



Santa Rosa

ROSELAND AREA/SEBASTOPOL ROAD
SPECIFIC PLAN

November 2016



ACKNOWLEDGMENTS

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Chapter 1

INTRODUCTION

INTRODUCTION



1.1 SPECIFIC PLAN AREA

The Roseland Area/Sebastopol Road Specific Plan area is a vibrant, multicultural part of the city, located in southwest Santa Rosa proximate to downtown and the proposed Santa Rosa Downtown Station along the Sonoma-Marin Area Rail Transit (SMART) corridor. It is generally bounded by State Route (SR) 12 to the north, Bellevue Avenue to the south, US Highway 101 to the east, and Stony Point Road to the west (see Figure 1-1: Specific Plan Project Area). The plan area encompasses approximately 1,860 acres. Upon development of this plan in 2016, 1,220 acres of the plan area is in the city, and 640 acres is in unincorporated Sonoma County. The Specific Plan was developed concurrently with consideration of annexation of the unincorporated area, along with three unincorporated areas just outside the plan boundary. The plan area includes the Roseland Priority Development Area (PDA) and part of the Sebastopol Road PDA. PDAs are locally identified areas that can accommodate growth near transit and jobs.

Centered around the Southside Bus Transfer Center and Southwest Community Park on Hearn Avenue, the plan area predominantly comprises established residential neighborhoods with a focus on commercial establishments along Sebastopol Road and on industrial and auto-related uses near US 101. The plan area is mostly developed, though a few large vacant parcels afford unique opportunities for transit-supportive development.

Figure 1.1 shows the location and boundaries of the Specific Plan area.

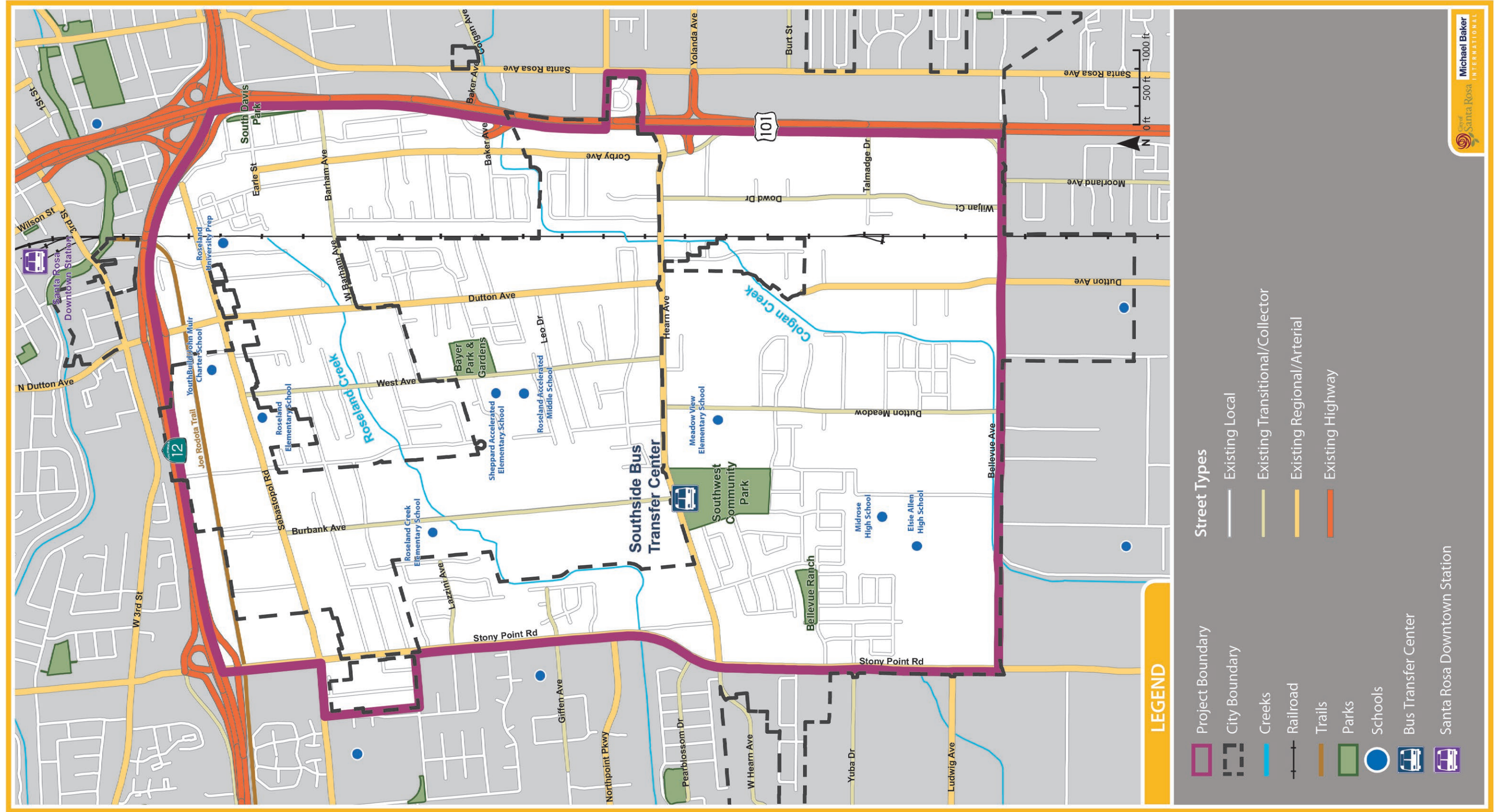


1.2 PURPOSE OF THIS PLAN

The purpose of this Specific Plan is to support a unified, vital, healthy, and livable Roseland community. The area's designation as a Priority Development Area supports walkable, bikeable, and transit-rich neighborhoods by increasing the number and proximity of residents to amenities, schools, parks, and jobs. The plan aims to do this by improving connectivity, concentrating areas of activity, and enhancing the physical environment. The Specific Plan is intended to guide private development and public investment over the next 20 to 25 years.

This Specific Plan, in conjunction with the Santa Rosa General Plan and the Zoning Code, provides a framework for development of properties consistent with the vision and goals outlined in the document. This plan also provides opportunities for streamlined California Environmental Quality Act (CEQA) review. The Environmental Impact Report (EIR) that was prepared for this plan may facilitate environmental review for projects that are consistent with this plan. In addition, some projects may qualify for streamlining due to location in a transit priority area or as an infill project.

Figure 1-1: Specific Plan Project Area



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1.3 SPECIFIC PLAN REQUIREMENTS

The Specific Plan will guide development within the plan area and will help create a unique “sense of place” for the Roseland area.

All specific plans must comply with Sections 65450–5457 of the California Government Code. These provisions require that a specific plan be consistent with the adopted general plan of the jurisdiction within which it is located, and all development must be consistent with the specific plan.

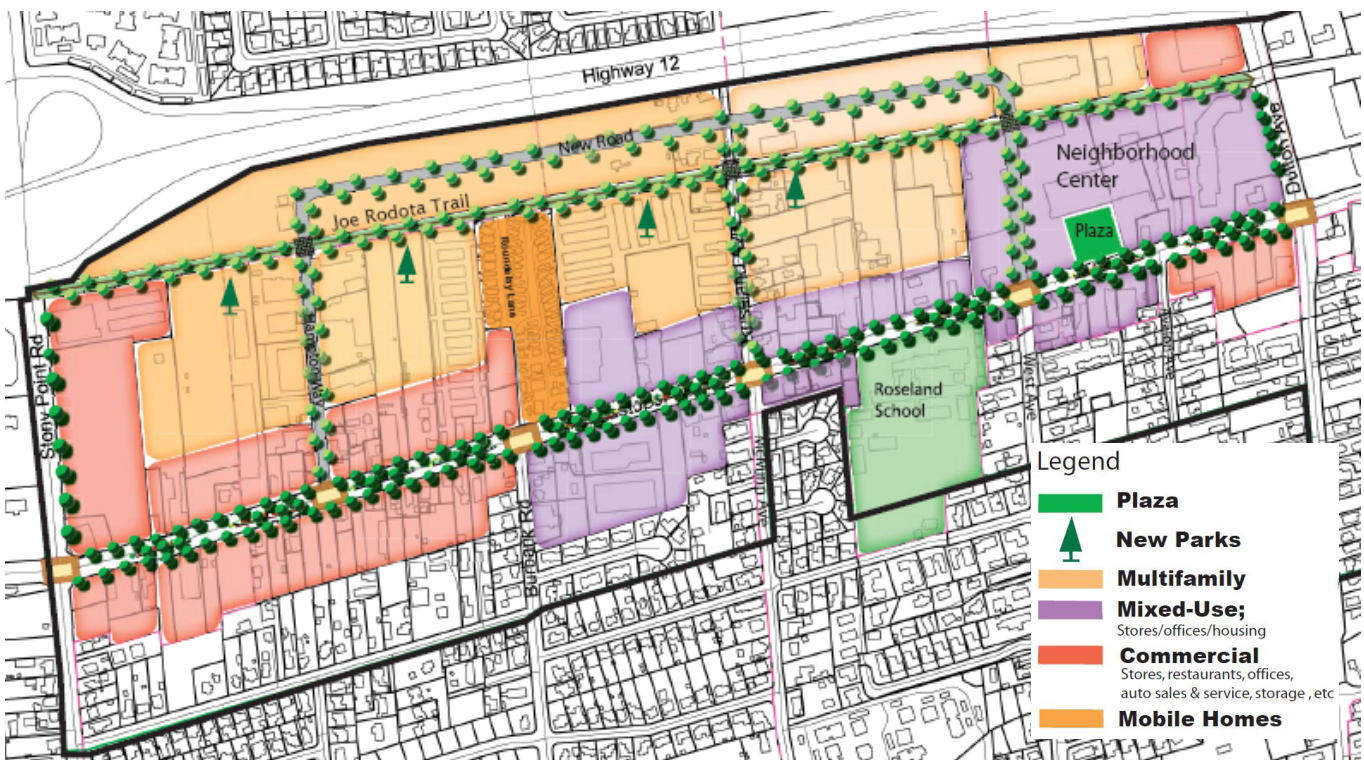
1.4 RELATIONSHIP TO OTHER DOCUMENTS

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 the 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 goals and policies set forth in the General Plan informed many of the priorities of this Specific Plan and ensures consistency between the two documents. The following are some of the General Plan goals and policies that guide development and improvements in the plan area.

- 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-6: Facilitate higher-density and affordable housing development in Priority Development Areas (PDA), which include sites located near the rail transit corridor and on regional/arterial streets 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.

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Sebastopol Road Urban Vision Plan Land Use Concept

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 will be rezoned as part of the Specific Plan adoption process to ensure consistency and facilitate implementation.

SEBASTOPOL ROAD URBAN VISION PLAN

The Sebastopol Road Urban Vision Plan, adopted in 2007, was an effort undertaken to envision the future appearance and development of the Sebastopol Road corridor and the types of uses that should be located there. The Urban Vision Plan affects the stretch of Sebastopol Road between Dutton Avenue to the east and Stony Point Road to the west, linking both sides of Sebastopol Road as well as the area north of Sebastopol Road, abutting the SR 12 right-of-way. During this effort, land use, circulation, streetscape, and design criteria were identified for future development along the corridor, with an emphasis placed on evoking a sense of community pride. Challenges were addressed, including groundwater contamination, poor road conditions, and declining properties. One of the vision plan's main goals is to create a neighborhood center with neighborhood-serving and residential uses. Land uses include mixed use, general commercial, medium-density residential, and public parks/plaza. The overall objectives of the concept are to:

1. Stimulate economic revitalization of the area by providing additional opportunities for a variety of commercial and residential uses.

2. Provide more green spaces.
3. Facilitate pleasant and safer pedestrian connectivity within and outside the area, including a greener streetscape.
4. Help decongest traffic by introducing alternative traffic routes.
5. Provide public spaces for socializing, and a large community gathering space as a town square for special events.

Community preferences from the Sebastopol Road Urban Vision Plan regarding the land use plan and streetscape improvements are incorporated into this Specific Plan.

1.5 GUIDING PROJECT PRINCIPLES

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

- Engage plan area residents, property owners, and business owners to envision and plan for their community in the future through an innovative community engagement strategy.
- Make life and the physical environment better for plan area residents and employees.
- Establish a land use and policy framework to guide future development in the area toward transit-supportive land uses.
- Balance the preservation of existing uses and the development of new uses while maintaining the cultural diversity that makes this area special and unique in Santa Rosa.
- Improve connections, particularly for bicycling and walking, to the Southside Bus Transfer Center, to the Santa Rosa Downtown Station, and to Sebastopol Road, the main commercial area (within the plan area and beyond).
- Enhance livability by promoting community health and equity.
- Prepare a comprehensive environmental document for the Specific Plan that will also facilitate future annexation of unincorporated areas and subsequent development projects.
- Establish the plan area as a place where people want to live, work, shop, and visit.
- Promote economic vitality by maintaining and expanding small businesses and local services for residents.

