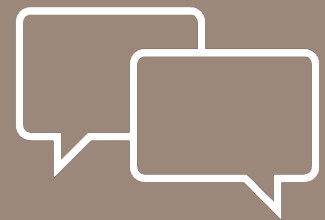


**SANTA  
ROSA**  
**FORWARD**  
Plan Our Future Together

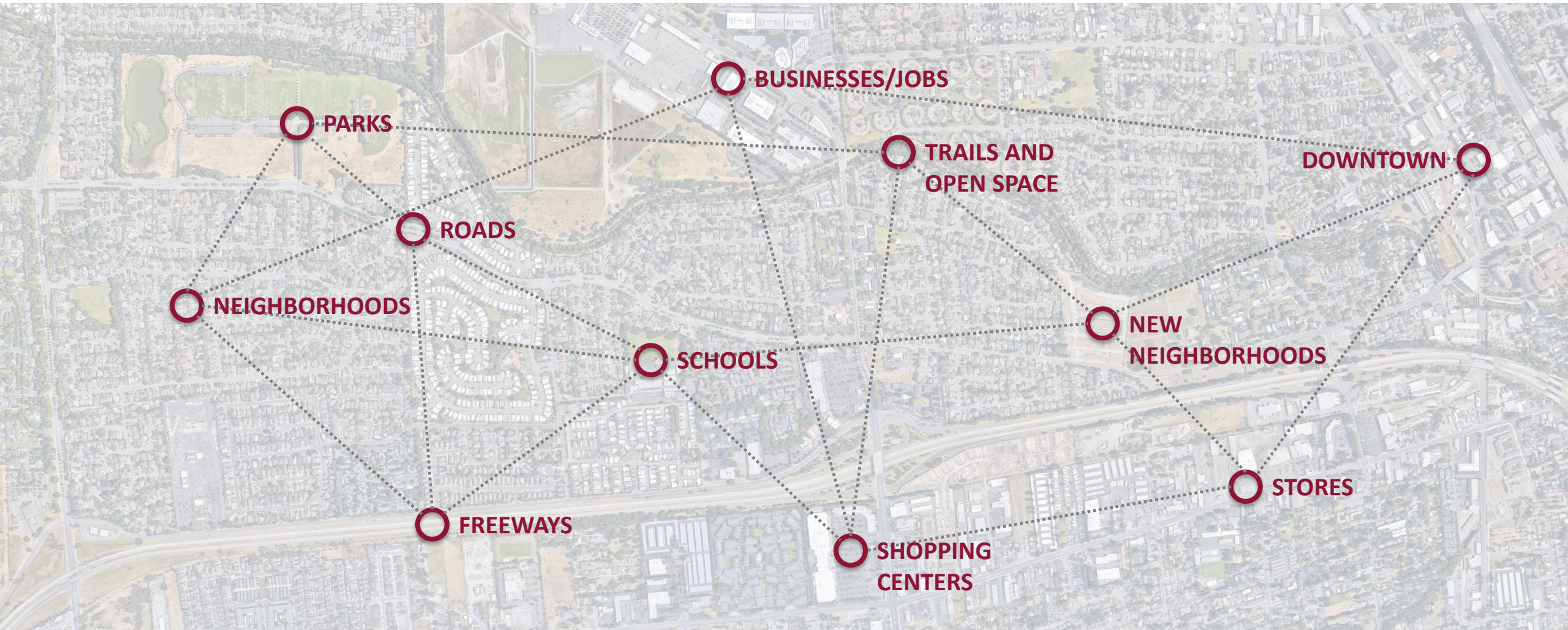


DRAFT GENERAL PLAN  
Planning Commission, September 14, 2023





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!





# Why have a General Plan?

California state law requires each jurisdiction to adopt a General Plan “for the physical development of the city.” General Plans address a range of important community elements, 9 of them are mandatory: land use, circulation, noise, safety, housing, open space, conservation, air quality, and environmental justice .

