# 2 Project Description

The project analyzed in this SEIR (Proposed Plan) is the proposed update to the Santa Rosa Downtown Station Area Specific Plan, published in 2007 (2007 DSASP). The Proposed Downtown Station Area Specific Plan (DSASP) is both a policy document and an implementation tool for the City's General Plan. It contains strategies, regulations, and policies to guide future development within the Downtown Station Area. The Proposed Plan aims to ensure consistency and integration between recent and ongoing planning efforts.

This chapter includes a description of the existing regional and local project setting, a description of the purpose and objectives of the Proposed Plan; information about the planning process and organization of the Proposed Plan; a summary of key project components, policy goals, and regulatory mechanisms to implement the Proposed Plan; and a description of intended uses of this EIR.

## 2.1 Location, Setting, and Access

### REGIONAL LOCATION

Santa Rosa is located in central Sonoma County, in the northwestern part of the nine-county San Francisco Bay Area. Santa Rosa is about 55 miles north of San Francisco and 70 miles southwest of Sacramento.

### PLANNING AREA

The Downtown Station Area (Planning Area) covers approximately 720 acres surrounding the Downtown Station Sonoma-Marin Area Rail Transit (SMART) site in the heart of Santa Rosa. The 2007 DSASP area was roughly bounded by College Avenue to the north, Sebastopol Road to the south, Santa Rosa Avenue and E Street to the east, and North Dutton Avenue to the west. These boundaries were chosen to be generally consistent with the downtown area specified in the Santa Rosa 2020 General Plan, with the exception of a small portion east of E Street.

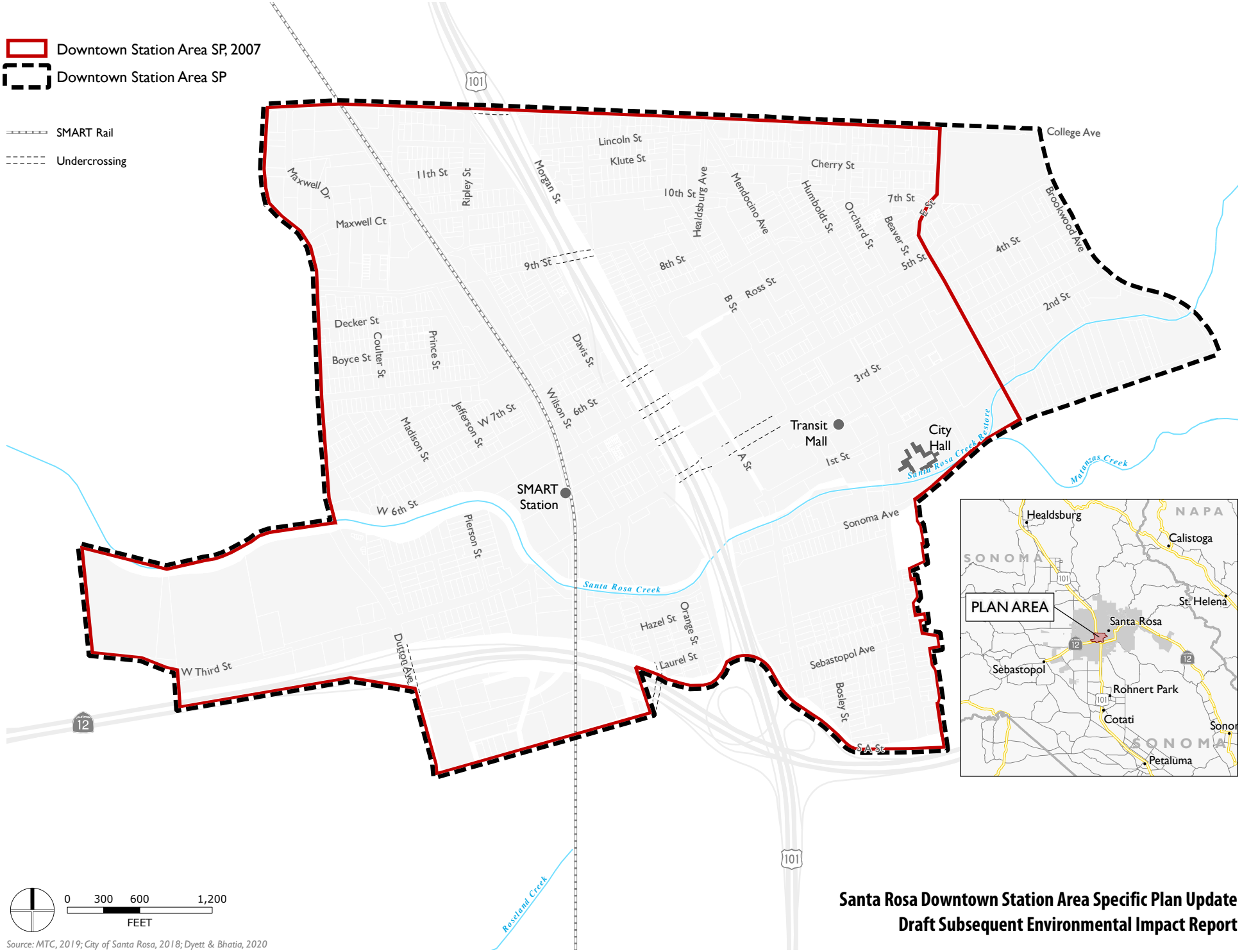
As part of the Proposed Plan, the eastern boundary of the Planning Area has been expanded to Brookwood Avenue to be consistent with the General Plan's definition of the Downtown Core. See Figures 2.1 and 2.2 for the Planning Area regional location and boundaries, respectively.

# Figure 2.1: Regional Context


Data Source: City Santa Rosa, 2019; Dyett & Bhatia, 2020

Railroad | Downtown Station Area SP | Sonoma County

# Figure 2.2: Planning Area Location




Source: MTC, 2019; City of Santa Rosa, 2018; Dyett & Bhatia, 2020

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The Planning Area is largely defined by the transportation infrastructure and the creeks (Santa Rosa and Matanzas) that run through it. US 101 bisects the area in a north-south direction, separating the two principal downtown commercial districts, the central business district around Courthouse Square to the east and the historic commercial core around Railroad Square to the west. The railway tracks further divide the Planning Area in a north-south direction, generally flanked by industrial development that separates residential areas on either side from one another. Highway 12 generally forms the southern boundary of the Planning Area, although an elevated segment of this roadway separates development on Sebastopol Road from the rest the Planning Area, with connections via underpasses at Dutton, Olive Street, and the railway tracks.

The Planning Area contains two major transit stops, including the SMART's Downtown Station in Railroad Square and the downtown Transit Mall. Vehicular access to the SMART's Downtown commuter rail station is available at the western terminus of Fourth and Fifth Streets in Railroad Square. The Downtown Transit Mall is located on Second Street between B Street and Santa Rosa Avenue. Additionally, CityBus routes 1, 2/2B, and 3 operate at 15-minute headways, providing access to and within the Planning Area.

## EXISTING CHARACTER AND CONTEXT

The Planning Area is highly urbanized and largely developed, with a mix of daytime and nighttime uses on a walkable street grid. Figure 2.3 shows the Planning Area's existing General Plan land use. The Planning Area encompasses several established neighborhoods, including Courthouse Square, Railroad Square, Maxwell Court, South A Street Arts District (SOFA), and other established residential neighborhoods, including many designated historic preservation districts. General neighborhood boundaries and structure are shown in Figure 2.4.

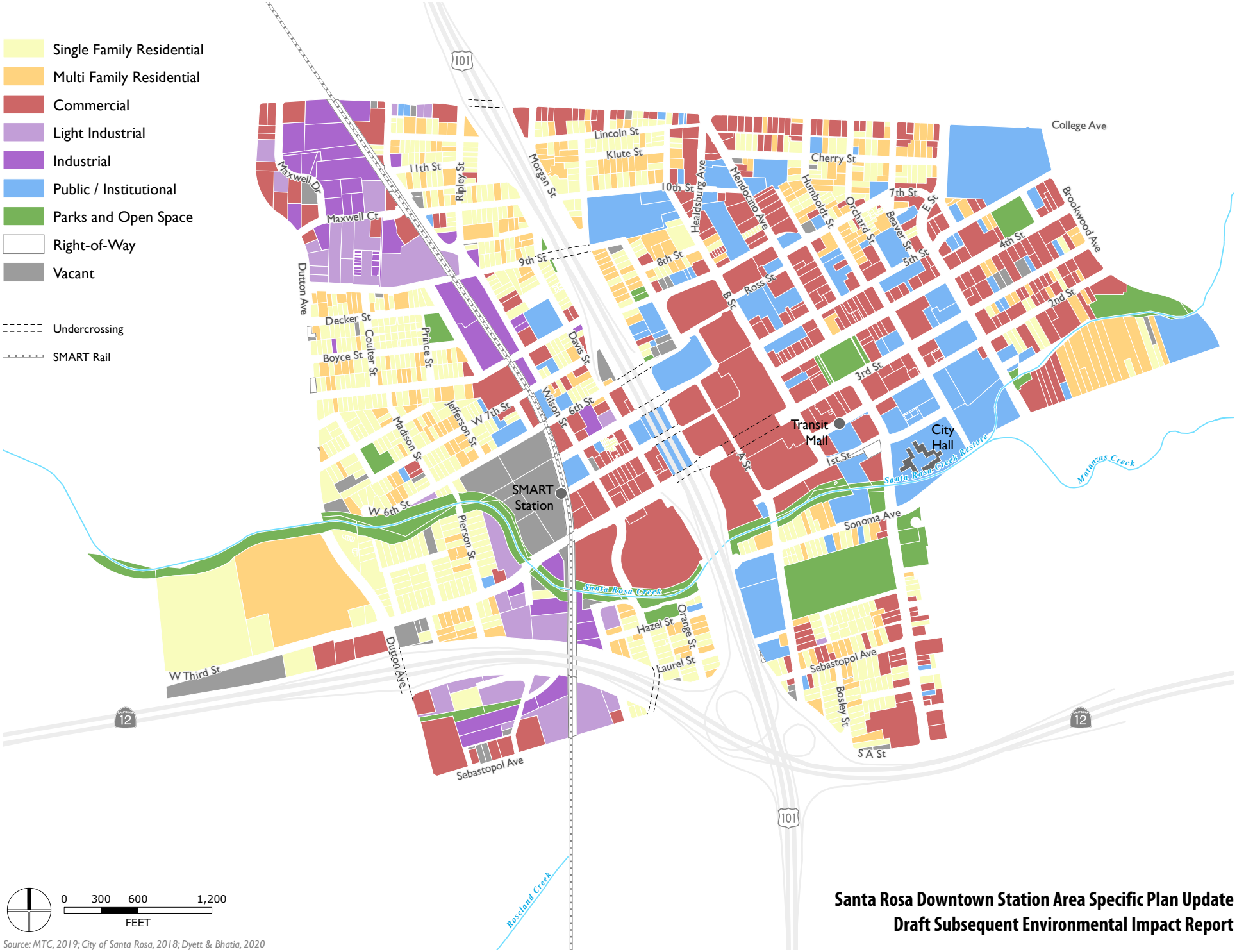
### Courthouse Square

Courthouse Square is a major regional employment, commercial, and transportation center with a mix of commercial, office, and a few residential buildings. Lot coverage can be up to 100 percent for some of the older buildings, such as those along Fourth Street, whereas newer buildings typically include surface parking lots and setbacks which can lower lot coverage down to 50 percent. Building heights vary, with some of the tallest buildings up to five or six stories and 100 feet tall, however buildings in this area are typically under three stories.

