



First General Plan Amendment Package 2026

January 22, 2026

Planning and Economic
Development

Amy Nicholson, Supervising Planner

Project Description

General Plan Amendments

- Revisions to the General Plan and Downtown Station Area Specific Plan (DSASP) Land Use Diagrams
 - 33 properties overall
 - 7 of 33 properties within the DSASP
- Addition of planned bicycle and pedestrian network improvement figures to the Circulation Element

Zoning Map Amendments

- Rezoning of 10 properties to reflect proposed land use designations

Environmental Review

- Addendum to General Plan Environmental Impact Report (EIR)

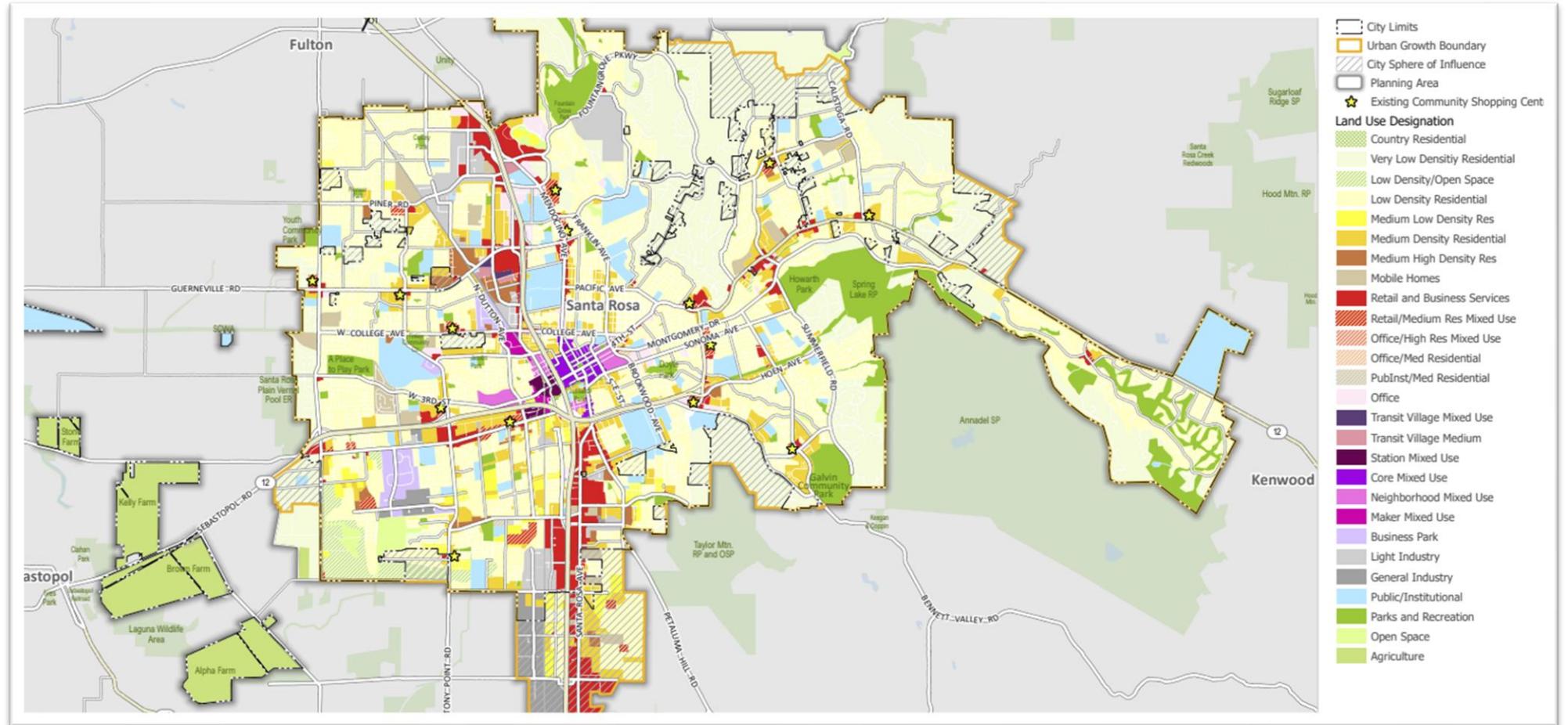
Project History

- March 2020: City initiated the General Plan 2050 update process.
- April 2025: Planning Commission recommended adoption of General Plan 2050 and associated Specific Plan amendments.
