

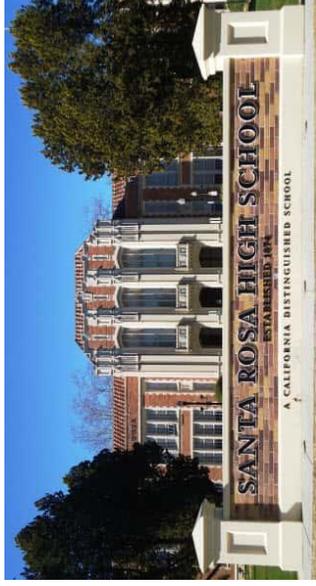
# GENERAL PLAN UPDATE

# SANTA ROSA FORWARD

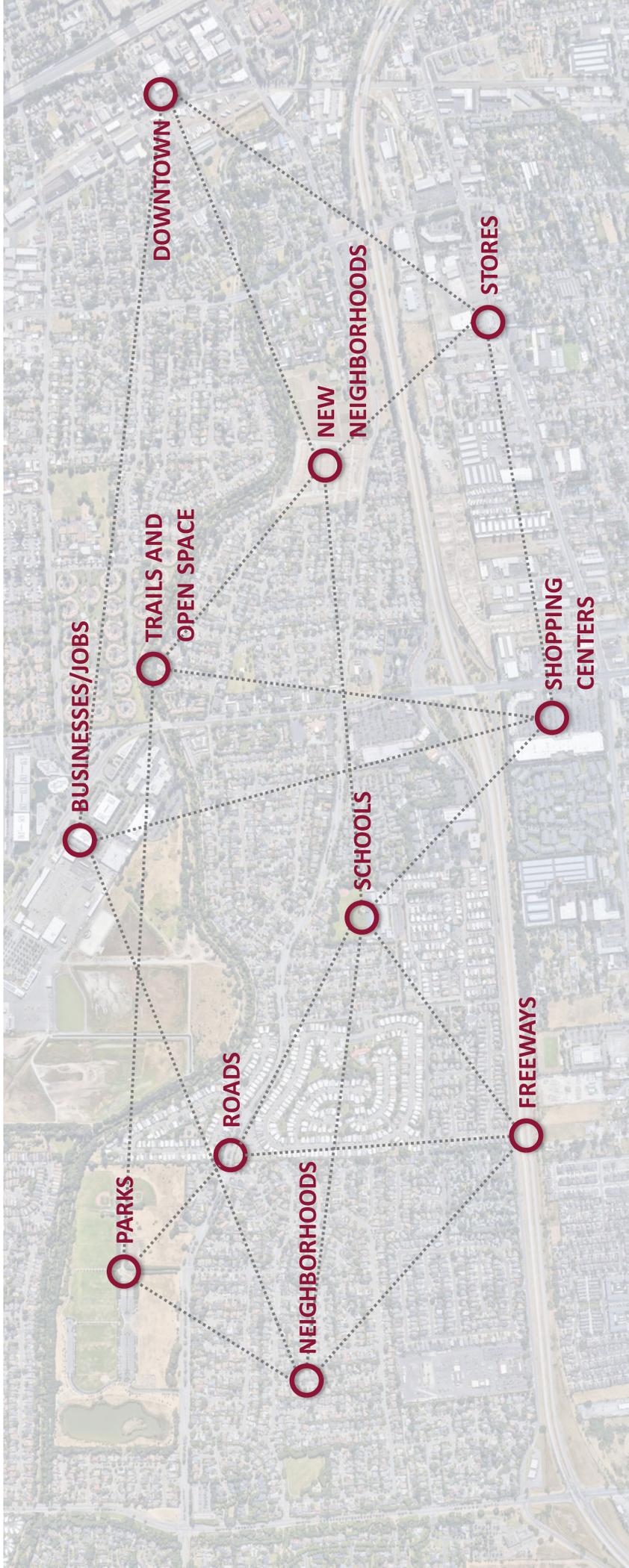
Bicycle and Pedestrian Advisory Board, April 20, 2023



