

NORTH SANTA ROSA STATION AREA SPECIFIC PLAN



SEPTEMBER 18, 2012

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1. INTRODUCTION

1. INTRODUCTION

This chapter introduces the project and sets the context of the North Santa Rosa Station Area Specific Plan. The chapter provides a description of the project area, the relationship to other City planning documents, an overview of the planning process, the purpose of this plan, and the guiding project principles. It also explains the concept of transit-oriented development and the regulatory requirements of a specific plan document.

This chapter includes the following sections:

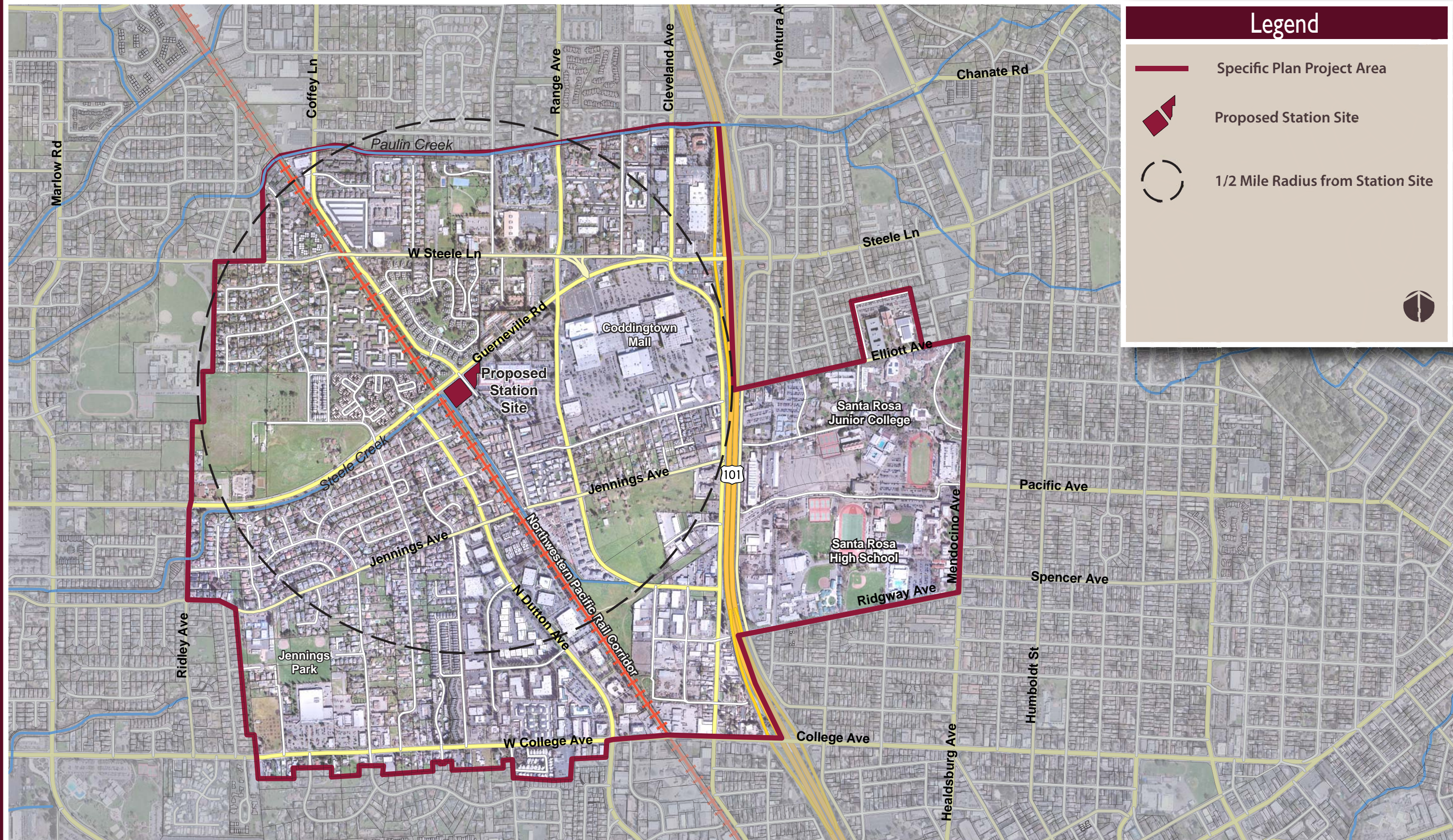
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- 1.2 Background
- 1.3 Purpose of This Plan
- 1.4 Specific Plan Requirements
- 1.5 What Is Transit-Oriented Development (TOD)?
- 1.6 Relationship to Other Documents
- 1.7 Guiding Project Principles
- 1.8 Planning Process and Outreach
- 1.9 Document Organization

1.1 SPECIFIC PLAN AREA

The North Santa Rosa Station Area Specific Plan (North Station Area Plan) is centered on an approximately one-half mile area around the proposed Sonoma-Marín Area Rail Transit (SMART) northern station site on Guerneville Road (southeast corner of Guerneville Road and the railroad). The Specific Plan area encompasses approximately 987 acres of land. Located along Highway 101, just north of the city's Downtown, the Plan area includes a regional shopping center, large business park, and cultural center as well as established residential neighborhoods. The station area is mostly developed, though there are a few large, vacant parcels which afford unique opportunities for transit-supportive development. Since the land use and circulation pattern in the area is already largely established, a transit-supportive environment must be created by intensifying land uses, improving connectivity, and enhancing the physical environment.

Figure 1.1 shows the location and boundaries of the Specific Plan area. Additional information about the regional and local context of the Plan area can be found in **Chapter 2, Existing Conditions & Opportunities**.

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Legend

- Specific Plan Project Area
- Proposed Station Site
- 1/2 Mile Radius from Station Site



1.2 BACKGROUND

The North Santa Rosa Station is one of 14 stations being planned by the SMART agency for a commuter rail service along the Northwestern Pacific rail corridor, from Larkspur in Marin County to its northern terminus in Cloverdale. Centrally located and serving the North Bay's largest community, Santa Rosa will have two stations—the north station site and a site in Downtown's historic Railroad Square. Due to the SMART agency's budget constraints, the north Santa Rosa station was not initially included in the first phase of operations. However, in January 2012, the agency announced that the north station would be included in the first phase.

In December 2009, the City of Santa Rosa received a planning grant from the Metropolitan Transportation Commission (MTC) for the preparation of the North Station Area Plan and Environmental Impact Report (EIR). At the time the grant was awarded, the northern station site was planned on a vacant parcel south of Jennings Avenue (known as the WYE site). However, to provide better access and visibility for the station, in December 2010 the SMART Board adopted a new location at Guerneville Road, around which this Specific Plan is based.

With assistance from the MTC grant, the City of Santa Rosa contracted with and oversaw the consultant team that developed this Specific Plan and its supportive EIR, and work began on the project in April 2011.

1.3 PURPOSE OF THIS PLAN

The primary objective of this Specific Plan is to support future rail transit by increasing the number of residents and employees within walking distance of the SMART station by improving pedestrian, bicycle, auto, and transit connections, increasing residential density, promoting economic development, and enhancing aesthetics and quality of life. The Specific Plan is intended to provide guidance for private development and public investment over the next 20 to 25 years.

1.4 SPECIFIC PLAN REQUIREMENTS

The Specific Plan is an effective mechanism to implement the Santa Rosa General Plan by providing detailed direction to guide development within the Plan area. The Specific Plan is particularly helpful in creating a unique "sense of place" for the Station Plan area.

All specific plans must comply with Sections 65450–65457 of the Government Code. These provisions require that a specific plan be consistent with the adopted general plan of the jurisdiction within which it is located. Also, all subsequent subdivision and development, all public works projects, and zoning regulations must be consistent with the specific plan.

Section 65451 of the Government Code mandates that a specific plan contain:

- Statement of the relationship of the specific plan to the general plan.

- Text and diagrams which specify:
 - The distribution, location, and extent of the uses of land, including open space.
 - The proposed distribution, location, extent, and intensity of major components of public and private transportation, sewage, water, drainage, solid waste disposal, energy, and other essential facilities.
 - Standards and criteria by which development will proceed, and standards for the conservation, development, and utilization of natural resources.
 - A program of implementation measures including regulations, programs, public works projects, and necessary financing measures.
- A regional node containing a mixture of uses in proximity including office, residential, retail, and civic uses;
- High-density, high-quality development within a walkable and bikeable half-mile around the transit facility;
- Designs that include the easy use of bicycles and other non-vehicular modes of transportation for routine trips; and
- Reduced parking within a walkable half-mile around the transit facility.

1.5 WHAT IS TRANSIT-ORIENTED DEVELOPMENT (TOD)?

Transit-oriented development, or TOD, refers to the creation of compact, walkable communities centered around high-quality transit systems. If this type of development is executed to its full potential, it is possible to build neighborhoods that provide a higher quality of life without dependence on a car for mobility. Typical components of TODs include:

- Walkable design with pedestrian safety and comfort as the priority;
- Transit facility as prominent central feature;

1.6 RELATIONSHIP TO OTHER DOCUMENTS

GENERAL PLAN

Adopted by the City Council in November 2009, the Santa Rosa General Plan 2035 is the guiding document for development in the city and Specific Plan area. The General Plan identifies the land use designations and circulation network and sets the direction for development standards found in the City's Zoning Code. A careful review of the land use and livability, urban design, housing, transportation, public services and facilities, open space and conservation, economic vitality, and noise and safety goals and policies set forth in the General Plan informed many of the priorities of this Specific Plan and ensured consistency between the two documents. The following are some of the General Plan goals and policies that guide development and improvements in the Specific Plan area (a full list of

the key General Plan goals and policies is provided in **Appendix B**):

- Goal LUL-A: Foster a compact rather than a scattered development pattern in order to reduce travel, energy, land, and materials consumption while promoting greenhouse gas emission reductions citywide.
- Goal LUL-G: Promote mixed use sites and centers.
- Goal LUL-I: Maintain vibrant, convenient, and attractive commercial centers.
- Goal LUL-J: Maintain the economic vitality of business parks and offices, and Santa Rosa’s role as a regional employment center.
- Policy H-C-11: Provide opportunities for higher density and affordable housing development on regional/arterial streets and near the rail transit corridor for convenient access to bus and rail transit.
- Goal T-A: Provide a safe and sustainable transportation system.
- Goal T-B: Provide a safe, efficient, free-flowing circulation system.
- Goal T-J: Provide attractive and safe streets for pedestrians and bicyclists.
- Policy UD-G-2: Locate higher density residential uses adjacent to transit facilities, shopping, and

employment centers, and link these areas with bicycle and pedestrian paths.

- Goal EV-A: Maintain a positive business climate in the community.

ZONING CODE

The Santa Rosa Zoning Code provides standards for development, including height restrictions, setbacks, parking regulations, allowed uses, and signage requirements, to name a few. These standards set the pattern and character of development in the city.

A wide variety of zoning districts are used in the Specific Plan area, consistent with the Specific Plan and the General Plan. Properties have been rezoned as part of the Specific Plan adoption process to ensure consistency and facilitate implementation.

This Specific Plan includes unique zoning standards and/or references standards in the City’s Zoning Code. Where the Specific Plan includes unique regulations, those unique regulations prevail within the Plan area. Where the Specific Plan is silent, subsequent development must comply with applicable regulations in the Zoning Code.

DOWNTOWN STATION AREA SPECIFIC PLAN

The northern Santa Rosa station is one of two stations being planned by the SMART agency for the City of Santa Rosa—the subject station, as well as the downtown station, located in historic Railroad Square. The boundaries of the two station areas

meet at College Avenue, between North Dutton Avenue and Highway 101.

In October 2007, the City Council adopted the Downtown Station Area Specific Plan, which is a similar document to this Specific Plan, but which focuses on the station located in Railroad Square. A primary objective of the Downtown Station Area Plan is to increase the number of residents and employees living and working within walking distance (one-half mile) of the downtown SMART station through the intensification of land uses in the Plan area.

The Downtown Station Area Specific Plan area encompasses approximately 650 acres and contains a diverse mix of land uses, development intensities, building heights, and circulation patterns. To preserve the character of these diverse neighborhoods while guiding appropriate development, the Downtown Station Area Specific Plan is divided into distinct subareas, which have unique characteristics that inform potential development and land uses. The land use framework sets development regulations for each of these subareas that include use, density, and height.

GATEWAYS REDEVELOPMENT AREA

A portion of the North Santa Rosa Station Area Specific Plan and the Gateways Redevelopment Area overlap, which would generally make some specific plan areas eligible for redevelopment funding. However, on February 1, 2012, redevelopment agencies in California ceased to exist. The Santa Rosa City Council is responsible to

carry out previously existing redevelopment obligations of the Redevelopment Agency, such as the Owner Participation Agreement (OPA) between the Redevelopment Agency and Coddington Mall, which is overlapped by the Gateways Redevelopment Area and the North Station Area Specific Plan area. The OPA requires the mall owners to make specific physical improvements to the mall, including (1) upgraded infrastructure (sewer, water, and electrical distribution lines), (2) construction of a restaurant fronting on the northern side of the mall, and (3) renovation of the northerly mall entrance. All of the OPA projects are under way as of 2012. The OPA provides that the Redevelopment Agency will be responsible for paying for the design and cost of installing transit improvements, consisting of an upgrade to the existing bus transit island on the Range Avenue side of the mall and associated circulation improvements.

The Coddington OPA is significant for the North Station Area Plan because the infrastructure improvements will enable the mall owners to upgrade and modernize. The improvements committed by the OPA will not only serve as a catalyst for the further rehabilitation and improvement of Coddington Mall and improved transit service but, together with the vision of the North Station Area Plan, will also serve as a catalyst for improvements generally in the area.

During the development of the Gateways project, the Redevelopment Agency documented a number of blighted conditions in the Gateways subareas that overlap the Station Area boundary. The issues include the older 1960s small office buildings with lease vacancies, the outmoded design of the mall,

retail vacancies, acres of vacant parking, which contribute to the deteriorated condition of the area, the Old Trunk sewer line and Cleveland/Jennings water main, which need replacement, the industrial area on Foley, which needs toxic remediation, and the contaminated WYE site on Range Avenue. There is also a concern regarding inadequate intersection design at Range Avenue and Guerneville Road to support existing and future traffic volumes to support the SMART station.

1.7 GUIDING PROJECT PRINCIPLES

To guide Specific Plan development, a set of guiding project principles was generated through the public outreach process to provide the planning framework and project understanding. These principles created a starting point for development of the more detailed goals, policies, and implementation strategies found throughout the remainder of this Specific Plan. The guiding project principles are:

- 1) Establish a land use plan, zoning, and a policy and design framework that will guide future development activities.
- 2) Intensify land uses and increase residential densities in the project area to support future transit improvements and ridership and to exceed the Metropolitan Transportation Commission's residential unit thresholds.
- 3) Improve pedestrian, bicycle, auto, and transit access in the project area.
- 4) Enhance connectivity between the station site and adjacent commercial, residential, educational, and governmental areas.
- 5) Improve aesthetics and public safety through physical design and streetscape improvements.
- 6) Develop and implement urban design standards that promote a walkable environment.
- 7) Enhance quality of life in the project area by providing parks, trails, and recreational opportunities.
- 8) Transform the project area into a vibrant and distinct place that people want to visit.
- 9) Catalyze economic development and promote economic competitiveness in the project area by providing employment opportunities.
- 10) Reduce greenhouse gas emissions by promoting sustainable transit-oriented development and practical alternative modes of transport to the automobile.
- 11) Inform the community about transit-oriented design concepts.
- 12) Maximize public participation in the specific plan process through a comprehensive community involvement strategy.

1.8 PLANNING PROCESS AND OUTREACH

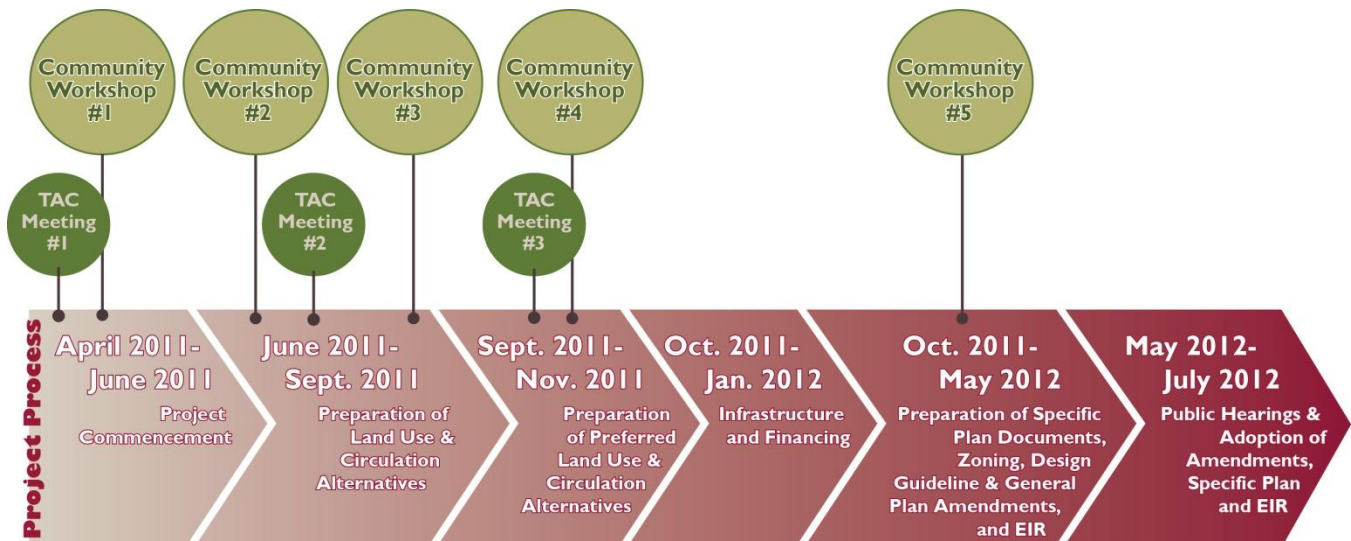
Work on the Specific Plan began in the spring of 2011 with a series of stakeholder interviews and a comprehensive existing conditions and opportunities analysis, which is summarized briefly in Chapter 2. This analysis was used by the consultant team, the City, and stakeholders to understand key development opportunities and constraints in the project area. Following completion of the existing conditions analysis, the community outreach process began providing the public the opportunity to comment and provide input on the components of the Specific Plan. The public outreach strategy, described below and

illustrated in **Figure 1.2**, included five community workshops and meetings with a Technical Advisory Committee.

STAKEHOLDER OUTREACH

The project team worked closely with property owners, business owners, and community groups with interests within and adjacent to the project site. The project team arranged one-on-one meetings with owners of properties designated as opportunity sites, property and business owners in business parks and industrial and retail areas, community interest groups, neighborhood associations, and others to provide information on the project and gather feedback.

Figure 1.2: Planning Process Flow Chart



TECHNICAL ADVISORY COMMITTEE

The Technical Advisory Committee (TAC) was an important component of the planning process. Technical experts provided guidance and invaluable feedback throughout the planning process. The TAC included representatives from City departments, local transit agencies, and SMART. TAC members attended a series of three meetings, each linked to one of the community workshops, and collaborated with the consultant team and City staff in the development of the Specific Plan.

VISIONING & COMMUNITY WORKSHOP #1

The first community workshop was held in early June 2011 to introduce the project, present the project guiding principles and existing conditions key findings, and receive input on issues and opportunities in the project area relating to land use, circulation, aesthetic, economic, and infrastructure improvements. In addition, the meeting provided an opportunity for participants to share their vision for what they would like the station area to become by 2035. Over 90 participants attended the event.

A clear set of vision concepts was derived from the stakeholder interviews and initial community workshop. The vision provided a framework for the development of the land use and circulation alternatives for the North Santa Rosa Station Area Specific Plan. The vision concepts created are described in Chapter 3, Vision.

LAND USE AND CIRCULATION ALTERNATIVES & COMMUNITY WORKSHOPS #2 AND #3

The second community workshop, held on June 29, 2011, was attended by approximately 75 people. The purpose of this meeting was to discuss transit-oriented development (TOD) principles and to communicate the market realities of appropriate future development prototypes. In addition, the workshop served as an important opportunity to gain an understanding of community priorities for development types and appropriate locations, and to provide direction for land use alternative development.

The information from the second workshop was used by the project team to generate two land use and circulation alternatives to guide future development in the project area. The alternatives presented two scenarios for growth over the next 20–25 years, one with a more intense growth pattern than the other.

In the third workshop, the two alternatives were presented and their similarities, differences, and unique characteristics discussed. Working in small groups, workshop participants discussed the potential benefits and drawbacks of each alternative. Rather than select a preference for one of the two alternatives, participants were asked to analyze elements of each alternative and identify the preferred components of each. After the workshop, this discussion was compiled and studied, along with technical traffic and parking analyses, infrastructure analysis, and a review of market conditions.

PREFERRED DIRECTION & COMMUNITY**WORKSHOP #4**

The preferred land use and circulation alternative was then created which included community preferred features from each of the two alternatives. The preferred alternative was presented to the community at the fourth community workshop. See **Figure 4.1 Land Use Map** for an illustration of the preferred alternative. Additionally, this workshop served as an opportunity to provide an overview of the TOD design standards and receive community comment.

FINAL PLAN & WORKSHOP #5

Based on community and TAC input, the project team developed this Specific Plan, which includes detailed guidance for development and improvements in the project area to implement the vision and preferred alternative. The draft components of the Specific Plan were presented at the fifth and final community open house.

1.9 DOCUMENT ORGANIZATION

The Specific Plan document is organized in sequential order based on a typical development process. The idea is to create an action-oriented Specific Plan that will create a physical framework to support the vision of a transit-oriented neighborhood. The Specific Plan includes the following chapters:

- 1) Introduction. This chapter explains how the Specific Plan document relates to other documents adopted by the City that may apply within the Plan area. Also included are the guiding project principles that have influenced the creation of the Specific Plan. Guiding project principles were established early in the planning process as a way to ensure continuity throughout the Specific Plan. The vision concepts, goals, and policies found in subsequent chapters are derived from the guiding principles.
- 2) Existing Conditions & Opportunities. This chapter provides a “snapshot” of what exists in 2012 in terms of physical conditions, demographics, regulatory structure, and surrounding context. It creates a useful starting point to lay the groundwork for subsequent chapters and to help gauge the effectiveness of the Specific Plan over time.
- 3) Vision. This chapter establishes the overall vision for the design and character within the Specific Plan area. All subsequent goals, policies, and design guidelines within the Specific Plan document support the vision.
- 4) Land Use Plan. This chapter guides the location and type of new development. The Land Use Plan establishes land use classifications and locates them within the Plan area on the Land Use Map.
- 5) Private Realm Development Standards, Design Guidelines, and Urban Design Policies. This chapter identifies how the built form should function and look to support TOD. The mandatory standards and policies, as well as the advisory guidelines, provide the ingredients

needed to shape the urban design character of the Plan area. All development activities within the Plan area are required to address the relevant standards and guidelines and demonstrate how the project supports the vision for the Plan area.

- 6) Circulation Plan. This chapter identifies the networks of roadways, paths, sidewalks, etc., to support multimodal mobility in the project area.
- 7) Public Realm Design Standards and Guidelines. This chapter provides the details related to the design of streets, pathways, public places, and other components of the circulation system.
- 8) Infrastructure and Public Facilities. In addition to the roadways described in the previous chapters, the Specific Plan also includes details related to how other infrastructure such as sewer, water, cable, and phone services will be provided to support new development. Public services such as police and fire are also included in this chapter.
- 9) Implementation Plan. The Specific Plan has many components, and its vision cannot be achieved overnight. This chapter establishes implementation actions, phasing, financing, and other information related to how the Specific Plan can implement the vision established in Chapter 3. The implementation actions are the physical improvements, programs, and projects that need to be carried out for the Specific Plan to be realized.

Goals and policies are included in many chapters of this Specific Plan. While the guiding principles and vision concepts described above provide the broad themes addressed by the Specific Plan, the goals and policies provide specific actions geared toward implementation. Goals and policies are included for each subject area (e.g., land use, urban design, transportation, and infrastructure). Goals provide the target, while policies identify a definitive course of action to reach the goals.

2. EXISTING CONDITIONS & OPPORTUNITIES

2. EXISTING CONDITIONS & OPPORTUNITIES

This chapter includes an overview of the location, characteristics, existing conditions, and key opportunities for the project area, as they existed when the Specific Plan process commenced in 2011. More detail about existing conditions is contained in the Existing Conditions Report and the Environmental Impact Report that were prepared for this document, both of which can be found on the City's website. This chapter includes the following sections:

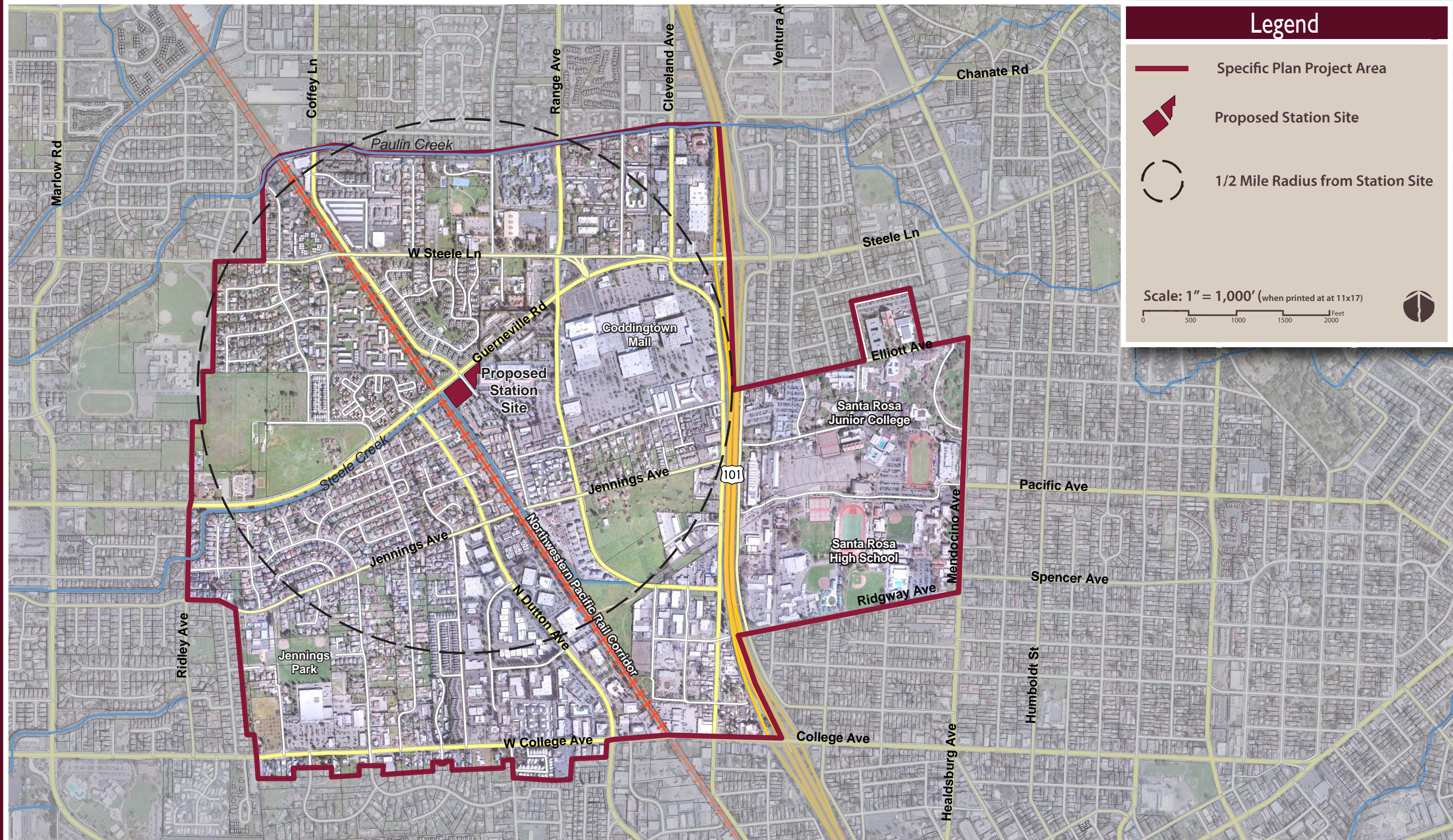
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- 2.5 General Plan Land Use
- 2.6 Circulation Networks
- 2.7 Urban Form & Design
- 2.8 Market Conditions
- 2.9 Opportunities

2.1 LOCAL SETTING

As previously identified, the Specific Plan area encompasses approximately 987 acres of land surrounding the proposed northern SMART station site, extending approximately one-half mile in all directions from the station site (see **Figure 2.1**). One-half mile takes about ten minutes to walk and is commonly used as a guideline for a comfortable walking distance. The Plan area also includes several areas located more than a half mile from the northern SMART station site; these areas were included because they would benefit from better pedestrian and bicycle connections, as well as from streetscape improvements.

The Plan area boundaries are Paulin Creek to the north, Highway 101 and Mendocino Avenue to the east, West College Avenue to the south, and Manhattan Way, Ridley Avenue, and the Apple Valley Lane neighborhood to the west. Included in the Plan area are a number of key destinations, including Coddington Mall, the Santa Rosa Business Park, the Charles M. Schulz Museum, the Redwood Empire Ice Arena, Jennings Park, and Santa Rosa Junior College and Santa Rosa High School. The Plan area also includes numerous well-established single-family and multi-family residential neighborhoods and a thriving industrial area, as well as numerous retail establishments that border Highway 101. Both Steele and Paulin creeks traverse the Plan area.

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2.2 COMMUNITY CHARACTER

The North Santa Rosa Station area includes a diverse mix of single- and multi-family residential neighborhoods, retail establishments, and offices, much of which was developed in the 1970s and 1980s, as well as a late-1970s-era business park and established industrial businesses along the rail line. There are a number of vacant properties within the Plan area, including a large area of unincorporated county land along Guerneville Road. Another large vacant area exists at the southeast corner of Range and Jennings avenues.

While Coddington Mall is an aging regional mall development, built about 50 years ago, the property owners are currently engaging in upgrades to the complex, including facade improvements and development of new retail and restaurant establishments, including a newly constructed Whole Foods Market, which are breathing new life into the property.

A small cultural center is also emerging along West Steele Lane: The Charles M. Schulz Museum was developed in 2000, and a new Children’s Museum is proposed as of 2012 for the property directly to the west of the existing museum. The adjacent Redwood Empire Ice Arena provides recreational opportunities for the region.

The Santa Rosa Business Park is a well-maintained office park that includes a variety of businesses, from medical and professional offices to warehousing and light manufacturing uses, as well as a local health club.

The Plan area is also home to a high level of renter-occupied housing, higher than typical for the City of Santa Rosa, and rents are lower than in other areas of the city. There are approximately 791 affordable units in the Plan area, which account for more than 18 percent of the 4,310 residential units in the area.

2.3 HISTORIC CONTEXT

Some of the older development within the Specific Plan area includes single-family homes built before 1950. Most development in the Plan area occurred during the period from 1950 to 1990. During the 1950–1970 period, single-family residential neighborhoods began to take shape. Coddington Mall opened in 1961, and a number of commercial developments to the north of the mall occurred in the same period. In the 1970–1990 period, development included the Santa Rosa Business Park along North Dutton Avenue and a cluster of offices along Guerneville Road at Range Avenue. Many of the residential neighborhoods were completed during this period, including a number of apartment complexes concentrated at the intersection of the railway and Guerneville Road. The last 20 years of development are characterized primarily by higher-density infill residential developments.



Coddington Mall, 1962

There are 34 residential properties in the Plan area that are listed in the City's Historic Properties Inventory as potentially historic; these properties are located along Carrillo Street, Cleveland Avenue, Clover Drive, College Avenue and West College Avenue, Jennings Avenue, Lance Drive, Range Avenue, and Ridgway Avenue. The inventory summarizes three separate historic surveys that were completed in the city. Nearly all of these properties were listed because they were constructed prior to 1946. A property on this list may require that the property owner obtain a historical report prior to making changes to, or redeveloping, the property. This requirement ensures that historical resources in the area are preserved.

The Historic Properties Inventory also lists the Gothic Revival buildings located at Santa Rosa High School and Santa Rosa Junior College, which were constructed in 1924 and 1930, respectively. The

buildings were identified by the historic surveyor Dan Peterson in 1970 as appearing to be eligible for the National Register of Historic Places.

The Coddington Mall Sign Tower, while not listed in the Historic Properties Inventory, was designated a local landmark by the Santa Rosa City Council in 1993.

2.4 EXISTING LAND USE

The project area currently includes a diverse mix of uses, including low, medium, and medium-high density residential, office, retail, industrial, public, recreational, and educational facilities, as shown on **Figure 2.2**. Retail development occurs within and in the vicinity of Coddington Mall. Most of the office space is located in the Santa Rosa Business Park along North Dutton Avenue. Industrial uses are concentrated between the rail corridor and Cleveland Avenue, north of West College Avenue. There are a number of schools and public facilities in the project area. These include the public library on Guerneville Road and two major educational facilities, Santa Rosa Junior College and Santa Rosa High School, which are located to the east of Highway 101. The project area is served by two parks, Jennings Park and Haydn Park. The remainder of the project area is residential.

Table 2.1 identifies the building square footage of nonresidential uses in the project area.

Table 2.1: Total Building Square Feet

Land Use	Square Feet
Commercial – Retail	1,356,915
Commercial – Office	862,818
Industrial	376,552
Education	165,700
Public	611,100
Parks & Recreation	36,210
Total	3,409,295

Source: City of Santa Rosa Existing Land Use Survey, 2011

Table 2.2 shows the total number of residential units in the project area.

Table 2.2: Total Residential Units

Residential Type	Number of Units
Residential Multi-Family	2,384
Residential Mobile Home	34
Residential Single-Family	1,322
Residential Senior	570
Total	4,310

Source: City of Santa Rosa Existing Land Use Survey, 2011

Of the 4,310 residential units in the project area, 791 (18%) are affordable. In addition, 84 percent of the housing units developed in the project area between 2005 and 2011 are affordable to lower-income households.

2.5 GENERAL PLAN LAND USE

The Santa Rosa General Plan 2035 is the guiding document for development in the city and the project area. The General Plan identifies the land use classifications and sets the direction for development standards found in the Zoning Code.

The General Plan allows for a wide range and mix of land uses throughout the Plan area. The most prevalent land use classifications in the project area are Low Residential, Medium Residential, and Public/Institutional. **Figure 2.3** illustrates the existing General Plan land use classifications for each parcel in the project area. **Table 2.3** summarizes the General Plan land uses by acreage in the project area.

2.6 CIRCULATION NETWORKS

The following discussion provides an overview of the motor vehicle, pedestrian, bicycle, and transit networks and levels of service.

EXISTING STREET NETWORK

Figure 2.4 shows the existing road network by street classification: residential, collector, arterial, and highway. The project area is characterized by an irregular street pattern comprising a combination of grid, curvilinear, and cul-de-sac designs. This irregularity makes the area difficult to navigate and results in poor connectivity between origins and destinations.

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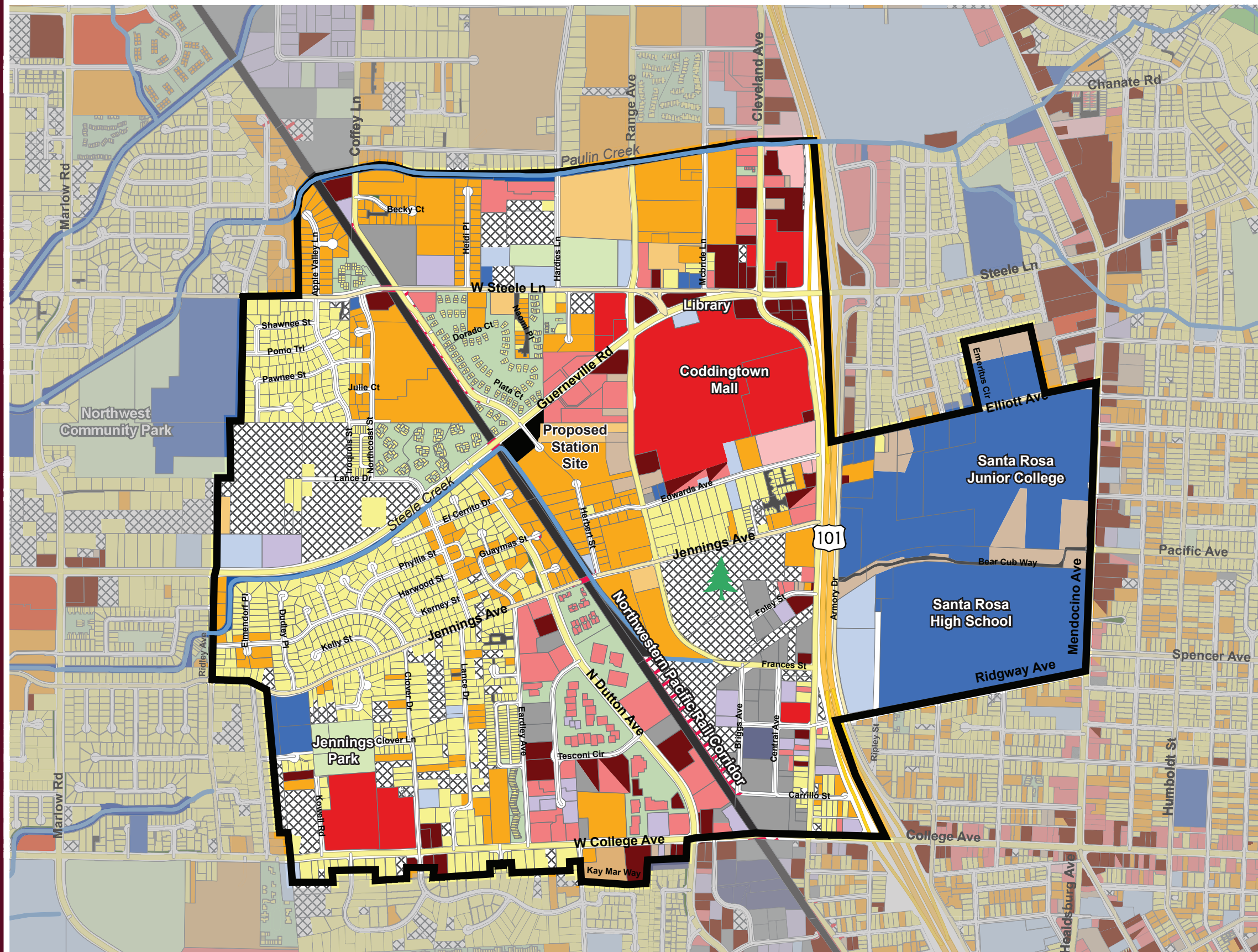


Figure 2.2
Existing Land Use

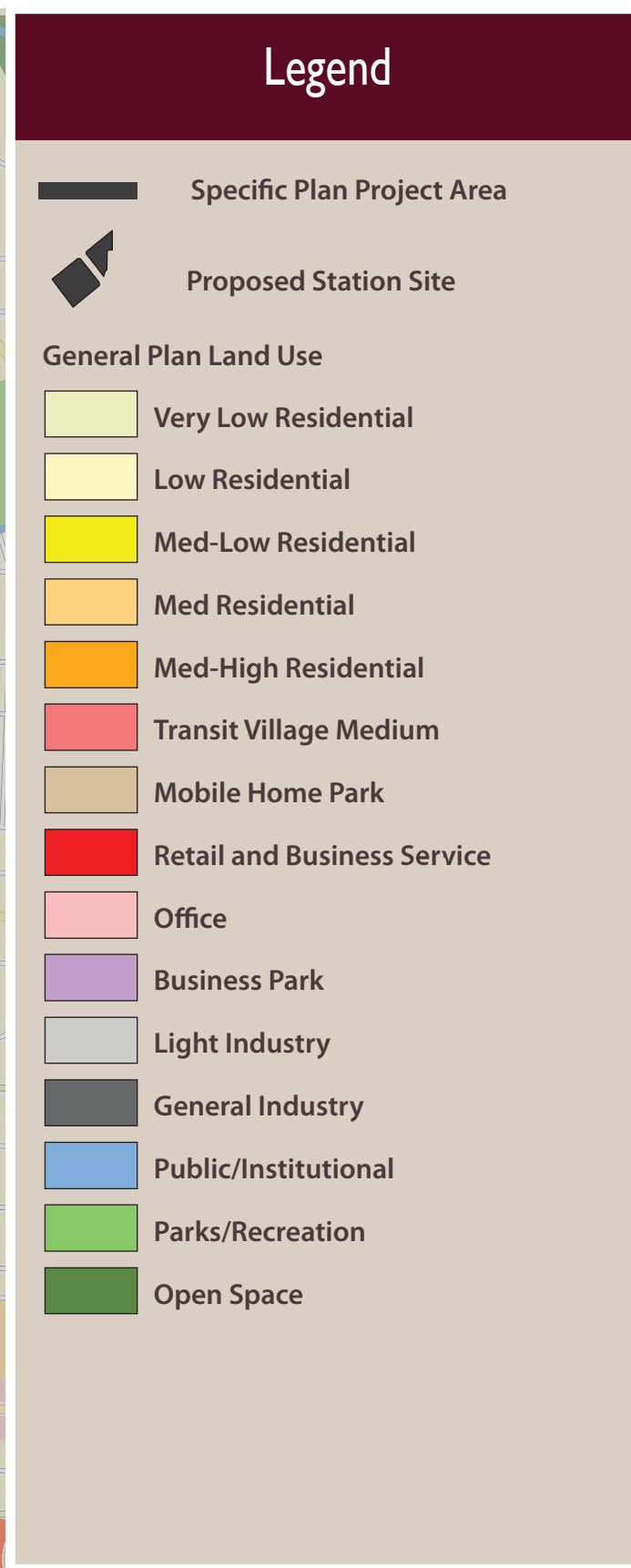
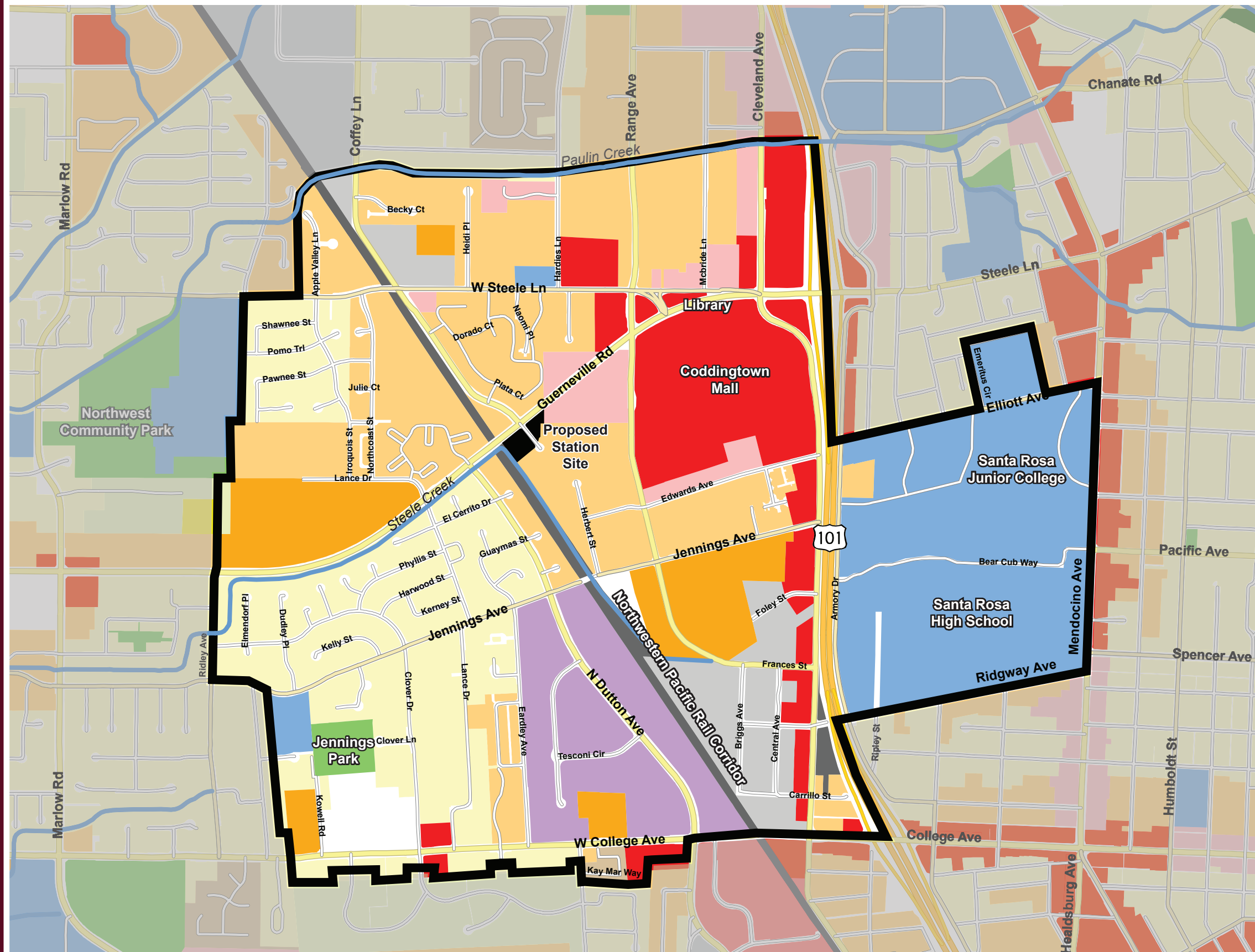
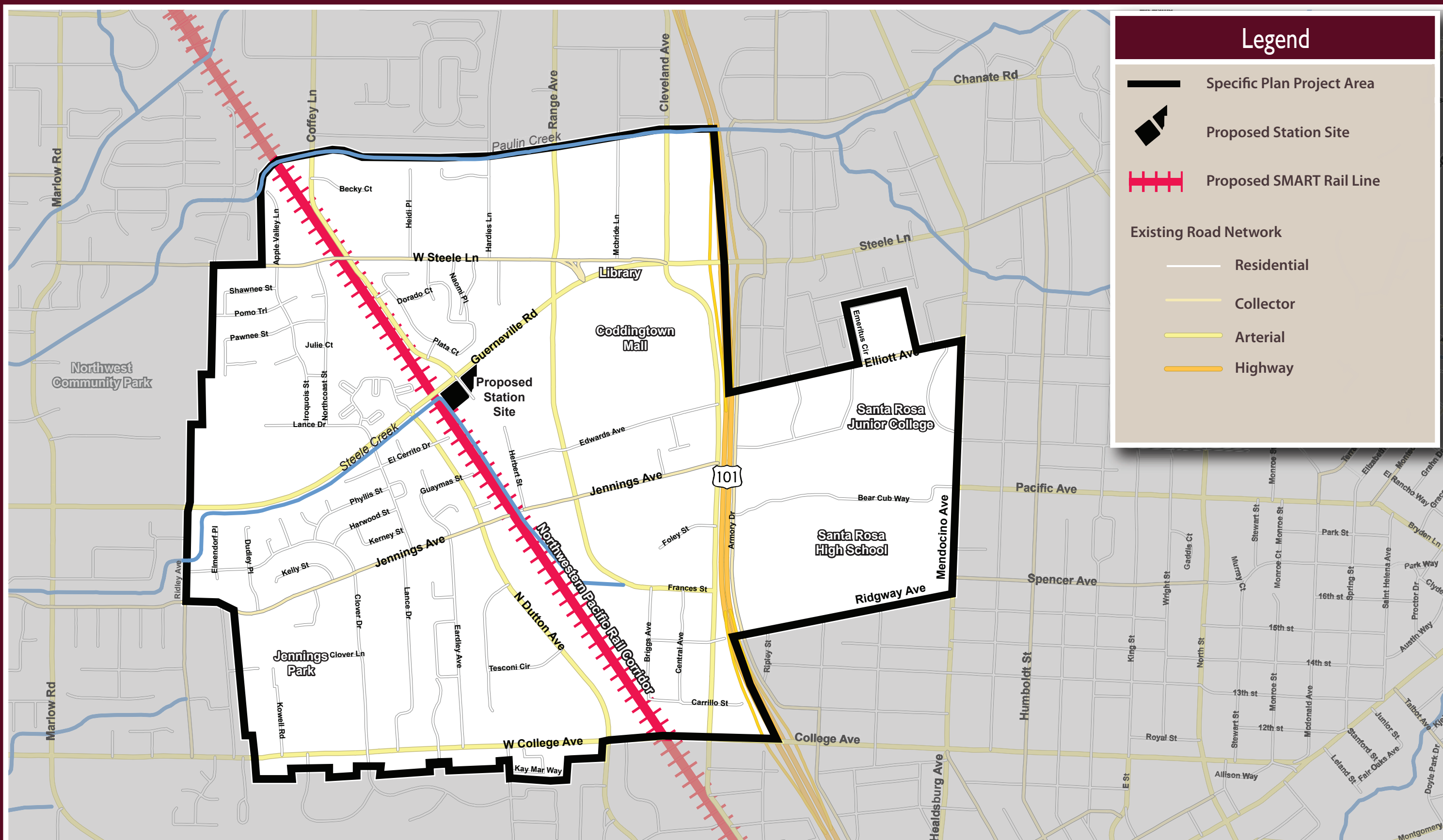


Figure 2.3
General Plan Land Use



Legend

- Specific Plan Project Area
- Proposed Station Site
- Proposed SMART Rail Line
- Existing Road Network
 - Residential
 - Collector
 - Arterial
 - Highway

The following corridors and segments play an important role in the Plan area circulation framework:

- Guerneville Road–Steele Lane (Lance Drive to Highway 101 North)
- West College Avenue (Clover Drive to Highway 101 North)
- Dutton Avenue (Guerneville Road to West College Avenue)
- Range Avenue–Frances Street (Paulin Creek to Cleveland Avenue)
- Cleveland Avenue (Paulin Creek to West College Avenue)
- Coffey Lane (Paulin Creek to Guerneville Road)
- West Steele Lane (Comstock Middle School to Guerneville Road)
- Jennings Avenue (Ridley Avenue to SMART)
- Jennings Avenue (SMART to Cleveland Avenue)

PEDESTRIAN AND BICYCLE NETWORK

Santa Rosa has an established citywide network of existing and planned pedestrian and bicycle facilities, including a connected system of existing routes in the project area. Within one-half mile of the SMART site, pedestrian and bicycle movement is generally accommodated on existing streets and

sidewalks. A nearly complete network of arterial streets with sidewalks, accessible curb ramps, and marked crosswalks is provided in the project area. While bike lanes provide access in the central project area, access to residential neighborhoods and community destinations to the east of Highway 101 is limited.

Obstacles to pedestrian and bicycle movement in the project area include the SMART railroad track and Highway 101, both of which run in a general north–south direction and limit east–west access between residential neighborhoods and major community destinations located on either side of the corridors. Additionally, there are some locations in the project area where gaps in the sidewalk network can be found. Vehicular traffic on arterial streets is a perceived safety concern, and higher volumes and speed decrease comfort levels for both bicyclists and pedestrians.