- June 3, 2025: Council certified the Final EIR and adopted General Plan 2050.
- Staff identified that previously proposed land use modifications for two parcels were inadvertently omitted from the adopted General Plan.
- July 8, 2025: Council adopted the Active Transportation Plan.

Project History

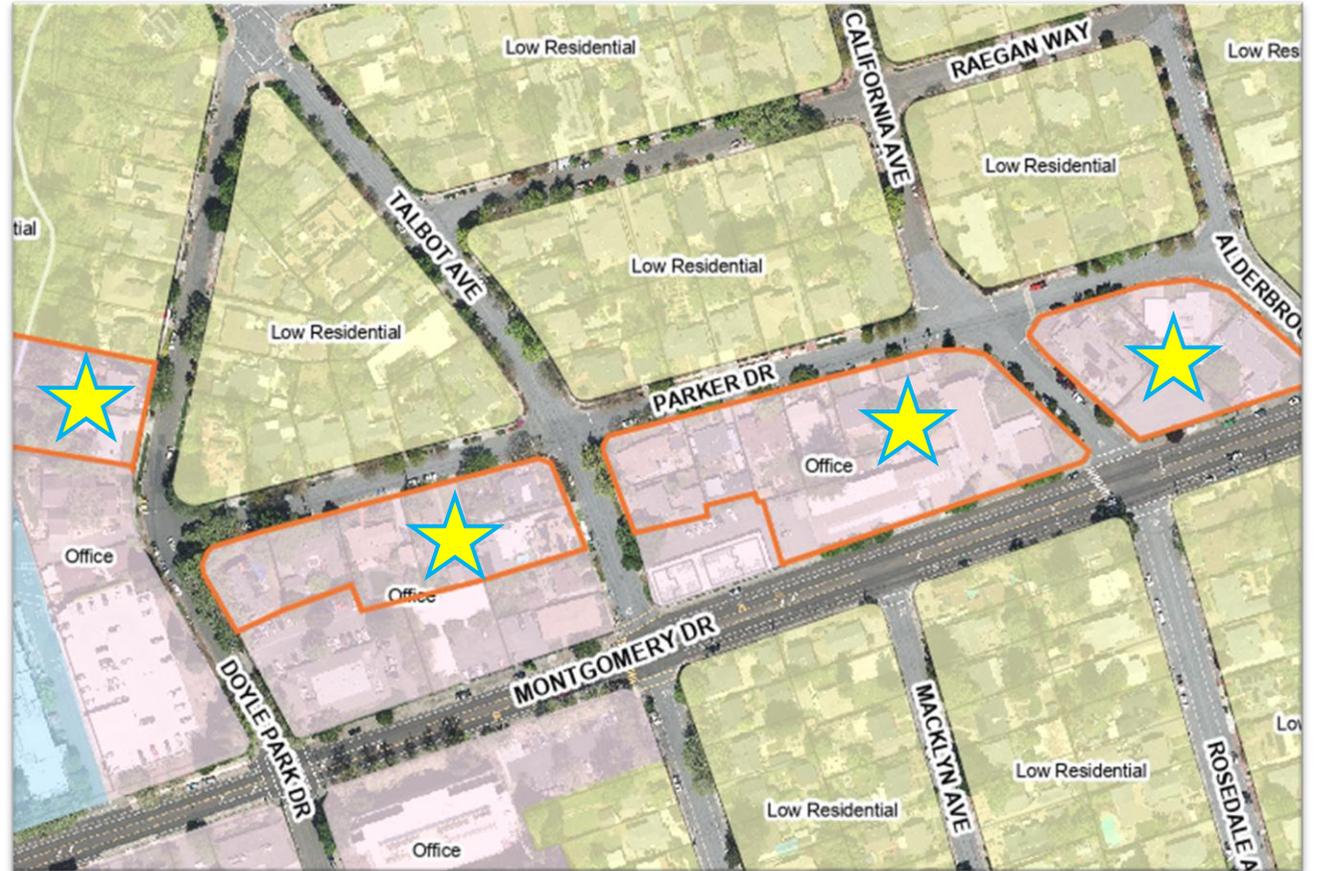
- General Plan Implementation: Staff identified zoning inconsistencies affecting approximately 2,093 parcels and initiated corrective zoning amendments with mailed notice to property owners.
- September 25, 2025: Planning Commission directed staff to exclude certain parcels from proposed rezoning and initiate a General Plan amendment in response to neighborhood concerns.
- Staff addressed additional property owner concerns and evaluated parcels with land use designation inconsistencies for compatibility.