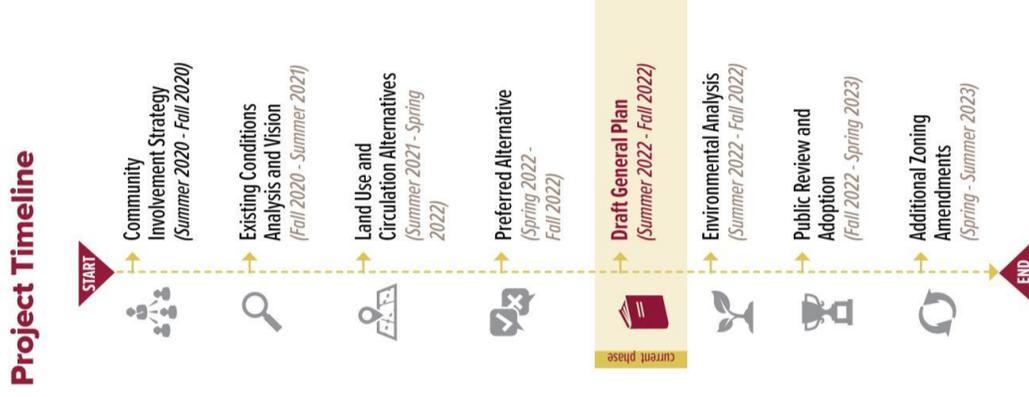
The General Plan Update process, known as **Santa Rosa Forward**, provides an important opportunity to **revisit** and **rethink** community planning policies and programs.



**Community is directly engaged** to identify opportunities and solutions at regional, citywide, and neighborhood scales.



# Preferred Alternatives Process



# Milestone Reports

**Community Involvement Strategy**  
August 2020

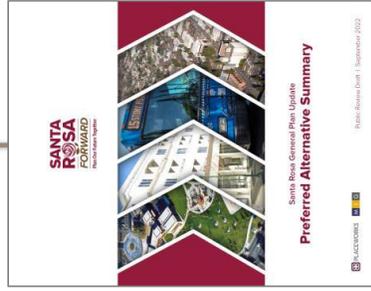
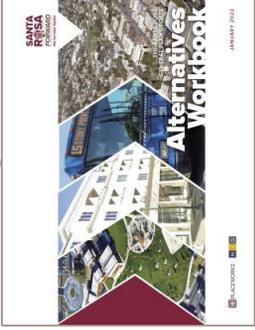
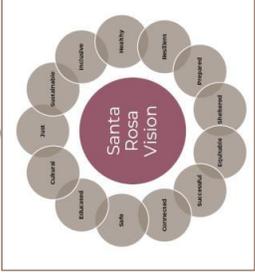
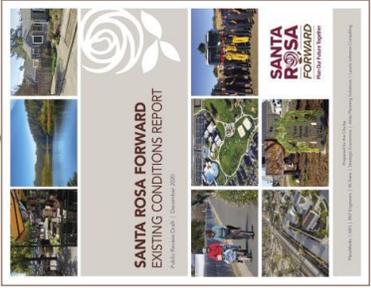
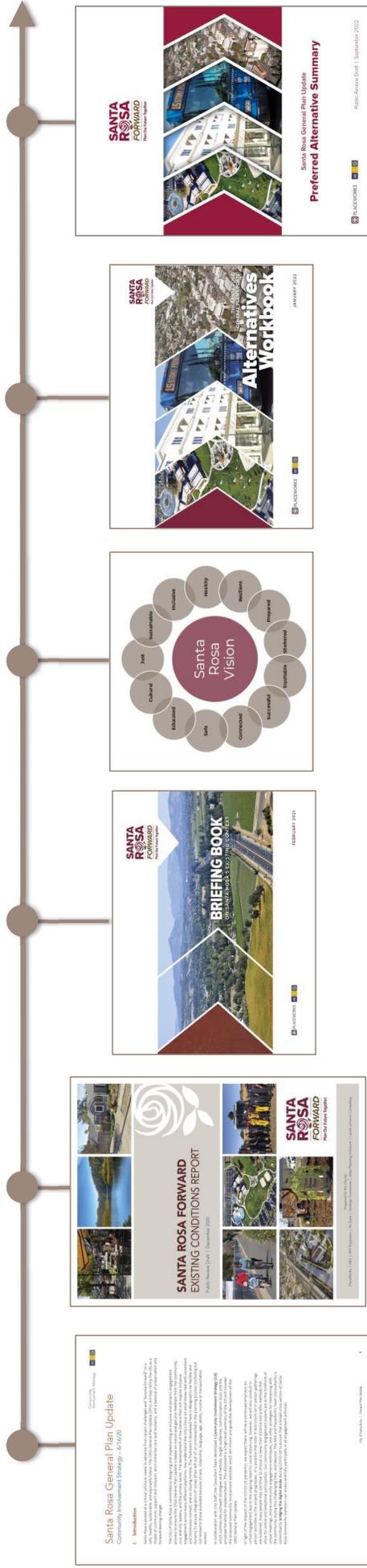
**Existing Conditions Report**  
December 2020