## General Plan Elements required by the State of California





# General Plan Process

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

## Project Timeline





# Important Milestones

**Community Involvement Strategy**  
August 2020

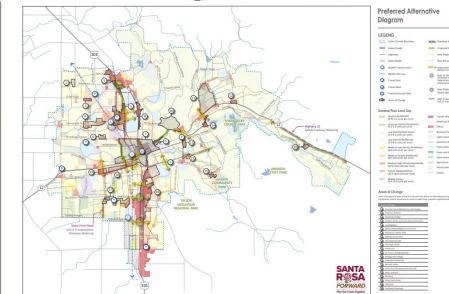
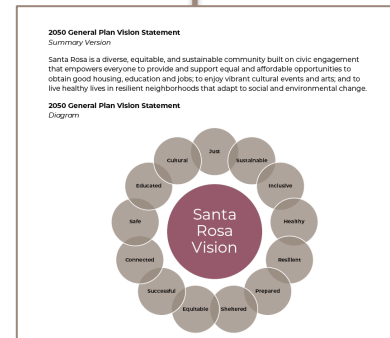
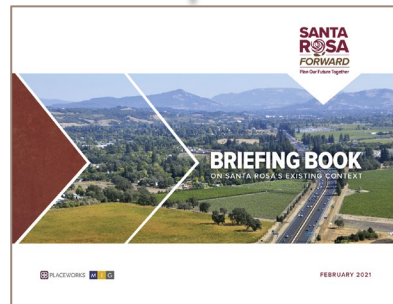
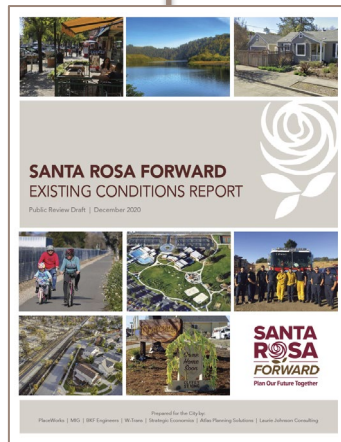
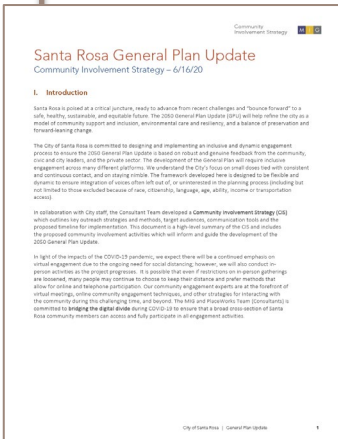
**Existing Conditions Report**  
December 2020

**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.



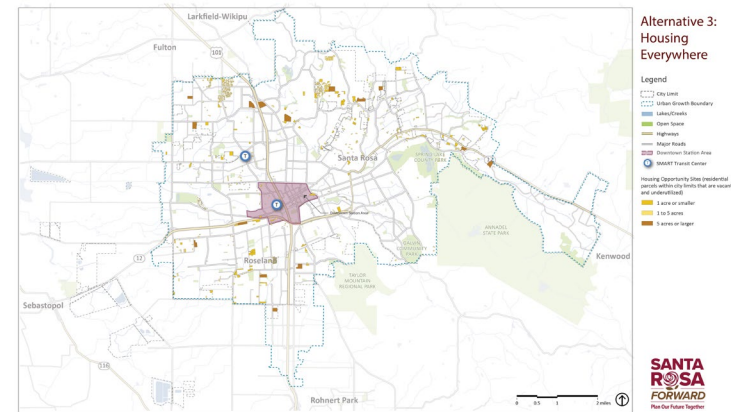
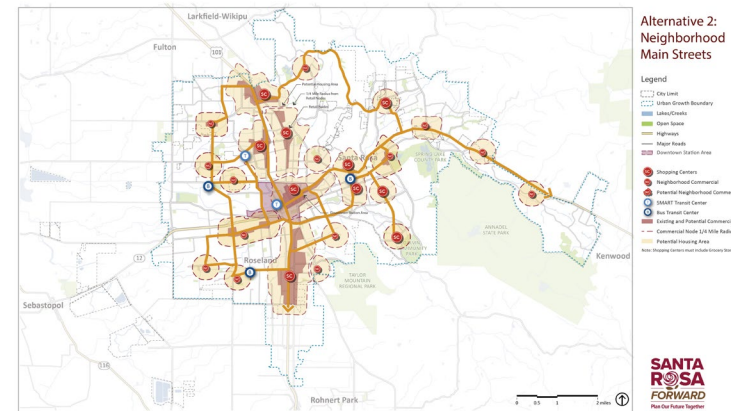
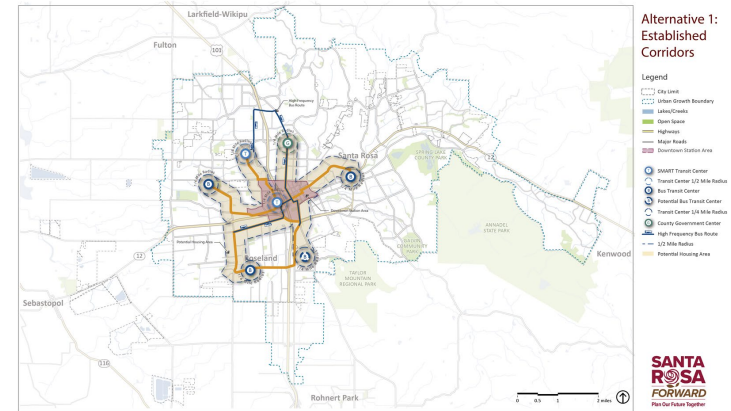