Figure 2.5 illustrates the pedestrian network and bike network in the project area.

TRANSIT NETWORK

Transit serves the project area well. Santa Rosa CityBus is the local transit provider in Santa Rosa. The primary transit hub in the project area is the Northside Transfer Center, which is located at Coddington Mall on Range Avenue near Guerneville Road. The Northside Transfer Center serves four CityBus routes and two Sonoma County Transit routes into and around the City of Santa Rosa and the Specific Plan area.

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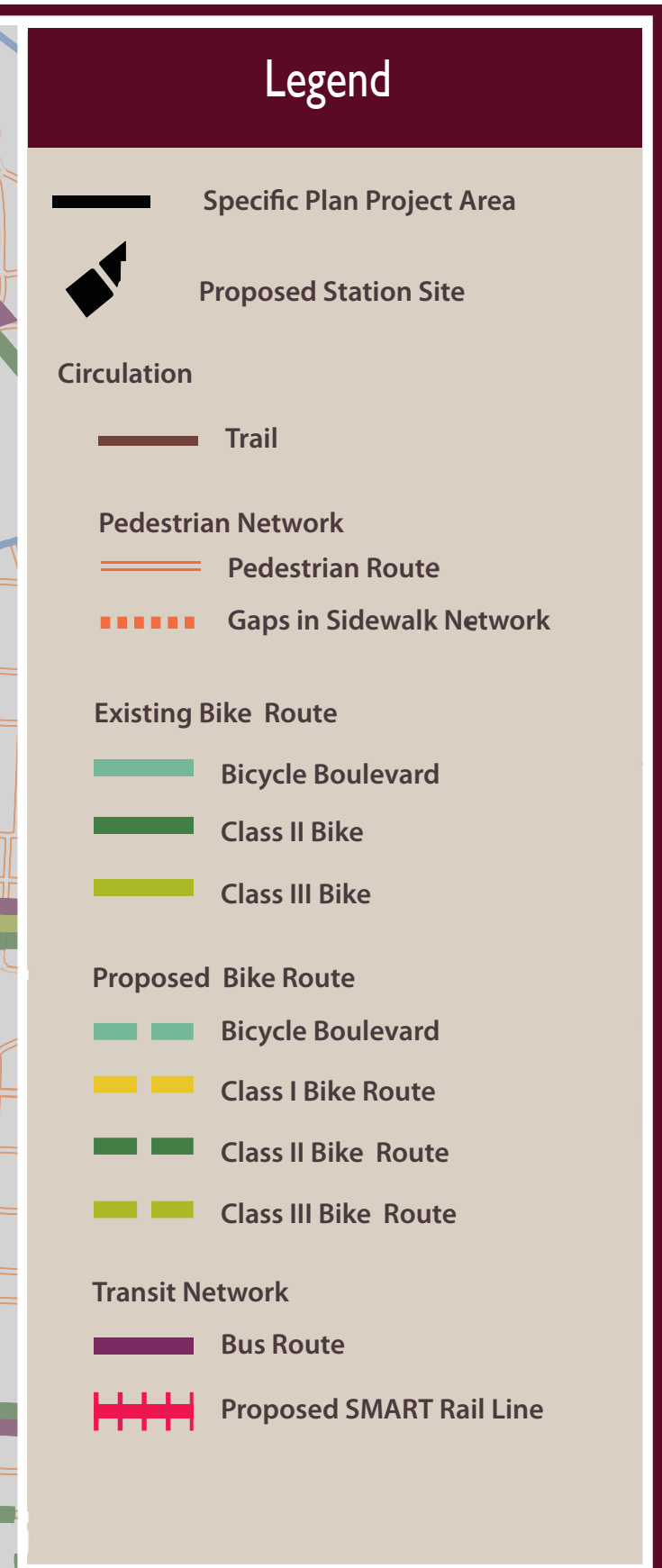
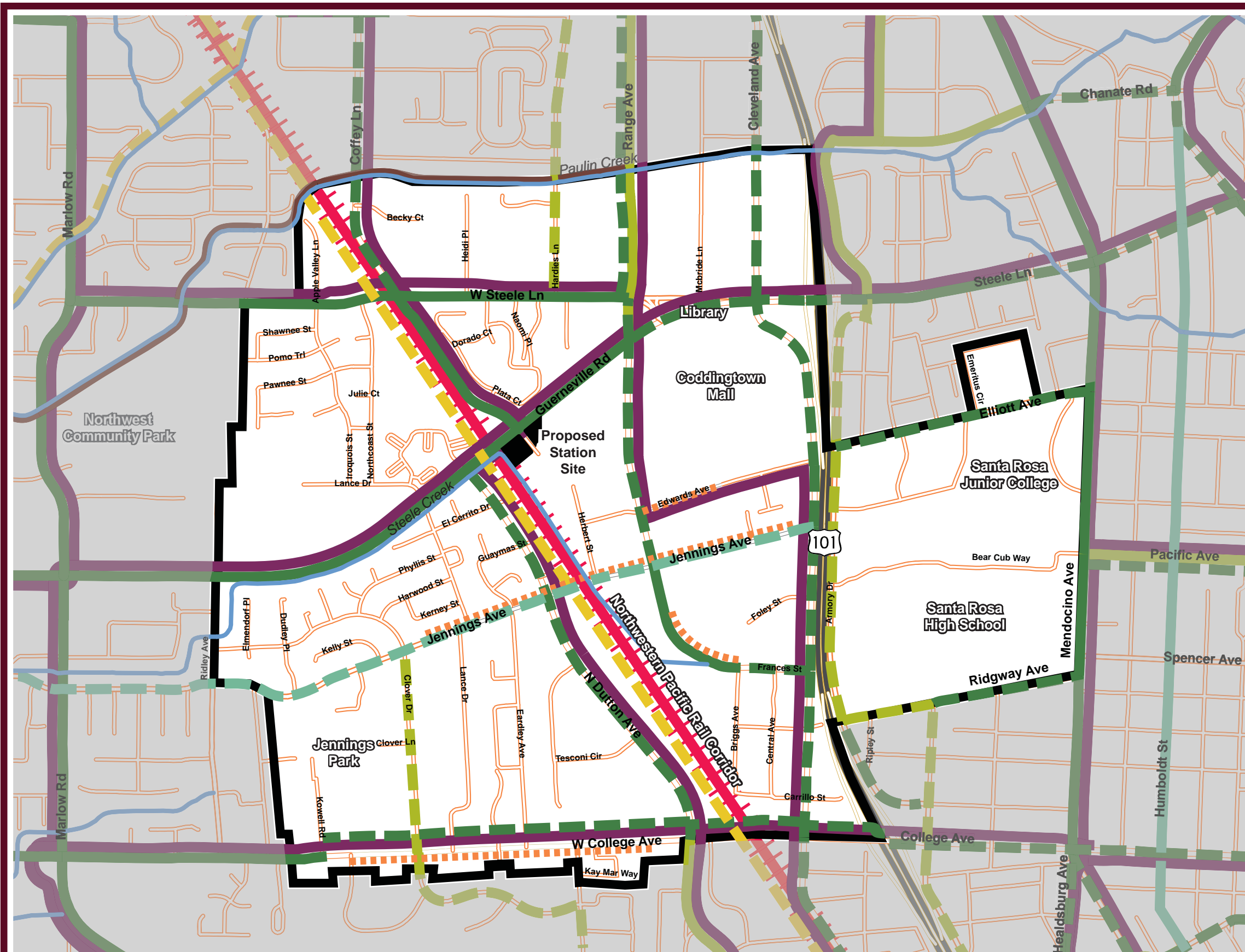


Figure 2.5
Circulation: Non-Auto

EXISTING MULTIMODAL OPERATION

The level of service (LOS) standard in the General Plan requires a minimum of LOS D or better along all major corridors. LOS is a measurement tool used to rank traffic along corridors and intersections.

A circulation analysis was conducted for the project area utilizing multimodal level of service (MMLoS) methodologies. These methods help quantify performance levels separately for automobile, transit, pedestrian, and bicycling modes of travel using a grading system ranging from A through F. A

summary of the current multimodal levels of service on key project area roadways is shown in **Table 2.4**. Automobile operation is generally acceptable, though congestion does occur on Guerneville Road–Steele Lane and West College Avenue. Transit operates at fairly acceptable levels. Bicycle circulation is the most challenged among the travel modes, with level of service D through F operation on the area’s busiest streets. Pedestrian circulation is reasonably good on local and collector streets, though it becomes less comfortable on the area’s two major corridors (Guerneville Road–Steele Lane and West College Avenue).

Table 2.4: Multimodal Level of Service (LOS) Comparison

Corridor	Automobile	Transit	Bicycle	Pedestrian
1. Guerneville Road–Steele Lane	D	C	D	D
2. West College Avenue	D/E	C	E/F	D
3. Dutton Avenue	A	C	D	C
4. Range Avenue–Frances Street	A/B	C	D/E	B
5. Cleveland Avenue	B/C	D	E/F	C
6. Coffey Lane	B	B	C	B/C
7. West Steele Lane	B	B	C/D	C
8. Jennings Avenue	n/a	n/a	C/D	A/B

2.7 URBAN FORM & DESIGN

Urban form and design refers to the physical layout and design of the city. It takes into consideration building density, heights, size, scale, layout, and compactness.

Figure 2.6 demonstrates the size and scale of existing building footprints and the spaces around buildings in the project area. All buildings and structures are shown in black to illustrate the character of the spaces between buildings. As shown in **Figure 2.6**, the residential areas are smaller in scale and more compact in development pattern than the commercial and industrial uses, which have larger building footprints and larger

open spaces between buildings. The large footprint of Coddington Mall and the vast open space of surrounding surface parking are prominent urban form features in the project area.

Figure 2.7 shows the heights of buildings in the project area, with beige and yellow depicting

shorter buildings and orange and red showing taller buildings. Most buildings are under 35 feet, or the equivalent of one to two stories, in height. Again, Coddington Mall stands out as one of the tallest buildings in the project area, along with a few smaller buildings on the junior college campus.

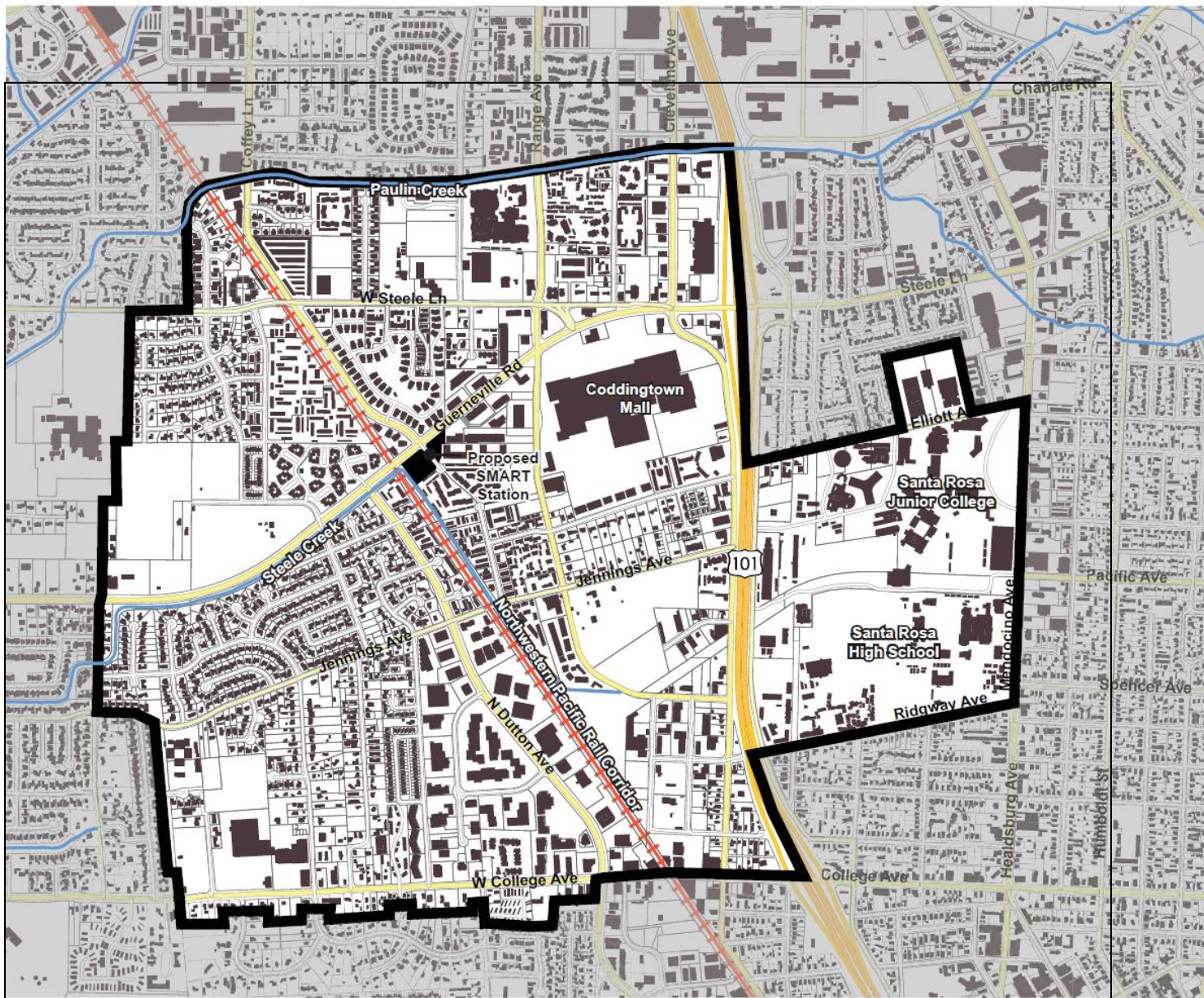
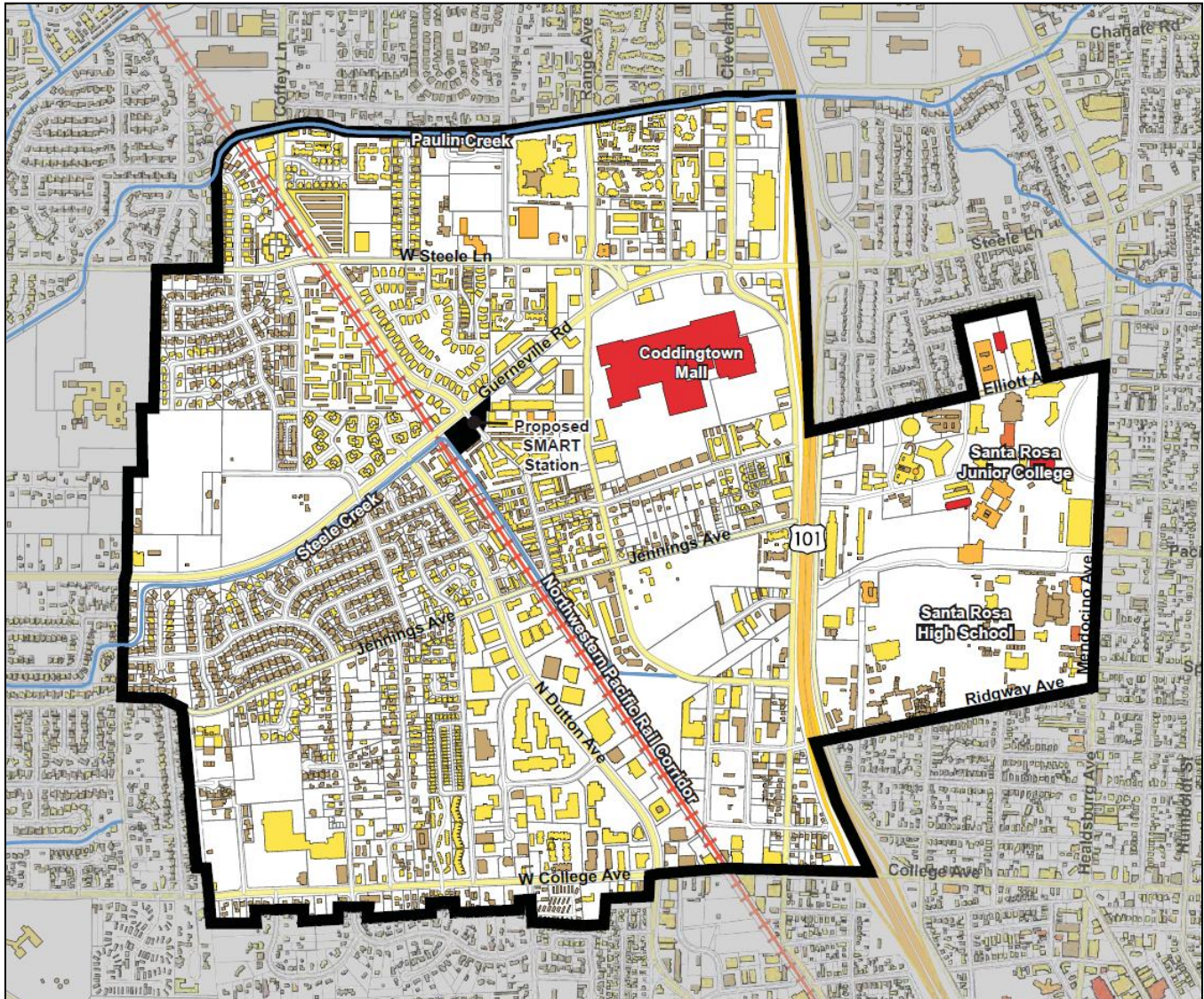


Figure 2.7: Building Heights



2.8 MARKET CONDITIONS

A market analysis was conducted for the project area to evaluate the potential for future development. Below is a summary of key findings regarding the office, housing, and retail markets, followed by demand projections for each land use.

Due to the format of available data, the projections for future demand are presented for the term from 2010 to 2035.

OFFICE MARKET

In 2011, the project area is at a competitive disadvantage to Downtown and Fountaingrove, but enhanced access provided by new train service could help to attract additional office development over time. Improvements to the public realm, including enhanced pedestrian connectivity and access to the future transit station, will be important for attracting office uses.

The project area could capture demand for between 310,000 and 922,000 square feet of new office space between 2010 and 2035.

HOUSING MARKET

Residential uses in the area have historically served households with lower incomes than the rest of Santa Rosa. The project area has a high level of renter-occupied housing, higher than typical for the City of Santa Rosa, and rents are lower in the project area than in other areas in the city. The project area has a greater proportion of multi-family units as compared to other areas of the city. There are 791 affordable units in the project area, accounting for more than 18 percent of all project area residential units. In addition, 84 percent of the recently developed housing units in the project area are affordable to lower-income households.

Demand for residential units in Santa Rosa in general, and in the project area in particular, has been significantly impacted by the current residential market downturn.

New housing units in the project area can be positioned to cater to changing demographics and consumer preferences that favor a wider variety of building types. In the future, the project area will benefit from proximity to the SMART station, which will offer enhanced access to job centers along the Highway 101 corridor.

Development of higher-density multi-family housing in the project area will be challenging in the near term due to higher construction costs for higher-density building types. Due to high construction costs of multi-family buildings of three stories and taller, these higher-density products would potentially command prices and rental rates that are greater than can be supported in the project area in the near term, i.e., the next three to five years.

The project area could capture demand for between 650 and 1,900 new residential units between 2010 and 2035.

RETAIL MARKET

Over time, the Coddington Mall property could be developed with additional uses including higher-density mixed-use project development. The mall, which was historically a center for regional retail, has faced increasing competition from other retail centers. As the mall is repositioned, it could change focus to include more lifestyle uses, such as entertainment and leisure amenities.

The project area could capture demand for between 35,000 and 105,000 square feet of additional retail resulting from new residential and office uses between 2010 and 2035. Based on

growth in new residents and jobs, there is estimated to be retail demand for 16,000 to 49,000 square feet of regional-serving retail, 7,000 to 20,000 square feet of grocery stores, 4,000 to 14,000 square feet of neighborhood-serving retail, 3,000 to 10,000 square feet of restaurant space, and an additional 4,000 to 11,000 square feet of daytime restaurant (lunch) space. Additional demand could be generated by visitors from outside the project area.

OVERALL DEVELOPMENT POTENTIAL

In the near term, the market is expected to support two- to three-story residential projects; however, over time the market is expected to support higher densities and a greater mix of uses, including some mixed-use buildings. Building types that include a mix of uses (for example, residential over retail or office over retail) or structured parking are more expensive to build and will be more likely to be built with improved market conditions. The feasibility of these kinds of projects will also be assisted by public improvements in the project area, such as improved connectivity, placemaking, and new transit service. Mixed-use buildings should be focused in locations where ground-floor retail uses are likely to be successful and where a critical mass of activity is likely to occur.

2.9 OPPORTUNITIES

Upon analyzing the existing conditions summarized here and in the Existing Conditions Report, and input from the stakeholders, the community, and Technical Advisory Committee, the project team identified the major opportunities for new

development, redevelopment of built areas, and public improvements in the project area. These are illustrated in **Figure 2.8** and described below.

DEVELOPMENT OPPORTUNITY SITES

A parcel analysis was conducted to identify potential development opportunity sites. This analysis consisted of the evaluation of the following criteria:

- a) Large parcels that are suitable for transit-supportive development.
- b) Potential for parcel consolidation. There are a number of opportunities in the project area where multiple adjacent parcels are under a single ownership and together have the potential to create larger development sites.
- c) Underutilization (e.g., vacant lands, low ratio of building to land value, and/or aging development with greater potential for change).
- d) Exclusion of developed parcels in the established single-family residential zone.

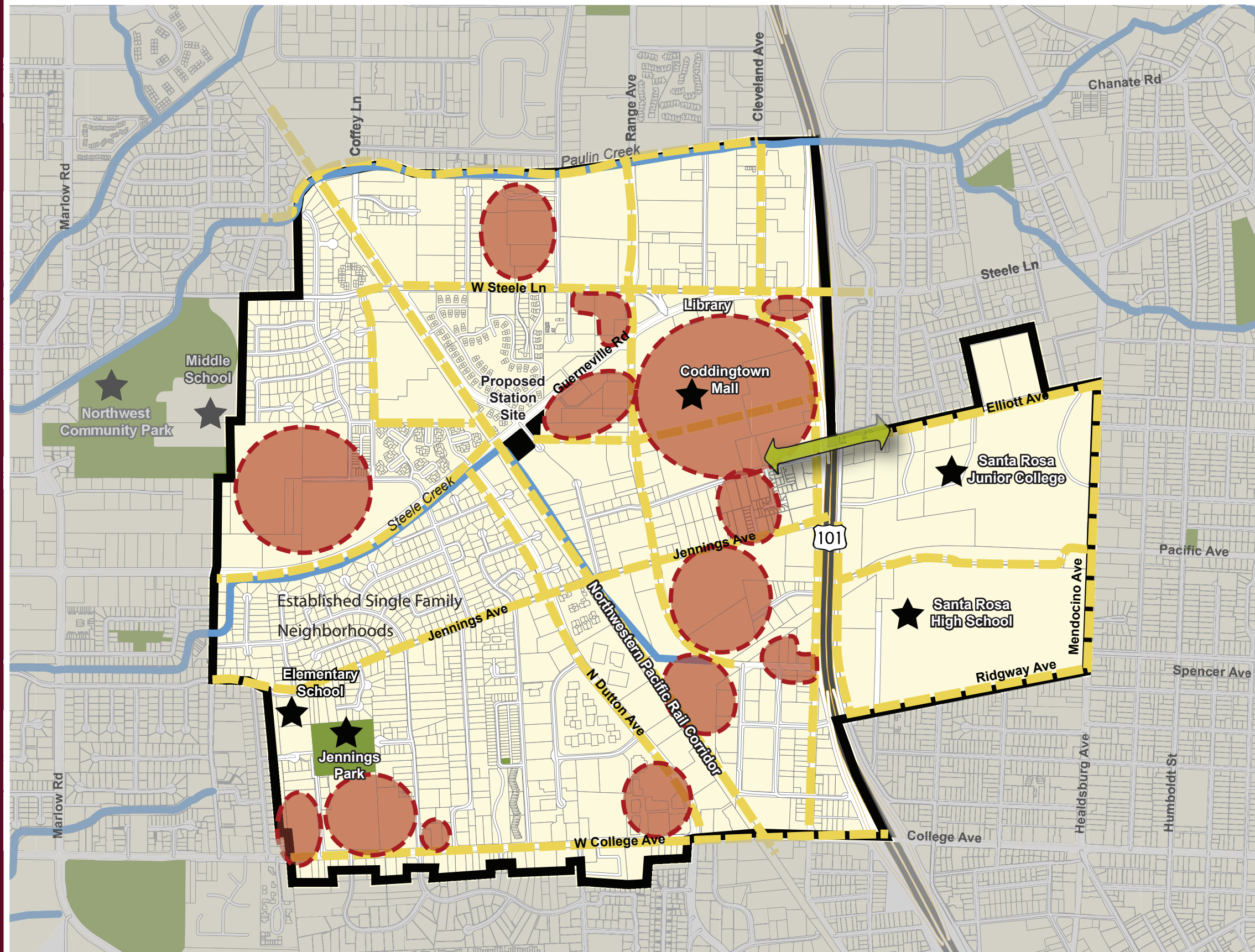
Sites were selected based on the above criteria and are identified on **Figure 2.8** as development opportunity sites. These sites have the greatest potential to catalyze improvements in the project area.

**STREETSCAPE IMPROVEMENTS/ENHANCED
PEDESTRIAN & BICYCLE FACILITIES**

There are a number of very wide streets with levels of service which would allow redesign with improved pedestrian and bicycle amenities, such as widened sidewalks, bicycle lanes, landscaping, street trees, street furnishings, planted medians, special paving, and enhanced signalization at crossings. Steele Creek, Paulin Creek, and the SMART railway corridor present opportunities for enhanced multipurpose trail paths.

PEDESTRIAN/BICYCLE BRIDGE

Numerous staff and students at the junior college and high school are potential users of the proposed SMART train. A pedestrian/bicycle bridge crossing over Highway 101 will provide a critical link and safe crossing from the station and project area to these educational campuses.



3. VISION

3. VISION

This chapter outlines the vision concepts for the North Santa Rosa Station Area Specific Plan. The vision concepts provide the framework for the development of the Land Use Plan and Circulation Plan for the Specific Plan. The set of vision concepts below was derived from the project principles, stakeholder interviews, and initial community workshops. All subsequent goals, policies, and design guidelines within the Specific Plan document support the vision concepts.

This chapter is organized by the following five vision concepts, which are further described on the following pages:

- 3.1 Create an identity and sense of community for the station area.
- 3.2 Enhance pedestrian, bicycle, and transit connections throughout the project area.
- 3.3 Provide plenty of safe outdoor community spaces.
- 3.4 Incorporate a variety of activities and a mix of uses.
- 3.5 Encourage economic development.
- 3.6 Promote sustainability principles in new development.



3.1 CREATE AN IDENTITY AND SENSE OF COMMUNITY FOR THE STATION AREA

New development in the project area will be guided by this Specific Plan to establish a character for the area that is pedestrian-oriented and more urban in nature. Buildings will present an attractive face and strong visual and physical connections to the street. New development will be located near the sidewalk edge, and seas of parking will cease to dominate street frontages. Suburban auto-dominated development will be de-emphasized. This urban character will create an interesting and engaging pedestrian environment and will help support the new rail station.



Character and placemaking elements



Regional role of the mall

The new SMART station, Coddington Mall, and the Schulz cultural area provide regional focal points and contribute to a unique identity for the project area. Together, these landmarks and the urban character of new development are the building blocks to establish a clear sense of place. A singular identity for the area will be defined through a consistent wayfinding and signage program.

Private development and public improvements guided by the policies, standards, and guidelines of this Specific Plan will create a unique area in the city that has:

- A cohesive identity inspired by the new SMART station that paints this area as unique and characterized by a transit-oriented urban setting.
- A bustling village-like atmosphere at and adjacent to the new station that provides a variety of activity-generating uses on the ground floor, with housing and offices on upper stories.
- A regional role that is strengthened by the regional importance of Coddington Mall.
- A cultural focus that is grounded by the emerging cultural center and new public art in the Plan area.
- A linked network of meeting places with pedestrian amenities and venues for outdoor community gathering that create a sociable environment.

- Coordinated streetscape furnishings, materials, and landscaping that unify and beautify the environment while strengthening the sense of place.
- Attractive shopfronts and outdoor dining opportunities that activate the streets.
- Gateways with signature material and planting to announce arrival and welcome visitors into the project area.

3.2 ENHANCE PEDESTRIAN, BICYCLE, AND TRANSIT CONNECTIONS THROUGHOUT THE PROJECT AREA

Public improvements to the streets, paths, and facilities for pedestrians, cyclists, and transit users will transform the station area into an environment that is:

- Feasible and convenient to navigate without the use of a personal motor vehicle through a system of multi-modal streets, multiuse paths, and trails.
- A comfortable place to cross the street, walk along the sidewalk, wait for a bus, and ride a bicycle.
- Easy to find one's way around, with clear signage, directional information, and an interconnected network of streets and paths with a grid-like pattern.



Comfortable place to walk



Convenient transit service



Network of paths



Vibrant streetscapes

- Convenient to get to and around the SMART station by foot, bike, bus, taxi, shuttle, and rail.
- Vibrant and engaging with pedestrians walking along tree-lined sidewalks, perusing attractive storefronts, or enjoying outdoor dining.

3.3 PROVIDE PLENTY OF SAFE OUTDOOR COMMUNITY SPACES

By 2035, the project area will have undergone a number of improvements and will provide more opportunities for pedestrian connections and outdoor gathering places such as urban plazas and outdoor dining. Outdoor spaces will be integrated throughout the project area and will serve as inviting places in the community where the following activities take place:

- Residents are drawn to neighborhood parks and plazas to meet friends and neighbors.
- Workers relax on a coffee break or enjoy lunch outdoors at nearby plazas.
- Residents shop for local produce at the weekly farmers' market or can grow their own produce at the community garden.
- Parks fill with local children playing and families picnicking.
- Cyclists and pedestrians use the interconnected pathways both for exercise and as a transportation route to get to destinations within and outside of the project area.



Neighborhood parks



Inviting urban plazas



Community gardens



Mixed-use development



High-quality housing choices



Housing over local shops



Cultural amenities

3.4 INCORPORATE A VARIETY OF ACTIVITIES AND A MIX OF USES

The North Santa Rosa Station area will continue to support a mix of uses and a range of housing types. It is a place for living as well as for working, shopping, socializing, exercising, learning, and doing business. New jobs, housing, and transportation options will attract a diversity of age groups, while new office spaces and residential units will flourish above and around ground-floor uses and promote a more bustling environment. In 2035, the project area will be home to:

- A number of attractive and inviting places to eat, shop, live, and work.
- New local shops that showcase their wares in engaging storefronts alongside the sidewalk, and restaurants with opportunities to dine outdoors.
- Exciting cultural venues and family-oriented activities including a new Children’s Museum next to the Schulz Museum and Redwood Empire Ice Arena.
- A number of new offices and jobs located within walking distance to the new SMART station.
- Retail and community services that support residents in meeting their daily needs.
 - A range of high-quality housing choices accessible to community members from all economic levels and backgrounds.

3.5 ENCOURAGE ECONOMIC DEVELOPMENT

The arrival of the SMART station presents an opportunity to revitalize the area and stimulate new employment and development opportunities with both public and private investments. In 2035, the project area will:

- Be a place where new businesses are eager to locate and are attracted by the improvements and the potential that comes with a connection to the SMART line.
- Provide employment opportunities close to the SMART station.
- Showcase a number of successful local businesses that provide goods and services to the community.



Local businesses



New businesses



Green technology jobs



Sustainable landscaping

3.6 PROMOTE SUSTAINABILITY PRINCIPLES IN NEW DEVELOPMENT

Future development and public improvements in the project area will incorporate sustainability principles. In 2035, the project area will:

- Encourage a number of green technology industry jobs in the industrial area south of Jennings Avenue and environmentally conscious jobs in the business park.
- Be home to a number of new buildings that embody innovative green building design principles.
- Demonstrate attractive and sustainable landscape design in neighborhood parks, plazas, and planted areas along streets and pathways.

4. LAND USE PLAN

4. LAND USE PLAN

This chapter describes the Land Use Plan for the North Santa Rosa Station Area, which is the guide for the development and use of land within the project area. The Land Use Plan provides the framework necessary to develop the project area as a mixed-use, pedestrian-friendly environment that is the focus for higher-intensity, transit-oriented development around the new station. This chapter introduces land uses, development types, and corresponding densities for development within the project area. The Land Use Plan comprises the text in this chapter and the Land Use Map illustrating the land use mix and distribution within the Plan area. Also included in this chapter is a discussion of the development potential for the project area and feasible future development types. Finally, affordable housing is addressed, followed by the goals and policies necessary to achieve the vision for the Specific Plan area.

This chapter is organized into the following sections:

- 4.1 Land Use Classifications
- 4.2 Land Use Mix & Distribution
- 4.3 Development Types
- 4.4 Development Potential
- 4.5 Affordable Housing Strategy
- 4.6 Goals & Policies

Guiding Project Principles

The following project principles guided the development of the Land Use Plan:

- Establish a land use plan, zoning, and a policy and design framework that will guide future development and redevelopment activities.
- Intensify land uses and increase residential densities in the project area to support future transit improvements and ridership and to exceed MTC's residential unit thresholds.
- Enhance quality of life in the project area by providing parks, trails, and recreational opportunities.
- Transform the project area into a vibrant and distinct place that people want to visit.
- Catalyze economic development and promote economic competitiveness in the project area by providing employment opportunities.
- Reduce greenhouse gas emissions by promoting sustainable transit-oriented development and practical alternative modes of transport to the automobile.



4.1 LAND USE CLASSIFICATIONS

The following table defines and describes each of the land use classifications allowed within the Plan area. The mix and distribution of these land use classifications are shown on the Land Use Map (Figure 4.1).

The classifications in this section implement adopted City policy and are consistent with the land use classifications identified in the General Plan. The land use descriptions described below are abbreviated versions and not intended to replace the full descriptions provided in the Santa Rosa General Plan 2035.

Table 4.1: Land Use Classification

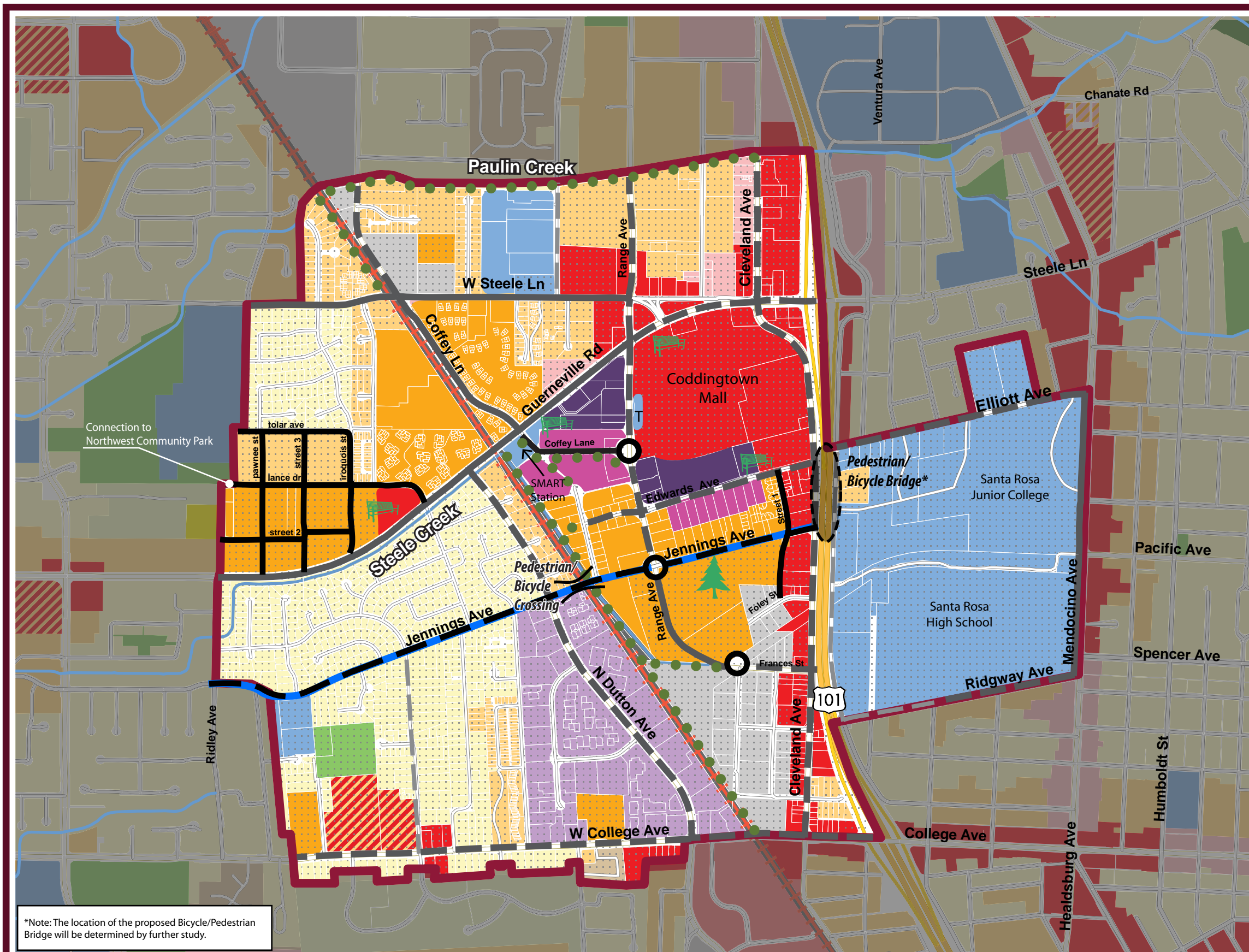
Land Use Classification	Density/Intensity	Description
Low Density Residential	2–8 du/ gross acre	Designates areas for single-family residential development at a density of 2 to 8 units per gross acre. This classification is mainly intended for detached single-family dwellings, but attached single-family and multiple-family units may be permitted.
Medium Density Residential	8–18 du/ gross acre	Designates areas for attached single-family and multi-family developments. General Plan policy allows the number of dwelling units to go up to 24 units per acre if TOD/smart growth conditions are met and up to 30 units per acre if a minimum of 20% affordable units is provided.
Medium-High Density Residential	18–30 du/ gross acre	Designates areas for attached single-family and multi-family developments with densities ranging from 18 to 30 units per gross acre.
Mobile Home Park	4–18 du/ gross acre	Designates areas for residential mobile home development of two or more mobile home units, with densities ranging from 4 to 18 units per gross acre. Mobile homes are the only allowed housing type.
Transit Village Medium	25–40 du/ gross acre	Designates areas to accommodate mixed-use development within approximately a half mile of a transit facility. Residential uses are required at a density range of 25 to 40 units per acre, and ground-floor neighborhood-serving retail and live-work uses are encouraged.
Transit Village Mixed Use	40+ du/ gross acre	Designates areas to accommodate a well-integrated mix of higher-intensity residential, office, and commercial uses within a quarter mile of a transit facility. Development is designed and oriented to create a central node of activity at or near the transit facility. Housing densities shall be a minimum of 40 units per acre; there is no maximum density requirement for this designation.
Retail/Business Services		Designates areas for retail and service enterprises, offices, and restaurants. General Plan policy allows residential and mixed-use development in this land use classification.

Land Use Classification	Density/ Intensity	Description
Office		Designates areas for administrative, financial, business, professional, medical, and public offices. General Plan policy allows residential and mixed-use development in the Office classification.
Business Park		Designates areas for planned, visually attractive centers for businesses that do not generate nuisances (noise, clutter, noxious emissions, etc.). This classification accommodates campus-like environments for corporate headquarters, research and development facilities, offices, light manufacturing and assembly, and related services and facilities.
Light Industrial		Designates areas for light industrial, warehousing, and heavy commercial uses.
Public/Institutional		Designates areas for governmental or semi-public facilities, such as museums, hospitals, utility facilities, and government office centers.
Parks/Recreation		Designates areas intended for neighborhood, community, citywide, or special purpose parks and facilities, including recreation complexes, golf courses, and creekways.
Neighborhood Park 		Represents the general vicinity of where a neighborhood park facility is needed.
Urban Plaza 		Represents the general vicinity of where an urban plaza facility is needed.

4.2 LAND USE MIX & DISTRIBUTION

The Land Use Map shown in **Figure 4.1** is the guide for the development and use of land in the project area. The Land Use Map is intended to transform the existing project area into a regional hub designed to enhance activity around the proposed SMART station. The Land Use Map is characterized by a dense development pattern with a mix of

residential, retail, office, and industrial uses. The mix and concentration of higher-intensity land uses shown on the Land Use Map are intended to establish a transit-oriented environment that supports the proposed SMART station. The introduction of the Transit Village Medium and Transit Village Mixed Use classifications into the project area are intended to support higher-density residential and a diverse mix of uses while allowing for some flexibility in uses as the market dictates.



Legend

Specific Plan Project Area

Land Use

- Denotes an Existing Land Use unchanged by this Specific Plan
- Transit Village Mixed Use (40+ DUs/Acre)
- Transit Village Medium (25 - 40 DUs/Acre)
- Medium High Density Residential (18-30 DUs/Acre)
- Medium Density Residential (8-18 DUs/Acre)
- Low Density Residential (2-8 DUs/Acre)
- Mobile Home Park
- Mix of Medium Density Residential & Retail/Business Services
- Retail/Business Services
- Office
- Business Park
- Light Industry
- Public/Institutional
- Parks/Recreation
- Neighborhood Park
- Urban Plaza

Proposed Circulation (unless noted as existing)

- Minor Street
- Bike Boulevard
- Existing Class II Bike Lanes
- Class II Bike Lanes
- Class III Bike Lanes
- Pedestrian/Bike Path
- Northside Transfer Center

*Note: The location of the proposed Bicycle/Pedestrian Bridge will be determined by further study.

Figure 4.1
Land Use Map

4.3 DEVELOPMENT TYPES

The following table provides a visual dictionary of building product type examples typical for each of the land use classifications where new development is anticipated (excluding the Low Density

Residential, Mobile Home Park, Office, and Business Park classifications listed in **Table 4.1** where no new development is anticipated over the plan period).

Table 4.2: Development Type Imagery by Land Use Classification

Development Imagery	
MEDIUM DENSITY RESIDENTIAL (8–18 DU/ACRE)	
 <p>18 units/acre</p>	 <p>16 units/acre</p>
 <p>13 units/acre</p>	 <p>13 units/acre</p>

MEDIUM-HIGH DENSITY RESIDENTIAL (18–30 DU/ACRE)



22 units/acre



25 units/acre



30 units/acre



23 units/acre

TRANSIT VILLAGE MEDIUM (25–40 DU/ACRE)



30 units/acre



27 units/acre



31 units/acre



32 units/acre

TRANSIT VILLAGE MIXED USE (40+ DU/ACRE)



60 units/acre with retail on ground floor



74 units/acre with retail on ground floor



113 units/acre with retail/service



Offices over retail/service

RETAIL/BUSINESS SERVICES



Whole Foods Market



Retail store



Multi-tenant retail center



Restaurant



Office



Offices

LIGHT INDUSTRIAL



Light industry



Light industry

PUBLIC/INSTITUTIONAL



Schulz Museum



Municipal offices



School



Theater

NEIGHBORHOOD PARK



Park overlooked by housing



Jennings Park



Park with pedestrian path



Park with play equipment

URBAN PLAZA



Plaza with outdoor dining and planter benches



Plaza adjacent to restaurants and retail

4.4 DEVELOPMENT POTENTIAL

The estimated development potential of the project area quantifies the anticipated growth by land use type from the existing condition to project buildout in 2035. The development potential was calculated considering market potential for the project area over the period of the Specific Plan and applying development density and intensity assumptions that represent likely development scenarios for the future of the project area. **Table 4.3** indicates the potential development by land use type over the period of the Specific Plan. These numbers were used to analyze economics, infrastructure, traffic, and other impacts.

The Specific Plan includes a range of densities and/or development intensity for each land use designation. Buildout assumptions are based generally on the mid-range allowed by each land use designation to provide a realistic future development scenario.

The development potential of the project area was determined by assuming buildout of vacant areas and future redevelopment of some built areas within the Plan area.

Actual future development may vary from these assumptions. The Specific Plan recognizes that some sites may not develop as anticipated. This development program is meant to represent the projected potential development under assumed conditions and to provide a framework for growth in the Specific Plan area.

Table 4.3: Development Potential by Land Use Classification

Land Use Type	Increase from Existing Conditions
Office Square Feet	464,663
Retail Square Feet	564,253
Institutional Square Feet	100,103
Total Residential Units	2,680
Single-Family Units	520
Multi-Family Units	2,160
Industrial Square Feet	128,790
Parks/Plazas	1 neighborhood park 4 urban plazas/ community garden

4.5 AFFORDABLE HOUSING STRATEGY

The North Santa Rosa Specific Plan area is characterized by a diversity of housing options, including many units available to renters and low-income households. The Plan area also includes a number of subsidized housing units that are at risk of being converted to market rate by 2014.

A detailed affordable housing strategy for the plan area is included as **Appendix C**. The recommendations from the strategy are represented in the following section as goals and policies (see Goals AH-1, AH-2, and AH-3 and related policies). The affordable housing related policies primarily address preserving the existing affordable housing stock—including both subsidized and low-cost market-rate units—in order to minimize displacement of existing residents. In addition, it is recommended that the City take advantage of opportunities to provide additional affordable housing in the Plan area.

4.6 GOALS & POLICIES

LAND USE GOALS AND POLICIES

GOAL LU-1. PROVIDE FOR A COMPREHENSIVE MIX OF TRANSIT-SUPPORTIVE LAND USES.

Policy LU-1.1. Intensify land uses and increase residential densities in the project area to support future transit improvements and ridership, and to provide a significant number of new residential units.

Policy LU-1.2. Support transit-oriented development in the project area by allowing adequate intensity of use and requiring pedestrian-oriented development (e.g., buildings along sidewalk, parking lots minimized).

Policy LU-1.3. Support the possible relocation of the public library on Guerneville Road within the Plan area and promote redevelopment of the site as retail and/or mixed use to activate the streetscape.

Policy LU-1.4. Encourage the development of child-care facilities near the SMART station and in multi-family residential developments.

GOAL LU-2. ENCOURAGE ACTIVITIES ALONG STREETSCAPES AND IN PUBLIC SPACES.

Policy LU-2.1. Promote activity-generating retail establishments, such as cafés, coffee shops, and newsstands, near the SMART station and on the ground floor of any parking garages developed on the site.

Policy LU-2.2. Create urban plazas at the SMART station that are fronted by activity-generating uses, including retail and dining.

GOAL LU-3. ENHANCE QUALITY OF LIFE IN THE PROJECT AREA BY PROVIDING PARKS, TRAILS, AND RECREATIONAL AND CULTURAL OPPORTUNITIES.

Policy LU-3.1. Expand the system of parks, trails, and recreational opportunities.

Policy LU-3.2. Require that new development provide pedestrian connections and public open spaces.

Policy LU-3.3. Encourage development of community gardens in the Plan area, particularly in the area north of Guerneville Road, west of Lance Drive.

Policy LU-3.4. Allow community gardens at any site designated as an urban plaza or neighborhood park on the Land Use Plan.

Policy LU-3.5. Encourage farmers' markets to operate in the Plan area, particularly in urban plazas.

Policy LU-3.6. Promote youth and cultural activities within the Plan area.

Policy LU-3.7. Integrate art into streetscape designs in the Plan area.

GOAL LU-4. PROMOTE SUSTAINABLE SITE DESIGN.

Policy LU-4.1: Promote site and building design that improves energy efficiency by incorporating natural cooling and passive solar heating. This may include extended eaves, window overhangs, awnings, and tree placement for natural cooling, and building and window orientation to take advantage of passive solar heating in the winter and natural cooling in the summer.

Policy LU-4.2: Support the use of green or sustainable building materials, including recycled content materials, that are consistent with the underlying architectural style and character of the building.

Policy LU-4.3: Encourage green site design by utilizing native and/or drought-tolerant trees and plants where possible, incorporating permeable paving and designing resource-efficient landscapes and gardens.

AFFORDABLE HOUSING GOALS AND POLICIES

GOAL AH-1. PROVIDE A VARIETY OF HOUSING TYPES AND DENSITIES IN THE SPECIFIC PLAN AREA, INCLUDING THOSE AFFORDABLE TO LOWER-INCOME HOUSEHOLDS.

Policy AH-1.1. Utilize existing City programs and policies to encourage and facilitate development of affordable housing within the Specific Plan area.

GOAL AH-2. MINIMIZE DISPLACEMENT OF EXISTING RESIDENTS.

Policy AH-2.1. Where existing affordable units are proposed to be redeveloped, work with the developer to achieve one-to-one replacement of units at the same income level on site or within the Plan area, to the extent possible.

Policy AH-2.2. Facilitate the continuation of affordability of existing subsidized housing units, in some cases by providing funding for acquisition and rehabilitation.

Policy AH-2.3. Utilize available programs to rehabilitate renter or owner occupied units, as needed, particularly for those affordable to lower income households.

Policy AH-2.4. Consider expanding the Neighborhood Revitalization Program boundaries to include a greater portion of the Specific Plan area in order to ensure that existing housing units in the Plan area are safe, sanitary, and in good repair.

GOAL AH-3. CREATE HOUSING OPPORTUNITIES FOR A DIVERSE POPULATION.

Policy AH-3.1. Encourage the development of housing for all groups, including students and seniors, particularly near the SMART station and the pedestrian/bicycle bridge.

Policy AH-3.2. Require that new townhome projects within a half-mile of the station have a minimum of 10 percent of the units designated to be habitable by persons with disabilities.

ECONOMIC DEVELOPMENT GOALS AND POLICIES

Economic development generally refers to the sustained, concerted actions of policymakers and communities that promote the standard of living and economic health of a specific area. The following goals and policies relate to economic development in the project area and aim to improve market stability and future economic health around the station area.

GOAL E-1. PROMOTE ECONOMIC ACTIVITY THAT CREATES JOBS AND SUPPORTS THE TRANSIT-ORIENTED ENVIRONMENT.

Policy E-1.1. Expand local-serving retail and personal services uses to accommodate daily needs of station area users, visitors, employees, and residents within easy walking distance of residential areas and the SMART station.

Policy E-1.2. Encourage unique local retail and service businesses to locate within the Plan area.

Policy E-1.3. Attract businesses which would expand the existing cluster of wineries along Cleveland Avenue.

Policy E-1.4. Expand the area's tourist focal point, centered around the Charles M. Schulz Museum and Redwood Empire Ice Arena, with other cultural and recreational activities.

Policy E-1.5. Encourage location of ethnic markets in the Plan area to serve existing and future residents.

GOAL E-2. MAINTAIN A ROBUST AND DIVERSE JOB BASE IN THE PROJECT AREA.

Policy E-2.1. Encourage the development of new jobs in the Plan area, including "green-tech" jobs.

Policy E-2.2. Attract and promote the development of businesses that support rail-dependent services in the industrial area south of Jennings Avenue.