**Briefing Book**  
February 2021

**Vision Statement**  
August 2021

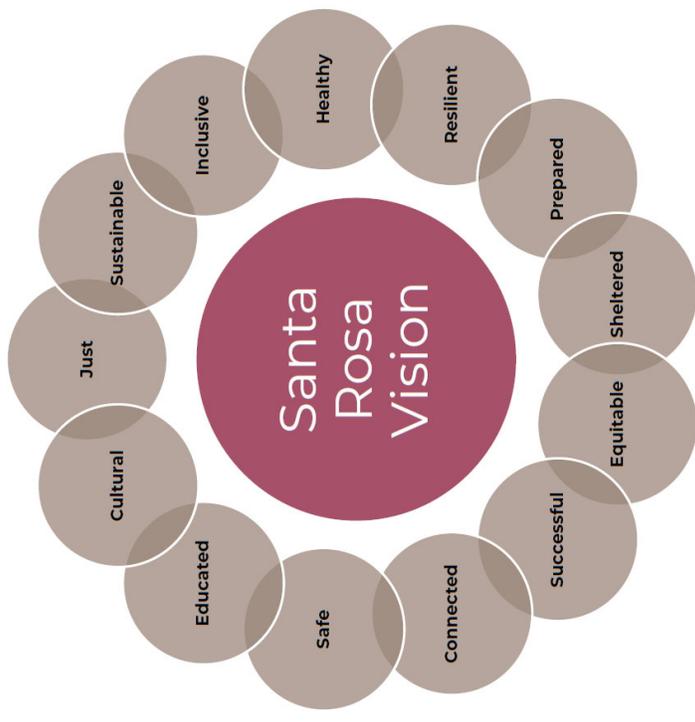
**Alternatives Workbook**  
January 2022

**Preferred Alternative Summary**  
September 2022



## 2050 General Plan Vision Statement

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.



# 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

**General Plan Land Use**

- Country Residential (10-25 units per acre)
- Very Low Density Residential (20-35 units per acre)
- Low Density Residential (20-40 units per acre)
- Low Density Residential (20-40 units per acre)
- Medium Low Density Residential (30-35.0 units per acre)
- Medium Density Residential (30-38.0 units per acre)
- Medium High Density Residential (33.0-40.0 units per acre)
- Transit Village Medium (23.0-40.0 units per acre)
- Mobile Homes (4.0-38.0 units per acre)