### Railroad Square

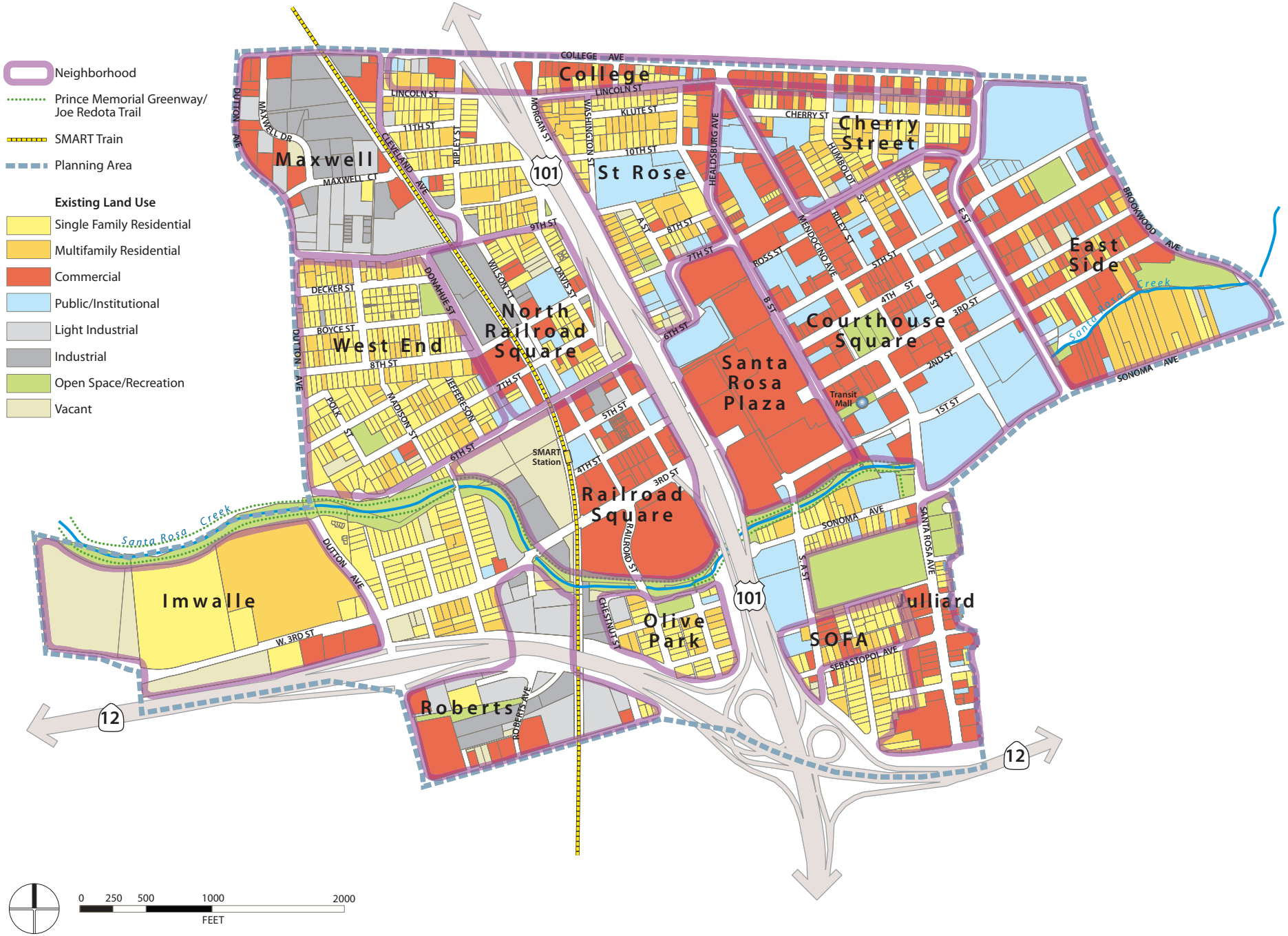
The Historic Railroad Square area is a designated historic preservation district and includes shops, restaurants, offices, hotels, and other commercial uses with a small number of residential properties. Lot coverage varies depending on the age and use of the building, ranging from nearly 100 percent for some of the historic commercial buildings to 25 percent

# Figure 2.3: Existing Land Use in the Planning Area




*Source: MTC, 2019; City of Santa Rosa, 2018; Dyett & Bhatia, 2020*

# Figure 2.4: Downtown Structure



for the newer hotels. Building heights range from one story and 15 feet tall to four stories and 50 feet tall, but most buildings are typically under two stories. Typical architectural features include storefronts with large windows, detailed facades, and a variety of brick-and-stuccowork.

### Santa Rosa Plaza Mall

The Santa Rosa Plaza Mall occupies five city blocks with a surrounding parking structure occupying an additional five blocks. The lot and building sizes are very large in comparison to those found in historic Railroad Square and Courthouse Square. The buildings and parking garages create a superblock with a small number of streets and pedestrian walkways. Stand-alone buildings on the east side of the Mall along the Santa Rosa Creek are smaller in scale and have an average lot size of 32,000 square feet.

### East Side

East of E Street there is a mix of single-family detached homes and businesses. Lot coverage is around 30 percent on average with generally consistent front, rear and side setbacks, although surface parking lots occupy a greater portion of some commercial lots. Building heights are typically one to two stories or 14 to 25 feet tall. Typical architectural features depend on the use and age of the building; older single-family homes typically have gabled roofs, front porches, and doorways located facing the street frontage while the newer commercial buildings along fourth street have flat roofs, bigger storefront windows, and prominent entrances.

### Juilliard

Santa Rosa Avenue is a key gateway to the Planning Area and contains a mix of mostly commercial uses, with a few single-family residential properties and motels. The average lot coverage is 50 percent and many properties have off-street parking lots. Building heights are typically one to two stories or 14 to 25 feet. Typical architecture features vary with commercial buildings having a boxier look due to parapets and flat roofs and generally have consistent storefront windows and entrances. Residential properties have porches, gabled roods, and garages setback from the street.

### College Avenue

The College Avenue corridor includes a mixture of residential and commercial uses, with some older homes converted into offices. The average lot coverage is 25 percent with generally consistent front setbacks. Most structures are under two stories, except for the office building at 320 College Avenue which is three stories, and have ornamental architectural features like porches, windows, and overhangs which add to the character of the street. In a few cases, parking lots front directly along the street breaking up the otherwise continuous street frontage.

### Maxwell Court

The Maxwell Court area includes some industrial properties located to the west of the railroad tracks. In this area, lots range from 8,000 to 123,000 square feet in total lot area and are larger than other areas within the Station Area. Lot coverage depends on the type of industrial use present on the lot, with an average of 20 percent. Building heights are typically one story or 12 to 20 feet tall apart from the machinery at the BoDean Asphalt Plant which is much taller. Due to the industrial nature, the architectural features are designed for function and include materials like corrugated metal, domed or flat roofs, and low-rise concrete blocks.

### Roberts Avenue

There are also industrial areas surrounding Roberts Avenue and Chestnut Street/Buckingham Drive that are separated by the SMART rail corridor and by Highway 12. Individual lots are typically larger than other subareas and rectangular in shape, ranging from 9,000 square feet to 140,000 square feet in area. This area contains predominately industrial and commercial structures, although a few single-family residential houses can be found, and new multifamily units are being constructed on the south side of Sebastopol Road outside of the Planning Area.

### North Railroad Square

North of Railroad Square, there are historic industrial structures clustered along the rail corridor from when the area was used for freight rail and manufacturing. Individual lots are quite large, with three lots totaling over 211,000 square feet in area. A few of the buildings take up a significant portion of the lot they occupy, with maximum lot coverage at 94 percent. Architectural features reflect the time period which the buildings were built, with the older warehouses built in red brick and newer ones using concrete blocks and wood sheathing.

### Imwalle

At the western end of the Planning Area there are several large, undeveloped parcels as well as newer residential developments in the vicinity of Imwalle Gardens, a family-owned retail business selling plants. Small lot single-family residential development abuts the area to the west, and the Westside Plaza mall, a single-story neighborhood-serving retail center at the southwest corner of North Dutton and West Third.

### Pre-War Residential Neighborhoods

Pre-war residential neighborhoods in the Planning Area include the St. Rose, Cherry Street, West End, North Railroad Square, Olive Park, and SOFA neighborhoods, as well as a portion of Burbank Gardens east of Santa Rosa Avenue. These neighborhoods contain homes that date from the 1870s to 1940s as well as more modern construction, and several have been designated as preservation districts. The pre-war neighborhoods contain a mix of single-family detached homes and smaller-scale multifamily structures. Lot coverage is 30 percent on average with generally consistent front, rear and side setbacks. Building heights are typically one to two stories or 14 to 25 feet. Typical architectural features of single-family homes in these neighborhoods include gabled roofs, front

porches, and doorways located facing the street. Some older homes have been converted to professional office or multifamily uses; however, in general multifamily structures in these neighborhoods tend to be newer construction. These buildings tend to have little facade articulation and smaller setbacks, which creates a boxier look.