# Alternatives

## Established Corridors

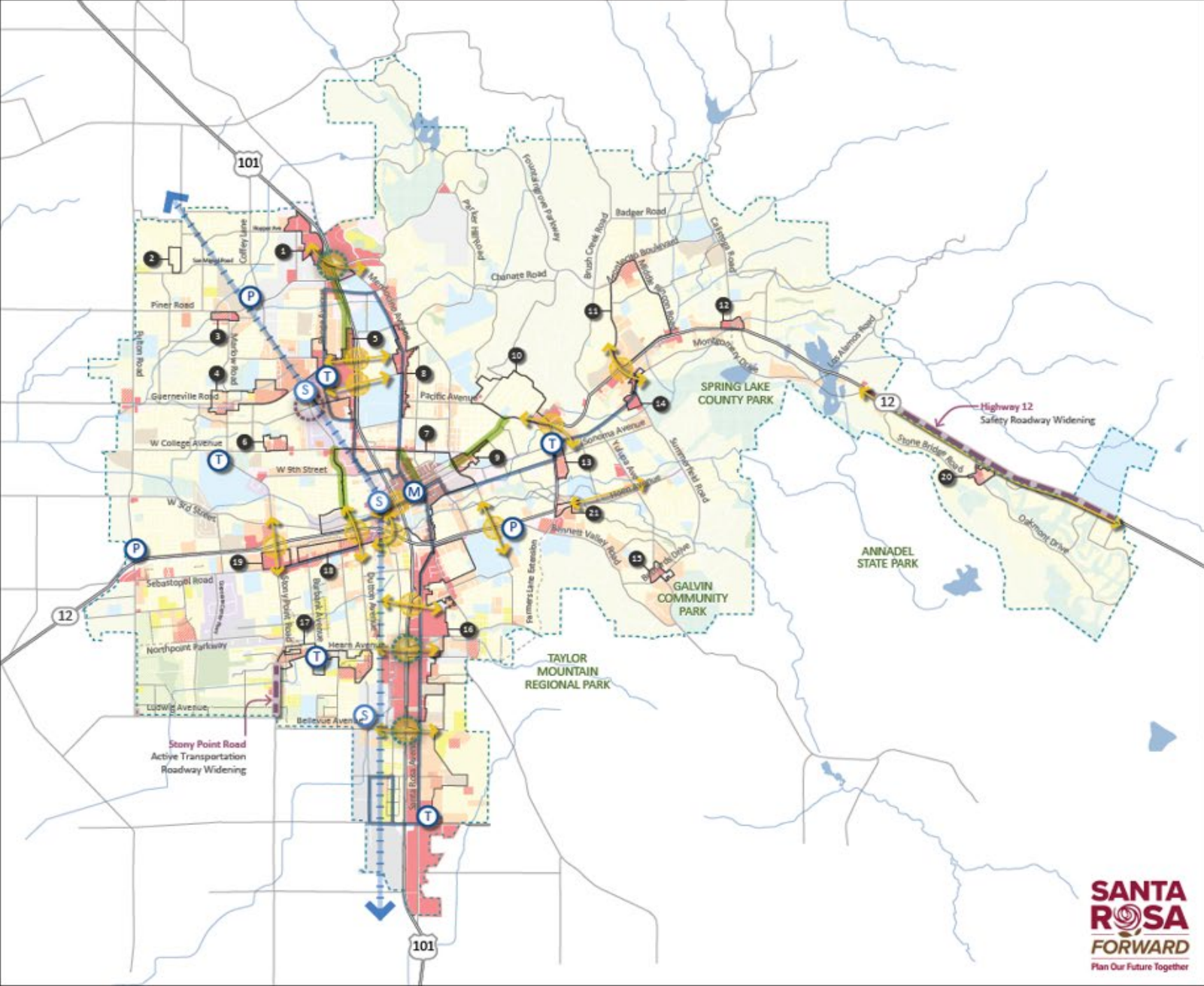
## Neighborhood Main Streets

## Housing Everywhere





# Preferred Alternative Diagram



## LEGEND

- Urban Growth Boundary
- Lakes/Creeks
- Highways
- Major Roads
- SMART Transit Center
- SMART Rail Line
- Transit Hub
- Transit Mall
- Transit Park-and-Ride
- Areas of Change
- Roadway Widening
- Proposed Road Diets
- New Major Roads
- New Minor Roads
- Improved Pedestrian/Bicycle Connections
- New or Widened Auto Overpass Including Pedestrian/Bicycle Enhancements
- New Pedestrian/Bicycle Rail Crossing
- High Frequency Bus Route (10-15 min. headways)

## General Plan Land Use

- Country Residential (0.05-0.2 units per acre)
- Very Low Density Residential (0.2-2.0 units per acre)
- Low Density/Open Space (2.0-8.0 units per acre)
- Low Density Residential (2.0-8.0 units per acre)
- Medium Low Density Residential (8.0-13.0 units per acre)
- Medium Density Residential (8.0-18.0 units per acre)
- Medium High Density Residential (13.0-30.0 units per acre)
- Transit Village Medium (25.0-40.0 units per acre)
- Mobile Homes (4.0-18.0 units per acre)
- Transit Village Mixed Use
- Retail and Business Services
- Office
- Business Park
- Light Industrial
- General Industrial
- Public/Industrial
- Parks and Recreation
- Open Space
- Agriculture
- Parcel Lines
- Creeks

## Areas of Change

Area of Change are areas where the City will focus efforts on addressing housing, services, connectivity, and/or infrastructure needs to make these complete neighborhoods.