General Plan Land Use Diagram Amendments



Parker Drive Area

- Developed as Single-Family Neighborhood in 1940's
- General Plan amendment: Office to Low Density Residential Land Use
 - 20 parcels
- Current zoning: R-1-6 (Single-Family Residential) to remain



5755 & 5761 Mountain Hawk Drive

- Developed as mixed-use center in conjunction with Skyhawk Residential Subdivision in 2006
- General Plan amendment: Very Low Density Residential to Retail & Business Services/Medium Density Residential
- Current zoning: CN (Neighborhood Commercial) to remain



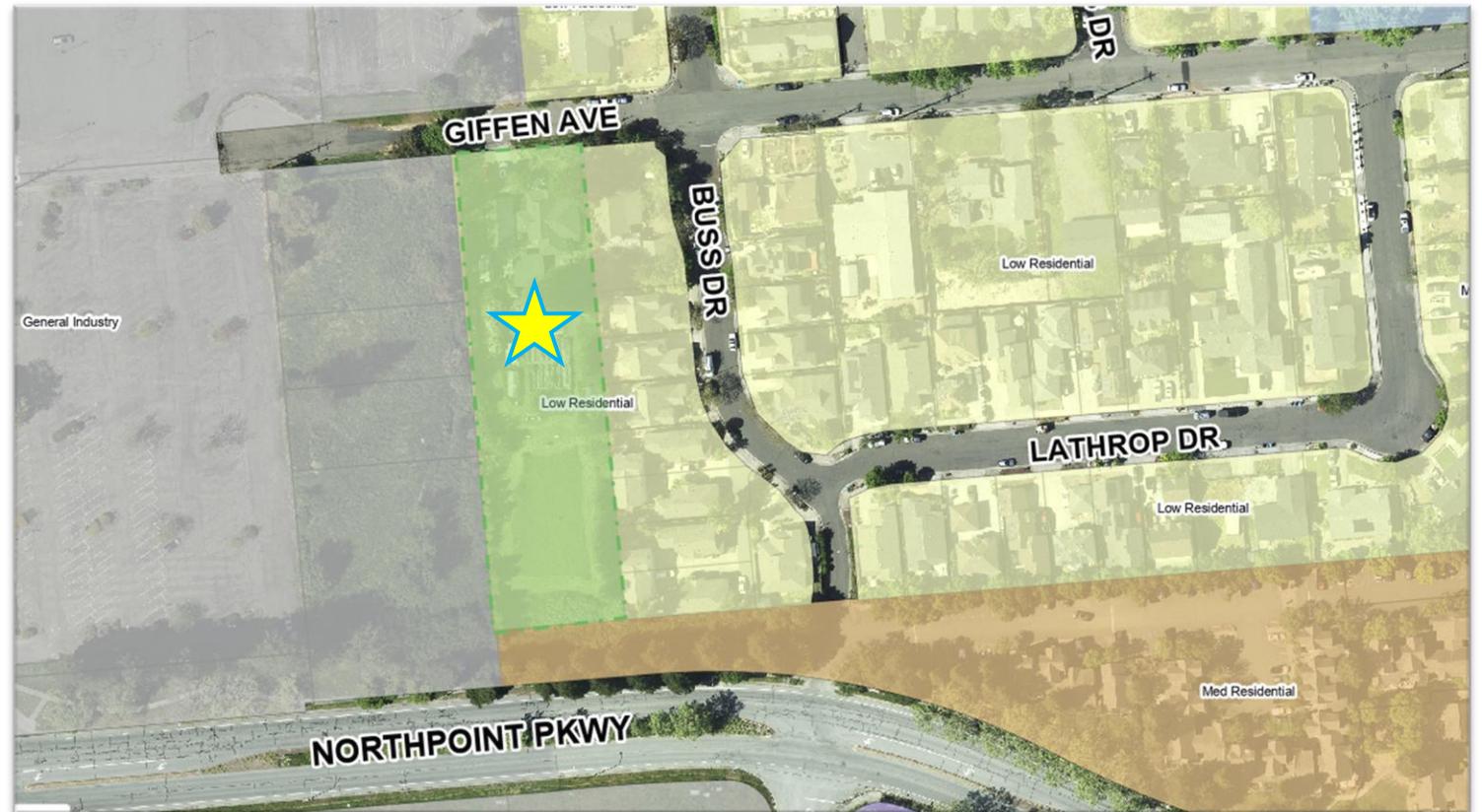
Maxwell Drive Properties

- Developed as asphalt processing plant prior to 1953
- General Plan amendment: Neighborhood Mixed-Use to Maker Mixed Use
- Zoning change: NMU (Neighborhood Mixed-Use to MMU (Maker Mixed-Use)



2616 Giffen Avenue

- Developed as Single-Family Residence in 1939
- General Plan amendment: Low Density Residential to Very Low Density Residential
 - Allows agricultural use and animal keeping
- Current Zoning: RR-40 (Rural Residential) to remain



80 & 100 Sebastopol Road

- Sites developed in 1950's and 1960's
- Currently operate as a retail store and mobile food vending restaurant
- General Plan amendment: add Retail & Business Services to the Medium Density Residential designation
- Zoning change: R-3-18 (Multi-Family Residential) to CN (Neighborhood Commercial)