CODDINGTOWN MALL GOALS AND POLICIES

GOAL CM-1. INTEGRATE THE CODDINGTOWN MALL PROPERTY INTO THE SURROUNDING LAND USE FABRIC.

Policy CM-1.1. Encourage multilevel transit-oriented development lining the streets around the existing mall.

Policy CM-1.2. Encourage infill retail development along the Guerneville Road street frontage.

Policy CM-1.3. Promote new development on parking lots at Coddington Mall to create a vibrant mixed-use area.

Policy CM-1.4. Promote new development, including residential uses, along the northern frontage of Edwards Avenue south of the mall.

Policy CM-1.5. Require an urban street frontage along Edwards Avenue to create a consistent development pattern along Edwards Avenue.

Policy CM-1.6. Encourage expansion of the Whole Foods Market dining area to create an urban plaza along the northern frontage of Coddington Mall.

Policy CM-1.7. Create a new urban plaza (south) in the vicinity of a landing for the pedestrian/bicycle bridge over Highway 101.

**5. PRIVATE REALM
DEVELOPMENT
STANDARDS, DESIGN
GUIDELINES, AND URBAN
DESIGN POLICIES**

5. PRIVATE REALM DEVELOPMENT STANDARDS, DESIGN GUIDELINES, AND URBAN DESIGN POLICIES

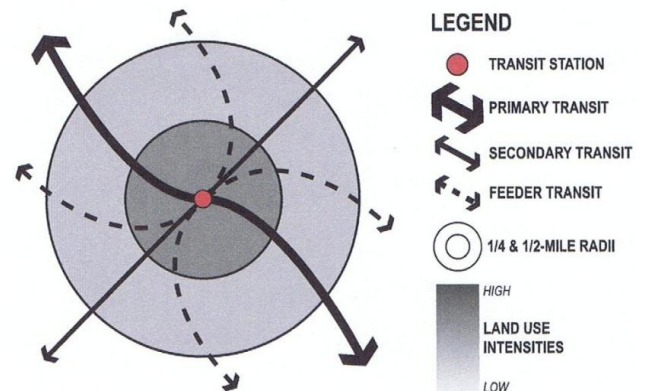
This chapter identifies how the built form should function and look to support transit-oriented development (TOD). It is organized into the following sections:

- 5.1. Transit-Oriented Development Overview. This section provides background information and direction for establishing TOD standards and guidelines for the North Santa Rosa Station Area.
- 5.2. Development Standards. These provide the requirements that shape the design of new buildings, streets, and public places.
- 5.3. Design Guidelines. These guidelines provide the ingredients needed to shape the urban design character of the Plan area. They are referred to as guidelines, since they are intended to provide flexibility to individual properties and circumstances. All development activities within the Plan area will need to address the relevant guidelines and demonstrate how the project supports the vision for the Plan area.
- 5.4. Urban Design and Character Goals & Policies. The goals and policies reinforce the urban design and character of the Plan area.

5.1 TRANSIT-ORIENTED DEVELOPMENT OVERVIEW

The North Santa Rosa Station Area is considered a Suburban Center by the Metropolitan Transportation Commission (MTC) in its Station Area Planning Manual (October 2007). The Suburban Center has particular characteristics that define it, such as:

- Mix of residential, employment, retail, and entertainment uses.
- Origin and destination for transit users.
- More single-use areas within the station area.
- Multiple transit options (bus, rail, paratransit, etc.).
- Land use intensities greater within 1/4 mile of the station.



Universally accepted transit-oriented design/development standards are based upon certain standard practices and principles applied in neighborhoods and districts immediately bordering and adjacent to transit stations, intermodal transportation hubs, and transfer stations. The intent of the standards is to encourage:

- Compact development patterns.
- Higher residential densities where appropriate.
- Comfortable pedestrian environments.
- Reduction in vehicle miles traveled (VMT).
- A mix of land uses—vertical and horizontal mix.
- Multimodal access.
- Well-designed, usable public spaces.

The North Santa Rosa Station Area Design Standards and Transit-Oriented Development Design Guidelines are based on tenets of the MTC guidelines and other well-developed TOD principles. The guidelines and standards address the quality of the built environment by providing a regulatory framework for the creative application of TOD principles by all those involved in building and developing property in the station area. The intention is to provide direction for creating a place that will:

- Function as a pedestrian-oriented Suburban Center environment with quality architectural and urban design at a human scale; a place that will possess a quality in the built environment that will enhance the lives of all those who live, work, or move through the station area.
- Promote the development of a station area that will serve the broader community by applying principles of sustainability for the long-term economic benefit of this station area and all of Santa Rosa.

Guiding Project Principles

The following project principles guided the development of the Private Realm Development Standards and Design Guidelines:

- Establish a land use plan, zoning, and a policy and design framework that will guide future development and redevelopment activities.
- Improve aesthetics and public safety through physical design and streetscape improvements.
- Develop and implement urban design standards that promote a walkable environment.
- Transform the project area into a vibrant and distinct place that people want to visit.
- Reduce greenhouse gas emissions by promoting sustainable transit-oriented development and practical alternative modes of transport to the automobile.

5.2 DEVELOPMENT STANDARDS

PURPOSE

Development standards establish rules for building form (e.g., height, setbacks, parking, and landscaping) for each of the land use designations introduced in Chapter 4. Standards are requirements that must be satisfied for all new development in the station area. The following development standards are intended to create a compact, walkable station area environment and to achieve the project principles described in Chapter 1 and the vision concepts described in Chapter 3.

For any standards not addressed in the tables in this chapter, see the Santa Rosa Zoning Code and the applicable zoning district's standards.

REQUIREMENTS AND DEFINITIONS

Several of the terms used in the Development Standards and Design Guidelines have specific meanings in this chapter and are critical to their application.

Building Use

Activity-generating use is a land use that is intended to attract a high volume of pedestrian traffic. An activity-generating use provides high customer turnover and social interaction, such as retail, entertainment and dining establishments, personal services, theaters, and galleries, and may include a lobby for upper-floor multi-family residential units.

Building Height and Orientation

Building height is measured as the vertical distance from the natural grade of the site to an imaginary plane located at the allowed number of feet above and parallel to the grade. Building heights convey the intensity and scale of structures and impact the feeling of enclosure within the streetscape.

Ground-floor depth and height requirements ensure that pedestrian-oriented uses such as retail can comfortably utilize the space.

Stepback requirements specify the number of feet a building should recede from the build-to line of the floor below it and are provided for all floors above a specified story. Stepbacks help create a continuous street wall edge, reduce the appearance of a building's scale and streetscape presence, and help control wind at the ground level. Six feet is the minimum stepback permitted to ensure a visual break in multi-story structures, and this distance provides the minimum width for a functional balcony.

Building Placement

Build-to line means a line with which the exterior wall of a building in a development is required to coincide.

Encroachment is when a portion of a building extends beyond the limits determined by the setbacks. Encroachments can occur within the property limits or in some cases beyond the property limits into the public right-of-way.

Ground-floor land use requirements ensure that the ground-floor uses are appropriate for the context.

Parking location requirements ensure that prime pedestrian frontage is not disrupted by automobile parking.

Setbacks establish a mandatory distance from the property line that the wall of a building must be constructed. Setbacks directly impact the character and activity along the adjacent sidewalk. A consistent front setback is desirable in pedestrian-oriented environments. Rear and side setbacks vary according to land use district.

Transparency and street-level entries provide visual stimulation and interest for pedestrians.

Table 5.1: Development Standards for Transit Village Mixed Use

Development Feature	Development Standard
Land Use	<ul style="list-style-type: none"> • Ground-floor uses at the street must be activity-generating uses.
Building Height	<ul style="list-style-type: none"> • Minimum 2 stories (25'); Maximum 5 stories (55')
Allowed Projections	<ul style="list-style-type: none"> • Towers and turrets at corners may project up to 10' above maximum height. • Roof forms above fascia vary by roof type, but may project to a maximum of 10' above maximum height.
Retail Ceiling Height (Ground Floor)	<ul style="list-style-type: none"> • Minimum 15'
Canopy Height	<ul style="list-style-type: none"> • Minimum height to bottom of canopy or awning 8'
Building Setbacks	See the Santa Rosa Zoning Code for minimum setback requirements by applicable zoning district.
Building Stepbacks	<ul style="list-style-type: none"> • Step back all floors above 3 stories a minimum of 6'.
Ground-Floor Retail Depth	<ul style="list-style-type: none"> • Minimum 25'
Recessed Entries	<ul style="list-style-type: none"> • Recessed entries allowed at street front • Maximum depth 5'; at corners 10'
Allowed Encroachments	<ul style="list-style-type: none"> • Balconies may encroach up to 2.5' into all front setbacks or public rights-of-way. • Awnings and canopies (functional weather protection) may encroach up to 8' into the public right-of-way. • Bay windows, chimneys, and eaves may encroach up to 2.5' into all setback areas.
Vehicular Parking	<ul style="list-style-type: none"> • Residential: 1.5/DU minimum • Affordable Residential: 1.0/DU minimum • Senior Housing: 0.5/DU minimum • Commercial: 2.5/1,000 SF minimum
Bicycle Parking	See the Santa Rosa Zoning Code for bicycle parking requirements.
Access Standards	<ul style="list-style-type: none"> • All main building entries shall face the street. • Private surface parking lots are not permitted in front of buildings. • Locate on-site parking to the rear of the property or internal to the block and provide access to parking through alleys and driveways, as possible.

Figure 5.1: Transit Village Mixed Use Building Placement Diagram

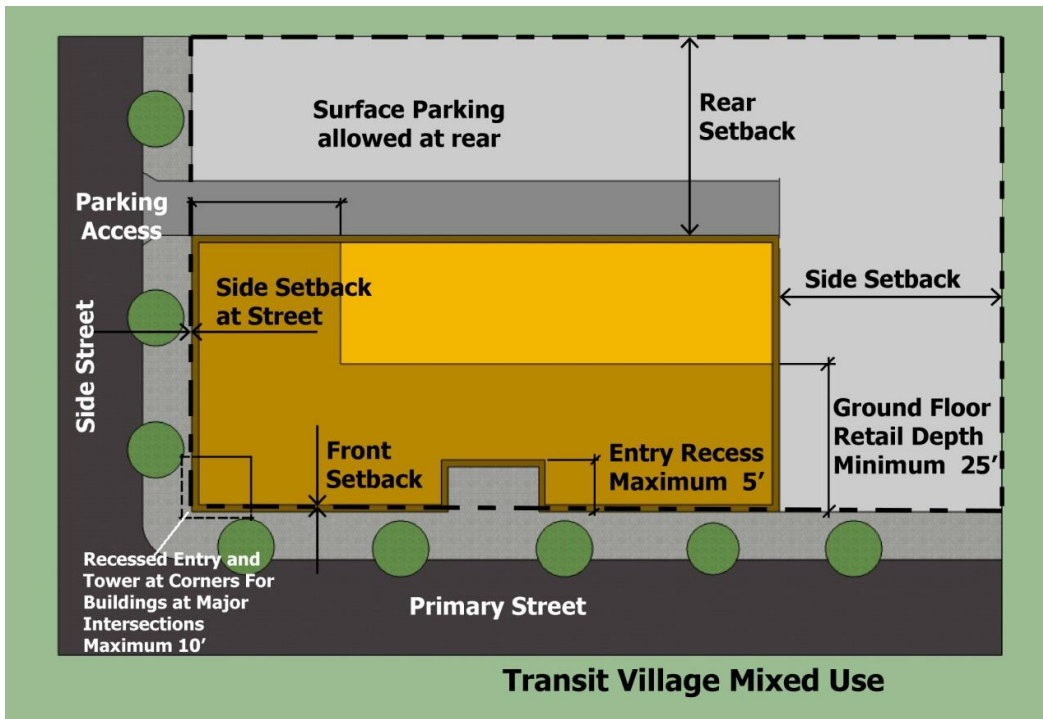


Figure 5.2: Transit Village Mixed Use Building Heights Diagram

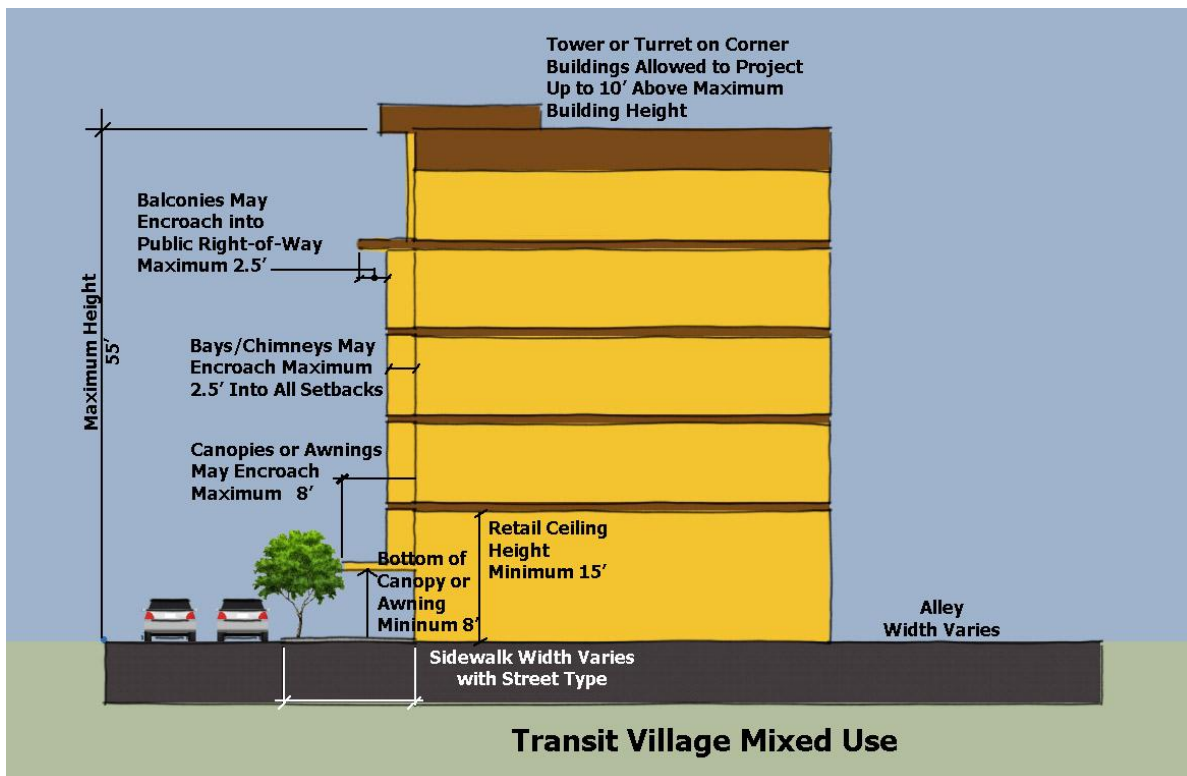


Table 5.2: Development Standards for Transit Village Medium

Development Feature	Development Standard
Building Height	<ul style="list-style-type: none"> • Maximum 4 stories (45') • Maximum 3 (35') stories when property line abuts residential
Allowed Projections	<ul style="list-style-type: none"> • Towers and turrets may project up to 5' above maximum height, or at corners may project up to 10' above maximum height. • Roof forms above fascia vary by roof type, but may project to a maximum of 10' above maximum height.
Retail Ceiling Height (Ground Floor)	<ul style="list-style-type: none"> • Minimum 15'
Canopy Height	<ul style="list-style-type: none"> • Minimum height to bottom of canopy or awning 8'
Building Setbacks	See the Santa Rosa Zoning Code for minimum setback requirements by applicable zoning district.
Building Stepbacks	<ul style="list-style-type: none"> • Step back all floors above 3 stories a minimum of 6'.
Ground-Floor Retail Depth	<ul style="list-style-type: none"> • Minimum 25'
Allowed Encroachments	<ul style="list-style-type: none"> • Balconies may encroach up to 2.5' into all front setbacks or public rights-of-way. • Awnings and canopies (functional weather protection) may project up to 8' into the public right-of-way. • Bay windows, chimneys, and eaves may encroach a maximum of 2.5' into all setback areas.
Vehicular Parking	<ul style="list-style-type: none"> • Residential: 1.5/DU minimum • Affordable Residential: 1.0/DU minimum • Senior Housing: 0.5/DU minimum • Commercial: 2.5/1,000 SF minimum
Bicycle Parking	See the Santa Rosa Zoning Code for bicycle parking requirements by use.
Access Standards	<ul style="list-style-type: none"> • All main building entries shall face the street. • Private surface parking lots are not permitted in front of buildings. • Locate on-site parking to the rear of the property or internal to the block and provide access to parking through alleys and driveways, as possible.

Figure 5.3: Transit Village Medium Building Placement Diagram

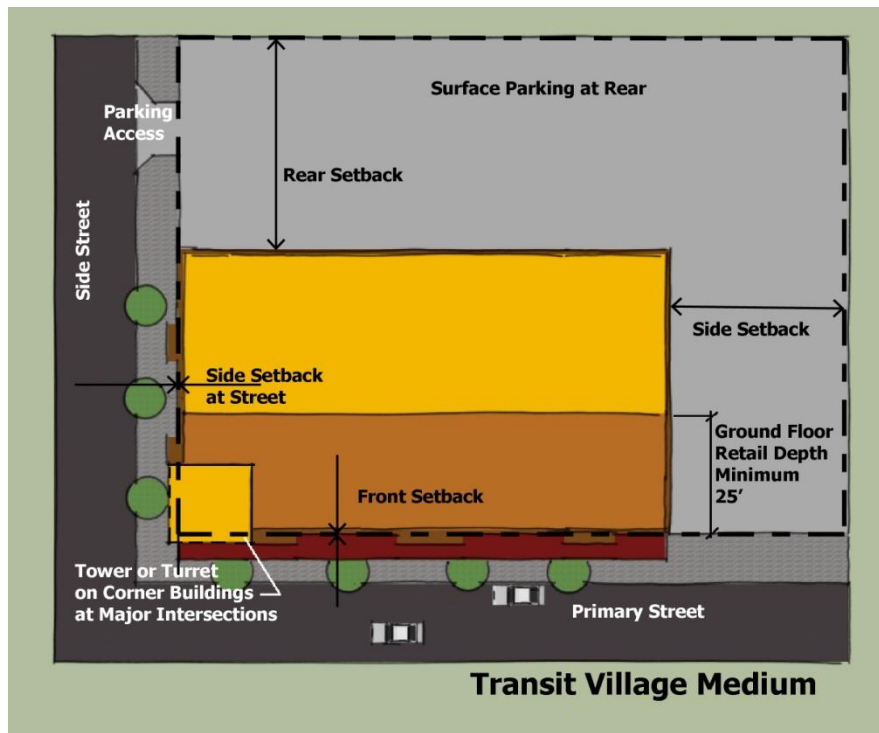


Figure 5.4: Transit Village Medium Building Height Diagram

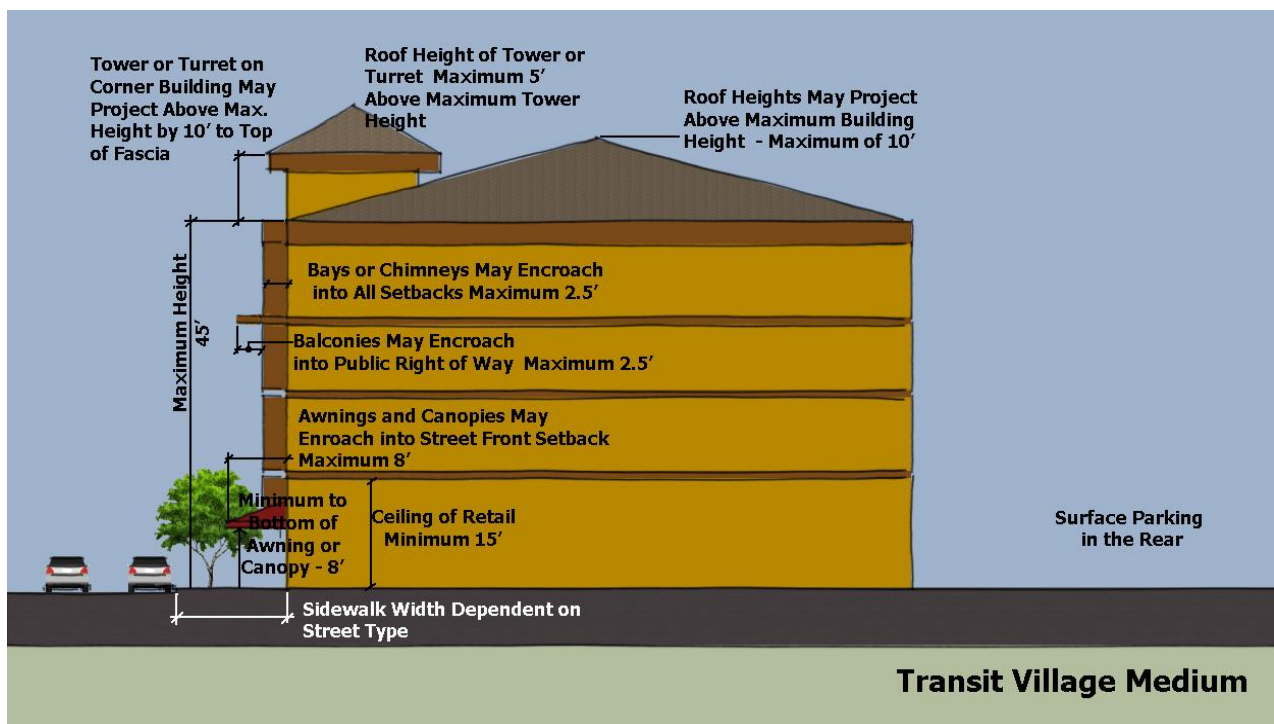


Table 5.3: Development Standards for Medium Density Residential

Development Feature	Development Standard
Building Height	<ul style="list-style-type: none"> • Maximum 3 stories (35').
Allowed Projections	<ul style="list-style-type: none"> • Roof forms above fascia vary by roof type, but may project to a maximum of 10' above maximum height.
Building Setbacks	See the Santa Rosa Zoning Code for minimum setback requirements by applicable zoning district.
Allowed Encroachments	<ul style="list-style-type: none"> • Main entries may encroach up to 12' into setback. • Secondary entries and balconies may encroach up to 2.5' into all setback areas. • Bay windows, chimneys, and eaves may encroach a maximum of 2.5' into all setback areas.
Vehicular Parking	<ul style="list-style-type: none"> • Residential: 1.5/DU minimum • Affordable Residential: 1.0/DU minimum • Senior Housing: 0.5/DU minimum
Bicycle Parking	See the Santa Rosa Zoning Code for bicycle parking requirements by use.
Access Standards	<ul style="list-style-type: none"> • All main building entries shall face the street. • Private surface parking lots are not permitted in front of buildings. • Locate on-site parking to the rear or side of the property or internal to the block and provide access to parking through alleys and driveways, as possible.

Figure 5.5: Medium Density Residential Building Placement Diagram

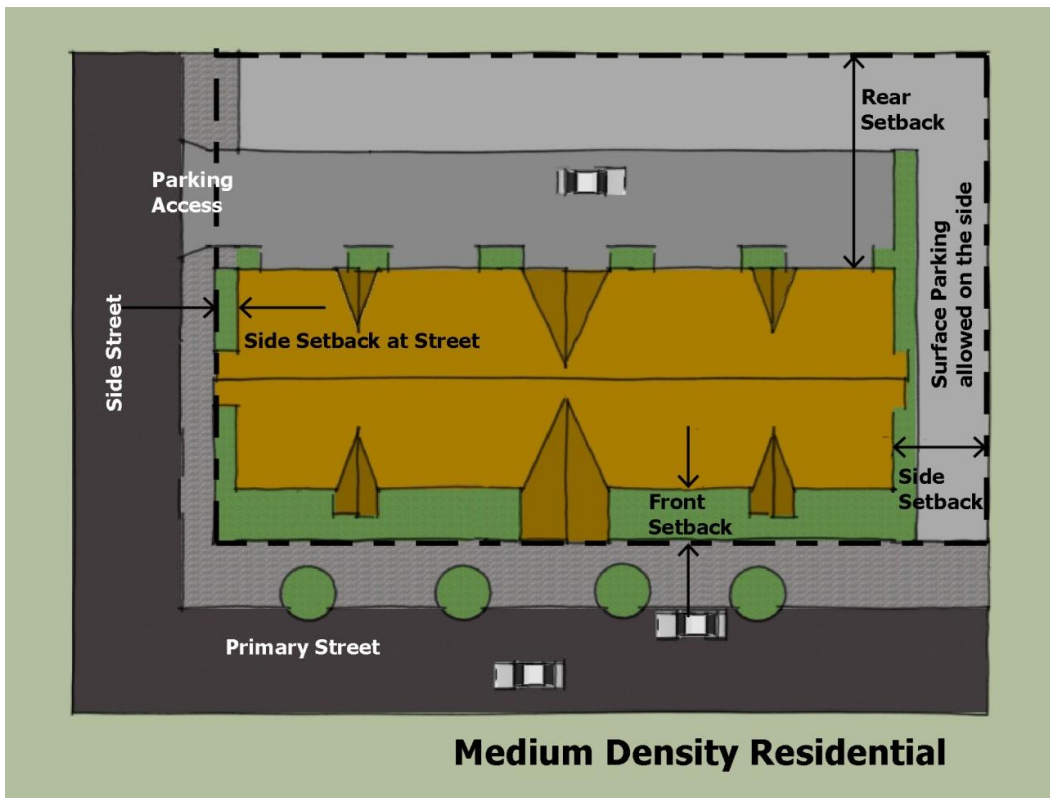


Figure 5.6: Medium Density Residential Building Height Diagram

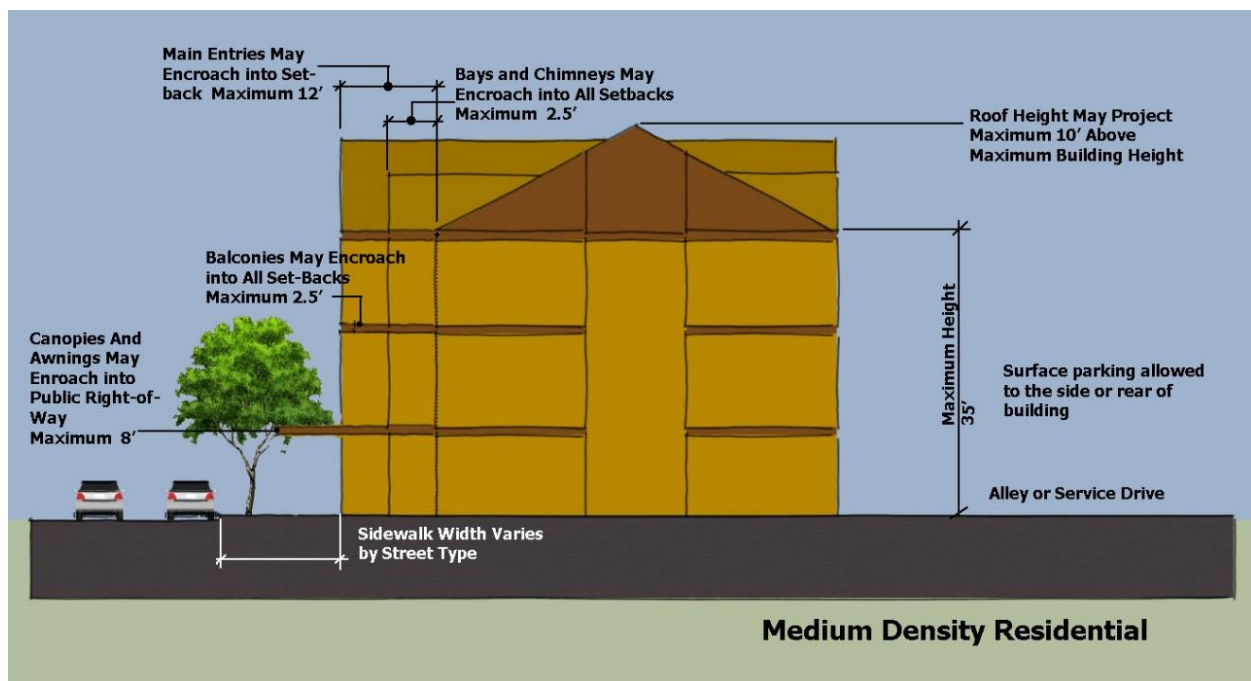


Table 5.4: Development Standards for Medium-High Density Residential

Development Feature	Development Standard
Building Height	<ul style="list-style-type: none"> • Maximum 4 stories (45')
Allowed Projections	<ul style="list-style-type: none"> • Roof height varies by roof type, but may project to a maximum of 10' above maximum height.
Building Setbacks	See the Santa Rosa Zoning Code for minimum setback requirements by applicable zoning district.
Building Stepbacks	<ul style="list-style-type: none"> • Step back all floors above 3 stories a minimum of 6'.
Allowed Encroachments	<ul style="list-style-type: none"> • Main entry may encroach up to 10' into front setback. • Awnings and canopies (functional weather protection) may encroach up to 8' into public right-of-way. • Balconies, bay windows, chimneys, and eaves may encroach a maximum of 2.5' into all setback areas.
Vehicular Parking	<ul style="list-style-type: none"> • Residential: 1.5/DU minimum • Affordable Residential: 1.0/DU minimum • Senior Housing: 0.5/DU minimum
Bicycle Parking	See the Santa Rosa Zoning Code for bicycle parking requirements by use.
Access Standards	<ul style="list-style-type: none"> • All main building entries shall face the street. • Private surface parking lots are not permitted in front of buildings. • Locate on-site parking to the rear or side of the property or internal to the block and provide access to parking through alleys and driveways, as possible.

Figure 5.7: Medium-High Density Residential Building Placement Diagram

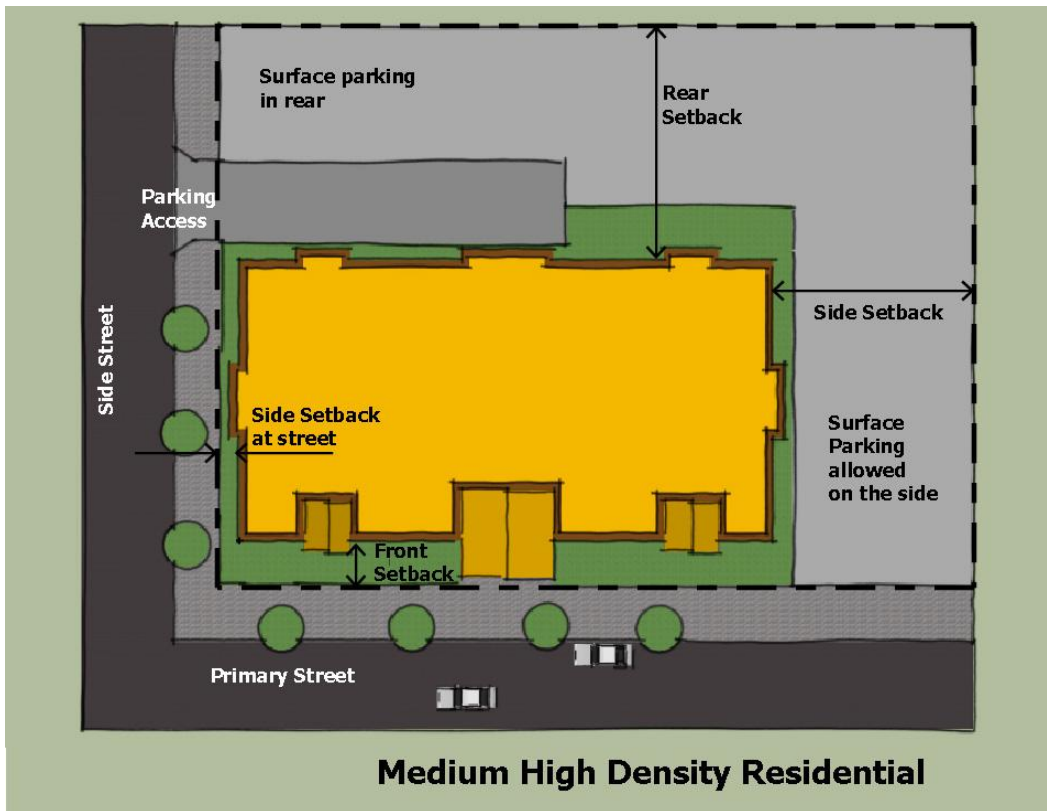


Figure 5.8: Medium-High Density Residential Building Height Diagram

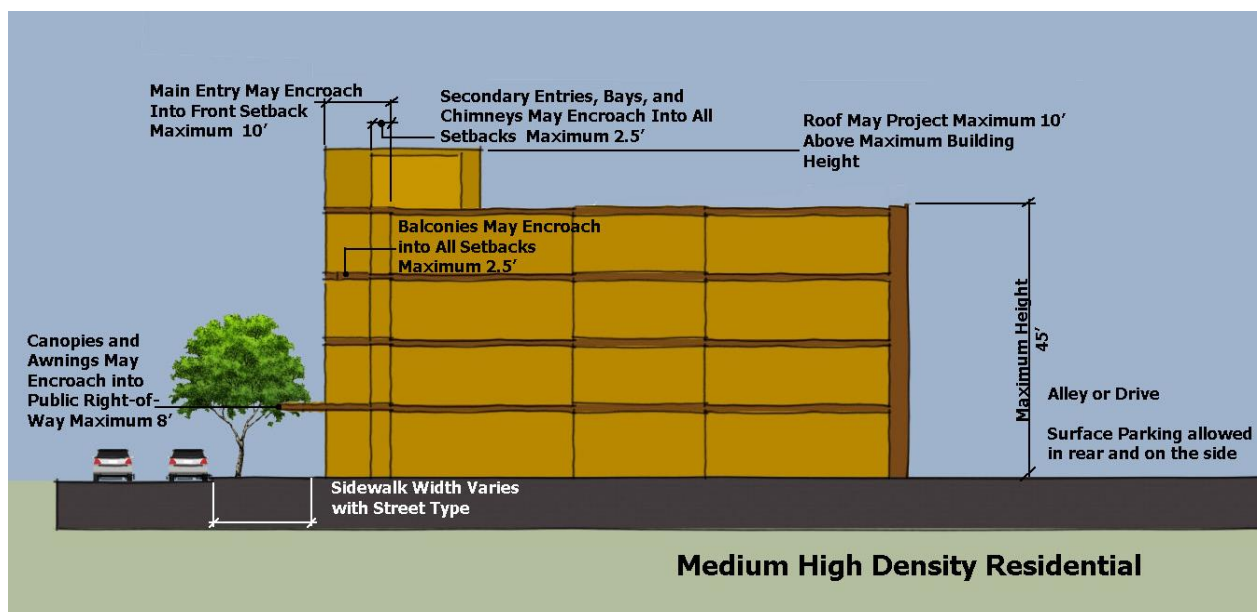


Table 5.5: Retail and Business Services

Development Feature	Development Standard
Land Use	<ul style="list-style-type: none"> • Ground-floor uses at the street must be activity-generating uses.
Building Height	See the Santa Rosa Zoning Code for height requirements by applicable zoning district.
Retail Ceiling Height (Ground Floor)	<ul style="list-style-type: none"> • Minimum 15'
Building Setbacks	See the Santa Rosa Zoning Code for minimum setback requirements by applicable zoning district.
Building Stepbacks	<ul style="list-style-type: none"> • Step back all floors above 3 stories a minimum of 6'.
Recessed Entries	<ul style="list-style-type: none"> • Corners: Maximum depth 10' • Front: Maximum depth 5'
Retail Frontage	<ul style="list-style-type: none"> • Transparency minimum 80% of frontage on street (transparency to wrap corners up to 25% of side facade facing street).
Allowed Encroachments	<ul style="list-style-type: none"> • Awnings and canopies (functional weather protection) may encroach up to 8' into the public right-of-way. • Bay windows and eaves may encroach a maximum of 2.5' into any setback.
Vehicular Parking	<ul style="list-style-type: none"> • Residential: 1.5/DU minimum • Affordable Residential: 1.0/DU minimum • Senior Housing: 0.5/DU minimum • Commercial: 2.5/1,000 SF minimum
Bicycle Parking	See the Santa Rosa Zoning Code for bicycle parking requirements by use.
Access Standards	<ul style="list-style-type: none"> • Public surface parking is not allowed in front setback. • All other surface parking is to be located to the side or at the rear of the building. • Provide access with driveways or through alley if practicable.

Figure 5.9: Retail and Business Services Building Placement Diagram

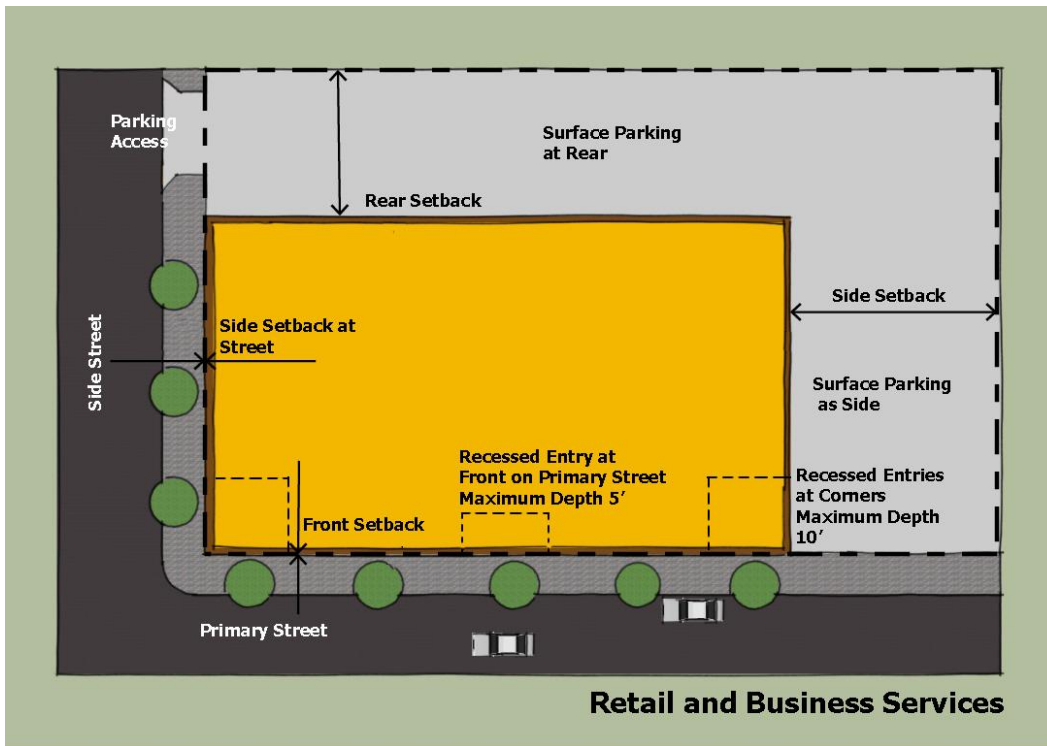


Figure 5.10: Retail and Business Services Building Height Diagram

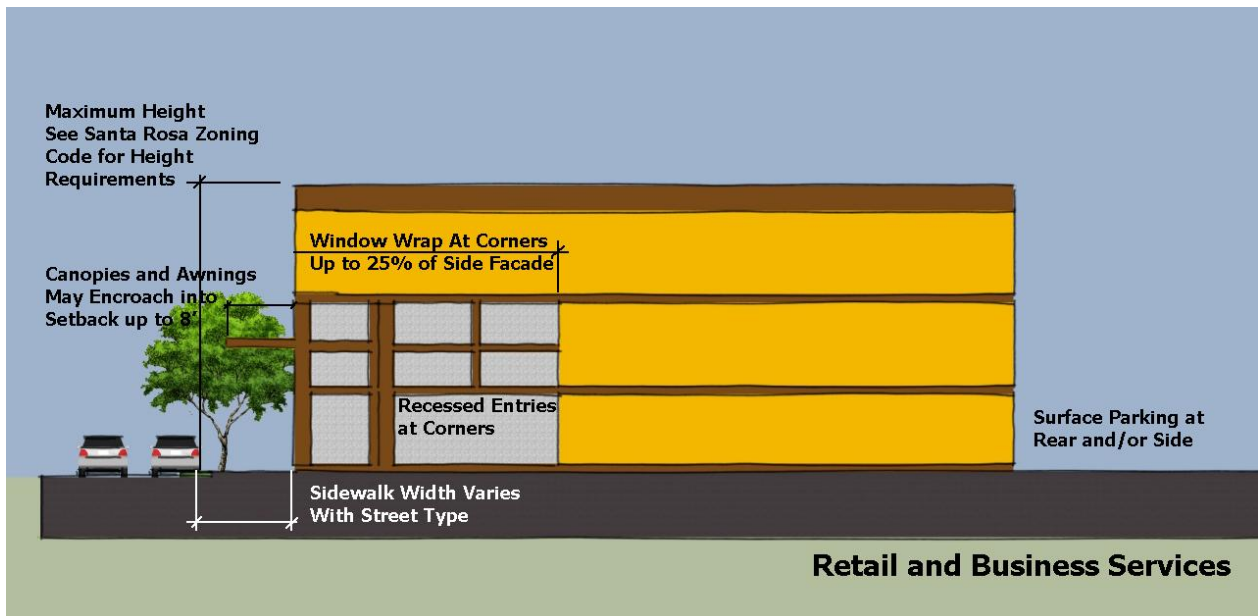


Table 5.6: Development Standards for Office

Development Feature	Development Standard
Building Height	<ul style="list-style-type: none"> • Minimum 2 (25'); Maximum 3 stories (35')
Retail Ceiling Height	<ul style="list-style-type: none"> • Minimum 15' (ground floor)
Building Setbacks	See the Santa Rosa Zoning Code for minimum setback requirements by applicable zoning district.
Allowed Encroachments	<ul style="list-style-type: none"> • Front entrance may encroach 5' into setback. • Awnings and canopies (functional weather protection) may encroach up to 8' into the front setback or public right-of-way. • Bay windows and eaves may encroach a maximum of 2.5' into any setback.
Vehicular Parking	<ul style="list-style-type: none"> • 2.5/1,000 SF minimum
Bicycle Parking	See the Santa Rosa Zoning Code for bicycle parking requirements by use.
Access Standards	<ul style="list-style-type: none"> • All main building entries shall face the street. • Private surface parking lots are not permitted in front of buildings. • Locate on-site parking to the rear, internal to block, tucked under, or in a below-ground structure and provide access to parking through alleys and driveways as possible.

Figure 5.11: Office Building Placement Diagram

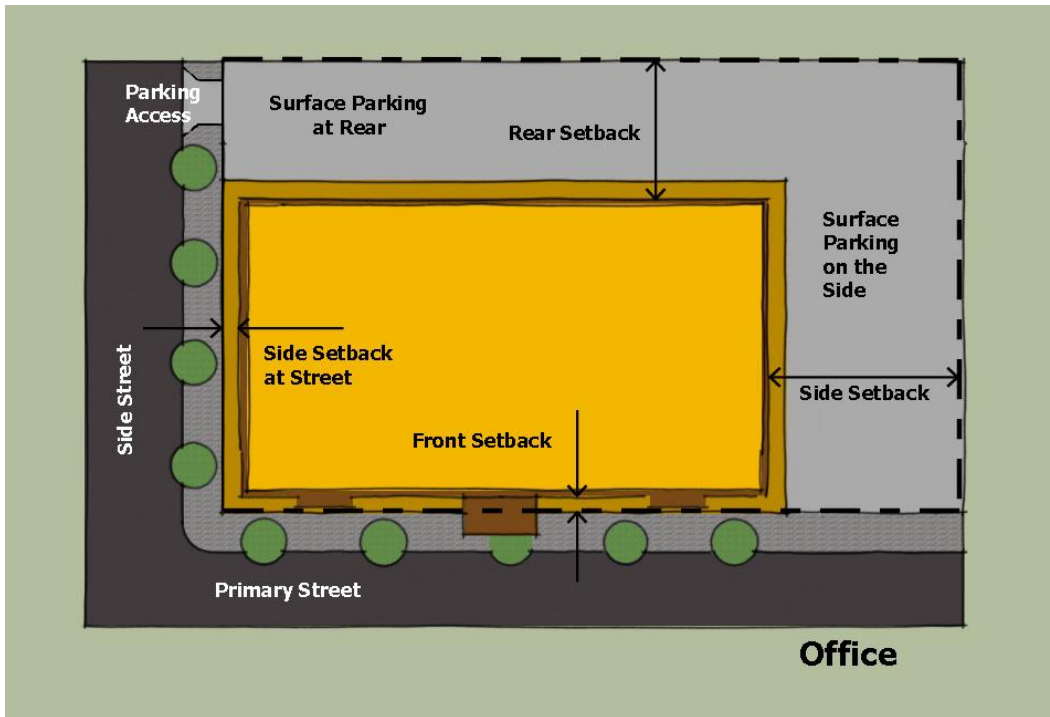


Figure 5.12: Office Building Height Diagram

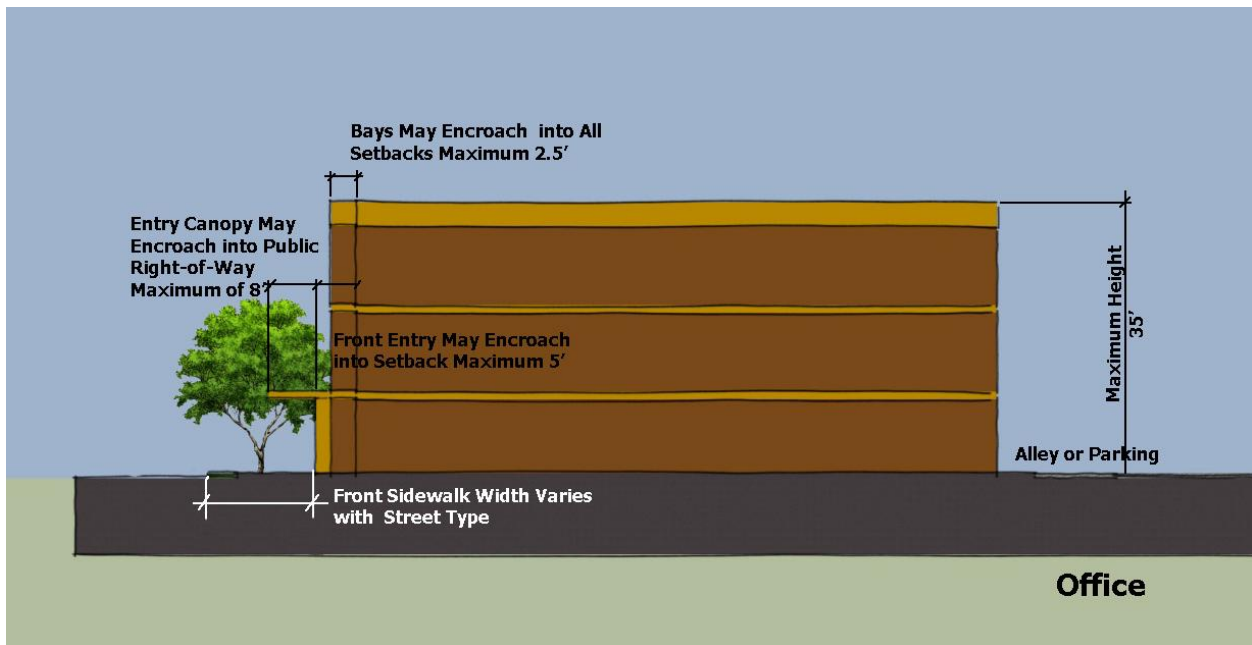


Table 5.7: Development Standards for Light Industrial

Development Feature	Development Standard
Building Height	<ul style="list-style-type: none"> • Minimum 2 stories (25'); Maximum 5 stories (55')
Building Setbacks	See the Santa Rosa Zoning Code for minimum setback requirements by applicable zoning district.
Building Stepbacks	<ul style="list-style-type: none"> • Step back all floors above 3 stories a minimum of 6'.
Allowed Encroachments	<ul style="list-style-type: none"> • Main entries may encroach a maximum of 5' into front setback. • Awnings and canopies (functional weather protection) may encroach up to 8' into the front setback or public right-of-way. • Bay windows and eaves may encroach a maximum of 2.5' into any setback.
Vehicular Parking	<ul style="list-style-type: none"> • 2.5/1,000 SF minimum
Bicycle Parking	See the Santa Rosa Zoning Code for bicycle parking requirements by use.
Access Standards	<ul style="list-style-type: none"> • Private surface parking lots are not permitted in front setback. • Locate on-site parking and yards to the side or at the rear of the main building. • Provide access with driveways or through alley if practicable.

