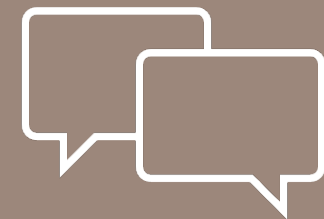




WELCOME!

THE VIRTUAL WORKSHOP WILL BEGIN SHORTLY

COMMUNITY VISION WORKSHOP | MAY 2021 | www.SantaRosaForward.com

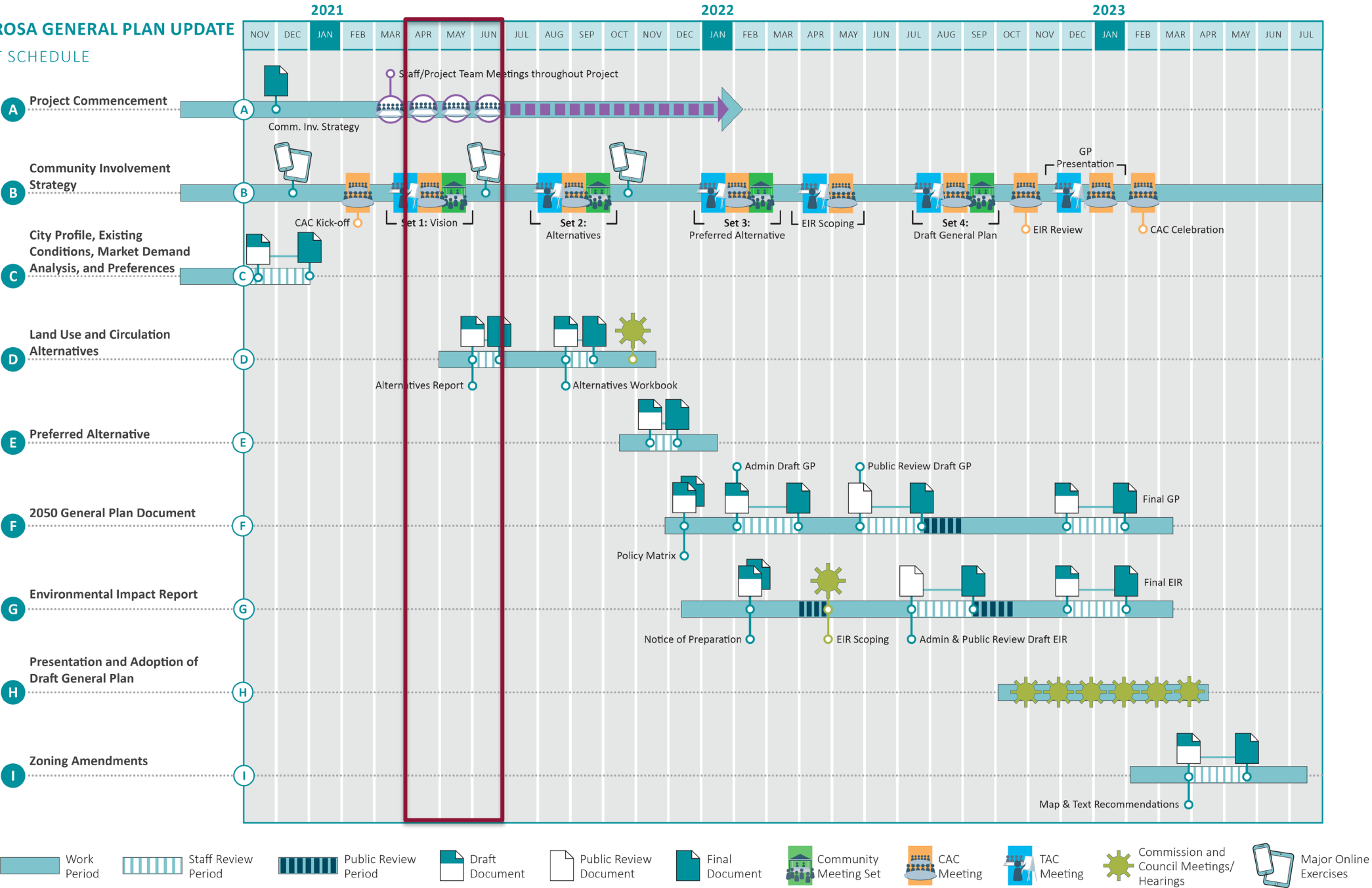


The General Plan Update process, known as **Santa Rosa Forward**, provides an important opportunity to **revisit** and **rethink** community planning policies and programs.

The goal is to think about how we want to improve Santa Rosa now and into the future!



SANTA ROSA GENERAL PLAN UPDATE
PROJECT SCHEDULE



Community Advisory Committee

The CAC is a key part of the community engagement strategy.

They are a community-based Advisory Committee that are acting as liaisons to help the City reach out to the full Santa Rosa community.