- Poston Grove/Mendocino Interchange
- Francisco Avenue
- Rosewood Village
- Marlow Center and Lance Drive Annexation
- Colkington
- West College Neighborhood Center
- Downtown Station Area
- Mendocino Corridor
- 4th Street Corridor
- Fleming Center
- Montecito
- St. Francis Shopping Center
- Montgomery Village
- Rowarth Commercial
- Bennett Valley
- Santa Rosa Marketplace/South Park
- Hearn Corridor
- Rosebud
- Stony Point Circle
- Oskwood
- Southeast Greenway







**Draft**  
**Santa Rosa General Plan 2050**

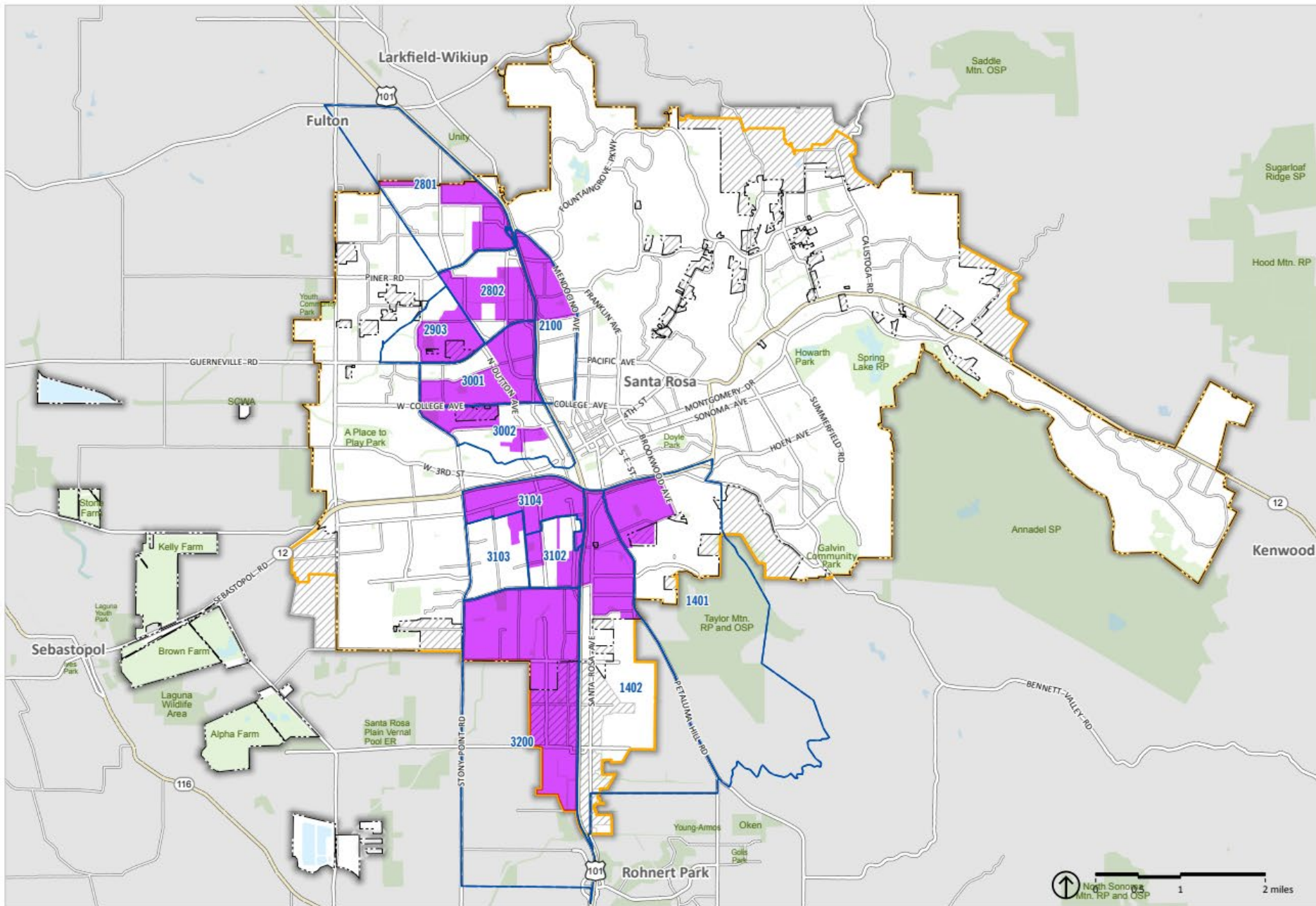
# General Plan Contents

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.



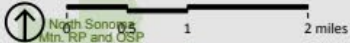
\*The City's Housing Element covering the planning period through 2031 was adopted in February 2023. Draft General Plan 2050 does not propose any changes to the Housing Element.





