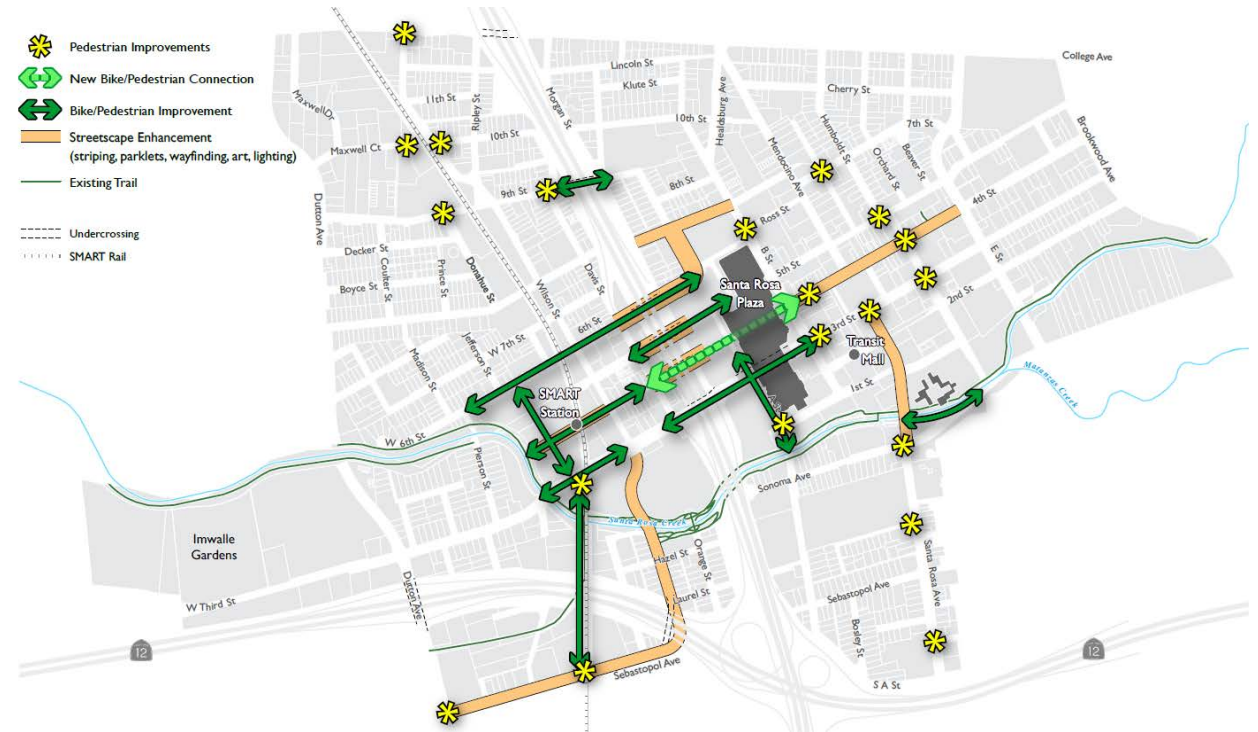
Bicycle and Pedestrian Improvements

- Improvements for a comfortable and safe bicycle and pedestrian network
- Pedestrian improvements
- Links to Santa Rosa Creek and Prince Memorial Greenway



East-West Connections

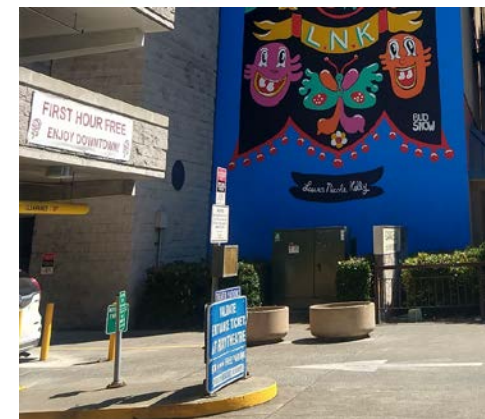
- Downtown Loop connecting Railroad and Courthouse Squares
- Programmatic Fourth Street connection through Santa Rosa Plaza Mall
- Streetscape enhancements such as striping, parklets, wayfinding, and lighting



Parking

- Eliminates minimum parking requirements and allows for "unbundled" parking
- Continues to implement progressive parking management strategy will continue (demand-responsive pricing, meter time limits, etc.)
- Leverages surplus parking supply to catalyze development

MOB-7 Areas within a 5-minute Walk of City-Owned Parking Facilities



URBAN DESIGN



Urban Design and Civic Spaces



CONTENTS

- Urban design principles
- The public realm
- Public spaces
- Site and building design
- Historic resources

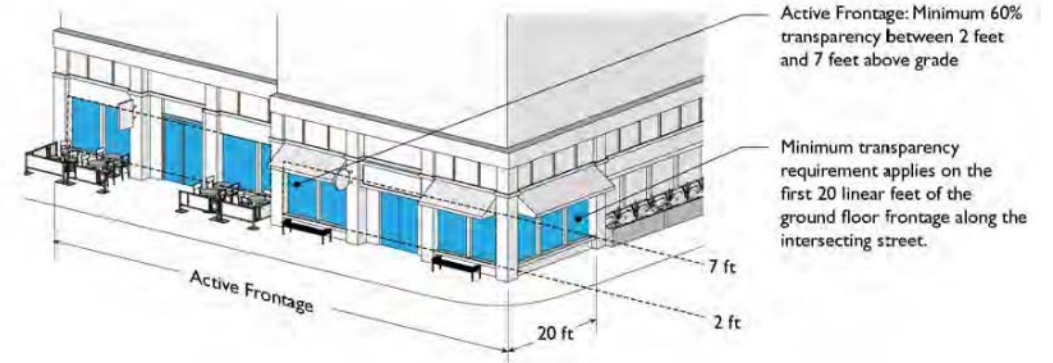
GOALS

- New development standards and guidelines
- Network of green and open spaces
- Well-preserved historic resources