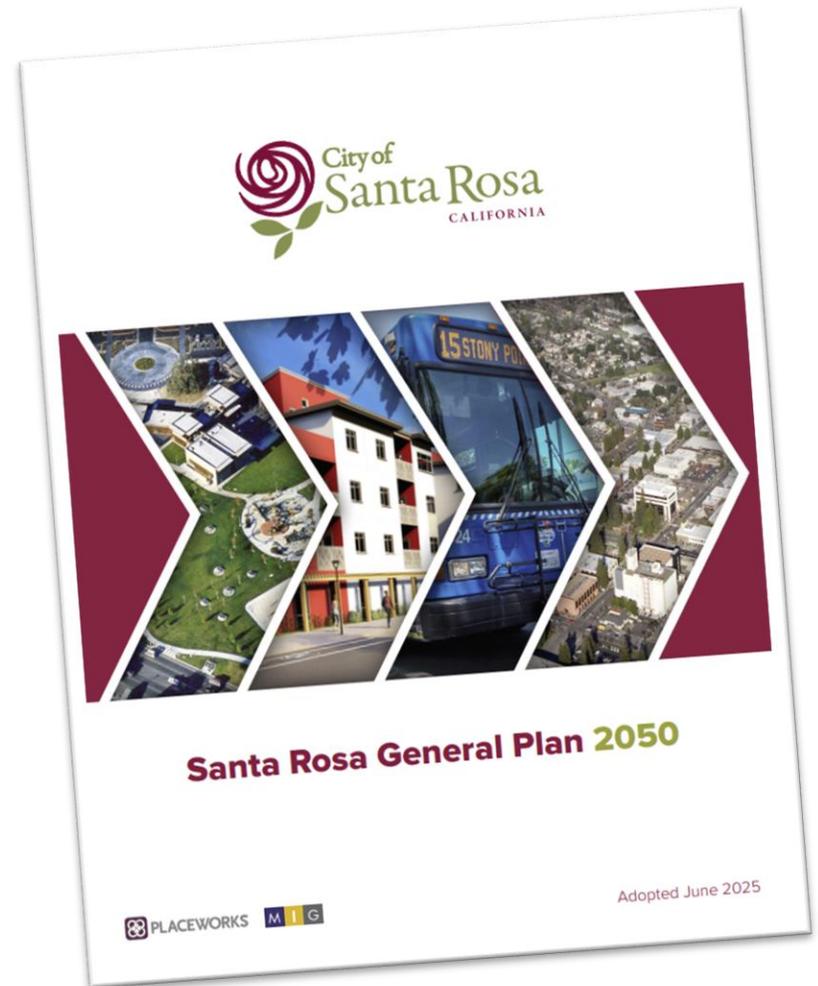


1266 Janet Way

- Undeveloped site surrounded by residential development and Southeast Greenway
- General Plan amendment: designate as Medium Density Residential
- Zoning change: R-1-6 (Single-Family Residential) to R-3-15 (Multi-Family Residential) with MMH-S (Missing Middle Housing-Small) Combining District