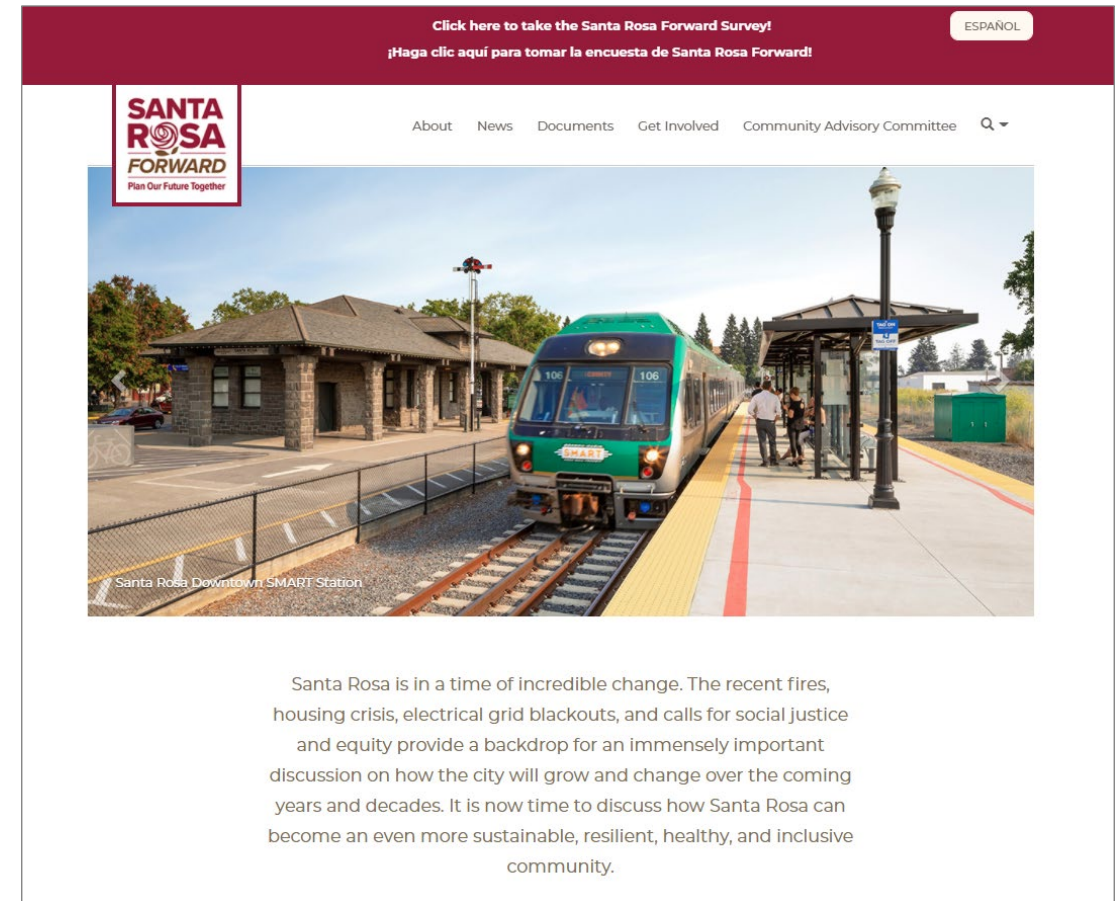
Project Website

Went live in December 2020.

Includes a wealth of project information, documents, and materials.

Also includes a Comment Form, ability to sign up for email updates, and links to surveys.