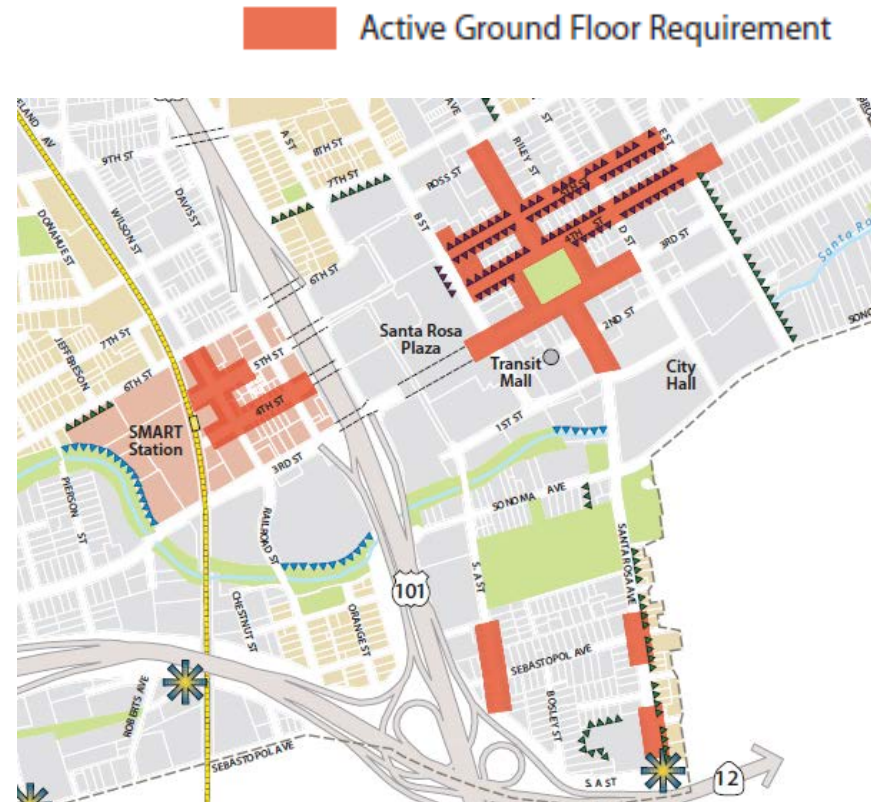
KEY MOVES

- Create urban parks/civic spaces
- Design standards and guidelines for active ground floors, transition areas that border residential neighborhoods, and wayfinding
- Historic resource assessment of age-eligible properties

Active Ground Floors



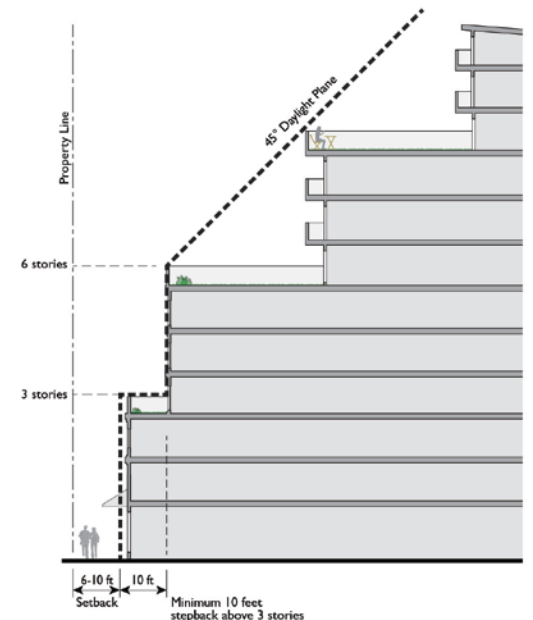
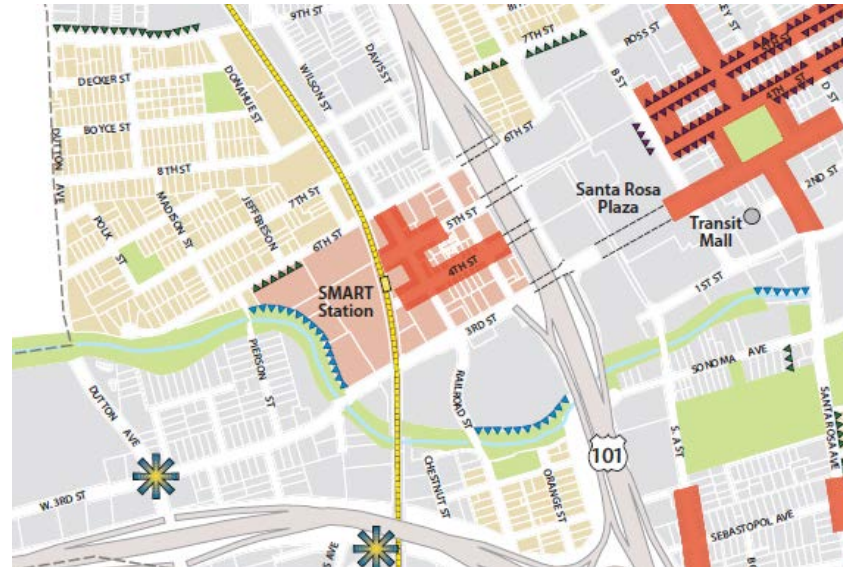
- Requirements for new development along certain streets to contribute to the pedestrian experience, including:
 - Awnings or overhangs
 - Street furniture
 - Public art
 - Green/living walls
 - Other innovations
- Other features to improve:
 - Wayfinding and access
 - Pedestrian safety and comfort



Transition Areas

- Applies where development immediately abuts uses designated as Preservation Districts or residential neighborhoods.
- Ensure that new development fits into existing neighborhoods with a cohesive urban form and provides transition between higher-density and lower-density neighborhoods
- Includes setback, stepback, and street frontage standards

▲▲▲▲ Downtown Transition
▲▲▲▲ Neighborhood Transition
▲▲▲▲ Creek and Trail Activation



Parks and Civic Space

- Creates a diverse range of public spaces at different scales and sizes Downtown
- Large urban parks called Civic Spaces provide flexible, publicly accessible space for a range of entertainment and activities