1.6 HEALTH & EQUITY

As identified above, health and equity is a guiding principle of this plan. It is an integral component of the Specific Plan and a unifying theme throughout. The physical environment impacts health in many ways, both positively and negatively. Community planning and design can positively affect health in terms of promoting and facilitating physical activity, protecting and increasing access to parks and open space, enhancing access to healthy foods, and preventing displacement. It is therefore critical to integrate health considerations into the physical, economic, and social fabric of communities in order to support healthy living.

The Sonoma County Department of Health Services Strategic Plan and *A Portrait of Sonoma County* identify the

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link between health and neighborhood quality, and identify strategies to promote health in Santa Rosa. This Specific Plan synthesizes the intent of these documents into the following five health and equity goals that guide the policies throughout this plan:

1. Provide opportunities for physical activity.

Circulation, infrastructure, and land use regulations, policies, and practices can positively impact healthy living by creating physical environments that support active lifestyles, such as walking and bicycling to local destinations. People tend to walk and bicycle more when homes are near stores, jobs, schools, and parks; sidewalks and streets are well connected to destinations; and the environment is safe and pleasant. Pedestrian and bicycle connections to schools, parks, services, and transit are a focus of the plan, with enhanced connectivity encouraging physical activity. This plan creates focused areas with a compact mix of uses where people will be more likely to choose to walk. Street design also impacts whether people will walk, and this plan promotes continuous sidewalks, well-lit streets, and safe crossings. Finally, the plan increases opportunities for recreational opportunities by expanding the amount of parkland and trails in the Roseland area.

2. Improve access to healthy food, goods, and services.

Eating whole foods rich in nutrients can lead to a healthy, longer life and a reduced risk for many diseases. This plan seeks to provide equitable and convenient access to healthy food options (grocery stores, corner markets, community gardens) and other goods and services (shops, banks, library, community centers) for all residents.

3. Expand access to parks and the natural environment.

Regular, convenient access to nature in parks and open space can improve the health and well-being of people and the environment. This plan promotes enhancements to and an increase in the number of parks and outdoor places where the community can engage and interact with the natural environment.

4. Maintain access to affordable housing.

Safe, adequate, and affordable housing is a foundation for strong, stable communities where families can thrive. This plan supports well-being and social equity by providing for the availability of affordable housing and a mix of housing types for people of all incomes, ages, and abilities.

5. Design for safety.

Design can influence behavior and the safety of streets, neighborhoods, and public places. The physical design of a street can increase safety for pedestrians and cyclists by providing facilities, such as bike lanes, streetlights, and raised crosswalks,



that enhance their visibility and comfort. Similarly, the placement and design of buildings and windows adjacent to and within view of streets and outdoor spaces can enhance visibility of and safety for the people using those spaces through additional “eyes on the street.” This plan promotes design for greater safety of outdoor spaces, including streets, parks, and trails.

Policies relating to each of these goals are found throughout this document in Chapters 3, 4, and 5. For example, policies promoting parks are found in the Public Services chapter, policies to maintain affordable housing are located in the Land Use and Housing chapter, and policies encouraging physical activity through walking and biking are located in the Circulation chapter.



1.7 PLANNING PROCESS & OUTREACH

Work on the Specific Plan began in December 2014 with a series of individual meetings with community members to identify participants and steering committee members, and a comprehensive existing conditions and opportunities analysis, which can be found in the Roseland Area/Sebastopol Road Specific Plan Existing Conditions Report on the City’s website. This analysis was used by the project team and stakeholders to understand key development opportunities and constraints in the plan area. Following completion of the Existing Conditions Report, the community outreach process began, providing the public the opportunity to comment and offer input on the components of the Specific Plan. The public outreach strategy, described below, included four community workshops, all of which were conducted in both English and Spanish, and meetings with the Technical Advisory Committee and the Steering Committee. Community engagement for development of the Specific Plan was combined with that for the potential annexation of the unincorporated part of the plan area to present information and answer questions about this important initiative. Summaries of each Technical Advisory Committee and Steering Committee meeting, as well as all four of the Community Workshops are included in Appendix A.



TECHNICAL ADVISORY COMMITTEE

Technical experts provided guidance and invaluable feedback throughout the planning process. The Technical Advisory Committee included department staff from the City of Santa Rosa, Sonoma County, and other governmental agencies. Committee members attended a series of three meetings, each prior to one of the community workshops, and collaborated with the consultant team and City staff in the development of the Specific Plan.



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STEERING COMMITTEE

The Steering Committee was an important component of the planning process. At the beginning of the outreach process, the City identified over 55 potential committee members, who were then confirmed as a group by the City Council. The Steering Committee was composed of residents and stakeholders of the plan area and proposed annexation areas who represented each part of the community, its businesses, and organizations. Committee members provided input through informal talks and a series of four meetings, each prior to and linked with one of the community workshops. The committee's role included:

- Reviewing and refining the engagement plan to ensure all segments of the community were involved/heard and that their input was reflected.
- Informing their communities and organizations about the process, issues, and opportunities for participation.
- Mobilizing their communities and organizations for the public workshops.
- Reviewing and refining draft workshop plans and materials to ensure they would engage and include everyone in the key decisions in the process.
- Reviewing and commenting on draft plans, materials, and reports, with special attention to the needs and desires of their community/organization.
- Representing the residents' and stakeholders' views in the community at large and in public forums, including at Planning Commission and City Council meetings.



WORKSHOPS 1 & 2

Workshops 1 and 2 took place June 10–23, 2015, and consisted of a condensed series of events including two community workshops, one Steering Committee and one Technical Advisory Committee meeting, and a project team design meeting.

The purpose of the first community workshop was to introduce the project, present the guiding principles and existing conditions key findings, and receive input on issues and opportunities in the plan area relating to land use, circulation, and potential annexation. In addition, the meeting offered an opportunity for participants to share their vision for what they would like the Roseland area to become in the next 20 to 25 years.

A clear set of vision concepts was derived from the project principles and input from the first community workshop. The vision provided a framework for the development of the land use and circulation alternatives for the Roseland Area/Sebastopol Road Specific Plan, as described in Chapter 2, Vision.

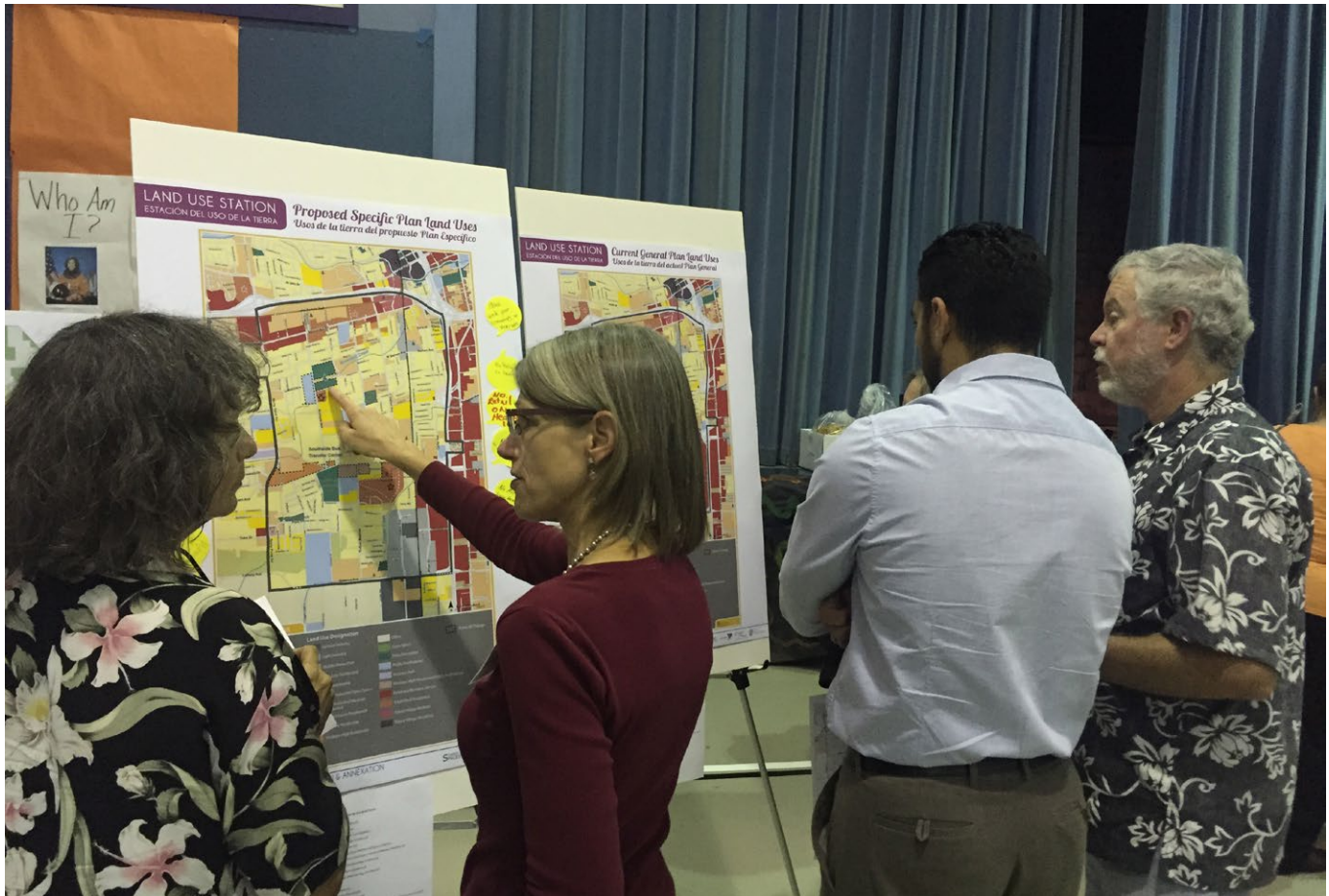




After the first community workshop, the project team held an internal project team design charrette to synthesize the results of the first workshop and develop content and materials for the second community workshop to be held 11 days later. These results and materials were presented to both the Steering Committee and the Technical Advisory Committee. Each committee provided input on the design of materials and activities for the second community workshop.

The second workshop posed additional questions to the community about land use and transportation. The workshop served as an important opportunity for the community to express preferences for development types and appropriate locations. The project team used the information from the second workshop to generate two land use and circulation alternatives to guide future development in the plan area. The alternatives presented two scenarios for growth over the next 20 to 25 years, one with a single neighborhood commercial center focused along Sebastopol Road, and the other with two neighborhood commercial centers—one along Sebastopol Road and a new center focused around the Southside Bus Transfer Center on Hearn Avenue. The results from the workshop indicated that the community preferred the alternative with two neighborhood commercial centers (Sebastopol Road and the area around the Southside Bus Transfer Center). After the second workshop, this discussion was compiled and studied, along with technical traffic and parking analyses, infrastructure analysis, and a review of market conditions, to determine the preferred alternative.

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PREFERRED DIRECTION & COMMUNITY WORKSHOP 3

Based on community input, the preferred land use and circulation alternative was created, which included features identified by participants during the first two workshops. The preferred alternative was presented at the third workshop and was further refined for additional public input at the fourth workshop. Additionally, this workshop served as an opportunity for attendees to prioritize the list of public improvements (such as sidewalks, street lighting, and police services) that had been identified to date.

FINAL PLAN & WORKSHOP 4

Based on input from the community, the Steering Committee, and the Technical Advisory Committee, the project team finalized the land use and circulation plans for the area and developed the key policies for the Specific Plan, which include detailed guidance for development and improvements in the plan area to implement the vision. The draft land use, circulation, housing, and infrastructure policies of the Specific Plan were presented at the fourth and final workshop. Each exhibit listed recommended policies with an opportunity for the public to indicate their support for the policies and provide written comments and additional suggested policies.

1.8 DOCUMENT ORGANIZATION

The Specific Plan is an action-oriented document that provides a framework to support the community's vision for the neighborhood. The Specific Plan includes the following chapters:

1. **Introduction.** This chapter explains how the Specific Plan document relates to other planning documents, describes the project outreach process, and includes the guiding project principles that influenced the creation of the Specific Plan. The vision concepts, goals, and policies found in subsequent chapters are derived from the guiding principles.
2. **Vision.** This chapter establishes the overall vision for the design and character within the plan area. All subsequent goals and policies in the Specific Plan document support the vision.
3. **Land Use & Housing.** 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. Also included are strategies to promote affordable housing and prevent displacement in the plan area.
4. **Circulation.** This chapter identifies the networks of roadways, paths, sidewalks, bikeways, etc., to support multimodal mobility in the plan area.
5. **Public Services.** In addition to the roadways described in the previous chapters, the Specific Plan includes details related to how other infrastructure such as sewer and water services will be provided to support new development. This chapter also includes policies regarding utilities, safety, parks, schools, and libraries.
6. **Implementation & Financing 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 2. 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 outline 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 (for example, land use, transportation, and infrastructure). Goals provide the target, while policies identify a definitive course of action to reach the goals.



Chapter 2

VISION

VISION

This chapter outlines the vision for the Roseland Area/Sebastopol Road Specific Plan that provided the overall framework for the plan's development. The vision is expressed as a set of eight concepts, derived from the project principles and input from the community. All goals and policies in this document support these concepts.