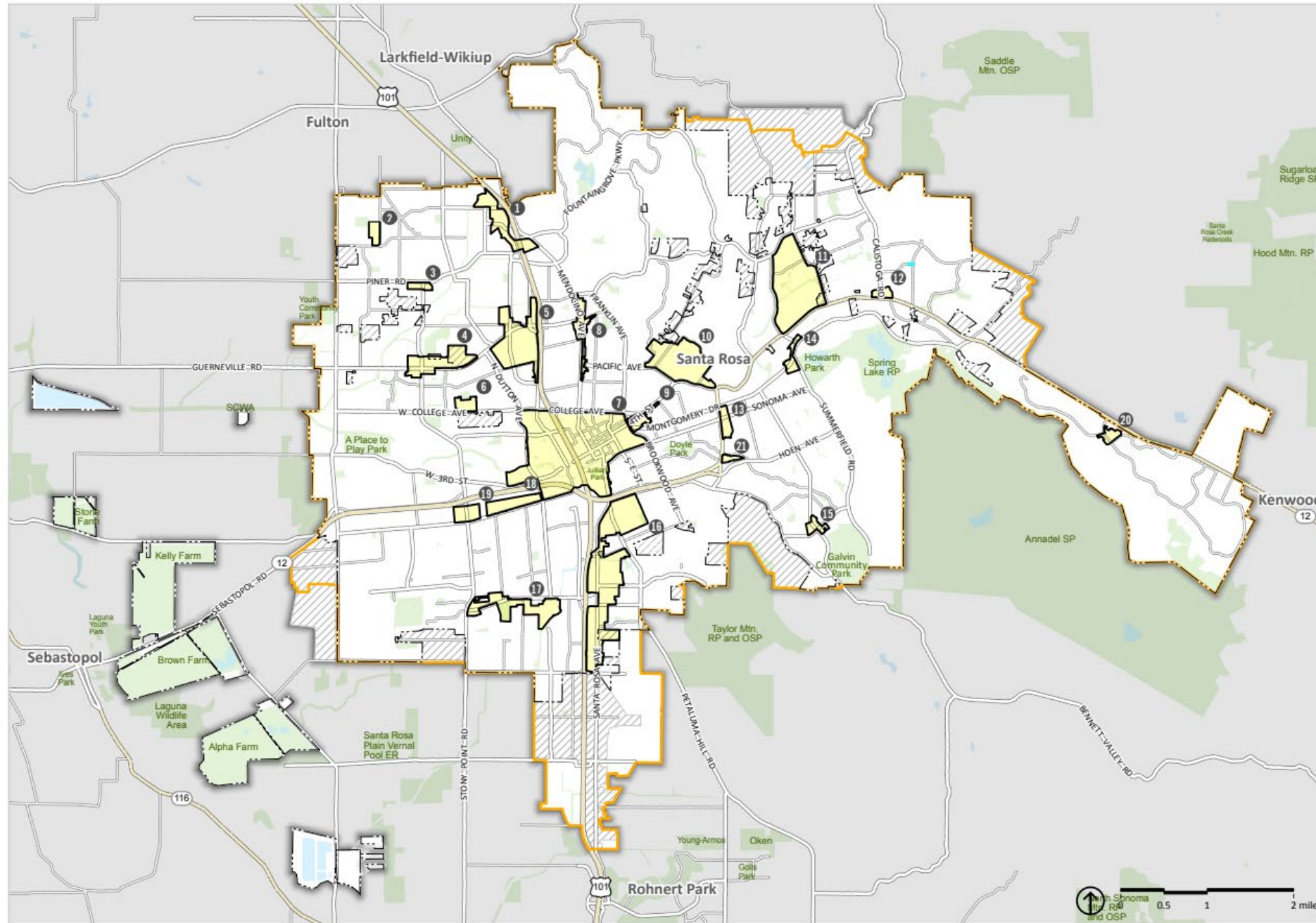
### Equity Priority Areas

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



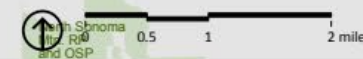
Source: City of Santa Rosa 2023

# Areas of Change



- City Limits
- City Sphere of Influence
- Urban Growth Boundary
- Planning Area
- Areas of Change

- 1 Fountain Grove/Mendocino Interchange
- 2 Francisco Avenue
- 3 Rosewood Village
- 4 Marlow Center and Lance Drive Annexation
- 5 Coddington
- 6 West College Neighborhood Center
- 7 Downtown Station Area
- 8 Mendocino Corridor
- 9 4th Street Corridor
- 10 Flamingo Center
- 11 Montecito
- 12 St. Francis Shopping Center
- 13 Montgomery Village
- 14 Howarth Commercial
- 15 Bennett Valley
- 16 Santa Rosa Marketplace/South Park
- 17 Hearn Corridor
- 18 Roseland
- 19 Stony Point Circle
- 20 Oakmont
- 21 Southeast Greenway



Source: City of Santa Rosa 2023



# 2 LAND USE AND ECONOMIC DEVELOPMENT



## OVERVIEW

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

neighborhood assets, address current challenges, increase economic and environmental vitality, increase personal opportunity, and improve quality of life for everyone in Santa Rosa.

