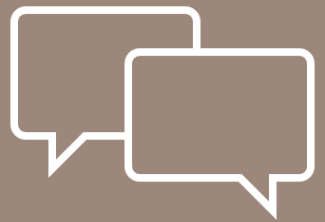




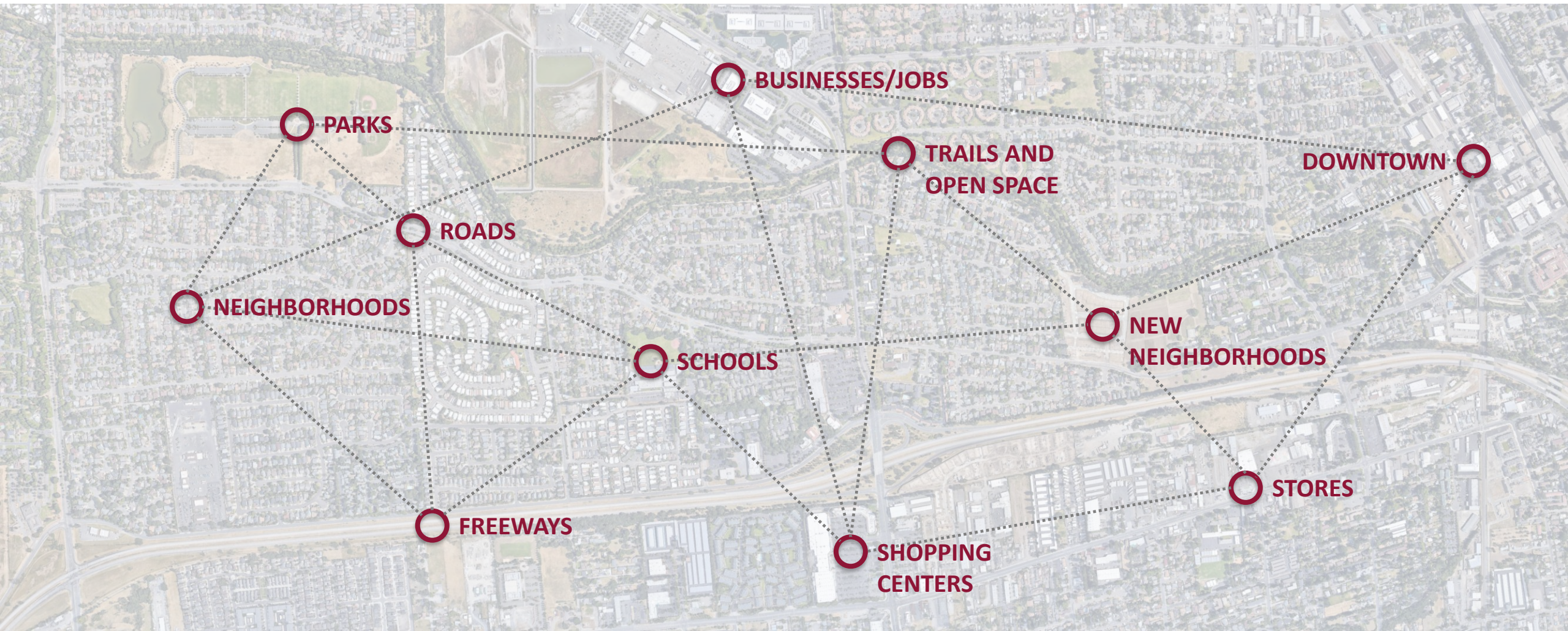
DRAFT GENERAL PLAN 2050

Planning and Economic Development

Board of Community Services meeting of August 23, 2023



Communities are planned by thinking about where homes, buildings, stores, parks, schools, roads, and other features should be located and how they relate to each other.



But planning also involves thinking about what people need and how they can stay safe, have access to education and jobs, and have a voice in decisions that affect their lives.