This chapter fully describes the vision upon which this plan is built. Vision concepts include the following:

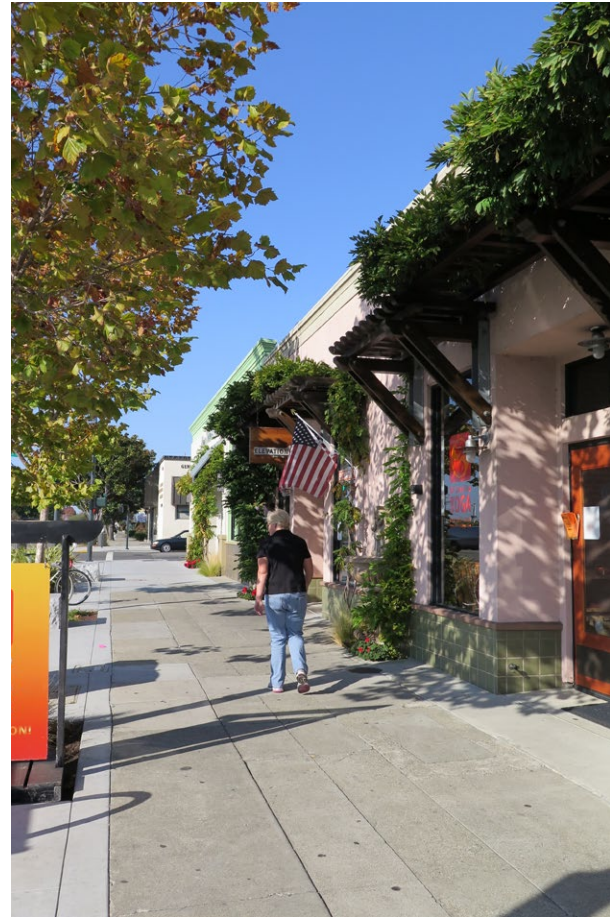
- 2.1 Create a welcoming community that is clean, safe, affordable, and inviting.
- 2.2 Enhance pedestrian, bicycle, and transit connections throughout the project area.
- 2.3 Promote equity, health, and well-being by providing a range of community services and programs.
- 2.4 Provide community gathering spaces, parks, recreational opportunities, and healthy food options.
- 2.5 Encourage economic development with good local jobs and prosperous, locally owned businesses.
- 2.6 Celebrate the area's diversity by promoting cultural opportunities.
- 2.7 Maintain the character of residential neighborhoods and preserve natural areas.
- 2.8 Promote government transparency and empower the community to participate in local decision making.



2.1 CREATE A WELCOMING COMMUNITY THAT IS CLEAN, SAFE, AFFORDABLE, AND INVITING.

This plan represents a great opportunity to unify the unincorporated and incorporated parts of the Roseland area into a cohesive neighborhood, while enhancing this place as one where people want to live, work, play, shop, and visit. In the future, the area will be a community in which:

- Public facilities are well-maintained.
- Residents, employees, and visitors are safe.
- Landscaping, streets, signage, streetscape furnishings, and attractive building facades welcome visitors and create a cohesive look and feel.
- Events enhance vitality, the area's multicultural identity, and the sense of community.
- A wide range of high-quality housing ensures that the neighborhood provides choice for community members from all economic levels and backgrounds.



2.2 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 project area into an environment that is:

- Accessible to all transportation modes and users, especially pedestrians and bicyclists.
- Convenient to get around by foot, bike, bus, and automobile.
- Easy to find one's way, with clear signage, directional information, and an interconnected network of streets and paths with a grid-like pattern.
- Vibrant and engaging with pedestrians walking along tree-lined sidewalks, perusing attractive storefronts, or enjoying outdoor dining.
- Connected to key shopping and employment destinations through a linked system of multimodal streets, multiuse paths, and trails.
- Safe and easy to walk or bike to schools and community facilities.



2.3 PROMOTE EQUITY, HEALTH, AND WELL-BEING BY PROVIDING A RANGE OF COMMUNITY SERVICES AND PROGRAMS.

The plan area will provide more opportunities for community members of all ages to gather, socialize, and recreate. Civic and community facilities and services will be integrated in the plan area to better serve Roseland, including:

- Desired community services: social, housing, transportation, health, and education.
- Public facilities, services, and programs for those in need.
- A wide spectrum of formal and informal educational opportunities.
- A variety of child care and youth recreation programs.
- Health and well-being services.



2.4 PROVIDE COMMUNITY GATHERING SPACES, PARKS, RECREATIONAL OPPORTUNITIES, AND HEALTHY FOOD OPTIONS.

The plan area will feature new development and public improvements that promote a safe and healthy community, including:

- Community gathering spaces where residents can relax, be active, and/or attend social events.
- Parks, playing fields, and trails that offer opportunities for physical activity, social engagement, and mental respite.
- Improved and updated public facilities, such as parks, trails, libraries, and community centers.
- Community gardens that provide an opportunity to garden and a diversity of healthy food options.
- Creeks and open spaces where the community can engage and interact with the natural environment.



2.5 ENCOURAGE ECONOMIC DEVELOPMENT WITH GOOD LOCAL JOBS AND PROSPEROUS, LOCALLY OWNED BUSINESSES.

Public improvements in the plan area offer an opportunity to revitalize Roseland and stimulate new employment and development with both public and private investments. In 2035, the plan area will be a place where:

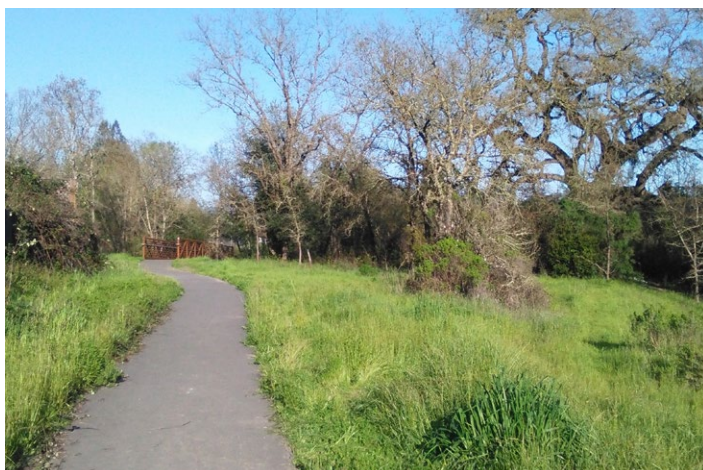
- New, local businesses are eager to locate.
- A range of employment opportunities attractive to area residents are available.
- Unique, locally owned small businesses flourish.
- Residents have nearby access to goods and services to meet their daily needs.
- Vibrant storefronts and dining establishments line the Sebastopol Road corridor.



2.6 CELEBRATE THE AREA'S DIVERSITY BY PROMOTING CULTURAL OPPORTUNITIES.

The plan area will be known for:

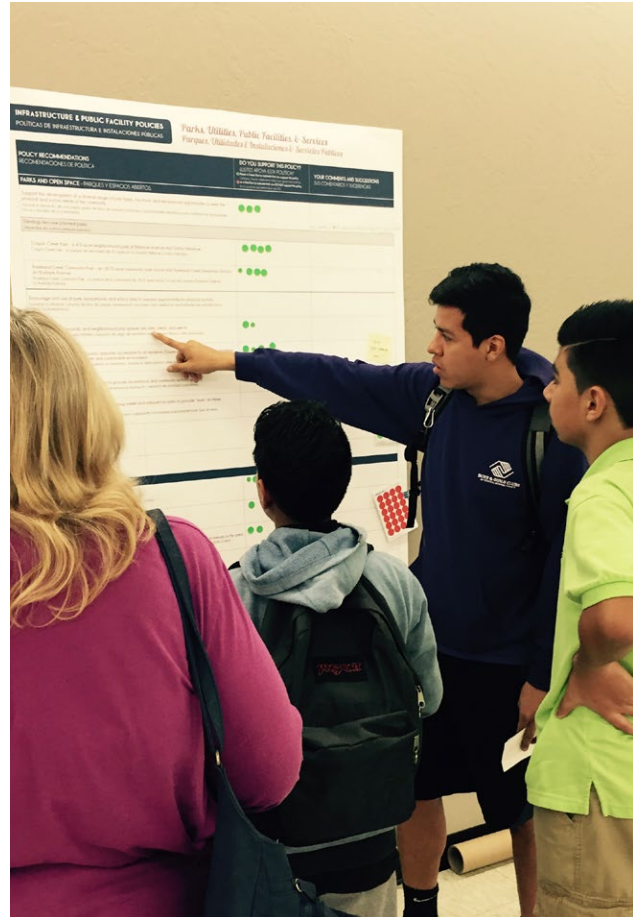
- Its unique place in the region as a diverse, colorful, and vital community.
- Its family-friendly amenities and recreational and entertainment options.
- Hosting lively annual festivals and community-oriented events that celebrate the diversity and history of Roseland.
- Its multicultural focus, grounded by community and cultural centers, festivals, and new public art in the plan area.
- A weekly farmers' market where residents can shop for local produce and connect with their community.



2.7 MAINTAIN THE CHARACTER OF RESIDENTIAL NEIGHBORHOODS AND PRESERVE NATURAL AREAS.

The Roseland area features a rich agricultural history and a diverse mix of land uses. Future private development and public improvements will:

- Preserve rural areas and natural open spaces as important community and environmental resources.
- Protect the integrity and character of existing residential neighborhoods.
- Respect adjacent residential neighborhoods with complementary urban form and urban design characteristics.



2.8 PROMOTE GOVERNMENT TRANSPARENCY AND EMPOWER THE COMMUNITY TO PARTICIPATE IN LOCAL DECISION MAKING.

- A unified Roseland creates an opportunity for the community to come together as one and chart a path toward a shared vision for the area. Over the next 20-25 years, the community will:
- Be known for its active neighborhood associations and community groups.
- Provide numerous avenues for residents, employees, and business owners to be actively involved and to influence and shape local decision making.
- Work closely with the City to address important issues in creative and effective ways.
- Continue to be involved by organizing and ensuring that the implementation of this Specific Plan is aligned with the vision expressed here.



Chapter 3

LAND USE & HOUSING

LAND USE & HOUSING



Residential uses



Public/Institutional uses



Corner store



Retail use

This chapter describes the land use plan for the Roseland Area/Sebastopol Road Specific Plan, which is the guide for the development and use of land in the plan area. The land use plan provides the framework necessary for the plan area to develop as a mixed-use, pedestrian-friendly environment with a primary concentration of activity along Sebastopol Road and a secondary concentration of activity near Hearn Avenue. This chapter introduces land uses, development types, and corresponding densities for development in the plan area. Also included in this chapter is a discussion of the development potential for the area and feasible future development types. Finally, affordable housing and anti-displacement are addressed, followed by the goals and policies necessary to achieve the vision for the Specific Plan area.

3.1 LAND USE PLAN

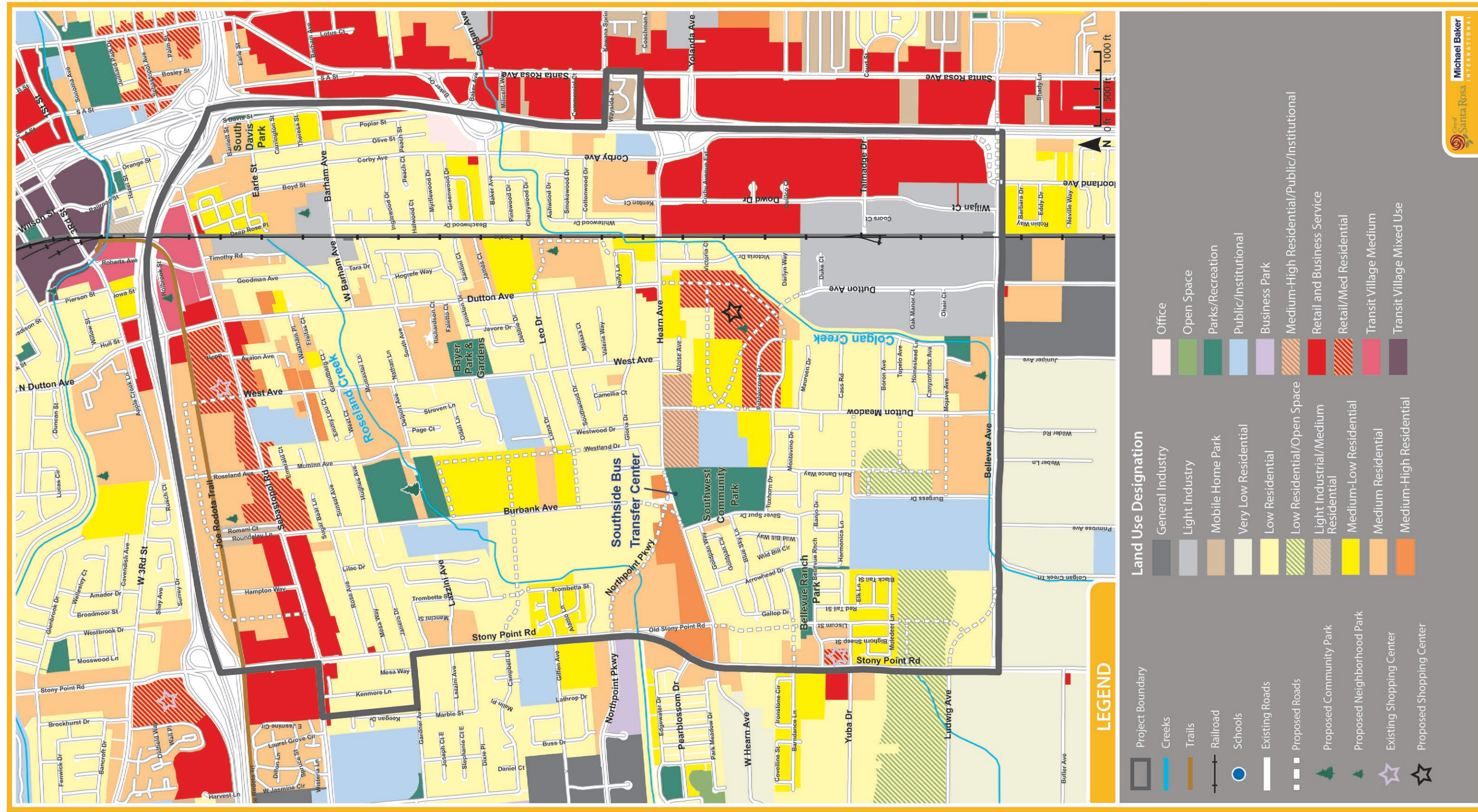
The Land Use Map shown in Figure 3-1 is the guide for the development and use of land in the plan area. The map is intended to support Sebastopol Road as the primary focus of commercial and mixed-use activity within the plan area. The map is characterized by a compact development pattern with a mix of residential, retail, office, public, and industrial uses. The mix and concentration of higher-intensity land uses shown on the Land Use Map along Sebastopol Road reflects the Urban Vision Plan developed for this area in 2007.