Figure 5.13: Light Industrial Building Placement Diagram

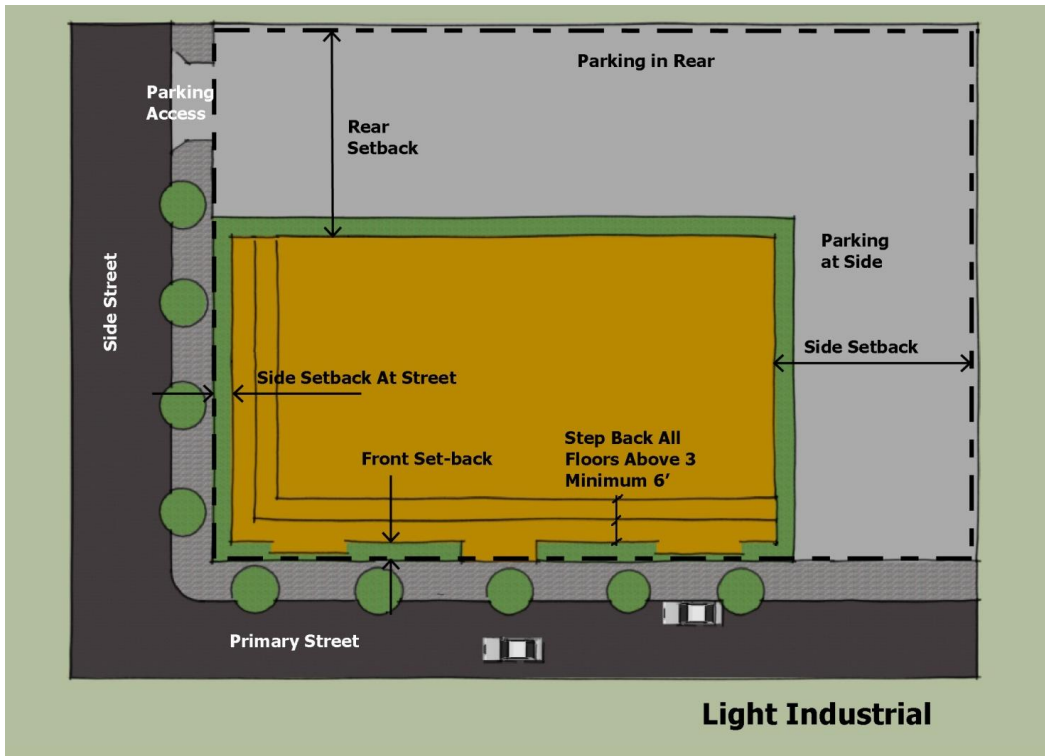


Figure 5.14: Light Industrial Building Height Diagram

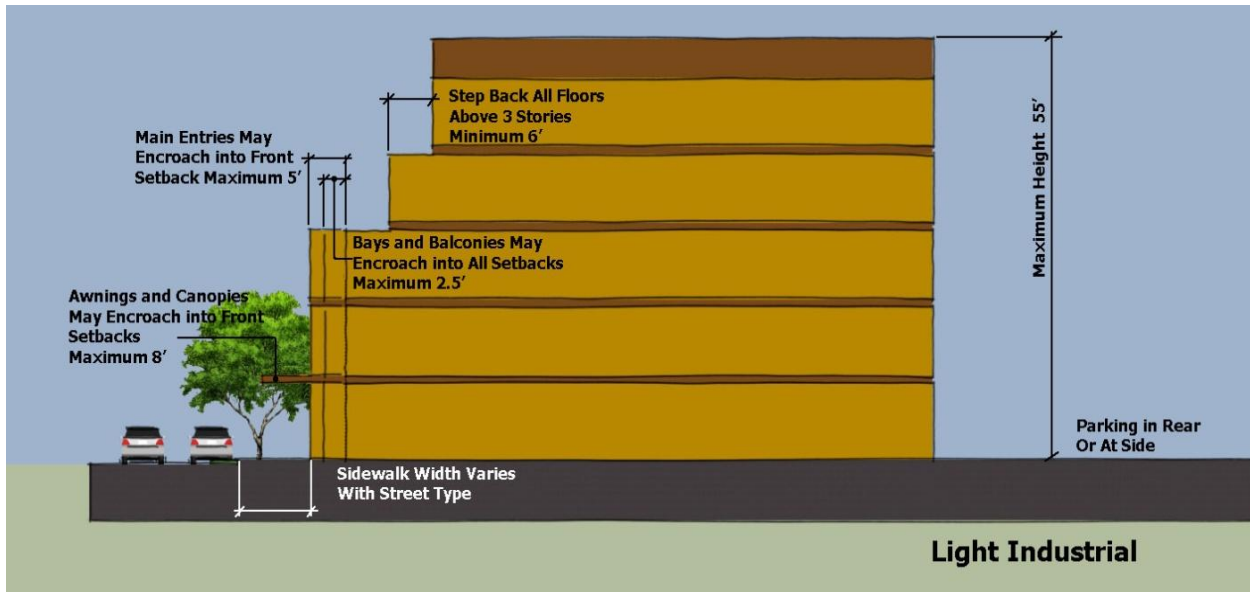


Table 5.8: Development Standards for Business Park

Development Feature	Development Standard
Building Height	See the Santa Rosa Zoning Code for height requirements by applicable zoning district.
Building Setbacks	See the Santa Rosa Zoning Code for setback requirements by applicable zoning district.
Building Stepbacks	<ul style="list-style-type: none"> • Step back all floors above 3 stories a minimum of 6'.
Allowed Encroachments	<ul style="list-style-type: none"> • N/A (see Building Setbacks)
Vehicular Parking	<ul style="list-style-type: none"> • 2.5/1,000 SF minimum
Bicycle Parking	See the Santa Rosa Zoning Code for bicycle parking requirements by use.
Access Standards	<ul style="list-style-type: none"> • Private surface parking is not allowed in what is determined to be fronts of buildings facing public streets (site plan dependent). Surface parking is to be located to the side or in what is designated as the rear of all buildings. • Provide access with driveways or through alley if practicable.

Table 5.9: Development Standards for Public/Institutional

Development Feature	Development Standard
Building Height	<ul style="list-style-type: none"> • Maximum 4 stories (45')
Building Minimum Setbacks	See the Santa Rosa Zoning Code for minimum setback requirements by applicable zoning district.
Stepbacks	<ul style="list-style-type: none"> • Step back all floors above 3 stories a minimum of 6'.
Allowed Encroachments	<ul style="list-style-type: none"> • Main entries may encroach up to 5' into front setback. • Awnings and canopies (functional weather protection) may encroach up to 8' into the front setback or public right-of-way. • Bay windows and eaves may encroach a maximum of 2.5' into any setback.
Vehicular Parking	<ul style="list-style-type: none"> • 2.5/1,000 SF minimum
Bicycle Parking	See the Santa Rosa Zoning Code for bicycle parking requirements by use.
Access Standards	<ul style="list-style-type: none"> • Public surface parking is not allowed in front setback. • All other surface parking is to be located to the side or in the rear of the building. • Provide access with driveways or through alley if practicable.

Figure 5.15: Public/Institutional Building Placement Diagram

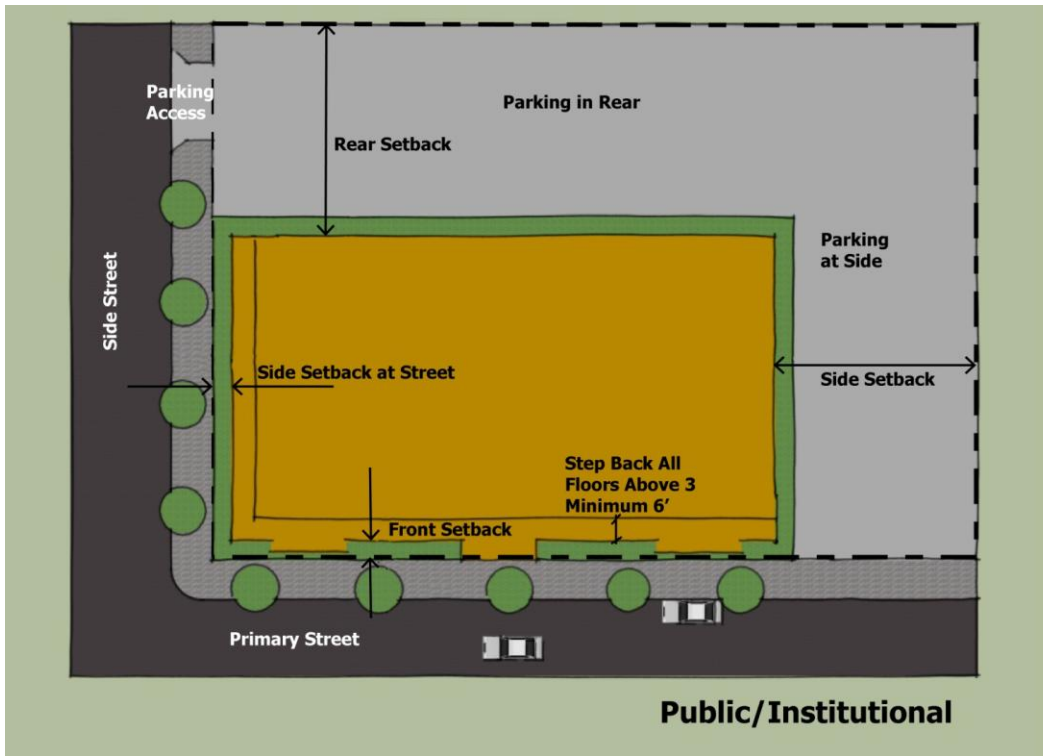
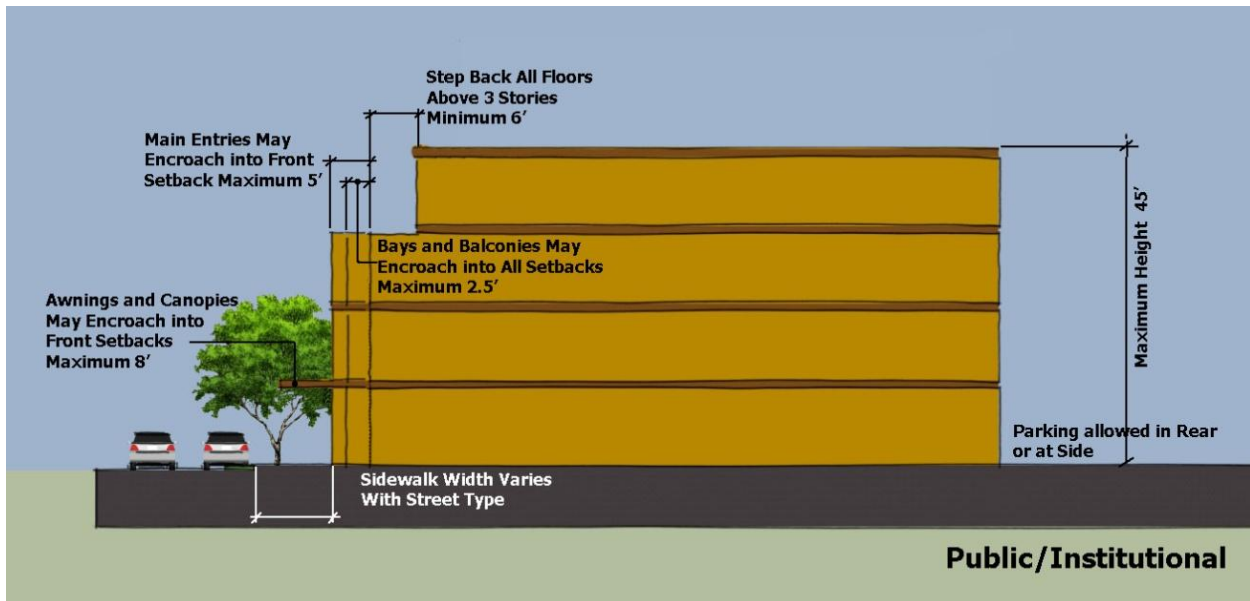


Figure 5.16: Public/Institutional Building Height Diagram



5.3 DESIGN GUIDELINES

Building form in the station area is dictated by the particular standards applicable for each land use designation, as described in Section 5.2 of this chapter. However, there are certain commonalities to building design and orientation that are consistent throughout the station area. The guidelines below are intended to promote urban design that supports a higher density and intensity development pattern while creating an attractive, safe, and walkable community.


The intent of these guidelines is to support the vision concepts and land use plan for the planning area, which establish higher density and intensity uses closest to the SMART station, with a gradual reduction in intensity and density moving outward from the station to the edge of the project area. Ground-floor uses near the station will be activity-generating uses with plenty of windows and entrances onto the street and interesting architectural features such as recessed entries and canopies. Residential uses will present an attractive face to the street with windows, balconies, or other features that provide physical and visual connections to the street edge. Buildings are encouraged to build to the minimum setback to create a strong relationship with the sidewalk edge.

Parking is accessed from side streets or alleys where possible, avoiding pedestrian/auto conflicts. Parks and urban plazas should be inviting by providing ample seating, amenities, and lighting.

The following outline the design goals within the North Station Area boundaries:

- A. To create an active, vibrant, and distinct place where people want to live, work, and visit.
- B. To ensure that building designs, site layout, and building uses support a transit-friendly environment.
- C. To beautify the existing streetscapes and maximize the visual and physical connections within the area.
- D. To encourage buildings with active and open facades that interest those walking and biking in the area, and to create an active pedestrian-oriented streetscape.
- E. To incorporate sustainable building principles into all new development.
- F. To create and define welcoming, safe open space for all to enjoy.
- G. To create multi-story buildings that provide a human scale.
- H. To encourage superior design with well-crafted and detailed building facades, particularly at the street level.
- I. To create a comfortable environment for pedestrians, bicyclists, and vehicles alike.
- J. To design sites so that the vehicle is not the dominant feature.

Throughout this section, symbols are used to indicate whether a guideline meets the following principles:

 Americans with Disabilities Act (ADA)-friendly standard or guideline



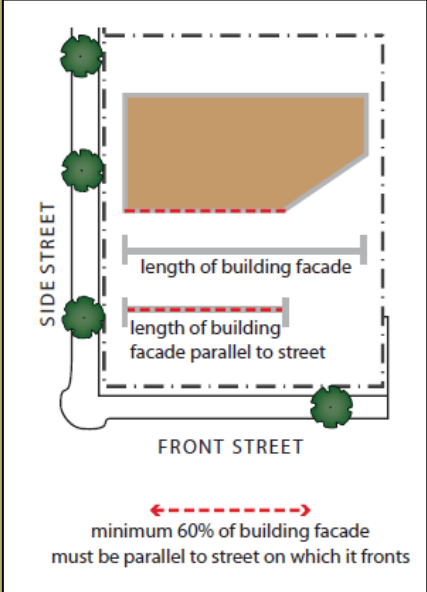
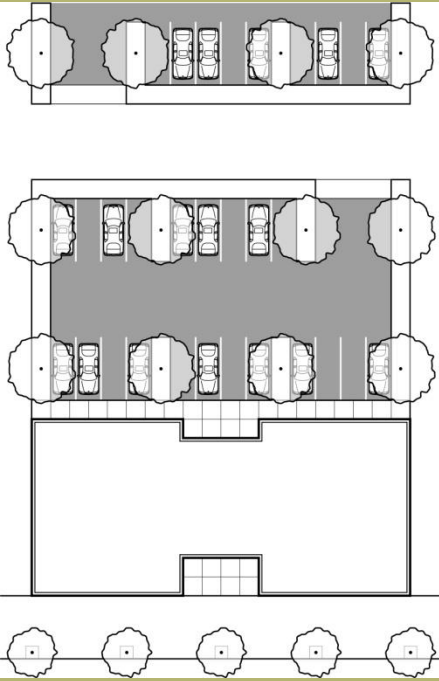

 Green Design/Low Impact Development (LID) standard, methods, or guidelines

Table 5.10: Design Guidelines








Design Treatment	Design Guidelines	Graphic Example
STATION AREA SITE PLANNING GUIDELINES		
<p>Building Placement</p>	<ul style="list-style-type: none"> • Encourage buildings to be built to the minimum setback assigned for the district. • No less than 60% of the building facade should be oriented parallel to the street on which it fronts. • Arrange buildings to define, connect, and activate sidewalks and public spaces. 	 <p><i>Building built to the minimum setback and arranged to connect and activate the sidewalk</i></p> 





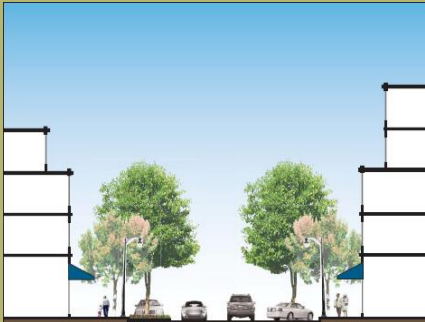
Design Treatment	Design Guidelines	Graphic Example
<p>Sidewalks and Pathways</p>	<ul style="list-style-type: none"> • Minimize the number of curb cuts to reduce conflicts between pedestrians and automobiles. Curb cuts and access should be avoided on primary streets. (See parking guidelines below.) • Decorative pavers and walking surfaces are encouraged in heavily used pedestrian areas such as shopping areas and urban plazas. 	 <p><i>Decorative paving</i></p>
<p>Landscaping</p>	<ul style="list-style-type: none"> •  Landscaping should be native and drought-tolerant species to the greatest extent possible. • Landscaping should be properly maintained and trimmed to maximize visibility. • Development shall provide up to 10–30% of the total project area for landscaping and open space amenities such as patios, courtyards, or rooftop gardens. • In mixed-use districts, landscape treatment should reflect an urban character with the strategic use of planting areas, street trees, planters, hanging baskets, and appropriate foundation plantings where practicable. Hardscaped areas should be softened with the use of plants, shrubs, trees, and grassy areas. 	 <p><i>Example of an appropriately landscaped and maintained mixed-use development</i></p>


Design Treatment	Design Guidelines	Graphic Example
<p>Parking</p>	<ul style="list-style-type: none"> • Private alleys are encouraged to provide access for service and parking. • All parking areas should be well lit with clearly identified exits and connections to streets and sidewalks. • Parking areas should be screened from public streets to minimize visibility from the public right-of-way. 	 <p><i>Parking accessed from private alley</i></p>
<p>Parks and Playgrounds (public or private)</p>	<ul style="list-style-type: none"> • Provide amenities that draw people into the space, such as water features, public art, gathering areas, shade, drinking fountains, etc. • Enhancements to the ground plane are encouraged, such as contrasting colors and/or paving textures. • Provide seating, based on park size, in the form of benches, planters, or seat walls. • Provide shade trees or shade structures to protect from sun and rain. • Parks and playgrounds should take advantage of natural features. • Parks and playgrounds should be in proximity to residential areas with adequate visibility from streets, residences, and sidewalks for safety and security. • Parks should be well lit with pedestrian-scale fixtures and designed with particular attention to security. 	 <p><i>Small neighborhood park with high visibility</i></p>

Design Treatment	Design Guidelines	Graphic Example
<p>Urban Plazas (public or private)</p>	<ul style="list-style-type: none"> • Provide furnishings for sitting or leaning and design amenities such as planters and walls at a suitable height and depth to allow for comfortable sitting and leaning. • Vertical elements within the plaza should be located in a manner that provides clear sightlines in the direction of approaching buses, taxis, and/or passenger vehicles. • Plaza design should emphasize adequate areas of hardscape and seating to host a variety of activities and events. Landscaped areas should not inhibit the plaza’s ability to serve as a venue for public events. • Urban plazas that front roadways should be defined through use of different and distinguishable paving material, textures, and/or colors. Removable bollards and other similar features are encouraged at the interface of the plaza edge and street. • Plazas located in commercial or mixed-use zones should be connected to the sidewalk or pedestrian path system. • See Section 7.4 Street Furnishing Guidelines, which also apply to urban plaza furnishings. However, private projects are free to select other furniture models and manufacturers to reflect design styles compatible to a particular project. • To provide interest, plazas should incorporate a variety of materials, color, texture, and focal elements such as fountains or public art. • Shade trees and shaded seating areas are strongly encouraged to provide sun protection. • Plazas should be located adjacent to sidewalks, pedestrian paths, retail, and outdoor dining areas to maximize visibility. • Plazas should be well lit with pedestrian-scale fixtures. • Plazas should be designed with particular attention to security. 	 <p><i>Urban plaza, located near shopping and restaurants, with seating and focal elements such as a fountain</i></p>


Design Treatment	Design Guidelines	Graphic Example
<p>Outdoor Dining Areas</p>	<ul style="list-style-type: none"> • Outdoor dining areas are encouraged in the station area. • The design, materials, and colors of all outdoor dining furnishings should complement the associated restaurant/café. • Consider providing trash receptacles, with a lid, for outdoor spaces with mobile vending carts. • If umbrellas are used, vinyl or plastic materials should be avoided. Umbrella stands should be cast aluminum, wrought iron, fabricated steel, wood, or similar materials. • Table layout is encouraged to be in rows, parallel to the building. • Plastic and resin table and chair materials are discouraged. • Any fencing or walls should be decorative in nature and should not be solid or opaque. Materials such as wrought iron, other metals, or wood are encouraged, except that wood pickets are discouraged. Planter boxes or pots may be used. Solid masonry walls that are outside of the public right-of-way may also be used. Fences/walls should not exceed 42 inches in height, and planter boxes and associated plant heights should not exceed 48 inches in height. 	 <p style="text-align: center;"><i>Outdoor dining</i></p>

Design Treatment	Design Guidelines	Graphic Example
<p>Pedestrian Furnishings</p>	<ul style="list-style-type: none"> Private realm pedestrian furnishings should conform to the same design standards identified for public realm streetscape furnishings in Chapter 7, Section 7.4. However, private projects are free to select other furniture models and manufacturers to reflect design styles compatible with a particular project. Consider selecting pedestrian furnishings that are compatible with the public streetscape furnishings palette identified in Chapter 7, Section 7.4 to reinforce a uniform design theme for the project area.  New pedestrian furnishings should be placed such that the public right-of-way remains uncluttered and safe for pedestrian access.  Benches and planters should be placed against a building wall in order to promote easy pedestrian movement along the sidewalk. Where there are wider sidewalks, benches and planters may be located away from the building. Social arrangements of benches (facing, on corners, etc.) are encouraged to help create livable “outdoor rooms.” Consider ease of entry and exit when placing bike racks or other furnishings with the potential for pedestrian/bicycle conflict. 	 <p><i>Sidewalk that appropriately utilizes pedestrian lighting, street trees, planters, and seating, while maintaining an uncluttered street frontage</i></p>
<p>Sustainable Site Design</p>	<ul style="list-style-type: none">  Buildings should be oriented to maximize passive solar heating during cool seasons, avoid solar heat gain during hot periods, and maximize natural ventilation.  Stormwater runoff should be detained and retained by maximizing the use of pervious surfaces, vegetated bioswales, and vegetative ground cover to the greatest extent practicable.  The use of recycled water for landscaping is encouraged. 	 <p><i>Project utilizing native trees and extended eaves for natural cooling</i></p>




Design Treatment	Design Guidelines	Graphic Example
<p>Sustainable Site Materials</p>	<ul style="list-style-type: none"> •  Site materials should be selected based on the following characteristics, to the greatest extent practicable: <ul style="list-style-type: none"> • Durability • Reparability • Low toxicity • Recycled content • Regionally sourced • Ability to be recycled or reused • Ease of maintenance •  Sustainable site materials may include recycled content paving materials, permeable paving, low-VOC paint, and high-albedo surfaces and roofs. 	 <p style="text-align: center;"><i>Permeable paving</i></p>
<p>Development Along Creeks</p>	<ul style="list-style-type: none"> • Development should be oriented to face paths/creeks, and any fencing should be “open” to provide eyes on paths/creeks. 	 <p style="text-align: center;"><i>Development oriented to the creek</i></p>
<p>Compatible Design</p>	<ul style="list-style-type: none"> • Development on either side of streets (facing each other) should be designed at a compatible scale and massing to encourage a comfortable pedestrian environment and maintain a sense of visual cohesion along the street. 	 <p style="text-align: center;"><i>Compatible scale and massing on either side of a street</i></p>






Design Treatment	Design Guidelines	Graphic Example
<p>Interface Between Land Uses</p>	<ul style="list-style-type: none"> • Encourage positive transitions in scale and character at the interface between residential and nonresidential land uses. • To establish continuity between land uses, all new developments in the project area, regardless of size or use, should reflect a similar urban form that is human-scale and pedestrian-oriented, with strong physical and visual connections to fronting streets. 	 <p><i>Transition between commercial and residential uses</i></p>






STATION AREA ARCHITECTURAL GUIDELINES

<p>Articulation</p>	<ul style="list-style-type: none"> • Architectural scaling elements should be used to break down the appearance of large building facades into architectural patterns and component building forms. • The use of color and a variety of materials, projections, awnings, and canopies should be used to achieve variation and articulation in the building facade. • Blank walls should be avoided, and large-scale HVAC ventilation ducts facing sidewalks or primary streets are discouraged. • Facades greater than 100 feet in length should incorporate recesses and projections a minimum of 3 feet in depth and a minimum of 20 contiguous feet within each 100 feet of facade length. Windows, awnings, balconies, entry areas, and arcades should total at least 60% of the facade length facing a public street. • Commercial developments should consider animating features such as arcades, display windows, entry areas, or awnings along at least 60% of the front facade and 50% of the side facades that face a public right-of-way. 	 <p><i>Multi-story, mixed-use building with appropriate articulation</i></p>
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Design Treatment	Design Guidelines	Graphic Example
<p>Multi-Building Complex</p>	<ul style="list-style-type: none"> All buildings within a multi-building complex should achieve a unity of design through the use of similar architectural elements, such as roof form, exterior building materials, colors, and window pattern. Individual buildings should incorporate similar design elements, such as surface materials, color, roof treatment, windows, and doors, on all sides of the building to achieve a unity of design. 	 <p><i>Multi-building complex</i></p>
<p>Building Frontage</p>	<ul style="list-style-type: none"> In nonresidential districts, the majority of the street-oriented frontage should be occupied by active uses that are visually and physically accessible from the street. Ground-floor frontage in mixed-use buildings should be distinguished from residential facades on the floors above through such methods as height, material, detail, size of windows, and percentage of glazing. The following frontage types are encouraged in residential areas: Forecourt, Light Court, Dooryard/Terrace Porch, Stoop. The following frontage types are encouraged in nonresidential areas: Arcade, Gallery, Shopfront, Forecourt, Light Court, Dooryard/Terrace. The following frontage types are encouraged in mixed-use areas: Arcade, Gallery, Shopfront, Forecourt, Light Court, Dooryard/Terrace, Porch, Stoop. 	 <p><i>Street-oriented frontage with active retail uses</i></p> <p>See Table 5.11 for image and description of each frontage type</p>


Design Treatment	Design Guidelines	Graphic Example
<p>Building Entrances</p>	<ul style="list-style-type: none"> • Main building entries should open on public streets and be clearly defined with signs or architectural treatment. • Commercial buildings should have a clearly defined, highly visible customer entrance. A number of the following features should be incorporated to protect pedestrians and/or add interest at store entrances: canopies, porticos, overhangs, recesses/projections, arcades, raised cornice parapets over the door, peaked roof forms, arches, outdoor patios, display windows, architectural details such as tile work and moldings. 	 <p><i>Clearly defined main building entry</i></p>
<p>Corner Buildings</p>	<ul style="list-style-type: none"> • Defining and "turning the corner" with a building element is a strategy that creates a gateway or entryway to districts and neighborhoods. Buildings located on corners of prominent street intersections should include special architectural treatments such as towers, turrets, bays, recessed entries, arcades, or galleries. 	 <p><i>Tower element at the corner</i></p>
<p>Roof Forms</p>	<ul style="list-style-type: none"> • A variety of roof forms is encouraged. Roof types that are larger, simpler, visually quiet, and formally cohesive are preferred. Roof forms such as parapets, gable end, mansard, dormers, shed, hip, and barrel vaults are encouraged. • Preferred roof materials are ballasted flat roofs, metal standing seam, concrete or terra cotta tile, and composite shingles. 	 <p><i>Varied roof forms</i></p>

Design Treatment	Design Guidelines	Graphic Example
<p>Glass-to-Wall Ratio</p>	<ul style="list-style-type: none"> Commercial buildings should have a minimum of 60% glass-to-wall ratio on the ground floor. Clear, “Low E,” or slightly tinted glazing should be used to ensure the visibility of pedestrian-oriented commercial uses. 	 <p><i>Minimum of 60% glazing on ground floor</i></p>
<p>Materials</p>	<ul style="list-style-type: none">  All building materials should be selected with the objectives of quality and durability as well as to produce a positive effect on the pedestrian environment through scale, color, and texture. Architectural metals, cast-in-place concrete, brick, concrete masonry units, tile, glass, and glass block systems, among others, are acceptable materials when properly finished and detailed. 	 <p><i>Appropriate use of color</i></p>
<p>Green Building Materials</p>	<ul style="list-style-type: none">  Building materials should be evaluated and selected based on the following characteristics: <ul style="list-style-type: none"> Durability Reparability Low toxicity Recycled content Locally sourced Ability to be recycled or reused Ease of maintenance 	 <p><i>Sustainable wood</i></p>

Design Treatment	Design Guidelines	Graphic Example
<p>Green Building Design</p>	<p>The following guidelines should be considered to help implement the Cal-Green tier one Building Code:</p> <ul style="list-style-type: none">  Project designs that incorporate renewable energy sources, such as integrated solar panels, are encouraged.  Light-colored materials, high-albedo roofs, green roofs, windows, external shading, and larger eaves are encouraged to naturally control heat gain and heat loss in buildings. 	 <p><i>Integrated solar panels</i></p>
<p>Walls and Fences</p>	<ul style="list-style-type: none"> Fences and walls should be made of durable materials. Preferred materials for walls are brick, concrete masonry units, pour-in-place concrete, tile, or stucco. Preferred materials for fencing are steel mesh, wrought iron, or treated wood. Walls and fences that face onto a street, park, or public area should be designed to have a 4-foot-wide landscape planting area. 	 <p><i>Wrought iron fencing</i></p>  <p><i>Masonry wall</i></p>

Design Treatment	Design Guidelines	Graphic Example
Parking Structures	<ul style="list-style-type: none"> • Parking structures should be designed compatibly with adjacent buildings, utilizing appropriate massing, scale, modulations, and detail elements. • All parking structures should be well lit with clearly identified exits and connections to streets and sidewalks. • Provide architectural details, such as openings, variation in material and/or color, and articulation, along parking structures that face a public street. • Design parking structures with open walls, windows, and other design features to allow natural light, and provide lighting so that structures are well lit during evening and nighttime hours. • Create openings within the facade to appear similar to well-proportioned windows. • Design the pedestrian interface of parking garages to minimize pedestrians crossing the main vehicular flow route. • Emphasize stair towers and entries as distinctive architectural elements with open (transparent) views to and from the structure. • Where possible, activity-generating retail or commercial uses should be located at the street level of parking structures. • Public art, such as wall murals, and landscaping are encouraged in the design of parking structures, especially to mask blank walls. 	 <p><i>Attractive architectural details provide interest</i></p>  <p><i>Retail on ground floor of structure</i></p>
Screening of Mechanical Equipment and Service Areas	<ul style="list-style-type: none"> • All rooftop building systems should be incorporated into the building form in a manner integral to the building architecture. All rooftop-mounted mechanical, electrical, and telecommunication systems shall be screened from view of surrounding streets and structures. • Refuse storage and pickup areas should be combined with other service and loading areas and screened from view from public streets whenever possible. 	 <p><i>Rooftop building systems are hidden from view</i></p>

Design Treatment	Design Guidelines	Graphic Example
PROJECT AREA BEAUTIFICATION		
<p>Billboard Signs</p>	<ul style="list-style-type: none"> Existing billboards in the project area should be removed. See also Policy UD-1.2. 	 <p><i>Billboard</i></p>
<p>Entry Features</p>	<ul style="list-style-type: none"> Major entryways into the project area should be identified with special gateway treatments to announce arrival into the project area. See also Policy UD 1.5 in the following section and Chapter 6, Figure 6.7 Points of Entry, for a map of the entryways into the project area. Entry feature treatments may include public art and/or special architectural elements such as towers, signage, or enhanced landscaping. Treatments should reinforce any brand that is developed for the project area through the proposed wayfinding/branding program (see Chapter 9, Implementation Action P-1). 	 <p><i>Public art entry feature</i></p>

Design Treatment	Design Guidelines	Graphic Example
SPECIFIC GUIDELINES FOR THE NORTHSIDE TRANSFER CENTER		
<p>Northside Transfer Center</p>	<ul style="list-style-type: none"> The Northside Transfer Center should be well lit with sufficient pedestrian-scale lighting. The transfer center should provide sufficient seating, wayfinding signage, real-time bus transit and SMART schedule information, and a map of the vicinity. 	 <p><i>Transfer center with pedestrian-scale lighting and seating</i></p>



FRONTAGE TYPES

The following table provides a visual dictionary of the frontage types identified in the previous development standard tables.

Table 5.11: Frontage Type Imagery

Frontage Type	Description	Graphic Example
Arcade	A facade with an attached colonnade at the ground floor that is covered by the upper stories. The upper stories of the building may project over the public sidewalk and encroach into the public right-of-way. The sidewalk must be fully absorbed within the colonnade so that a pedestrian may access it. This frontage is typically for retail use. An encroachment permit is needed to construct this frontage type, but it can be approved as part of Design Review.	
Gallery	Characterized by a facade that is aligned close to or directly abutting the right-of-way line with the building entrance at sidewalk grade and with an attached colonnade that projects over the public sidewalk and encroaches into the public right-of-way. The sidewalk must be fully absorbed within the colonnade so that a pedestrian may access it. An encroachment permit is needed to construct this frontage type, but it can be approved as part of Design Review.	
Shopfront	Characterized by a facade that is aligned close to or directly on the right-of-way line with the building entrance at sidewalk grade. A shopfront frontage has substantial glazing on the ground floor. Building entrances may provide a canopy or awning, or alternatively, may be recessed behind the front building facade.	
Forecourt	Most of the building facade is at the property line with a portion of the facade set back. The resulting forecourt is suitable for gardens, restaurant seating, or an entry plaza. This building frontage type should be used sparingly and in conjunction with other frontage types, as an extensive setback deters pedestrians. A low wall or fence no greater than 36 inches high may also be placed at the property line.	

Frontage Type	Description	Graphic Example
<p>Dooryard/ Terrace</p>	<p>Dooryards are elevated gardens or terraces that are set back from the street property line. This type of frontage can be used to buffer residences from the street or elevate outdoor dining areas.</p>	 <p><i>(residential example)</i></p>  <p><i>(commercial example)</i></p>
<p>Light Court</p>	<p>Characterized by a facade that is set back from the street property line by a sunken light court. This frontage type buffers residential uses from the sidewalk and is suitable for outdoor dining.</p>	 <p><i>(residential example)</i></p>  <p><i>(commercial example)</i></p>

Frontage Type	Description	Graphic Example
Porch	Characterized by a facade which is set back from the property line with a front yard and by a porch which is appended to the front facade.	
Stoop	Characterized by a facade that is aligned close to the frontage line with the ground story elevated from the sidewalk to provide privacy for the ground-floor uses. The entrance is usually an exterior stair or landing which may be combined with a small porch or roof. The stoop frontage type is suitable for ground-floor residential uses with short setbacks.	

5.4 URBAN DESIGN AND CHARACTER GOALS AND POLICIES

GOAL UD-1. TRANSFORM THE PROJECT AREA INTO A VIBRANT, DISTINCT PLACE WHERE PEOPLE WANT TO LIVE, WORK, AND VISIT.

Policy UD-1.1. Preserve historic buildings within the project area and allow adaptive reuse.

Policy UD-1.2. Implement a street beautification program along College Avenue, such as facade improvements, removal of billboards, and installation of streetscape furnishings.

Policy UD-1.3. Enhance area safety through building and site design, creating “eyes on the street” to deter criminal activity.

Policy UD-1.4. Ensure noise from railroad train horns does not exceed a level of 55 dBA within new buildings located along the SMART corridor. Reduce the noise and visual impacts as much as possible adjacent to the railway with the use of landscaping and site design, without the use of sound walls.

Policy UD-1.5. Enhance entryways into the project area with special gateway features. Treatments to announce arrival may include special architectural features such as tower elements on corner buildings and/or intersection enhancements such as special paving, public artwork, gateway signs, colorful landscaping, and/or trees.

GOAL UD-2. CREATE A SAFE, DESIRABLE, AND FUNCTIONAL ENVIRONMENT FOR BICYCLISTS AND PEDESTRIANS.

Policy UD-2.1. As properties redevelop in the project area, create smaller city block sizes and pedestrian connections to achieve a more connected, grid-like network.

Policy UD-2.2. Locate buildings near the back of the sidewalk to create a continuous street edge and facilitate a more dynamic and vibrant streetscape.

GOAL UD-3. ENHANCE PUBLIC SAFETY AND AESTHETICS ALONG THE LENGTH OF THE RAIL CORRIDOR

Policy UD-3.1. Encourage SMART and the Public Utilities Commission to ensure any proposed fencing along the railroad right-of-way is attractive. Low-level open fencing is encouraged along the rail corridor that provides safety while maintaining eyes on the rail corridor.

Policy UD-3.2. Encourage SMART to provide lighting along the railway corridor multi-use path.

GOAL UD-4. CREATE A PLEASANT PEDESTRIAN EXPERIENCE BY PROVIDING AMENITIES AND FURNISHINGS (LIGHTING, BENCHES, CANOPY TREES, ETC.).

Policy UD-4.1. Provide pedestrian amenities with a consistent visual appearance throughout the project area to encourage walking, identify pathways, and make the station area a comfortable and easy place to pass through or visit.

Policy UD-4.2. Install streetscape furnishings, as identified in **Chapter 7, Section 7.4 Street Furnishing Standards**, along all pedestrian/bicycle paths, and arterials to improve safety, pedestrian comfort, and aesthetics in the project area.

Policy UD-4.3. Provide appropriately scaled and designed lighting for all modes of travel throughout the station area. Pedestrian paths, surface parking areas, alleyways, parks, and urban plazas should be well lighted for safety.

Policy UD-4.4. Initiate “adopt-a-planter” and “adopt-a-roundabout” programs to encourage adjacent privately held properties to maintain landscaping in adjacent public right-of-way (see also public facilities policies).

Policy UD-4.5. Make the station site a focal point for the area by providing art and other street furnishing amenities.

Policy UD-4.6. Develop and implement a comprehensive wayfinding and branding program, to create a sense of place and strengthen project area identity, by following the wayfinding standards identified in **Chapter 7, Section 7.9 Wayfinding Strategy**, of this Specific Plan, to allow for easy navigation for all modes of travel in the station area.

6. CIRCULATION PLAN

6. CIRCULATION PLAN

This chapter describes the Circulation Plan for the North Santa Rosa Station Area. The Circulation Plan utilizes the City's existing street standards, and the standards located here are those that exceed or are unique from the City's adopted standards. The Circulation Plan is designed to serve all travel modes: walking, transit, bicycling, and motor vehicle. The Circulation Plan includes text and maps that describe and illustrate the multimodal circulation system for the Specific Plan area.

This chapter is organized into the following sections:

- 6.1 Circulation System
- 6.2 Street & Path Classification
- 6.3 Pedestrian & Bicycle Circulation
- 6.4 Transit
- 6.5 Motor Vehicle Circulation
- 6.6 Parking
- 6.7 Goals & Policies

Guiding Project Principles

The following project principles guided the development of the Circulation Plan:

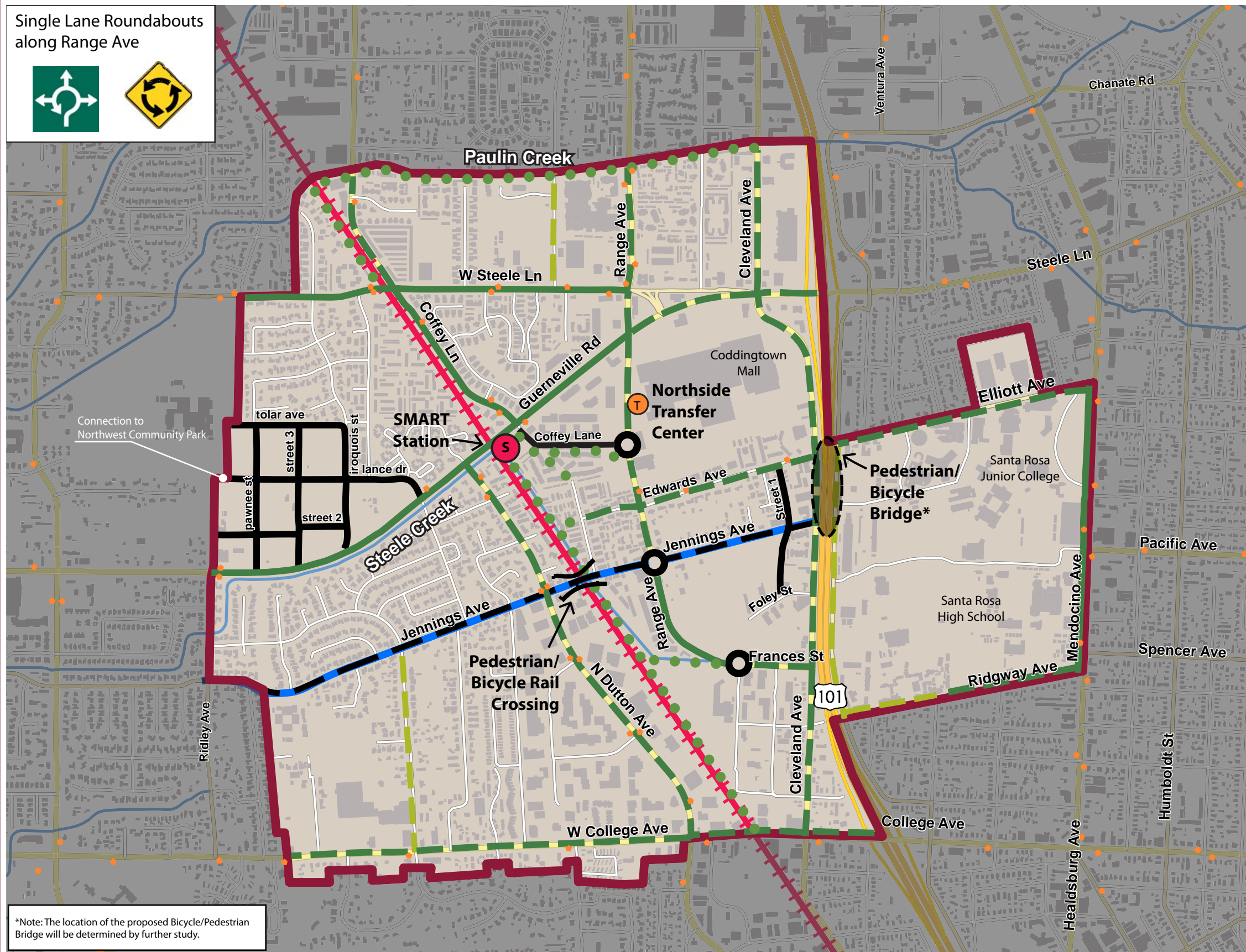
- Improve pedestrian, bicycle, auto, and transit access in the project area.
- Enhance connectivity between the station site and adjacent commercial, residential, educational, and governmental areas.
- Enhance quality of life in the project area by providing parks, trails, and recreational opportunities.

6.1 CIRCULATION SYSTEM

The circulation system map (**Figure 6.1**) illustrates the pedestrian, bicycle, transit, and motor vehicle network of roads and paths in the project area. The circulation system enhances connections between the SMART station site and adjacent uses, and enhances comfort and safety for all travel modes, as described in the sections that follow.

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Single Lane Roundabouts along Range Ave



*Note: The location of the proposed Bicycle/Pedestrian Bridge will be determined by further study.

Legend

Specific Plan Project Area

- Pedestrian/Bicycle Network**
- Pedestrian/Bike Path
 - Existing Class II Bike Route
 - Proposed Class II Bike Route
 - Proposed Class III Bike Route
 - Bike Boulevard

Please also see the *Bicycle and Pedestrian Master Plan* for additional improvements to the pedestrian and bicycle network

- Transit Network**
- SMART Station
 - SMART Rail Corridor
 - Bus Stop
 - Northside Transfer Center

- Motor Vehicle Network**
- Proposed Motor Vehicle Network**
- Single Lane Roundabout
 - Minor Street
- Existing Motor Vehicle Network**
- Highway 101
 - Regional/Arterial Street
 - Collector Street
 - Minor Street

6.2 STREET & PATH CLASSIFICATION

The street network within the Specific Plan area can be classified into the following street and path types, which are shown on **Figure 6.1**:

1. Pedestrian/Bicycle Path
2. Bicycle Boulevard
3. Minor Street
4. Arterial

Street element design and dimensions for each street type are provided in **Chapter 7, Public Realm Design Standards**, Section 7.1, Street Design Dimensions.



Pedestrian/bicycle path

PEDESTRIAN/BICYCLE PATH

An off-street, pedestrian/bicycle path provides connectivity between major local and regional origins and destinations. These off-street paths can be more comfortable for pedestrians and bicyclists to use than on-street facilities since they are fully

separated from vehicle traffic. Pedestrians and cyclists share the same travel space.

Pedestrian/bicycle paths are provided in the Circulation Plan, along the SMART rail line, and along Paulin Creek to provide improved connections and access. See **Figure 7.1-A** for design dimensions.



Coffey lane extension pedestrian/bicycle path

COFFEY LANE EXTENSION PEDESTRIAN/BICYCLE PATH

The pedestrian/bicycle path along the Coffey Lane extension will serve as a commuter-oriented linkage intended for heavy use. It is similar to a pedestrian/bicycle path, but is slightly wider and includes separate space for each travel mode. Separate travel lanes are delineated on the path for cyclists (one lane for each direction of travel) and pedestrians. The Coffey Lane path is intended to be a heavily used commuter route, whereas pedestrian/bicycle paths described in the previous section are intended more for leisurely travel and recreational purposes. The path is planned from the SMART station along the Coffey Lane extension to provide direct and convenient access to the

Northside Transfer Center. See **Figure 7.1-F** for design dimensions.



Bicycle boulevard

BICYCLE BOULEVARD

A bicycle boulevard is a residential street with low volume and low speed where bicycles have priority over automobiles by discouraging non-local motor vehicle traffic. Conflicts between bicycles and automobiles are minimized and bicycle travel time is reduced by the removal of unwarranted stop signs and other impediments to bicycle travel. Design features include a variety of different street treatments such as traffic calming, traffic diverters, and bicycle-actuated traffic signals.

Jennings Avenue is the only street in the project area that is designated as a bicycle boulevard.

MINOR STREET

A minor street is a type of local street. They form the heart of residential neighborhoods, function

primarily to provide access to neighborhood destinations, and make numerous connections within neighborhoods. Traffic speeds of not more than 15–25 mph are appropriate for such streets.

New minor streets in the Circulation Plan include Street 1, Street 2, Street 3, and the Coffey Lane extension.

ARTERIAL

Arterials are regional streets that connect town and neighborhood centers to the greater region. They accommodate both motorized and non-motorized traffic in a safe, efficient, and comfortable manner. These streets must support pedestrians and cyclists, while car traffic, delivery trucks, emergency responders, and transit must operate with high levels of efficiency.

Examples of arterials in the project area include West Steele Lane, Coffey Lane, Guerneville Road, Dutton Avenue, Cleveland Avenue, and West College Avenue.

6.3 PEDESTRIAN & BICYCLE CIRCULATION

The Specific Plan proposes a number of improvements to the pedestrian and bicycle network, including continuous sidewalks, improved crossings at intersections, installation of street furnishings, and new pedestrian and bicycle routes. New pedestrian routes are provided on sidewalks and bicycle lanes along streets as well as along off-street dedicated pedestrian/bicycle paths. **Figure 6.2** illustrates the location of the primary off-street and on-street pedestrian and bicycle facilities. Please note that while sidewalks are not depicted on the map, they are intended to be along all street segments upon implementation of the Specific Plan. See also **Chapter 7** for standards on the design of pedestrian and bicycle facilities.

The following off-street paths are proposed to enhance the on-street pedestrian/bicycle network:

- A regional dedicated pedestrian/bicycle corridor along the SMART right-of-way, running north–south through the Specific Plan area.
- A pedestrian/bicycle crossing at the railroad tracks and Jennings Avenue.
- A pedestrian/bicycle bridge connection over Highway 101 to provide a critical link from the station and project area to the high school and junior college.
- A pedestrian/bicycle path along the Coffey Lane extension. This path will connect the SMART station to the Northside Transfer Center with a

direct and dedicated path for pedestrians and bicycles only.

- A path along Paulin Creek provides opportunities for public recreation.

The following on-street paths are proposed to enhance the pedestrian/bicycle network:

- Street grid networks with sidewalk on either side of the street at two locations—the new residential neighborhood north of Guerneville Road and the area south of Coddington Mall—to provide a well-connected and walkable environment.
- Designation of Jennings Avenue as a bicycle boulevard with enhanced bicycle signage and street markings where bicycles and motor vehicles share the roadway.
- Class II bicycle lane on Edwards Avenue, emphasizing multimodal circulation and providing enhanced amenities for pedestrians and cyclists, such as wide sidewalks, bicycle lanes, street furniture, pedestrian-scale lighting, landscaped buffers between automobile and pedestrian areas, and enhanced pedestrian street crossings.
- Completion of any gaps in the sidewalk network to provide a continuous sidewalk network throughout the project area.

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Bike/Pedestrian Path



*Note: The location of the proposed Bicycle/Pedestrian Bridge will be determined by further study.



Legend

- Specific Plan Project Area

- Off-Street Pedestrian and Bicycle Facilities (Class I Bike Route)**
- Pedestrian/Bike Path
- Please also see the Bicycle and Pedestrian Master Plan for additional improvements to the pedestrian and bicycle network*

- On-Street Enhanced Pedestrian and Bicycle Facilities**
- Bike Boulevard
- Existing Class II Bike Route
- Proposed Class II Bike Route
- Proposed Class III Bike Route

- Transit Facilities**
- S SMART Station
- SMART Rail Corridor
- T Northside Transfer Center

6.4 TRANSIT

See **Figure 6.4** for a map summarizing the key elements of the transit network, which are described in the following sections.