General Plan Text Amendment



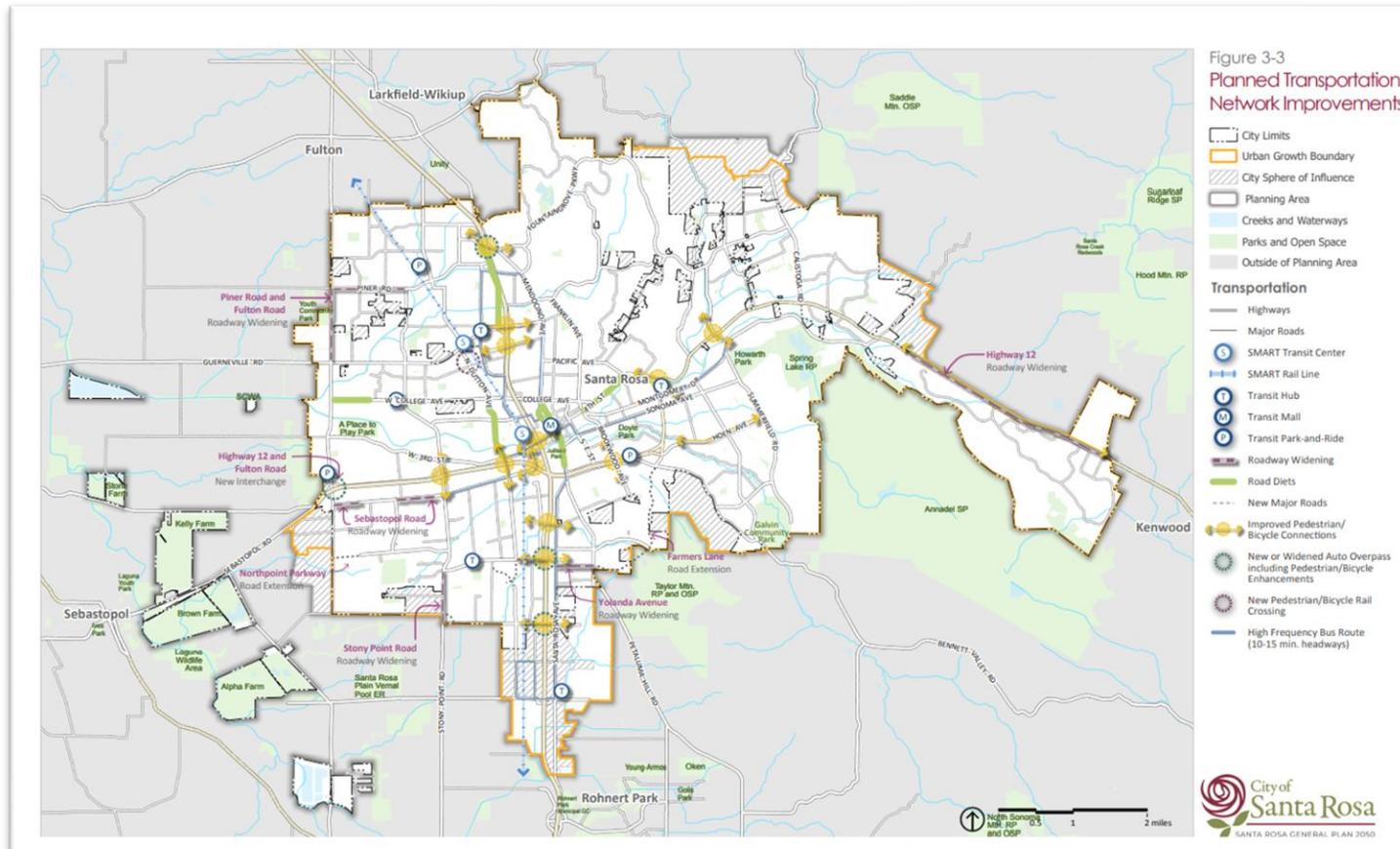
Active Transportation Plan

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- Adopted by City Council on July 8, 2025
- Establishes a long-term vision for improving walking, biking and