Community interest about land use on Hearn Avenue included a desire for another active area, along with an interest in maintaining single-family uses and minimizing impacts, such as traffic, from more active uses. A new shopping center is proposed south of Hearn, with the potential for a mix of residential, public, and institutional uses along the street. The introduction of a new Public/Institutional/Medium-High Density mixed-use land use classification into the plan area is intended to support a cluster of higher-density residential with civic uses incorporated, adjacent to the Southside Bus Transfer Center and Southwest Community Park. Civic uses such as a cultural center, teen center, or pool will strengthen this area's civic focus and will provide more opportunities for residents to live within walking distance of community amenities.

Key features of the land use plan:

- Continues Sebastopol Road's role as the primary neighborhood center with a concentration of retail, restaurant, and residential uses.
- Recognizes existing and proposed parks and schools in the area, particularly along Burbank Avenue.
- Focuses on the importance of Hearn Avenue as a residential environment, the site of the Southside Bus Transfer Center, and the possible creation of a civic focal point.
- Maintains many existing single-family uses and increases residential densities near the bus transfer center and Southwest Community Park.

Figure 3-1: Land Use Map



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- Provides the opportunity for community-oriented uses in the central plan area.
- Provides development standards to retain rural character along Burbank Avenue.

Table 3-1 defines and describes each of the land use classifications allowed in the plan area. The classifications in this section are consistent with the land use designations in the General Plan 2035. The land use designations described below are abbreviated versions and are not intended to replace the full descriptions in the Santa Rosa General Plan 2035.

Table 3-1: Land Use Designations

Land Use	Density/Intensity	Description
Very Low Density Residential	0.2-2 units/gross acre	Detached single-family
Low Density/Open Space	2–8 units/gross acre	Detached single-family in constrained wetland areas
Low Density Residential	2–8 units/gross acre	Detached single-family
Medium-Low Density Residential	8–13 units/gross acre	Attached single-family. Detached single-family and multi-family development may also be permitted.
Mobile Home Park	4–18 units/gross acre	Mobile homes
Medium Density Residential	8–18 units/gross acre	Single-family attached and multi-family
Medium-High Density Residential	18–30 units/gross acre	Single-family attached and multi-family
Retail/Medium Density Residential	8–18 units/gross acre	Retail uses and medium density residential
Public/Institutional/Medium-High Density Residential	18–30 units/gross acre	Vertical or horizontal mix of multi-family residential, governmental or semi-public facilities, such as a cultural center. May include either or both uses.
Transit Village Medium	25–40 units/gross acre	Mixed-use development within approximately a half mile of a transit facility. Residential uses required, and ground-floor neighborhood-serving retail and live-work uses encouraged.
Public/Institutional		Governmental or semi-public facilities, such as hospitals, utility facilities, and government office centers
Retail and Business Services		Retail and service enterprises, offices, and restaurants
Office		Administrative, financial, business, professional, medical, and public offices
Light Industry		Light industrial, warehousing, and heavy commercial uses
General Industry		Manufacturing and distribution activities with potential for creating nuisances, along with accessory offices and retail
Parks and Recreation		Neighborhood parks serve the recreation needs of people living/working within a half-mile radius (generally 2–10 acres) Community parks provide recreation beyond what is supplied in a neighborhood park (generally 10–25 acres) Public plazas and gathering places provide connectivity to pathways and trails or commercial centers (generally less than 2 acres)

LAND USE & HOUSING

KEY CORRIDORS

The following table is a visual dictionary of building product type examples typical for each of the General Plan land use classifications where new development is anticipated to occur. Vacant areas and underutilized lots offer the greatest opportunities for new development. These include Sebastopol Road, Burbank Avenue, Hearn Avenue, Dutton Meadow, and south of Hearn Avenue east of Dutton Meadow. The pictures are local examples where available; otherwise non-local photos are shown.

Table 3-2: Development Type Imagery

Development Types along Burbank Avenue	
Large-lot detached single-family homes with deep setback (<i>Low Density Residential land use designation</i>)	
	
Single-family detached and attached homes with deep setback (<i>Medium-Low Density Residential land use designation</i>)	
	

Development Types along Sebastopol Road

Two-story condominiums and apartments (*Medium Density Residential and Retail/Medium Density Residential land use designations*)



Restaurants, retail shops and services (*Retail and Business Services and Retail/Medium Density Residential land use designations*)



Three- to four-story condominiums and apartments and mixed-use development with residential units over retail (*Transit Village Medium land use designation*)



LAND USE & HOUSING

Development Types along Hearn Avenue (north side, west of Burbank Avenue and near Dutton Meadow)

Three- to four-story condominiums and apartments (*Medium-High Density Residential and Public/Institutional/Medium-High Density Residential land use designations*)



Mixed-use development with residential units over public/institutional uses (*Public/Institutional/ Medium High Density land use designation*)



Development Types along Dutton Avenue Extension (south of Hearn Avenue)

Single-family detached and attached homes (*Medium-Low Density Residential land use designation*)



Two-story condominiums and apartments (*Medium Density Residential and Retail/Medium Density Residential land use designations*)



Neighborhood shopping center/retail shops (*Retail/Medium Density Residential land use designation*)



LAND USE & HOUSING

Development Types along Dutton Meadow

Single-family detached and attached homes (*Low Density Residential and Medium-Low Density Residential land use designations*)



Two-story condominiums and apartments (*Medium Density Residential land use designation*)



3.2 DEVELOPMENT POTENTIAL

The estimated development potential of the plan area quantifies the anticipated growth by land use type over the next 20 years. The development potential was calculated considering market potential for the plan area over the Specific Plan period and applying development density and intensity assumptions that represent likely development scenarios for the future of the plan area. Table 3-3 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 depending on the land use designation. Buildout assumptions are based generally on the middle of the range allowed in each land use designation to provide a realistic future development scenario.

The plan area's development potential was determined by assuming buildout of vacant areas and future redevelopment of the areas of land use change. Actual future development may vary from these assumptions.

Table 3-3: Development Potential by Land Use Type

Land Use Type	Existing Conditions	Development Potential	Buildout
Retail (square feet)	963,332	534,566	1,497,898
Office (square feet)	38,203	3,097	41,300
Industrial (square feet)	1,949,718	321,014	2,270,732
Institutional (square feet)	79,576	20,000	99,576
Residential (units)	5,250	3,602	8,852
Single-Family (units)	3,401	2,358	5,759
Multi-Family (units)	1,849	1,244	3,093

The Specific Plan development potential identified in Table 3-3 includes the development potential identified in the General Plan 2035, as of the time of adoption of this plan. The change in land use from the General Plan 2035 to this Specific Plan is minimal. The Specific Plan is anticipated to add only 119 residential units (a 255-unit decrease in single-family homes and a 374-unit increase in multi-family homes) and 20,000 institutional square feet compared to the anticipated General Plan growth, while retail growth is expected to be reduced by 103,691 square feet.

3.3 AFFORDABLE HOUSING & ANTI-DISPLACEMENT STRATEGY

The plan area is characterized by a diversity of housing options, including single-family homes, apartment units, units for sale or rent, and units available to lower-income households under long-term affordability contracts. Goals and policies related to the strategy are represented in the following section. The affordable housing-related policies primarily address preserving the existing affordable housing stock—including both subsidized and lower-cost market-rate units—in order to minimize displacement of existing residents.

LAND USE & HOUSING

3.4 GOALS & POLICIES

RESIDENTIAL LAND USE

GOAL R-1 Encourage the development of attractive residential neighborhoods that maintain and enhance the diverse character of the Roseland area.

Policy R-1.1 Include a variety of housing types near workplaces, schools, parks, stores, and amenities.

Policy R-1.2 Utilize the Santa Rosa Design Guidelines to ensure that new higher-density development along Hearn Avenue, near the Southside Bus Transfer Center, is attractive and compatible with the surrounding neighborhood.

Policy R-1.3 Maintain rural residential character along Burbank Avenue as new development occurs.

Policy R-1.4 Encourage community pride by promoting beautiful and safe neighborhoods and quality of life.

RETAIL LAND USE

GOAL RET-1 Enhance access to goods and services by providing retail uses proximate to all residents.

Policy RET-1.1 Expand local-serving retail and personal services uses to accommodate the daily needs of Roseland area residents, visitors, and employees.

Policy RET-1.2 Encourage unique, neighborhood-serving uses in the new shopping center south of Hearn Avenue at Dutton Avenue.

Policy RET-1.3 Encourage small neighborhood stores, such as corner food markets, in residential areas to provide services within walking and bicycling distance. Location of such stores is allowed where they can be economically supported.

GOAL RET-2 Enhance quality of life by providing community amenities in commercial areas.

Policy RET-2.1 Provide social gathering places in commercial areas.

Policy RET-2.2 Encourage small-scale, local-serving, and active retail uses that encourage walking, browsing, and social interaction.

Policy RET-2.3 Encourage activity-generating uses along Roseland Creek and Colgan Creek to provide eyes on the creek.

Policy RET-2.4 Enhance public safety through design with adequate lighting and windows facing public areas.

Policy RET-2.5 Encourage retail development to provide features of public interest, such as art and water features, which will attract and entertain.

GOAL RET-3 Retain and encourage businesses that promote Roseland's unique identity.

Policy RET-3.1 Preserve the rich cultural uniqueness and sense of place as new development occurs through encouragement of site and architectural design that is unique to the Roseland area.

Policy RET-3.2 Preserve the local character and maintain existing businesses in the plan area by promoting and encouraging locally run businesses, and working with existing businesses to ensure that they remain viable and thrive.

SEBASTOPOL ROAD LAND USE

GOAL SR-1 Support a vibrant commercial corridor along Sebastopol Road with a mix of uses and activities.

Policy SR-1.1 Promote a mix of land uses and increased development densities to ensure Sebastopol Road is Roseland’s commercial core and to encourage pedestrian, bicycle, and transit modes of travel for local trips.

Policy SR-1.2 Encourage outdoor dining along Sebastopol Road.

Policy SR-1.3 Provide a place for a community center and a library, social services, a cultural center, an extended education facility, and a youth activities center.

Policy SR-1.4 Provide more green spaces along Sebastopol Road in the form of parks, landscaping, and a green streetscape, including the enhancement of the Joe Rodota Trail.

GOAL SR-2 Encourage local small-scale businesses that celebrate the area’s uniqueness.

Policy SR-2.1 Celebrate the multicultural identity of the area and create a unique sense of place with an international village and marketplace.

Policy SR-2.2 Maintain affordability for existing small businesses and avoid displacement of existing businesses.

Policy SR-2.3 Allow for a variety of businesses while remaining oriented to small and local businesses.

Policy SR-2.4 Respect the small scale of existing local businesses and avoid “strip mall” type development that lacks character. All new development or redevelopment of retail businesses shall be designed to meet the requirements of the Retail Centers & Commercial Districts section of the Santa Rosa Design Guidelines.

Policy SR-2.5 Allow mobile food vendors at off-street locations along Sebastopol Road.

AFFORDABLE HOUSING AND ANTI-DISPLACEMENT

GOAL AH-1 Provide a variety of housing types and densities to support a diverse population.

Policy AH-1.1 Promote inclusion of second dwelling units in new and existing single-family neighborhoods to provide a smaller, more affordable housing option.