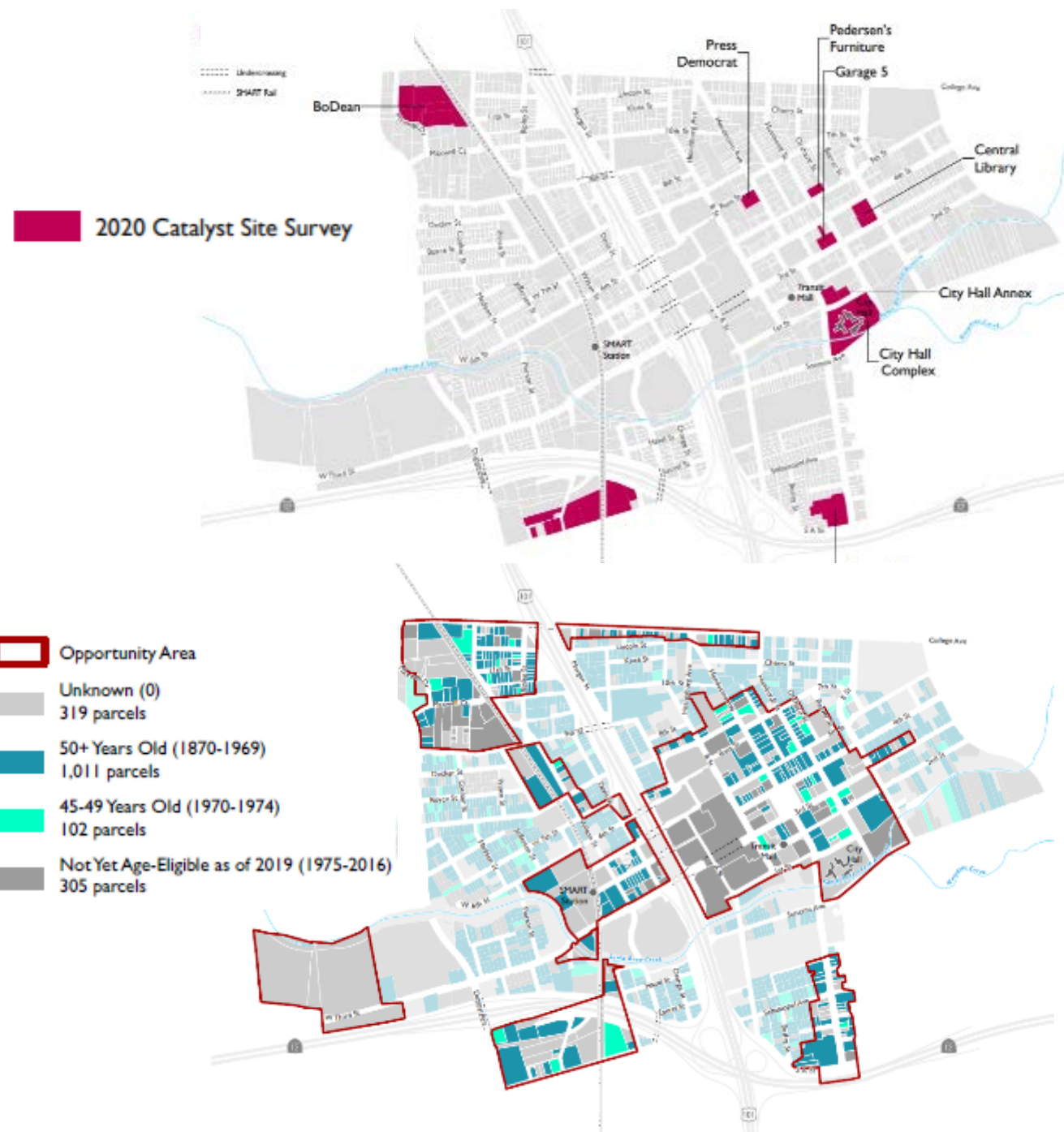


Table UDCS- 1: Public Space Size and Programming Guidelines

	<i>Civic Spaces</i>	<i>Public Plazas</i>	<i>Rooftop/Pocket Parks</i>	<i>Paseos</i>
Recommended Size	Min 25,000 sf	Min 15,000-20,000 sf	Min 2,000 sf	Min 16 feet wide, with min 10-foot travel path
Recommended Elements				
Pop up retail/concession stands	X	X		
Public art installations	X	X	X	X
Children's play facilities	X	X		
Seating (benches and mobile chairs)	X	X	X	X
Family picnic area	X	X		
Canopiess	X	X		
Plug and play for music performance	X	X		X
Bandstand/stage	X	X		
Removable bollards	X	X	X	X
Power outlets	X	X	X	X
Water features	X			
Interactive elements (pianos, chess boards, etc.)	X	X	X	
Trees and landscaping	X	X	X	X
Edible gardens			X	
Public washrooms	X	X		

Historic Resources

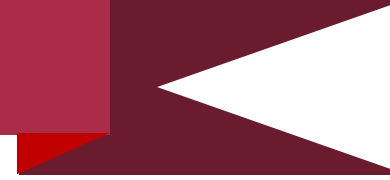
- Measures to protect and enhance the historic and cultural resources that contribute to downtown character
- Historic resource analysis of key “catalyst sites”, selected based on certain characteristics, is a first step in understanding historical significance and potential community sensitivities
- Further study of age-eligible properties



PUBLIC SERVICES AND SUSTAINABILITY



Public Services and Sustainability



CONTENTS

- Public services (schools, libraries, police/community safety, fire, utilities)
- Noise and hazardous materials
- Environmental hazards and emergency response
- Clean air, water, and natural environment

GOALS

- Responsive fire and police services
- Accessible school and library facilities
- Adequate infrastructure
- Pleasant noise environment
- Healthy air and water quality
- Protection from natural hazards
- Preserved/enhanced biological and cultural resources

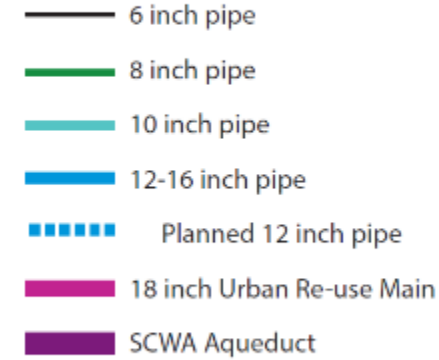
KEY MOVES

- Identify infrastructure improvements needed
- Minimize exposure air and noise pollution
- Take action for effective emergency response/preparedness