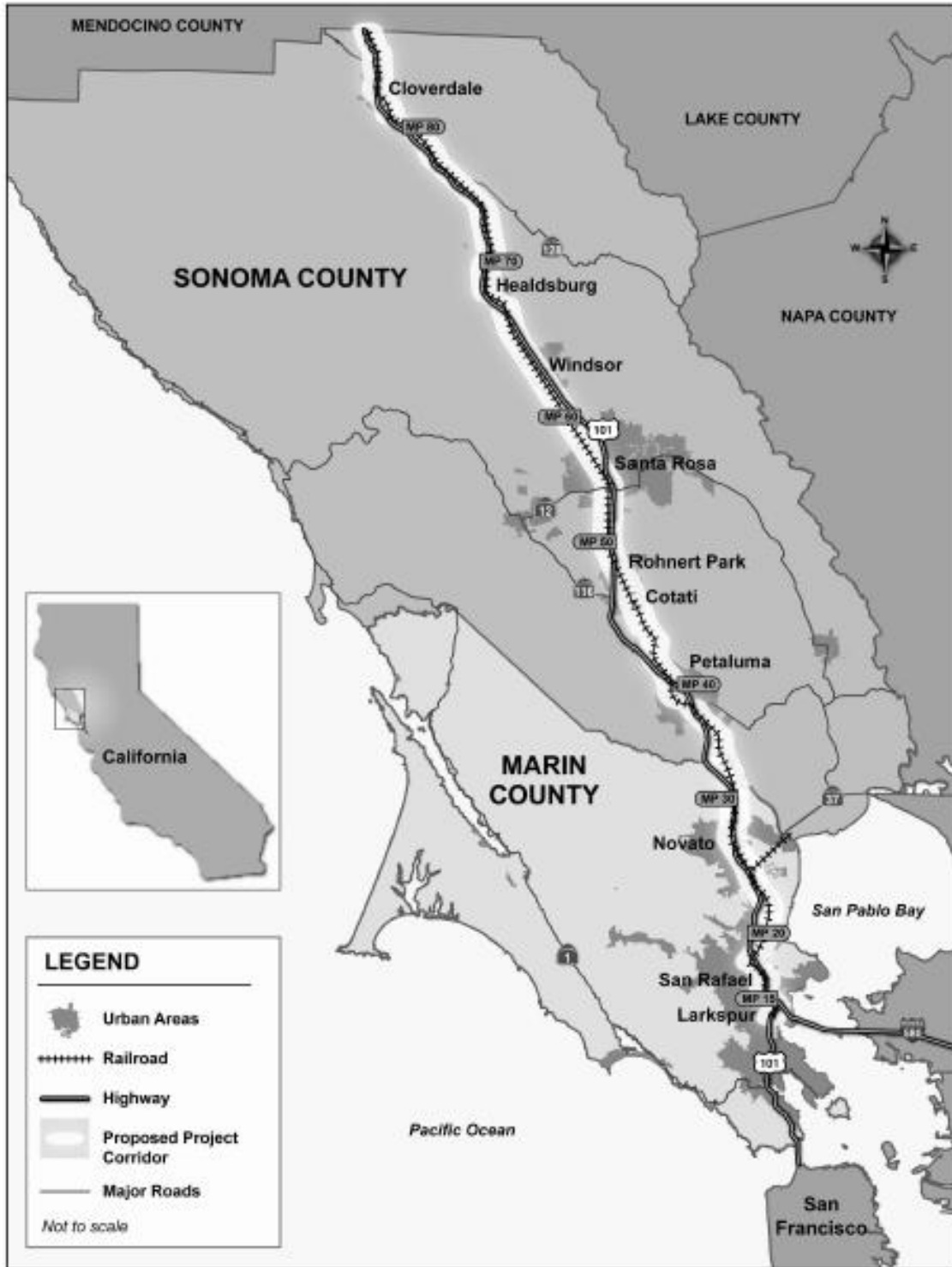
PROPOSED SMART SYSTEM OVERVIEW & TIMELINE

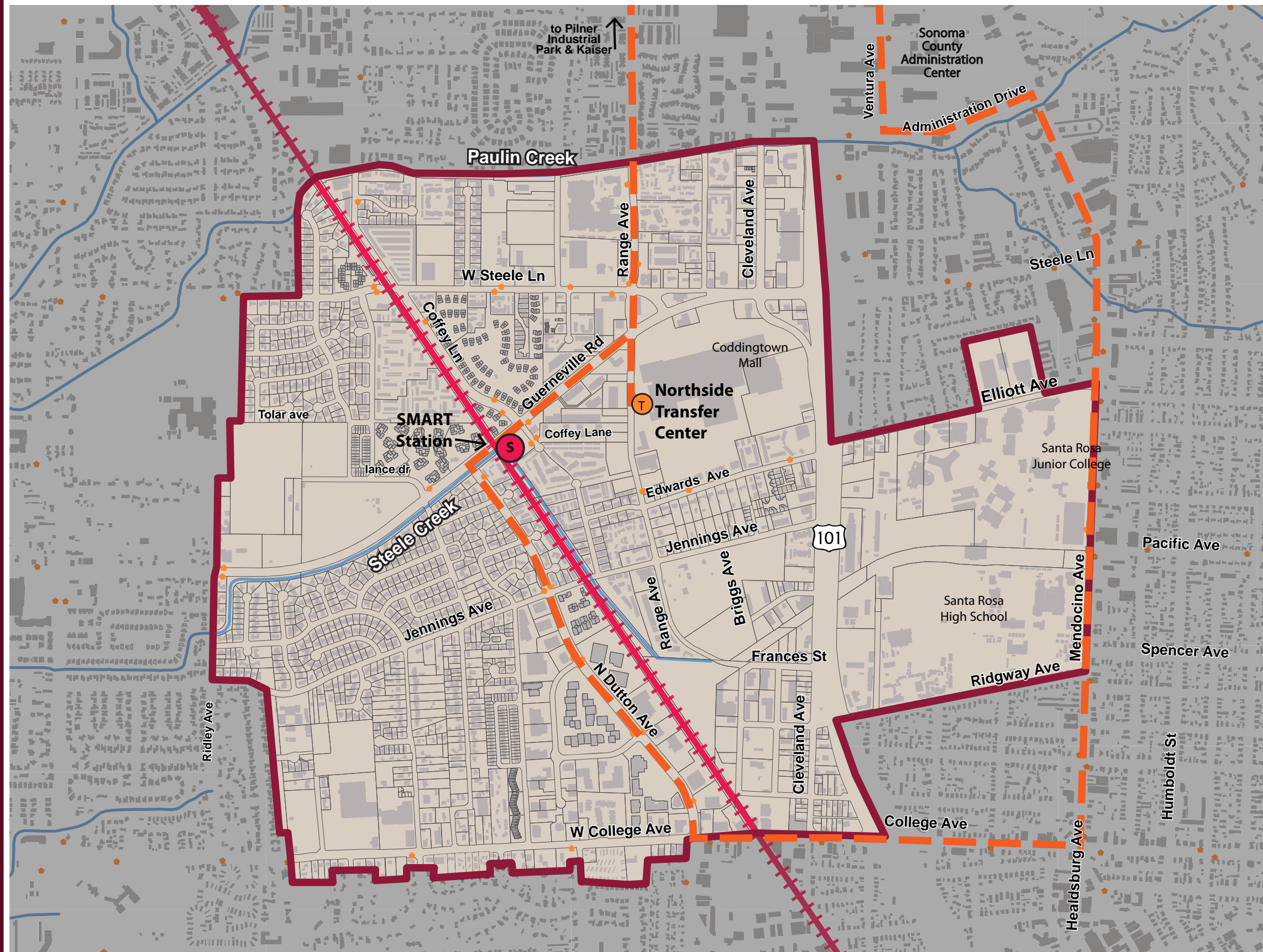
The North Santa Rosa station is one of 14 stations being planned by the Sonoma-Marín Area Rail Transit (SMART) agency for a commuter rail service along the Northwest Pacific railroad. The SMART commuter rail system is a 70-mile rail line that is planned to run from Cloverdale, at the north end of Sonoma County, to Larkspur, where the Golden Gate Ferry connects Marin County with San Francisco (see **Figure 6.3**). Along the way, SMART will have stations at the major population and job centers of the North Bay including the North Santa Rosa station. Upon completion, SMART will also

provide a critical north–south transportation route for bicyclists and pedestrians, with a combination of multi-use pathways and on-street facilities located along or adjacent to the right-of-way between Cloverdale and Larkspur. The 14 stations along the corridor are being designed to accommodate available feeder bus services, shuttle services, and, in selected suburban locations, park-and-ride facilities. Commuter-oriented passenger train service will be provided by an estimated 14 round-trip trains per day operating at 30-minute intervals in the morning and in the evening peak commute hours during the week.

SMART is planning to initiate rail service in the year 2015 or 2016 on what is being referred to as the initial operating segment (IOS). The IOS runs from the North Santa Rosa station in Santa Rosa on the north to the downtown San Rafael station and Bettini Transit Center on the south.

Figure 6.3: SMART Service Area





Legend

- Specific Plan Project Area

Transit Facilities

- S SMART Station
- + SMART Rail Corridor
- T Northside Transfer Center
- Bus Stop
- - - Potential Shuttle Route
(See Figure 6.4 for map of complete shuttle route)



The SMART station on Guerneville Road will include a raised platform with shelter, benches, and ticket kiosks between the mainline tracks and a rail siding. The station is planned to include a transit plaza for bus transfers as well as bicycle racks, and at buildout, will also include 350 commuter parking spaces.

TRANSIT AGENCY COORDINATION

By concentrating jobs, housing, and shopping in a transit-oriented development pattern surrounding the future North Santa Rosa SMART station and the existing Northside Transfer Center, the Specific Plan is by design intended to increase transit ridership and reduce dependence on private automobile travel. The Plan also emphasizes improvements to pedestrian and bicycle connectivity to transit, further increasing the convenience and utility of using transit.

Currently, two fixed-route transit agencies provide service to the project area: Santa Rosa CityBus and Sonoma County Transit. In addition, a paratransit service offers door-to-door service for those with disabilities.

Santa Rosa CityBus is the primary transit provider in Santa Rosa. CityBus provides regularly scheduled fixed-route service to residential neighborhoods, major activity centers, and transit hubs within the city and the project area. The top three origin and destination locations for CityBus are the Downtown Transit Mall (about 20 percent), Coddington Mall (about 7 percent), and Santa Rosa Junior College (about 4 percent).



CityBus

Sonoma County Transit also provides regular service into and around Santa Rosa and the Specific Plan area. Sonoma County Transit Routes 44 and 48 serve the Northside Transfer Center and run on a one- to two-hour headway schedule on weekdays and a two- to three-hour headway schedule on weekends.

Santa Rosa CityBus and Sonoma County Transit have expressed support for the transit-oriented nature of the Specific Plan. They have indicated that transit service would be adjusted over time to respond to growth in the Station Area and coordinate with SMART service.

A number of improvements are proposed in this Specific Plan to improve transit service and enhance transit agency coordination. These improvements are listed here, and a discussion of each follows.

- New bus stops at the SMART station, in the new transit plaza adjacent to the SMART station.
- An expanded off-street Northside Transfer Center on Range Avenue.

- A pedestrian/bicycle commuter linkage along Coffey Lane to connect the bus transfer station and SMART station.
- A new shuttle service connecting the SMART station to major employment centers on the periphery of the Plan area.

BUS STOPS

Concept plans for the SMART station indicate that far-side bus stops will be created at the Guerneville Road/Coffey Lane intersection adjacent to the SMART station, in addition to existing stops on Coffey Lane approximately 500 feet north of the station. These stops will provide a convenient connection to SMART for riders traveling to destinations both within and outside of the project area.



Existing on-street Northside Transfer Center on Range Avenue

NORTHSIDE TRANSFER CENTER

In 2012, an on-street bus transfer point, the Northside Transfer Center, exists on Range Avenue near Whole Foods Market, serving four Santa Rosa CityBus routes and two Sonoma County Transit routes. The Circulation Plan implements the

conversion of the current on-street bus transfer area to an expanded off-street transfer center. An off-street transfer center provides additional transit capacity, bus turnarounds, and an opportunity for enhanced amenities, including expanded landscaping, benches and other furniture, waiting areas, information kiosks, and other support facilities. Off-street transit centers also reduce pedestrian conflict points and improve the ease of pedestrian crossings compared to on-street centers.

The enhanced Northside Transfer Center accessed via Range Avenue just south of Guerneville Road will continue to provide convenient transit access to the project area. The transfer center will continue to be served primarily by Santa Rosa CityBus and Sonoma County Transit but could also accommodate shuttles.



Pedestrian/bicycle path planned along Coffey Lane extension

COFFEY LANE EXTENSION

The extension of Coffey Lane will allow for direct bus connections between the SMART station and the Northside Transfer Center. The Coffey Lane extension can accommodate on-street bus stop facilities adjacent to the SMART station. A 14-foot-

wide off-street pedestrian and bicycle commuter linkage along Coffey Lane will connect the bus transfer center to the SMART station. Two dedicated 4-foot-wide marked bicycle lanes, one in each direction, and a dedicated 6-foot pedestrian walkway will run along the south edge of Coffey Lane to provide easy and convenient access between the SMART station and bus transfer station (see **Figure 7.1-F**).

POTENTIAL SMART SHUTTLE

There are a number of major employers along the periphery of the project area that could benefit from convenient connections to the new SMART station. These key destinations exist just beyond a comfortable walking distance (for example, in a 0.5- to 1.5-mile radius from the station) and therefore would be well served by a shuttle service. The shuttle service could be part of the local bus service or privately developed; the SMART agency is not planning such a service for this station. The ultimate shuttle routing should be developed in close coordination with CityBus and Sonoma County Transit to avoid duplication of services. Convenient connections via a shuttle or local transit services should be provided to major centers, including the following:

- Empire College
- Kaiser Permanente Hospital
- Piner Road Industrial Park
- Sonoma County Administration Center

- Santa Rosa Junior College
- Dutton Avenue Business Park

The intent of a shuttle system would be to support SMART service and to supplement, not replace, local bus transit. A potential shuttle route serving the above destinations is depicted in **Figure 6.5**. The route shown is a 5.5-mile circuit that could be completed by a single shuttle within a 30-minute period (including stops and layovers). Implementation of a 30-minute shuttle loop would allow coordination with SMART's anticipated 30-minute peak headways during commute periods, minimizing the number of shuttle vehicles required.

6.5 MOTOR VEHICLE CIRCULATION

Figure 6.6 summarizes the key elements of the motor vehicle circulation network, which are described in the following sections.



Multimodal street

EMPHASIS ON MULTIMODAL STREETS

A primary goal of this project is to improve the functioning of streets for all transportation modes: pedestrian, bicycle, motor vehicle, and transit. As such, Jennings Avenue will become a bicycle boulevard to prioritize bicycle mobility, and arterial streets will include bicycle lanes and sidewalks.

EMPHASIS ON GRID ORIENTATION

Generally, providing a grid-like roadway network with minimum use of “dead-end” or cul-de-sac streets and shorter block lengths helps improve access and mobility for users of all transportation modes. This gives users multiple route choices and helps to disperse traffic throughout the Plan area. Pedestrians and bicyclists benefit by shorter travel distances and an increased likelihood of having a direct route between an origin and destination.





The Circulation Plan enhances the road network by establishing a grid network of streets at the large vacant site on Guerneville Road. In addition, extensions of existing north–south streets and an the introduction of additional streets and paths south of Coddington Mall between the Range-Frances corridor and Cleveland Avenue break up large blocks and introduce the grid.

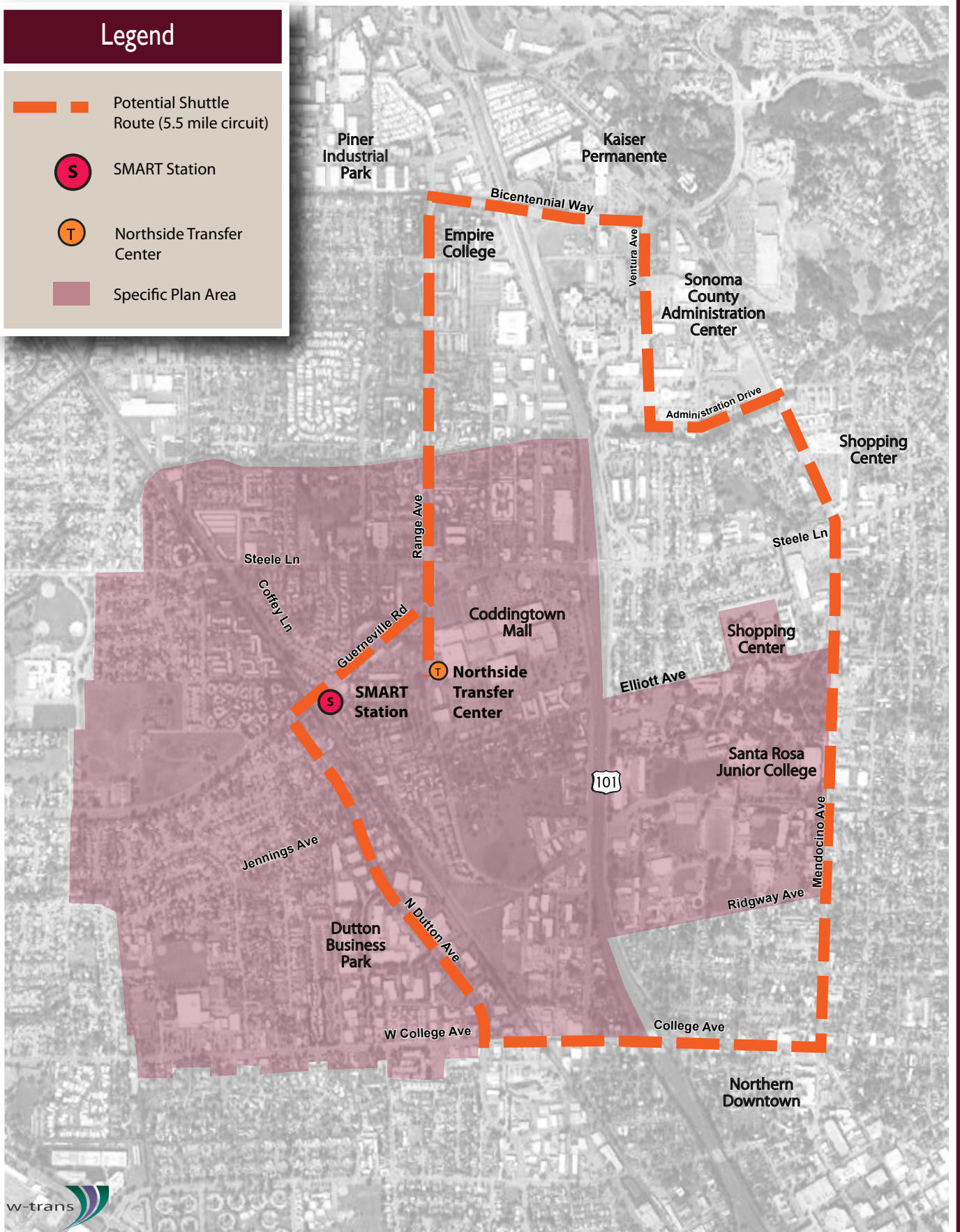
POINTS OF ENTRY TO PROJECT AREA

There are a number of entrances into the project area identified on **Figure 6.7**. These include major motor vehicle entrances coming into the project area from major arterial roads at Guerneville Road and at College Avenue; minor motor vehicle entrances into the project area at Cleveland Avenue, West Steele Lane, Dutton Avenue, Range Avenue, and Coffey Lane; and pedestrian/bicycle entrances from the pedestrian/bicycle bridge over Highway 101 and the Jennings Avenue bicycle boulevard, as well as transit rider entrances at the SMART station and the bus transfer station.

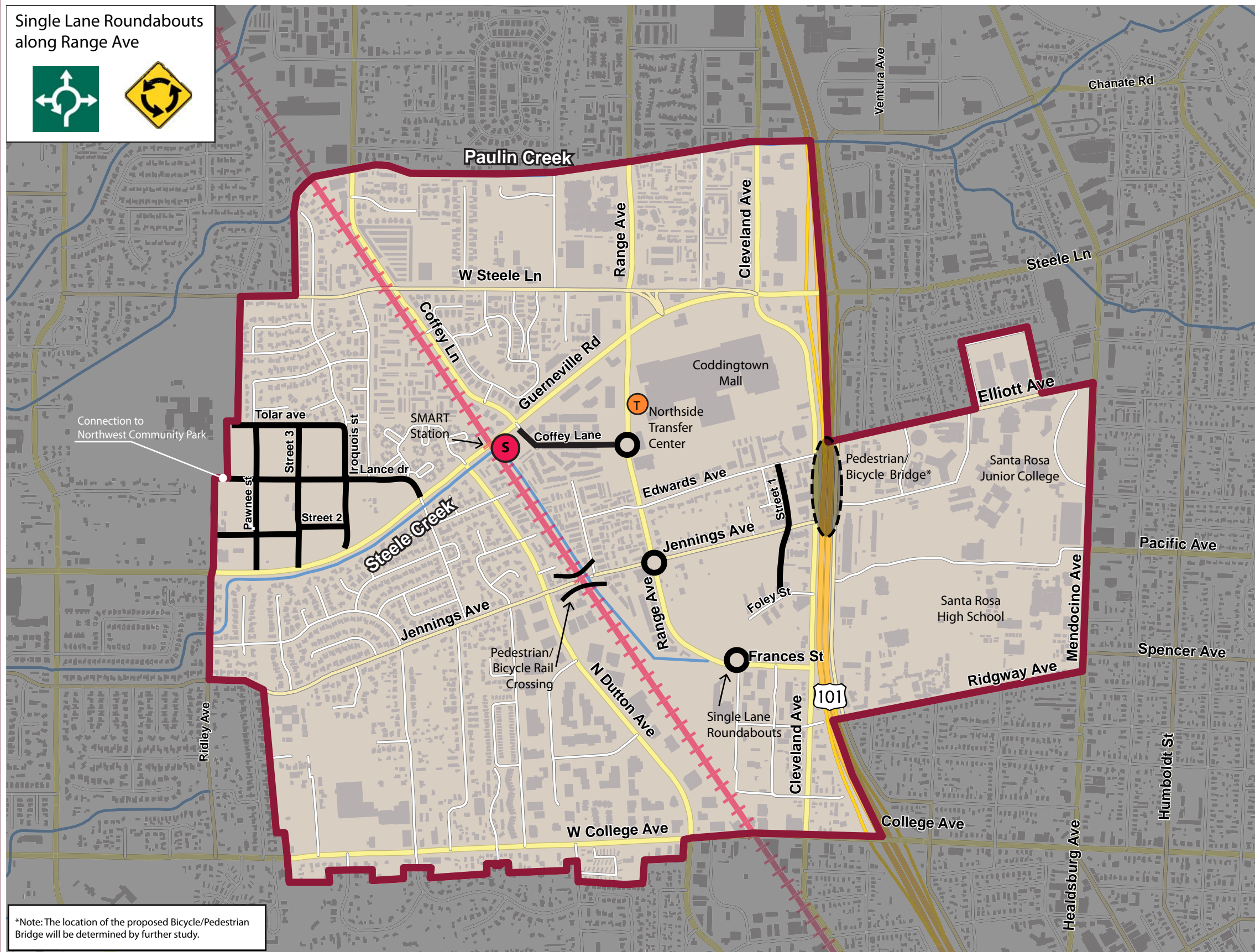
Major entrances into the project area have the opportunity to be designed as gateway features to provide a sense of arrival and transition to the North Station area. Currently, these entrances are not marked by special gateway features, but the sites have the potential to visually announce entry into the project area through special architectural features such as tower elements on corner buildings or intersection enhancements such as special paving, public artwork, gateway signs, colorful landscaping, and/or trees. Please see Design Guidelines for Entry Features in **Chapter 5, Table 5.10**.

Legend

-  Potential Shuttle Route (5.5 mile circuit)
-  SMART Station
-  Northside Transfer Center
-  Specific Plan Area



Single Lane Roundabouts along Range Ave



*Note: The location of the proposed Bicycle/Pedestrian Bridge will be determined by further study.

Legend

- ▬ Specific Plan Project Area
- Motor Vehicle Network**
- Proposed Motor Vehicle Network
 - Single Lane Roundabout
 - Minor Street
- Existing Motor Vehicle Network
 - Highway 101
 - Regional/Arterial Street
 - Collector Street
 - Minor Street





*Note: The location of the proposed Bicycle/Pedestrian Bridge will be determined by further study.

Legend

- Specific Plan Project Area

Points of Entry

- Major Motor Vehicle Entries
- Minor Motor Vehicle Entries
- Pedestrian/Cyclist Entries

Proposed Circulation Network (unless noted as existing)

- Pedestrian/Bike Path
- Existing Class II Bike Route
- Class II Bike Route
- Class III Bike Route
- Bike Boulevard
- Single Lane Roundabout
- Minor Street



Figure 6.7 Points of Entry

NEW STREETS OR STREET SEGMENTS

As part of the Specific Plan process, several new streets were identified within the Plan area. These new streets provide connectivity to the proposed SMART station site, as well as improved connections within or between neighborhoods. More detailed information about street design and dimensions can be found in Chapter 7.

- **Street 1 (minor street).** A major element of the Specific Plan is to develop and intensify the area to the south of the existing mall and enhance connectivity in this area for all modes of transportation. A new north–south street is proposed in this area to provide more connections, reduce block length to improve the pedestrian experience, and distribute increased traffic loads.
- **Streets 2 and 3 (minor streets).** New streets and extensions of existing streets are proposed to form a new grid-oriented residential neighborhood to the north of Guerneville Road west of the proposed railway line.
- **Coffey Lane extension (minor street).** Coffey Lane south of Guerneville Road will link to the SMART station and then extend east to connect to Range Avenue. This extension will allow buses to traverse the area, providing connectivity directly to rail transit and the ability for buses to make turnaround movements. This street will accommodate on-street bus stop facilities adjacent to the station.

- **Tolar Avenue, Lance Drive, Pawnee Street, and Iroquois Street extensions (minor streets).**

These minor street extensions complete a new grid network in the proposed residential neighborhood located at the west end of Guerneville Road. These street extensions provide a well-connected and walkable environment.

PRIVATE STREETS

In addition to those public streets listed above, new private streets may be constructed as the projects develop around the proposed station. New private streets in the project area should follow the same design principles as outlined above for public streets, i.e., grid orientation, short blocks, and multimodal in nature.

ROUNDBABOUTS

Single-lane modern roundabouts slow traffic while maintaining or enhancing vehicle capacity at key intersections, often eliminating the need to widen entire corridors with new through and turn lanes. Installation of roundabouts along a corridor generally results in a slower but more consistent traffic flow and reduces stop-and-go traffic. Generally, single-lane roundabouts facilitate easier pedestrian crossing at intersections and are easier than signalized intersections for bicyclists to maneuver.

Roundabouts also provide the benefit of having a landscaped center island, which can be used as a gateway element or part of corridor beautification.

Three single-lane roundabouts are proposed along Range Avenue at key intersections to improve circulation:

1. Range Avenue and the Coffey Lane extension
2. Range Avenue and Briggs Avenue
3. Range Avenue and Jennings Avenue

The first two roundabouts are intended to be constructed first to serve as the “bookends,” and the middle roundabout will be constructed last.



Single-lane roundabout

6.6 PARKING

PARKING DEMAND MANAGEMENT STRATEGIES

Reduced Motor Vehicle Parking Requirements

The City of Santa Rosa has adopted reduced parking requirements for transit-oriented development (TOD) for the Downtown Station Area Plan. The North Santa Rosa Station Area will be a similarly dense and mixed-use area with a transit-oriented focus and is intended to be less reliant on the motor vehicle for travel than in other parts of the city.

Therefore, reduced parking requirements have been established for this area, as outlined in Section 5.1, Transit-Oriented Development Overview in the Development Standards Chapter of this Specific Plan.

Shared Parking

A parking demand methodology that considers “shared parking” principles can significantly improve the efficiency of providing parking in an urban mixed-use environment and help to avoid an unnecessary oversupply of parking. The concept of shared parking is based on the fact that different land uses often experience peak parking demand at different times, be it by time of day or even by month of the year. If adjacent and complementary land uses were able to share a common parking facility, the combined demand at any given time would be considerably lower than the individual sums of the projected residential and office demand. Focusing on a shared parking approach when considering future development, whether mixed use or located in a diverse urban environment, can substantially improve the efficiency and cost effectiveness of the project. Shared parking is strongly encouraged in the area immediately surrounding the SMART station and Coddington Mall, where the densest development is expected to occur.

Unbundled Parking

Unbundled parking should be allowed in residential developments. Unbundling separates the cost of parking from the housing, meaning that residents with no vehicles would realize a cost saving by not

leasing a space. Correspondingly, residents wishing to lease more than one reserved space could pay to do so.

Employer Incentives

Employers can also provide a parking cash-out or transit benefits for their employees in lieu of parking. Cash-out programs allow employees to be paid cash by their employers for not parking a vehicle, rather than the employer subsidizing employee parking by providing on-site spaces or paying for monthly permits. Transit incentive programs work similarly, with employees being provided free or discounted transit passes instead of subsidized parking. This strategy would have the dual benefit of reducing parking demand while encouraging transit usage.

Bicycle Parking Requirements

The City of Santa Rosa sets bicycle parking requirements by land use to support cycling as a viable transportation mode and to reduce reliance on motor vehicles. As a result, this reduces the need for vehicular parking spaces, which use more space and are more costly to build than bicycle parking.

PARKING INFILTRATION

Parking infiltration occurs when drivers choose to park in an area not designated for that use. Examples of this would be commuters parking in neighborhoods and then riding the train or residents parking in commercial parking lots during the day. If infiltration begins to occur, additional parking regulation and enforcement strategies may

need to be implemented, such as Residential Parking Zones or paid parking at major centers such as Coddington Mall or the SMART station, in order to affect parking behavior.

PHASING IN OF PUBLIC/PRIVATE PARKING STRUCTURES

As development of higher density, intensity, and mix of uses occurs in the station planning area, over time a need for structured parking may develop. To maximize parking efficiencies and prevent an overabundance of disparate parking structures throughout the station area, the City should coordinate the establishment of public/private parking lots or structures for public use. These could be funded through the creation of a parking district, such as the one in Downtown Santa Rosa, where developers would pay fees into the district in lieu of providing some or all of the parking required for their development. Public parking should be located throughout the Plan area in centralized locations that would allow for greater possibilities for shared parking.

6.7 GOALS & POLICIES

SMART STATION/RAIL CORRIDOR GOALS AND POLICIES

GOAL C-1. PROVIDE MULTIMODAL ACCESS TO THE SMART STATION.

Policy C-1.1. Coordinate with SMART to ensure provision of adequate parking for station users through a comprehensive strategy incorporating the use of shared parking, exploring options to accommodate SMART commuters and other compatible uses in the area.

Policy C-1.2. Encourage the installation of bike lockers at the SMART station for use by rail passengers.

Policy C-1.3. Provide continuous paths of travel for pedestrians and bicycles to the station from developments within a half mile of the station.

Policy C-1.4. Continue to coordinate with SMART to seek funds and construct segments of the SMART multi-use trail through the Plan area.

PARKING GOALS AND POLICIES

GOAL C-2. PROVIDE PARKING APPROPRIATE TO TRANSIT-ORIENTED DEVELOPMENT.

Policy C-2.1. Require new developments with more than 50 employees to implement Transportation Demand Management (TDM) programs.

Policy C-2.2. Encourage all developments to reduce parking demand through an appropriate mechanism such as pricing, unbundling parking, shared parking, transit passes, bicycle amenities, pedestrian amenities, car-share program, employee TDM, or employer-provided discount transit passes.

Policy C-2.3. Assess parking demands for new development after the SMART station is built and operating, and consider the feasibility of additional parking reductions or instituting parking maximums. Continue to evaluate ongoing parking needs on a regular basis.

Policy C-2.4. Construct parking garages with retail uses integrated into the ground floor.

Policy C-2.5. Encourage the installation of electric charging stations on public property and in private development.

STREETS GOALS AND POLICIES

GOAL C-3. PROVIDE MULTIMODAL CONNECTIONS THROUGHOUT THE PROJECT AREA.

Policy C-3.1. Improve connections in the project area by creating new streets or extensions of existing streets, as identified in the Circulation Plan.

Policy C-3.2. Install Class II bicycle lanes along Edwards Avenue, Range Avenue, and the full length of Cleveland Avenue.

Policy C-3.3. Extend Coffey Lane from its current terminus at Guerneville Road east to Range Avenue in order to directly connect bicycle/pedestrian/transit circulation to the SMART station.

Policy C-3.4. Establish Jennings Avenue as a bike boulevard by constructing the necessary improvements to minimize stops, including signs and markings to identify it as a shared roadway with bicycles and vehicles, and by enhancing crossing amenities where appropriate.

Policy C-3.5. Identify gaps and build sidewalks to complete the pedestrian network in neighborhoods and commercial areas.

Policy C-3.6. Provide the right-of-way and related street improvements or new streets as identified in the Circulation Plan when properties develop.

Policy C-3.7. Require dedication of right-of-way for improvements and/or expansion of pedestrian and bicycle facilities identified in this Plan where insufficient right-of-way currently exists.

Policy C-3.8. Prioritize pedestrian and bicycle circulation improvements to promote use of these travel modes by those living and/or working in close proximity to the SMART station.

Policy C-3.9. Improve connectivity throughout the project area by creating new public or private streets that follow a grid pattern and by establishing maximum block lengths of no more than 500 feet, where feasible.

Policy C-3.10. Explore opportunities for improving connectivity in existing residential neighborhoods (e.g., connecting cul-de-sacs to streets, paths, and parks).

Policy C-3.11. Prioritize the implementation of bicycle lanes on Steele Lane and College Avenue in order to strengthen east–west bicycle connectivity at these existing crossings of Highway 101, with an emphasis on the interchanges themselves, followed by the segments extending to the SMART corridor on the west and Mendocino Avenue on the east.

Policy C-3.12. Improve pedestrian safety and comfort by providing amenities along Steele Lane and College Avenue at and near Highway 101 interchanges such as wider sidewalks, decorative crosswalk paving, pedestrian-scale street lighting, street trees, and public art such as murals along the walls of undercrossing structures.

Policy C-3.13. Maximize vehicular capacity and efficient traffic flow along the Guerneville Road-Steele Lane and College Avenue corridors through the use of Intelligent Transportation System (ITS) solutions to avoid widening roadways, including expansion of the adaptive signal control systems currently operating on these corridors.

GOAL C-4. INTEGRATE THE CODDINGTOWN MALL PROPERTY INTO THE ADJACENT MULTIMODAL TRANSPORTATION NETWORK.

Policy C-4.1. Encourage the development of a local street (private) network and a publicly accessible pedestrian network when the mall property is redeveloped. Streets should connect Coffey Lane,

west of Range Avenue, through the mall property to Cleveland Avenue, and from Edwards Avenue north to the new east–west street.

GOAL C-5. COMPLETE SPECIFIC ROADWAY IMPROVEMENTS IN THE PROJECT AREA TO ENHANCE SAFETY AND COMFORT FOR PEDESTRIANS AND BICYCLISTS.

Coffey Lane

Policy C-5.1. Make enhancements to Coffey Lane including:

- Reconstruct the southeast corner of the intersection at West Steele Lane so that a direct, perpendicular pedestrian crossing with an ADA accessible curb ramp is created on the west leg of the intersection.
- Construct additional facilities as necessary to create a continuous pedestrian sidewalk or pathway along the west side of Coffey Lane to provide a safe pedestrian connection to the SMART station.

Dutton Avenue

Policy C-5.2. Enhance pedestrian and bicycle facilities along Dutton Avenue by:

- Reallocating center turn lane width where possible in order to provide wider bicycle lanes or striped bike lane buffers (resulting cross section will have variable bike and turn lane/median width, depending on location).

- Evaluating the need for pedestrian enhancements at the northern Tesconi Circle intersection.
- Considering installation of overhead or in-pavement pedestrian crossing flashing lights at the southern Tesconi Circle intersection.
- Monitoring the need for enhanced crossing facilities for bicyclists and pedestrians at the intersection of the Jennings Avenue bicycle boulevard.

Guerneville Road

Policy C-5.3. Enhance bicycle facilities along Guerneville Road by reallocating center turn lane width where possible in order to provide wider bicycle lanes or striped bike lane buffers (resulting cross section will have variable bike and turn lane/median width, depending on location).

Cleveland Avenue

Policy C-5.4. Transform Cleveland Avenue to reduce vehicle speeds and add facilities to enhance safety for bicyclists and pedestrians through a “road diet” strategy. Implement the following:

- Reduce lane width along Cleveland Avenue north of Steele Lane (road diet) to create space for bicycle lanes and to provide on-street parking.
- Add landscaped medians in areas where turn lanes are unneeded, particularly between College Avenue and Coddington Mall where the east side of the street is flanked by Highway 101.

- Consider eliminating one southbound vehicle lane on Cleveland Avenue between Coddington Mall and Frances Street, and reallocating the space to provide bicycle lanes or striped shoulders on both sides of the street.
- Evaluate the need for midblock pedestrian crosswalk(s) between Steele Lane and Terry Lane as pedestrian crossing demand increases. Any such locations may include a raised median with pedestrian refuge in combination with pedestrian-activated flashing lights or pedestrian hybrid beacons.

College Avenue

Policy C-5.5. Eliminate gaps in the sidewalk network along College Avenue to create a continuous 6-foot minimum width pathway and a 4-foot minimum width landscape buffer.

Jennings Avenue

Policy C-5.6. Implement a bicycle boulevard along the length of Jennings Avenue by minimizing the number of stops required of bicyclists traveling along the corridor while also maintaining low vehicular speeds.

Policy C-5.7. Eliminate gaps in the sidewalk network on both sides of Jennings Avenue.

Policy C-5.8. Establish a pedestrian/bicycle crossing of the SMART rail corridor to link the eastern and western segments of Jennings Avenue.

Range Avenue

Policy C-5.9. Improve pedestrian facilities along Range Avenue by:

- Installing landscape medians where center turn lanes are not needed.
- Installing pedestrian refuges, high-visibility crosswalk markings, and pedestrian crossing signs at the Paulin Creek Trail, consistent with the recommendations in the Citywide Creek Master Plan.

West Steele Lane

Policy C-5.10. Reinforce the pedestrian character along West Steele Lane to respond to adjacent cultural facilities by:

- Constructing curb extensions at the McBride Lane intersection that serve the dual purpose of narrowing the pedestrian crossing distance while also reinforcing the mandatory left turn for eastbound vehicles.
- Retaining high-visibility crosswalk markings at McBride Lane and/or considering installation of decorative paving on the crossing.
- Installing a crosswalk with decorative paving near the Schulz Museum along with bulb-outs on the west side of the Hardies Lane intersection.
- Adding a raised median with a 6-foot minimum width pedestrian refuge on the east side of the Apache Street intersection.

- Considering the addition of wayfinding signage, wider sidewalks, and pedestrian-scale lighting between Coffey Lane and Range Avenue.
- Consider adding pedestrian-scale amenities (lighting, benches, signage, etc.) that reflect the nearby cultural facilities, including the Redwood Empire Ice Arena and Schulz Museum.

INTERSECTIONS GOALS AND POLICIES

GOAL C-6. IMPROVE INTERSECTIONS TO REMOVE OBSTACLES TO MULTIMODAL TRAFFIC FLOW.

Policy C-6.1. Construct roundabouts on Range Avenue as a way to implement traffic calming measures while maintaining traffic flow in the area south of Coddington Mall.

Policy C-6.2. Construct roundabouts on Range Avenue under the following parameters:

- Construct roundabouts at Edwards Avenue and Briggs Avenue, before the roundabout at Jennings Avenue.
 - Construct a roundabout at Jennings Avenue, if sufficient right-of-way can be made available.
 - At Jennings Avenue, a mini-roundabout [see “Roundabouts: An Informational Guide” (NCHRP 2010)] or conventional intersection may be considered if a full-size roundabout design is not possible. Convenient bicycle mobility must be maintained along Jennings Bicycle Boulevard.
- Policy C-6.3. Modify roadways and signal timing to improve traffic flow and reduce congestion, including:
- As part of the Coffey Lane extension to Range Avenue, reconfigure the intersection design and modify the signal phasing.
 - Modify the Cleveland Avenue/Guerneville Road intersection design, updating the signal timing and acquiring land as needed to make necessary improvements.
 - Coordinate with Caltrans to ensure that long-range congestion-management improvements take place at the Highway 101/Steele Lane interchange. Such improvements could include lengthening the right turn lane on the southbound off-ramp and constructing a new right turn lane on Steele Lane at the northbound ramps, or other measures deemed by the City and Caltrans to achieve acceptable operation as long-term growth associated with buildout of the Specific Plan area occurs.

PATHS GOALS AND POLICIES**GOAL C-7. ESTABLISH A NETWORK OF MULTI-USE PATHS FOR PEDESTRIANS AND BICYCLISTS THROUGHOUT THE PROJECT AREA.**

Policy C-7.1. Create an interconnected multi-use (Class 1) trail system throughout the area that:

- Provides off-street access for pedestrians and bicyclists to the SMART station site.
- Follows Paulin creek and provides opportunities for other public recreation activities and natural habitat protection and enhancement.
- Links areas of proposed concentrations of pedestrian activity, such as shopping areas, transit hubs, plazas, and parks.
- Links with a pedestrian/bicycle bridge over Highway 101.

Policy C-7.2. Establish connections between linear multi-use paths along creeks and the overall pedestrian/bicycle network.

Policy C-7.3. Install streetscape furnishings such as benches and lighting, as identified in **Table 7.4 Street Furnishing Types & Guidelines**, along all pedestrian/bicycle paths to improve safety and pedestrian comfort, where possible.

Policy C-7.4. Link existing and proposed parks and public plazas to pedestrian and bicycle paths. Pursue a direct connection to Northwest Community Park from the new neighborhood north of Guerneville Road.

Policy C-7.5. Develop a comprehensive system for bicyclists that includes the following components:

- A signage program to identify bicycle routes.
- A pedestrian/bicycle bridge over Highway 101.
- A clearly defined, continuous commuter route between the pedestrian/bicycle bridge over Highway 101 to the SMART station.
- A multi-use path along the SMART right-of-way.

Policy C-7.6. Provide a shared pedestrian/bicycle path along the north and south sides of Paulin Creek to follow the existing maintenance road. Extend the path between McBride Lane and Cleveland Avenue on either the north or south side where it can be accommodated.

TRANSIT GOALS AND POLICIES**GOAL C-8. EXPAND TRANSIT USE THROUGHOUT THE PROJECT AREA AND PROVIDE A SEAMLESS CONNECTION TO THE SMART STATION.**

Policy C-8.1. Create a seamless interface between SMART and transit providers (CityBus and Sonoma County Transit) to enhance service and connections, thereby encouraging transit use.

Policy C-8.2. Facilitate the physical expansion and reconfiguration of the Northside Transfer Center as an off-street facility to accommodate a future increase in transit service, with enhanced transit amenities and room for buses to turn around.

Policy C-8.3. Provide bus and SMART connections to and from the SMART station and the Northside Transfer Center on Range Avenue in the near term, before the Coffey Lane extension is implemented.

Policy C-8.4. Extend Coffey Lane to allow buses to provide direct connections to rail transit by accommodating on-street bus stop facilities adjacent to the SMART station.

Policy C-8.5. Work with local employers, business owners, and local transit providers, including CityBus and Sonoma County Transit, to provide shuttle service to connect the SMART station to major employers and destinations within and adjacent to the project area.

7. PUBLIC REALM DESIGN STANDARDS AND GUIDELINES

7. PUBLIC REALM DESIGN STANDARDS AND GUIDELINES

The purpose of the Public Realm Design Standards and Guidelines is to establish an inviting walkable environment in the project area, where traffic is calmed and streetscapes are enhanced for pedestrian, bicycle, and transit use. All new streets, pathways, and improvements to existing streets are designed to maximize pedestrian and bicycle safety and enhance the quality of the pedestrian experience by designing for slower traffic speeds, safer pedestrian crossings, safer bicycle routes, and more attractive and ample pedestrian zones.

The street, sidewalk, and street furnishing design standards contained herein are applicable to public rights-of-way within the Specific Plan area. They will also be considered if an application is made to develop private streets in the Specific Plan area and will be included to the greatest extent practicable.

The public realm standards address the following objectives:

- Enhance pedestrian and cyclist connectivity, safety, and comfort.
- Maximize the visibility of pedestrians and cyclists.
- Activate streets and public spaces.
- Implement a design approach that unifies the area and creates a distinctive place within the Plan area.

- Implement measures to calm traffic.
- Establish parameters for a clear wayfinding system that makes the station area easy to navigate for pedestrians, cyclists, and transit and vehicle motorists alike.
- Consistent with Americans with Disabilities Act (ADA) regulations.
- Design for safe environments.
- Provide accessible paths of travel to the station from developments within a half-mile of the station.

This chapter is organized into the following sections:

- 7.1 Street and Path Design Dimensions
- 7.2 Street Design Treatments
- 7.3 Sidewalk Standards
- 7.4 Street Furnishing Guidelines
- 7.5 Pedestrian Crossing Design Standards
- 7.6 Pedestrian/Bicycle Path Design Standards
- 7.7 Public Space Design Guidelines & Policies
- 7.8 Roundabout Design Standards
- 7.9 Wayfinding Strategy

Throughout this chapter, symbols are used to indicate whether a standard meets the following principles:



Green Design/Low Impact Development (LID) standard, method, or guideline



Americans with Disabilities Act (ADA)-friendly standard or guideline

Guiding Project Principles

The following project principles guided the development of the Public Realm Design Standards:

- Establish a land use plan, zoning, and a policy and design framework that will guide future development and redevelopment activities.
- Improve pedestrian, bicycle, auto, and transit access in the project area.
- Enhance connectivity between the station site and adjacent commercial, residential, educational, and governmental areas.
- Improve aesthetics and public safety through physical design and streetscape improvements.
- Develop and implement urban design standards that promote a walkable environment.
- Transform the project area into a vibrant and distinct place that people want to visit.
- Reduce greenhouse gas emissions by promoting sustainable transit-oriented development and practical alternative modes of transport to the automobile.

7.1 STREET AND PATH DESIGN DIMENSIONS

The following street and path types are included in the Specific Plan and shown on **Figure 6.1**:

1. Pedestrian/Bicycle Path
2. Bicycle Boulevard
3. Minor Street
4. Arterial

All streets and paths shall be designed per City standards, with the exception of the Coffey Lane extension (which is a combination of a minor street and a pedestrian/bicycle path), and pedestrian/bicycle paths, for which the City does not have adopted standards. Street dimensions for these street types are provided in **Table 7.1** and illustrated in **Figures 7.1A and 7.1B** on the following pages.

Table 7.1: Street and Path Design Dimensions by Street Type

Street and Path Cross Sections														
Street or Path Type	Street Elements													
	Cross Section (see Figures 7.1-A through 7.1-B)	Sidewalk/Planter/ Bike Lane	Parking	Bike Lane	Travel Lane	Second Travel Lane	Median/Turn Lane (median includes 2' lane buffer on either side)	Second Travel Lane	Travel Lane	Bike Lane	Parking	Sidewalk/Planter/ Bike Lane	Curb to Curb	TOTAL
Pedestrian/Bicycle Path	A	8' – 12' paved with 2' dirt shoulders											12'	16'
Coffey Lane Street Extension	B	20'	8'	0'	13'	0'	0'	0'	13'	0'	8'	11'	42'	73'

Figure 7.1-A: Cross Section A

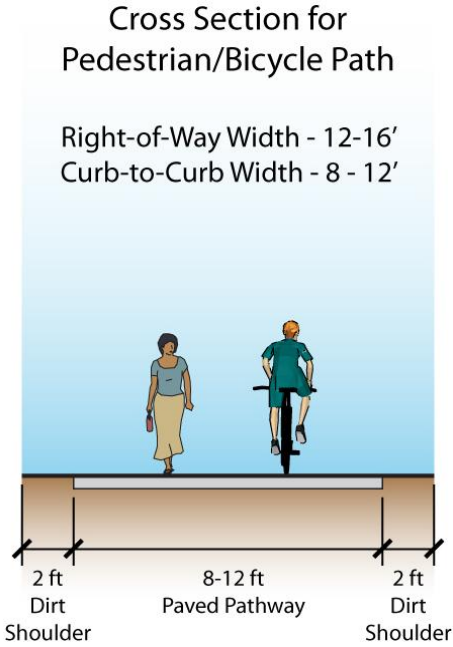
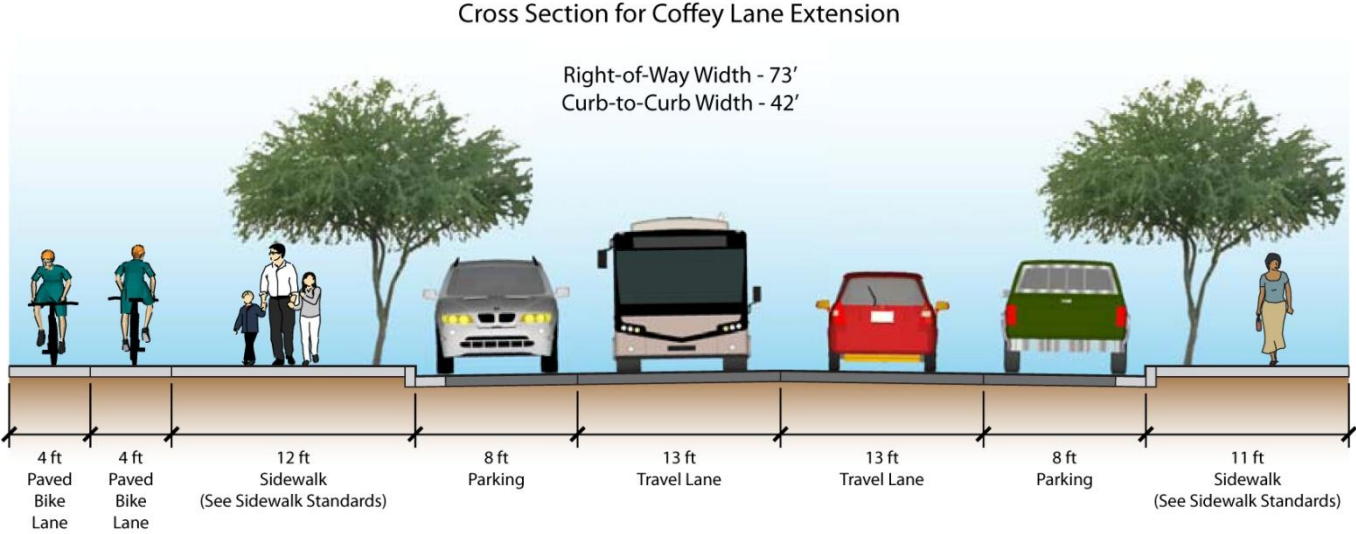


Figure 7.1-B: Cross Section B




7.2 STREET DESIGN TREATMENTS

The pedestrian realm can be greatly improved through the use of a number of design elements. While the previous section outlined the overall street dimensions and standards, such as narrow lanes and short blocks to promote an efficient and

safe circulation network, the design standards that follow shall be used to enhance pedestrian facilities throughout the project area. These design strategies aim to provide a safe, comfortable, and attractive pedestrian environment while moderating vehicle speeds by providing visual cues to increase driver awareness of the presence of pedestrians.

Table 7.2: Street Design Standards and Guidelines

Street Design Standards and Guidelines		
Facility or Design Treatment	Description of Design Standards and Guidelines	Graphic Example
Wide and Continuous Sidewalks	<p>DESCRIPTION:</p> <p>Continuous sidewalk networks improve mobility for all pedestrians and are particularly important for those with disabilities.</p> <p>Sidewalks are critical for achieving a pedestrian-friendly environment.</p> <p>STANDARDS:</p> <p>See Section 7.1 Street and Path Design Dimensions.</p>	
Street Furniture	<p>DESCRIPTION:</p> <p>Street furnishings such as benches and trash receptacles create a comfortable, attractive, and pleasant streetscape environment for pedestrians. A uniform palette of street furnishings will help to create a distinct identity for the station area.</p> <p>The presence of furnishings can also be an effective traffic calming strategy, as furnishings along the sidewalk provide visual cues to help drivers recognize that they are entering a pedestrian area, and they may respond by reducing vehicle speeds.</p> <p>GUIDELINES:</p> <p>See Section 7.4 Street Furnishing Guidelines.</p>	

Street Design Standards and Guidelines		
Facility or Design Treatment	Description of Design Standards and Guidelines	Graphic Example
<p>Bulbouts/Curb Extensions</p>	<p>DESCRIPTION:</p> <p>Bulbouts/curb extensions extend the sidewalk at intersections to reduce pedestrian crossing distances, increase pedestrian visibility, and add space to sidewalks that can be used for pedestrian amenities.</p> <p>STANDARDS:</p> <p>The use of bulbouts/curb extensions is suggested on all neighborhood streets and where feasible on other street types, extending to 1 foot away from the travel or bike lane.</p> <p> Implement LID standards. Refer to City of Santa Rosa & County of Sonoma Stormwater Low Impact Development Technical Design Manual (Aug. 2011).</p>	
<p>Pedestrian Crossing Treatments</p>	<p>DESCRIPTION:</p> <p>Pedestrian crossing treatments such as special markings, signals, or other treatments at crosswalks increase pedestrian visibility and safety.</p> <p>Treatments can include automated detection, curb extensions, in-pavement lighting, flashing beacons, in-roadway signs, overhead signs, refuge islands, street lighting, raised crossings, painted striping, and various textured and/or colored pavement treatments.</p> <p>The type of treatment should be based on an evaluation of the crossing location.</p> <p>STANDARDS:</p> <p>See Section 7.5 Pedestrian Crossing Design Standards.</p>	

Street Design Standards and Guidelines		
Facility or Design Treatment	Description of Design Standards and Guidelines	Graphic Example
Bike Lane	<p>DESCRIPTION:</p> <p>A bicycle lane is a portion of the roadway designated for bicyclists delineated by painted white striping on the street.</p> <p>STANDARDS:</p> <p>Bike lanes shall be a minimum 5-foot width. When abutting curbs, 6 feet is desirable.</p>	
Roundabout	<p>DESCRIPTION:</p> <p>A roundabout is a circular island placed in the middle of intersections, routing traffic in a counterclockwise direction.</p> <p>STANDARDS:</p> <p>See Section 7.8 Roundabout Design Standards.</p>	
Wayfinding Signage & Branding	<p>DESCRIPTION:</p> <p>Wayfinding is the collection of signs, maps, banners, gateway monuments, and kiosks which provide information and directions. Kiosks can provide a variety of information such as locational maps, route schedules, news, and special events.</p> <p>A coordinated wayfinding and branding program throughout the project area will establish a sense of place and distinct identity within Santa Rosa.</p> <p>GUIDELINES:</p> <p>See wayfinding guidelines and signage types in Section 7.9 Wayfinding Strategy, which will guide the creation of the wayfinding and branding program to be developed for the project area upon adoption of this Specific Plan.</p>	

7.3 SIDEWALK STANDARDS

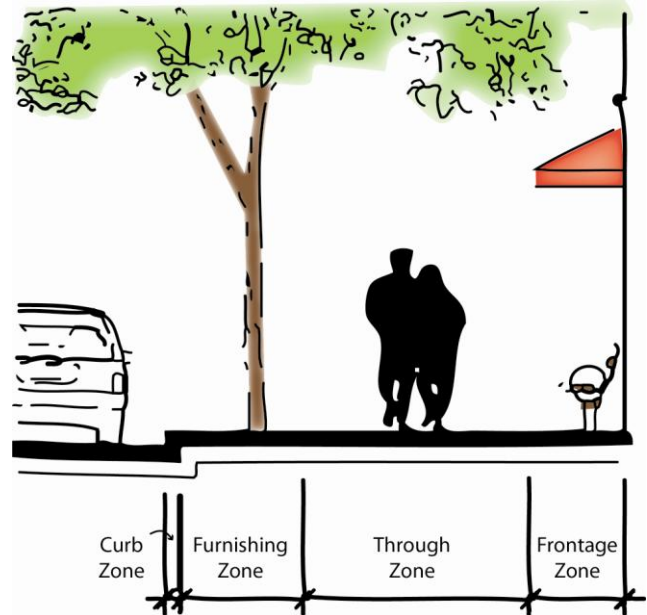
SIDEWALK CORRIDORS

Sidewalk corridors are the most important component of the station area pedestrian circulation network. Sidewalks offer pedestrian access to virtually every activity and provide critical connections between other modes of travel, including bicycles, public transit, and automobiles. The sidewalk corridor is located between the roadway edge and the property line.