Policy AH-1.2 Encourage new residential development to include a mix of housing types, such as single-family residences with duplexes and triplexes, townhomes, and apartment units, for all income levels.

Policy AH-1.3 Encourage the development of quality, well-built, attractive market-rate and below- market-rate housing units that contribute to neighborhood character and quality of life.

Policy AH-1.4 Encourage the integration of market-rate housing with affordable units at the project level as well as at the neighborhood level to encourage housing for all income levels within the plan area.

LAND USE & HOUSING

Policy AH-1.5 Encourage residential development that meets the special needs of population groups including seniors, large and small families, low- and middle-income households, and people of all abilities.

GOAL AH-2 Minimize displacement of existing residents.

Policy AH-2.1 Continue to engage the community in developing new and refining existing affordable housing and anti-displacement strategies.

Policy AH-2.2 Continue to preserve existing affordable housing in order to prevent displacement in the plan area, and identify funds to preserve units at risk of converting to market rate.

Policy AH-2.3 Utilize economic development strategies, such as local hiring programs, job training, and promoting cultural identity, to strengthen the local community and prevent displacement of existing residents.

Policy AH-2.4 Provide outreach and education to existing homeowners, and offer resources and information to allow continued residence in their homes.

Policy AH-2.5 Provide homebuyer assistance programs including a first-time homebuyer down payment assistance program, the CalHFA loan program, and the Mortgage Credit Certificate Program to residents in the plan area.

ACCESS TO HEALTHY FOODS

GOAL HF-1 Promote convenient access to healthy foods, goods, and services for all residents in the plan area.

Policy HF-1.1 Work with and support the Sonoma County Department of Health Services with incentives and programs to attract and expand businesses that support healthy living.

Policy HF-1.2 Support the Sonoma County Department of Health Services to host, sponsor, and/or organize public health events such as health fairs, senior fairs, youth fitness programs, farmers' markets, and workshops.

Policy HF-1.3 Support location/operation of healthy food purveyors such as full-service grocery stores, ethnic food markets, farm stands, community gardens, edible schoolyards, and farmers' markets.

Policy HF-1.4 Support the Sonoma County Department of Health Services program to encourage convenience stores, supermarkets, liquor stores, and neighborhood and ethnic markets to carry fresh produce.

Policy HF-1.5 Support development of small-scale neighborhood nodes that provide a range of neighborhood-serving retail, public amenities, and services to residents within walking distance of their homes.

ECONOMIC DEVELOPMENT GOALS & POLICIES

GOAL ED-1 Promote economic activity that creates jobs and supports local businesses.

Policy ED-1.1 Encourage job creation in the plan area, and enhance connections to allow Roseland residents to walk or bike to work within and outside the plan area.

Policy ED-1.2 Encourage local-serving retail, especially on Sebastopol Road.

Policy ED-1.3 Continue to support existing businesses and future entrepreneurial opportunities along Sebastopol Road.

Policy ED-1.4 Allow continued use and building re-occupancy of existing nonconforming businesses north of Sebastopol Road until such businesses are ready to relocate.

Policy ED-1.5 Support the expansion of existing businesses and the creation of new business opportunities in the light industrial area, which is important to the region's economic vitality.

Policy ED-1.6 Support the existing businesses and the creation of new business and job opportunities in the Auto Row area in the southeast portion of the plan area.

Policy ED-1.7 Encourage property owners to seek innovative solutions to resolve soil and ground water contamination in the plan area, including seeking grants or partnering with other entities.



Chapter 27

CIRCULATION



This chapter describes the Circulation Plan for the plan area. The Circulation Plan is designed to serve all travel modes—walking, transit, bicycling, and motor vehicle—and is intended to enhance comfort and safety for all street and path users.

4.1 ROADWAY NETWORK

The roadway network map (Figure 4-1) illustrates the existing and proposed street network in the plan area. The circulation system enhances connections throughout the plan area through the addition of a number of new connections and an emphasis on multimodal streets. The roadways in Figure 41 are designated as one of the following street types: local, transitional/collector, regional/arterial, or highway. The design for each of these street types is defined in the City's street standards.

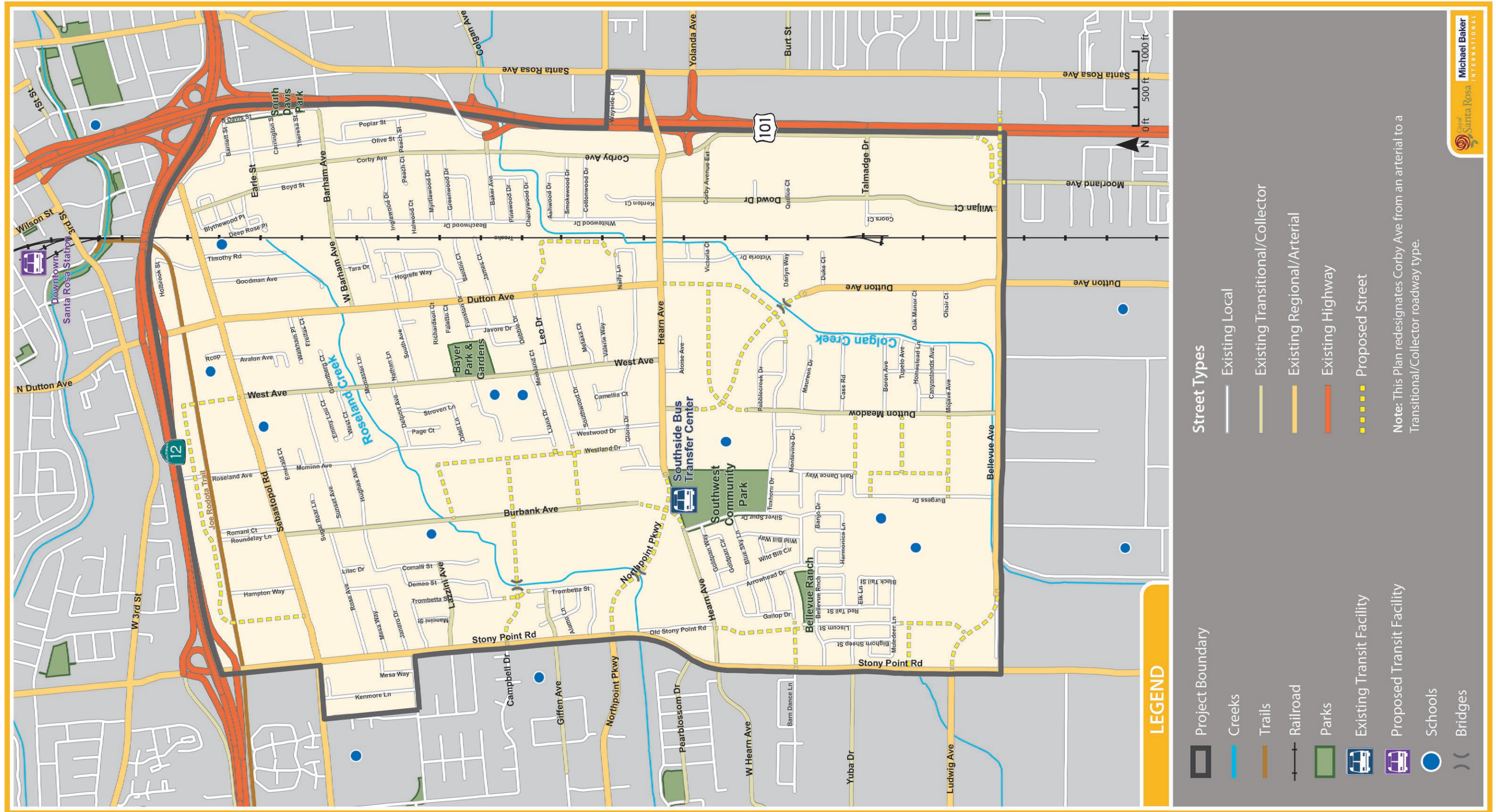
Generally, a roadway network with minimum use of “dead-end” or cul-de-sac streets and shorter block lengths helps improve access and mobility for users of all transportation modes. This design gives users multiple route choices and helps to disperse traffic throughout the plan area. Breaking up large blocks into smaller blocks provides greater access to each parcel, and all street users benefit from shorter travel distances and an increased likelihood of a direct route between an origin and a destination.

The roadway network establishes a number of roadway extensions and new roads to enhance connectivity and route choice. The Circulation Plan reflects proposed roadways in the General Plan, as well as streets in planned and approved development projects. Tables 4-1 and 4-2 describe the features of the proposed roadway network, including intersection improvements and new and modified roadways and paths. These features are designed to:

- Enhance connectivity and promote multimodal transportation options.
- Improve traffic flow.
- Enhance safety for all users along the roadway and at intersections.
- Support Sebastopol Road as the primary commercial corridor.
- Ease traffic congestion along Hearn Avenue.
- Increase internal access to large blocks.

All new roadways and reconstruction identified in the following tables will require measures to collect and manage stormwater runoff and water quality. Improvements to address stormwater may include the construction of biofilters and bioswales along medians and roadways.

Figure 4-1: Roadway Network



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Table 4-1: Roadway Network

Roadway	Description
Sebastopol Road	<p>East of Burbank Avenue: Provide one travel lane in each direction plus a center turn lane or median consistent with the Sebastopol Road Urban Vision Plan.</p> <p>West of Burbank Avenue: Maintain two lanes in each direction plus a center turn lane or median consistent with the Sebastopol Road Urban Vision Plan.</p>
New east-west road between State Route 12 and Sebastopol Road	Create two-lane local street north of the Joe Rodota Trail between Hampton Way and West Avenue, extending southward to Sebastopol Road just west of Hampton Way and at West Avenue.
Roberts Avenue	Maintain current limits of street on either side of State Route 12.
Corby Avenue from Baker Avenue to Hearn Avenue	Maintain two-lane street configuration and redesignate as a transitional/collector (reclassification also includes the short segments of Boyd Street and Earle Street identified as arterials in the General Plan).
Campbell Drive extension	Extend Campbell Drive eastward from Stony Point Road to Burbank Avenue, including a new bridge over Roseland Creek, and designate as a two-lane transitional/collector.
Northpoint Parkway	Extend Northpoint Parkway eastward as a new regional/arterial street with one travel lane in each direction plus a center turn lane or median from Stony Point Road to Burbank Avenue, including a new bridge over Roseland Creek.
Hearn Avenue	<p>Widen to two lanes in each direction plus a center turn lane from just west of Dutton Avenue to the east side of the Sonoma-Marin Area Rail Transit (SMART) system railroad crossing.</p> <p>Once the Northpoint Parkway extension is in place, on Hearn Avenue retain existing one lane in each direction plus center turn lane between Burbank Avenue and Stony Point Road, but reclassify this segment as a transitional/collector street.</p>
Stony Point Road	<p>Widen to two lanes in each direction plus a center turn lane or median from Sebastopol Road to W. Hearn Avenue (under construction).</p> <p>Widen to two lanes in each direction plus a center turn lane or median from W. Hearn Avenue to Bellevue Avenue (only needed at buildout).</p>
Bellevue Avenue	<p>Realign the western end of corridor to align with Ludwig Avenue.</p> <p>Provide one travel lane in each direction plus a center turn lane or median from Stony Point Road to US 101 and maintain regional/arterial classification.</p>
Dutton Avenue extension	Provide one travel lane in each direction plus a center turn lane or median from Hearn Avenue to new bridge over Colgan Creek, maintaining regional/arterial classification.
Dutton Meadow southern extension to Dutton Avenue	Provide one travel lane in each direction plus a center turn lane or median, maintaining regional/arterial designation (aka "Southern New Street").
Dutton Meadow northern extension to Dutton Avenue	Provide one travel lane in each direction plus a center turn lane or median, maintaining transitional/collector designation (aka "Northern New Street").
Old Stony Point Road	Change designation from transitional/collector to local.
Corby Avenue extension	Change designation from local to transitional/collector.

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Roadway	Description
Local street extensions identified in General Plan	Extend Leo Drive to Burbank Avenue; extend Westland Drive toward Roseland Creek; connect segments of Trombetta Street; connect segments of Barndance Lane; extend Liscum Street to Barndance Lane; extend Liscum Street to Bellevue Avenue.
Local street extensions by approved projects	Extend Liana Drive westward to Burbank Avenue; extend Leo Drive eastward to SMART corridor and connect to Vanderford Drive; create grid network of streets between Dutton Meadow and Rain Dance Way-Burgess Drive.
Specific Plan new local street extensions	Create new east-west street connecting Burbank Avenue to the north end of the Westland Drive extension; extend Liscum Street from Barndance Lane to W. Hearn Avenue; extend Tuxhorn Drive to Dutton Avenue.