## 2.2 Background

The Downtown Station Area is one of five Priority Development Areas (PDA) in Santa Rosa established by the City to provide opportunities for compact, infill development in proximity to transit, jobs, schools, shopping and services (see Figure 2.4). PDAs are an integral part of Plan Bay Area 2040, the regional sustainable growth strategy that coordinates housing plans, open space conservation efforts, economic development strategies, and transportation investments to further statewide goals for climate action. PDAs are eligible for capital infrastructure funding, planning grants, and technical assistance from MTC.

In September 2005, the City of Santa Rosa received a planning grant to support community- and transportation-oriented development around the then-proposed SMART Station, culminating in the 2007 DSASP. The 2007 DSASP describes a vision for Downtown as an energetic commercial and cultural center with a range of housing, employment, retail and restaurant options in a vibrant, walkable environment. The 2007 DSASP aims to enhance distinct identity and character, encourage a diverse mix of uses, incorporate transit-oriented development, and create additional pedestrian-friendly connections through a range of supportive policies and standards. To implement this vision, the 2007 DSASP generally maintained existing applicable General Plan land use designations in the Planning Area but added a new Transit Village land use category with two classifications: Transit Village Medium and Transit Village Mixed Use. The 2007 DSASP also identified the following Specific Plan Sub-Areas and specified allowable building heights for each: Courthouse Square, Railroad Square, Railroad Corridor, Park and Gardens, Imwalle Gardens, Residential, and Historic Residential Sub-Areas. These Sub-Areas and associated heights are shown in Table 2-1, below.

Table 2-1. Allowable Building Heights by Sub-Area

| *Sub-Area* | *Allowable Building Height* |
|---|---|
| Courthouse Square | 2-10 stories |
| Railroad Square | 2-7 stories |
| Railroad Corridor | 1-5 stories |
| Park and Gardens | 2-3 stories |
| Imwalle Gardens | 1-4 stories |
| Residential | 1-5 stories |
| Historic Residential | 1-3 stories |

*Source: 2007 DSASP*

The 2007 DSASP created six Street Types for key travel routes for all modes of transportation and three Corridor Types for key pedestrian and bicycle routes. Separate design guidelines and streetscape standards were established for each Street and Corridor Type which:

- Designate areas where new development must provide activity-generating uses at the ground floor along all public streets;
- Define the intended character, form and function of the street or corridor;
- Establish the basic parameters governing building form for new construction or substantial renovation; and
- Include additional requirements or guidelines for specific private or public building locations.

The 2007 DSASP also included multiple circulation improvements to address the impact created by the new development on the local and regional roadway, bicycle and pedestrian systems. Major improvements include:

- Reunification of Courthouse Square, which reverted the network to the historic street pattern that existed prior to the Santa Rosa Avenue-Mendocino Avenue connection through the center of the square
- Decreased traffic volumes on Santa Rosa Avenue south of First Street and on Mendocino Avenue-Healdsburg Avenue south of College Avenue, and improvements at various intersections to address rerouted traffic due to reunification;
- New streets at Roberts Avenue, Donahue Street, West Sixth Street, the SMART Station; and at 4th Street through the Santa Rosa Plaza Mall;
- Reclassification of Mendocino Avenue, Sixth and Seventh streets to a 2-lane transitional/collector street; B Street to a 3-land transitional/collector street; Healdsburg Avenue to a 3-land regional/arterial street; and First Street to a 2-lane regional arterial street to enable new on-street bicycle lanes or bicycle boulevards; and
- A connection through Sixth Street under US 101 via a new underpass to improve connectivity for drivers, pedestrians, and bicyclists.

A key purpose of the 2007 DSASP was to increase the number of residents and employees within walking distance of the SMART site through the intensification of land uses in the Planning Area. However, halfway through the planning period, only 100 out of an envisioned 3,400 housing units and 194,000 of an envisioned 494,000 square feet of office, retail, and institutional uses were developed, with an additional 275 housing units and 107,000 square feet of office, retail, and institutional uses approved, but not yet constructed. Successful downtown development is an essential part of addressing the urgent housing need created by the housing crisis and loss of homes to the 2017 wildfires. As such, the City of Santa Rosa decided to update the 2007 DSASP to explore options for addressing the community's unmet housing needs as well as land use, transportation, economic development, and historic preservation issues associated with the intensification of housing development downtown.

# 2.3 Purpose and Objectives of the Proposed Plan

CEQA Guidelines (§15124) require a description of the Proposed Plan purpose and objectives.

## PURPOSE

Under California law, cities and counties may use the specific plan process to develop policies, programs, and regulations for implementing their general plans in site-specific areas. A specific plan frequently serves as the bridge between the general plan and site development plans in this regard. No rezoning, subdivision, use permit, development plan, or other entitlement for use, and no public improvement shall be authorized for construction within the specific plan area that is not in substantial conformance with the specific plan. The DSASP is the City's guide for development in downtown Santa Rosa, establishing policies and programs related to land use, circulation, urban design, and the environment.

## OBJECTIVES

The overarching goal of the Proposed Plan remains to promote housing and commercial development within Downtown while improving connectivity and preserving historic character. However, in order to address changes and opportunities downtown, the following objectives have been established for the DSASP update:

- Enhance the role of Downtown Santa Rosa as an energetic commercial and cultural center with a range of housing, employment, retail and restaurant options in a vibrant, walkable environment;
- Facilitate the production of housing that provides a range of options for people of all incomes, abilities, and stages of life;
- Enhance connectivity for pedestrians, cyclists, and transit users within in the Planning Area and to/from key destinations;
- Increase the number of residents and employees within one half mile of high frequency transit options;
- Strengthen sense of place by providing welcoming civic spaces, public art, and uses and design that promote day and nighttime vitality;
- Leverage City-owned properties in the Planning Area to catalyze redevelopment that can provide for the community's unmet housing needs within the Planning Area.

## 2.4 Planning Process

Community engagement was integral to the development of the DSASP, based on a multi-faceted Community Engagement Strategy that sought to engage a broad cross-section of the community's population and interests. A Community Advisory Committee (CAC) was formed to act as "ambassadors" for the DSASP and help engage community members in the process. The CAC was instrumental in building connections to community groups, establishing forums for dialogue with their constituents and the general public, and helping to develop and refine outreach methods. At each phase of the work, a variety of different methods was used provide opportunities for discussion and meaningful input and build public ownership of the DSASP:

- Phase I. Issues and opportunities: The purpose of this phase was to conduct an intensive "deep-dive" early in the process to identify and understand stakeholder priorities and concerns, and to establish a coordinated and realistic direction for the future of the planning founded on community vision. Outreach activities included a series of stakeholder interviews with the representatives from the developer, nonprofit, business communities; two community workshops with over 90 participants; small group meetings and citywide outreach events; and an online issues and opportunities survey, with close to 400 respondents.
- Phase 2. Alternatives Exploration: Based on community vision and input, this phase saw development of distinct land use alternatives, each of which highlighted opportunities and tradeoffs. Over 120 community members participated in the charrette-based alternatives workshop, and 90 people responded to an online alternatives concepts survey. Additionally, several neighborhood meetings in Maxwell Court, Santa Rosa Avenue, Roseland, and other communities were held to provide more targeted input on relevant areas of the Plan.
- Phase 3. Draft Plan Preparation: A draft plan was prepared based on the preferred plan concept that emerged from Phase 2. About 300 people responded to a visual preferences survey, which informed development requirements and design guidelines in Chapter 3 of this Specific Plan.
- Phase 4. Plan Finalization: The final plan presented for adoption to the Planning Commission and City Council. Outreach activities included an open house and pop-up engagement to raise awareness about the plan.

# 2.5 Proposed Plan

This section provides a brief overview of key plan components, which include direction for land use, transportation, parking, urban design, and environment, hazards, and sustainability. These issues are covered in chapters 2 through 6 of the Proposed Plan. Proposed Plan strategies, policies, and actions are considered throughout this SEIR both in terms of their environmental impacts and, where relevant, of how those policies may reduce or avoid potential impacts.

## PLANNING HORIZON

Implementation and buildout of the Proposed Plan is anticipated to occur over a period of approximately 20 years. The precise timing for buildout of the Proposed Plan will depend on a number of factors, including market conditions, site constraints, land availability, and property owner interest.

## ORGANIZATION

The Proposed Plan is organized into six chapters, listed below. Chapters 2 through 6 present background information and context followed by goals, policies, and implementation measures. Goals are statements of broad direction, philosophy, or standards to be achieved. Policies are actionable statements that support the implementation of the goals. Implementation measures include regulations, public works projects, and financing measures necessary to carry out the Proposed Plan. The contents of the chapters are as follows:

1. Introduction: Provides background and context, Specific Plan objectives, and the contents of the Specific Plan document.
2. Land Use: Presents key features of the Planning Area, including existing land use, development potential and opportunity sites where significant change may be expected to occur, the land use framework, vision, and designations, development form and intensity standards, and affordable housing strategies.
3. Mobility: Addresses the Planning Area's roadway network and circulation, pedestrian and bicycle connectivity, transit and transportation demand management measures, and parking strategies.
4. Urban Design and Civic Spaces: Provides guidance for the development of the built environment in the Downtown Station Area, including streetscape improvements and the public realm, civic spaces, detailed development standards and design guidelines, and preservation and compatibility of new development with historic resources.
5. Public Services and Sustainability: Addresses key environmental issues that will potentially have an impact on the design and location of new development, including noise, air quality, biological resources, hazardous materials, flooding, geology and seismicity, and cultural resources. This chapter also addresses public services and infrastructure needed to ensure public health and safety downtown.

6. Implementation: Outlines measures for consistency with the General Plan and Municipal Code and provides an infrastructure cost assessment, preliminary financing strategies for infrastructure and public improvements, and a phased implementation program.

Chapters 2 through 6 represent the body of the Proposed Plan. Each of these chapters includes an examination of existing conditions, identifies proposed changes, and concludes with a set of goals and policies. These policies are to be used by the City of Santa Rosa and other stakeholders to guide regulatory changes, public investments, partnerships, and other actions over the course of the planning period. Chapter 6: Implementation of the Proposed Plan identifies the regulatory changes and improvement actions required to implement the Proposed Plan and ensure consistency with other City plans and regulations.