rolling, with focus on completing an active transportation network built for all ages and abilities

General Plan 2050 Circulation Element

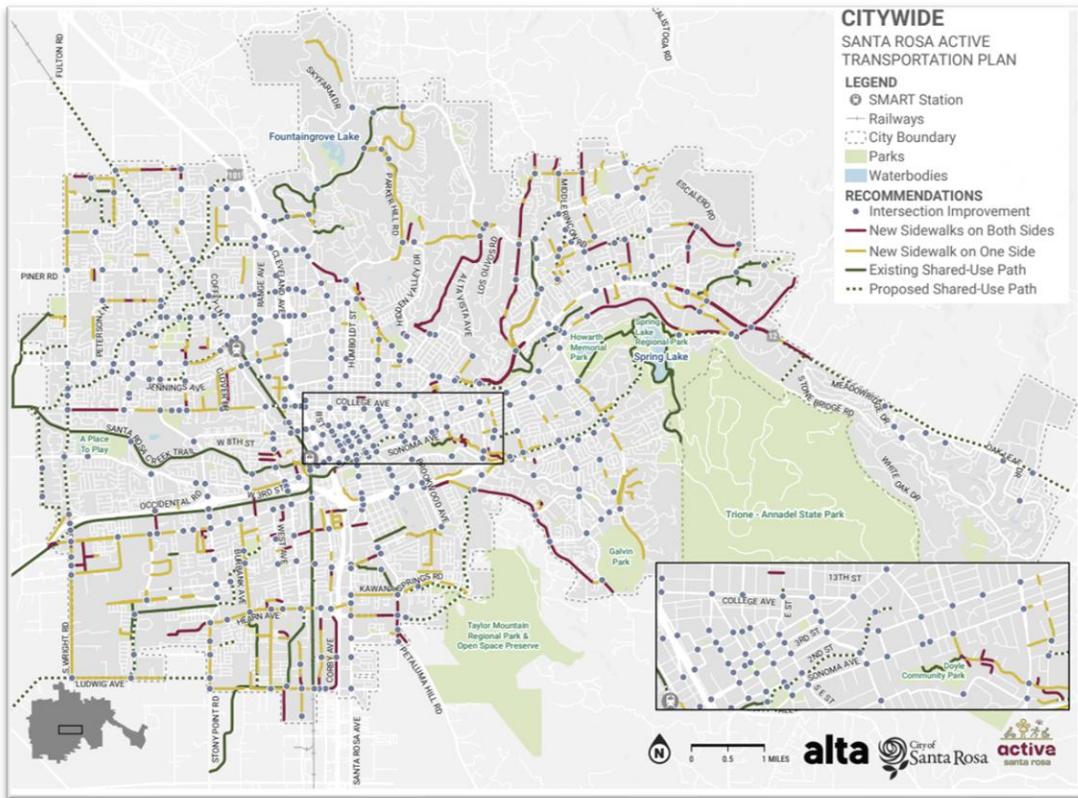


Addresses City's circulation network and how people meet daily transportation needs