SantaRosaForward.com



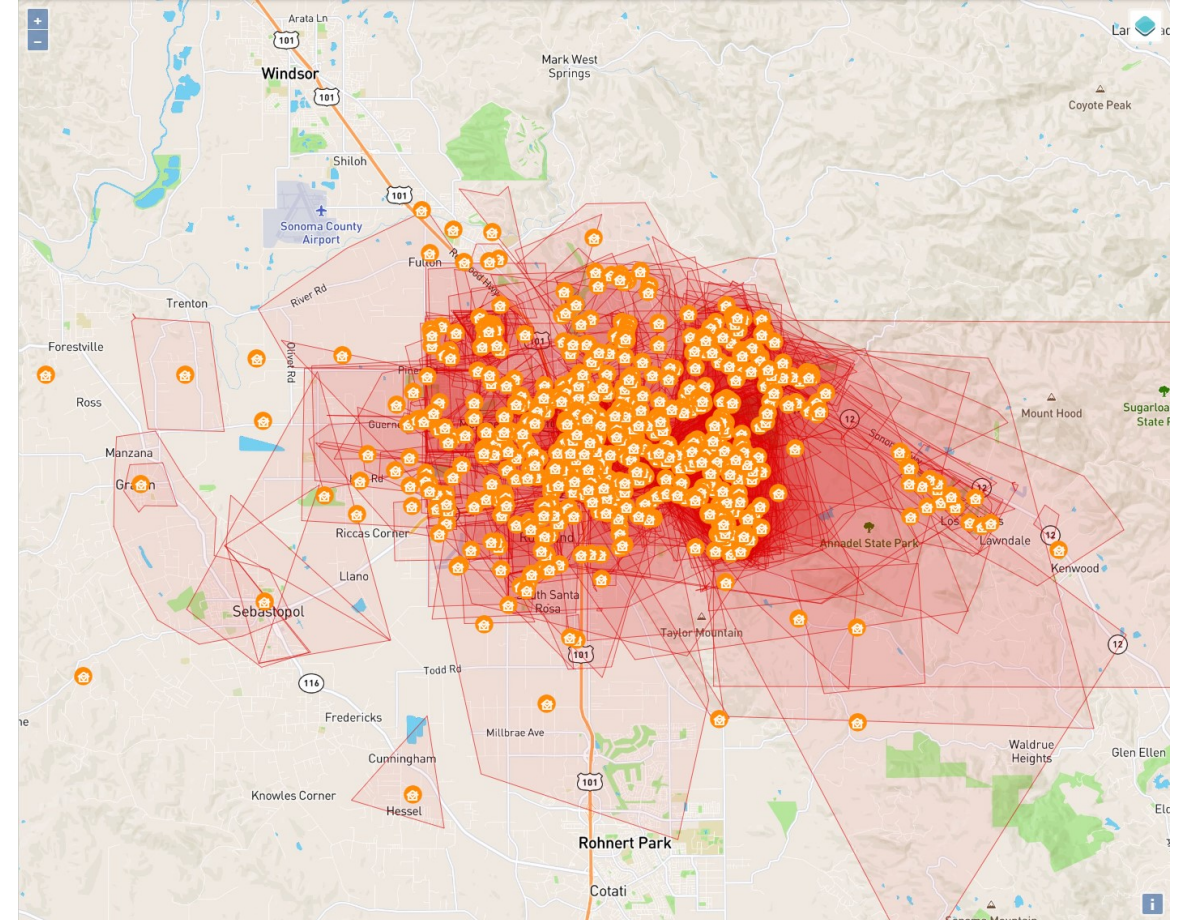
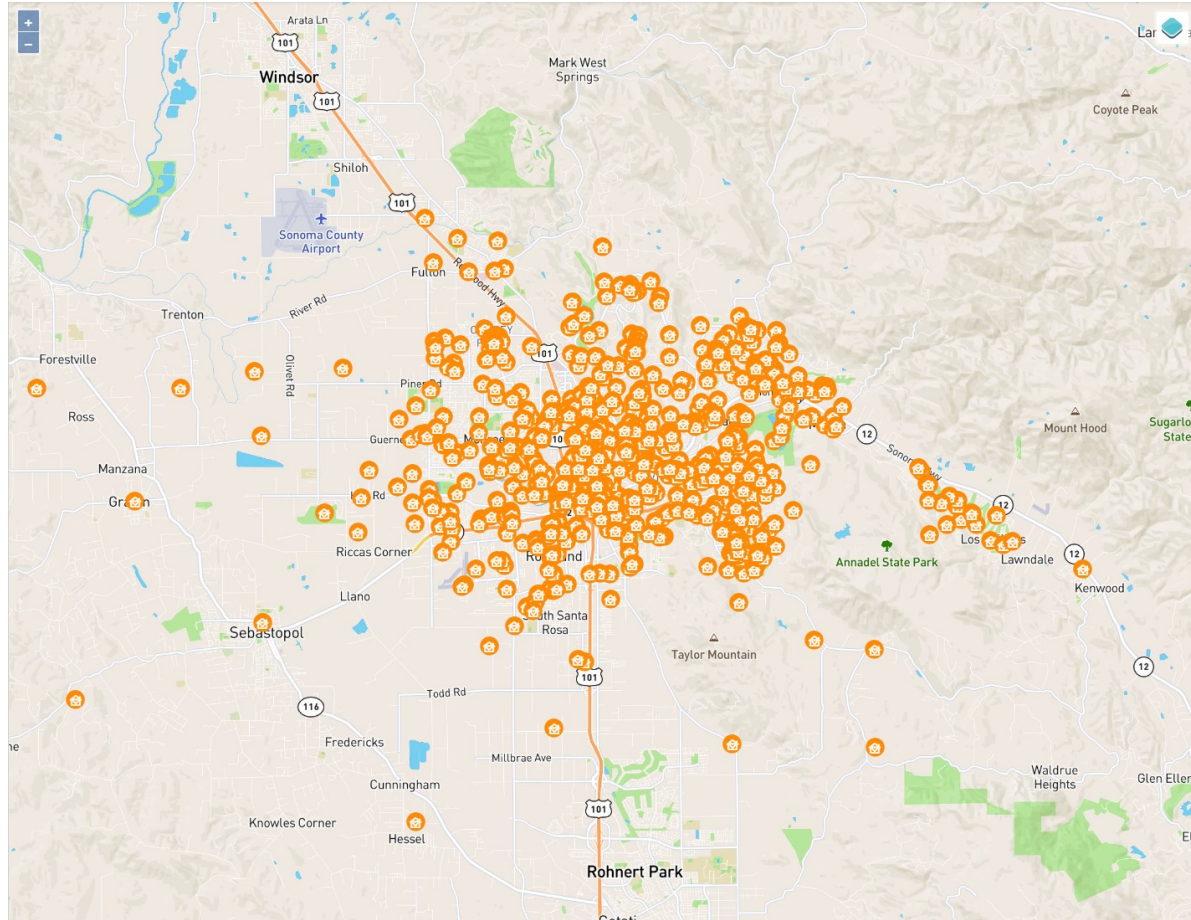
Community Survey #1

Released on February 19, 2021,
in both English and Spanish
versions.