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

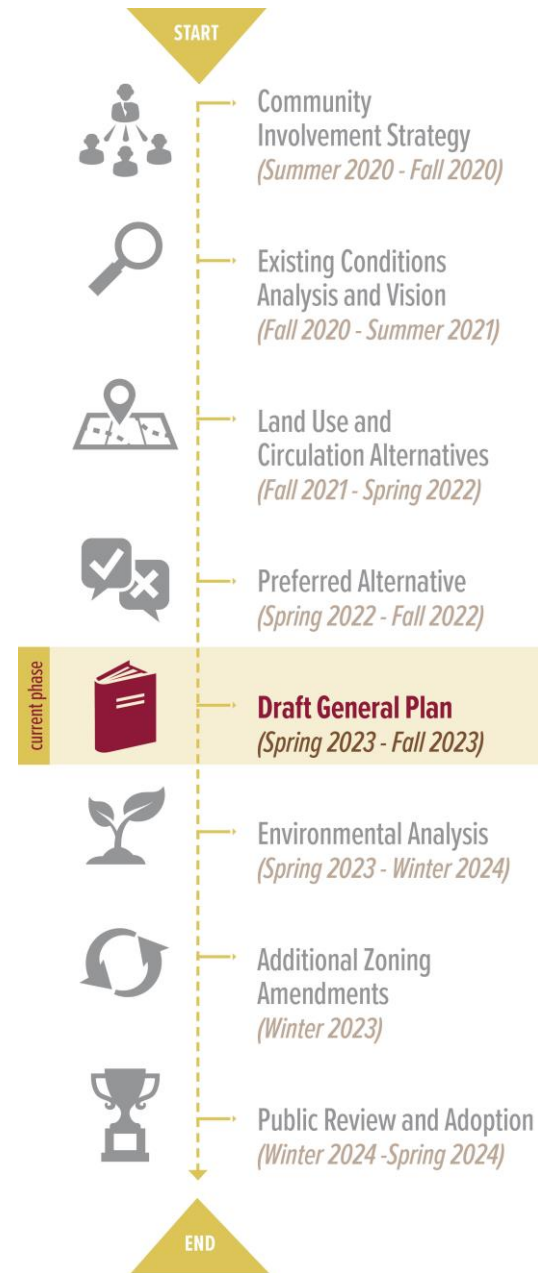
The goal is to think about how we want to improve Santa Rosa now and into the future!



General Plan Process

We are currently in the *Draft General Plan* phase of the project.

Project Timeline



Milestone Reports

**Community
Involvement
Strategy**
August 2020

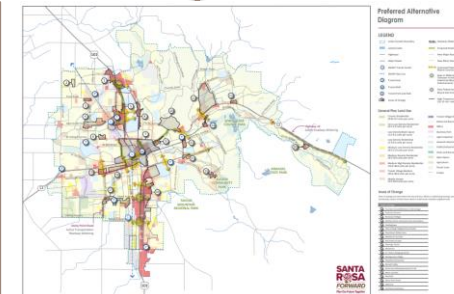
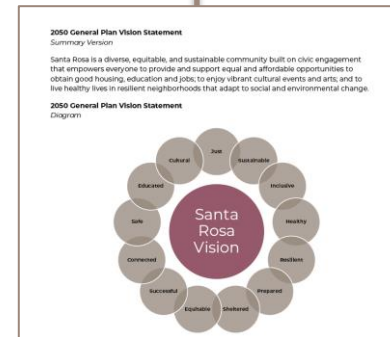
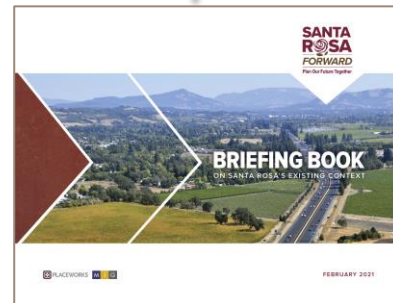
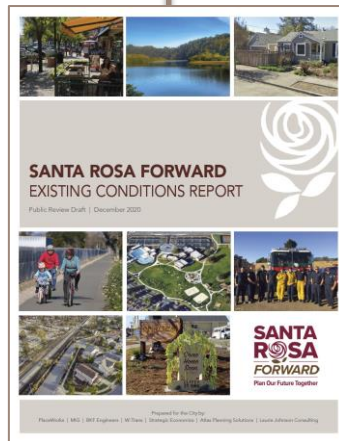
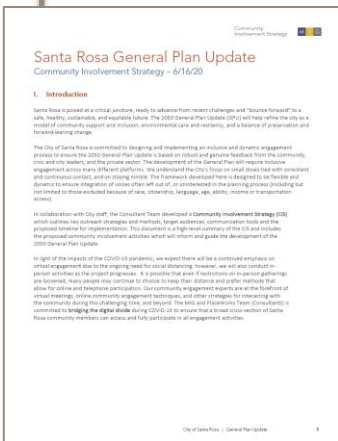
**Existing
Conditions
Report**
December
2020

Briefing Book
February
2021

**Vision
Statement**
August
2021

**Alternatives
Workbook**
January
2022

**Final Preferred
Alternative**
October
2022



2050 General Plan Vision Statement

Refined by the community in Summer 2021

Santa Rosa is a diverse, equitable, and sustainable community built on civic engagement that empowers everyone to provide and support equal and affordable opportunities to obtain good housing, education and jobs; to enjoy vibrant cultural events and arts; and to live healthy lives in resilient neighborhoods that adapt to social and environmental change.



Questions about the project?