## KEY COMPONENTS OF THE PROPOSED PLAN

The Proposed Plan is an update to the 2007 DSASP intended to facilitate high density mixed use residential and commercial development in proximity to transit facilities, including the Downtown SMART rail station, the Downtown Transit Mall, and major bus routes. It involves updates to the regulatory framework that guides Downtown development and it identifies improvements to public facilities needed to support the growth envisioned. As noted above, the Planning Area would be expanded eastward so that it is consistent with the General Plan definition of the Downtown boundary. The principal components of the Proposed Plan are summarized below.

### Land Use

*Land Use Designations*

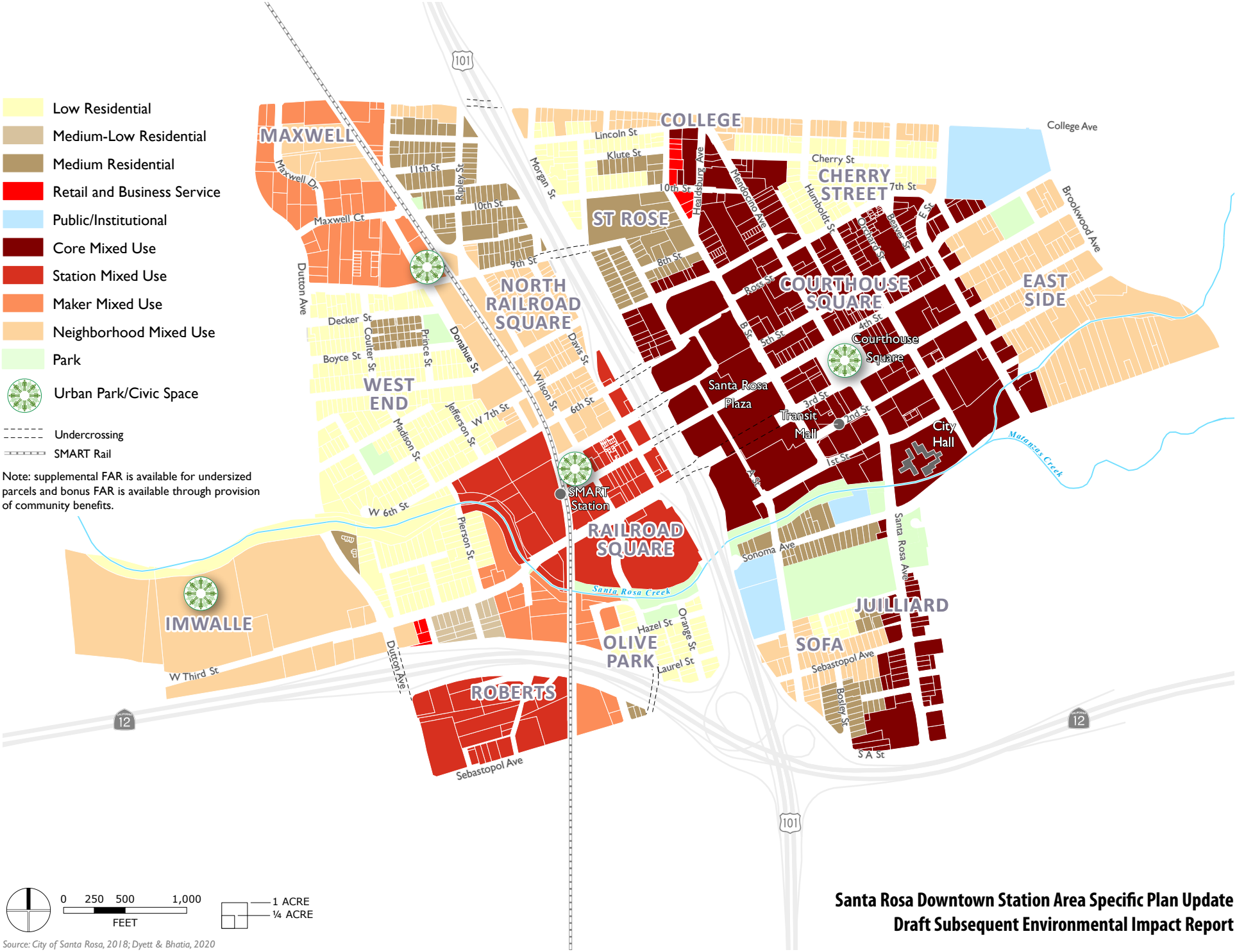
The Proposed Plan introduces new land use designations applicable in areas with clusters of vacant and under-utilized land where change is foreseeable (Figure 2.5). Outside of these areas, no change to the land use framework is envisioned and the current land use designations from the General Plan would remain in force. Overall, the Proposed Plan reduces the number of downtown land use designations from 14 to 9 and provides descriptions intended to recognize and enhance the character of various distinct downtown districts. Proposed Plan introduced the following new land use designations, shown in Figure 2.5:

- Core Mixed Use - The Core Mixed Use (CMU) designation is intended to foster a vital mix of residential, retail, office, governmental, entertainment, cultural, educational, and hotel uses to activate the greater Courthouse Square area and key transit corridors. The principal objectives of the CMU designation are to strengthen the role of this area today as a business, governmental, retail, and entertainment hub for the city and the region, and to provide for significant new multi-family residential development that will extend the hours of activity and create a built-in market for existing and new retail, services, and entertainment uses. High-rise development in single-use or mixed-use buildings is envisioned in a walkable environment with public gathering places such as plazas, courtyards, or parks and easy access to public transit.
- Station Mixed Use - The Station Mixed Use (SMU) designation is intended to foster a range of visitor-serving uses, including retail, restaurants, entertainment, cultural amenities, and hotels in proximity to the Downtown SMART station. While commercial

uses are emphasized, new multi-family housing will also be allowed to support the daytime and evening vitality of the area. New development will complement the unique character of Railroad Square, adding to the mix of uses and enhancing the walkable, pedestrian-oriented streets and public spaces that attract local residents, SMART train riders, and visitors from Santa Rosa and the wider region throughout the day and the week.

- Maker Mixed Use - The Maker Mixed Use (MMU) designation emphasizes a balanced mix of residential, creative, and maker-oriented uses, including artisan shops, studios, media production, printing and publishing, distilleries and micro-breweries, cannabis, tech start-ups, research and development facilities, limited light industrial uses, and home-based businesses. Multi-family residential units are encouraged in single or mixed-use buildings, as are live/work units. Supportive uses that contribute to a vibrant village atmosphere, such as bodegas, specialty food stores, cafes, coffee shops, performing arts venues, theatres, restaurants, schools, and educational facilities are also permitted.
- Neighborhood Mixed Use - The Neighborhood Mixed Use (NMU) designation is intended to provide for new multi-family residential development in mixed- or single-use buildings, together with a broad mix of uses that primarily serve local area residents, including professional office, retail, entertainment, service, and other supporting uses. Housing development typologies envisioned include low- and mid-rise apartments and condominiums, as well as small-lot single-family attached dwellings (e.g., duplexes, triplexes, townhomes). Live-work spaces and maker-oriented uses are permitted subject to performance standards. Street design that integrates pedestrian, bicycle, and vehicular use and incorporates traffic-calming features and on-street parking will be required.
- Civic Spaces - The Civic Spaces (CS) designation is a floating designation that provides for publicly accessible spaces programmed or improved with open space and recreational amenities. The intent of the CS designation is to foster opportunities for interaction between residents, workers, artists, and visitors and to celebrate local culture and history. Lands designated CS may be publicly or privately owned and maintained. Amenities provided may include green spaces, play structures, seating, picnic tables, fountains, public art, projection screens, special landscape features, walkways, and trails that are part of larger circulation networks. Given that opportunities for the creation of Civic Spaces will occur as properties downtown redevelop with higher intensity uses, the precise boundaries of the CS designation are not defined.
- Active Ground Floor Overlay - This overlay requires that new development activate the ground floor of buildings with uses and/or design techniques that promote comings and goings and enhance the pedestrian environment. Active ground floor uses include retail and service establishments, restaurants, cafes, bars and brew pubs, co-working spaces, art and craft studios, and other substantially similar uses. Building design that optimizes pedestrian access; facade length and articulation; and window coverage will be required. The intent is to provide developers with a menu of options from which 2 or more items must be selected. The overlay would apply at locations within mixed use areas where retail currently exists and where enhanced walkability and vitality is desired.

# Figure 2.5: Land Use




*Source: City of Santa Rosa, 2018; Dyett & Bhatia, 2020*

The following land use designations from the 2007 DSASP are retained outside of opportunity areas:

- Low Density Residential – Single-family residential development at a density of 2.0 to 8.0 units per gross acre is allowed in this classification, which is primarily intended for detached single-family dwellings. Attached single-family and multi-family units may be permitted.

- Medium-Low Density Residential – Housing at densities from 8.0 to 13.0 units per gross acre is allowed in this classification, which is intended for attached single-family residential development. Single-family detached housing and multi-family development may be permitted. Development at the mid-point of the density range is desirable but not required.

- Medium Density Residential - Housing densities from 8.0 to 18.0 units per gross acre. This designation permits a range of housing types, including single family attached and multifamily developments, and is intended for specific areas where higher density is appropriate. New single family detached housing is not permitted except in historic preservation districts and historic neighborhoods where single family detached units are allowed.

- Retail and Business Service – This classification allows retail and service enterprises, offices, and restaurants. Regional centers, which are large complexes of retail and service enterprises anchored by one or more full line department stores, and destination centers, which are retail centers anchored by discount or warehouse stores, are allowed.

- Public/Institutional – This classification allows for an area or cluster of governmental or semi-public facilities, such as utility facilities, government office centers, etc. New facilities may be appropriate in any land use category based on need and subject to environmental review.

- Parks and Recreation – This classification allows for neighborhood and community parks, recreation complexes, golf courses and creekways.