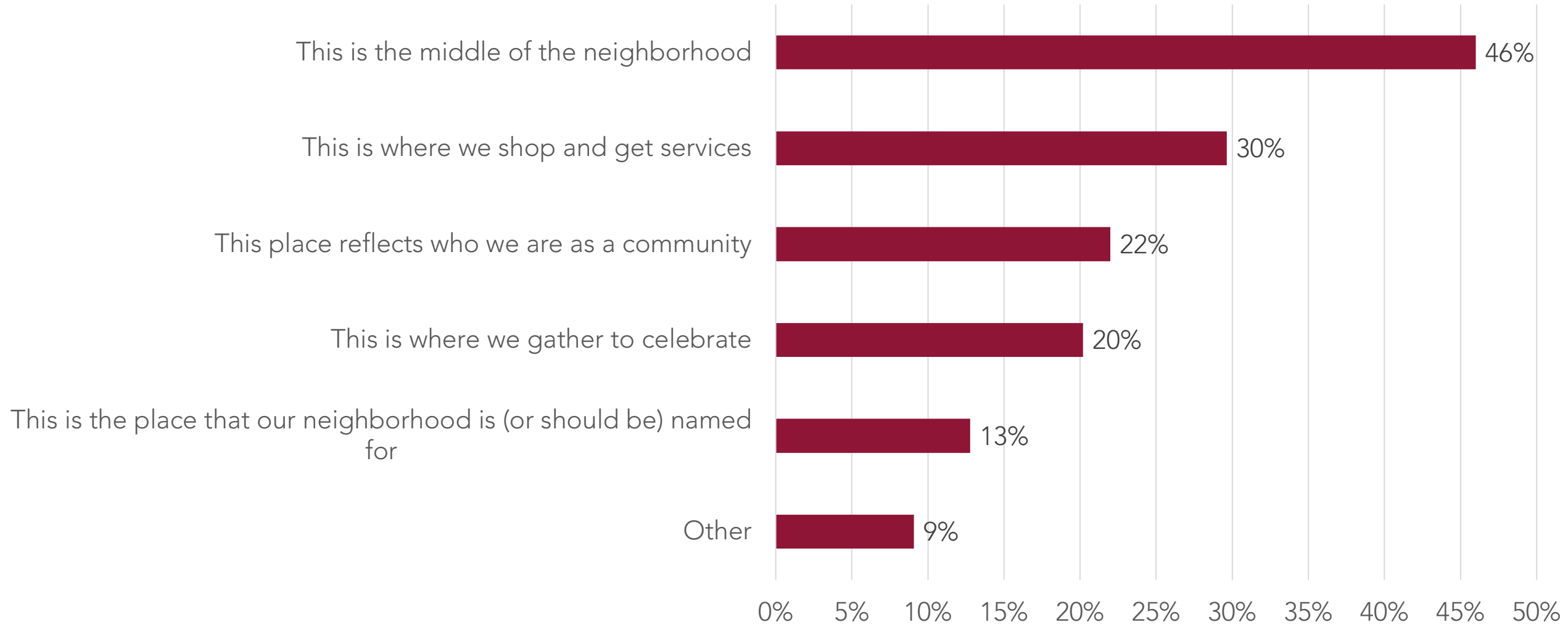
Over **1,300** Santa Rosans
completed the survey!