DRAFT GENERAL PLAN SUMMARY



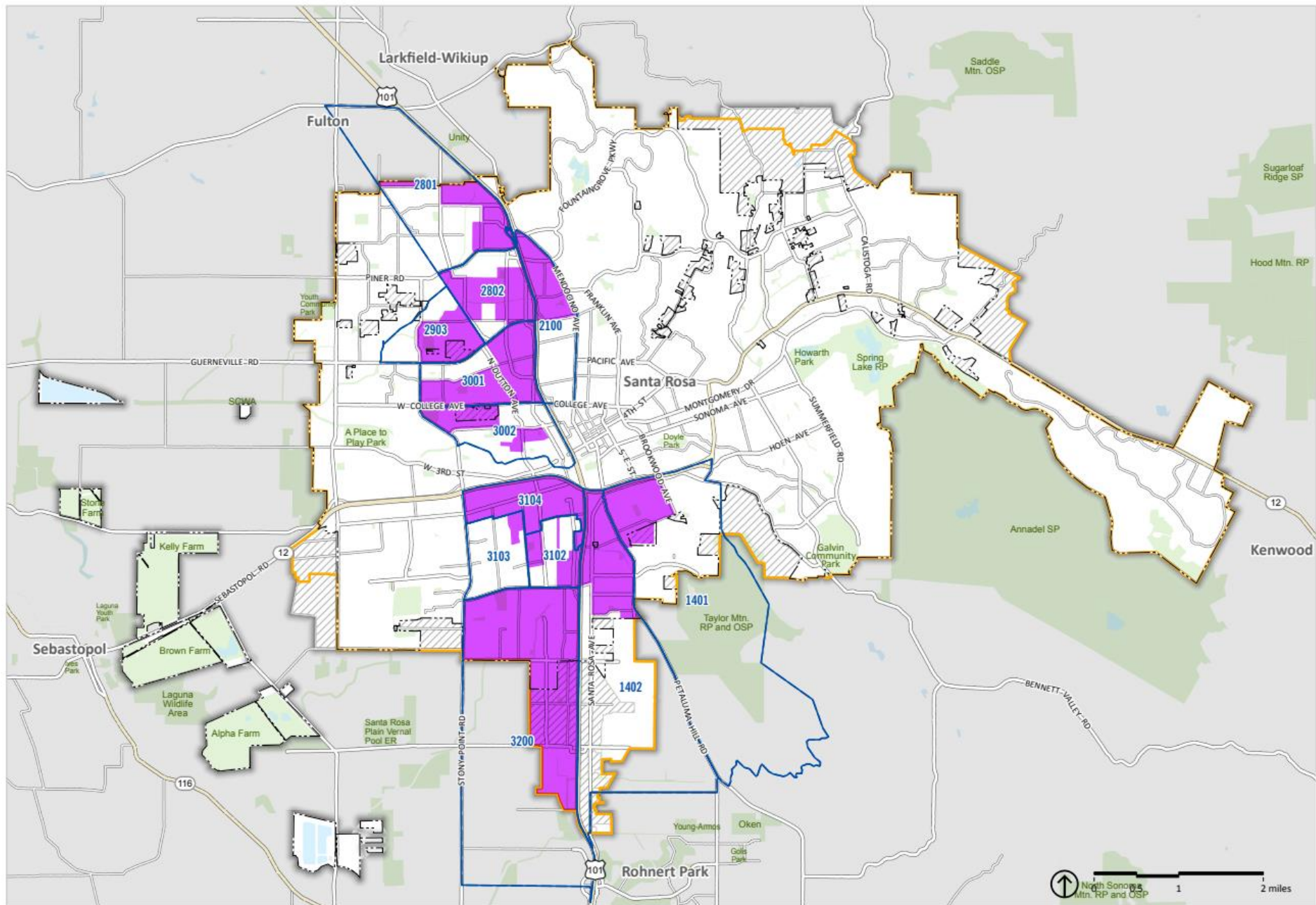
Santa Rosa General Plan 2050

General Plan Contents

Draft Santa Rosa General Plan 2050 consolidates the State mandated General Plan elements into five chapters* that address both required and optional General Plan topics. Each chapter includes goals, policies, and actions that work together to achieve the community’s vision for the future.



*The City’s Housing Element covering the planning period through 2031 was adopted in February 2023. Draft General Plan 2050 does not propose any changes to the Housing Element.