**Transit Village Mixed Use**

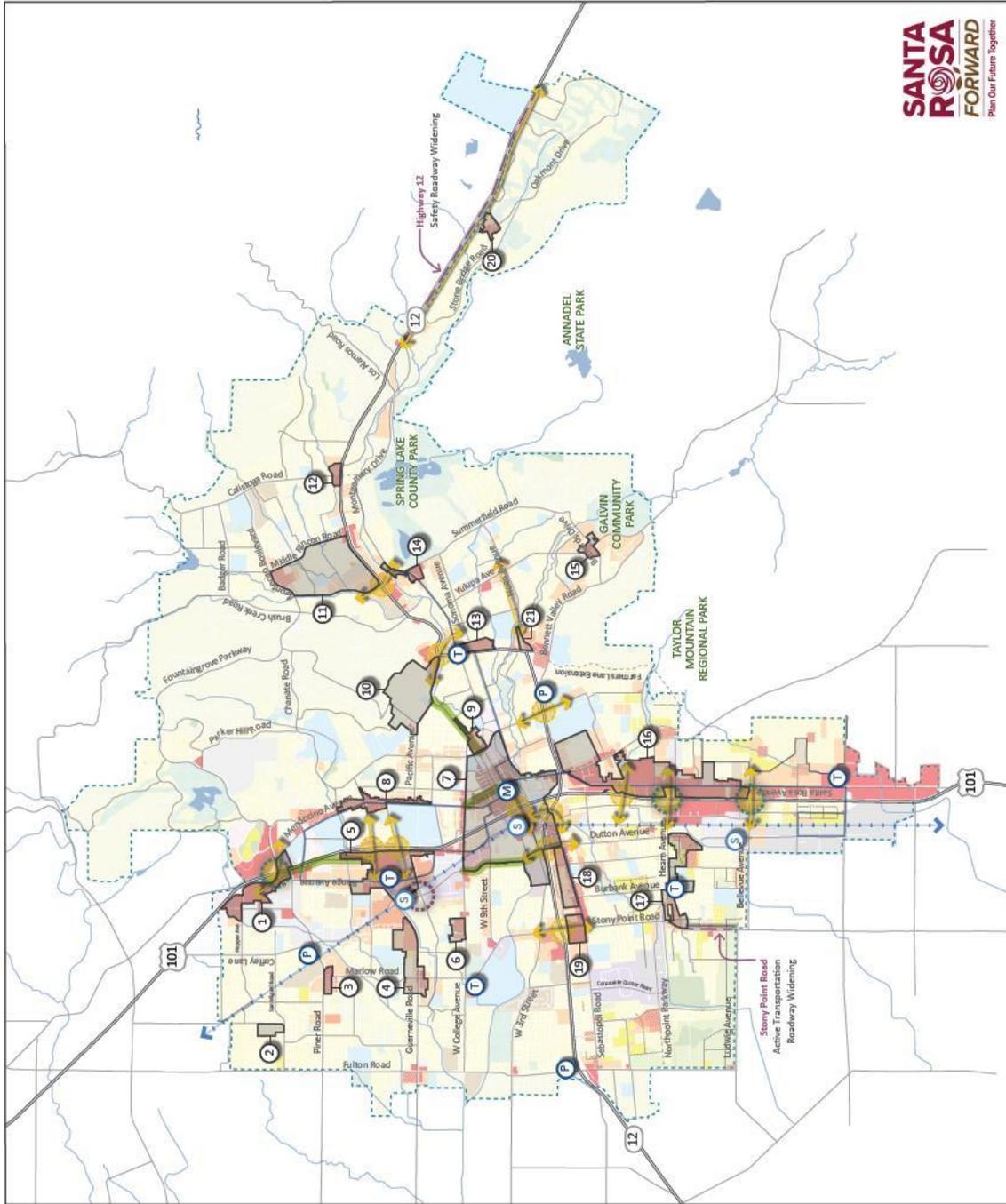
- Retail and Business Services
- Office
- Business Park
- Light Industrial
- General Industrial
- Public Industrial
- Parks and Recreation
- Open Space
- Agriculture
- Fence Lines
- Creeks

**Other Land Use**

- Roadway Widening
- Proposed Road Diets
- New Major Roads
- New Minor Roads
- Improved Pedestrian/Bicycle Connections
- New or Widened Auto Pedestrian/Bicycle Connections
- Enhancement
- New Pedestrian/Bicycle Rail Crossing
- High Frequency Bus Route (15-15 min. headway)

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

- Areas of Change**
1. Foothills Cross/Menlo/Village Interchange
  2. Foothills Avenue
  3. Rosewood Village
  4. Midtown Center and Leach Drive Intersections
  5. Collierville
  6. Downtown Station Area
  7. West College Neighborhood Center
  8. Mendocino Station Area
  9. 4th Street Corridor
  10. Heritage Center
  11. Montebello
  12. St. Francis Shopping Center
  13. Monoway Village
  14. Howarth Commercial
  15. Bennett Valley
  16. Sierra Vista Interchange/Deer Park
  17. Heron Corridor
  18. Stony Point Circle
  19. Chalmers
  20. Southside Greenway



# Next Steps

- **Draft Bicycle and Pedestrian Goals and Policies.** The City is opening a public engagement process to review and provide feedback on the first draft of bike and pedestrian goals and policies included in the General Plan Update.
- **Draft General Plan.** The 2050 General Plan will include detailed goals, policies, actions and implementation programs addressing a full range of topical areas (e.g., land use, housing, mobility, equity, infrastructure, safety, resilience, etc.).
- **Community discussions and events open to the public on the draft General Plan - Summer 2023.**

# Draft Bicycle and Pedestrian Goals and Policies

- The main changes to the Bicycle and Pedestrian Goals and Policies in the 2050 General Plan are focused on:
  - Reduction of VMT and dependence on single occupancy vehicles.
  - Prioritization of active transportation modes in decisions and investment.
  - Development of a CIP Multimodal Transportation Policy.
  - Implementation of Vision Zero Action Plan and Implementation Plan.
  - Engagement considering users from all the prioritization modes for planning and developing facilities and services.
- To review the first draft specific changes and provide written feedback, please go to:

<https://letsconnectsr.com/santarosafowardbikeandped>