*Density and Intensity*

As a way of providing more flexibility to help developers to design and build financially feasible projects, the Proposed Plan establishes a system that regulates Floor Area Ratio (FAR) in Opportunity Areas, replacing existing height and density regulations. Outside of the Opportunity Areas, existing height and density regulations would remain in force. FAR is the ratio of total building space in relation to lot size. FAR does not directly limit the height or number of stories of a building; it simply controls the amount of building space allowed on a given lot. The Proposed Plan would calculate FAR as the total area of all floors in a building as measured to the outside surfaces of exterior walls or to the center line of common walls. Calculations exclude crawl spaces, structured parking, carports, breezeways, attics without floors, porches, balconies, terraces, below grade structures, and open space (common, public, or private). Additionally, for ceilings over 20 feet above floor height, the gross floor area of these areas would be doubled for the purpose of calculating floor area ratio, but not for the purpose of determining actual floor area. This is to

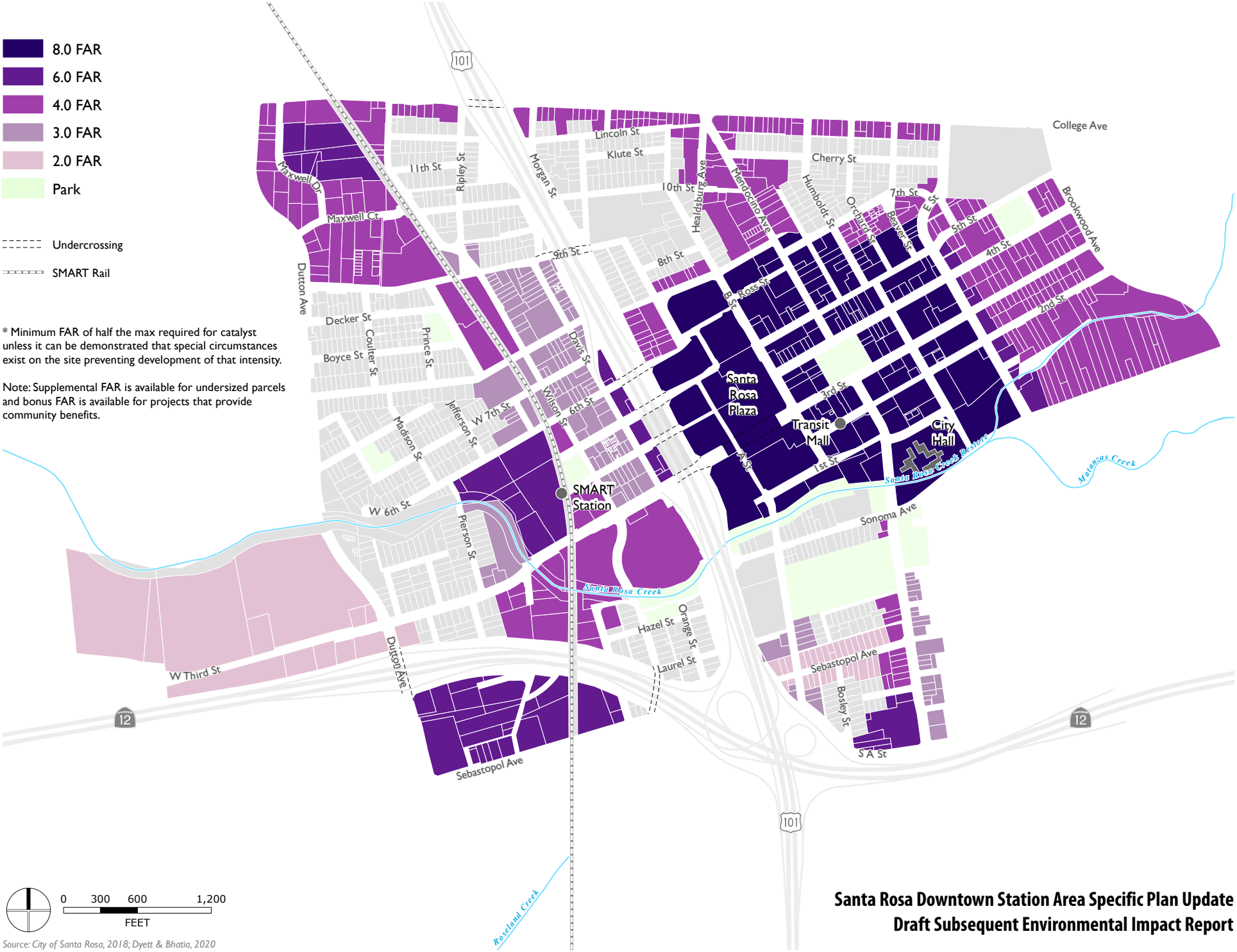
ensure that double-height lobbies, ballrooms, and similar spaces are adequately accounted for in the FAR calculation. Figure 2.6 shows the maximum base FAR allowed in Opportunity Areas prior to application of any FAR bonuses.

The California State Density Bonus Law, under Section 65915 of the California Government Code, offers incentives including up to a 35 percent increase in densities that are intended to encourage the development of affordable housing, while Section 65917.2 of the Code allows FAR bonuses in lieu of a density bonus. The City of Santa Rosa Density Bonus Ordinance (City Code, Chapter 20-31), provides a supplemental density bonus of up to 100 percent above the General Plan residential density limit depending on the project site's General Plan land use designation, its proximity to transit and schools, and its location within a housing opportunity site or a historic preservation district.

*Summary of Land Use Changes*

Table 2-2 shows a comparison of land use designations from the 2007 DSASP and the Proposed Plan, with associated acreages. The totals reflect the expansion of the Planning Area to the east that is part of the Proposed Plan.

# Figure 2.6: Maximum Floor Area Ratio




*Source: City of Santa Rosa, 2018; Dyett & Bhatia, 2020*

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Table 2-2: Land Use Designation Comparison

| *Land Use Designation* | *2007 DSASP Land Use (Acres)* | *Proposed Plan Land Use (Acres)* |
|---|---|---|
| General Industry | 8.2 | - |
| Low Density Residential | 86.5 | 81.5 |
| Light Industrial/Med Residential | 2.6 | - |
| Medium Density Residential | 81.7 | 42.2 |
| Medium-Low Density Residential | 15.1 | 3.1 |
| Office | 2.9 | - |
| Office/Medium Residential | 6.4 | - |
| Parks/Recreation | 23.1 | 25.4 |
| Public/Institutional | 18.5 | 16.0 |
| Retail and Businesses Services | 104.9 | 2.2 |
| Retail/Med Residential | 15.9 | - |
| Transit Village Medium | 65.9 | - |
| Transit Village Mixed Use | 35.8 | - |
| Core Mixed Use | - | 118.6 |
| Maker Mixed Use | - | 37.8 |
| Neighborhood Mixed Use | - | 135.8 |
| Station Mixed Use | - | 51.1 |
| Right of Way/Other[2] | 182.4 | 198.2 |
| Total | *650.0* | *720.0* |

Notes:

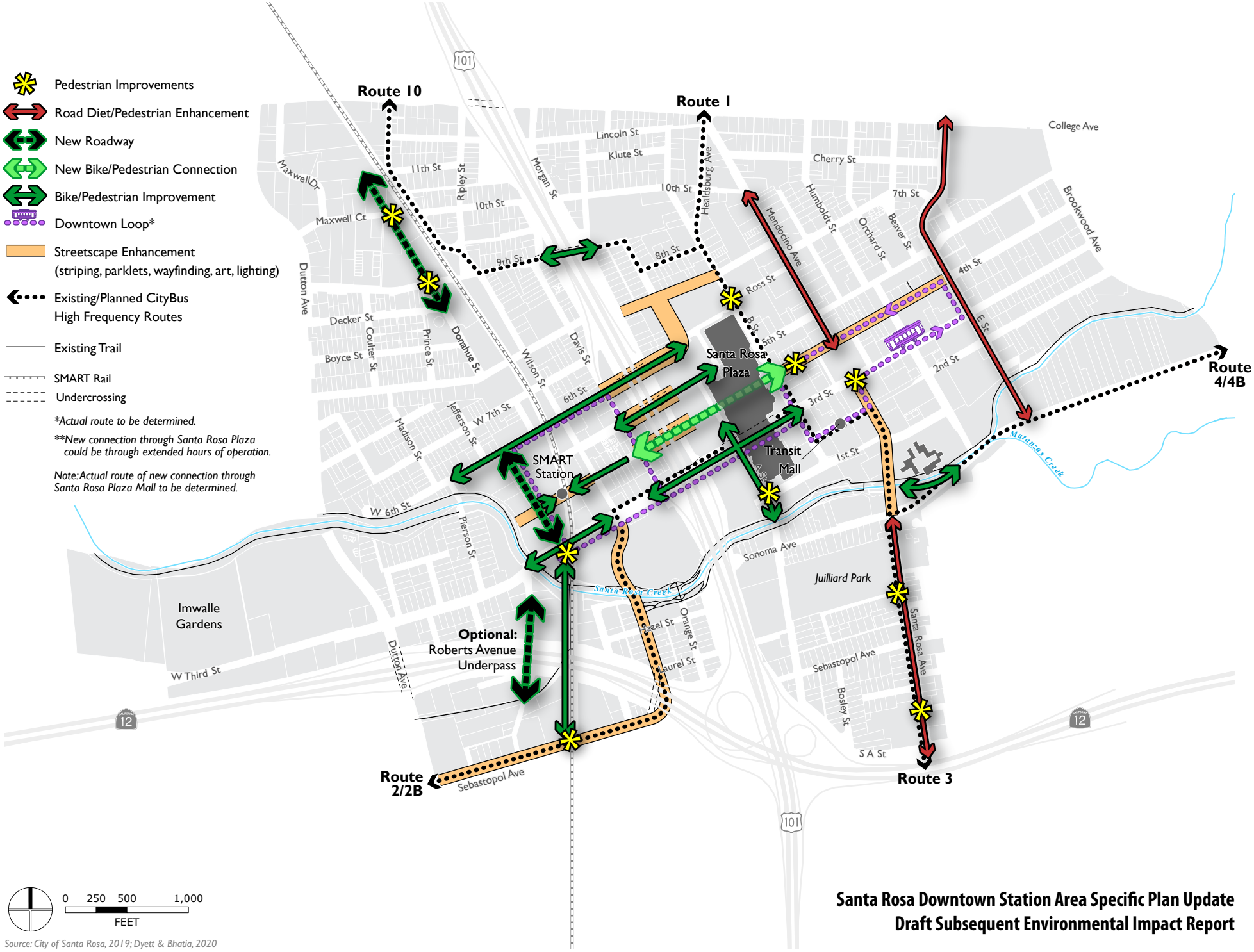
1. Active Ground Floor Overlay is an overlay and Civic Spaces is a floating designation, neither of which are associated with specific acreages.
2. Right of Way is intended to show how acreages sum to total Planning Area acreage and is not a land use category.