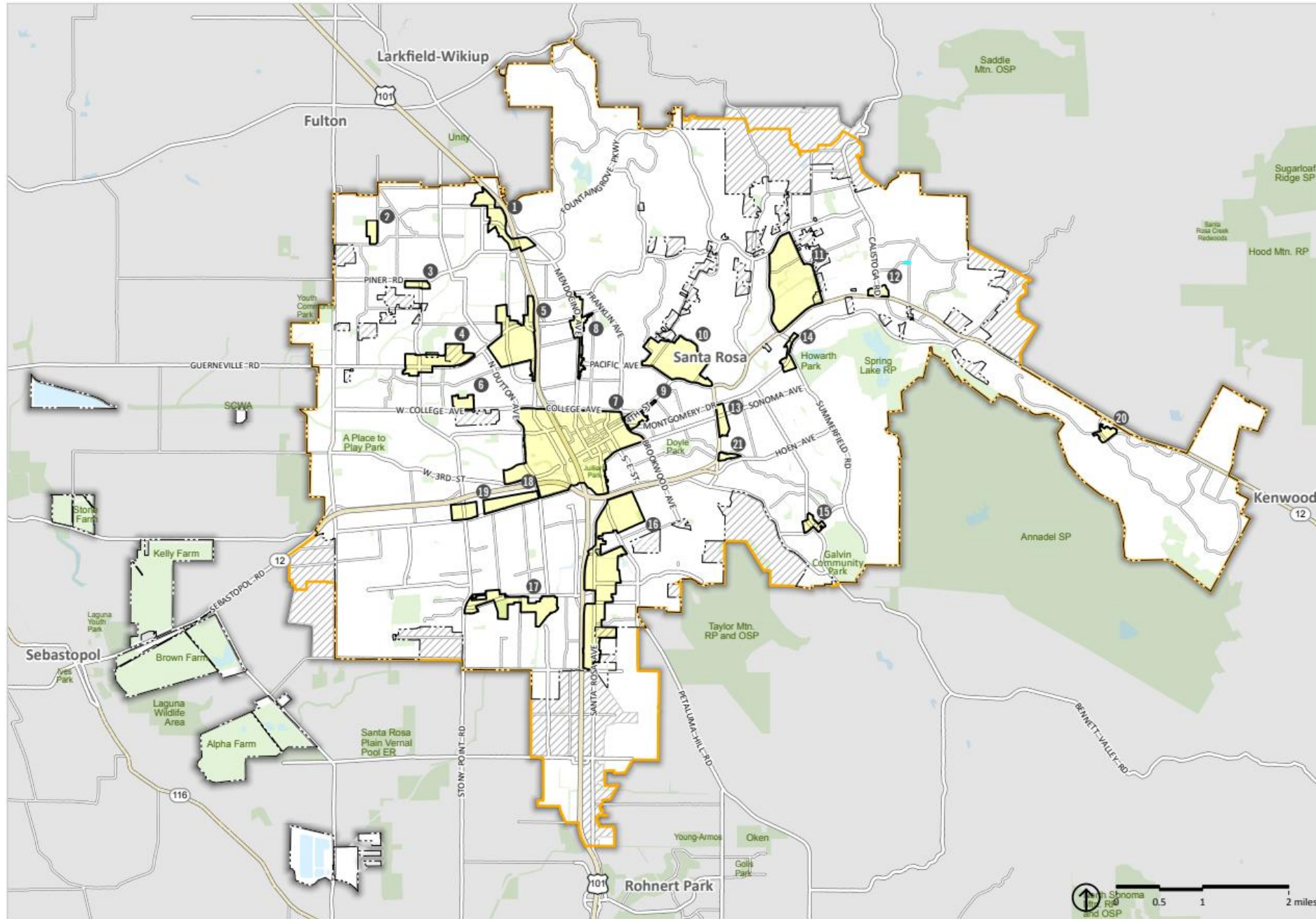


Equity Priority Areas

- City Limits
- City Sphere of Influence
- Urban Growth Boundary
- Planning Area
- Equity Priority Areas
- Census Tracts Containing Equity Priority Areas

Source: City of Santa Rosa 2023

Areas of Change



Source: City of Santa Rosa 2023

How land is used in Santa Rosa can make a big difference in how people feel about and interact in local neighborhoods and in how the local economy operates. General Plan 2050 seeks to reinforce local pride, increase local investment, and bolster the vitality of the city as a whole.

Land Use and Economic Development in the Plan: The Land Use and Economic Development chapter of the General Plan supports thoughtful land use planning and economic development strategies to enhance and build on

Land Use Classifications: The citywide land use classifications represent adopted City policy intended to achieve the community's vision. They are meant to be broad enough to give the city flexibility in implementation, and clear enough to provide sufficient direction to carry out the General Plan.

Goal 2-1: Ensure that growth and change serve community needs, protect the environment, improve fiscal stability, and enhance quality of life for all members of the community.

Goal 2-2: Promote city-centered growth and investment with a neighborhood-focused approach to create complete and connected communities that provide for community members' daily needs within easy walking or biking distance.

Goal 2-3: Promote livability by creating a variety of housing types near transit to reduce greenhouse gas emissions.

Goal 2-4: Ensure that new growth and development are resilient to economic cycles and forces.