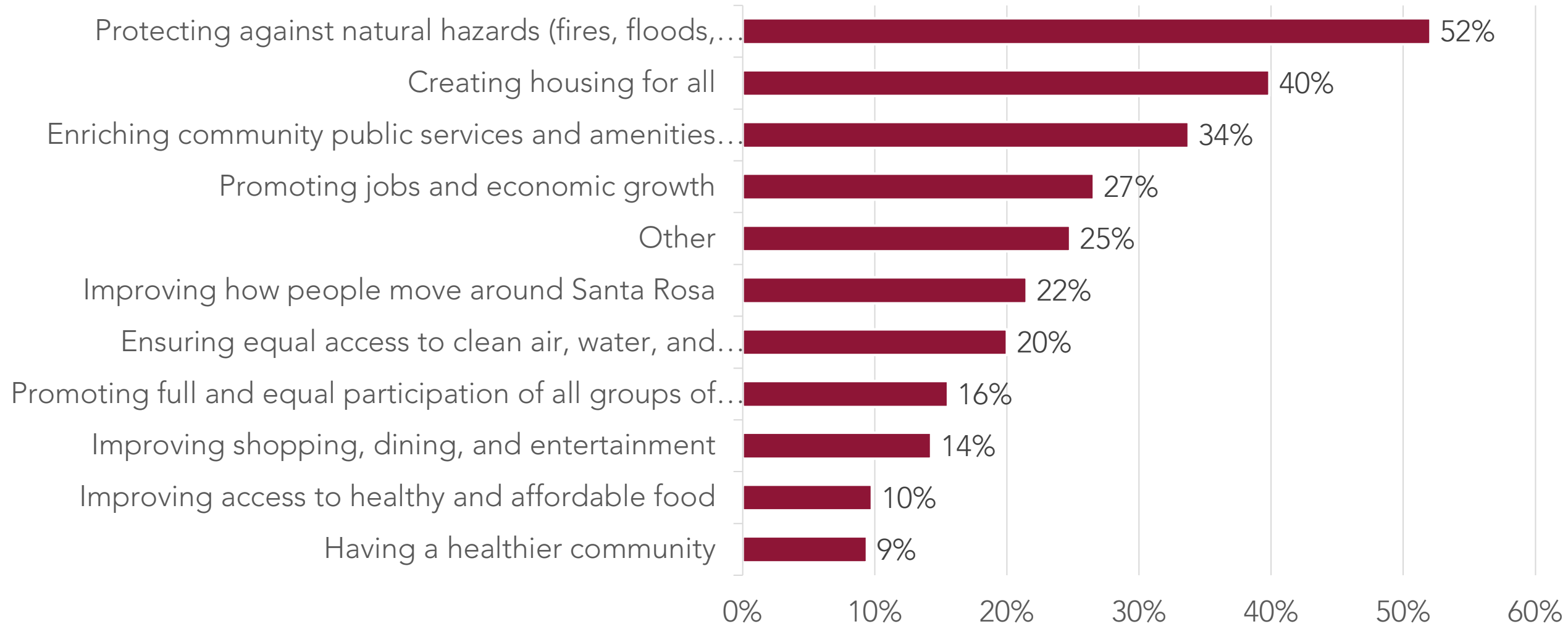
Map the Heart of Your Neighborhood



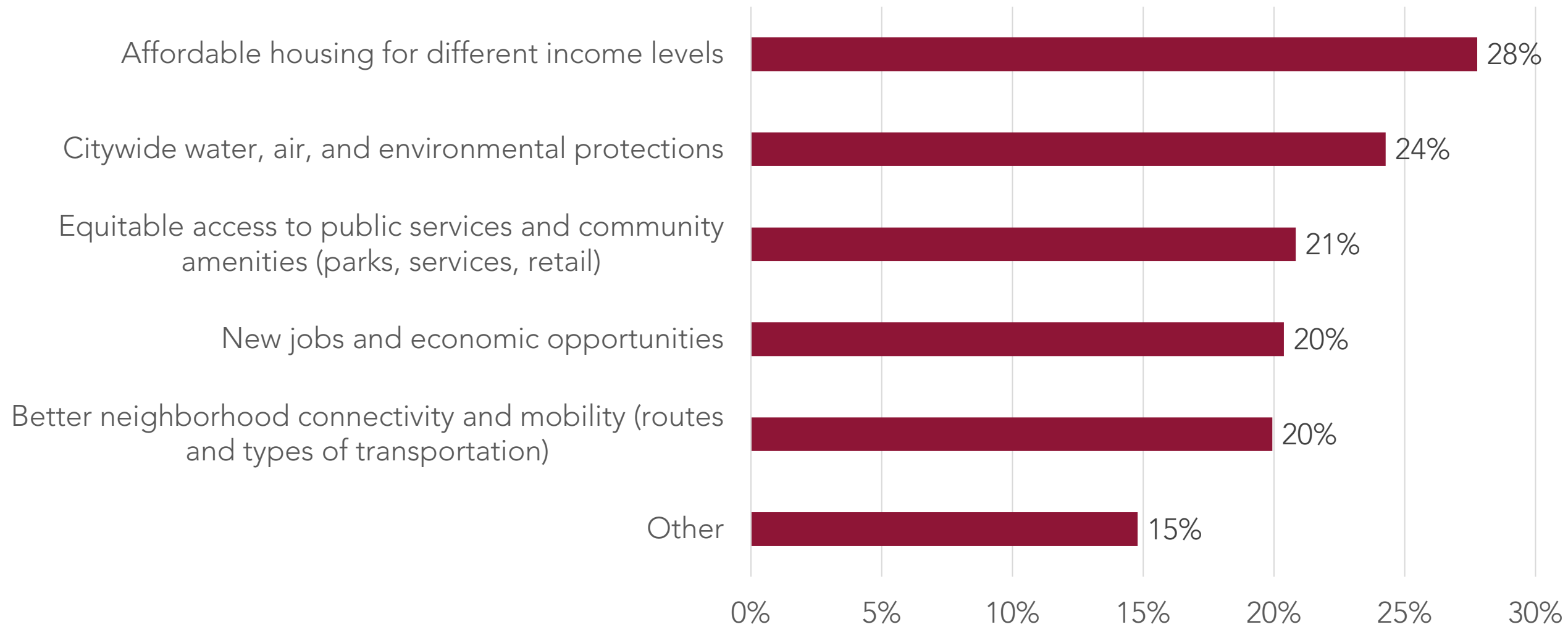
What makes this the heart of your neighborhood?



What are the most important changes you would like to see in the City of Santa Rosa?



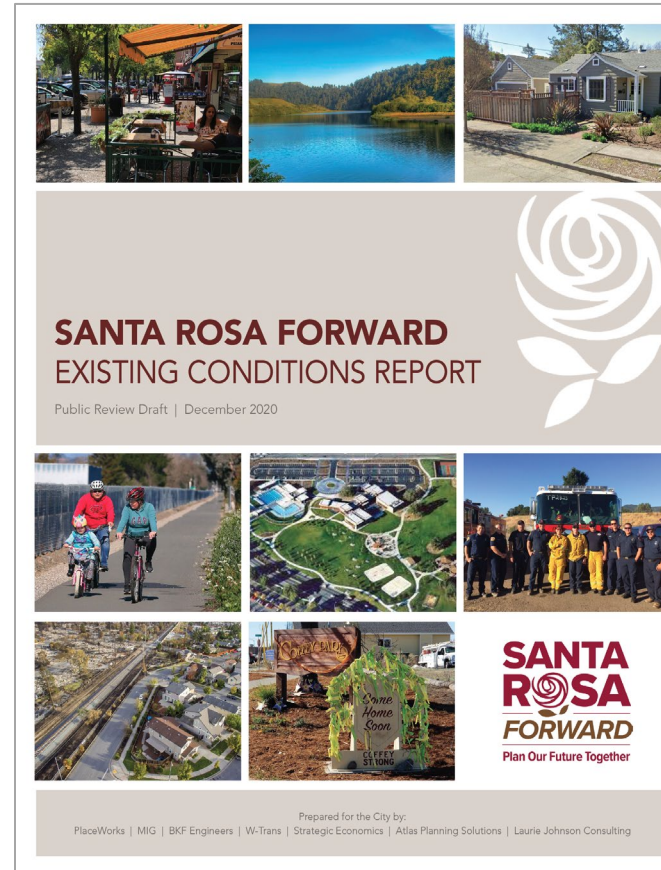
What excites you the most about the future of Santa Rosa?