Table 4-2: Intersection Improvements

Roadway	Description
Install new traffic controls	Install new traffic controls (such as signals) when warranted and where necessary to maintain the LOS D standard for major corridors set by the General Plan.
Modifications to maintain consistency with the Sebastopol Road Urban Vision Plan	Maintain consistency by eliminating the outer westbound through lane and the eastbound right turn lane at the Burbank Avenue intersection and eliminating the eastbound and westbound right turn lanes at the Roseland-McMinn intersection.
Capacity improvements at existing intersections	Modify the following intersections with additional turn lanes and/or signal enhancements as necessary: Hearn Avenue/Dutton Meadow, Hearn Avenue/Dutton Avenue, Stony Point Road/W. Hearn Avenue, and Bellevue Avenue/Dutton Meadow. Locations needing future traffic controls may also require lane modifications.
Stony Point Road/SR 12 Eastbound Ramps/Joe Rodota Trail	Improve the ease and safety of pedestrian and bicycle crossings by eliminating the free (uncontrolled) northbound right turn and bringing it under signal operation, reconfiguring curbs to shorten crossing distances, and using enhanced pedestrian signal timing (such as early release). As part of these modifications, implement dual southbound left turns to improve operation.
Dutton Avenue/SR 12 Westbound Ramps	Increase vehicle storage on the off-ramp.
Stony Point Road/Northpoint Parkway	Modify intersection to add new eastern leg (Northpoint Parkway extension) and modify/add turn pockets as needed on the remaining three approaches.
Stony Point Road/Ludwig Avenue-Bellevue Avenue realignment	Modify intersection to add new eastern leg (Bellevue Avenue realignment) and modify/add turn pockets as needed on the remaining three approaches.

Burbank Avenue Street Design

The General Plan designates Burbank Avenue as a scenic road because of its special, scenic qualities. Burbank Avenue has a unique quality characterized by a rural aesthetic, with large trees, deep front yards, and an absence of sidewalks and on-street parking. Roadway drainage is through cross-over culverts and roadside drainage ditches that do not meet City street standards.

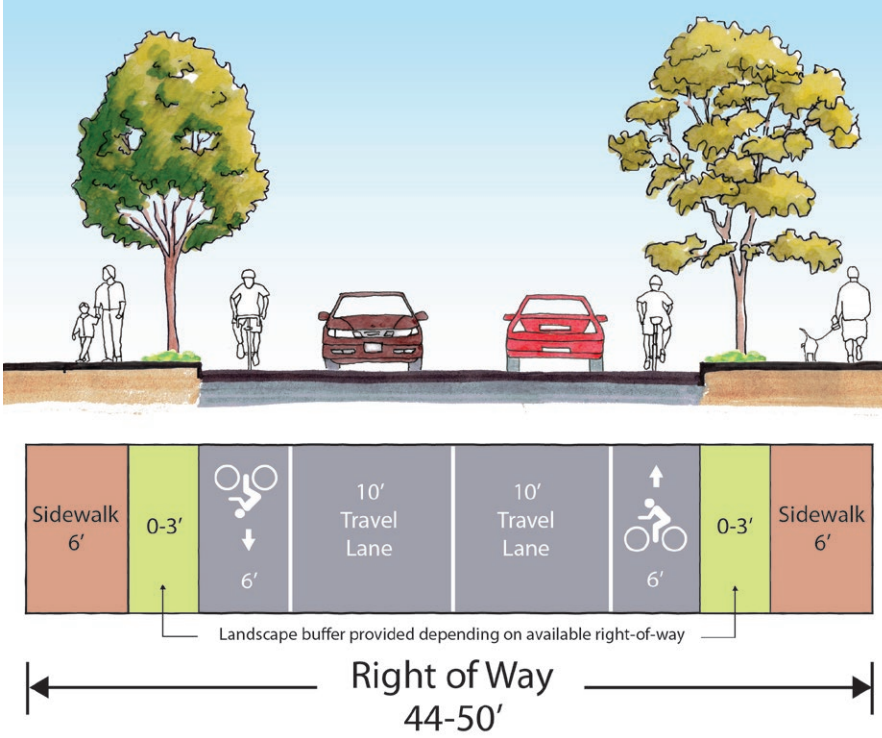
A new roadway design for Burbank Avenue, illustrated in Figure 4-2, provides greater safety for pedestrians and bicyclists while maintaining the rural aesthetic. The new design includes bike lanes, sidewalks, and a tree-lined and landscaped bioswale between sidewalks and travel lanes along both sides of the street. A similar street design was recently constructed in front of Roseland Creek Elementary School and is depicted in the Burbank Avenue Scenic Roadway Guidelines document. This same roadway treatment is proposed across from the school along the planned community park and along the rest of the length of Burbank Avenue to Hearn Avenue. The roadway portions to the north of the school are either urbanized with curb, gutter, and sidewalk or too narrow to accommodate this scenic landscaped bioswale treatment. Therefore, two designs are proposed for the roadway, one to the north of the school and the other from the school to Hearn Avenue.



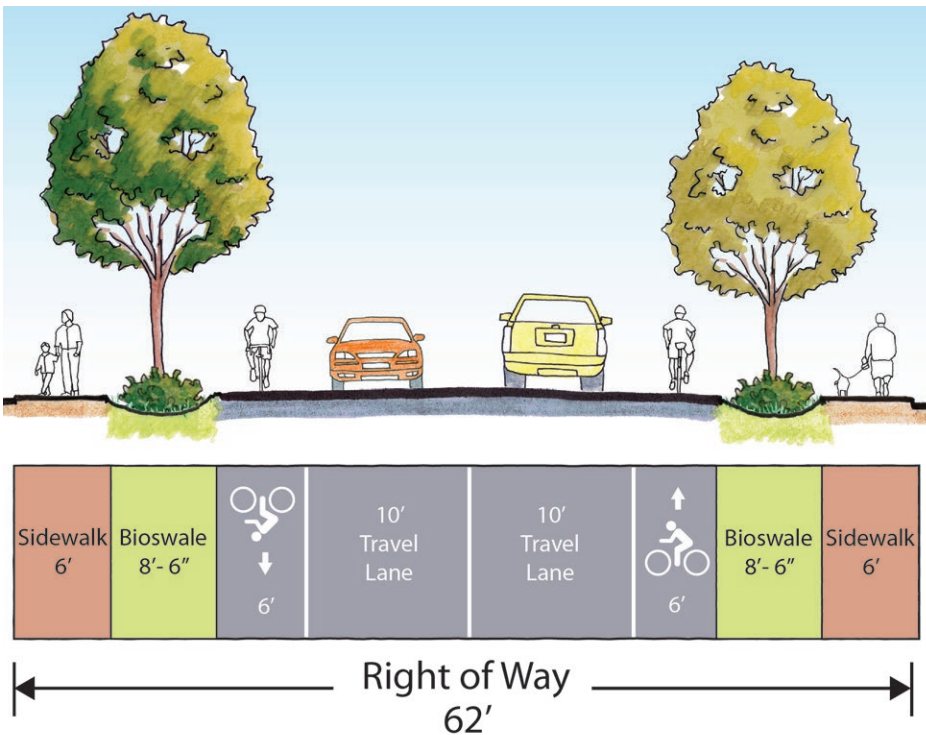
Landscaped Parkway along Burbank Ave

CIRCULATION

Figure 4-2: Burbank Avenue Street Design
Northern Section Street Design



Southern Section Street Design



Burbank Ave sections

4.2 Pedestrian & Bicycle Network

The plan proposes a number of improvements to the pedestrian and bicycle network, including continuous sidewalks, improved crossings at intersections, street lighting, and new pedestrian and bicycle routes. New pedestrian routes are provided on sidewalks and along off-street dedicated pedestrian/bicycle paths. Bike facilities are proposed along all arterial roads, along creeks, through parks, and along the Sonoma-Marín Area Rail Transit (SMART) corridor. Together this system of proposed multi-use paths, bike lanes, and bike routes greatly enhances multimodal access in the plan area, improving links to shopping areas, transit hubs, parks, and schools. Figure 4-3, Pedestrian and Bicycle Network, illustrates the location of the primary off-street and on-street pedestrian and bicycle facilities in the plan area. While sidewalks are not depicted on the map, they are intended to be along all street segments upon implementation of the Specific Plan.

The interconnected multi-use (Class I) trail system of off-street paths is shown in green on Figure 4-3 and described in detail in Table 4-3. This system is designed to:

- Provide off-street access for pedestrians and bicyclists to and along the SMART multi-use path and the Joe Rodota Trail.
- Extend the Colgan Creek and Roseland Creek trails and provide opportunities for public recreation activities and natural habitat protection and enhancement.

The bicycle network of striped bike lanes (Class II) and signposted bike routes (Class III) is shown on Figure 4-3 in purple and orange, respectively, and described in detail in Table 4-3. These facilities are designed to include the following components:

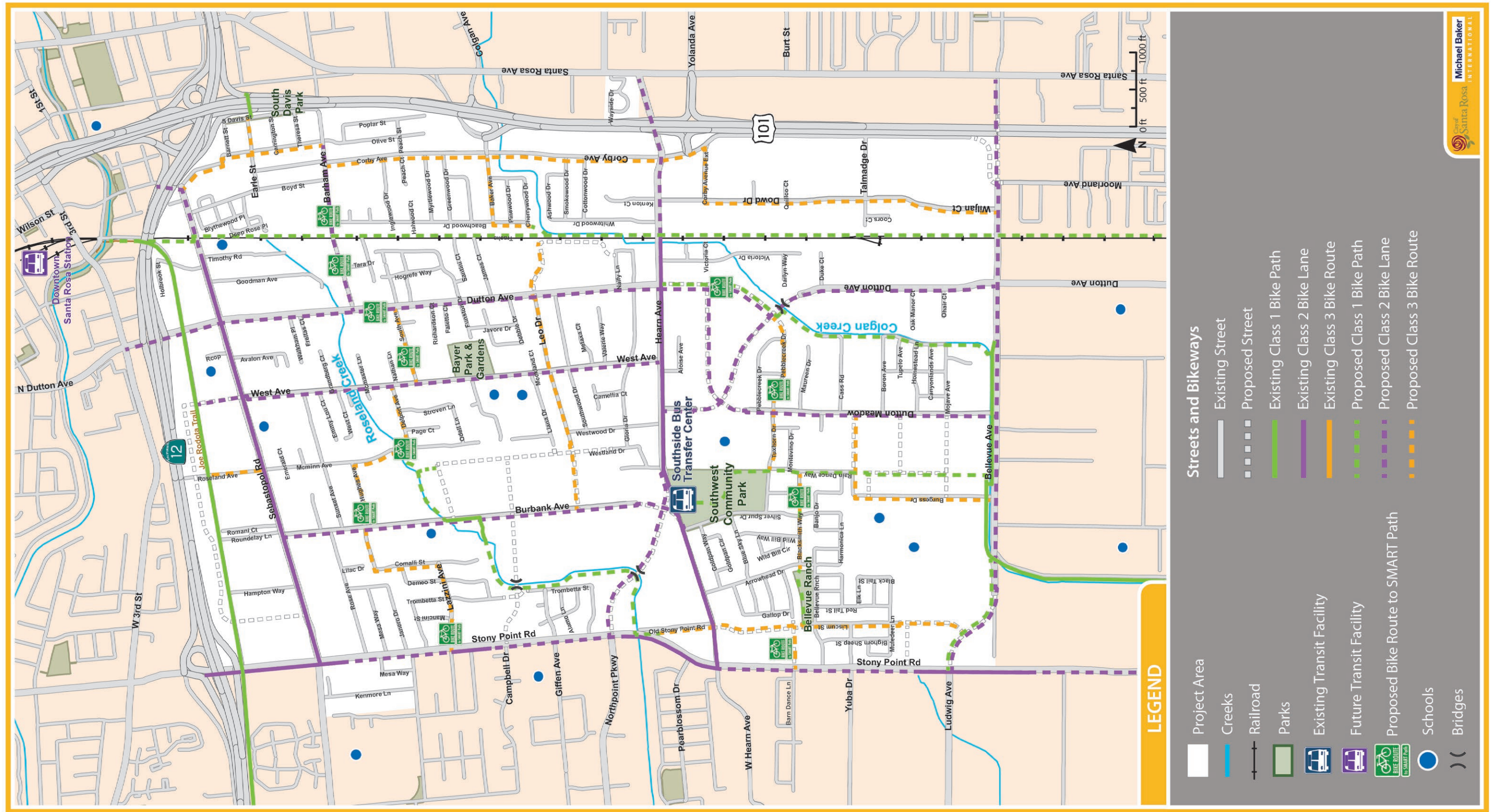
- Bike lanes along all arterial streets.
- A signage program to identify bicycle routes, particularly those leading to the SMART multi-use path.
- Connections to transit, schools, and parks.
- Connectivity across the US 101 and SR 12 freeways.
- Connections to the planned Santa Rosa Downtown Station via dedicated bike lanes along Dutton Avenue.