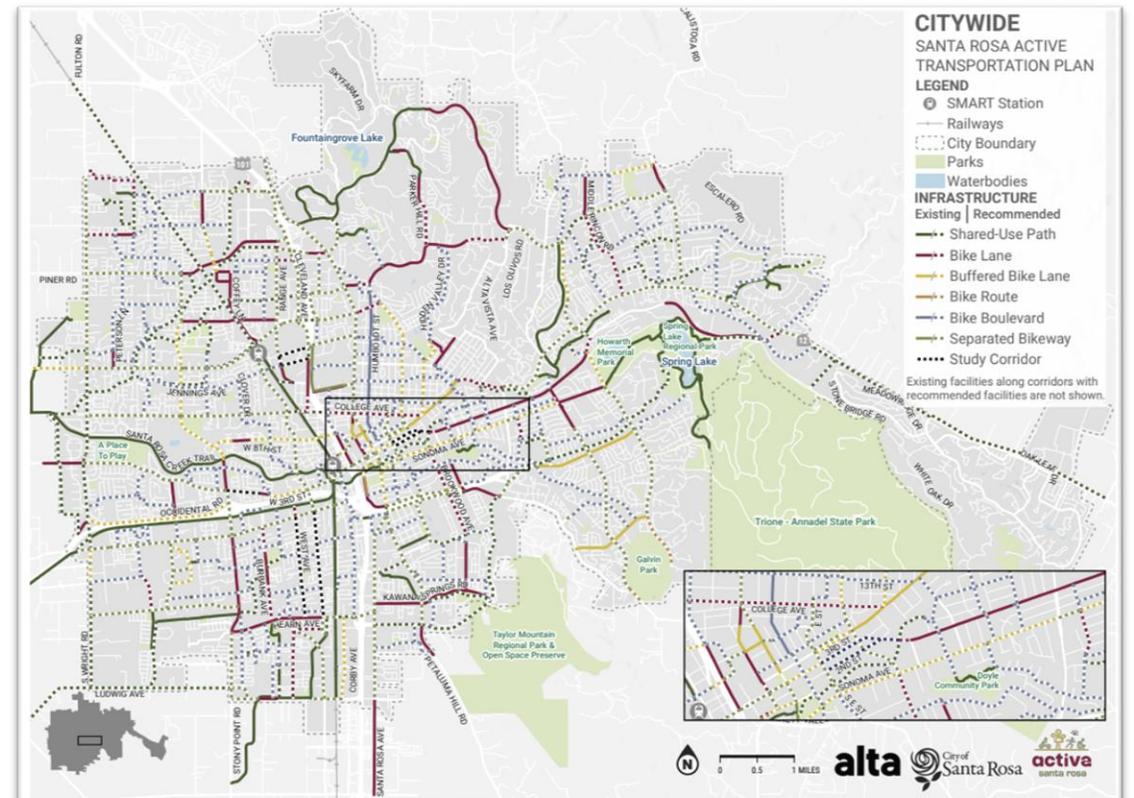
Emphasizes shift to active transportation and transit use and focuses improvements in Equity Priority Areas and Areas of Change

General Plan Figure 3-3

Proposed General Plan Figures 3a & 3b



Planned Pedestrian Network Improvements



Planned Bicycle Network Improvements

Align Zoning with Land Use

Assessor's Parcel Number (APN)	Address	Existing Zoning	Proposed Zoning
010-421-011	50 W College Avenue	NMU (Neighborhood Mixed Use)	MMU (Maker Mixed Use)
010-132-014	1060 Maxwell Drive	NMU (Neighborhood Mixed Use)	MMU (Maker Mixed Use)
010-132-017	1040 Maxwell Drive	NMU (Neighborhood Mixed Use)	MMU (Maker Mixed Use)
010-421-004	50 W College Avenue	NMU (Neighborhood Mixed Use)	MMU (Maker Mixed Use)
010-132-018	1038 Maxwell Drive	NMU (Neighborhood Mixed Use)	MMU (Maker Mixed Use)
010-132-011	1056 Maxwell Drive	NMU (Neighborhood Mixed Use)	MMU (Maker Mixed Use)
010-132-012	1044 Maxwell Drive	NMU (Neighborhood Mixed Use)	MMU (Maker Mixed Use)
125-181-023	100 Sebastopol Road	IL (Light Industrial)	CN (Neighborhood Commercial)
125-181-008	80 Sebastopol Road	R-3-15 (Multi-Family Residential)	CN (Neighborhood Commercial)
014-283-024	1266 Janet Way	R-1-6 (Single-Family Residential)	R-3-18 (Multi-Family Residential) and MMH-S (Missing Middle Housing-Small)