SIDEWALK ZONES

The sidewalk corridor contains four distinct zones: the curb zone, the furnishing zone, the through zone, and the frontage zone. These zones are illustrated in **Figure 7.2** and described on the following page. **Table 7.3** includes standards for each zone.

Figure 7.2: Sidewalk Zones



Curb Zone

The curb zone creates a clear delineation between the vehicular realm and the pedestrian realm.

Furnishing Zone

The furnishing zone buffers pedestrians from the adjacent roadway and is the area where elements such as street trees, utility poles, streetlights, signs, parking meters, tree grates, and street furniture are located. This zone lies between the through zone and the curb zone. To the extent possible, street furniture shall be grouped to keep space clear for pedestrian travel. Items placed within the furnishing zone may include:

- Bus shelters
- Trees, planters, and landscaping
- Trash and recycling receptacles
- Bicycle racks
- Streetlights
- Clocks
- Public art
- Banners and flags
- Information kiosks
- Wayfinding/signage
- Benches
- Consolidated news racks
- Fountains

See Section 7.4 of this chapter for standards on street furnishings.

Through Zone

The through zone is the area intended for pedestrian travel. This zone shall be entirely free of permanent and temporary objects. The sidewalk surface must be stable, firm, smooth, and slip-resistant.

Frontage Zone

The frontage zone is located within the setback area or public right-of-way between the building facade and the sidewalk. The zone shall be used by businesses to engage passers-by and provide items of visual interest.


Table 7.3: Sidewalk Standards by Zone

Design Feature	Dimension Standard	Other Standards
Curb Zone	<ul style="list-style-type: none"> 6-inch minimum width and 6-inch minimum height 	<ul style="list-style-type: none"> Offset driveways and intersections should be minimized to make pedestrian street crossings convenient and safe. Driveways shall have adequate sight distance for motorists to see pedestrians and cyclists and for pedestrians and cyclists to see motorists. Minimize the number of curb-cuts/driveways on streets with high pedestrian usage to reduce potential pedestrian/vehicle and bicycle/vehicle conflict areas and minimize interruptions to pedestrian flow. See Section 7.5 Pedestrian Crossing Design Standards.
Furnishing Zone	<ul style="list-style-type: none"> 3-foot minimum for residential 4-foot minimum for nonresidential 	<ul style="list-style-type: none"> In commercial areas, this zone should comprise planters, tree wells with grates or furnishings, paved; in residential areas, this zone may be landscaped. Where feasible, driveway cross-slopes should be placed in the furnishing zone rather than across the through zone portion of the sidewalk in order to maintain a flat surface for pedestrians across the driveway. See Section 7.4 Street Furnishing Standards.
Through Zone	<ul style="list-style-type: none"> 4-foot minimum ADA accessible width 5-foot minimum for new construction and where feasible 	<ul style="list-style-type: none"> A sidewalk surface must be stable, firm, smooth, and slip-resistant, per ADA accessibility standards. In contrast, road surfaces shall be rougher to assist visually impaired pedestrians. Average grade for each street segment shall not exceed 5%. Maximum grade for any 24-inch segment of sidewalk is 14%.
Frontage Zone	<ul style="list-style-type: none"> No minimum See Setback Standards in Chapter 5: Private Realm Development Standards, Design Guidelines, and Urban Design Policies. 	<ul style="list-style-type: none"> See Frontage Type Standards in Chapter 5: Private Realm Development Standards, Design Guidelines, and Urban Design Policies.



7.4 STREET FURNISHING GUIDELINES

In order to transform the public streetscape from mere transportation facility to vibrant public open space, it is important to add amenities that invite people to stop and linger, provide services and information, and engage the senses. Streetscape furnishings animate the public realm and help establish the character and identity of an area.

Station area development provides an opportunity to update street amenities and to incorporate image-defining elements. A coordinated palette of street furniture, lighting, wayfinding, and signage throughout the station area will contribute to a strengthened identity and heightened awareness of the area as a distinct place within the city, attracting visitors, residents, and transit riders. This can include customized poles and mounts for regulatory signs and lighting fixtures, and an area logo, font, and color scheme, unique to the station area.

 Pedestrian furnishings and amenities must be located within the furnishing zone of the sidewalk area to ensure ADA compliance and a clear path of travel for pedestrians.

The following characteristics shall be considered when selecting street furnishings for the North Station Area Specific Plan:




- Consideration of opportunities for creative design celebrating the City of Santa Rosa
-  Universal access
-  Energy efficiency
- Uniformity and/or compatibility in design style, color, and material
- Establish a unique character and identity for the North Santa Rosa station area







The table below identifies the public realm street furnishing guidelines in the project area for each type of furnishing. In addition, recommended furniture make and model are identified for a selecting of furnishing types to reinforce a uniform streetscape design throughout the project area. Furnishings in privately owned public spaces should adhere to the same design guidelines identified below, with the exception of the recommended furniture make and model.





Table 7.4: Street Furnishing Types & Guidelines

Furnishing	Design Guidelines	Graphic Example
Bench	<ul style="list-style-type: none"> Consider a public art campaign for individual bench designs that celebrates the unique character of Santa Rosa and the station area. Any public art campaign should strengthen the character developed for the area through the wayfinding and branding program to be developed upon adoption of this Specific Plan. In commercial areas, benches should be placed at regular intervals no greater than 250 feet. Material selection should consider resistance to elements and graffiti and ease of maintenance. Finish should be coordinated with other on-site furnishings. Recommended bench is the "Towne Square" manufactured by Landscape Forms. 	
Bicycle Rack	<ul style="list-style-type: none"> Racks should ensure that parked bicycles do not block the travel path of pedestrians. In commercial areas, bike racks should be placed at regular intervals no greater than 250 feet. Integration of public art into bike rack design is encouraged. Recommended bike rack is the "Hoop Rack" bike rack manufactured by Dero. 	
Bollard	<ul style="list-style-type: none"> Use bollards to prevent vehicles from entering pedestrian zones, such as at the interface of plazas and shared-space streets or bus-only streets. Removable bollards may be appropriate to balance pedestrian protection with emergency access. Creative use of materials such as planters as bollards or integration of public art into bollard design is encouraged. Public art installations should be compatible with the wayfinding and branding program to be developed upon adoption of this Specific Plan. Recommended bollard is the smooth base "Princeton" in cast aluminum manufactured by Holophane. 	

Furnishing	Design Guidelines	Graphic Example
Bus Shelter	<ul style="list-style-type: none"> • Selection of shelters should be coordinated with Santa Rosa CityBus and Sonoma County Transit. • Creative use of color, material, and shelter design is encouraged. 	
Landscaping	<ul style="list-style-type: none"> • Low-level ground cover or shrubs should be used in the furnishing zone of sidewalks and adjacent to pedestrian pathways so as to not impede visibility of pedestrians or approaching traffic. •  Native and/or drought-tolerant species should comprise 100% of all landscape areas. •  Implementation of LID standards is required. Refer to City of Santa Rosa & County of Sonoma Stormwater Low Impact Development Technical Design Manual (Aug. 2011). • See Table 7.5 below for street tree and planting palette. 	

Furnishing	Design Guidelines	Graphic Example
Lighting	<ul style="list-style-type: none"> • Pedestrian lighting shall be placed on all streets and pedestrian paths at intervals meeting current City standards. • Light poles should be pedestrian-scaled. •  Lamps should be energy-efficient, utilizing LED lamps or induction lighting when available. • Lighting should be consistent with the City's minimum lighting level standards to increase pedestrian safety. • Consider selecting poles with brackets to hang banners and/or flower baskets. • Lighting should be consistent in the Plan area. • Low-level, pedestrian-oriented lighting should be incorporated throughout developments. • Recommended light pole and fixture are the "Universe LED" manufactured by Architectural Area Lighting with stainless steel hood. 	
Newspaper Rack	<ul style="list-style-type: none"> • Newspaper racks should be consolidated. • Locate racks adjacent to transit stops and the SMART entrance. 	

Furnishing	Design Guidelines	Graphic Example
Paving	<ul style="list-style-type: none"> • A coordinated, high-quality paving scheme should define the public realm and contribute to pedestrian access. • Decorative paving materials, patterns, textures, and colors should be considered to highlight important pedestrian zones, including crosswalks. •  Paving must maintain smooth and level surfaces that meet universal accessibility requirements and be slip-resistant. •  Reduce the potential for the heat island effect by considering the use of pavements that have an SRI (Solar Reflectance Index) of at least 29, or greater. 	
Planters	<ul style="list-style-type: none"> • Aboveground planters should be considered for seating walls by being designed with seat-like heights and widths. • Planters shall not pose an obstruction to the pedestrian through zone. • Consider use of self-watering reservoirs or automatic irrigation systems to provide a consistent source of irrigation to planters. • In commercial areas, encourage businesses to participate in an “Adopt-a-Planter” program in order to maintain planters in the public right-of-way adjacent to their business. 	
Trash/Recycling Receptacle	<ul style="list-style-type: none"> • Locate trash receptacles at intersections and adjacent to outdoor seating. •  Receptacles for recycling should be provided adjacent to or integrated with all trash receptacles. • Receptacles should be clustered around other furnishings and at logical locations where pedestrian interaction is highest. • Recommended trash receptacle model is “TimberForm MANOR” manufactured by Columbia Cascade. 	

Furnishing	Design Guidelines	Graphic Example
Tree Grate	<ul style="list-style-type: none"> • Tree grates should be used in commercial areas to protect trees and reduce safety hazards. •  Grates must be ADA compliant to ensure they do not present an obstacle for persons with mobility impediments. • Secure tree grates in place to deter theft. • Include the addition of compatible metal tree guards to protect trees in high pedestrian traffic areas. • Recommended tree grate model is “Chinook” manufactured by Urban Accessories. • Recommended tree guard model is “RR” manufactured by Urban Accessories. 	
Trees	<ul style="list-style-type: none"> • Street trees should be planted in the furnishing zone at consistent intervals of approximately 25 to 35 feet. •  Use native and/or drought-tolerant species. • Street trees should be chosen from the City-approved street tree list in accordance with the specifications outlined in Table 7.5. 	

Furnishing	Design Guidelines	Graphic Example
<p>Colors, Finishes, and Materials</p>	<ul style="list-style-type: none"> • Attention to coordinating colors and finishes between all site furnishings is advised. •  Furnishing materials and finishes should be selected based on the following characteristics: <ul style="list-style-type: none"> ○ Usability ○ Comfort ○ Safety ○ Durability ○ Reparability ○ Low toxicity ○ Recycled content ○ Regionally sourced ○ Ability to be recycled or reused ○ Ease of maintenance ○ Resistance to graffiti •  Sustainable materials may include recycled-content benches, permeable paving, low-VOC paint, and high-albedo surfaces and roofs. 	

The street tree and planting palette (**Table 7.5**) shown on the following page should be used to select trees for streets or pathways. Trees should be

located in tree wells or planters in the furnishings zone of the sidewalk or in a median along streets.

Table 7.5: Street Tree Guidelines

Street Type	Street Cross Section	Acceptable Tree Form	Acceptable Tree Height	Tree Well Size	Parkway Width	Minimum on Center Spacing	Maximum on Center Spacing	Tree Species Selection
Pedestrian/ Bicycle Path	A	1,2,3,4,5	S, SM, M, L	NA	4 FT.	40 FT. OC	60 FT. OC	Select three (3) species from the City Street Tree list. Minimum of 2 of 3 species shall be flowering trees.
Coffee Lane Extension	B	1,2	S, SM, M, L	4 FT. X 4 FT.	5 FT.	50 FT. OC	100 FT. OC	Select three (3) species from the City Street Tree list. Minimum of 1 of 3 species shall be a flowering tree within 150 feet of intersections.

TABLE NOTES:

STREET CROSS SECTION: See Street Cross Section **Figures 7.1-A through 7.1-B.**

TREE FORM: Tree form identifies the generally definable shape tree canopies take as they mature. As with height, care and urban environments will provide many influencing variables (PG&E 1994). Tree shapes are defined as follows:

- 1 – Columnar = erect and almost parallel, resembling a column
- 2 – Vase = a narrow base, widening and arching outward toward the top
- 3 – Conical = oval at the base, elongated and tapering to a narrower width at the top
- 4 – Oval = appearing elliptical, resembling an egg
- 5 – Rounded = ball-like or circular

All median trees shall be columnar or conical form to minimize potential conflicts with high-profile vehicles in adjacent travel lanes.

HEIGHT: Height is defined as the maximum height to which a tree may potentially grow, with consideration that many variables may influence the actual final height of a tree. Urban environments may inhibit the potential of a tree to reach the maximum height it would in a natural setting. It is important, though, to consider overhead restrictions before planting a tree (PG&E 1994). Height is defined as follows:

- S (Small) = 20 to 25 feet
- SM (Small Medium) = 25 to 35 feet
- M (Medium) = 35 to 50 feet
- L (Large) = 50 to 65 feet
- VL (Very Large) = over 65 feet


REGULATIONS FOR TREES IN PROXIMITY TO ELECTRICAL LINE: Trees and other vegetation growing in proximity to overhead utility facilities must adhere to federal and state regulations. These laws address potential vegetation conflicts with public safety, service reliability, and fire prevention.

TREE SPACING: The dimensions noted are guidelines. Actual site conditions and constraints such as utility poles, surface and subsurface utilities, curb-cuts, safe sightlines, and other site conditions shall be taken in consideration in tree layout.

7.5 PEDESTRIAN CROSSING DESIGN STANDARDS



Crosswalks and midblock pedestrian crossings shall provide the following:

- Where high volumes of pedestrian traffic are present or anticipated, flashing LED crosswalks or overhead beacons shall be evaluated for inclusion.
 - A minimum crosswalk width dimension equal to the through zone on the approaching sidewalk.
 - Curb extensions or bulbouts that extend to the edge of the travelway or bicycle lane to maximize pedestrian visibility, as appropriate.
 - Adequate sight distance so that pedestrians have an unobstructed view of approaching vehicles and so that approaching motorists and cyclists are able to see waiting pedestrians easily.
-  Use of enhanced crosswalk markings along high-volume pedestrian corridors to provide visual cues to drivers that they are entering an area of increased pedestrian activity. Crosswalk markings may include textured and/or colored paving, painted striping, and/or raised crosswalks. Textured pavement, such as stamped concrete, is preferred over brick or unit pavers in order to minimize potential conflicts with ADA requirements.
 - Crosswalks at unsignalized intersections serving high pedestrian volumes (such as primary linkages to the SMART station) shall include enhanced crosswalk markings. Crosswalk warning systems, including overhead flashing lights, in-pavement flashing lights, and flashing beacons, shall also be considered.
 - Pedestrian hybrid beacons, or other similar signals, shall be considered for installation at any midblock crossing locations.

7.6 PEDESTRIAN/BICYCLE PATH DESIGN STANDARDS







Pedestrian/bicycle paths are a series of connecting off-street pathways that join streets, alleys, open plazas, courtyards, and parking areas along creeks or through central portions of blocks. Off-street paths provide separate delineated space for pedestrians and bicyclists. They promote pedestrian activity by creating spaces scaled to pedestrian use, reducing conflicts with automobile traffic, and providing more direct routes between origins and destinations.

Pedestrian/bicycle paths shall enhance the project area experience by:

- Providing linkages where motor vehicles are not present.
- Providing connections to destinations outside of the Plan area.
- Improving access to businesses, parking areas, public streets, transit stops, and open spaces.

- Providing pedestrian amenities such as seating, decorative lighting, planters, fountains, distinctive paving, public art, landscaping, and bicycle racks.

Paths must meet the following standards:

- To the extent possible, pathways should be well lit.
- Design dimension standards outlined in **Table 7.1** must be adhered to.
-  The pedestrian travel zone of the pathway must be a minimum of 4 feet wide and free from temporary or permanent obstructions, with a 60-inch by 60-inch passing zoning every 200 feet.
-  Paving materials must meet ADA accessibility standards.
-  Meandering paths are discouraged. They are challenging for visually impaired pedestrians and lengthen travel distance.
- Pathway entrances shall be designed to impart a sense of welcome to supply visual cues for pedestrians and cyclists that these are safe and unique spaces.
-  Implementation of LID practices is required.

**7.7 PUBLIC SPACE DESIGN
GUIDELINES & POLICIES**

Design guidelines for public spaces, including parks and urban plazas, within the Plan area are described in Chapter 5 Private Realm Development Standards, Design Guidelines, and Urban Design Policies, and in **Table 5.10** Design Guidelines.

Policies relating to the urban design character of the public and private realms are located in Chapter 5. Please see urban design goals (UD-1 through UD-4) for policy direction regarding area beautification, safety, and identity.

7.8 ROUNDABOUT DESIGN STANDARDS

Standard single-lane roundabouts are proposed at three locations along Range Avenue in the Circulation Plan. Standard single-lane roundabouts are a type of intersection characterized by a generally circular shape, yield control on entry, and geometric features that create a low-speed environment. Roundabouts offer the opportunity to create a special landscaping or public art treatment to help create a sense of place. Please see **Figure 7.3** for a diagram of a single-lane roundabout and **Table 7.6** for roundabout design elements. **Figure 7.4** provides an illustration of pedestrian and bicycle access at roundabouts.

Figure 7.3: Single-Lane Roundabout Design Elements

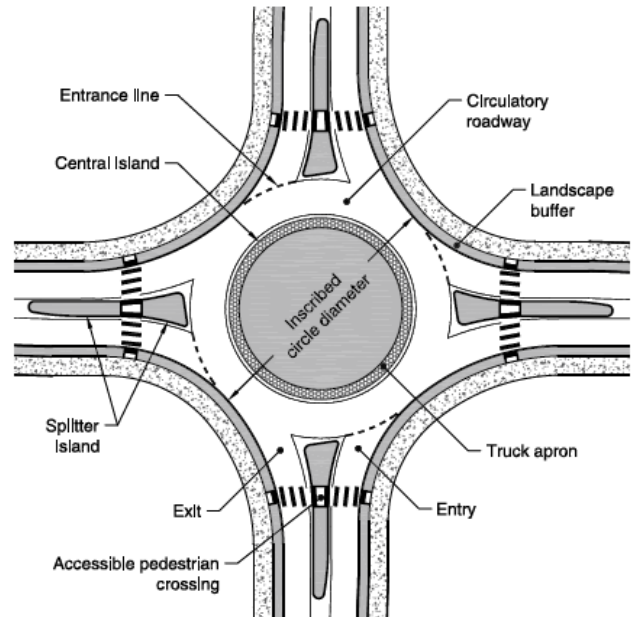


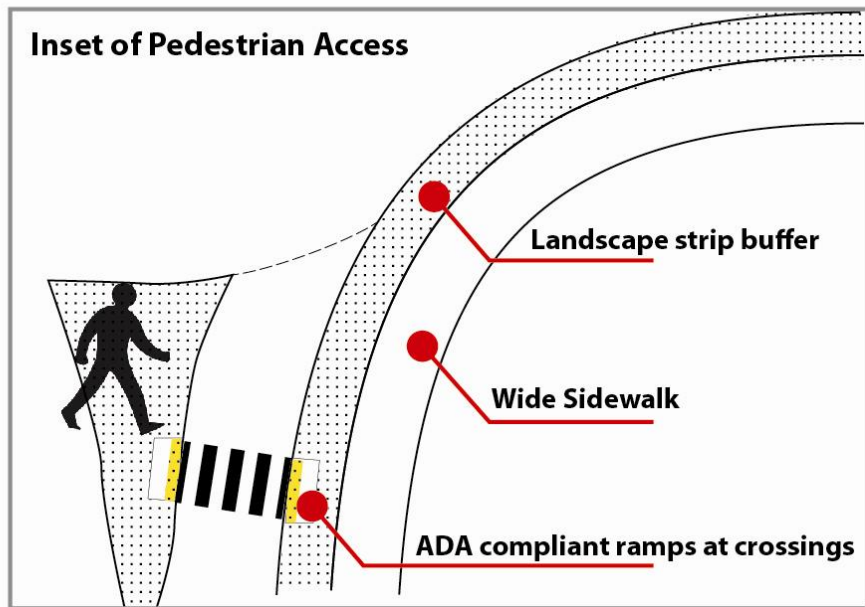
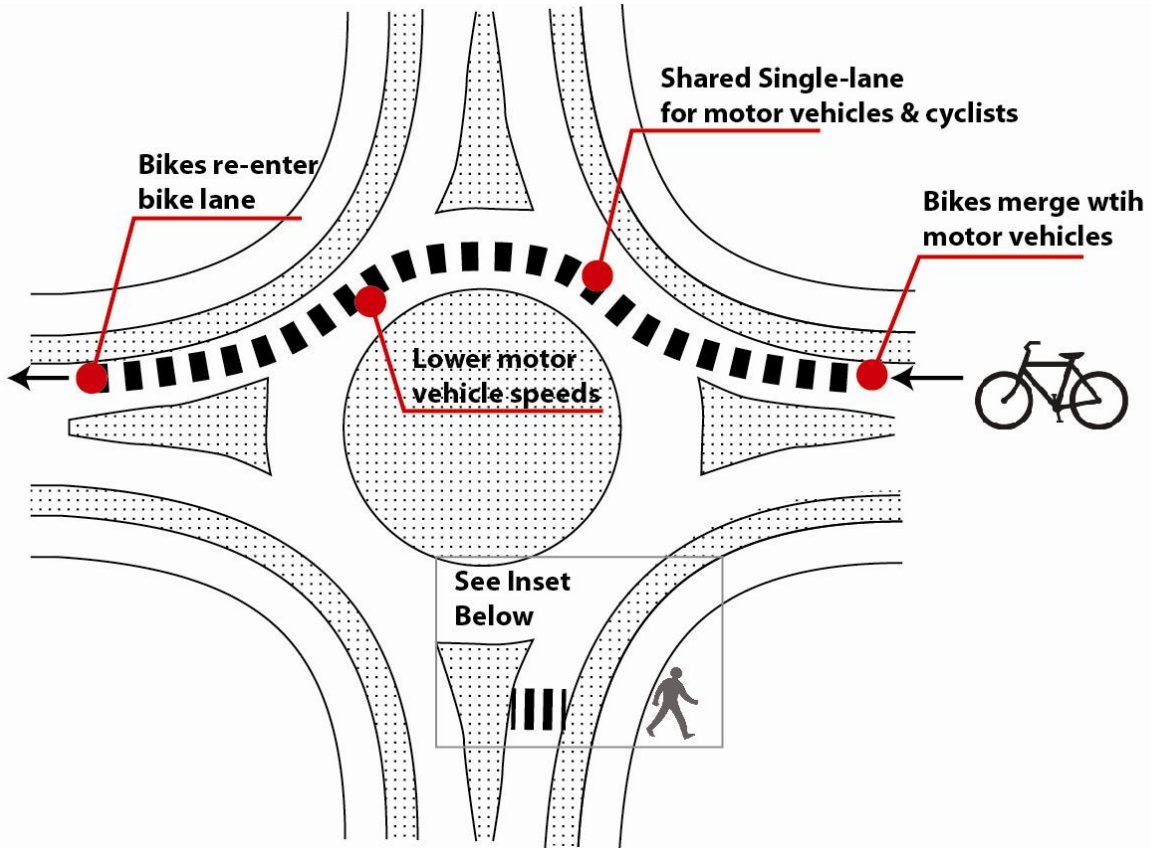
Table 7.6: Roundabout Design Elements

Design Element	Standard Single-Lane Roundabout
Inscribed Circle Diameter	90–130 feet
Maximum Entering Design Speed	20–25 mph
Splitter Islands	Raised
Central Island	Raised with 10' minimum traversable truck apron (accommodates maintenance)
Pedestrian Crossings	Pass-through raised splitters at grade with minimum 6' refuge, set back from yield line 20'
Circulatory Roadway Width	19–20 feet

ROUNABOUT DESIGN STANDARDS

- Roundabout designs shall incorporate state-of-the-practice design methods and performance criteria described in “Roundabouts: An Informational Guide” (NCHRP 2010) or any successor publications on roundabout best practices.
- Roundabouts shall include drought-tolerant, low-maintenance landscaping in the center islands, conforming to minimum and maximum heights that achieve the sight distance criteria established in “Roundabouts: An Informational Guide” or any successor publications on roundabout best practices.
- Roundabouts on Range Avenue at the Coffey Lane extension and at Briggs Avenue shall conform to modern single-lane roundabout criteria.
- Roundabouts shall be designed to accommodate through movements of 40-foot buses on Range Avenue, as well as all maneuvers made by emergency response vehicles.
- Roundabouts shall be designed to accommodate pedestrians and bicyclists. Cyclists merge with traffic before entering the roundabout, circulate with traffic, and then re-enter the bike lane after exiting.
- Pedestrian-actuated crossing lights, including flashing yellow lights, in-pavement lights, or pedestrian hybrid beacons, may be incorporated at high-volume pedestrian crossings.

Figure 7.4: Roundabout Design Elements for Pedestrian and Bicycle Access



7.9 WAYFINDING STRATEGY




Wayfinding comprises signs, maps, kiosks, and other graphic or architectural methods to convey location and directions to street and path users. This system of signage will announce that visitors and residents have entered a special place, separate and unique from the rest of the city. This section identifies the signage types and wayfinding guidelines that should be used as a framework for the development of a formal wayfinding program. A wayfinding and branding program will reinforce a distinct identity



for the North Santa Rosa Station area and is an implementing action of this Specific Plan. See action item P-1 in **Chapter 9 Table 9.1**.

WAYFINDING SIGNAGE TYPES

The following table demonstrates the various types of pedestrian, bicycle, transit, and motor-vehicle-oriented signage that should be included in the wayfinding program to be developed for the project area.

Table 7.7: Wayfinding Signage Types

Wayfinding Signage Type	Key Design Elements or Considerations	Graphic Example
<p>Pedestrian-Oriented Signs, Maps, and/or Kiosks</p>	<p>Pedestrian signs, maps, and kiosks should be placed in appropriate locations throughout the station area to direct visitors to local businesses, community amenities, and parking areas. Pedestrian-oriented signs and maps should be located at key pedestrian activity nodes, such as transit stops, plazas, and shopping areas.</p>	
<p>Transit Stop Signage</p>	<p>Transit stop signage should be provided at all bus stops in the project area. Signage should provide clear information on bus route numbers, schedules, and fares to facilitate transit ridership. Where bus stops include a passenger shelter, additional information displays such as route maps should be provided. Transit stop signage should be well lit.</p>	
<p>Auto-Oriented Directional Signage</p>	<p>The signage program shall include a common directional sign with directional arrows and labeling to denote key destinations and parking locations. Directional signs shall be oriented to vehicular traffic. Signs should be lighted, landscaped, and placed at roadsides or within medians at key locations throughout the station area.</p>	

Wayfinding Signage Type	Key Design Elements or Considerations	Graphic Example
Banners	Banners or flags on streetlight poles should be included in the signage program. Banners may be changed periodically to provide advertisement for special events and promotions in the station area.	
Gateway	Gateway features provide a sense of arrival and transition to unique places within the station area. These visual features can serve to promote the distinct identity of the station area. Entrance features may consist of a combination of plant materials, hardscape elements (such as archways, trellises, and special paving), and signage. Gateways can provide an opportunity for architectural features, monuments, murals, banners, and lighting features that serve as identifiable community landmarks.	

WAYFINDING SIGNAGE LOCATIONS

Wayfinding signs should be placed at strategic locations throughout the station area, providing directions to:

- SMART station
- Civic/cultural locations such as museums and the library
- Commercial destinations such as the shopping mall and business park
- Parking facilities (auto and bicycle)
- Taxi stands

- Transit stops
- Walk and bike routes to nearby parks, plazas, neighborhoods, and destinations

WAYFINDING GUIDELINES

The station area wayfinding system should:

- Help facilitate connections to and from the SMART station and other key destinations within the station area.
- Provide directional and information signs that are attractive, clear, and consistent in theme, location, and design.

- Identify key destinations and facilities, such as public parking, transit stops, parks, shopping, and civic destinations.
- Be co-located with other streetscape furniture, such as light standards and transit shelters, where possible, to enhance visibility and reduce visual clutter in the public realm.
- Be designed as part of a coordinated palette of signage throughout the station area with a common style or “brand” that is developed for the area to include a consistent area logo, font, patterns, and/or color scheme. The wayfinding/branding program should consider developing a theme inspired by the significant landmarks in the project area (e.g., the new SMART station, Coddington Mall, or the Schulz Museum).
- Be compatible with the style, materials, and colors of the street furnishings palette identified in Section 7.4 of this chapter.
- Include elements such as customized poles and mounts for regulatory signs, lighting fixtures, banners, and/or decorative paving elements that can serve as public art, branding, and/or wayfinding.
- Include bilingual signs in Spanish and English in appropriate areas in the Specific Plan area.



Coordinated palette of wayfinding signage

8. INFRASTRUCTURE & PUBLIC FACILITIES

8. INFRASTRUCTURE & PUBLIC FACILITIES

This chapter describes the infrastructure systems that will support the private development and public improvements described in the previous chapters. The chapter identifies how infrastructure facilities such as sewer, water, telecommunications, and electricity will be provided. Important public services such as police, fire, and education are also included in this chapter.

This chapter includes the following sections:

- 8.1 Utility Infrastructure
- 8.2 Recreation and Parks
- 8.3 Public Safety
- 8.4 Educational/Library and Cultural Facilities
- 8.5 Goals & Policies

Guiding Project Principles

The following project principles guided the development of the Infrastructure & Public Utilities chapter:

- Establish a land use plan, zoning, and a policy and design framework that will guide future development and redevelopment activities. Improve pedestrian, bicycle, auto, and transit access in the project area.
- Improve aesthetics and public safety through physical design and streetscape improvements.
- Transform the project area into a vibrant and distinct place that people want to visit.
- Enhance quality of life in the project area by providing parks, trails, and recreational opportunities.

8.1 UTILITY INFRASTRUCTURE

WATER SUPPLY

The Sonoma County Water Agency (SCWA) serves as the water service wholesaler, and the City of Santa Rosa serves as the water service retailer within the project area.

Overall, the estimated water demand increase for the project area is approximately 1.14 million gallons per average day (mgd), and pursuant to the Water Supply Assessment that was prepared for the North Station Area Specific Plan, the City will have water supply to meet this future demand. Significant water infrastructure improvements are needed to support the projected buildout of the Specific Plan area. Overall, a total of 4.19 miles of new water mains will be needed to provide for more intense development and provide adequate fire flow rates. Below is a breakdown of length by pipe diameter:

- 8-inch: 0.64 mile
- 12-inch: 3.55 miles

Other necessary improvements include fire hydrants spaced every 300 feet (maximum) in nonresidential areas and 500 feet (maximum) in low-density residential areas, valves, and service laterals. For more information on details and locations of these improvements, please refer to **Appendix D, Water and Wastewater Infrastructure Phasing**.

Planning-level estimates of probable construction costs indicate that a total investment of approximately \$9.7 million is needed. Additional information on infrastructure cost and phasing is included in **Appendix D**, while funding and financing information can be found in **Chapter 9, Implementation Plan**.

WASTEWATER SYSTEM

The City serves as the wastewater provider within the project area. As such, the City is responsible for operation and maintenance of the collection system. Wastewater from individual services flows into the City's collection system.

Based on the water demand increases projected for the project area, significant wastewater main improvements are necessary. A total of seven mains are required to be upsized upon buildout of the project area. Overall, a total of 2.99 miles of new wastewater mains will be needed. Below is a breakdown of length by pipe diameter:

- 8-inch: 0.07 mile
- 10-inch: 1.66 miles
- 12-inch: 1.16 miles
- 15-inch: 0.09 mile

Other improvements include manholes spaced every 300 feet and new sewer laterals.

Planning-level estimates of probable construction costs indicate that a total investment of approximately \$4.5 million is needed.

STORM DRAINAGE SYSTEM

The City provides storm drainage collection within the project area and is responsible for operation and maintenance of the collection system. Meanwhile, Sonoma County Water Agency provides stream maintenance of Paulin Creek and Steele Creek within the Plan area.

The existing storm drain systems in the area consist of 15- to 54-inch-diameter storm drain pipes in Cleveland Avenue, Edwards Avenue, Jennings Avenue, Frances Street, Steele Lane, and Guerneville Road with multiple outfalls into Steele Creek. There is one location of poor drainage in the existing system between the railroad and Coffey Lane immediately north of West Steele Lane. Drainage can likely be improved by regrading the existing ditch and lowering the storm drain inlet.



Steele Creek

The City's stormwater permit with the State Water Quality Control Board regulates both stormwater and non-stormwater discharges into the Santa Rosa municipal storm drain system with the intent to

reduce stormwater pollution, protect the water quality of creeks and waterways, and continue to promote groundwater recharge. With the new National Pollutant Discharge Elimination System (NPDES) Municipal Separate Storm Sewer System (MS4) Permit issued by the Regional Water Quality Control Board (RWQCB), area development will need to comply with low impact development (LID) design strategies and best management practices selection criteria to control runoff quality and quantity. These requirements will need to be handled individually on each parcel as development or redevelopment occurs.

City policy requires LID practices, which aim to mimic the existing hydraulic function of the undeveloped site by capturing, treating, and infiltrating stormwater as close to the source as possible by using small-scale landscape-based features located throughout the project site. While new storm drainage facilities are anticipated, the overall objective is to capture storm flow on site. Methods to reduce stormwater runoff and improve its quality include living roofs, structural soil, infiltration, rainwater harvesting, vegetated buffer strips and swales, rain gardens, constructed wetlands, pervious pavement, and impervious area disconnection.

It is assumed that nonstructural improvements will be maximized, but may not fully capture all runoff, and that storm drainage improvements may be needed in areas that are currently undeveloped. Localized improvements that may be required will be provided by the applicant on a project-specific basis. However, large-scale improvements to the storm drainage system are not anticipated.



Pervious pavement

SOLID WASTE

Solid waste management in the Plan area is the responsibility of the City of Santa Rosa through a franchise agreement with the County of Sonoma. The Sonoma County Waste Management Agency (SCWMA) fulfills the solid waste planning and reporting requirements for the region. Solid waste is collected and hauled to the Central Landfill for appropriate disposal, with green waste hauled to a separate processing center operated by a contractor for the SCWMA, and recyclable materials taken to be processed at any of several Materials Recovery Facilities. Full development of the Specific Plan is anticipated to contribute 4.1 pounds of solid waste per capita per day, based on the most recent

regional data reported to the California Department of Resources Recycling and Recovery (CalRecycle), which is the state's leading authority on recycling, waste reduction, and product reuse.

All businesses generating four or more cubic yards of waste per week are required to recycle, as are multi-family complexes of five units or more, regardless of the amount of waste generated. Businesses and multi-family complexes are required to separate recyclable materials from their garbage and either self-haul, subscribe to hauler service, and/or otherwise arrange for the pickup of recyclables. Sonoma County and the City of Santa Rosa recycling efforts target single-stream recycling where cardboard, paper, bottles, and cans are mixed together.

The City's collection system and the County's disposal system can accommodate the waste associated with buildout of the Specific Plan area, provided that developments implement the recycling requirements and conform to legislation regarding recycling and disposal of prohibited materials.

CABLE, PHONE, GAS, AND ELECTRIC

AT&T and Comcast provide telecommunication, cable television, and Internet services. Utility infrastructure in the project area is located both above ground on utility poles and below ground in public utility easements.

PG&E provides electric and natural gas services in the project area. Electrical infrastructure in the project area is located above ground on utility poles

as well as below ground. Natural gas pipelines are located below ground.

These providers have indicated that infrastructure improvements will be needed to adequately serve the Specific Plan area at buildout. These improvements would be determined on a project-specific basis and required to be constructed by the applicant or utility provider. As such, no cost should be borne by the City.

In conjunction with development, it may be desirable to underground some of the existing overhead facilities to improve the aesthetics and reliability of the utilities. Where feasible, undergrounding of utilities should be coordinated with any improvements to the right-of-way to save time and resources.

8.2 RECREATION AND PARKS



Jennings Park

Neighborhood parks and open spaces, including urban plazas, community gardens, and recreational facilities, are important components to a livable

suburban area. The Plan area is served by two parks: Jennings Park and Haydn Village Park. Jennings Park is located in the southwest corner of the Plan area and comprises approximately 6.5 acres; it is a neighborhood park that is intended to serve a half-mile radius. Haydn Village Park is a 0.1-acre pocket park located on Tammy Way, intended to serve the local residents within a quarter-mile radius.

It is also important to note that numerous parks exist in proximity (approximately one-quarter mile) to the Plan boundaries, including Northwest Community Park (37.8 acres), Finley Community Park (21.3 acres), Jacobs Park (7.8 acres), Bicentennial Park (4.1 acres), Steele Lane Park (2.3 acres), and Brendon Park (1.3 acres), providing recreational opportunities for Plan area residents.

The North Santa Rosa Station Area Specific Plan identifies locations for several new urban plazas or open spaces, including in the unincorporated county area north of Guerneville Road, in the Coddington Mall area, near the landing of the proposed pedestrian and bicycle bridge over Highway 101, and a small space/node near the SMART station on Guerneville Road. Consistent with the General Plan, the North Station Area Plan also identifies the proposed neighborhood park located on the vacant land south of Jennings Avenue. In addition, new bicycle and pedestrian paths are proposed along Steele Creek, Paulin Creek, and the railroad line, as well as connecting the proposed pedestrian/bicycle bridge over Highway 101 to the SMART station.

The General Plan defines neighborhood parks as being within approximately one-half mile of the residents served by the park. Through implementation of the North Santa Rosa Station Area Specific Plan, all properties within the Plan area will be within one-half mile of a neighborhood park. The City will explore public/private partnerships for the maintenance of all parks and plazas.

8.3 PUBLIC SAFETY

Public safety consists of police, fire protection, and emergency services. In the Plan area, these services are primarily fulfilled by the Santa Rosa Police Department and the Santa Rosa Fire Department.

POLICE SERVICES

Police department headquarters are located in the Public Safety Building on Sonoma Avenue, approximately 1 mile southeast of the Plan area. A police department substation is located within the Plan boundaries, at 2090 West Steele Lane. The facility is used for officers to write and print reports and is not open to the public. If funding becomes available, it may be possible to open the substation to the public.

As of January 2012, there were a total of 170 sworn positions and approximately 76 authorized civilian staff in the police department. With the projected buildout of the Plan area, additional staff on both the civilian and sworn side may be needed to maintain the same level of service. The area will be evaluated as it develops to determine whether

additional resources (e.g., staff, equipment, and/or work space) are needed.

FIRE PROTECTION AND EMERGENCY MEDICAL SERVICES

As of 2012, the Santa Rosa Fire Department included 129 sworn fire department personnel and 7 civilian staff members. There are no fire stations located within the Plan boundaries; the closest stations to the area are Station 11, located at 550 Lewis Road (the east side of Highway 101, approximately one-half mile east of the Plan boundary), and Station 3, located at 3311 Coffey Lane (approximately one-half mile north of the Plan boundary). With the buildout of the Plan area, it is anticipated that additional firefighters, a new fire station, and relocated fire stations, as identified in the General Plan, will be needed to meet the response time goals and call volume from the cumulative growth.



Fire Station 3

8.4 EDUCATIONAL/LIBRARY AND CULTURAL FACILITIES

Schools and libraries are important components of civic life. Ensuring quality educational facilities for existing and future residents of the Plan area is important to the realization of the North Santa Rosa Station Area Specific Plan.

SCHOOLS

The boundaries of the North Station Area Plan are located entirely within the Santa Rosa City School District. The district’s elementary school population is expected to increase by approximately 1.2 percent in the coming year, while the middle and high schools are expected to decline by approximately 0.7 percent. Helen Lehman Elementary School and Santa Rosa High School are the only schools located within the boundaries of the Plan area; however, properties within the boundaries are also served by Steele Lane, Monroe, and Lincoln elementary schools, as well as Comstock and Santa Rosa middle schools and Piner High School.

According to a Market Assessment Memo dated June 17, 2011, prepared for the North Station Area Specific Plan, families with children comprise approximately 28 percent of total households within the Plan area, as projected through buildout of the Plan. This percentage indicates a slight decline of families with children over time. The need for expansion of the existing schools to meet the demands of growth in the Plan area will depend on enrollment at each school in the area. If enrollment remains stable or declines, it is expected

that the school district will be able to absorb the impact of new development in the area. Schools charge a School Impact Assessment Fee for residential developed, which is applied to school facilities for new students.

Santa Rosa Junior College is also located within the Plan area, on Mendocino Avenue. The junior college is a public, two-year community college governed by a local board of trustees under the laws of the State of California. As of the 2010 spring semester, the student population was nearly 33,000. Over the past ten years the enrollment has remained relatively steady, between 33,000 and 37,000 students.

LIBRARY

The Northwest Santa Rosa Library is located within the Plan area, on a small City-owned property at the northern boundary of Coddington Mall on Guerneville Road. The Northwest Library was constructed in 1968 and serves the area bounded roughly by West College Avenue to the south, Mendocino Avenue to the east, the city limits to the west, and beyond city limits to the north.



Northwest Library

Capacity at the Northwest Library was identified as an issue in the Sonoma County Library Facilities Master Plan, which was completed in the spring of 2003. The master plan states that in order to accommodate the full range of services needed at this location, a significantly larger library is required to meet 2012 and future needs for the northwest service area. Specifically, the existing building is approximately 7,800 square feet in size, and the projected need is for 27,600 to 30,500 square feet. Given the small size of the parcel where the library is located, a larger site would be required to accommodate the necessary floor area and patron parking.

The master plan suggests exploring discussions with the mall owners and management to increase the size of the existing parcel, or considering relocation of the library to another site that would be accessible by transit, pedestrians, and bicyclists and provide ample parking.

CULTURAL FACILITIES

The Plan area contains several cultural facilities including the Schulz Museum, Redwood Empire Ice Arena, and the soon to be constructed Children's Museum, which all positively contribute to shaping the district into a focal point for culture, education, and recreation. This is in line with the community's vision for expanding the cultural facilities in the station area. To perpetuate the development of this cultural hub, additional facilities or expansion of existing uses should be considered to further this focal point of cultural uses into a grand destination.

8.5 GOALS & POLICIES

GOAL PF-1. SUPPORT ANTICIPATED LEVEL OF DEVELOPMENT INTENSITY IN PROJECT AREA WITH ADEQUATE INFRASTRUCTURE.

Policy PF-1.1. Provide utility upgrades as needed to support increased density and intensity in the area.

Policy PF-1.2. Explore options to underground existing overhead facilities to improve the aesthetics and reliability of the utilities.

GOAL PF-2. PROVIDE MECHANISMS TO ADEQUATELY CONSTRUCT AND MAINTAIN PUBLIC INFRASTRUCTURE AND FACILITIES.

Policy PF-2.1. Explore public/private partnerships for park maintenance, such as with neighborhood and business associations with a built-in maintenance agreement.

Policy PF-2.2. Evaluate alternative funding sources to help build and maintain public improvements and support public services.

Policy PF-2.3. Explore public/private partnerships to support street beautification (e.g., adopt a planter, adopt a roundabout).

GOAL PF-3. PROVIDE FUNDING FOR PUBLIC SERVICES AND UTILITIES IN THE PLAN AREA.

Policy PF-3.1. Ensure that private development provides its fair share of funding for necessary improvements to public services and utilities in the Plan Area.

Policy PF-3.2. Use the City’s Capital Improvement Program, Park and Utility Fees, federal and state grant funds, and other funding sources to implement area-wide improvements that cannot be required as part of private development projects.

Policy PF-3.3. Require new residential development projects to mitigate impacts of the increased need for public services, including fire and police protection; paramedic services; streets and street lighting; landscaping, parks and open space; and storm drains and flood control.

GOAL PF-4. ENSURE ADEQUATE WATER SUPPLY IS AVAILABLE TO SERVE EXISTING AND NEW DEVELOPMENT IN THE PLAN AREA.

Policy PF-4.1. Ensure that infrastructure is in place prior to occupancy of new development in the Plan area.

Policy PF-4.2. New development and streetscape landscaping shall employ water conservation and reuse measures.

Policy PF-4.3. Program construction of needed water system improvements as part of the City’s Capital Improvement Program as timing or conditions warrant.

GOAL PF-5. ENSURE SEWER CAPACITY IS AVAILABLE TO SERVE EXISTING AND NEW DEVELOPMENT IN THE PLAN AREA.

Policy PF-5.1. Maintain existing levels of wastewater service and provide for new development by

preserving and improving infrastructure in the Plan area, including upgrading of lines as needed.

Policy PF-5.2. Program construction of needed improvements as part of the City’s Capital Improvement Program as timing or conditions warrant.

GOAL PF-6. SOLID WASTE DISPOSAL NEEDS OF EXISTING AND NEW DEVELOPMENT IN THE PLAN AREA SHOULD BE MET WHILE PROVIDING OPPORTUNITIES FOR REDUCTION, REUSE, AND RECYCLING.

Policy PF-6.1. Expand recycling efforts in multi-family and commercial projects in the Plan area, and continue to encourage recycling by all residents.

Policy PF-6.2. New development requiring demolition of existing structures in the Plan area should reuse and recycle materials to the greatest extent possible.

GOAL PF-7. MANAGE, MAINTAIN, AND IMPROVE STORMWATER DRAINAGE AND CAPACITY IN THE PLAN AREA.

Policy PF-7.1. New development and capital improvement projects shall reduce pollution and runoff flows impacting Paulin and Steele creeks by following the City’s Storm Water Low Impact Development Technical Design Manual.

Policy PF-7.2. Require new development to upgrade and/or install storm drainage pipes as appropriate where needed. Improvements shall be designed to be consistent with the City’s storm drain standards.

Policy PF-7.3. Program construction of storm drain improvements identified in this Specific Plan as part of the City's Capital Improvement Program as timing or conditions warrant.

GOAL PF-8. PROVIDE INVITING PUBLIC GATHERING SPACES FOR VISITORS AND RESIDENTS OF THE PLAN AREA.

Policy PF-8.1. Provide an urban plaza on the vacant land north of Guerneville Road. The design of the plaza should include providing space for the development of a community garden.

Policy PF-8.2. Consider expansion of the existing outdoor dining area near the northwest corner of Coddington Mall to create a more inviting urban plaza.

Policy PF-8.3. Provide an urban plaza near the landing of the proposed pedestrian and bicycle bridge over Highway 101 and near the SMART station on Guerneville Road.

GOAL PF-9. PROVIDE FIRE AND POLICE SERVICES THAT ENSURE THE SAFETY OF THE PLAN AREA COMMUNITY.

Policy PF-9.1. Require developers to comply with Santa Rosa Fire Department requirements for multiple-story buildings to ensure adequate space for firefighting.

Policy PF-9.2. Require new development along the SMART rail corridor to comply with fire department requirements for equipment access and circulation.

Policy PF-9.3. Design proposed roundabouts on Range Avenue to ensure all fire department vehicles can safely and efficiently navigate through the intersection without rolling over any curb in order to navigate the circle.

Policy PF-9.4. Consider reopening the police department substation located at 2090 West Steele Lane to the public, as funding becomes available.

GOAL PF-10. PROVIDE LIBRARY AND CULTURAL FACILITIES TO MEET THE NEEDS OF THE PLAN AREA AND THE LARGER COMMUNITY.

Policy PF-10.1. Collaborate with the Sonoma County Library in their planning efforts to develop a new facility at an alternative site within the Plan area.

Policy PF-10.2. Support expansion or addition of cultural facilities within the Plan area.

9. IMPLEMENTATION PLAN

9. IMPLEMENTATION PLAN

This chapter outlines the implementation program for the North Santa Rosa Station Area Specific Plan.

This chapter includes the following sections:

- 9.1 Implementation Overview
- 9.2 Implementation Action Plan
- 9.3 Funding & Financing Strategy
- 9.4 Plan Administration

9.1 IMPLEMENTATION OVERVIEW

The North Santa Rosa Station Area Specific Plan creates the context for substantial additional residential, retail, and office development in the 987-acre Plan area. Achieving significant new development in the largely developed area will be challenging. New development anticipated by the Specific Plan will infill remaining vacant sites and redevelop existing underutilized sites. Considering development costs and expected market conditions, it is likely that it will take many years for the development as envisioned by the Specific Plan to occur.

New development will require a variety of improvements including those typically associated with site development, including infrastructure improvements needed to create sufficient capacity for the new development anticipated in the area as well as amenities that benefit the entire city. In order to achieve these improvements, a strategic, collaborative public/private approach to development will be required which builds on development opportunities to create value and enhance the potential for additional development and public investment. The City will undertake a number of programs and actions to implement the vision described in this Specific Plan.