Existing Conditions

Summarizes the current context in Santa Rosa:

- Demographics
- Economics
- Land Uses
- Community Character
- Mobility
- Natural Resources
- Safety
- Infrastructure
- Environmental Justice
- Community Health



5.1 RECREATION, PARKS, AND OPEN SPACE FINDINGS

Recreation and Parks

1. The City of Santa Rosa's current General Plan sets a goal of six acres of parkland for every 1,000 Santa Rosa residents—twice the State standard and national average. Santa Rosa has nearly achieved this goal, with 5.9 acres of park and open space land per 1,000 residents.
2. Parkland in Santa Rosa is well distributed geographically, and a majority of residents have access to parks or open space areas within a half mile of their homes. This includes neighborhoods designated by the State as "Communities of Concern" (which in other cities often specifically lack easy access to parks or open space).
3. The City is committed to maintaining and improving the community's access to quality parks now and in the future by: (a) ensuring safe, walkable access to parks for all residents; (b) continuing to offer valuable programming, including youth enrichment programs; and (c) maintaining high-quality park amenities.

Regional Open Space and Trails

4. Open space areas of various sizes are integrated into many of the city's parks and contribute to the overall preservation of recreational land in the Planning Area. Open space areas purposely have minimal improvements to preserve the natural setting.
5. Larger open space areas in the Planning Area are generally developed in association with the Sonoma County Agricultural Preservation and Open Space District and the Sonoma County Water Agency under joint acquisition and maintenance agreements. These spaces are counted toward the standard of 1.1 acres of public-serving open space per 1,000 residents.

Fire Damage and Park Restoration

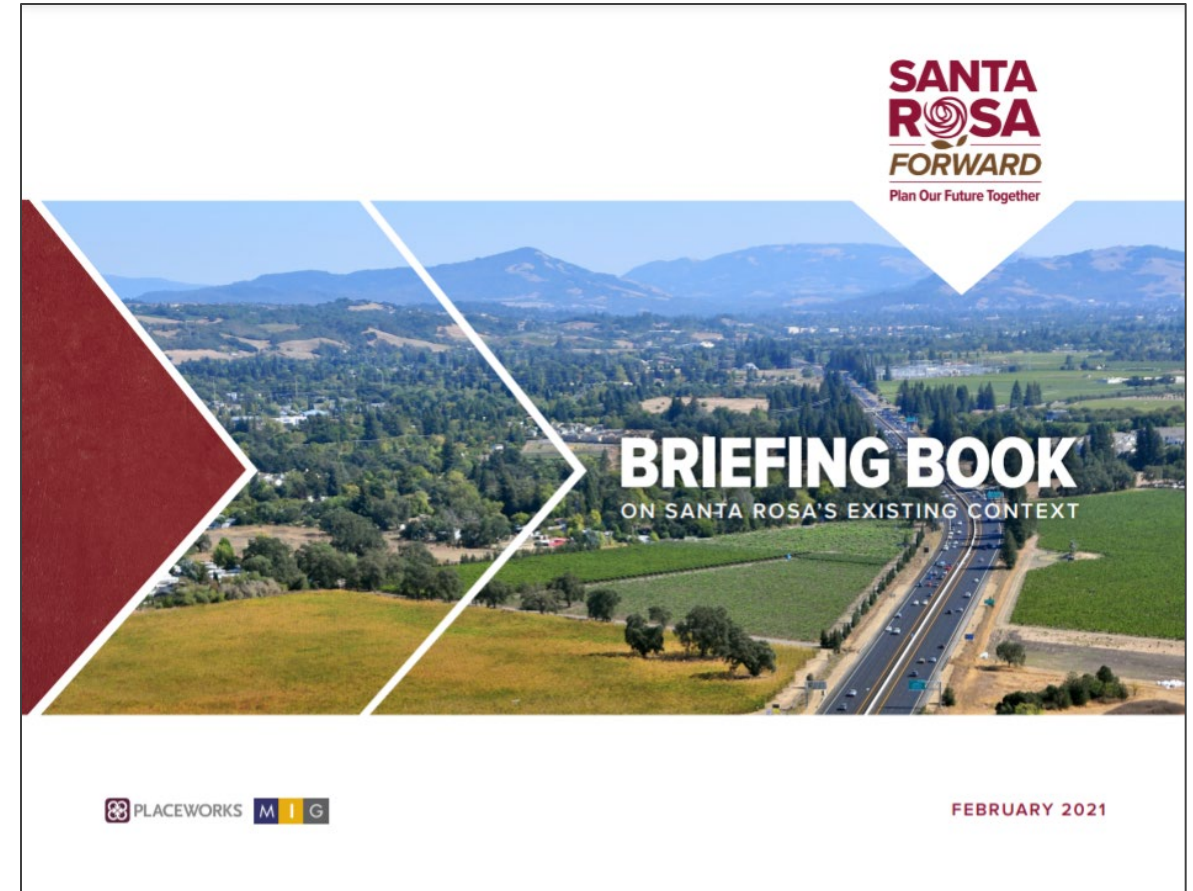
6. The 2017 Tubbs Fire damaged approximately 75 acres of parkland across 10 park sites in Santa Rosa. This included damage to community parks, neighborhood parks, and landscaped and natural open space areas. The City is currently (2020) in the process of restoring nine of the 10 parks, including the full rebuild of the Coffey Neighborhood Park.

Briefing Book

Published in February 2021
in both English and Spanish
versions.