Table 4-3: Pedestrian and Bicycle Network Improvements

Improvement	Description
City of Santa Rosa Bicycle and Pedestrian Master Plan Proposed Paths (Class I)	Maintain or establish the following pathway facilities: <ul style="list-style-type: none"> • Joe Rodota Trail • SMART multi-use path (MUP) • Roseland Creek path from Stony Point Road to McMinn Avenue • Colgan Creek path along Bellevue Avenue from Burgess Drive, extending north to Dutton Avenue extension
City of Santa Rosa Bicycle and Pedestrian Master Plan Proposed Bike Lanes (Class II)	Maintain or establish the following bike lane facilities: <ul style="list-style-type: none"> • Sebastopol Road • Stony Point Road • Olive Street • Burbank Avenue • West Avenue • Dutton Avenue (and extensions) • Dutton Meadow (and extensions) • Northpoint Parkway • Hearn Avenue • Bellevue Avenue
City of Santa Rosa Bicycle and Pedestrian Master Plan Proposed Bike Routes (Class III)	Maintain or establish the following bike route facilities: <ul style="list-style-type: none"> • Corby Avenue/Dowd Drive north-south route (includes portions of Olive Street and Corby Avenue extension) • Earle Street between Olive Street and US 101 pedestrian/bicycle overcrossing • East-west route including Lazzini Avenue, Comalli Street, Hughes Avenue, McMinn Avenue, Delport Avenue, and South Avenue
New paths (Class I) designated by Specific Plan	Establish the following newly identified pathway facilities: <ul style="list-style-type: none"> • Create a new path along the north side of Bellevue Avenue between the Colgan Creek path and Stony Point Road • Colgan Creek path north extension: extend from new Dutton Avenue bridge over creek to Hearn Avenue along Dutton Avenue extension • Connect Beachwood Drive to SMART multi-use path through an existing maintenance access (consistent with the Santa Rosa Citywide Creek Master Plan) • Establish an off-street pathway along the east side of Rain Dance Way, and extend southward from Rain Dance Way to the Colgan Creek path • Adjust path alignments in Southside Community Park to create a seamless pedestrian-bicycle connection between Hearn Avenue and the new Rain Dance Way path • Create path through Bellevue Ranch Park to link adjacent planned bike routes
New bike lanes (Class II) designated by Specific Plan	Establish the following newly identified bike lane facilities: <ul style="list-style-type: none"> • West Avenue from Sebastopol Road to Joe Rodota Trail • Barham Avenue between Dutton Avenue and Olive Street (represents an upgrade from previously planned bike route)
New bike routes (Class III) designated by Specific Plan	Establish the following newly identified bike routes: <ul style="list-style-type: none"> • Entire length of Leo Drive and its extension to Burbank Avenue • New north-south route designated on Old Stony Point Road and Liscum Street (including future Liscum Street extension to Bellevue Avenue) • Burgess Drive including easterly extension to Dutton Meadow • New east-west route designated on Barndance Lane, Blacksmith Way, Lone Star Court, and Tuxhorn Drive (integrates with planned path connections) • Create a north-south bike route along Roseland Avenue, connecting Sebastopol Road to the Joe Rodota Trail

Figure 4-3: Pedestrian and Bicycle Network



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4.3 TRANSIT

By concentrating housing, civic uses, and shopping along Sebastopol Road and adjacent to the Southside Bus Transfer Center, the Specific Plan is 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 plan 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 in the city and the plan area, including the Sebastopol Road corridor and the Southside Bus Transfer Center. The 2009 Comprehensive Transportation Plan for Sonoma County (CTP) also includes upgrades to CityBus operations, including implementation of 15-minute bus headways on Sebastopol Road. Santa Rosa CityBus is currently undergoing the "Reimagining CityBus" project to identify needed transit service improvements to respond to growth in the plan area and coordinate with future SMART service. Future improvements may include increased frequencies and additional bus stop amenities, including benches, shelters, and lighting. The draft Imagine CityBus plan calls for 15-minute transit frequencies on Sebastopol Road, consistent with the 2009 CTP.

4.4 GOALS & POLICIES

ROADWAY NETWORK

GOAL RN-1 Improve connectivity and traffic flow.

Policy RN-1.1 Improve connections by creating new streets or extensions of existing streets, as identified in Figure 4-1 and Table 4-1.

Policy RN-1.2 Require dedication of right-of-way and related street improvements or new streets as identified in the Circulation Plan when properties develop.

Policy RN-1.3 Enhance existing intersections along major arterials to improve traffic flow through use of coordinated or adaptive signal timing and/or dedicated turn pockets, as identified in Table 4-2.

Policy RN-1.4 Implement coordinated or adaptive signal timing along arterials to improve traffic flow, using intelligent transportation systems (ITS) strategies rather than roadway widening to maximize roadway efficiency, minimize congestion, and reduce greenhouse gas emissions.

Policy RN-1.5 Support the planned construction of a new US Highway 101 overpass at Bellevue Avenue and a widened overpass at Hearn Avenue to improve east-west multimodal connectivity to and from the Roseland area.

GOAL RN-2 Enhance Sebastopol Road as a vibrant and multimodal corridor.

Policy RN-2.1 Create a lush and colorful landscaped ambiance along Sebastopol Road through the use of broader sidewalks, landscaped medians, historic-style street lamps, shade trees, flowers, and bike lanes.

Policy RN-2.2 Design a raised roadway median to balance the need for access to businesses while enhancing pedestrian safety and the streetscape environment.

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Policy RN-2.3 Design Sebastopol Road as a focal gathering point and pedestrian-oriented main street.

Policy RN-2.4 Increase transit service along Sebastopol Road to provide bus service every 15 minutes.

GOAL RN-3 Maintain the livability and character of Hearn Avenue while balancing the need to ease traffic congestion.

Policy RN-3.1 Prioritize and secure funding for the planned widening of the Hearn Avenue overcrossing and associated interchange improvements to relieve existing congestion and improve multimodal connectivity.

Policy RN-3.2 Include transit facilities and amenities along Hearn Avenue to support frequent transit service.

Policy RN-3.3 Ensure convenient pedestrian and bicycle connections to and from the bus transfer center with new linked bike lanes and paths, as shown on the Pedestrian and Bicycle Network map (Figure 4-3).

GOAL RN-4 Maintain the rural quality of Burbank Avenue.

Policy RN-4.1 Implement the new street design in order to balance new improvements with the existing rural character along Burbank Avenue.

Policy RN-4.2 Balance the desire to maintain rural character with pedestrian and bicycle safety along Burbank Avenue.

GOAL RN-5 Ensure roadways, paths, and parking are designed to be accessible to all users.

Policy RN-5.1 Ensure all paths, streets, and crossings are designed to be safely accessed by all users, in accordance with the Americans with Disabilities Act (ADA).

Policy RN-5.2 Consider providing accessible on-street parking spaces along major commercial corridors such as Sebastopol Road.

Policy RN-5.3 Ensure proper connectivity and accessible pathways to and from transit stops and amenities since transit riders typically start and end trips as pedestrians.

PEDESTRIAN AND BICYCLE NETWORK

GOAL PBN-1 Establish a complete network of paths for pedestrians and bicyclists to conveniently navigate through the plan area and beyond.

Policy PBN-1.1 Ensure convenient opportunities to walk and bike to daily destinations.

Policy PBN-1.2 Design streets to safely serve and accommodate all travel modes and users.

Policy PBN-1.3 Identify gaps and build sidewalks to complete the pedestrian network in neighborhoods.

Policy PBN-1.4 Develop a system to prioritize bicycle and pedestrian improvements for future funding opportunities.

Policy PBN-1.5 Require dedication of right-of-way for improvements and/or expansion of pedestrian and bicycle facilities where insufficient right-of-way currently exists.

Policy PBN-1.6 Develop and install wayfinding signage to the downtown Sonoma-Marin Area Rail Transit (SMART) station, SMART multi-use path, Sebastopol Road commercial district, and other key destinations. Wayfinding should be designed to help create a sense of place and strengthen project area identity.

GOAL PBN-2 Ensure pedestrian and bicycle facilities are designed with safety and comfort in mind.

Policy PBN-2.1 Provide pedestrian and bicycle amenities such as directional signs, benches, drinking fountains, etc., in high travel locations to serve the recreational and travel needs of residents and visitors.

Policy PBN-2.2 Implement streetscape improvements resulting in attractive, functional streets with overall enhanced access, lighting, and safety for pedestrians, bicyclists, transit users, and motorists.

Policy PBN-2.3 Install high-visibility crosswalk markings and signage in areas with high pedestrian activity.

Policy PBN-2.4 Enhance safety at the Joe Rodota Trail crossing of Stony Point Road by eliminating the free-flow right-turn island at the SR 12 eastbound ramps intersection, using curb extensions to reduce crossing distances where possible, and implementing pedestrian- and bicycle-friendly signal timing strategies.

Policy PBN-2.5 Ensure that pedestrian and bicyclist safety and convenience are maintained where paths and trails cross streets through a variety of measures such as signing, special pavement markings or colors, raised crosswalks, and/or warning lights alerting motorists to the presence of bicyclists and pedestrians at major crossings.

Policy PBN-2.6 Support bike education events and classes.

Policy PBN-2.7 Discourage additional vehicular crossings of the Joe Rodota Trail, between Stony Point Road and Olive Street. To the extent possible, all new development and redevelopment shall be designed to utilize existing crossings of the Joe Rodota Trail, at Dutton Avenue, Roseland Avenue or Stony Point Road, or the proposed crossings already identified in the Santa Rosa General Plan 2035 (at the future extension of West Avenue and the proposed street located between Stony Point Road and Hampton Way).

GOAL PBN-3 Ensure safe pathways along and across the SMART corridor.

Policy PBN-3.1 Coordinate with SMART to ensure safe railway crossings for all users.

Policy PBN-3.2 Consider adding a new bike and pedestrian crossing of the SMART rail corridor between Barham Avenue and Hearn Avenue.

Policy PBN-3.3 Ensure any proposed fencing along the SMART railroad corridor is attractive and does not obstruct visibility to the corridor.

Policy PBN-3.4 Encourage SMART to provide lighting along the railway corridor multi-use path.

GOAL PBN-4 Ensure safe routes to school.

Policy PBN-4.1 Ensure safe routes to school, including safe pedestrian crossings and clearly marked routes near schools.

Policy PBN-4.2 Provide crosswalk enhancements near schools, parks, and high-volume pedestrian areas.

Policy PBN-4.3 Prioritize pedestrian crossing signal timing enhancements at signals around schools to promote safety for pedestrians, including techniques such as early release pedestrian crossing phases (in which pedestrians receive a “walk” signal several seconds before drivers see a green light), dedicated pedestrian phases, and reduced cycle lengths (to minimize wait times).

TRANSIT

GOAL T-1 Promote the use, efficiency, safety, reliability, and convenience of public transit in the plan area.

Policy T-1.1 Provide 11-foot travel lanes on streets with transit service.

Policy T-1.2 Provide well-lit shelters with benches and bicycle parking at bus stops near schools and shopping areas consistent with CityBus standards for bus stop amenities and accessibility.

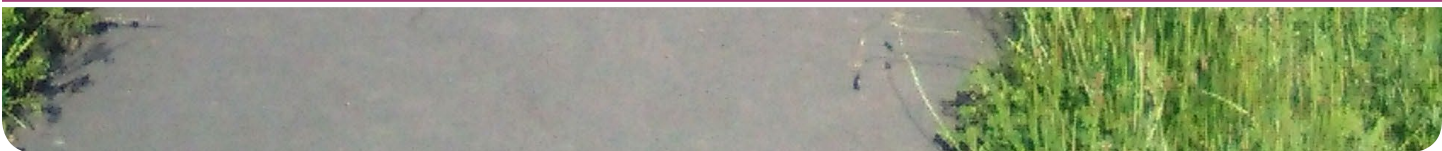
Policy T-1.3 Support increased connectivity and frequency of transit routes serving the Southside Bus Transfer Center, in keeping with the CityBus long-range plan for southwest Santa Rosa service.

Policy T-1.4 Ensure that public transit service connects major destinations in the Roseland area, including educational institutions, community facilities, parks, and major commercial corridors, as well as to the downtown and destinations outside of the plan area.



Chapter 5

PUBLIC SERVICES





The chapter identifies how important public services such as parks, police, fire, and education will be provided. Infrastructure facilities such as sewer, water, and electricity are also included.

5.1 RECREATION AND PARKS

OVERVIEW OF EXISTING FACILITIES

The City of Santa Rosa Recreation and Parks Department designs, constructs, operates, and maintains parks in the plan area. In 2016, there are four parks within the plan area totaling 30 acres: South Davis Neighborhood Park, Southwest Community Park, Bellevue Ranch Park, and Bayer Neighborhood Park and Gardens (See Figure 5-1 Park Facilities).



South Davis Neighborhood Park, located on S. Davis Street, is a 0.7-acre park with basketball courts and a playground. Southwest Community Park, located on Hearn Avenue adjacent to Meadow View Elementary School, features 20 acres of parkland and recreational uses including basketball courts, ball fields, picnic areas, and a playground. Bellevue Ranch Park is a 3.3-acre park located on Arrowhead Drive with basketball courts, barbecues, and a playground. Bayer Neighborhood Park and Gardens is a 6-acre park on West Avenue. Under construction in 2016, it will include community gardens, picnic areas, a skate park, and a community pavilion.