Environmental Review

- Addendum to the General Plan 2050 Environmental Impact Report (EIR) prepared and included as Exhibit A to Resolution 1
- Addendum prepared in accordance with California Environmental Quality Act (CEQA) Guidelines Section 15164.
 - Concludes that adoption of the General Plan Amendment Package would not result in any **new or more severe significant environmental impacts** compared to the **impacts previously disclosed and evaluated** in the General Plan 2050 EIR

Public Noticing

Alternative Notice Method:

- ✓ Zoning Code Section 20-66.020(D) - when mailed notice would exceed 1,000 property owners, the City may provide public notice through a one-eighth page newspaper advertisement.
- ✓ Notice was provided via a one-eighth page advertisement in the Press Democrat on January 20, 2026 – meeting the State mandated 20-day noticing requirement for Zoning Amendments.

Additional Public Notice:

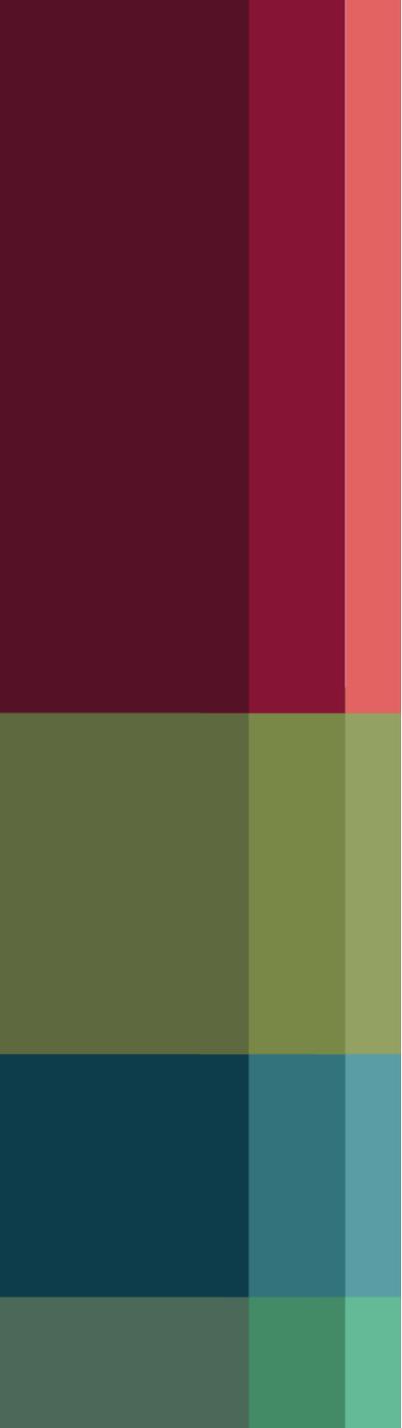
- ✓ Electronic notice to parties who expressed interest in projects within this area of Santa Rosa.
- ✓ Bulletin board postings at City Hall and on the City website.

No public comments have been received.

Recommendation

The Planning and Economic Development Department recommends that the Planning Commission, by three resolutions, recommend to the City Council:

- 1) Adoption of an Addendum to the General Plan 2050 Environmental Impact Report (EIR); and
- 2) Adoption of land use diagram and text amendments to the General Plan 2050 and amendments to the land use figure within Downtown Station Area Specific Plan; and
- 3) Adoption of Zoning Map amendments to maintain consistency with the proposed General Plan land uses.

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Questions?

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