**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.

## VISUALIZING THE CONCEPT



## CHAPTER GOALS

**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.

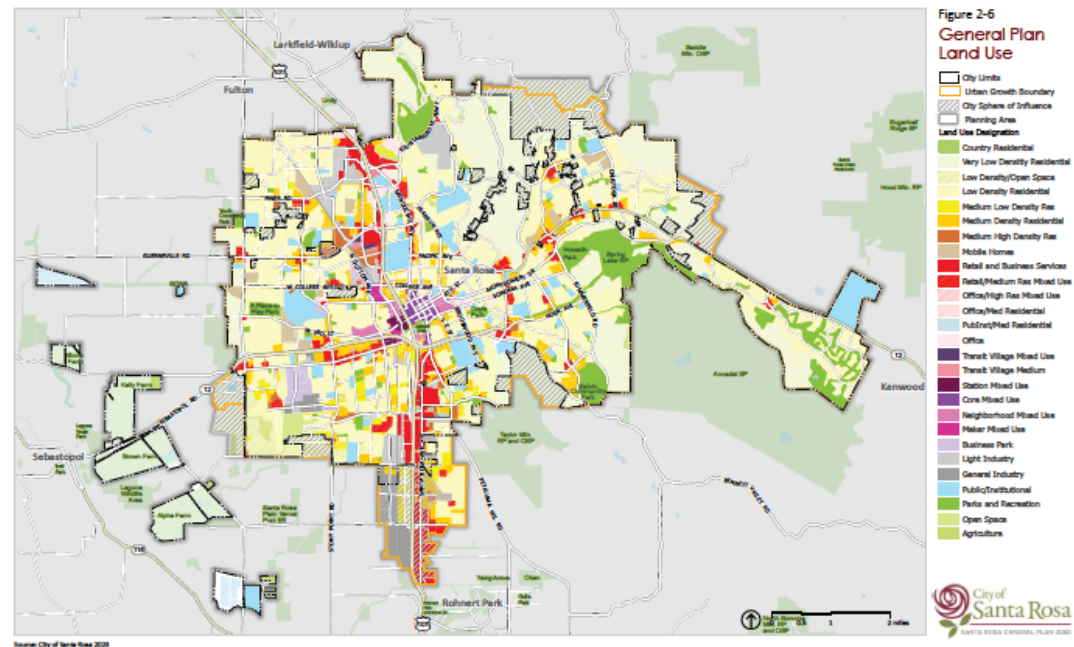
**Goal 2-6:** Maintain vibrant, convenient, and attractive commercial centers.

## NEW IDEAS

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 nonresidential zoning districts (Actions 2-4.6, 2-5.8, and 2-5.9).

Figure 2-6  
General Plan  
Land Use



# 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.

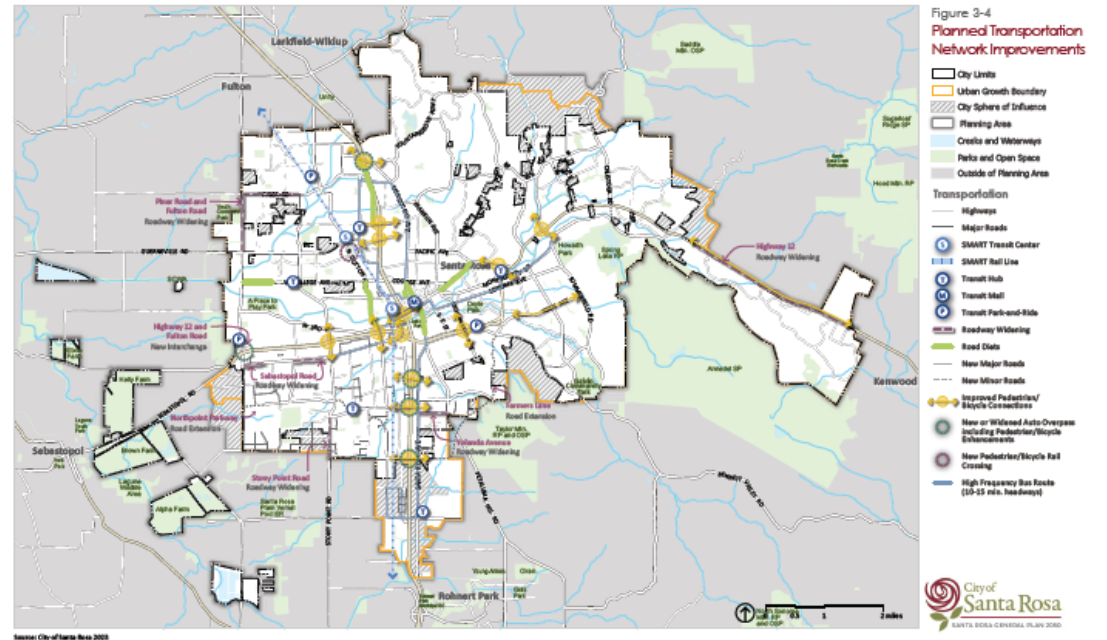
**Goal 3-4:** Protect, expand, maintain, and restore natural resources, open space, and agricultural land.

**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 3-17 and 3-114), 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



## 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 dislocation.

**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.

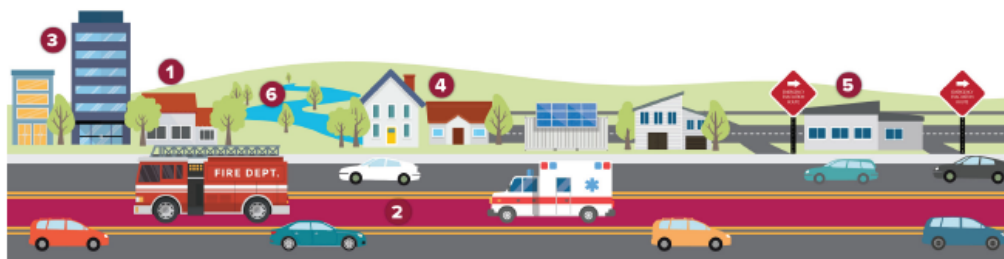
**Emergency Preparedness:** The City has taken proactive measures to prepare the community for an emergency event and is poised to respond quickly and efficiently in a disaster event.