Includes a summary of the
major issues, opportunities,
and constraints in Santa
Rosa

Available at:
www.santarosafoward.com/docs





LAND USE AND COMMUNITY CHARACTER

Santa Rosa is the largest city in Sonoma County, and for the past decade it has grown more rapidly than the rest of the county. Much of that growth is among Latino, Asian, and Black communities, which now make up 45 percent of the total population. However, these racially and ethnically diverse communities are not evenly distributed throughout the city. Instead, they are concentrated in northwest, southwest, and southeast Santa Rosa, while the White population is mostly located in the northeast Santa Rosa.

Most of Santa Rosa has either urban or suburban development, with many **well-established residential neighborhoods**. The current housing in Santa Rosa is primarily low density and intensity, with single-family lots covering 42 percent of the city. Given the mounting pressure to provide living opportunities for more people by building new housing of all types, the General Plan Update will likely consider trade-offs between the development of vacant sites versus redevelopment or intensification of already-developed properties.

Santa Rosa contains five of Sonoma County's twelve "Priority Development Areas," which support a wide range of community activities and are best suited for jobs and housing growth. In addition, the city contains more than 20 State-designated landmarks, one Federally-recognized historic resource (Luther Burbank property), and eight historic districts. The General Plan Update offers an opportunity to define preservation and/or change in key areas of the city to **maintain historic character while also revitalizing neighborhoods** as appropriate.

SANTA ROSA DEMOGRAPHICS IN 2018



SONOMA COUNTY DEMOGRAPHICS IN 2018



WHITE

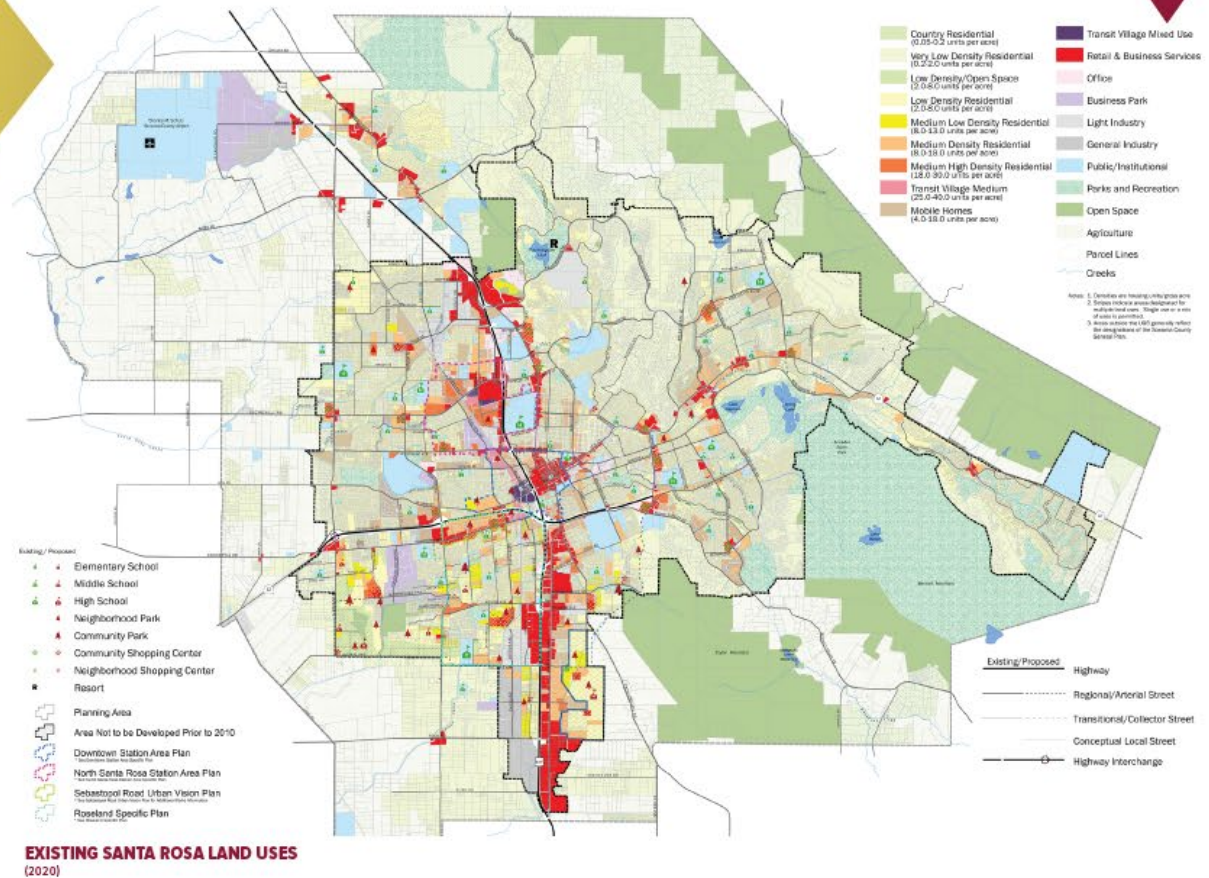
HISPANIC OR LATINX (OF ANY RACE)

ASIAN OR PACIFIC ISLANDER

BLACK OR AFRICAN AMERICAN

ALL OTHER RACES

Sources: American Community Survey 5-Year Estimates, 2014-2018; Strategic Economics, 2020.