Goal 2-5: Foster sustained, inclusive growth that generates long-term, shared value in the community and creates economic opportunities for all residents.

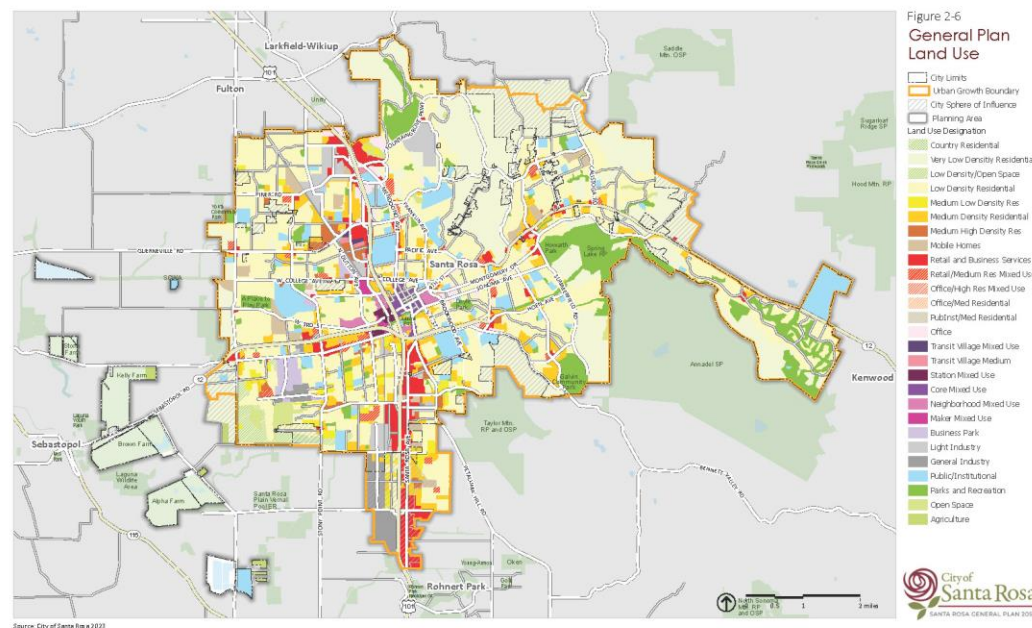
Goal 2-6: Maintain vibrant, convenient, and attractive commercial centers.

The following are some of the new ideas presented in this chapter:

- » Require construction measures that make exposure to air pollution less severe for development within 500 ft of Highways 101 and 12 (Action 2-1.3).
- » Support micro-entrepreneurialism, neighborhood-centered businesses and job creation, home-based businesses, mobile food and craft vendors, and community gathering events in all non-residential zoning districts (Actions 2-4.6, 2-5.8, and 2-5.9).

The diagram illustrates the spatial organization of the study area, divided into three distinct zones from left to right:

- Downtown Area:** The leftmost zone, represented by a double-headed arrow.
- Areas of Change:** The middle zone, represented by a double-headed arrow.
- Residential Neighborhoods:** The rightmost zone, represented by a double-headed arrow.



3 CIRCULATION, OPEN SPACE, CONSERVATION, AND GREENHOUSE GAS REDUCTION

OVERVIEW

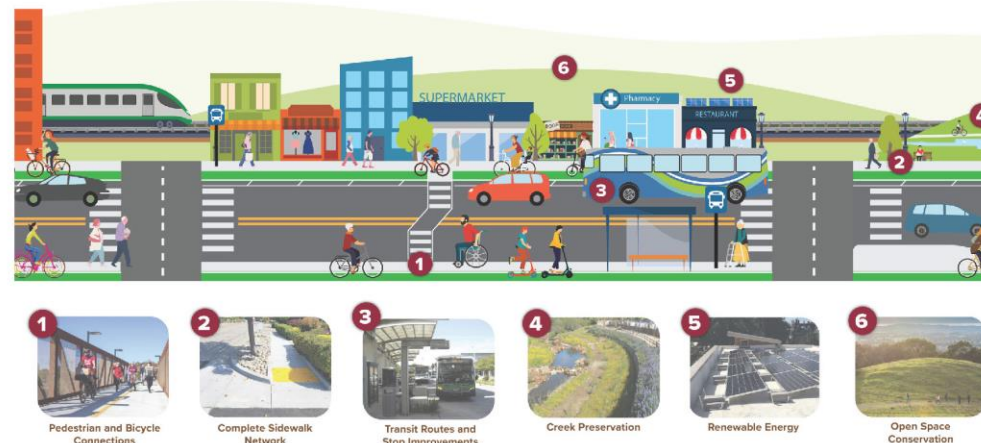
Responsible management of the built and natural environments now and in the future is essential to ensure the well-being of current and future generations.