This chapter is organized to provide clear guidance for policymakers to address the programmatic and physical improvements critical to the success of the Specific Plan vision. **Table 9.1** provides the Implementation Action Plan matrix, which summarizes the improvements needed and the time frame in which they should be addressed. The time frame includes short-term (0–5 years), mid-term (6–10 years), long-term (11 plus years), ongoing, and actions that will be dependent on future development. Also included in this chapter is a review of the likely funding mechanisms that will be utilized to fund required physical improvements.

WAYFINDING AND BRANDING PROGRAM

The Specific Plan requires the development of a Wayfinding and Branding Program for the Specific Plan area to create and reinforce a distinct, recognizable identity for the area; the program will provide guidance for new development and public improvements. City staff, possibly with consultant assistance, will oversee a community involvement process for the development of the program.

Wayfinding comprises signs, maps, kiosks, and other graphic or architectural methods to convey location and directions to street and path users. This system of signage will announce that visitors and residents have entered a special place, separate and unique from the rest of the city. Chapter 7, Section 7.9 of this Specific Plan identifies the signage types and wayfinding guidelines that should be used as a framework for the development of a formal wayfinding program.

SHUTTLE SERVICE IMPLEMENTATION

The Specific Plan identifies the desirability of a shuttle service to provide convenient connections to the SMART station for major employers, such as Empire College, Kaiser Permanente, the County of Sonoma, and Santa Rosa Junior College, located

along the periphery of the Specific Plan area, just beyond a comfortable walking distance to the station. A shuttle service could be part of the local bus service or provided by a private entity; the SMART agency is not planning such a service for this station. The ultimate shuttle routing will be developed in close coordination with Santa Rosa CityBus and Sonoma County Transit to avoid duplication of services.

PHYSICAL IMPROVEMENTS IMPLEMENTATION

The following infrastructure and public services improvements are physical steps required to fully implement the Specific Plan.

Street and Roadway Improvements

The Specific Plan proposes improvements to the street network in the Plan area that will help accommodate existing traffic and additional traffic anticipated as development occurs.

- **Streetscape Improvements:** The Specific Plan establishes design guidelines and development standards for streetscape improvements in the Specific Plan area. Some of these improvements will be constructed as a part of planned roadway and intersection improvements, while others will be constructed as a part of individual development projects.
- **Roundabout Improvements:** Three roundabouts are proposed along Range Avenue within the Specific Plan area. These standard single-lane roundabouts will include features that help to create a low-speed environment. The roundabout improvements will be constructed as a part of planned roadway and intersection improvements and individual development projects.
- **Coffey Lane Extension:** Coffey Lane south of Guerneville Road will link to the SMART station and then extend east to connect to Range

Avenue. This will allow buses to traverse the area, providing connectivity directly to rail transit and the ability for buses to make turnaround movements. This street will accommodate on-street bus stop facilities adjacent to the station. The improvement commences with redevelopment of the residential properties in the area.

- **Other New Streets:** The Specific Plan identifies several new streets which would be provided concurrently with new development in specific locations, including Street 1, located just west of Cleveland Avenue, Streets 2 and 3, located in the vacant area north of Guerneville Road, and the Tolar Avenue, Lance Drive, Pawnee Street, and Iroquois Street extensions.

Bicycle and Pedestrian Improvements

The Specific Plan proposes a number of improvements to the pedestrian and bicycle network to enhance both on- and off-street pedestrian and bicycle connections.

- **Paulin Creek Pedestrian and Bicycle Path:** A path along Paulin Creek will provide an opportunity for public recreation and a pleasant path of travel for pedestrians and bicyclists to reach the proposed SMART multi-use path proposed along the rail line. The creek path will be constructed as part of a citywide pedestrian and bikeway project. The path will follow the existing maintenance road along the north and south sides of Paulin Creek. The City will also work to extend the path between McBride Lane and Cleveland Avenue on either the north or south side where it can be accommodated.
- **Bicycle Boulevard Improvement:** Jennings Avenue is designated as a bicycle boulevard and will include enhanced bicycle signage and street markings where bicycles and motor vehicles share the roadway. This improvement will be

constructed as a part of a City-initiated bikeway project.

- **Bicycle and Pedestrian Bridge:** A pedestrian and bicycle bridge is proposed over Highway 101 to provide a critical link from the SMART station and project area to Santa Rosa High School and Santa Rosa Junior College. The pedestrian and bicycle bridge is a component of the Santa Rosa Bicycle and Pedestrian Master Plan. As of 2012, this improvement, which is part of a City-initiated bikeway project, is being reviewed by the City.
- **Other Pedestrian and Bicycle Improvements:** As with streetscape improvements, improvements to the pedestrian and bicycle network identified in the Specific Plan, including a new path along the SMART rail line, will be constructed as a part of individual development projects, with others created as a part of citywide pedestrian and bikeway projects.

UTILITY IMPROVEMENTS

The development proposed in the Specific Plan area will require upgrading of the City's existing utility systems, including water supply piping and wastewater piping. A complete list of anticipated utility improvements and costs is provided in Appendix B, Water Infrastructure Improvements and Phasing.

- **Water Supply:** Water supply utility pipe upgrades will be required for the areas within the Plan boundaries that are proposed for increased residential density and new development on vacant lands. The upgrades will provide the appropriate infrastructure to address the high pressure and flow rates required for adequate fire protection. The majority of the upgrades will be needed along

Range Avenue as well as in the vicinity of the two large vacant areas located north of Guerneville Road at the western edge of the project boundaries and around Jennings Avenue east of the rail line.

- **Wastewater:** Some of the sewer mains in the Plan area will need to be upsized to accommodate new development. The vacant lands on Guerneville Road and in the Jennings Avenue area will need the most substantial upgrades.

RECREATION AND PARKS

The Specific Plan identifies locations for one new neighborhood park and several new urban plazas. City park fees and new development fees will contribute to the realization of the new park and plazas.

The proposed neighborhood park will be located in the area south of Jennings Avenue and east of Range Avenue. Neighborhood parks are intended to serve the recreation needs of people living or working within a half-mile radius of the park and are generally more than 2 acres in size but less than 10 acres.

Four urban plazas are proposed: near the northwest corner of Guerneville Road and Lance Drive, at the proposed SMART station site, in the vicinity of the proposed Highway 101 pedestrian and bicycle bridge landing, and expansion of the existing urban plaza on the north side of Coddington Mall. Urban plazas are generally less than 2 acres in size and include landscape and hardscape. Plazas provide connectivity to pathways and commercial centers and can be designed to accommodate gatherings or events such as live music or farmers' markets.

9.2 IMPLEMENTATION ACTION PLAN

Table 9.1 Implementation Action Plan

Implementation Action	Cost Estimate (where applicable)	Priority	Responsibility		
			Lead	Support	
LAND USE REGULATION OR POLICY (LU)					
LU-6	Pursue relocation of public library to enable the development of a mixed-use facility on the site	-	Mid term	CD	
ECONOMIC DEVELOPMENT (ED)					
ED-1	Develop a marketing plan which may include: <ul style="list-style-type: none"> Updated inventory of vacant and underutilized parcels Information on available financial assistance programs Information on development incentives 	-	Mid term	EDH	
ED-2	Identify target businesses to attract to the project area	-	Mid term	EDH	
CIRCULATION (C)					
C-1	Coordinate with SMART for construction of a new station platform, the provision of commuter parking, and a pedestrian/bicycle path along railway	-	Short term/Ongoing	CD, R, T	SMART
C-2	Update City street standards with new street classifications identified in Chapters 6 and 7	-	Short term	T	
C-3A	On-street pedestrian and bicycle facility improvements (e.g. striping and new sidewalks)	\$1,470,000	Short term/Ongoing	T	
C-3B	Off-street pedestrian/bicycle paths	\$4,390,000		T	
C-4	Streetscape furnishing improvements	\$3,560,000	Mid term	T	
C-5	Street beautification program along College Avenue (short-to mid- term estimates including billboard removal, streetscape furnishings and street trees with irrigation)	\$50,000 (for plan) \$250,000 - \$780,000 (for improvements)	Short term	T, CD	

Key:Responsible City Department:

CD = Community Development
ED = Economic Development & Housing
F = Fire Department
FI = Finance Department
P = Parking
PD = Police Department
R = Recreation Parks & Community
Services Department
T = Transportation & Public Works or CityBus
U = Utilities

Other Responsible Party:

SMART = Sonoma-Marin Area Rail Transit
SCT = Sonoma County Transit
SCTA = Sonoma County Transportation Authority
Private = Private Party

Priority:

Short Term = 0–5 years
Mid Term = 6–10 years
Long Term = 11 + years
Ongoing

Table 9.1 Implementation Action Plan

Implementation Action	Cost Estimate (where applicable)	Priority	Responsibility		
			Lead	Support	
C-6	Intersection and corridor improvements (e.g. roundabouts, bulb-outs and/or crossings)	\$4,990,000	Ongoing	T	
C-7	Coffey Lane street extension	\$980,000	Short term	T	
C-8	Other new streets (excluding acquisition and not including Coffey Lane Extension covered under C-7)	\$7,048,000	Depending on development	T, CD	
C-9	Pedestrian/bicycle bridge over Highway 101 *Figures taken from Bike/Ped bridge feasibility study dated November 2010 – Figure does not include all other necessary street improvements.	\$13,500,000	Long term	T	
C-10	Jennings Avenue pedestrian/bicycle rail crossing *crossing could be at-grade or overpass - TBD	\$400,000	Short term	T	
C-11	Safety improvements to auto rail crossings once SMART is active	\$750,000	Short term	T	SMART
C-12	Shuttle	\$275,000 (one-time cost) \$350,000 (annually)	Short term	Private or T	SMART
C-13	Northside Transfer Center expansion and enhancements	\$800,000	Short term	EDH, T	
C-14	Evaluate parking needs	-	Ongoing	CD	
PUBLIC IMPROVEMENTS (P)					
P-1	Wayfinding & Branding Program	\$50,000 (design) \$700,000 (construction)	Short term	CD	T
P-2	Neighborhood park (assumes 2-10 acres)	\$800,000 to \$3.8 Million (each)	Depending on development	R	CD
P-3	Urban plazas (4 plazas planned at .5-2 acres)	\$238,000 to \$800,000	Depending on development	R	CD

Key:

Responsible City Department:

CD = Community Development	FI = Finance Department	Services Department
ED = Economic Development & Housing	P = Parking	T = Transportation & Public Works or CityBus
F = Fire Department	PD = Police Department	U = Utilities
	R = Recreation Parks & Community	

Other Responsible Party:

SMART = Sonoma-Marin Area Rail Transit	SCTA = Sonoma County Transportation Authority
SCT = Sonoma County Transit	Private = Private Party

Priority:

Short Term = 0–5 years
Mid Term = 6–10 years
Long Term = 11 + years
Ongoing

Table 9.1 Implementation Action Plan

Implementation Action	Cost Estimate (where applicable)	Priority	Responsibility		
			Lead	Support	
P-4	Water supply system improvements	\$9,720,000	Depending on development	T	
P-5	Wastewater system improvements	\$4,460,000	Depending on development	T	
P-6	Storm drainage system improvements (assumes storm drain installation for new streets only)	\$1,710,000	Depending on development	T	
P-7	Adopt-a-Planter and Adopt-a-Roundabout programs	\$20,000	Mid term	R	T, CD
P-8	Explore public/private partnerships for park maintenance	-	Short term	R	
P-8	Development of paving palette	\$5,000	Short term	T	CD
FUNDING PROGRAMS (F)					
F-1	Investigate feasibility of a Benefit Assessment District/ other funding mechanisms	-	Short term	CD, T	ED
F-2	Investigate private/public partnerships for neighborhood revitalization projects	-	Short term	CD	ED
F-3	Apply for grants/secure funding to implement projects	-	Ongoing	TCD, T	ED
F-4	Program North Station Area Specific Plan projects in CIP	-	Ongoing	U, T	CD

* (C-9) Figures taken from pedestrian/bicycle bridge feasibility study dated November 2010; this figure only includes the cost of the bridge, it does not include other improvements that will be necessary, such as improvements to Elliot and Edwards Avenues

Key:Responsible City Department:

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 P = Parking
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 R = Recreation Parks & Community
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Other Responsible Party:

SMART = Sonoma-Marin Area Rail Transit
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 Private = Private Party

Priority:

Short Term = 0–5 years
 Mid Term = 6–10 years
 Long Term = 11 + years
 Ongoing

9.3 FUNDING & FINANCING STRATEGY

The North Santa Rosa Station Area Specific Plan identifies a variety of specific infrastructure improvements that will be necessary to facilitate development within the project area. This strategy identifies funding and financing sources for capital improvements needed to support the Plan. This strategy does not cover the costs of operation and maintenance of the infrastructure.

The following addresses one of the fundamental decisions relating to implementation, which is the general approach to paying for infrastructure improvements.

“FUNDING” VERSUS “FINANCING”

The term “funding” refers to a revenue stream—whether from a tax, fee, grant, or other revenue source that generates money to pay for an improvement. “Financing” or “debt financing” refers to the mechanisms used to manipulate available revenue streams, so that agencies are able to provide infrastructure immediately, before revenue equal to the full cost of that infrastructure is available.

Typically, financing involves borrowing from future revenues by issuing bonds or other debt instruments that are paid back over time through taxes or fee payments. Although the terms funding and financing are often used interchangeably, the distinction is important because financing mechanisms almost always require that a funding source be identified to pay off the debt. For example, the land-based or district financing tools discussed below typically establish a new district-wide tax or fee that is used to pay back bondholders.

POTENTIAL FUNDING SOURCES AND FINANCING MECHANISMS

A variety of funding sources are available for the types of infrastructure improvements anticipated to be included in the Plan.

This section provides an overview of funding sources and financing mechanisms for the types of improvements included in the Plan.

Land-Based or District Financing

In California, the most commonly used land-based financing tools have included the formation of benefit assessment districts, community facilities districts, and tax increment financing districts. These land-based financing tools are described below, along with infrastructure financing districts, which may serve as an alternative to tax increment financing in the future since this tool is no longer available due to the elimination of redevelopment agencies in California at the end of 2011. Many of these district financing tools depend on new real estate development to generate assessments or property tax revenues to finance the improvements.

Benefit Assessment Districts

In a special assessment district, property owners within the district agree to pay an additional fee or tax in order to fund an improvement within a specific geographic area. The amount that each property owner pays must be proportional to the benefit the property will receive from the proposed improvement. Assessment districts are established by a majority vote of the property owners and can include a variety of different types of districts, from business improvement districts to sewer, utility, and parking districts.

Community Facilities Districts

Like benefit assessment districts, Mello-Roos community facilities districts (CFDs) are formed when the property owners in a geographical area agree to impose a tax or fee on the land in order to fund infrastructure improvements. Unlike benefit assessment districts, however, CFDs are most commonly formed in cases where the geographic area encompasses a small number of property owners who intend to subdivide the land for sale. This is because, to be enacted, CFDs require a two-thirds vote of property owners, unless there are at least 12 registered voters within the proposed district, in which case the district must be approved by a two-thirds majority in an election of registered voters.

Infrastructure Financing Districts

Infrastructure financing districts (IFDs) use a property tax increment to pay for infrastructure improvements. New tax revenues are diverted to finance improvements, but IFDs cannot divert property tax increment revenues from schools. Under existing California law, a city or county may create infrastructure financing districts by ordinance, if a two-thirds majority of the voters in the proposed district approves the IFD.

Special Tax Districts

Santa Rosa has established a special tax district to help fund the following services: public safety; streets and street lighting; landscaping, parks, and open space; and storm drains and flood control. To fund these services, new residential subdivisions or multi-family development would have the option to annex to the district or provide funding to cover the cost of providing these services in some other manner.

Private Contributions/Investment

This section describes contributions and investment from the private sector that can be used to pay for new infrastructure to be used by new development.

Impact Fees

Development impact fees are a one-time charge to new development imposed under the Mitigation Fee Act. These fees are charged to new development to mitigate impacts resulting from the development activity.

The City of Santa Rosa charges a variety of impact fees, including a capital facilities fee, which pays for certain public infrastructure including street widening, traffic signals, freeway interchanges, bike paths, and storm drains, a parks fee, which pays for the costs of acquiring and constructing neighborhood and community parks, and wastewater and water demand fees.

Development Agreements

Structured negotiations between cities and developers are often conducted to obtain desired improvements in exchange for development rights. The extent to which a new project can contribute to the provision of infrastructure depends on a number of factors, including the anticipated prices for new housing units, construction costs, lot size and configuration, and parking ratios. All of these factors will vary depending on the final format and timing of development; therefore, the amount of public benefits that can be provided is unpredictable and will have to be negotiated.

Public/Private Partnership

A public/private partnership typically consists of an agreement between a public agency and a private entity to deliver a new facility or infrastructure system. The public agency may agree to annual payments to the private partner in return for

building and operating the new facility. A private entity may be formed to be responsible and financially liable for delivering the project and may also share in revenues from operations.

User Fees/Rates

User fees and rates include the fees charged for the use of public infrastructure or goods (toll road or bridge, water or wastewater system). Such fees and rates are typically set to cover a system's operating and capital expenses each year, which can include debt service for improvements to the system. It may be possible to use some portion of user fee or rate revenue toward financing the costs of new infrastructure, though doing so may require raising rates.

Grants and Other Funds

Various federal, state, and regional grant programs distribute grant funds for public improvement projects. Because grant programs are typically competitive, grant funds are an unpredictable funding source. Grants and other potential sources include those described below.

Capital Improvement Program

The City of Santa Rosa has a Capital Improvement Program (CIP) which is adopted annually. The CIP identifies capital projects by category along with funding sources. Projects identified in the Specific Plan would be candidates for future inclusion in the CIP.

Sonoma County Measure M

The Sonoma County Transportation Authority (SCTA) distributes grants for local transportation improvements using revenues from Measure M, a 20-year increase in sales tax that county voters approved in 2004. Measure M is anticipated to raise between \$17 and \$35 million a year through FY 2024–25. The measure provides funding for local

street projects and rehabilitation, widening Highway 101, improving local bus service, SMART, and bicycle and pedestrian improvements.

Metropolitan Transportation Commission

The Metropolitan Transportation Commission (MTC) is the transportation planning and financing agency for the nine-county Bay Area region. As required by state and federal law, the agency assembles the Bay Area's Regional Transportation Plan (RTP) every five years. The RTP document identifies projects eligible for funding from state and federal governments over a 25-year period.

Typically, large transportation projects (i.e., those that cannot be fully funded at the local level) must be included in a region's RTP to receive state and federal transportation dollars.

In the past, MTC has also offered regional, competitive grants for which local jurisdictions, with the support of their county's Congestion Management Agency (CMA), could apply directly.

State and Federal Funds

The City may pursue state and federal funding opportunities as they become available. Because grant programs are typically competitive, grant funds are an unpredictable funding source. These programs change over time depending on funding availability.

FUNDING, FINANCING, AND PHASING STRATEGY

This section summarizes the funding and financing alternatives and phasing for the capital improvements included in the Plan. The funding and financing tools included here should be approached as a menu of options rather than as a recommendation for any particular financing approach. It is likely that some projects will be funded through a number of different local, state, federal, and even private sources, and the potential for utilizing a given source will vary depending on

market conditions, funding availability, consent from property owners, and other factors at the time the improvement is made.

Table 9.2 below shows phasing and the funding and financing tools that might be available for the specific improvements included in the Specific Plan. Under the phasing strategy, short-term improvements are those to be included in the first five years of the Plan, mid-term improvements occur in years six through ten, and long-term improvements occur in the eleventh year or later. The strategy also includes projects that are ongoing or occur depending on the timing of private development. See **Appendix D** for a detailed list of the water and wastewater improvements and costs by phase.

Table 9.2 Potential Funding and Financing Sources and Phasing for Improvements*

Public Improvements	Potential Funding Sources										
	District Financing			Contributions from Private Development			Utility / User Fees	City Capital Improvement Program	Other Government Sources of Funding		
	Benefit Assessment District	Community Facilities District	Infrastructure Financing District	Development Agreement	Impact Fees	Public Private Partnership			Sonoma County Measure M	MTC Transportation Funds	State and Federal Funds
SHORT-TERM IMPROVEMENTS											
Short-Term Water Supply System Improvements	●	○	○	⊖	⊖	○	⊖	○	○	○	⊖
Short-Term Wastewater System Improvements	●	○	○	⊖	⊖	○	⊖	○	○	○	⊖
Short-Term Storm Drainage System Improvements	●	○	○	⊖	⊖	○	⊖	○	○	○	⊖
Pedestrian and Bicycle Facility Improvements	⊖	○	○	⊖	⊖	○	○	○	⊖	⊖	⊖
Improvements to Auto Rail Crossings	●	○	○	⊖	⊖	○	○	○	⊖	⊖	⊖
Jennings Ave Pedestrian/Bicycle Rail Crossing	●	○	○	⊖	⊖	○	○	○	⊖	⊖	⊖
Streetscape Furnishing Improvements	●	○	○	⊖	○	○	○	○	○	○	○
Street Beautification Program along College Ave	●	○	○	⊖	○	○	○	○	○	○	○
Intersection and Corridor Improvements	●	○	○	⊖	⊖	○	○	○	⊖	⊖	⊖
Northside Transfer Center Expansion and Enhancements	⊖	○	○	⊖	○	○	⊖	○	⊖	⊖	⊖
SMART Shuttle	⊖	○	○	○	○	⊖	⊖	○	⊖	⊖	⊖
Wayfinding and Branding Program	⊖	○	○	⊖	○	○	○	○	○	○	○
MID-TERM IMPROVEMENTS											
Mid-Term Water Supply System Improvements	●	○	○	⊖	⊖	○	⊖	○	○	○	⊖
Mid-Term Wastewater System Improvements	●	○	○	⊖	⊖	○	⊖	○	○	○	⊖
Mid-Term Storm Drainage System Improvements	●	○	○	⊖	⊖	○	⊖	○	○	○	⊖

* See the Appendix for a detailed list of the water and wastewater improvements and costs by phase.

⊖ Partial funding possible ● Full funding possible ○ Funding unlikely or uncertain

Public Improvements	Potential Funding Sources										
	District Financing			Contributions from Private Development			Utility / User Fees	City Capital Improvement Program	Other Government Sources of Funding		
	Benefit Assessment District	Community Facilities District	Infrastructure Financing District	Development Agreement	Impact Fees	Public Private Partnership			Sonoma County Measure M	MTC Transportation Funds	State and Federal Funds
Adopt-a-Planter and Adopt-a-Roundabout Programs	⊖	○	○	⊖	○	○	○	○	○	○	○
Coffey Lane Extension and Dedicated Pedestrian/Bicycle Path	⊖	○	○	⊖	⊖	○	○	○	⊖	⊖	⊖
Relocation of Public Library Branch	⊖	○	○	⊖	○	⊖	○	○	○	○	○
LONG-TERM IMPROVEMENTS											
Long-Term Water Supply System Improvements	●	○	○	⊖	⊖	○	⊖	○	○	○	⊖
Long-Term Wastewater System Improvements	●	○	○	⊖	⊖	○	⊖	○	○	○	⊖
Long-Term Storm Drainage System Improvements	●	○	○	⊖	⊖	○	⊖	○	○	○	⊖
ONGOING IMPROVEMENTS / DEPENDING ON DEVELOPMENT											
Other New Streets, Including Acquisition	●	○	○	⊖	⊖	○	○	○	⊖	⊖	○
Pedestrian/Bicycle Bridge over Highway 101	⊖	○	○	○	○	○	○	○	⊖	⊖	⊖
Parking Needs Assessment	○	○	○	⊖	⊖	○	⊖	○	○	○	○
Neighborhood Park	●	○	○	⊖	⊖	⊖	○	○	○	○	⊖
Urban Plazas	⊖	○	○	⊖	⊖	⊖	○	○	○	○	○

* See the Appendix for a detailed list of the water and wastewater improvements and costs by phase.
 ⊖ Partial funding possible ● Full funding possible ○ Funding unlikely or uncertain

9.4 PLAN ADMINISTRATION

The City of Santa Rosa Community Development Department is responsible for the administration, implementation, and enforcement of this Specific Plan. It shall be reviewed, maintained, and implemented in a systematic and consistent manner. The implementation action plan presented in this chapter summarizes the programs, policies, and projects for implementing the station's development as outlined in this Specific Plan. Priorities are set for actions that need to be undertaken in the first years after adoption.

APPENDIX A – GLOSSARY

GLOSSARY

PLANNING POLICY TERMS

PROJECT PRINCIPLE

Project principles provide the objectives of the Specific Plan process. They establish a consistent planning framework and project understanding to ensure continuity throughout the development of the Specific Plan.

GOAL

A broad planning statement that provides direction and targets for the City's and the community's desires. The policies implement the goals (see Policy).

POLICY

A specific regulatory statement that identifies the City's position and a definitive course of action for reaching the goals (see Goal).



CIRCULATION TERMS

SHARED PARKING

The ability to share parking spaces as the result of two conditions: variations in the accumulation of vehicles by hour, by day, or by season at individual land uses, and relationships among land uses that result in visiting multiple land uses on the same auto trip.

TRANSIT-ORIENTED DEVELOPMENT (TOD)

Generally defined as a development surrounding a transit stop designed to maximize transit access. TODs are typically mixed-use residential and/or commercial developments with high densities and provide typical urban amenities within walking distance to minimize automobile usage.

TRANSPORTATION DEMAND MANAGEMENT (TDM)

Strategies and policies used to reduce the amount of automobile traffic generated by and the amount of parking needed for a development.

WAYFINDING

The collection of signs, maps, banners, gateway monuments, and kiosks that provides information and directions to users of the project area.

LAND USE TERMS

ACTIVITY-GENERATING USE

A land use that is intended to attract a high volume of pedestrian traffic. An activity-generating use provides high customer turnover and social interaction, such as retailing, entertainment and dining establishments, personal services, theaters, and galleries, and may include a lobby for upper-floor multi-family residential units.

COMMUNITY GARDEN

A public space with plots of land available for gardening by members of the community living in the area. Community gardens are open to the public and provide green space in urban areas, along with opportunities for social gatherings, beautification, education, and recreation.

NEIGHBORHOOD PARK

Public spaces intended to serve the recreation needs of people living or working within a half-mile radius of the park. Neighborhood parks are generally more than 2 acres in size but less than 10 acres. They provide spaces for informal or casual play, family or small group activities such as picnics, community gardens, children's play areas, a special feature such as a splash area, hard court or multi-use field space for fitness, and passive natural areas.

URBAN PLAZA

A public space generally 2 acres or less in size that contains more hardscape areas than neighborhood parks, while providing some trees and landscaping. Urban plazas provide connectivity to pathways and commercial centers. These spaces are designed to accommodate gatherings or events such as live music or farmers markets. These park types are flexible and fit well into many environments including transit nodes and retail areas and at the interface of residential and retail areas.

BUILDING HEIGHT & PLACEMENT TERMS

BUILDING HEIGHT

Measured as the vertical distance from the natural grade of the site to an imaginary plane located at the allowed number of feet above and parallel to the grade. Building heights convey the intensity and scale of structures and impact the feeling of enclosure within the streetscape.

BUILD-TO LINE

A line with which the exterior wall of a building in a development is required to coincide.

ENCROACHMENT

When a portion of a building extends beyond the limits determined by the setbacks. Encroachments can occur within the property limits or in some cases beyond the property limits into the public right-of-way.

SETBACK

Establishes a mandatory distance from the property line from which the wall of a building must be constructed. Setbacks directly impact the character and activity along the adjacent sidewalk. A consistent front setback is desirable in pedestrian-oriented environments. Rear and side setbacks vary according to land use district.

STEPBACK REQUIREMENT

Specifies the number of feet a building should recede from the build-to line of the floor below it and are provided for all floors above a specified story. Stepbacks help create a continuous street wall edge, reduce the appearance of a building's scale and streetscape presence, and help control wind at the ground level. Six feet is the minimum stepback permitted to ensure a visual break in multi-story structures, and this distance provides the minimum width for a functional balcony.

URBAN DESIGN TERMS**BRANDING**

The process involved in creating a unique name and image for a place, mainly through signage and materials using a consistent theme, color palette, and/or logo. Branding aims to establish a significant and differentiated presence for a specific area within the larger context of the city.

GATEWAY

A feature that defines entry points into an area and provides a sense of arrival and transition to unique places within a city. A gateway can visually announce entry into an area through intersection enhancements such as special paving, public artwork, signs, arches colorful landscaping, and/or trees.

LANDMARK

A recognizable community focal point, such as a sign, building, or tower, that helps orient people within the geographic context of their neighborhood or region.

**APPENDIX B –
GENERAL PLAN POLICIES**

GENERAL PLAN POLICIES

Key General Plan goals and policies that guide development and improvements in the project area include the following:

HOUSING ELEMENT

GOAL H-A: MEET THE HOUSING NEEDS OF ALL SANTA ROSA RESIDENTS.

Policy H-A-3: Promote conservation and rehabilitation of the existing housing stock and discourage intrusion on incompatible uses into residential neighborhoods which would erode the character of established neighborhoods or lead to use conflicts.

GOAL H-B: MAINTAIN AND REHABILITATE, AS NEEDED, THE EXISTING AFFORDABLE HOUSING SUPPLY.

Policy H-C-11: Provide opportunities for higher density and affordable housing development on regional/arterial streets and near the rail transit corridor for convenient access to bus and rail transit.

LAND USE AND LIVABILITY ELEMENT

GOAL LUL-A: FOSTER A COMPACT RATHER THAN A SCATTERED DEVELOPMENT PATTERN IN ORDER TO REDUCE TRAVEL, ENERGY, LAND, AND MATERIALS CONSUMPTION WHILE PROMOTING GREENHOUSE GAS EMISSION REDUCTIONS CITYWIDE.

Policy LUL-A-1: As part of plan implementation – including development review, capital improvements programming, and preparation of detailed area plans – foster close land use/transportation relationships to promote use of alternative transportation modes and discourage travel by automobile.

Policy LUL-A-2: Annex unincorporated land adjacent to city limits and within the Urban Growth Boundary, when the proposal is timely and only if adequate services are available. Ensure that lands proposed for annexation provide a rational expansion and are contiguous to existing urban development.

GOAL LUL-E: PROMOTE LIVABLE NEIGHBORHOODS BY REQUIRING COMPLIANCE WITH GREEN BUILDING PROGRAMS TO ENSURE THAT NEW CONSTRUCTION MEETS HIGH STANDARDS OF ENERGY EFFICIENCY AND SUSTAINABLE MATERIAL USE. ENSURE THAT EVERYDAY SHOPPING, PARK AND RECREATION FACILITIES, AND SCHOOLS ARE WITHIN EASY WALKING DISTANCE OF MOST RESIDENTS.

GOAL LUL-F: MAINTAIN A DIVERSITY OF NEIGHBORHOODS AND VARIED HOUSING STOCK TO SATISFY A WIDE RANGE OF NEEDS.

Policy LUL-F-2: Require development at the mid-point or higher of the density range in the Medium and Medium High Density Residential categories. Allow exceptions where topography, parcel configuration, heritage trees, historic preservation or utility constraints make the mid-point impossible to achieve.

GOAL LUL-G: PROMOTE MIXED USE SITES AND CENTERS.

GOAL LUL-I: MAINTAIN VIBRANT, CONVENIENT, AND ATTRACTIVE COMMERCIAL CENTERS.

GOAL LUL-J: MAINTAIN THE ECONOMIC VITALITY OF BUSINESS PARKS AND OFFICES, AND SANTA ROSA'S ROLE AS A REGIONAL EMPLOYMENT CENTER.

GOAL LUL-K: PROTECT INDUSTRIAL LAND SUPPLY AND ENSURE COMPATIBILITY BETWEEN INDUSTRIAL DEVELOPMENT AND SURROUNDING NEIGHBORHOODS.

NOISE AND SAFETY ELEMENT

GOAL NS-B: MAINTAIN AN ACCEPTABLE COMMUNITY NOISE LEVEL TO PROTECT THE HEALTH AND COMFORT OF PEOPLE LIVING, WORKING AND/OR VISITING IN SANTA ROSA, WHILE MAINTAINING A VISUALLY APPEALING COMMUNITY.

Policy NS-B-1: Do not locate noise-sensitive uses in proximity to major noise sources, except residential is allowed near rail to promote future ridership.

PUBLIC SERVICES AND FACILITIES ELEMENT

GOAL PSF-A: PROVIDE RECREATIONAL FACILITIES AND PARKS FOR ALL SECTORS OF THE COMMUNITY.

TRANSPORTATION ELEMENT

GOAL T-A: PROVIDE A SAFE AND SUSTAINABLE TRANSPORTATION SYSTEM.

GOAL T-B: PROVIDE A SAFE, EFFICIENT, FREE-FLOWING CIRCULATION SYSTEM.

GOAL T-D: MAINTAIN ACCEPTABLE MOTOR VEHICLE TRAFFIC FLOWS.

GOAL T-H: EXPAND THE EXISTING TRANSIT NETWORK TO REDUCE GREENHOUSE GAS EMISSIONS AND TO PROVIDE CONVENIENT AND EFFICIENT PUBLIC TRANSPORTATION TO WORKPLACES, SHOPPING, SMART STATIONS, AND OTHER DESTINATIONS.

GOAL T-J: PROVIDE ATTRACTIVE AND SAFE STREETS FOR PEDESTRIANS AND BICYCLISTS.

GOAL T-K: DEVELOP A SAFE, CONVENIENT, AND CONTINUOUS NETWORK OF PEDESTRIAN SIDEWALKS AND PATHWAYS THAT LINK NEIGHBORHOODS WITH SCHOOLS, PARKS, SHOPPING AREAS, AND EMPLOYMENT CENTERS.

GOAL T-L: DEVELOP A CITYWIDE SYSTEM OF DESIGNATED BIKEWAYS THAT SERVES BOTH EXPERIENCED AND CASUAL BICYCLISTS, AND WHICH MAXIMIZES BICYCLE USE FOR COMMUTING, RECREATION, AND LOCAL TRANSPORT.

OPEN SPACE & CONSERVATION ELEMENT

GOAL OSC-E: ENSURE LOCAL CREEKS AND RIPARIAN CORRIDORS ARE PRESERVED, ENHANCED, AND RESTORED AS HABITAT FOR FISH, BIRDS, MAMMALS AND OTHER WILDLIFE.

GOAL OSC-F: CONSTRUCT TRAIL CORRIDORS AND OTHER RECREATIONAL OPPORTUNITIES ALONG LOCAL WATERWAYS.

GOAL OSC-G: PROVIDE EDUCATIONAL OPPORTUNITIES ALONG THE WATERWAYS IN THE CITY.

GOAL OSC-K: REDUCE ENERGY USE IN EXISTING AND NEW COMMERCIAL, INDUSTRIAL, AND PUBLIC STRUCTURES.

URBAN DESIGN ELEMENT

GOAL UD-D: AVOID STRIP PATTERNS OF COMMERCIAL DEVELOPMENT. IMPROVE THE APPEARANCE AND FUNCTIONING OF EXISTING COMMERCIAL STRIP CORRIDORS, SUCH AS SANTA ROSA AVENUE AND SEBASTOPOL ROAD.

GOAL UD-E: CREATE A FRAMEWORK OF PUBLIC SPACES AT THE NEIGHBORHOOD, CITY, AND REGIONAL SCALE.

GOAL UD-G: DESIGN RESIDENTIAL NEIGHBORHOODS TO BE SAFE, HUMAN-SCALED AND LIVABLE BY ADDRESSING COMPACT DEVELOPMENT, MULTI-MODAL CONNECTIVITY AND REDUCING ENERGY USE.

Policy UG-G-2: locate higher density residential uses adjacent to transit facilities, shopping, and employment centers, and link these areas with bicycle and pedestrian paths.

ECONOMIC VITALITY ELEMENT

GOAL EV-A: MAINTAIN A POSITIVE BUSINESS CLIMATE IN THE COMMUNITY.

Policy EV-A-1: Continue to promote Santa Rosa as the North Bay's premier location for technology, clean/green technologies, and entrepreneurial businesses, which create new products and business models that will attract national and international markets.

Policy EV-B-7: Focus business attraction efforts on filling vacancies in commercial and industrial structures. With the Redevelopment Agency and Economic Development and Housing Department, develop incentives for those efforts such as low cost loans for tenant improvements, façade improvements, and new business incubation.

GOAL EV-D: MAINTAIN THE ECONOMIC VITALITY OF THE DOWNTOWN, BUSINESS PARKS, OFFICES AND INDUSTRIAL AREAS.

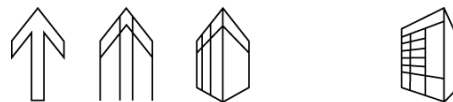
**APPENDIX C –
AFFORDABLE HOUSING
STRATEGY**

Affordable Housing Strategy

North Santa Rosa Station Area Specific Plan

January 27, 2012

Prepared for:
City of Santa Rosa



STRATEGICECONOMICS

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I. INTRODUCTION

This report assesses the need for affordable housing in the North Santa Rosa Station Area. It evaluates the impact that the proposed Sonoma Marin Area Rail Transit (SMART) commuter rail service and station may have on housing affordability in the long-term, as well as the range of affordable housing policies in place to meet the area's long-term affordability needs. The report is intended to inform the North Santa Rosa Specific Plan and provide a preliminary set of recommendations related to affordable housing that may be included in the Plan.

As discussed below, the Station Area has historically provided relatively affordable housing. Rents tend to be lower than in other parts of Santa Rosa, as do household incomes. In recent decades, the area has experienced less development compared to other parts of the City. By providing improved access to job centers along the Highway 101 corridor, the introduction of SMART – especially if combined with bicycle and pedestrian connectivity and other improvements to the Station Area – has the potential to make this an increasingly attractive neighborhood for higher-income households from across the region, drive new residential development, and increase the prices of existing housing units. At the same time, SMART access will provide benefits for existing residents. Indeed, maintaining a mixed-income neighborhood as the area becomes increasingly transit-oriented would provide many benefits to the community.

The remainder of this section reviews the benefits of mixed-income, transit-oriented development (TOD) and discusses how affordable housing strategies may emphasize preservation of existing affordable units or production of new affordable units, depending on the circumstances in a particular area. Section II of this report provides an overview of demographic and housing trends in the Study Area, with an eye towards understanding the appropriate mix of housing policies for the area. Section III discusses the potential impact that SMART and the Station Area Specific Plan may have on affordable housing conditions in the Study Area in the long-term. Section IV describes the City of Santa Rosa's existing affordable housing policies. Section V concludes with preliminary recommendations for preserving and producing affordable housing in the Study Area.

THE BENEFITS OF MIXED-INCOME, TRANSIT-ORIENTED DEVELOPMENT

TOD provides a range of potential benefits including increased transit ridership, reduced regional congestion and pollution, and healthier, more walkable neighborhoods. Neighborhoods with a mix of both affordable and market-rate housing can also provide many benefits, such as reducing income segregation and providing lower-income residents with better access to regional jobs. Mixed-income, transit-oriented communities can achieve not only the separate benefits of TOD and mixed-income housing, but also reap synergistic benefits that come from bringing the two together. These benefits include:

- ***Truly Affordable Housing:*** Many lower-income households make significant trade-offs between lower housing prices and higher commute costs. Providing low-cost housing near transit can significantly lower the combined housing and transportation burden. While the average American family spends roughly 19 percent of household income on transportation, households with access to good transit service spend only 9 percent.¹

¹ Center for Transit-Oriented Development and the Center for Neighborhood Technology, *The Affordability Index*, Brookings Institution Press, 2006.

- **Stable Transit Ridership:** Lower income-households are more transit-dependent and less likely to own a car than other demographic groups, and are more likely than higher-income households to use transit for non-work trips during “off-peak” hours. Mixed-income transit-oriented development helps ensure that transit’s highest percentage riders have access to transit, helping to stabilize or increase transit ridership.
- **Broadened Access to Opportunity:** Housing opportunities near transit for low-income households can improve access to employment, education, and services, without the high transportation costs associated with driving.
- **Health Benefits of TOD Extended to All Incomes:** The hallmarks of transit-oriented communities – a diversity of land use; traditional street grids and sidewalk networks; close proximity of housing, retail, and employment; and accessible, high-quality transit – are highly correlated with higher rates of walking and biking, lower probabilities of being overweight or obese, and lower risks of life threatening, obesity-related diseases for residents.²

AFFORDABLE HOUSING STRATEGIES: PRODUCTION VS. PRESERVATION

An affordable housing strategy can help achieve the benefits of mixed-income TOD by prioritizing the preservation of existing affordable units, the production of new affordable units, or a mix of the two types of strategies. In general, preservation is an appropriate strategy in districts where there is a significant existing concentration of low-income households and affordable housing, a potential for future displacement, and multiple preservation opportunities. An emphasis on affordable housing production, on the other hand, makes sense when there is a pressing need for new affordable housing options, multiple opportunity sites for new development, and/or limited opportunities for housing preservation. The two types of strategies are complementary; for example, even in situations where preserving existing low-cost market-rate and subsidized housing is the highest priority, opportunities for production of new affordable housing units can still be pursued.

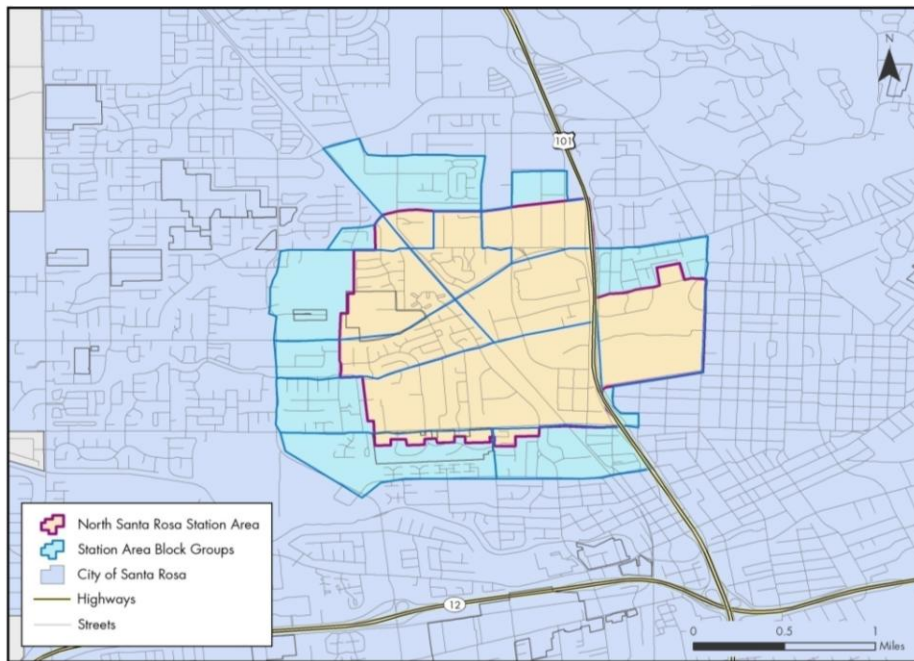
Determining the appropriate mix of preservation and production strategies requires an understanding of existing conditions in the target area. The following section examines relevant conditions in the Study Area, including population and household trends and the local housing stock.

² See, for example: (1) Frank, Lawrence D., Peter O. Engelke, and Thomas L. Schmid, *Health and Community Design: The Impact of the Built Environment on Physical Activity*, 2003; (2) Frank, Lawrence D., James F. Sallis, Terry L. Conway, et al. “Many Pathways from Land Use to Health.” *Journal of the American Planning Association*, 2006, 75-87; (3) Moudon, Anne V. et al. “Operational Definitions of Walkable Neighborhood: Theoretical and Empirical Insights.” *Journal of Physical Activity and Health*, 2006, S99-S117. (4) Ewing, Reid, Tom Schmid, Richard Killingsworth, et al. “Sprawl and Physical Activity, Obesity, and Morbidity.” *American Journal of Health Promotion*, 2003, 47-57.

II. EXISTING CONDITIONS IN THE STUDY AREA

This section provides an overview of demographic and housing trends in the Study Area, with an eye towards understanding the need for affordable housing in the North Santa Rosa Station Area, the impact that the new SMART station may have on housing affordability, and the appropriate combination of preservation and production strategies for the area. The analysis relies on data from the US Census, which is available at the block group level. All block groups that cross the boundary of the Study Area as defined in the Specific Plan were included in the analysis. Thus, the numbers used in this section that are derived from Census Data are based on a slightly larger geography than the actual Specific Plan Area (shown in Figure 1).³

Figure 1. North Santa Rosa Study Area and Block Groups



Sources: U.S. Census; ESRI; Strategic Economics, 2011.

³ The Census data used in this section are from the 1990 and 2000 U.S. Census and the 2005-2009 American Community Survey (ACS) 5-Year Estimate (the most current data available at the time the analysis was conducted). The 2005-09 ACS estimated that there were 5,909 households/occupied housing units in the station area block groups shown in Figure 1. The City's 2005 Land Use database indicates that there were 4,310 housing units within the Study Area boundaries as defined in the Specific Plan. This report uses the 2005-09 ACS occupied housing unit count when discussing demographics, to be consistent with the Census data. When discussing other, non-Census data, such as the number of affordable housing units in the Study Area, we refer to the housing unit count from the 2005 Land Use database in order to be consistent with other sections of the Specific Plan.

The Study Area has experienced fluctuating population growth, household sizes, and vacancy rates.

Total population in the Study Area grew substantially between 1990 and 2000 (32 percent) and slightly faster than in the City as a whole (30 percent). During this period, which coincided with the surge in the housing market, the average household size grew and the vacancy rate declined to just over 3 percent in the Study Area. Since 2000, however, the population of the Study Area has declined by approximately 7 percent, and vacancy rates have increased to more than 7 percent (Table 1). Meanwhile, the population of Santa Rosa has continued to grow, increasing by 4 percent since 2000.

Table 1. Demographic Trends: North Santa Rosa Study Area and City of Santa Rosa, 1990, 2000 & 2009

	North Santa Rosa Study Area			City of Santa Rosa		
	1990	2000	2009	1990	2000	2009
Population	12,451	16,459	15,292	113,313	147,532	154,017
Households	5,288	6,018	5,909	45,901	56,066	59,645
Average Household Size	2.35	2.73	2.59	2.47	2.63	2.58
Vacancy Rate	4.8%	3.4%	7.2%	3.8%	2.5%	6.3%
Median Household Income*	\$27,829	\$42,051	\$42,225	\$35,237	\$50,931	\$58,899

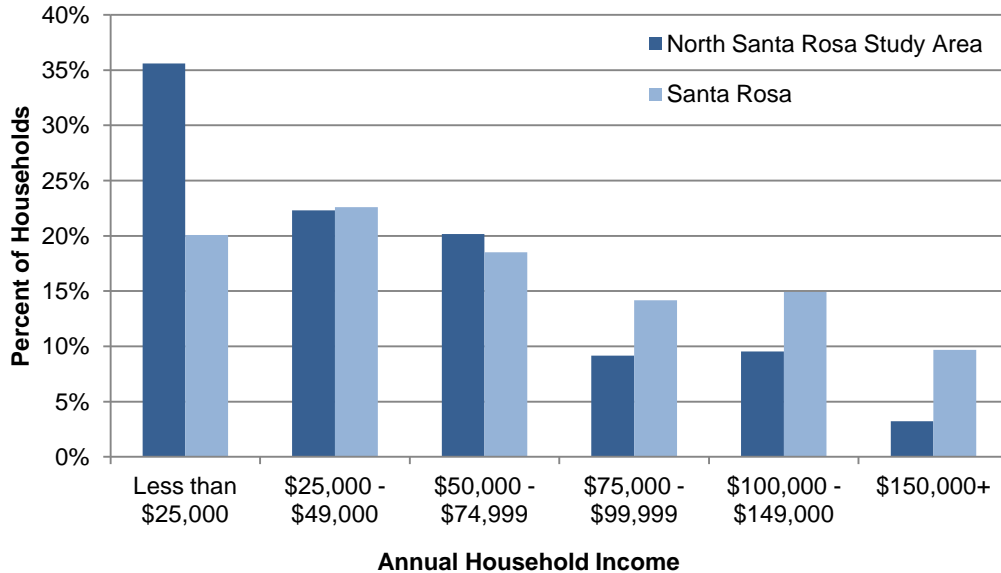
Source: Strategic Economics, 2011; US Census, 1990, 2000, 2005-2009 American Community Survey 5-Year Estimates.

* Historical income data not adjusted for inflation.

Incomes in the Station Area lag behind incomes in the rest of Santa Rosa.

Household incomes in the Study Area have not kept pace with those of Santa Rosa as a whole. Compared to Santa Rosa, Study Area households have lower median incomes (Table 1). Figure 2 shows the income distribution by six income groups for the Study Area compared to the city as a whole in 2009. The Study Area had a higher proportion of households in the lowest income group, with over 35 percent of households earning an annual income of less than \$25,000. The Study Area also has a lower proportion of households in the three highest income groups, as shown in Figure 2.

Figure 2. Income Distribution: North Santa Rosa Study Area and the City of Santa Rosa, 2009



Source: 2005-2009 American Community Survey 5-Year Estimates; Strategic Economics, 2011.

The Study Area has historically maintained a high level of renter-occupied housing, much higher than for the City of Santa Rosa overall (Table 2).

As of the late 2000s, approximately 66 percent of housing units in the Study Area were occupied by renters, compared with 44 percent citywide. The percentage of renter-occupied housing remained relatively stable between 1990 and 2009, both in the Study Area and the City overall. Rental housing is often more affordable than for-sale units to households with low incomes.

Table 2. Housing Tenure: North Santa Rosa Study Area and City of Santa Rosa, 1990, 2000 & 2009

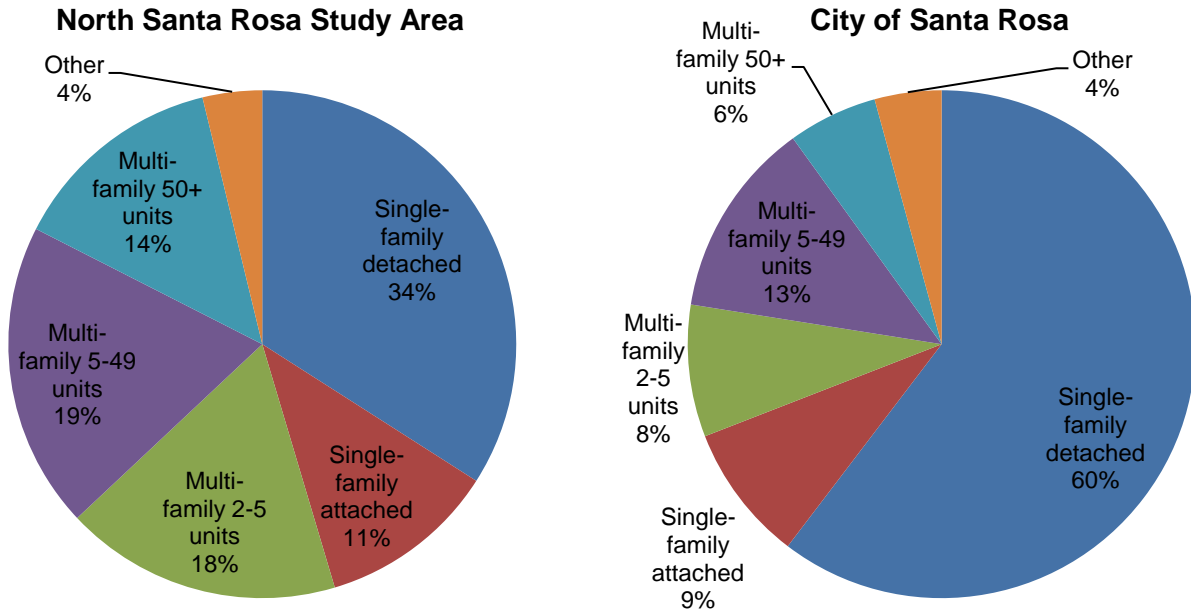
	North Santa Rosa Study Area			City of Santa Rosa		
	1990	2000	2009	1990	2000	2009
Occupied Housing Units	5,288	6,018	5,909	45,901	56,066	59,645
% Owner-Occupied	31.1%	34.0%	33.7%	57.6%	58.2%	56.3%
% Renter-Occupied	68.9%	66.0%	66.3%	42.4%	41.8%	43.7%

Source: Strategic Economics, 2011; US Census, 1990, 2000, 2005-2009 American Community Survey 5-Year Estimates.