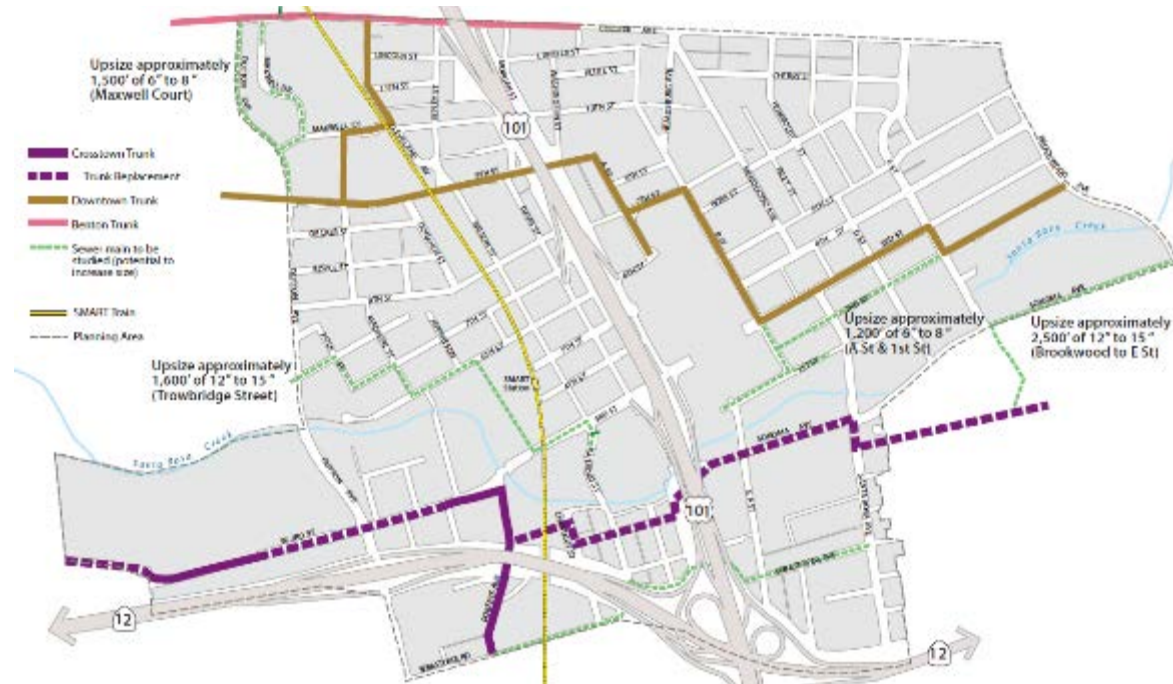
Utilities Improvements

- Utilities replacements to accommodate new development:
 - Pipe upgrades in Maxwell Court to accommodate new residential development
 - Replacement of portions of the Crosstown Trunk
 - Various areas of study for other potential improvements

Water System Improvements

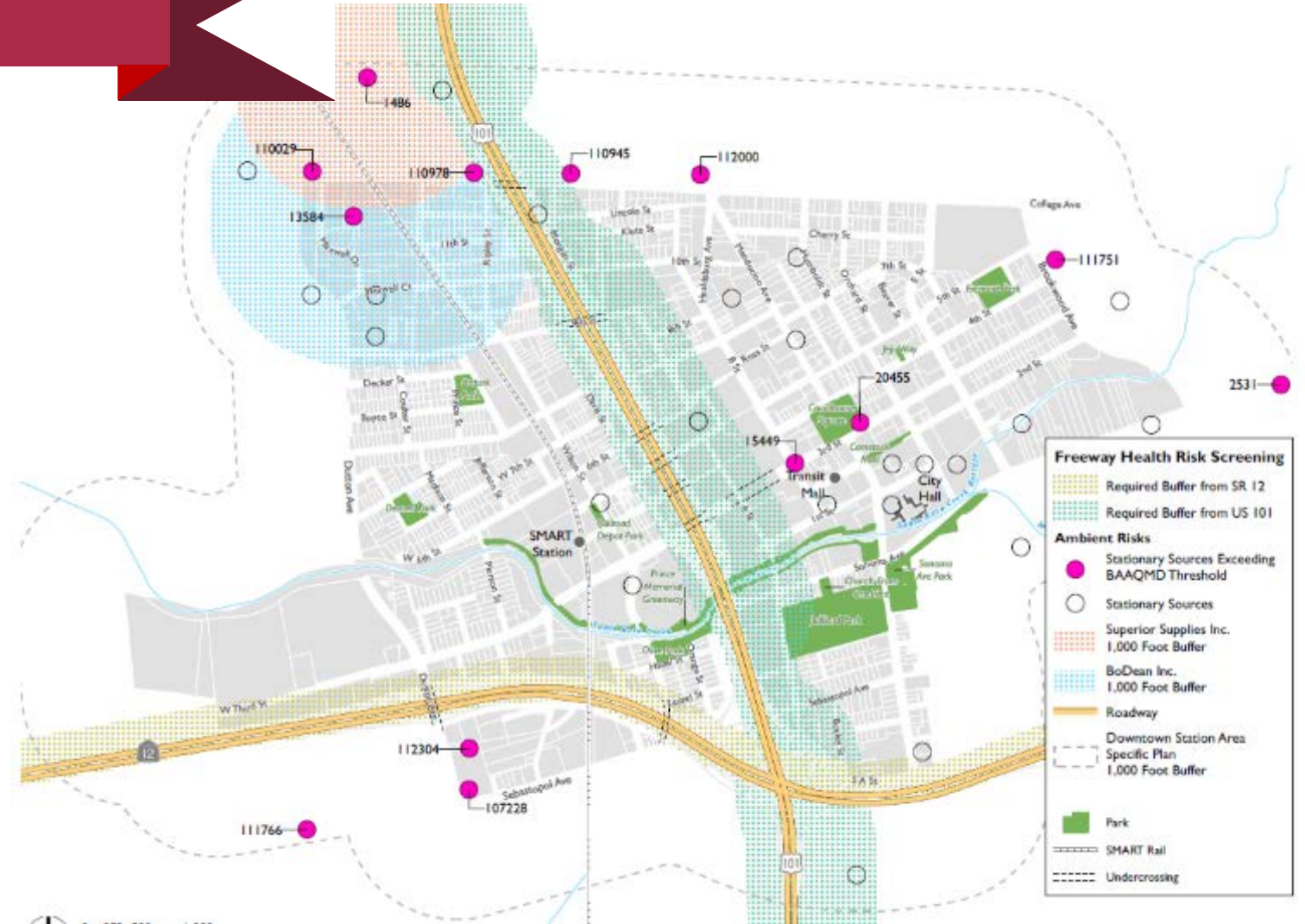


Sewer System Improvements



Air Quality

- Requires projects that locate sensitive receptors (such as residences, schools, daycare, or nursing and retirement homes) to include indoor air filtration and other techniques to improve air quality
- Ensures development projects reduce construction-related emissions



Hazards and Emergency Response

- Addresses effective emergency response and protection from hazards:
 - Fires
 - Earthquakes
 - Flooding
 - Heat days
 - Public Safety Power Shutoffs and power alternatives



FINANCING AND IMPLEMENTATION



Financing and Implementation

CONTENTS

- Regulatory implementation
- Implementation and phasing
- Infrastructure financing strategies
- Periodic plan review

GOALS

- Adequately financed and implementable improvements

KEY MOVES

- Phased approach to implementation (short term and intermediate/long term)
- Identification of a range of funding tools and mechanisms