Circulation: The General Plan works to further expand the city's transportation options and support the mobility needs of everyone in Santa Rosa, prioritizing modes like transit and bike that minimize greenhouse gas emissions.

Open Space and Conservation: Open space in and around Santa Rosa offers multiple community benefits, including visual enjoyment, watershed protection, recreation use, and hazard risk reduction. General Plan 2050 guides City efforts to conserve (preserve and protect) resources, including the city's open space areas and air quality.

Greenhouse Gas Reduction: This chapter provides goals, policies, and actions to reduce greenhouse gas (GHG) emissions in the transportation and energy sectors, which generate the highest shares of GHG emissions. Additional GHG reducing strategies are present in other chapters of the General Plan where topics such as land use and public services and facilities are addressed. The City's GHG Reduction Strategy, currently under development, will present all City GHG reduction measures in a comprehensive plan.

VISUALIZING THE CONCEPT



CHAPTER GOALS

Goal 3-1: Provide an integrated land use and transportation system with safe and efficient movement of people and goods for all modes of travel that prioritizes reduction of transportation-related GHG emissions.

Goal 3-2: Provide a safe and accessible active and public transportation network that reduces dependence on single occupancy vehicles, prioritizing Equity Priority Areas and Areas of Change.

Goal 3-3: Ensure that traffic-related impacts of proposed land uses are evaluated and mitigated.

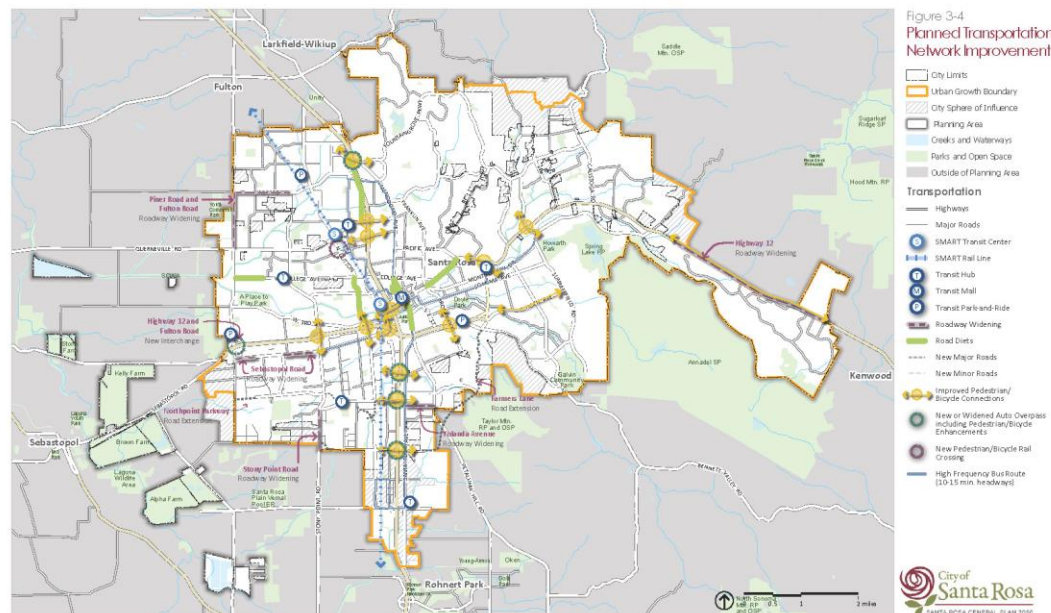
Goal 3-4: Protect, expand, maintain, and restore natural resources, open space, and agricultural land.

Goal 3-5: Achieve net carbon neutrality by 2030.

NEW IDEAS

The following are some of the new ideas presented in this chapter:

- » Prioritize transportation investments that support walking, biking, transit, carpools, and rideshares, especially in Equity Priority Areas (Actions 3-1.7 and 3-1.14), or areas that have been underinvested.
- » Continue to reduce parking requirements (Action 3-1.9).
- » Prohibit new drive-throughs (retail and services) and provide incentives to discontinue existing ones (Action 3-4.34).



4 URBAN DESIGN, HISTORIC PRESERVATION, AND ARTS AND CULTURE



OVERVIEW

Attractive design of buildings and outdoor spaces, cultural and historic preservation, and art in public spaces support a high quality of life and esteem for Santa Rosa residents and businesses.

Urban Design: The City's urban design standards encourage development to highlight the natural and historical features of established areas, create distinct architectural identities in emerging areas, and protect views of the natural, unbuilt areas surrounding Santa Rosa.

Historic Resources: Santa Rosa's historic resources include sites, structures, districts, and landmarks, marked by a rich architectural heritage, spanning many periods.

Cultural Resources: Native American habitation in the Santa Rosa region began about 7,000 years ago. The city contains almost 200 recorded Native American resources and there is a high potential for finding more Native American sites in Santa Rosa.

