

TO: CULTURAL HERITAGE BOARD
FROM: PLANNING AND ECONOMIC DEVELOPMENT
SUBJECT: SANTA ROSA FORWARD GENERAL PLAN VISION STATEMENT

RECOMMENDATION

It is recommended by the Planning & Economic Development Department the Cultural Heritage Board receive a report regarding the Santa Rosa Forward General Plan Project and provide member input on the Project Vision Statement.

The Santa Rosa Forward project team offers a presentation to inform members of the Cultural Heritage Board about the Santa Rosa Forward project and to get member input on the opportunities and challenges facing the City in the next 25 to 30 years. No action by the Board is requested. Member comments will be collected as input for the draft Santa Rosa Forward Vision Statement (attached).

BACKGROUND

In March of 2020, the Planning and Economic Development Department started the first phase of the comprehensive update of the Santa Rosa 2035 General Plan. This 3-year project – referred to as “Santa Rosa Forward” - will produce general plan with a 25-year planning horizon. The Project Team including staff and consultants produced the Existing Conditions Report and Breifing Book which are posted on the project website (www.santarosafoward.com). After the Community Involvement Strategy was accepted by Council in August 2020, the team recruited members for the Community Advisory Committee to represent the City’s diverse nieghboroods and interests. The CAC members will provide input and serve as community liasions throughout the project.

Last March, the CAC helped the team frame the draft Vision Statement for the Santa Rosa Forward Project. The Project Team then presented the draft statement to the public at community workshops, meetings with community groups, and a public questionnaire. The Project Team will use this input and the input from the Board to draft the Vision Statement which will be presented to the Planning Commission and City Council at a joint study session on July 20th, 2021.

ATTACHMENT

Attachment 1 – Draft Vision Statement

CONTACT

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