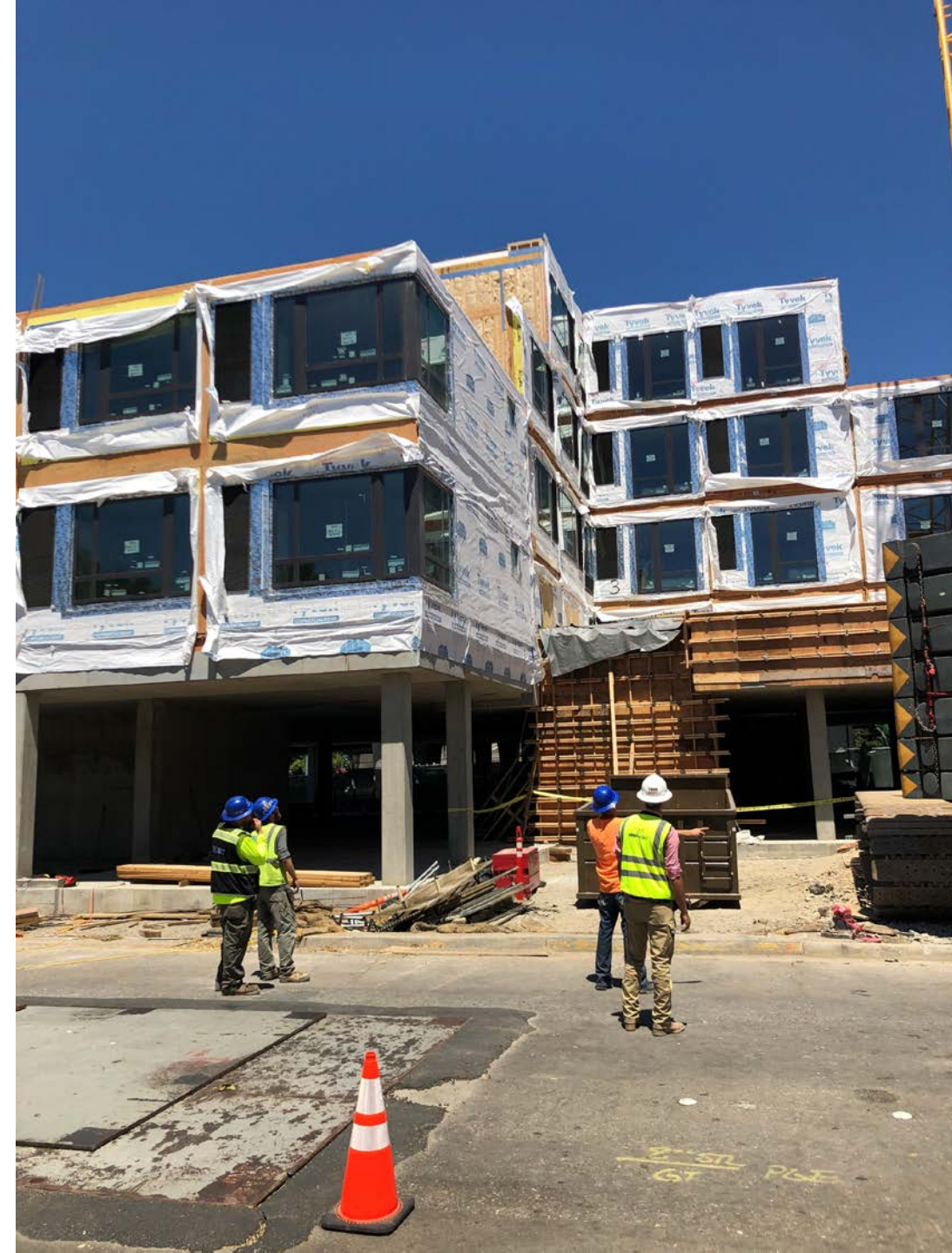
Phasing

Near term efforts (to occur in the next 5 years):

- Public-private partnership for one of the City-owned catalyst sites
- Roadway reconfigurations
- Shared parking agreements
- Prioritize access and wayfinding improvements between Courthouse and Railroad squares
- More programming of events and public spaces

Intermediate/Longer term efforts (5-15 years):

- Redevelopment of privately-owned catalyst sites
- Civic Spaces construction
- Infrastructure and streetscape improvements tied to new development
- Monitor progress



Financing



- The DSASP identifies a range of funding and financing strategies the City and developers can draw on:
 - EIFDs, state grants, and development impact fees to fund infrastructure
 - CBDs and special assessment districts to finance parks and civic spaces, streetscape improvements, public realm programming
 - Federal Opportunity Zone tax breaks for private development
 - Renewal Enterprise District

Table FI-4: DSASP Potential Funding Sources and Uses Matrix

		Improvement Cost Category				
Infrastructure Funding Type		Utilities	Circulation	Civic Spaces	Operations & Maintenance	Implementation Considerations
Developer-Based Funding	Impact Fees (e.g., updated water and wastewater connection fees)	X	X	X		Must correspond to the “nexus” findings, consistent with the Mitigation Fee Act (i.e., the fee must be reasonably related to the cost of the improvement and the impact created by new development). Can be linked to the state’s SCIP program.
	Dedications and Exactions	X	X	X		Typically required as project-specific mitigations, or may be based on policy.
	Development Agreements	X	X	X	X	Requires a market strong enough to incentivize developer investment beyond fair share. DA’s are legally binding contracts between developers and public agencies.
Land-Secured Tax Revenue	Special Tax or Assessment District (e.g., CFD, CBD, BID, Special Assessment Districts)	X	X	X	X	Requires voter approval and sufficient scale/participation to achieve yield and implementation efficiency.
City-Based Funding	Enhanced Infrastructure Financing District - SB 628 Tax Increment Financing	X	X	X		Diverts incremental increases in tax revenue from the General Fund, creating a trade-off between General Fund reveue and funding for project or area wide purposes.
	General Obligation Bond	X	X	X		Limited to funding capital improvements and must be secured by legally available resources like property tax revenues. If for non-education purposes, requires a two-thirds voter approval.
	Revenue Bond	X				Limited to enterprise-related expenditures and requires a stable source of revenue. Does not require voter approval.
	Other City Funding (Other Special Tax Measures, etc.)	X	X	X	X	Requires voter approval to increase local taxes.
	City’s General Fund	X	X	X	X	Creates trade off between projects and programs that are currently funded by General Fund revenues and new initiatives.
	Regional, State or Federal Grant Funding	X	X			Can require significant Staff time to apply for and administer qualifying projects.

Issues for Discussion



DSASP Public Comments

- Public Comments: July 14th-August 31st
- Nearly 40 comments received through email or through website.
- Several targeted Zoom meetings conducted.
- 5 issues of importance:
 - Creek Activation
 - Homelessness and Safety
 - Land Use and FAR changes
 - St. Rose Neighborhood
 - Parking (informational)

MOBILITY: COMMENTS

[Read Chapter 3: Mobility here.](#)

What do you think about this chapter? Share your thoughts— your comments will be relayed to Planning Commission and City Council.