*Source: Dyett & Bhatia, 2020.*

## Mobility and Parking

Many of the 2007 DSASP connectivity improvements centered around reunification of the square and improving the pedestrian realm along key corridors. Circulation improvements as part of the Proposed Plan aim to improve connectivity between the downtown core, including Courthouse and Railroad squares, new neighborhood growth in Maxwell Court and Roberts Avenue subareas, and existing neighborhoods. Proposed Plan improvements will build on public realm enhancements to enhance safety, provide a more pleasing pedestrian experience, and support the completeness of the pedestrian and bicycle-oriented network, especially east-west and creek-oriented connections. These improvements are shown in Figure 2.7.

# Figure 2.7: Circulation and Connectivity Improvements




Source: City of Santa Rosa, 2019; Dyett & Bhatia, 2020

*Roadway Network*

As some areas are transformed into more complete neighborhood villages, the Plan improves their connection to the downtown fabric by identifying new streets to serve as a continuation of a finer-grained street network. All new street types will fit within Santa Rosa's current street classification. Additionally, reconfiguring certain roadways and improving intersections provide the opportunity to enhance connectivity and create infrastructure that maximizes transportation choices, especially choices beyond cars, for getting around downtown. Roadway additions and improvements are described in Table 2-3, below.

Table 2-3: Roadway Improvements

| *Roadway Network Improvement* | *Description* |
|---|---|
| New Roadways | |
| Roberts Road Extension | Roberts Road would be reconnected as a local street between Third Street and Sebastopol Road via the existing SR 12 freeway overpass that crosses the SMART rail line and multi-use path. The street is also identified in the 2007 DSASP. |
| Donahue Extension | Donahue Street would be extended north approximately one block from Ninth Street to Maxwell Court as a local street. The street is also identified in the 2007 DSASP. |
| SMART Extension-North South | A new local street connecting Third and Sixth Streets through the parcel to the west of the downtown SMART Station would be constructed as part of that site's development. A traffic signal would be installed at Third Street and interconnected with the adjacent SMART crossing to provide connection to the SMART MUP south of 3rd street. The street and signal are also identified in the 2007 DSASP. |
| **Roadway Reconfiguration ("Road Diet")** | |
| E Street | Change the existing two travel lanes in each direction to one travel lane in each direction with a center turn lane and bike lanes between College Avenue and Sonoma Avenue. E Street would maintain its arterial/collector classification and buffered bicycle lanes. |
| Mendocino Avenue | Change the existing dual northbound lanes and single southbound lane to single lanes in each direction with a center turn lane between Fourth Street and Tenth Street. |
| Santa Rosa Avenue | Change the existing two travel lanes in each direction to one lane in each direction plus a center turn lane and bike lanes between Sonoma Avenue and Maple Avenue and would remain an arterial street. Northbound merge transitions would occur between Maple Avenue and Oak Street, and southbound merge transitions would occur between Sonoma Avenue and Charles Street. The block of Santa Rosa Avenue to the north of Sonoma Avenue would also be modified to include a single northbound lane in order to create sufficient space to stripe bike lanes where they do not currently exist. Traffic signals on the corridor would be coordinated between the Transit Mall (Second Street) and Petaluma Hill Road. |
| Modified Intersections | |
| College Avenue/ Dutton Avenue | A new northbound right-turn lane would be added, and the southbound approach widened to provide dual left-turn lanes. The northbound right-turn lane is identified |

Table 2-3: Roadway Improvements

| *Roadway Network Improvement* | *Description* |
|---|---|
| | in the 2007 DSASP, while the dual southbound left-turn lanes are new to the proposed Plan. |
| College Avenue/ Cleveland Avenue | A new northbound right-turn lane would be added, consistent with the 2007 DSASP. |
| Dutton Avenue/ SR 12 West Ramps | Add a second left-turn lane with 300 feet of storage on the westbound off-ramp. The resulting configuration would include a left-turn lane, left-through lane, and right-turn lane. |
| Dutton Avenue/ Sebastopol Road | Reconfigure eastbound Sebastopol Road to include dual left-turn lanes at the intersection. The dual eastbound left-turn lanes are also identified in the 2007 DSASP. |
| Third Street/ B Street | A new southbound right-turn lane would be added, consistent with the 2007 DSASP. |
| Roundabouts | |
| Sixth Street/ A Street | Install roundabout for traffic calming. |
| Seventh Street/ A Street | Install roundabout for traffic calming. |

*Source: City of Santa Rosa, 2020; W-Trans, 2020; Dyett & Bhatia, 2020.*

### *Bicycle and Pedestrian Improvements*

To improve pedestrian and bicycle comfort level, pleasantness, and connectivity, the Proposed Plan builds on existing plans that identify priority projects and policies to improve the citywide network. These include the City's 2018 Bicycle and Pedestrian Master Plan Update, which provides recommendations for sidewalk extensions, improved crossings, and pathways on corridors likely to serve high volumes, as well as new bicycle facilities throughout the downtown street grid; and the citywide Creeks Master Plan, which includes objectives related to provision of access to Creekside trails, creek restoration projects at publicly owned parcels, and implementing policies for development adjacent to waterways that integrates the creek into new and redeveloped neighborhoods. Additionally, the Proposed Plan carries forward several components from the 2007 DSASP, either as-is or slightly modified. These improvements are shown in Table 2-4, below:

Table 2-4: Bicycle and Pedestrian Network Improvements

| *Improvements* | *Description* |
|---|---|
| **Bicycle/Pedestrian Connections** | |
| Fourth Street Connection | Create a multimodal Fourth Street connection through Santa Rosa Plaza Mall to connect Courthouse and Railroad squares. This connection is also identified in the 2007 DSASP as a multi-modal roadway but is envisioned as a programmatic bicycle and pedestrian improvement in the Proposed Plan. |
| West Third Street-West Sixth Street Connection | Establish a bicycle and pedestrian connection between West Third Street and West Sixth Street through the SMART property. |
| Downtown Loop | Explore a high-frequency "people mover" that runs in a loop primarily along Third Street links Courthouse Square and the SMART station. |
| **Creek and Trail Development** | |
| Creek Daylighting | Include design guidelines along Santa Rosa Creek in the Specific Plan Area to ensure significant "eyes on the creek" and a level of comfort for pedestrians and bicyclists during daytime and evening hours. The 2007 DSASP includes guidelines for new development. In the Proposed Plan, this includes a bicycle and pedestrian pathway near City Hall along a newly daylighted creek, a concept envisioned in the Creeks Master Plan. |
| Trail Linkages | Connect the junction of the Joe Rodota Trail and SMART trail near the Prince Memorial Greenway to West Third Street. This improvement is envisioned in the 2018 Bicycle and Pedestrian Master Plan.<br>Locate the West Third Street trail crossing at the future intersection serving the SMART property. |
| **Bicycle Network** | |
| Bikeway Improvements | Incorporate all bikeway recommendations made in the 2018 Bicycle Pedestrian Master Plan within the Downtown Station Area. The Proposed Plan completes the southbound bicycle infrastructure connection on B Street between Third and Fourth streets with a class II bicycle lane. |
| **Pedestrian Network** | |
| Pedestrian Crossings | Implement intersection improvements; recommendations and designs for these locations will be developed by the City on a case-by-case basis due to the highly varied context at each intersection or midblock crossing location.<br><u>Included from 2007 DSASP:</u><br>• B Street and Third Street<br>• Third Street and Santa Rosa Avenue<br>• West Third Street and the SMART rail tracks<br>• Dutton Avenue and Sebastopol Road<br>• College Avenue and Cleveland Avenue<br><u>Included in 2018 Bike and Pedestrian Master Plan:</u> |

Table 2-4: Bicycle and Pedestrian Network Improvements

| *Improvements* | *Description* |
|---|---|
| | • Ninth Street and Davis Street<br>• Tenth and Cleveland Ave<br>• Third Street and Healdsburg Ave<br>• Humboldt and Fifth Street<br>• Riley Street and Seventh Street<br>• Fourth Street and D Street<br>• Third Street and D Street<br><u>New Improvements in Proposed Plan:</u><br>• Maxwell Court and the new Donahue Street extension<br>• Ninth Street and Donahue Street<br>• Ross Street and Healdsburg Avenue<br>• B Street and Fourth Street<br>• First Street and A Street<br>• Santa Rosa Avenue and Juilliard Park Drive<br>• Santa Rosa Avenue and Oak Street<br>• Sebastopol Road and the SMART rail tracks |
| Sidewalk Improvements along Brookwood and West Third Street | Fill in short sidewalk gaps for pedestrian safety. |
| US 101 Underpass Improvements at Third, Fourth, Fifth, Sixth, and Olive streets. | Activate underpasses with lighting, public art, wayfinding, and space for pop up uses like retail, food, live performances, recreation activities, and other events to strengthen the connection to/from the core and Railroad Square. These improvements may also connect and improve navigation to downtown's cultural, historical, and recreational assets. |
| Pedestrian Network Enhancements | Implement streetscape enhancements, such as crosswalk striping, parklets, wayfinding, art or lighting, on the following streets:<br>• Santa Rosa Avenue (Sonoma Avenue to Third Street)<br>• Fourth Street (E Street to Santa Rosa Plaza Mall)<br>• Railroad/Olive Street to Sebastopol Avenue<br>• Sixth Street/A Street/Seventh Street corner |

*Source: City of Santa Rosa, 2020; W-Trans, 2020; Dyett & Bhatia, 2020.*

### *Transportation Demand Management*

Transportation Demand Management (TDM) refers to a set of strategies that result in increased efficiency in a transportation system by changing travel behavior. The implementation of appropriate TDM programs can discourage the use of single-occupancy vehicles as a user's primary mode, especially for commuting, and transition users into other transportation modes including transit, bicycling, carpooling, and walking. The Proposed Plan builds on Santa Rosa's existing TDM program, known as the "Free Ride Trip Reduction Incentive Program", and TDM requirements as

part of Section 17-30.060 (A,B) of the City of Santa Rosa Zoning Code, which establishes TDM requirements for employers with over 100 employees, and voluntary programs for employers with less than 100 employees. The Proposed Plan implements a comprehensive Transportation Management Association (TMA) in the long term, and expands existing TDM strategies in the interim, which includes increasing incentives for downtown employees to use non-auto commute modes, requiring developers to incorporate TDM strategies into their projects to the extent feasible, and encouraging large employers to provide on-site childcare.