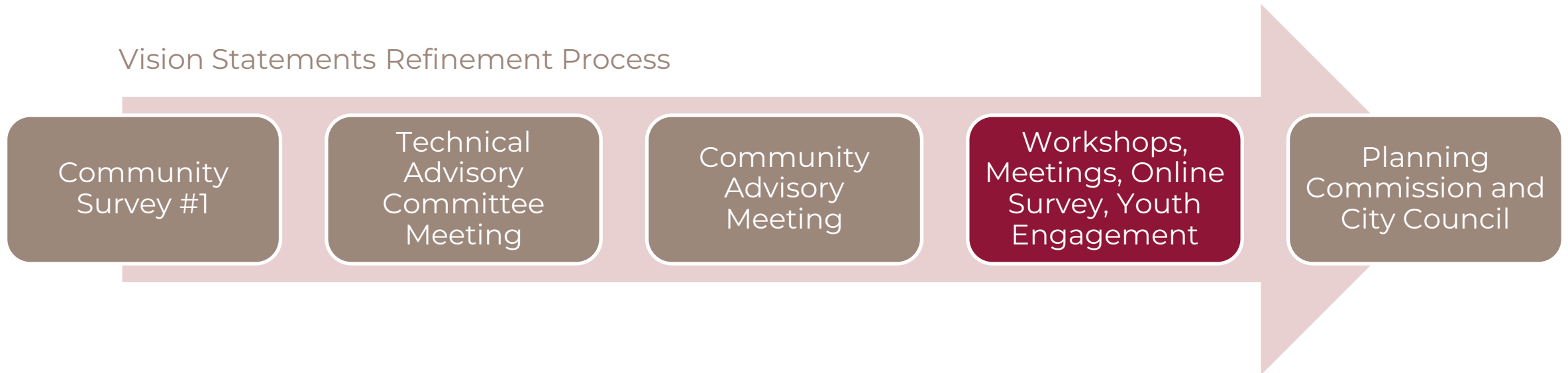
Key Takeaways

- Santa Rosa is relatively built out with established neighborhoods.
- Lower density single-family homes are the largest land use, covering 52 percent of the city.

Vision Statements

- General Plans include Vision Statements as **aspirational statements** framing community needs and desires.
- Vision Statements are important because new or updated goals, policies, and programs in the General Plan will need to reflect them and their direction.

Vision Statements Refinement Process



The **Draft Vision Statements** are organized around topics

The initial statements are based on ideas from the community, Community Advisory Committee, and City staff.



Draft Vision Statements



Inclusive: Everyone is welcome, all people and groups are actively encouraged to join in neighborhood and citywide decision making, and barriers to participation are identified and eliminated.



Just: Social and environmental justice is achieved for all people.

Draft Vision Statements



Healthy: Neighborhoods are healthy, vibrant, full-service communities, anchored by inclusive and accessible public outdoor spaces and buildings offering safe and welcoming places for all groups to gather.



Resilient: All facets of the community, including housing, infrastructure, and social services are sustainable and resilient to economic changes and hazards.

Draft Vision Statements

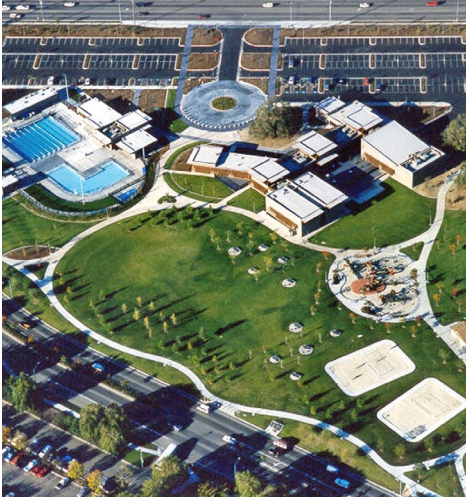


Prepared: All residents are aware of the risks of natural and human-caused hazards and are engaged in neighborhood and City emergency preparedness efforts.



Sheltered: A diverse mix of high quality, safe, thoughtfully designed, and well-served housing at all affordability levels is available throughout the community to accommodate everyone, including local workers and formerly homeless residents.

Draft Vision Statements



Equitable: Everyone has convenient and equitable access to meet their daily needs—including healthy food, recreation, education, childcare, reliable internet, and physical and mental health services—and community members enjoy long, fulfilling, healthy lives.

Draft Vision Statements



Successful: Top employers gravitate; Black-, Latinx-, and other minority-owned businesses are in all corners of the community; tourism and entertainment spaces support a vibrant city; and meaningful work in a thriving economy is available for people of all ages and backgrounds.



Connected: High-quality, reliable, and safe transit service, bicycle and pedestrian facilities, and other forms of mobility connect all ages across the city at all times and support healthy lifestyles, clean air, equity, and resilience.

Draft Vision Statements



Safe: Public safety services are provided by caring and thoughtful community members who are representative of and familiar with the neighborhoods, groups, and individuals they serve.



Educated: Life-long education, enrichment, and supportive services and resources engage and empower young people, strengthen families, connect and activate seniors, and foster the success and well-being of all people..

Draft Vision Statements



Cultural: Artists and public art are supported and found in every neighborhood and historic resources emphasize the importance of culture in the community and its contribution to equity and the local economy.



Sustainable: Natural resources—including streams and creeks, trees and landscaping in public places, and community and rooftop gardens—are restored, protected, and expanded to provide accessible green space for everyone in all neighborhoods.

Next Steps

- The City will be hosting **a series of Community Vision Workshops** in both English and Spanish by Council District/geography during May 2021.
- In addition, Community Advisory Committee members, City staff, and volunteers will host **additional meetings** with different groups, neighborhoods and organizations.
- The Project Team will summarize all community comments and feedback and present updated **Vision Statements** to the Planning Commission and City Council for feedback.
- **Make sure you stay involved in the process!** Your ideas, feedback, and perspective is important.



Learn more about the project at
www.SantaRosaForward.com