Name *

First Name

Last Name

Email *

Comments *

SUBMIT

Active Ground Floor- Santa Rosa Creek

- Desire for “eyes on the creek” to enhance sense of security
- Recommendation from Waterways Advisory Committee to apply Active Ground Floor overlay to creek-fronting parcels
- Certain topographical constraints make design or use requirements infeasible on some parcels
- *Staff recommendation: Apply Active Ground Floor designation to appropriate locations*

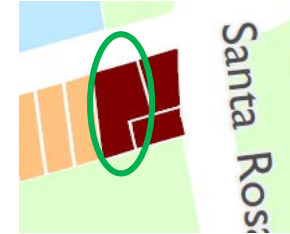


Land Use and FAR Changes

- Desire to change land use designation and development intensity in several areas:
 - 526 Sonoma Ave
 - B Street between Healdsburg and Lincoln
 - West Third Street between Dutton St and Decoe St
- Need to balance developer/property owner desires with concerns of historic/smaller scale neighborhood residents
- *Recommendation: Make changes with appropriate Neighborhood transition standards*

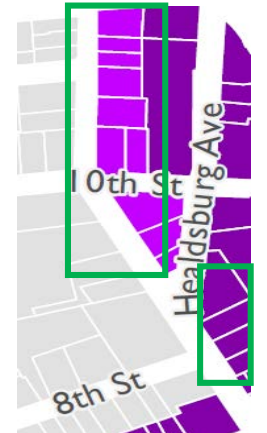
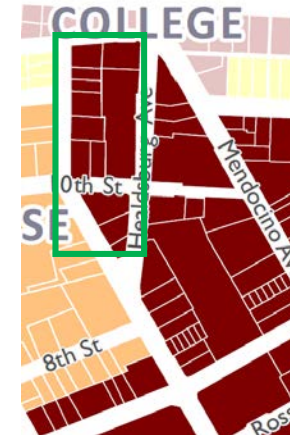
526 Sonoma Ave

Proposed Land Use:
Core MU
Max FAR: 4.0



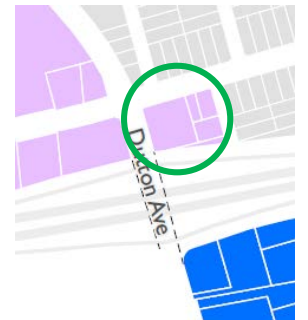
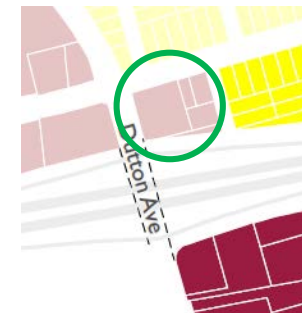
B St

Proposed Land Use:
Core MU
Max FAR: 3.0/4.0



West Third St

Proposed Land Use:
Neighborhood MU
Max FAR: 2.0



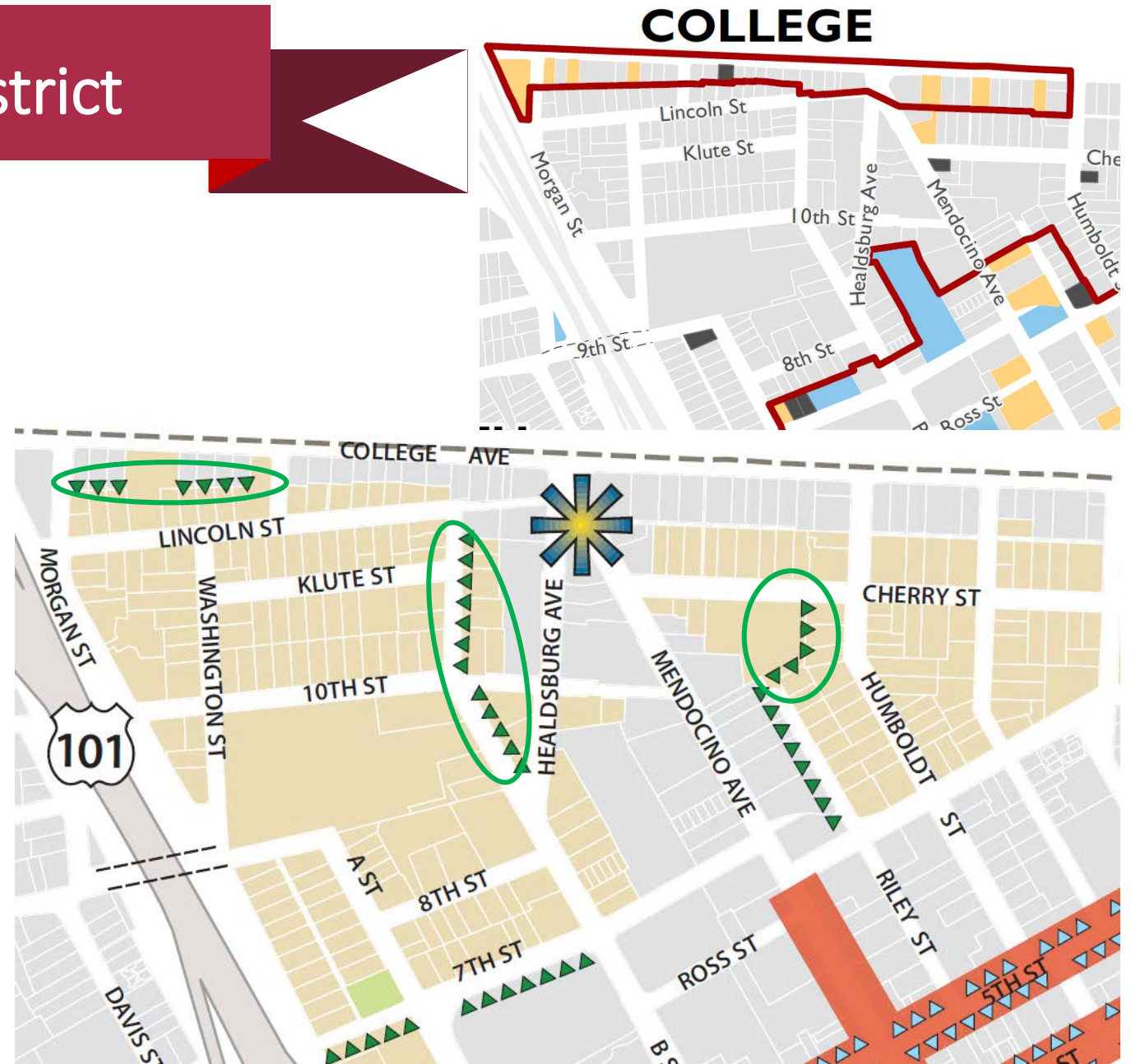
Parking

- DSASP removes parking minimums to *all* development Downtown and allows unbundling
- Parking will still be built-- supply is based on market demand and lending requirements
- Will incentivize shared parking and catalyze development
- Parking Demand Management strategies will be implemented concurrently