Arts: Arts have the power to connect people, promote cultural inclusion and diversity, create civic pride and a sense of community, stimulate the local economy, and inspire the creative spirit.

VISUALIZING THE CONCEPT



Attractive Gateways



Hillside and Creek Preservation



Native American Heritage



Historic Preservation



Public Art



Placemaking

CHAPTER GOALS

Goal 4-1: Preserve and enhance Santa Rosa's community character through attractive urban and environmental design and intentional development.

Goal 4-2: Protect the historic and cultural resources of Santa Rosa and enrich the sense of place and understanding of the city's history and prehistory.

Goal 4-3: Support an empowered, thriving, and inclusive Santa Rosa community connected through the power of art.

NEW IDEAS

The following are some of the new ideas presented in this chapter:

- » Provide planting strips with large canopy trees between the road and sidewalk along commercial streets to support safety and placemaking (Action 4-1.5).
- » Remove obstacles for owners of historic properties to support preservation (Action 4-2.11).



5 SAFETY, CLIMATE RESILIENCE, NOISE, AND PUBLIC SERVICES AND FACILITIES

OVERVIEW

The beautiful environment that attracts people to Santa Rosa also creates potential risks from hazards that can harm people and property and cause economic and social displacement.

Geologic and Seismicity: The relatively flat valley floor adjacent to highland areas in and around Santa Rosa signifies the presence of active earthquake faults.

Flooding and Dam Failure: Santa Rosa is in the Russian River watershed and has experienced flooding in the past. Rain events can overwhelm local drainages, especially the low-lying areas in the southwest part of the city, where critical sewer treatment facilities are located.

Emergency Preparedness: The City has taken proactive measures to prepare the community for an emergency event and is poised to respond quickly and efficiently in a disaster event.

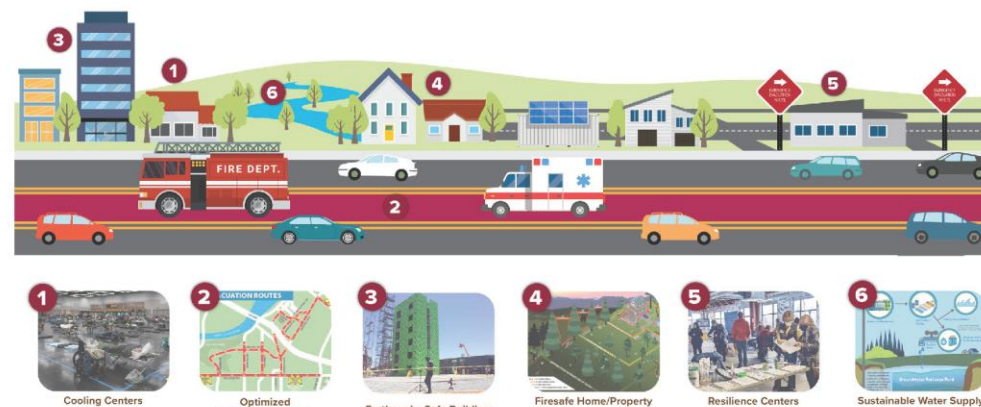
Public Services and Facilities: The General Plan supports the City's ability to provide superior public services and facilities for the community, including ensuring sufficient water supply, facilitating cooperation with local and regional emergency responders, and expanding efforts to focus policing on community-based solutions.

Climate Resilience: While General Plan 2050 works to reduce GHG emissions and reverse the effects of climate change, effective hazard mitigation must simultaneously support the community's ability to adapt to and recover from changing climate conditions.

Wildland and Urban Fires: Santa Rosa and Sonoma County are prone to wildfire that can be intense and uncontrollable—the area is especially susceptible in the wildland urban interface. The General Plan and other plans and City activities reduce the threat of fires and protect the community.



VISUALIZING THE CONCEPT



CHAPTER GOALS

Goal 5-1: Minimize community exposure to seismic and geologic hazards.

Goal 5-2: Effectively manage the potential effects of flooding and dam failure.

Goal 5-3: Increase community resilience to future wildfire threats.

Goal 5-4: Protect all community members and businesses from hazardous materials exposures and releases.

Goal 5-5: Santa Rosa is prepared for future emergencies.

Goal 5-6: Santa Rosa is a resilient city able to adapt to, recover from, and thrive under changing climate conditions.

Goal 5-7: Protect the community from adverse noise impacts that can decrease quality of life.

Goal 5-8: Provide adequate and high-quality city services for water, wastewater, recycled water, stormwater, and solid waste.

Goal 5-9: Help provide superior and lifelong educational opportunities for all community members.

Goal 5-10: Provide efficient and effective police and fire services for all members of the community.