*Parking*

The Proposed Plan waives minimum parking requirements for development within the Planning Area. Instead, developers would be free to provide parking in line with market demand and the lending requirements of financial institutions. The parking waiver effectively "unbundles" parking in areas with viable alternatives to the automobile and lets the market decide how much to build. It loosens a constraint for developers and provides flexibility. It would be part of a holistic parking management strategy that includes shared parking between adjacent land uses with different peak parking demand times; a residential parking permit program in existing neighborhoods; on-demand bike share and scooters; and others. The 2007 DSASP also emphasized shared parking and "unbundled" parking at residential developments, although it did not waive parking requirements.

## Plazas, Parks, and Civic Spaces

The Proposed Plan provides for Civic Spaces, envisioned as publicly accessible spaces programmed or improved with open space and recreational amenities. Amenities provided may include green spaces, play structures, seating, picnic tables, fountains, public art, projection screens, special landscape features, walkways, and trails that are part of larger circulation networks. Given that opportunities for the creation of Civic Spaces will occur as properties downtown redevelop with higher intensity uses, the precise boundaries of the CS designation are not defined; however, the general location and distribution of Civic Spaces is shown with a symbol on Figure 2.5. These general locations include Courthouse Square, Railroad Square, Imwalle, and Maxwell Court. Until such time that these properties are purchased by the City or privately developed as a publicly accessible urban park or plaza space, development consistent with the underlying land use designation shown on the Figure 2.5 is allowed.

The 2007 DSASP envisioned new parks, including Maxwell Court Park, Sebastopol Road Park, Pierson Reach Park, Imwalle Park, and Prince Gateway Park. Since the publication of the 2007 DSASP, Maxwell Court Park has been converted to a Civic Space, construction on Imwalle Park has begun, and construction on Prince Gateway Park has been completed. All other proposed parks will continue to go forward under the Proposed Plan.

## Utilities Infrastructure

Table 2-5 identifies sewer infrastructure improvements needed to support development envisioned under the 2007 DSASP, based on the 2019 Sanitary Sewer Management Plan (SSMP). Implementation of the Proposed Plan would not necessitate any additional improvements to existing sewer infrastructure beyond those already planned; however, reprioritization of planned improvements may be required, depending on the timing and location of subsequent development under the Proposed Plan. Additionally, to support projected development under the Proposed Plan,

two fire flow improvements are required, as summarized in Table 2-6. Extension of electrical, natural gas, or telecommunications infrastructure would also be needed to support projected growth under the Proposed Plan.

Table 2-5: Utility Improvements Identified Prior to Development of Proposed Plan

| *Location* | *Description* |
|---|---|
| Sewer Main Improvements | |
| A Street & 1st Street | Upsize from 6" main to 8" main |
| Maxwell Court | Upsize from 6" main to 8" main |
| Trowbridge Street through SMART station area | Upsize 12" main to 15" main |
| Sebastopol Road under 101 to Sebastopol Avenue | Upsize 12" main to 15" main |
| Sonoma Avenue – E Street to Brookwood Avenue | Upsize 12" main to 15" main |
| Crosstown Trunk Improvements | |
| Brookwood Avenue to Brown Street | CTTS-10: Upsize aged trunk main in same alignment |
| Brown Street to Chestnut Street | CTTS-11: Upsize aged trunk main in same alignment |
| Chestnut Street to Roberts Avenue | CTTS-12: Upsize aged trunk main in same alignment |
| Iowa Street to Apple Creek | CTTS-13: Upsize aged trunk main in same alignment |
| Rusch Circuit to Amador Drive | CTTS-14: Upsize aged trunk main in same alignment |

*Source: BKF, 2019*

Table 2-6: Additional Utility Improvements

| *Improvement* | *Description* |
|---|---|
| Fire Flow | |
| Maxwell Court Main | Upsize the 6" main in Maxwell Court to 12" from the 12" main in Cleveland Avenue to the 8" main in N Dutton (including portion under SMART Right of Way). |
| Maxwell Drive Mains | Upsize the 8" and 6" mains in Maxwell Drive to 12" from the 12" main in College Avenue to proposed 12" main in Maxwell Ct. See Table 3.8-4. |

*Source: BKF, 2019.*

### Affordable Housing

The 2007 DSASP provided for more and diverse housing development downtown and recommended measures, such an unbundling of parking at residential developments, to promote housing affordability. Policy SP-LU-2.3 called for City programs and policies to encourage and facilitate development of affordable housing within the Planning Area. Policy SP-LU-2.6 called for a review of the City's Housing Allocation Plan to ensure its effectiveness as a tool for providing affordable housing throughout the community. This policy called for an evaluation of alternative affordability requirements to ensure their feasibility.

The Proposed Plan aims to provide a diverse range of housing opportunities suitable for people of all incomes, abilities, and stages of life. Proposed Plan policies provide for an increase in the supply of residential units downtown, encourage a mix of for sale and rental units in all downtown areas, and promote the use of alternative housing types that are affordable by design. The Proposed Plan encourages the preservation and expansion of affordable housing downtown via the renovation of older buildings, securing rent restrictions, and encouraging the integration of deed-restricted affordable units within housing developments. The Proposed Plan also supports the development of projects that serve families with children, artists and creative entrepreneurs, and homeless and special needs populations.

### Historic Resources

The 2007 DSASP emphasized protecting historic view corridors and celebrating historic amenities. Specific goals and policies of the 2007 DSASP included emphasizing preservation of historic buildings and urban structure within the Railroad Square Sub-Area and retaining and restoring historic structures such as the water tower and Fitzgerald Building. Policy SP-LU-4.5 required that new development and/or major redevelopment within Railroad Square be designed to respect, retain, and enhance the historic qualities of the area. Policy SP-LU-4.6 required that development of properties along Fourth Street and West Fourth Street in Railroad Square be designed to maintain views of the historic water tower from the Fourth Street corridor. Policy SP-LU-5.5 stated that infill development in the Residential and Historic Residential Sub-Areas should incorporate and reflect character-defining elements of the area as identified by the City's Cultural Heritage Board and follow the design guidelines outlined in the City's Processing Review Procedures for Historic Properties. The 2007 DSASP also encouraged exploring the feasibility of preserving the historic agricultural connection on the Imwalle property with the help of the Sonoma County Agricultural Preservation and Open Space District.

The Proposed Plan recognizes historic resources as an important part of downtown character and aims to integrate designated historic resources into the urban fabric while accommodating new development and intensification of uses. Policies UDCS 1-1 through UDCS 1-4 require the review of projects that could potentially affect designated historic resources or preservation districts, the provision incentives to encourage the rehabilitation and adaptive reuse of historic properties, the incorporation of elements of historic-age buildings in new projects, and collaboration with the Museum of Sonoma County and local businesses and community to establish and operate historical programming.

# 2.6 Project Buildout and Phasing

This section provides a quantification of the future population, housing units, and jobs that could result from buildout of the Proposed Plan. Buildout projections have been developed in order to allow for an evaluation of the "reasonably foreseeable" direct and indirect impacts of the Proposed Plan, as required under CEQA.

It is assumed that buildout of the Proposed Plan will occur incrementally over a 20-year planning horizon. However, the Proposed Plan itself does not specify or anticipate when buildout will actually occur. The timeline and buildout scenario will likely vary, because actual development will be determined by a number of factors, including market conditions, site constraints, land availability, and property owner interest. Requirements of the General Plan and of applicable zoning (such as required setbacks or height limits) may also limit development below the stated maximum density or intensity allowable under the Proposed Plan.

## METHODOLOGY

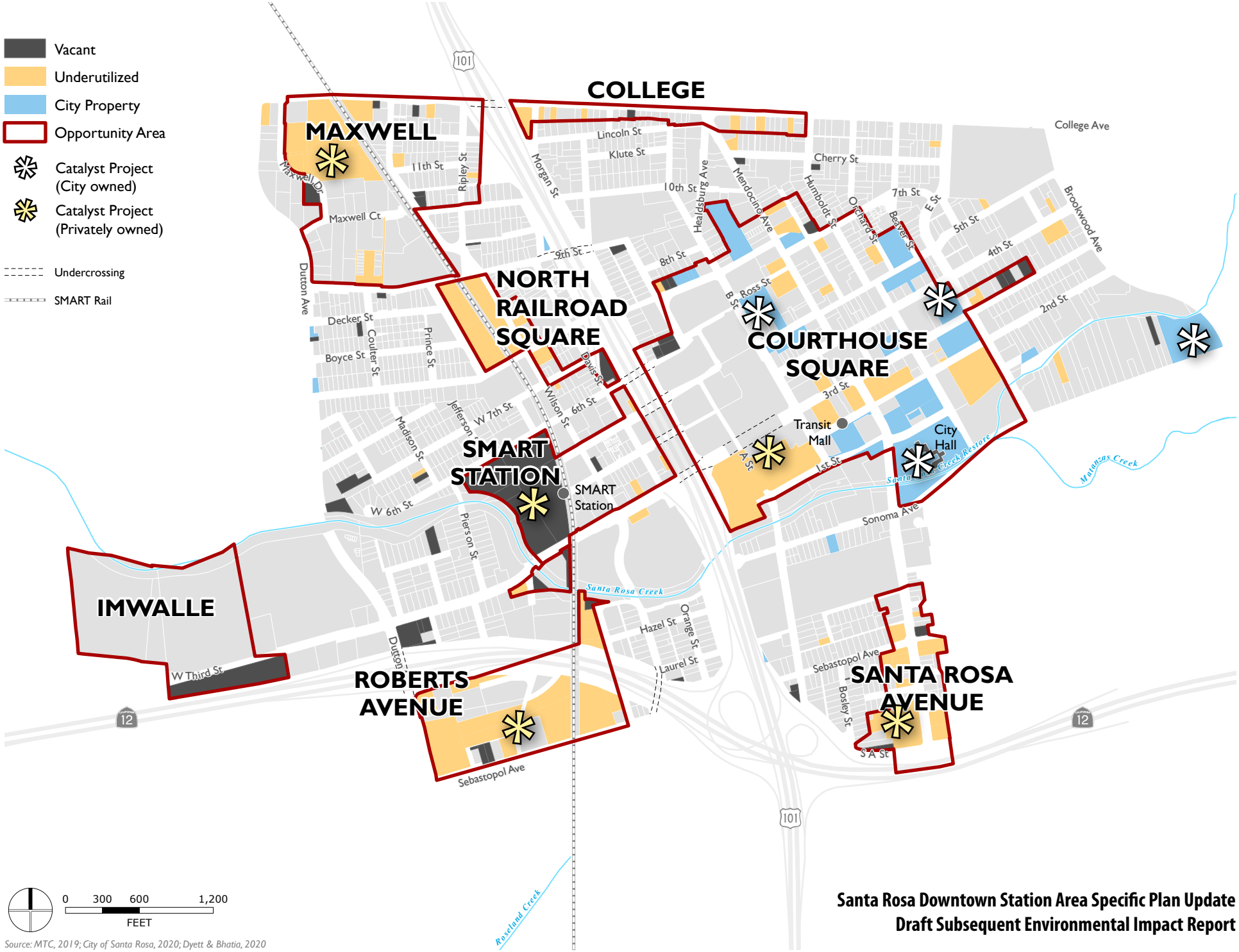
In projecting the buildout for the 20-year planning horizon of the Proposed Plan, existing development, current development projects, and new development were considered in the context of market study findings and economic projections. These were derived as follows.