St. Rose Historic Preservation District

- Concerns over adjacent FAR/Opportunity Areas and development pressures on St. Rose neighborhood
- Perception of disproportionate share of social services
- *Recommendation: add Neighborhood transition standard to key locations in St. Rose and Cherry Street neighborhoods to support compatible building*



DSASP and Homelessness

- Homelessness and public safety are citywide issues; several programs including Housing First strategy, HOST, HEAP, and DET
- DSASP (long-range planning document) includes policies to address housing, services coordination, and public safety
- More nimble tools and programs required to address multifaceted and changing nature of homelessness issues
- *Recommendation: Continue to explore services, partnerships and programs at a Citywide level*

PROGRAMS & INITIATIVES

HOUSING FIRST STRATEGY

RESOURCES

ENCAMPMENTS

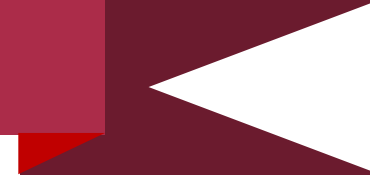
DATA



Environmental Review



Environmental Impact Report



CONTENTS

- Executive Summary
- Introduction
- Project Description
- Environmental Analysis
- Alternatives
- CEQA Required Conclusions

GOALS

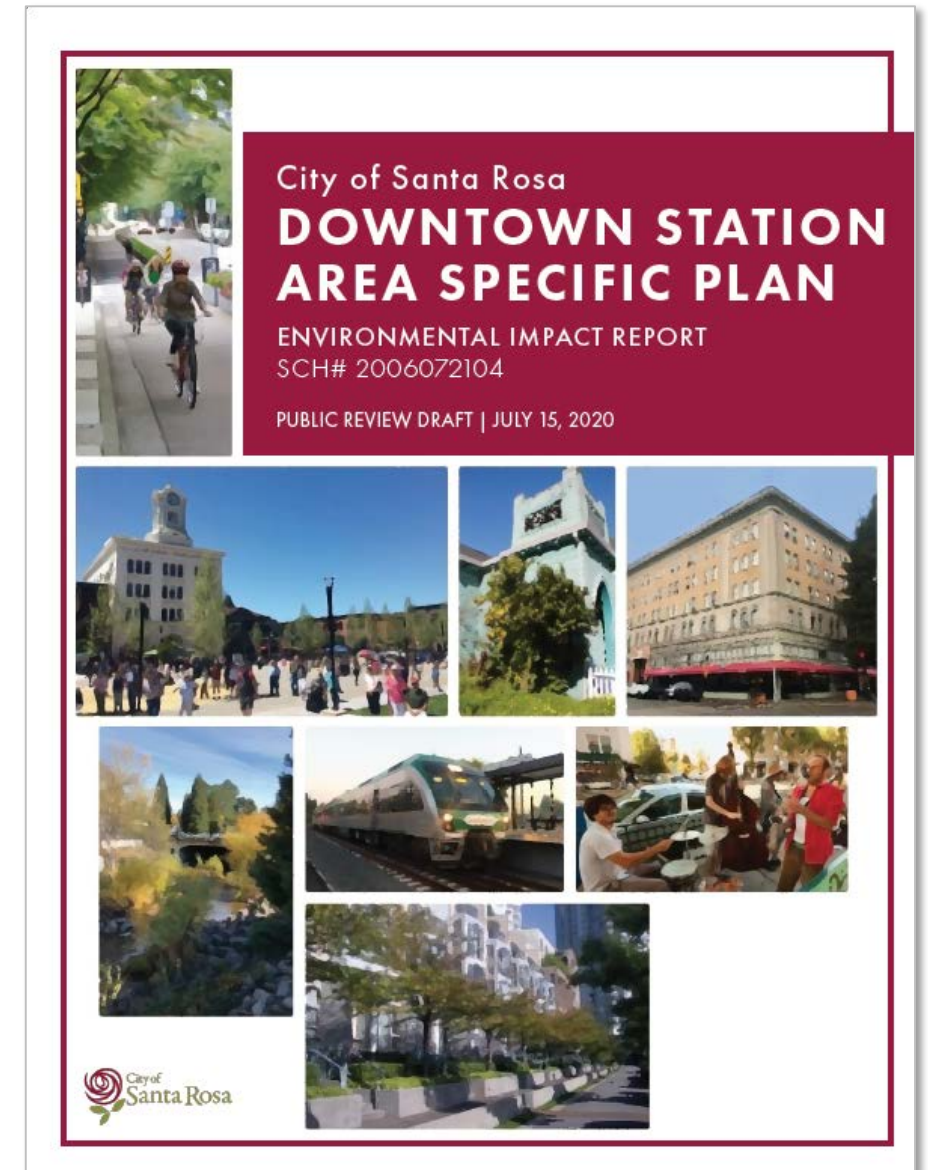
- Identify potential environmental impacts that could result from DSASP implementation
- Streamline new development by anticipating and mitigating impacts

KEY MOVES

- Policies and mitigation measures to address potential impacts, especially for:
- Air quality
- Cultural and historic resources
- Parks

What is an EIR?

- **Report** to inform the public and public agency decision-makers of significant **environmental** effects of proposed plans, identify possible ways to minimize those effects, and describe reasonable alternatives to those projects.
- Downtown Santa Rosa's EIR is *programmatic* = evaluates the broad policy direction of a planning document, but not potential site-specific impacts.
- Under CEQA, streamlined environmental review is allowed for projects that are consistent specific plan policies for which an EIR was certified. Residential projects that comply are exempted.



Subsequent EIR

- 2007 DSASP EIR certified in October 2007
- State law requires an SEIR when new or substantially more adverse impacts could occur as a result of:
 - Substantial changes in the project description
 - Substantial changes in circumstances since certification of the prior EIR
 - New information that has emerged
- SEIR does not analyze environmental impacts adequately addressed in the original EIR These impacts were assessed in an *Initial Study*.

**Santa Rosa Downtown Station Area
Specific Plan Update: Initial Study**

December 19, 2019



Summary of Findings

- Majority of impacts are less than significant
- Three significant impacts would be reduced to less than significant with mitigation:
 - Air Quality
 - Historic Resources
 - Parks and Recreation
- No impacts would be significant and unavoidable
- No cumulatively considerable impacts



Final SEIR- Public Comment

- Public Comment Period: July 15th -Aug 31st
- No new significant or substantially more severe impacts or new mitigation measures not already included in the Draft SEIR.
- Planning Commission Hearing
- 1 EIR comment letter received:
 - Affordable housing and displacement concerns
 - Concern for air quality and VMT impacts from gentrification
- Mitigation Monitoring and Reporting Program prepared as part of FEIR.