NEW IDEAS

The following are some of the new ideas presented in this chapter:

- » Create opportunities to proactively relocate existing development from high fire risk areas (Action 5-3.11).
- » Explore options to prohibit increased density of residential and non-residential uses in fire-prone areas (Action 5-3.12).

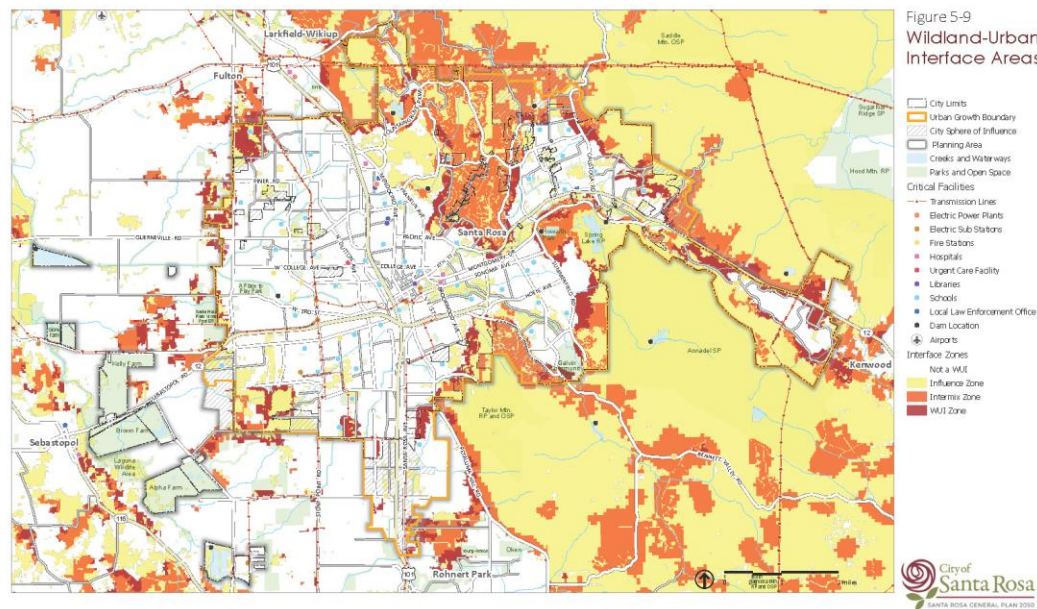


Figure 5-9
Wildland-Urban
Interface Areas

City Limits
Urban Growth Boundary
City Sphere of Influence
Planning Area
Creeks and Waterways
Parks and Open Space
Critical Facilities
Transmission Lines
Electric Power Plants
Electric Sub-Stations
Fire Stations
Hospitals
Urgent Care Facility
Libraries
Schools
Local Law Enforcement Office
Dam Location
Airports
Interface Zones
Not a WUI
Influence Zone
Interface Zone
WUI Zone

City of Santa Rosa
SANTA ROSA GENERAL PLAN 2050

Provide Your Feedback



► YOUR VOICE MATTERS!

The City of Santa Rosa is holding **a series of community discussions** on the draft General Plan 2050 to get feedback on how the city can change, grow, and improve in the years and decades to come. There are several ways you can participate in these discussions and make sure your voice is heard:

OPTION 1: Share Your Comments Today

You can provide your feedback and comments today either by sharing them at any of the open house stations and/or note your ideas on a comment card that you were handed when you entered the meeting.

Make sure you return your Comment Card to a member of the Project Team before you leave for a chance to win a raffle prize!

OPTION 2: Complete the Online Survey

You can also complete the interactive online survey. The survey allows you to view the draft General Plan 2050 Executive Summary, provide feedback on select actions, and provide additional open-ended comments.

Scan the QR code to access the online questionnaire.



HOW WILL COMMUNITY FEEDBACK ON THE DRAFT GENERAL PLAN 2050 BE USED?

This phase will include robust community conversations on the draft General Plan 2050, ultimately leading to City Council and Planning Commission review and adoption of the General Plan in Spring 2024. Community comments and feedback gathered during this phase will help refine the final General Plan document and identify key implementation priorities.



STAY CONNECTED!

Visit the project website for more information on the project and all upcoming events:

www.santarosafoward.com



Discussion

Let's Begin!

Go to the web link or scan the QR code to the right to open the online survey.

santarosaforward.com/GPSurvey



NEXT STEPS

Next Steps

- Thank you for your ideas and feedback!
- The Project Team will **summarize all community comments and feedback** gathered during these discussions. This input will help refine the General Plan.
- **Make sure you stay involved in the process!** Please visit the project website to follow project updates and learn about upcoming opportunities to get involved. Your ideas, feedback, and perspective is important.

Project Website

Please visit the project website. It contains a wealth of project information, documents, and materials.

www.SantaRosaForward.com