The Station Area’s housing stock is relatively diverse and includes a high share of multi-family units.

More than two-thirds of housing units in Santa Rosa are single-family detached or attached homes, as shown in Figure 3. The Study Area, on the other hand, includes a greater diversity of building types. While 34 percent of housing units in the Study Area are detached single-family homes, over 11 percent are attached single-family (townhomes), and nearly 51 percent of units are in multi-family buildings, with a particularly large share in larger buildings or complexes with 50 or more units.

Figure 3. Housing Units by Building Type: North Santa Rosa Study Area and City of Santa Rosa, 2009

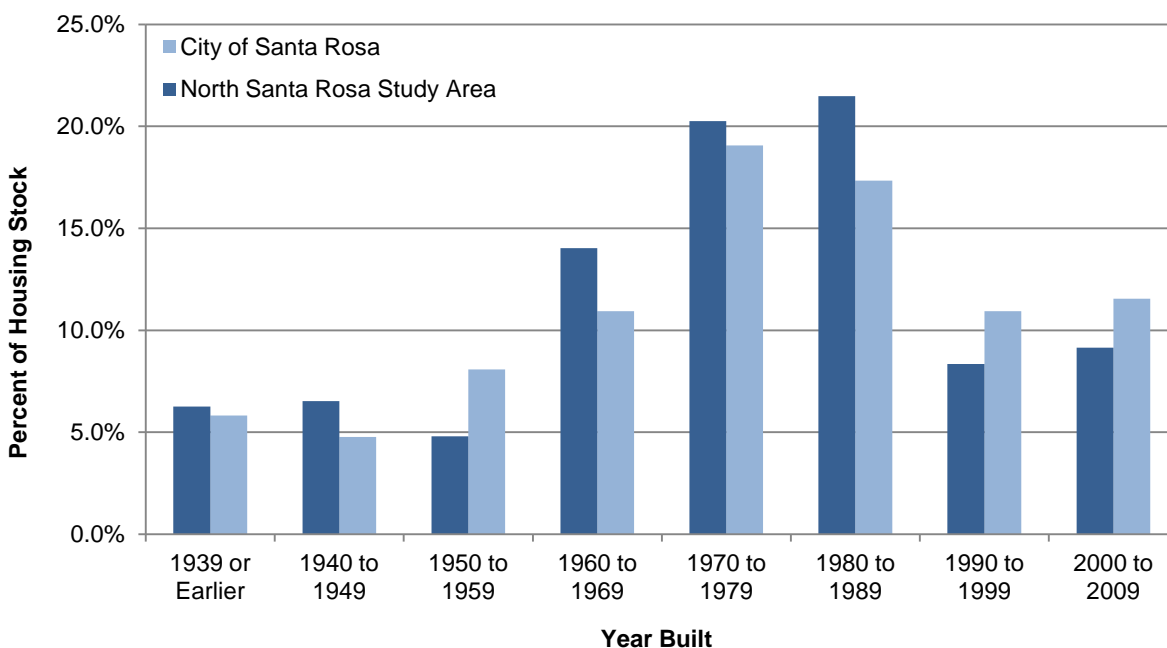


Source: 2005-2009 American Community Survey 5-Year Estimates; Strategic Economics, 2011.

Approximately half of the Station Area’s housing units were built in the 1960s, 70s, and 80s.

The vast majority of housing units in the City as a whole and in the Study Area were constructed after World War II, with over 65 percent built in 1970 or later. Figure 4 shows the age of housing stock within the Study Area and the City of Santa Rosa. Housing units in the Study Area are more likely to have been built in the 1960s, 70s, or 80s than housing in other parts of Santa Rosa. The Study Area experienced relatively less housing development in the 1990s and 2000s compared to other parts of the City.

Figure 4. Age of Housing Stock: North Santa Rosa Study Area and City of Santa Rosa, 2009



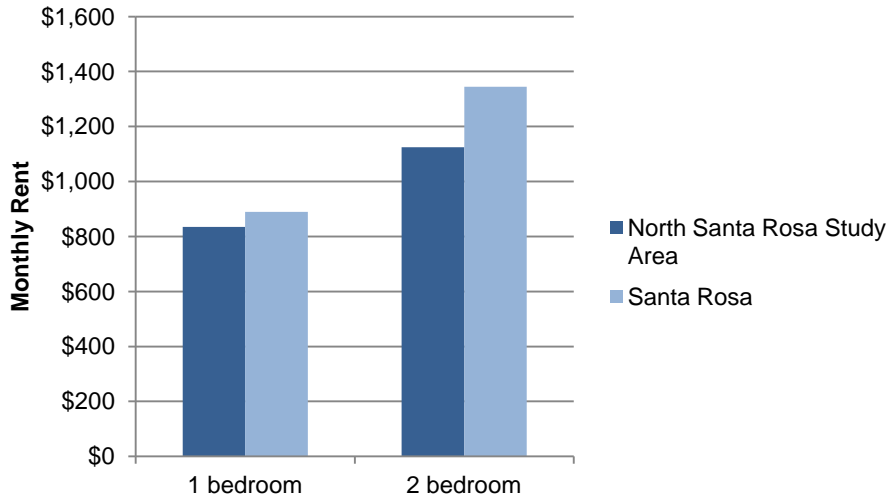
Source: 2005-2009 American Community Survey 5-Year Estimates; Strategic Economics, 2011.

Monthly rents in the Study Area are low compared to average rents in Santa Rosa.

Based on Craigslist advertisements posted in late September 2011, the median monthly rent in the Study Area was \$835 for a one-bedroom apartment and \$1,125 for a two-bedroom, compared to \$890 and \$1,345, respectively, for other parts of Santa Rosa (Figure 5). This matches the perception of local real estate brokers, who report that Study Area rents (and rents for units located west of Highway 101 in general) are lower than rental rates citywide for similar buildings.

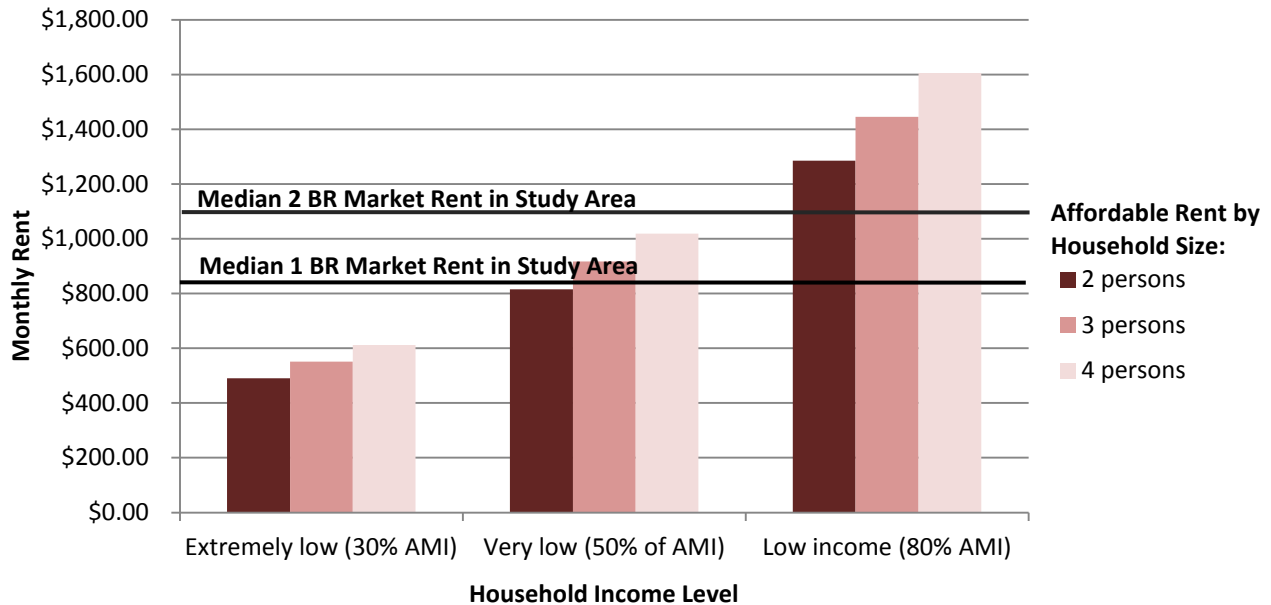
As Figure 6 shows, these market rents are largely affordable for low-income households (those earning 50 to 80 percent of Area Median Income, or AMI) and for smaller, very-low-income households (those earning 30 to 50 percent of AMI) in the Santa Rosa area. Most housing subsidy programs set rents at 30 percent of household income level. While median rents in the study area amount to less than 30 percent of income for many households in the very-low- and low-income categories, extremely low-income households (those earning less than 30 percent of AMI) would have trouble affording a market-rate unit in the study area, as would very-low-income households looking for a two-bedroom apartment.

Figure 5. Median Craigslist Rents: North Santa Rosa Study Area and City of Santa Rosa, September 2011



Sources: Craigslist, September 2011; Strategic Economics, 2011.

Figure 6. Study Area Median Rents Compared to Affordable Rents (30% of Income) for Extremely Low, Very Low, and Low Income Households, 2011



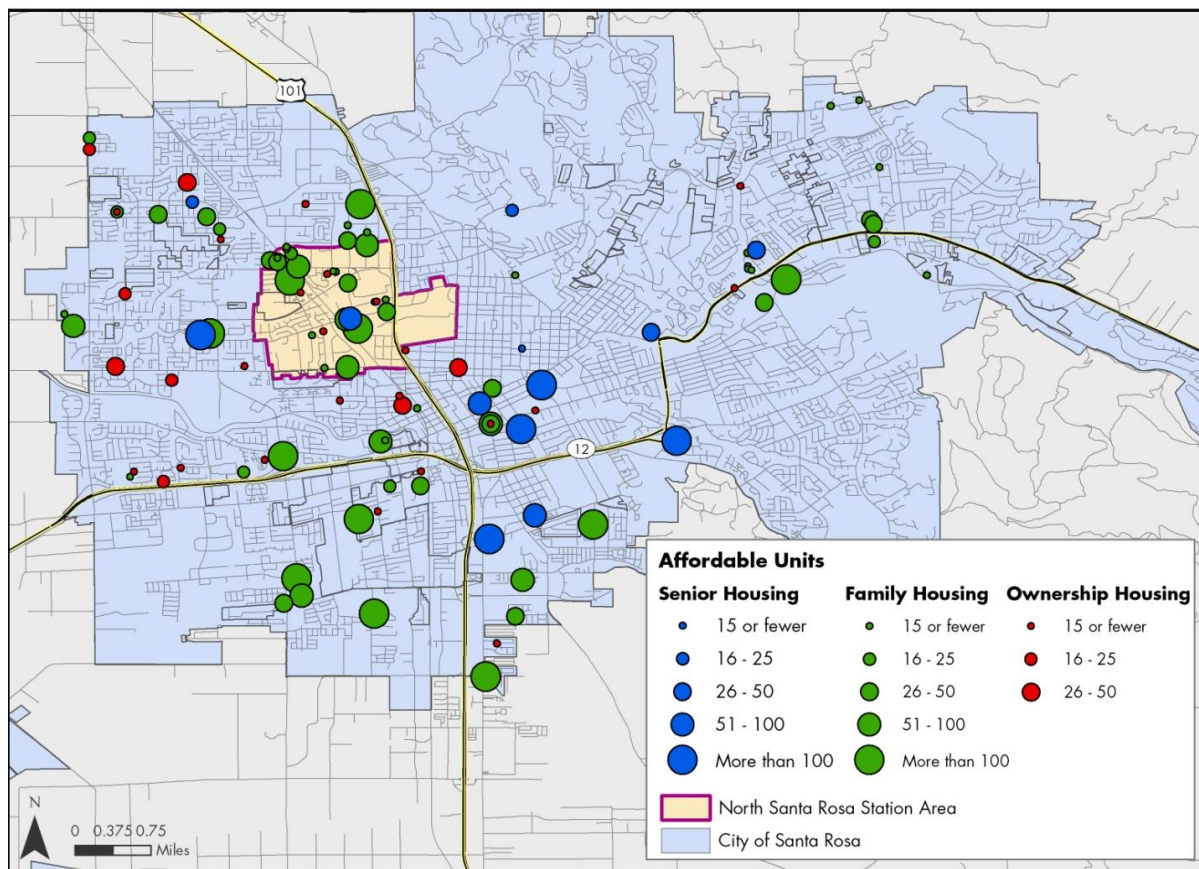
Sources: City of Santa Rosa Department of Economic Development and Housing, July 2011; Craigslist, September 2011; Strategic Economics, 2011.

The Study Area has a high concentration of subsidized affordable housing.

Figure 7 and Tables 3 and 4 show the subsidized affordable housing units that have been built in the Study Area and the rest of the City.⁴ The 791 subsidized units in the Study Area account for about 18 percent of the Study Area's 4,310 total housing units.⁵ In comparison, the City's 4,362 affordable units account for about 7 percent of the City's total housing stock.⁶ Overall, 18 percent of the City's affordable housing units have been developed in the Study Area, although the Study Area accounts for under 10 percent of the City's total housing stock.

The Study Area's affordable housing stock includes a number of large affordable housing developments, including several consisting of over 100 units.

Figure 7. Affordable Housing Developments in Santa Rosa, 2011*



Sources: City of Santa Rosa, 2010; Strategic Economics, 2011; US Census, ESRI.

*Includes all affordable housing projects with which the Santa Rosa Housing Authority has been involved; some of the units may have completed the required term of affordability.

⁴ The count of affordable housing units used in this section includes all the affordable housing projects with which the Santa Rosa Housing Authority has been involved. Some of these units may have completed the required term of affordability and reverted to market rate.

⁵ The Study Area housing unit count (4,310) from the City's 2005 Land Use database is used here for consistency with other sections of the Specific Plan (See Footnote 3, above),

⁶ Based on the U.S. Census American Community Survey and California Department of Finance estimates of Santa Rosa's total housing stock in 2005 (between 62,500 and 65,000).

Table 3. Affordable Housing by Targeted Income Level and Type in the Study Area, 2011*

Unit Type	Affordable Units	Extremely Low	Very Low	Low	Moderate
Senior- Rental	733	131	414	188	0
Family-Rental	4	0	0	0	4
Homeownership	54	17	37	0	0
Total	791	148	451	188	4

Sources: City of Santa Rosa, 2011; Strategic Economics, 2011.

* Includes all affordable housing projects with which the Santa Rosa Housing Authority has been involved; some of the units may have completed the required term of affordability.

Table 4. Total Affordable Housing Located in the Study Area and City of Santa Rosa, 2011*

	Senior Rental	Family Rental	Home-ownership	Special Needs	Total
North Santa Rosa Study Area	733	4	54	0	791
City of San Rosa	1,091	3,007	159	105	4,362
Study Area as a % of City	67%	0%	34%	0%	18%

Sources: City of Santa Rosa, 2011; Strategic Economics, 2011.

* Includes all affordable housing projects with which the Santa Rosa Housing Authority has been involved; some of the units may have completed the required term of affordability.

Ninety seven percent of recently developed housing units in the Study Area were affordable or senior units.

Table 5 lists recently developed (within the last five years) or approved housing projects located in the Study Area. Since 2006, 455 new housing units have been developed in the Study Area, all but 14 of which were multi-family or apartment units. All of the 441 multi-family/apartment units were targeted at low-income families or seniors.

Table 5. Recent and Approved Housing Development in the Study Area, 2006-2011

Location	Description	New Units
Recent Development		
1080 Jennings Avenue	Affordable and senior apartment units, a community building, and a play area, on 5.36 acres.	162
1090 Jennings Avenue	Affordable apartments in six three-story buildings, a community room, and a play area, on 2.93 acres.	70
905 Jennings Avenue	Single-family attached residential units.	14
810 Jennings Avenue	Affordable multi-family units and community building, on 2.19 acres.	49
471 West College Avenue	Affordable multi-family units on 4.09 acres.	98
2051 W. Steele Lane	Extremely-low- and very-low-income apartments.	62
	Total Recent Units	455
	Senior or Affordable Units	441
	Percent Senior or Affordable (of Total Units)	97%
Approved But Not Yet Under Construction		
1137 Clover Drive	Townhouses on 0.34 acres	5
1625 Eardley Avenue	New single-family residences with granny units, retain existing single-family residence	6
1215 & 1217 Jennings Ave	New single-family homes	5
2300 West Steele Lane	New single-family homes	6
1598 Becky Court	Conversion of 72 apartments and 32 duplex units to residential condominium units	
111 Carrillo Street	Change land use designation from General Industry to Medium Density Residential (8.0 to 18.0 units per acre) on the 0.24 gross acre site.	N/A
	Total Approved Units	22

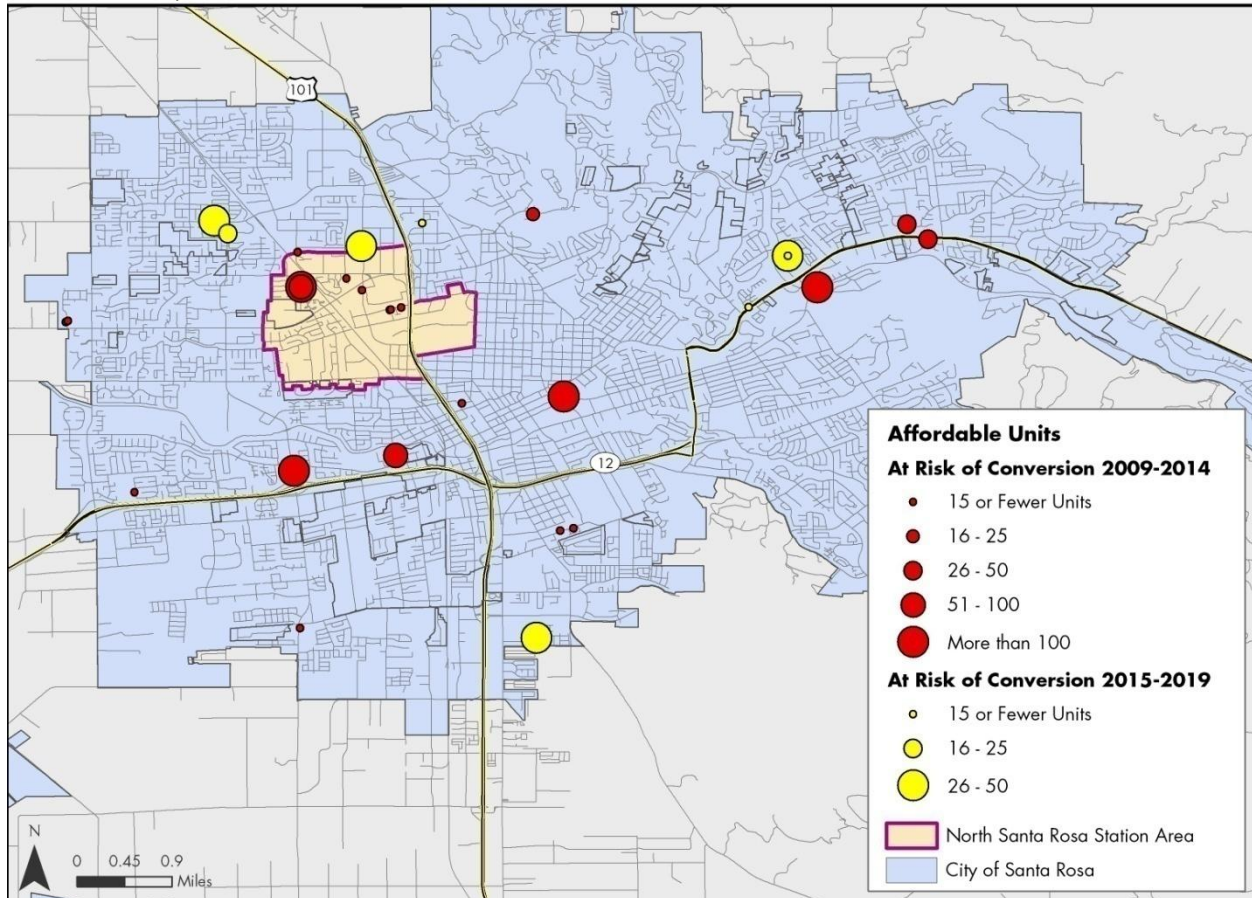
Source: City of Santa Rosa, 2011.

Slightly more than 200 restricted-rent units located within the Study Area are at risk for conversion to market-rate rents by 2014.

Many affordable housing units in the City of Santa Rosa (as in the rest of the country) were built under federal or local programs that provide developers who agree to restrict rents to affordable levels for low-income households with funding or incentives to build housing. Once the term of the initial contract is up, the property owner may choose to raise rents to market-rate. Typically, units that are owned by private property owners are most at risk for conversion; non-profit owners, particularly those that specialize in affordable housing development and management, are more likely to extend existing contracts or find other funds to maintain affordability.

As of 2009, the most recent year for which data for the entire city is available, nearly 1,000 affordable units in Santa Rosa were at risk of being converted to market-rate by 2019 (Figure 8). Currently, 242 units located in the Study Area are at risk of conversion in the near future, with affordability terms ending between late 2011 and 2014 (Table 6). The vast majority of the at-risk units (231) are located in Valley Oak Park Apartments, which is the single largest affordable housing complex in the Station Area. Valley Oak Park Apartments is owned by the Carpenters' Union, whose contract with the federal government is due to expire in 2014. At that point, the owners will have the option to convert or (assuming that federal funds are available) renew the contract. Alternatively, an affordable housing developer could potentially acquire and rehabilitate the building using four percent Low-Income Housing Tax Credits, which would extend affordability for an additional 55 years.

Figure 8. Santa Rosa Low-Income Rental Units at Risk of Converting to Market Rate, 2009 (Most Recent Year Available)



Sources: City of Santa Rosa, 2010; Strategic Economics, 2011; US Census; ESRI.

Table 6. Low-Income Rental Units in the Study Area at Risk of Converting to Market Rate, 2011

Project Name/Location	Total Units	Units at Risk	Earliest Conversion Date	Assistance Program
Coddington Mall Apartments 2001 Range Avenue	230	8	11/27/2011	MRB
Edwards Avenue Townhomes 948 and 1052 Edwards Avenue	11	1 1	4/21/2012 12/1/2011	SRDIP
Meadowbrook View 2155 Meadowbrook View Court	18	1	12/1/2011	SRDIP
Valley Oak Park 2600 Northcoast Street	231	231	9/30/2014	Section 236

Source: City of Santa Rosa, 2011
 MRB: Multifamily Revenue Bond program
 SRDIP: Santa Rosa Density Increase Program

EXISTING CONDITIONS SUMMARY

The North Santa Rosa Station Area currently provides relatively affordable housing for low- and moderate-income households. The Study Area is characterized by a diversity of housing types, including many options for renters. Market-rate rents tend to be lower than rents elsewhere in Santa Rosa, and – in the recent past, at least – are likely to be affordable for very-low- and low-income households. The Study Area also has a relatively high concentration of subsidized units, including housing developments targeted at both seniors and families. The single largest affordable housing project located in the Study Area, Valley Oak Park Apartments, is at risk of converting to market-rate in 2014.

In the short-term, the risk of displacement of low-income households from either subsidized or market-rate (but low-cost) housing appears to be low – especially considering that the vast majority of new housing built or approved in the Study Area in recent years has been affordable. Conditions may change in the longer-term, however, especially with the introduction of SMART and other improvements that result from the Specific Plan.

III. POTENTIAL IMPACTS OF STATION AREA PLAN AND SMART SERVICE

In keeping with the diversity and affordability of the area's housing options, the Study Area has historically been home to many renters and low-income households. As discussed in the previous section, the short-term risk of displacement of low-income households from either subsidized or market-rate (but low-cost) housing appears to be limited. In the long-term, however, the introduction of SMART and other investments in the Study Area may affect housing costs and availability. This section describes the potential impact that the implementation of the Station Area Specific Plan and the introduction of SMART are likely to have on the supply of and demand for affordable housing.

NORTH SANTA ROSA STATION AREA SPECIFIC PLAN

In the long run, improvements included the Specific Plan, such as new pedestrian/bicycle paths and neighborhood parks, could have the potential to make the area more attractive for new residents, potentially driving up housing prices.⁷ The Specific Plan is estimated to allow a maximum build-out of about 2,940 new residential units in the Study Area. While new investment and housing development can sometimes contribute to increased housing prices in an area, the City's current Housing Allocation Plan (HAP; discussed further in Section IV) aims to ensure continued affordability by requiring that developers of market-rate housing either reserve 15 percent of housing units for low-income households or pay an in-lieu fee. This policy would require that 440 of the 2,940 new housing units be restricted to low-income households, or that developers pay appropriate in-lieu fees to the Santa Rosa Housing Trust.⁸

IMPACT OF SMART

In January 2012, SMART announced that the first phase of commuter rail service will extend from Downtown San Rafael to North Santa Rosa. SMART service is projected to begin in 2015 or 2016. Households in the Study Area will benefit from the increased accessibility that SMART provides to job markets along Highway 101. At the same time, SMART may create pressure on housing prices in the mid- to long-term. Indeed, a large body of literature shows that transit service has a positive impact on residential property values, especially if combined with the other types of improvements envisioned in the Specific Plan.⁹ In turn, rising property values may create the potential for some displacement of existing residents; the 66 percent of Study Area residents who rent may be especially vulnerable to displacement if housing costs begin to rise.

⁷ A list of the specific projects that will be recommended in the Plan is not available as of this writing.

⁸ Santa Rosa's in-lieu fees depend on unit size and are adjusted annually based on construction costs.

⁹ See, for example, Wardrip, Keith, "Public Transit's Impact on Housing Costs: A Review of the Literature," *Insights from Housing Policy Research*, Center for Housing Policy, August 2011, http://www.nhc.org/media/documents/TransitImpactonHsgCostsfinal_-_Aug_10_20111.pdf.

IV. AFFORDABLE HOUSING POLICIES & PROGRAMS

This section describes the policy context for affordable housing in Santa Rosa, and the tools available for producing new affordable housing in Santa Rosa, preserving existing affordable units, and contributing to neighborhood revitalization.

SANTA ROSA'S REGIONAL HOUSING NEEDS ALLOCATION (RHNA)

As required by state law, the Association of Bay Area Governments (ABAG) allocates the region's housing need to local jurisdictions, which are then required to include plans in their Housing Elements to provide their "fair share" of housing at various income levels. Table 7 shows the most recent Regional Housing Needs Allocation (RHNA) for Santa Rosa. ABAG projects a total need of 6,534 units in Santa Rosa between 2007 and 2014. Between 2007 and 2010, the City issued building permits for 1,339 housing units. In order to meet the RHNA numbers, an additional 5,195 units are needed, including 2,045 in the very low and low household categories. The City's Housing Element designates sufficient additional land to meet the remaining housing need, including several vacant sites in the Study Area that are designated for residential use.

ABAG and the Metropolitan Transportation Commission (MTC) are currently in the process of developing the 2014-2022 RHNA and the region's Sustainable Communities Strategy (SCS). The region's next RHNA, due to be released in 2012, must allocate housing units in consistency with the development pattern included in the SCS, which emphasizes concentrating development in selected Priority Development Areas (PDAs) and Growth Opportunity Areas (GOAs). The North Santa Rosa Study Area is currently designated as a GOA.

Table 7. Santa Rosa's Regional Housing Needs Allocation and Building Permit Issuance by Income Level

	Household Income Category				Total Units
	Very Low	Low	Moderate	Above Moderate	
ABAG RHNA 2007-14	1,520	996	1,122	2,896	6,534
Building Permits 2007-10	261	210	218	650	1,339
Remaining Need	1,259	786	904	2,246	5,195

Source: City of Santa Rosa, 2011.

POLICY TOOLS AND PROGRAMS

The City of Santa Rosa has a wide range of tools at its disposal for producing new affordable housing, preserving existing units, and providing other housing assistance. With the exception of the Neighborhood Revitalization Program, which targets selected focus neighborhoods, all of the City's housing policies and programs are available for use within the North Santa Rosa Station Area.

The City administers most funding for affordable housing through the Santa Rosa Housing Trust. The Trust is an umbrella fund that pools money from the federal Community Development Block Grant (CDBG) and HOME programs, local Redevelopment housing set-aside funds, and in-lieu fees from the City's inclusionary zoning program (known as the Housing Allocation Plan). The Housing Trust administers many of the programs described below that provide direct funding for the development and preservation of affordable housing units.

Production Tools

Every year, the Santa Rosa Housing Authority allocates funding from the Housing Trust for the development of affordable housing. The City can also issue tax-exempt Multifamily Housing Bonds to finance affordable housing development.¹⁰

Much of the funding for affordable housing development in Santa Rosa comes from the Housing Allocation Plan (HAP), the City's inclusionary zoning policy. The HAP requires that developers of market-rate housing either reserve 15 percent of housing units for low-income households at restricted rent levels (for rental projects) or reduced purchase prices (for for-sale projects), or pay an in-lieu fee.¹¹ The majority of developers choose to pay the in-lieu fee, which is adjusted annually based on construction costs and scaled to increase with unit size. Between 1992 and 2010, the City collected more than \$24 million in in-lieu fees, using the fees (plus interest and loan repayment) to assist with the development of 1,582 units for very-low-income and low-income households.¹² Projects that provided affordable units on-site developed 108 affordable units in this time.

Consistent with state law, Santa Rosa's Density Bonus Program allows projects to develop at densities higher than allowed by the General Plan in return for providing affordable or senior housing, donating land for affordable housing, or providing child care facilities. In addition, the City's Low-Density Infill policy allows projects of 3 acres or less that are designated low-density in the General Plan (maximum 8 units per acre) to increase density up to 15 units per acre as long as the project is compatible with surrounding land uses and the developer agrees to provide one very-low-income unit or two low-income units for every ten market-rate units.

Preservation Tools

The City monitors the affordability restrictions on existing subsidized housing units, including units built under federal programs as well as under the City's density bonus and inclusionary programs. When affordability contracts expire, the City may facilitate the continuation of affordability, in some cases by providing funding for acquisition and rehabilitation. Funding

¹⁰ Congress authorizes state and local agencies to issue tax-exempt bonds to fund the development or acquisition/rehabilitation of low-income rental housing. The proceeds of the bond sales are used to provide low-cost financing for developers to acquire land and build new rental units, or to acquire and rehabilitate existing apartment buildings.

¹¹ The HAP states that each allocated rental unit shall remain available for occupancy only by households whose income does not exceed that of a low-income household at an affordable rent for a term of at least 30 years from the date of the first rental of the unit. Each allocated for-sale unit shall remain available for occupancy only by households whose income does not exceed that of a low-income household at an affordable sales price, for a term established by an occupancy agreement approved by the City Council prior to project approval.

¹² Source: City of Santa Rosa. Of the 1,582 units that have received assistance, 1,372 are built or under construction.

sources for acquisition and rehabilitation include the Santa Rosa Housing Trust and tax-exempt Multifamily Housing Bonds.

Santa Rosa has also historically offered a Rehabilitation Loan Program, which provides low-interest loans to investors/owners of affordable housing as well as to low-income homeowners. This program is currently suspended due to budget constraints, but has provided \$15 million toward rehabilitation and preservation of over 1,300 units throughout the City since 1977.

Other Housing Programs and Policies

In addition to the tools described above, which are mostly targeted to the production and preservation of affordable rental housing, the Santa Rosa Housing Authority administers the Department of Housing and Urban Development's Section 8 Housing Choice Voucher Program, a rent control ordinance for mobile homes, and assistance for low-income and first-time homebuyers.

The City also has several policies to ensure access to housing for people with disabilities. Community care facilities are allowed in all residential and commercial land use designations except in the Motor Vehicle Sales District;¹³ the City's Reasonable Accommodation Ordinance provides persons with disabilities a procedure to seek modifications or exceptions to land use regulations as required to allow equal housing opportunities; and the 2035 Housing Element calls for development of a program that would evaluate issues of "visitability" in residential building design, and the adoption of universal design elements in the City's Building Code.¹⁴

Neighborhood Revitalization Program

Santa Rosa's Neighborhood Revitalization Program (NRP) is an inter-departmental task force that coordinates the City's efforts to improve the living conditions and quality of life in selected neighborhoods. The program is administered by the Department of Economic Development and Housing, and the team includes staff from Community Development, Fire, Police, Recreation and Parks, and the City Attorney's Office.

The program includes building and fire inspections to ensure safe and sanitary housing. The City Attorney works with property owners, tenants, and neighborhood associations to improve compliance with state and local law. A Youth Coordinator and Community Organizer work with the community and local schools to coordinate youth activities, make referrals to job training, and provide social, educational, and cultural programs for adults. A Police Officer is assigned to the team to improve the feeling of safety. Finally, the Department of Economic Development and Housing concentrate low-interest rehabilitation loans in the focus neighborhoods.

The program has historically been funded by the Santa Rosa Redevelopment Agency and included six focus neighborhoods. The existing Apple Valley Neighborhood focus area overlaps slightly with the northwestern portion of North Santa Rosa Station Area. Those parts of the Station Area located within the Gateways Redevelopment Project Area may be eligible to

¹³ Facilities for six or fewer persons are allowed by right; facilities for seven or more require a Minor Conditional Use Permit.

¹⁴ "Visitability" is an inclusive design approach that integrates basic accessibility features into newly constructed residential units in order to make structures accessible to disabled persons who might visit, if not necessarily live in, the structures. "Universal design" seeks to make homes and other aspects of the built environment usable by everyone, regardless of age or level of ability.

participate in NRP in the future. However, the future of this and other Redevelopment programs is uncertain; as of early 2012, the State of California was slated to eliminate Redevelopment.¹⁵

¹⁵ In June 2011, Governor Jerry Brown signed two bills that were slated to eliminate redevelopment agencies that did not agree to make annual payments for distribution to schools, fire protection agencies, and transit agencies. On December 29, 2011, however, the California Supreme Court ruled that the bill eliminating redevelopment agencies was constitutional, but that the second bill, which allowed the agencies to continue to exist if they paid the state for schools, fire protection agencies, and transit agencies was invalid. This ruling likely means that unless the state legislature passes additional legislation, redevelopment will not be available for use in North Santa Rosa, or elsewhere in California.

V. RECOMMENDATIONS

The North Santa Rosa Specific Plan Area is characterized by a diversity of housing options, including many units available to renters and low-income households. The Plan Area also includes a number of subsidized housing units that are at risk of being converted to market-rate by 2014. Therefore, the affordable housing related policies recommended in this section deal primarily with preserving the existing affordable housing stock – including both subsidized and low-cost market-rate units – in order to minimize displacement of existing residents. At the same time, however, the City should take advantage of opportunities to provide additional affordable housing in the Plan Area.

The following recommendations are intended to be incorporated into the North Santa Rosa Specific Plan, although the final recommendations included in the Plan may differ depending on how the Plan evolves.

Goal 1. Provide a variety of housing types and densities in the Specific Plan Area, including those affordable to households qualifying as Extremely Low Income, Very Low Income, Low Income, and Moderate Income.

Policy 1a. Utilize existing City programs and policies to encourage and facilitate development of affordable housing within the Specific Plan Area, including the City's Housing Allocation Plan requiring the development of affordable units in the Specific Plan Area.

Goal 2. Minimize displacement of existing residents.

Policy 2a. Require existing subsidized affordable housing units be replaced on a one-to-one basis within the Plan Area.

Policy 2b. Facilitate the continuation of affordability of existing subsidized housing units, in some cases by providing funding for acquisition and rehabilitation.

Policy 2c. If funding becomes available, consider reinstating the Rehabilitation Loan Program providing low-interest loans to investors/owners of affordable housing as well as to low-income homeowners.

Policy 2d. If funding becomes available, consider expanding the Neighborhood Revitalization Program boundaries to include a greater portion of the Specific Plan Area in order to ensure that existing housing units in the study area are safe, sanitary, and in good repair.

Goal 3. Create housing opportunities for a diverse population.

Policy 3a. Promote the development of housing for all groups, including students and seniors with concentrations near the SMART station and the bicycle and pedestrian bridge.

In addition to the policies recommended above, the City should continue to implement the city-wide affordable housing policies contained in the Housing Element and other chapters of the

General Plan, including the recommendation that the City evaluate issues of “visitability” in residential building design and adopt universal design elements in the City’s Building Code.

**APPENDIX D –
WATER AND WASTEWATER
INFRASTRUCTURE
PHASING**

Table C-1: Water Infrastructure Improvements and Phasing

Improvement ID	Location	Cost
Short-Term Water Improvements		
Improvement A	Range Avenue, from Jennings Avenue to West Steele Lane	\$827,000
Improvement F	Edwards Avenue, from Range Avenue to Cleveland Avenue and tie-in at intersection of Edwards Avenue and Cleveland Avenue/Elliott Avenue	\$567,000
Improvement H	Cleveland Avenue, from Frances Street to Ridgeway Avenue and tie-in at Jennings Avenue and Cleveland Avenue	\$624,000
Improvement K	Guerneville Road, between Coffey Lane and Westberry Drive	\$229,000
Improvement L	Coffey Lane extension, between end of existing Coffey Lane to Range Avenue	\$395,000
Improvement O	Jennings Avenue, between Range Avenue and Cleveland Avenue	\$494,000
Improvement U	Briggs Avenue extension, from Edwards Avenue to Range Avenue/Frances Street	\$549,000
Improvement V	New Street 1, from Edwards Avenue to Foley Street	\$400,000
	Short-Term Water Supply System Improvements (Improvements A, F, H, K, L, O, U, and V)	\$4,085,000
Mid-Term Water Improvements		
Improvement E	West Steele Lane, from Range Avenue to Illinois Avenue	\$741,000
Improvement M	Plata Court, between Roca Court and Dorado Court	\$44,000
Improvement N	Plata Court, east of Dorado Court	\$276,000
Improvement P	Pawnee Street extension, from end to Guerneville Road	\$440,000
Improvement Q	Iroquois Street extension, from end to Guerneville Road	\$212,000
Improvement R	New Street 3, from end to Guerneville Road	\$426,000
Improvement S	Lance Drive extension, from Ridley Avenue to Iroquois Street	\$394,000
Improvement T	New Street 2, from Ridley Avenue to proposed Iroquois Street extension	\$392,000
	Mid-Term Water Improvements (Improvements E, M, N, P, Q, R, S, and T)	\$2,925,000

WATER AND WASTEWATER INFRASTRUCTURE PHASING

Improvement ID	Location	Cost
Long-Term Water Improvements		
Improvement B	Range Avenue, from West Steele Lane to Russell Avenue	\$1,084,000
Improvement C	State Farm Drive, from McBride Lane to Cleveland Avenue	\$137,000
Improvement D	Cleveland Avenue, from West Steele Lane to State Farm Drive	\$748,000
Improvement G	South of Guerneville Road, between Cleveland Avenue and Range Avenue	\$298,000
Improvement I	North of West Steele Lane, between Range Avenue and McBride Lane	\$242,000
Improvement J	Eardley Avenue, between West College Avenue and Tammy Way	\$204,000
	Long-Term Water Improvements (Improvements B, C, D, G, I, and J)	\$2,713,000
Total Water Supply System Improvements		\$9,723,000

Phasing:

Short Term = (0–5
years)

Mid Term = (6–10
years)

Long Term = (11+
years)

Table B-2: Wastewater Infrastructure Improvements and Phasing

Improvement ID	Location	Cost
Water" to "Wastewater		
Improvement 3	New Coffey Lane extension, from II2709MH73 to Range Avenue	\$367,000
Improvement 4	RR tracks, from II2709MH070 to II2709MH073	\$155,000
Improvement 5	Edwards Avenue, from Range Avenue to II2710MH057	\$411,000
Improvement 6	Jennings Avenue, from Range Avenue to II2710MH072	\$85,000
Improvement 7	From II2709MH075 to II2710MH055	\$84,000
Improvement 13	Briggs Avenue extension, from Edwards Avenue to Range Avenue/Frances Street	\$464,000
Improvement 14	New Street 1, from Edwards Avenue to Foley Street	\$338,000
	Short-Term Wastewater System Improvements (Improvements 3-7, 13-14)	\$1,904,000
Improvement 8	Pawnee Street extension, from end to Guerneville Road	\$372,000
Improvement 9	Iroquois Street extension, from end to Guerneville Road	\$179,000
Improvement 10	New Street 3, from end to Guerneville Road	\$360,000
Improvement 11	Lance Drive extension, from Ridley Avenue to Iroquois Street	\$333,000
Improvement 12	New Street 2, from Ridley Avenue to proposed Iroquois Street extension	\$331,000
	Mid-Term Wastewater Improvements (Improvements 8-12)	\$1,575,000
Improvement 1	Cleveland Avenue, from II2705MH017 to II2710MH062	\$111,000
Improvement 2	Cleveland Avenue, from II2705MH066 to II2705MH017	\$871,000
	Long-Term Wastewater Improvements (Improvements 1 and 2)	\$982,000
Total Wastewater System Improvements		\$4,461,000

Phasing:

Short Term = (0–5 years)

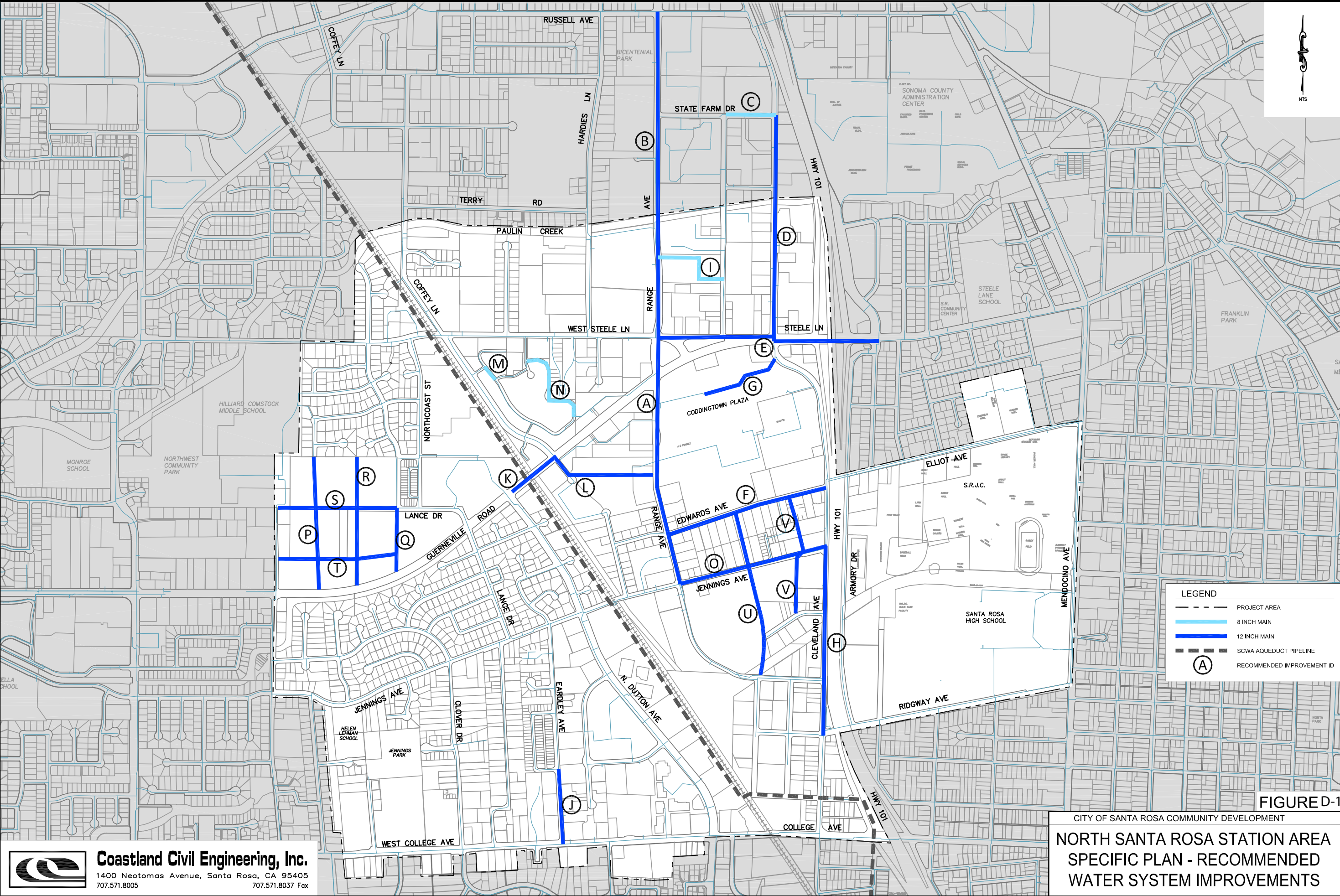
Mid Term = (6–10 years)

Long Term = (11+ years)



FOR REDUCED PLANS, THE ORIGINAL SCALE IS IN INCHES

Project: 1400 Neotomas Avenue, Santa Rosa, CA 95405
Date: 11/24/2017
Scale: 1" = 200'
Author: [Name]
Check: [Name]
Title: [Title]



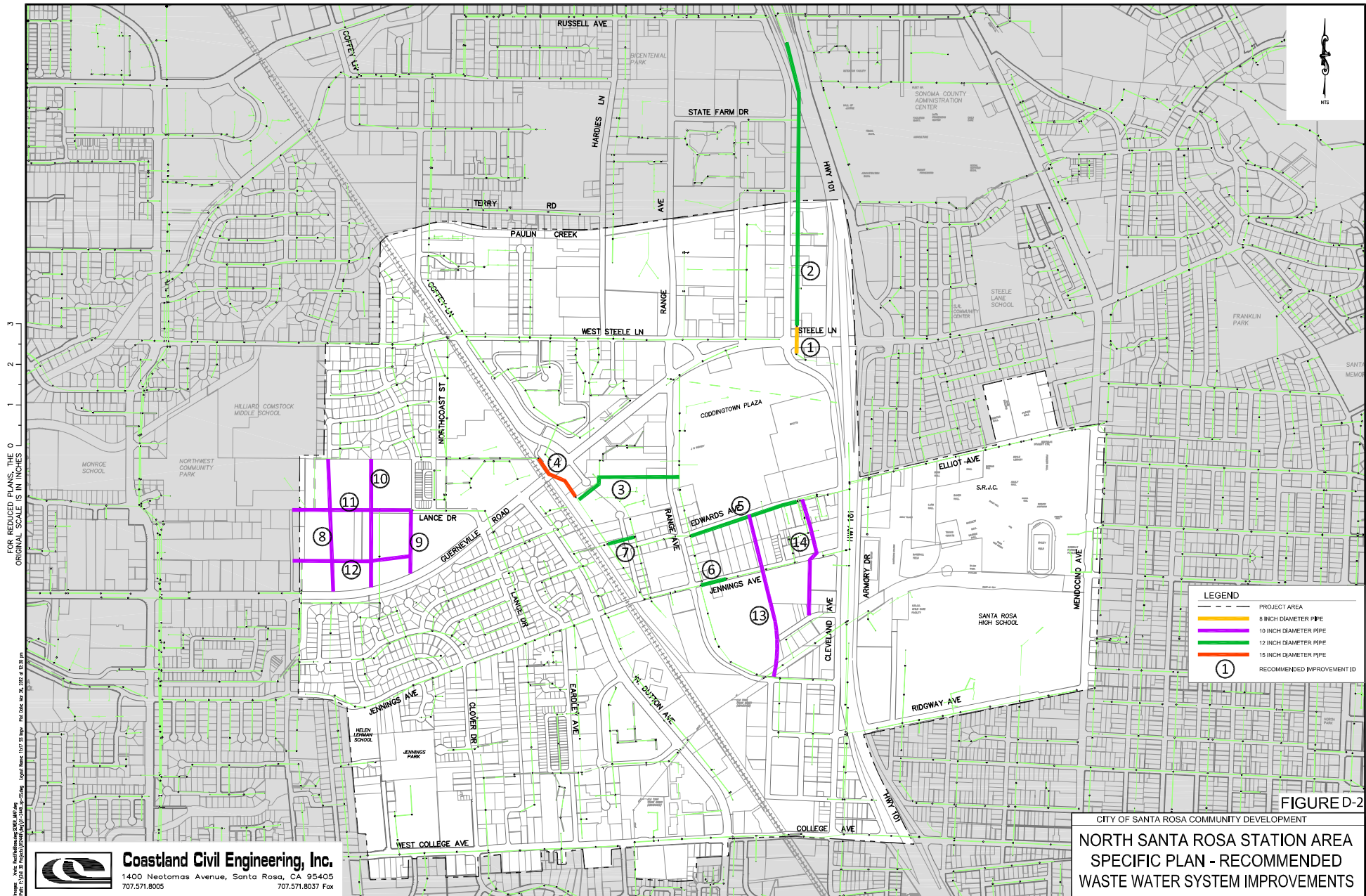
LEGEND

- PROJECT AREA
- 8 INCH MAIN
- 12 INCH MAIN
- SCWA AQUEDUCT PIPELINE
- RECOMMENDED IMPROVEMENT ID



Coastland Civil Engineering, Inc.
1400 Neotomas Avenue, Santa Rosa, CA 95405
707.571.8005 707.571.8037 Fax

FIGURE D-1
CITY OF SANTA ROSA COMMUNITY DEVELOPMENT
**NORTH SANTA ROSA STATION AREA
SPECIFIC PLAN - RECOMMENDED
WATER SYSTEM IMPROVEMENTS**



FILES REVIEWED PLANS THE 0
ORIGINAL SCALE 5 IN INCHES

Project: WWS Rehabilitation and Expansion, WWS Map #1
Date: 11/01/2017 10:58 AM
Scale: 1" = 50' (Horizontal) / 1" = 20' (Vertical)
Author: J. [Name]
Checked: [Name]
Approved: [Name]

Coastland Civil Engineering, Inc.
1400 Nectomas Avenue, Santa Rosa, CA 95405
707.571.8005 707.571.8037 Fax

LEGEND	
	PROJECT AREA
	8 INCH DIAMETER PIPE
	10 INCH DIAMETER PIPE
	12 INCH DIAMETER PIPE
	15 INCH DIAMETER PIPE
	RECOMMENDED IMPROVEMENT ID