**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.

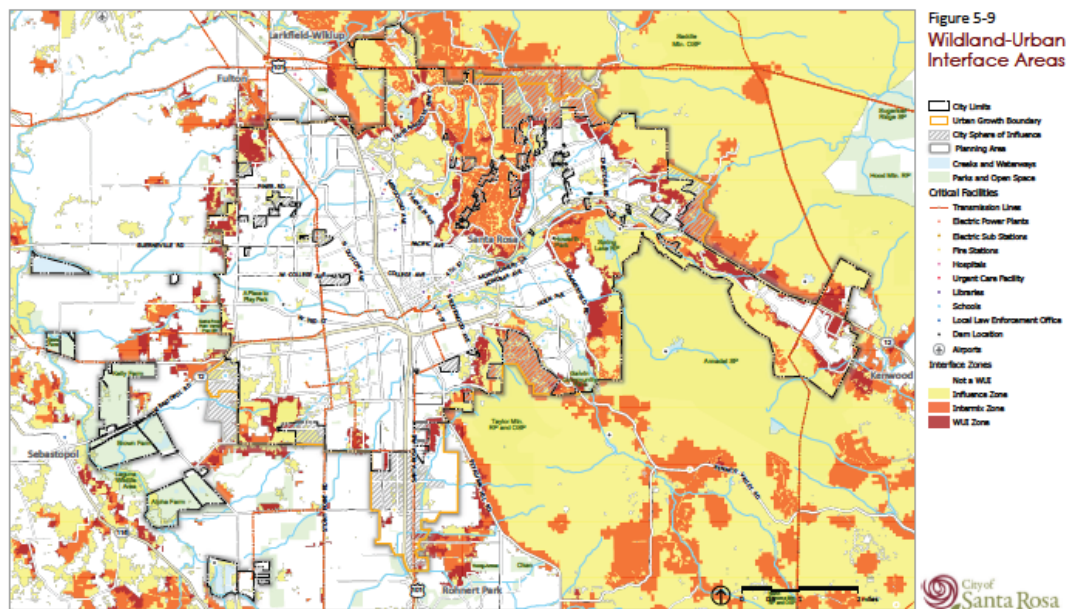
**Goal 5-9:** Help provide superior and lifelong educational opportunities for all community members.

**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).





# 6 HEALTH, EQUITY, AND ENVIRONMENTAL JUSTICE



## OVERVIEW

Like many communities, Santa Rosa faces long-standing inequities and health disparities between certain areas and groups in the city. The General Plan identifies these issues and presents meaningful solutions.

**Health for All Residents:** Santa Rosa is committed to maintaining and enhancing the health and quality of life for the community by integrating “Health in All Policies,” a practice that incorporates community and individual well-being into decision-making across all City government sectors and policy areas.

**Food Access and Urban Agriculture:** Access to fresh foods, whole grains, and other unprocessed or minimally processed foods is essential to good health. The General Plan identifies Healthy Food Priority Areas, where residents may lack access to fresh foods, to target efforts to meet the nutritional needs of these communities.

**Violence Prevention and Equitable Policing:** General Plan 2050 includes strategies to enhance safety and make residents of all ages, races, and ethnicities across Santa Rosa feel safe and welcome in the community.

**Parks:** Santa Rosa features a wonderful network of parks offering a variety of recreation opportunities. The City, however, continues to work toward an ambitious target of offering 6 acres of parkland for every 1,000 residents, while maintaining and enhancing the quality of existing parkland.

**Youth, Family, and Seniors:** The City aims to enhance opportunities for young people, families, and seniors to enjoy a high quality of life with age-appropriate services and the ability to age in place.

## VISUALIZING THE CONCEPT



Fresh Food Access



Affordable Housing



Language Accessible Goods and Services



Clean Air



Economic Opportunity



Park Amenities

## CHAPTER GOALS

**Goal 6.1:** Improve health and well-being for all community members by emphasizing community health in all City policies, programs, actions, and activities.

**Goal 6.2:** Advance health equity by understanding and addressing key social determinants of health.

**Goal 6.3:** Promote meaningful community engagement and empower residents through inclusive communication, outreach, and capacity-building to participate in City planning and decision making.

**Goal 6.4:** Maintain and enhance a culture of language access and justice in City communications and public participation in planning and decision-making processes.

**Goal 6.5:** Minimize risk of displacement and gentrification while ensuring housing is safe and sanitary for all residents.

**Goal 6.6:** Ensure that all households and individuals have convenient, daily access to affordable healthy food, including fresh produce.

**Goal 6.7:** Ensure community safety and foster neighborhood environments that are welcoming to all ages, cultures, races, and ethnicities.

**Goal 6.8:** Make parks the center for improving personal and community well-being.

**Goal 6.9:** Foster environments that support families and community members of all ages with high-quality, equitably accessible amenities, programs, and services.