City of Santa Rosa

DOWNTOWN STATION AREA SPECIFIC PLAN

FINAL SUBSEQUENT ENVIRONMENTAL IMPACT REPORT
SCH# 2006072104

SEPTEMBER 17, 2020



General Plan Amendments



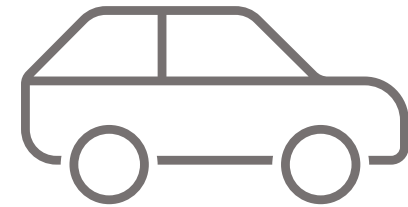
General Plan Amendments

Land Use Element

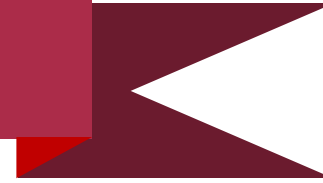
- Addition of new land use designations
 - Core Mixed Use, Station Mixed Use, Maker Mixed Use, Neighborhood Mixed use
- Floor Area Ratio Map added
- Policy modifications/removal to align with Plan
 - Height, density, activity generating uses, east west connectivity and safety

Urban Design and Housing Elements

- Minor changes to policies to align with Plan
- Removal of minimum parking requirements
- Updated information in Underutilized or Developed Sites and Constraints Sections



General Plan Amendments



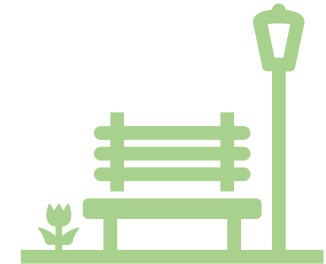
Transportation Element

- Transportation and Bicycle Figures updated
- Santa Rosa Avenue and E Street identified as two-lane regional streets



Public Services and Facilities Element

- Urban Park and Civic Space classifications added
- Park Figure updated



Economic Vitality Element

- Policy modified to reflect pop-up retail



Noise and Safety Element

- Policy amended to allow for ambient noise conditions up to 65 dBA

Land Use Diagram

Change Land Use Designations - 884 Parcels

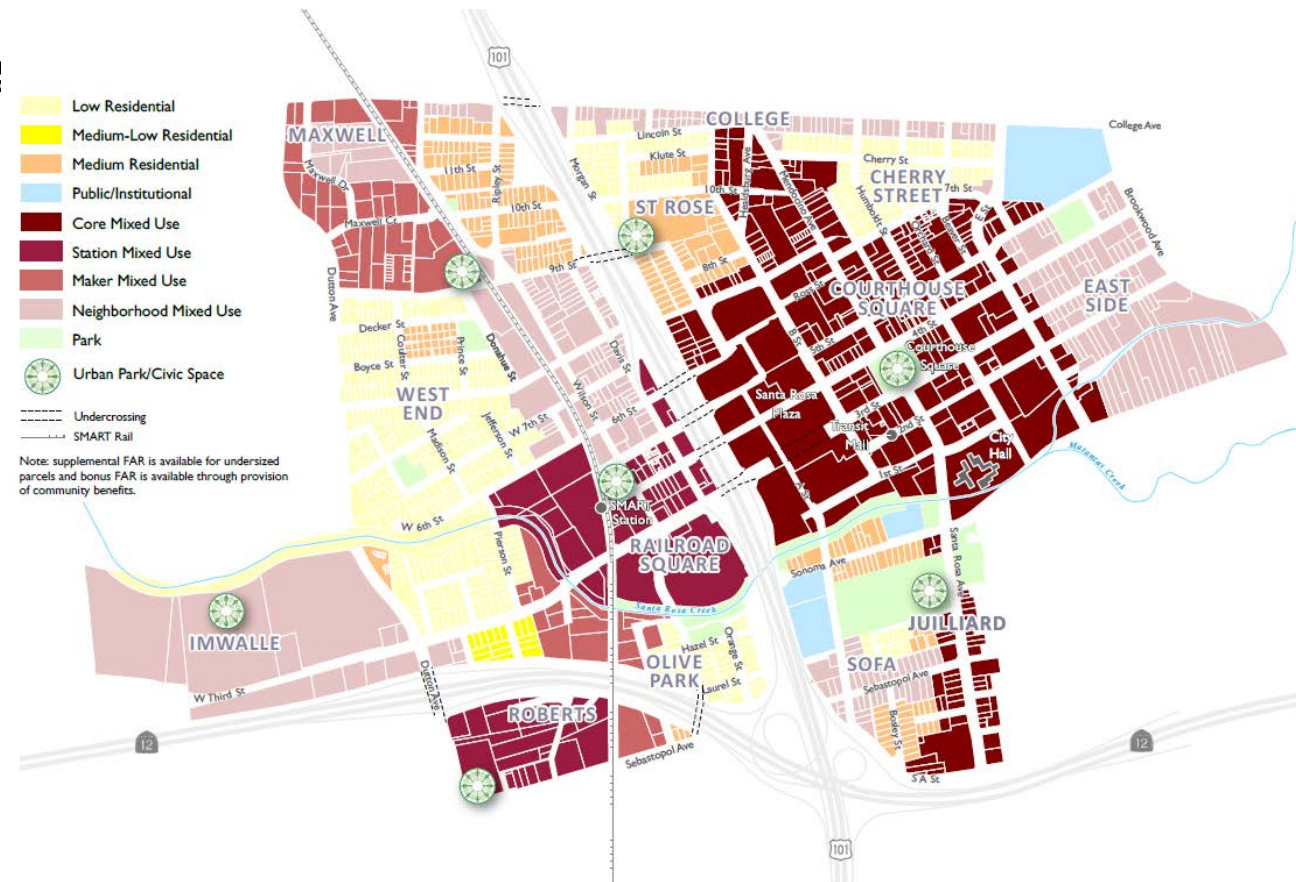
- Core Mixed Use, Station Mixed Use, Maker Mixed Use, Neighborhood Mixed Use
- Eliminates Transit Village Mixed Use, Transit Village Medium, Retail and Business Service, Office
- Developed residential areas remain

Specific Plan Boundary Modified

- Extends eastern boundary to Brookwood Avenue

Urban Parks/Civic Spaces Symbology

- Seven added to Plan area
 - Three to enhance existing parks



Staff Recommendation

- *Receive public comments*
- *Receive feedback from Planning Commission*
- *Consider recommendation of SEIR certification and DSASP adoption*