### New Development and Redevelopment

Within the Planning Area, there are clusters of vacant and underutilized parcels that present an opportunity for redevelopment. Figure 2.8 shows the location of these clusters, called "Opportunity Areas." It is expected that new development will occur primarily in these areas, each of which receives a new land use designation as part of the DSASP. This focused development helps to preserve existing neighborhoods while guiding desired changes in appropriate locations. In some Opportunity Areas, a few sites have added potential to catalyze neighborhood change. These "Catalyst Sites" include City-owned sites that could be developed as part of a public-private partnership, and privately-owned sites with greater development potential because of their large size or increased likelihood of redevelopment over the planning horizon.

Within the Planning Area, sites with greatest potential for redevelopment were identified by mapping vacant and underutilized land using the County Assessor's data, field study, information from City staff, and review of aerial photography. The Sonoma County Assessor's data was used to preliminarily identify underutilized land by identifying parcels with a low assessed value ratio, or AV ratio. AV ratio is defined as the ratio of the value of existing permanent improvements (i.e., buildings) to the value of the land. Where this ratio was less than 1.0, a parcel was considered underutilized. A ratio of less than 1 indicated greater potential for redevelopment. In other words, where the value of the land was worth substantially more than the value of the structure on it, the parcel was considered to be a candidate for redevelopment. Generally, more development was assumed on sites with the lowest AV ratios and less on those with higher ratios.

# Figure 2.8: Opportunity Areas




Source: MTC, 2019; City of Santa Rosa, 2020; Dyett & Bhatia, 2020

Development potential was calculated for vacant, underutilized, and Catalyst sites by multiplying parcel acreage by FAR allowances from Proposed Plan land use designations and assumed proportions of development realization. These FAR allowances ranged from 2.0 to 1.0 FAR less than the maximum in each area to accommodate non-residential square footage derived from the market study and economic projections. From this acreage, potential housing units for each site were estimated using an assumption of 1,000 square feet per unit. The total number of housing units and non-residential square footage to be developed within each Opportunity Area are shown in Table 2-7.

Table 2-7: Buildout of Opportunity Areas

| *Opportunity Area* | *Units*[2] | *Office (sq ft)* | *Retail (sq ft)* | *Service (sq ft)* | *Industrial (sq ft)* | *Total Non-Residential (sq ft)* |
|---|---|---|---|---|---|---|
| Courthouse Square | 2,930 | 138,900 | 162,000 | 225,000 | | 525,900 |
| Santa Rosa Avenue | 660 | 41,700 | 27,200 | 35,400 | | 104,300 |
| Roberts Avenue | 70 | | 22,000 | 25,500 | 36,600 | 84,100 |
| SMART site | 800 | 83,250 | 48,800 | 46,100 | | 178,150 |
| Imwalle/3rd Street corridor | 250 | | | 6,300 | | 6,300 |
| North Railroad Square | 360 | | 16,360 | 10,200 | | 26,560 |
| Maxwell Court | 1080 | | 13,090 | 12,728 | 36,600 | 62,410 |
| Other (includes all other areas and College Avenue) | 20 | | 8,400 | 10,800 | | 19,200 |
| TOTAL[1] (entire Planning Area) | 7,000 | 263,850 | 297,850 | 372,030 | -105,230[3] | 828,490 |

Notes:

1. Totals may not sum due to rounding.
2. All housing units are assumed to be multi-family, with the exception of 78 units in Imwalle Gardens
3. Assumes net addition of 73,200 square feet of new industrial square footage and loss of 178,432 of industrial square footage in areas undergoing a land use change to Maker Mixed Use.

*Source: City of Santa Rosa, 2020; Dyett & Bhatia, 2020*

In total, the Proposed Plan is projected to result in 7,000 new housing units, 16,800 new residents and 828,490 non-residential square feet by 2040. This represents 3,750 more housing units, 8,670 more residents, and [334,690 non-residential square feet] than envisioned under the 2007 DSASP, as shown in Table 2-8.

Table 2-8: Buildout of Planning Area

| | *Existing (2019)* | *Proposed Plan Net Increase* | *Projected (2040)* | *2007 DSASP Net Increase* | *Difference: 2007 DSASP and Proposed Plan* |
|---|---|---|---|---|---|
| Housing Units[1,2] | 2,450 | 7,000 | 9,450 | 3,250 | 3,750 |
| Population[3] | 5,500 | 16,800 | 22,300 | 8,130 | 8,670 |
| Non-residential square feet[1] | 5,246,360 | 828,490 | 6,074,840 | 493,800 | 334,690 |
| Office square feet | 1,655,490 | 263, 850 | 1,919,340 | | |
| Retail square feet | 2,255,230 | 297,850 | 2,553,070 | | |
| Service square feet | 652,530 | 372,030 | 1,024,550 | | |
| Industrial square feet[4] | 683,120 | -105,230 | 577,890 | | |

Notes:

1. Totals may not sum due to rounding.
2. All housing units are assumed to be multi-family, with the exception of 78 units in Imwalle Gardens
3. Based on an average household size of 2.4 individuals per household for 2017 for Proposed Plan and 2.5 persons per household for 2007 DSASP.
4. The Proposed Plan adds 73,200 square feet. of industrial space, but replaces 178,430 square feet with housing, resulting in a net loss of 105,230 square feet.

*Sources: American Community Survey, 2013-2017; Dyett & Bhatia, 2019.*

## 2.7 Documents Incorporated by Reference

Consistent with CEQA Guidelines Section 15150, this Draft SEIR incorporates the following documents by reference:

- Santa Rosa Downtown Station Area Specific Plan. City of Santa Rosa. 2007.
- Santa Rosa Downtown Station Area Specific Plan Final Environmental Impact Report (SCH# #2006072104). City of Santa Rosa. 2007.
- Bicycle and Pedestrian Master Plan Update. City of Santa Rosa. 2019.

Where portions of these documents are relevant to the analysis in this SEIR, the incorporated part of the referenced documents are briefly summarized. In addition, Appendix G contains excerpts of the CEQA documents summarizing the impacts and mitigation measures for the incorporated documents. In compliance with CEQA Guidelines Section 15150, the documents listed above are available to the public online or by request https://srcity.org/249/Planning-Economic-Development.

## 2.8 Intended Uses of this SEIR

This SEIR is intended to review potential environmental impacts associated with the adoption and implementation of the Proposed Plan at a programmatic level and determine corresponding mitigation measures, as necessary. This SEIR does not evaluate the project-specific impacts of individual developments that may be allowed under the Proposed Plan. Pursuant to CEQA Section 15152, subsequent projects that are consistent with the Proposed Plan may "tier" from this SEIR, relying on the environmental analysis and mitigation measures it contains in order to streamline environmental review or to focus on project-specific environmental effects not considered in this SEIR, if any. Additionally, subsequent projects that satisfy the requirements of CEQA Section 15182 or 15183 may be eligible for streamlined environmental review.

This SEIR serves as the environmental document for all discretionary actions associated with development under the Proposed Plan. This SEIR is intended to be the primary reference document in the formulation and implementation of a Mitigation Monitoring and Reporting Program (MMRP) for the Proposed Plan. This SEIR is also intended to assist other responsible agencies in making approvals that may be required for development under the Proposed Plan. Federal, State, regional, and local government agencies that may have jurisdiction over development proposals in the Planning Area include:

- U.S. Army Corps of Engineers
- Federal Emergency Management Agency
- U.S. Fish and Wildlife Service
- California Department of Fish and Wildlife
- California Department of Transportation
- Sonoma County Transportation Authority
- Sonoma-Marin Area Rail Transit
- Sonoma County Regional Parks
- Bay Area Air Quality Management District
- Metropolitan Transportation Commission/Association of Bay Area Governments
- North Coast Regional Water Quality Control Board
- Office of Historic Preservation

## 2.9 Proposed Plan Implementation

The City will use a variety of regulatory mechanisms and administrative procedures to implement the Proposed Plan, including amendments or updates to the General Plan and Zoning Ordinance. A General Plan amendment would be approved concurrently with the Proposed Plan that reflects the Proposed Plan's goals and policies and recognizes the Planning Area's development potential. The Zoning Ordinance prescribes standards, rules, and procedures for development and translates Proposed Plan policies into specific use regulations, development standards, and performance criteria that govern development on individual properties. The Proposed Plan goals and policies are compatible with the Santa Rosa Creeks Master Plan and Bicycle and Pedestrian Master Plan and serve to amend or update the Santa Rosa Avenue Corridor Plan.

The Proposed Plan would require the following approvals and discretionary and ministerial actions by the City of Santa Rosa:

- Planning Commission
  - Recommendation to certify the SEIR pursuant to CEQA
  - Recommendation to adopt the Proposed Plan and associated General Plan and zoning amendments
- City Council
  - Certification of the SEIR pursuant to CEQA
  - Adoption of the Proposed Plan and associated General Plan and zoning amendments
- Design Review Board/Cultural Heritage Board and Other City Boards and Commissions
  - Adoption of programs or other actions that implement the Proposed Plan