## NEW IDEAS

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

- » Ensure that every decision made by the City of Santa Rosa promotes community health, sustainability, equity, and environmental justice (Actions 6-1.3, 6-1.4, 6-1.11, and 6-1.12).
- » Restrict tobacco and alcohol sales where there is already a high concentration of retailers and near sensitive populations, such as near schools and senior facilities (Action 6-214).
- » Require convenience stores, supermarkets, liquor stores, and neighborhood markets to carry fresh produce (Action 6-6.2).
- » Require extra review for new chain restaurants and at least 300 feet between fast-food chains (Actions 6-6.7 and 6-6.8).
- » Allow all forms of urban agriculture (including rooftop, indoor, and other gardens) by right citywide and allow on-site produce exchanges and sales (Action 6-6.13).



# Community Involvement Strategy (CIS)

Community's feedback is currently being gathered through 5 methods throughout September:

- 1. Bilingual Community Open Houses and Pop-Ups**, to present the Draft:
  - 5 in person workshops, one in each quadrant of the city
  - 1 virtual workshop on zoom
  - 10 pop-ups throughout the city where people are at
- 2. Online Survey**, in English and Spanish focused on the new policies and actions.
- 3. Konveio App**. A City platform for document review and collaborative comments.
- 4. Comments received by email** (srforward@srcity.org) **or website** <https://www.santarosaforward.com>.
- 5. Focus groups** with equity priority populations of Santa Rosa.



# Draft General Plan Survey

Scan the QR code to the right or visit the below weblink to take an online survey!

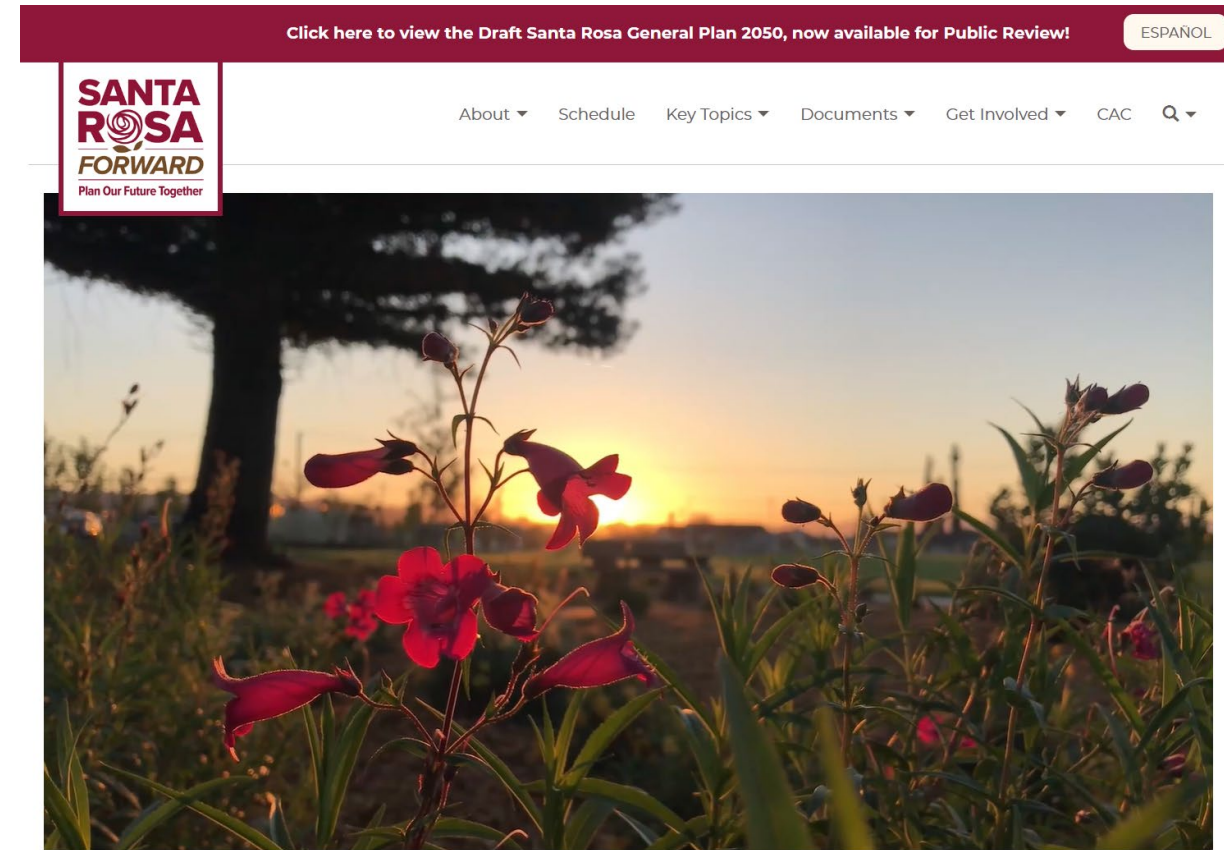
**[santarosaforward.com/GPSurvey](https://santarosaforward.com/GPSurvey)**



# Project Website

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

[www.SantaRosaForward.com](http://www.SantaRosaForward.com)





# Next Steps

- City Council Review of the Draft General Plan 2050 – September 26, 2023
- Greenhouse Gas Reduction Strategy Public Review and Engagement – October to November 2023
- Environmental Impact Report Public Review – November 2023 to January 2024
- Final General Plan and Final Environmental Impact Report – Spring 2024
- Final adoption of General Plan and EIR Certification