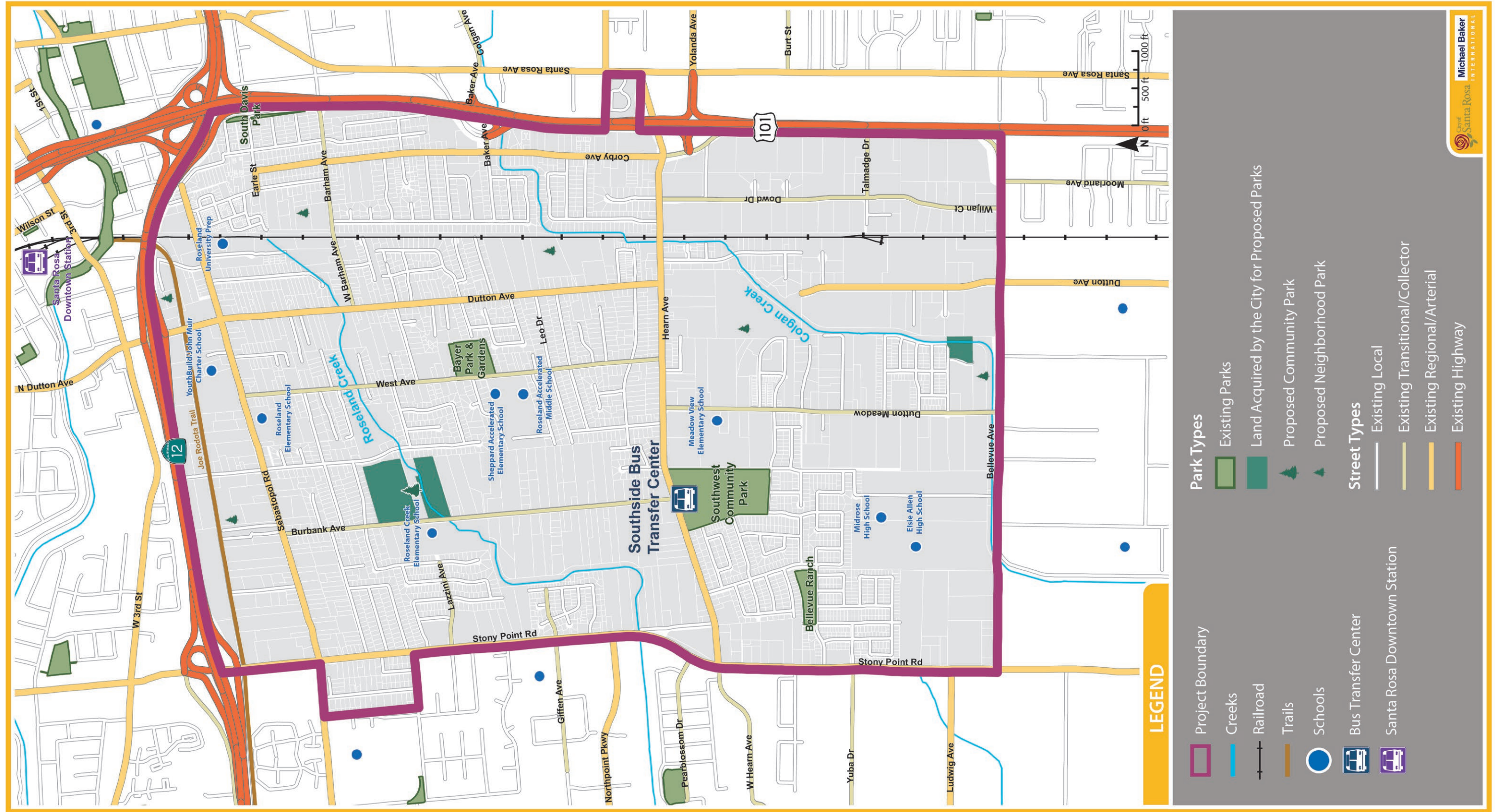
Additionally, the Joe Rodota Trail, which is owned and operated by Sonoma County, is an 8.47-mile paved recreational trail between Sebastopol and Santa Rosa that runs east to west through the plan area, south of State Route 12. This bicycle and pedestrian facility connects to the West County Trail in Sebastopol to form an approximately 14-mile stretch of paved trail.

FACILITY NEEDS

The City's current standard for parks is 6 acres per 1,000 residents, including 3.5 acres of city parks, 1.4 acres of publicly accessible school recreational land, and 1.1 acres of public-serving open space. Neighborhood parks are generally 2–10 acres and located within half a mile of the residents they serve. Community parks are larger, between 10 and 25 acres, and within 1 mile of the residents they serve. Through implementation of this plan, no area will be more than 1 mile from a park or recreational facility.

This Specific Plan and the Santa Rosa General Plan 2035 identify 11 additional parks in the plan area to achieve the citywide park standard. The City owns land for portions of two new parks: a new, undeveloped park located just north of Bellevue Avenue along Colgan Creek, and Roseland Creek Community Park located on Burbank Avenue across from Roseland Creek Elementary School. In addition to community and neighborhood parks, a 1-acre plaza is planned at the Roseland Village site on Sebastopol Road, as envisioned by the Sebastopol Road Urban Vision Plan.

Figure 5-1: Park Facilities



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5.2 PUBLIC SAFETY

OVERVIEW OF EXISTING FACILITIES

FIRE

Although part of the plan area is located in the Roseland Fire Protection District, the entire area receives fire and emergency response services from the Santa Rosa Fire Department. The Roseland Fire Protection District owns and maintains a fire station in the plan area at 830 Burbank Avenue, and since 1983 all fire services for the district have been contracted out to the City of Santa Rosa Fire Department.

In addition to providing emergency response services, the Santa Rosa Fire Department conducts hazardous materials inspections in the plan area for businesses within the city boundaries, and the Sonoma County Fire and Emergency Services Department conducts hazardous materials inspections in the unincorporated county area. The Santa Rosa Fire Department also conducts fire code inspections and responds to fire hazard complaints throughout the entire plan area, including unincorporated areas. However, for the unincorporated areas, it provides fire code inspections only where requested by the County, which supervises permits in the unincorporated areas.

Additionally, the Sonoma County Fire and Emergency Services Department oversees fire code permitting, as well as some construction permit activities and fire code enforcement.

POLICE

The Santa Rosa Police Department is the police force for Santa Rosa, with unincorporated areas in the plan area served by the Sonoma County Sheriff's Office. The California Highway Patrol provides traffic enforcement in the unincorporated areas.

The Santa Rosa Police Department operates four divisions—Field Services, Special Services, Technical Services, and Administration—serving portions of the plan area within the city. The Field Services Division provides patrol and school resource officers, investigates traffic accidents, and collects field evidence. Investigative Services conducts investigation of property crimes, domestic violence/sexual assault, violent crimes, narcotics, gangs, and graffiti. Technical Services operates a 9-1-1 Center and is responsible for records, property and evidence, and criminal analysis.





FACILITY NEEDS

FIRE

According to the City of Santa Rosa General Plan 2035, the fire station on Burbank Avenue is in need of upgrades, and the fire district is planning to relocate the station. The exact location and date for the relocated station have not been determined, but potential locations have been identified on Timothy Road and on Hearn Avenue. The estimated cost for acquiring the needed land and building a new fire station is approximately \$6 million.

POLICE

No County Sheriff or Santa Rosa Police Department facilities are anticipated in the plan area.

5.3 EDUCATIONAL FACILITIES

The plan area is served by four school districts: Roseland, Bellevue Union, Santa Rosa City, and Wright.

OVERVIEW OF EXISTING FACILITIES

ROSELAND SCHOOL DISTRICT

The Roseland School District serves the northern section of the plan area, where there are five schools: three elementary schools, one middle school (charter), and one high school (charter). The total enrollment during the 2013–2014 school year was approximately 2,300 students for all five schools.

Roseland Elementary (K–6), located at 950 Sebastopol Road, has 678 students. Opened in 2012, Roseland Creek Elementary (K–6) is located at 1683 Burbank Avenue and has an enrollment of 395 students. Located less than 1 mile east at 1777 West Avenue are two schools: Sheppard Accelerated Elementary School (K–6), which has 558 students, and Roseland Accelerated Middle School (7–8, charter), which has an enrollment of approximately 300 students. The only high school located in the district is Roseland University Prep High School (9–12, charter), located at 1000 Sebastopol Road, with approximately 400 students.

BELLEVUE UNION SCHOOL DISTRICT

Located just south of the Roseland School District is the Bellevue Union School District, which covers the southern plan area. The district has one school in the plan area: Meadow View Elementary (K-6), which is located on Dutton Meadow and has 394 students.

SANTA ROSA CITY SCHOOLS DISTRICT

Santa Rosa City Schools District covers the northwest corner of the plan area. Additionally, the Santa Rosa City High School District encompasses the entire plan area. Luther Burbank Elementary School, with 425 students in grades K–6, is located outside of the plan area but serves residents of a portion of the area, as does Lawrence Cook Middle School, with 574 students in grades 7–8. There are two district high schools within the plan area under the jurisdiction of the Santa Rosa City Schools District. Midrose High School is an alternative high school located at 597 Bellevue Avenue and has 39 students. It is located at the Elsie Allen High School campus, which has 1,034 students in grades 9–12.



WRIGHT SCHOOL DISTRICT

The Wright School District is located on the western edge of the plan area. While none of the schools in the Wright School District are located in the immediate plan area, two are located just outside it and serve plan area residents. In the 2013–2014 school year, Wright Charter, at 4389 Price Avenue, served 493 students in grades K–8, Robert L. Stevens School, located at 2345 Giffen Avenue, had 536 students in grades K–6, and J. X. Wilson, located just north of the plan area at 246 Brittain Lane, had 589 students in grades K–6.



FACILITY NEEDS

There are no new school facilities planned within the plan area.

5.4 LIBRARY

OVERVIEW OF EXISTING FACILITIES

Library services in Roseland have been a long-time goal of the Sonoma County Library Commission. A Roseland branch of the Sonoma County Library was opened to the public in November 2015. The Roseland Community Library shares its space with the Boys and Girls Club of Santa Rosa, and meeting space is managed by the Sonoma County Community Development Commission. This is a temporary facility.

FACILITY NEEDS

A permanent library facility is needed to serve the community. Space to house the library is planned at the Roseland Village Neighborhood Center on Sebastopol Road.



5.5 TRANSIT

OVERVIEW OF EXISTING FACILITIES

Santa Rosa CityBus is the major provider of public transportation within the plan area, with four bus routes serving portions of the area. The Southside Bus Transfer Center on Hearn Avenue includes shelters and lighting, and facilitates timed transfers between three CityBus routes. CityBus also oversees paratransit service for those who are unable to independently use the transit system. In addition, two Sonoma County Transit (SCT) bus routes pass through the plan area on weekdays, serving riders on Sebastopol Road at the northern edge of the plan area and on Hearn Avenue and Corby Avenue on the eastern edge. Transit users can access other SCT routes serving other areas of the county, as well as routes serving the US 101 corridor and San Francisco, operated by Golden Gate Transit, via single transfers at the downtown Santa Rosa transit mall.

Commuter rail service on the Sonoma-Marín Area Rail Transit (SMART) system is expected to begin in 2016. SMART will have stations at several major population and job centers in the North Bay, including the Santa Rosa Downtown Station, which is located approximately one-half mile from Sebastopol Road.

FACILITY NEEDS

It is anticipated that there will be improvements to public transit as a result of the Reimagining CityBus process under way in 2016. Proposed transit facility improvements in the plan area include the installation of new bus stop furniture, such as benches and lighting fixtures, and improvements for compliance with the Americans with Disabilities Act. The estimated cost for these improvements is estimated at \$200,000 for 20 stops.

5.6 UTILITY INFRASTRUCTURE

OVERVIEW OF EXISTING FACILITIES

WATER

The City's primary water supply source (approximately 95 percent) is purchased from the Sonoma County Water Agency (SCWA). In addition, the City has five potable groundwater wells, two of which can supplement supply from SCWA and three of which are used for emergency purposes only. SCWA supplies potable water to the plan area via turnouts off two aqueducts: the Kawana Pipeline (West Santa Rosa Pipeline) and the Petaluma Aqueduct. Water in the plan area is gravity-fed from SCWA's reservoirs and turnouts on its aqueducts.

The City of Santa Rosa currently owns, operates, and maintains 100 percent of the water infrastructure distribution network both within the city limits and in the unincorporated areas of the plan area. The majority of the water pipelines in the plan area are constructed of PVC, asbestos cement, cast iron, or steel.

WASTEWATER

The wastewater collection system in the plan area is a gravity-flow system, part of which is owned and operated by the City and part by the County. The County-owned system is known as the South Park Sanitation District (SPSD). The City of Santa Rosa has an agreement to maintain SPSP (County-owned) wastewater pipes.

The City owns and operates a wastewater collection system that consists of approximately 158,000 linear feet (30 miles) of gravity sanitary sewer lines, ranging in diameter from 6 to 24 inches, and 837 manholes in the plan area. The SPSP owns approximately 55,000 linear feet (10.4 miles) of gravity sewer main in the plan area, ranging in diameter from 6 inches to 12 inches. The plan area does not include any lift stations. All wastewater flow generated within the plan area is collected and conveyed to the Laguna Treatment Plant.

STORM DRAINAGE

The public storm drain system in the plan area consists of a series of inlets, structures, ditches, pipes, culverts, creeks, and surface drainage features that are owned and operated by one of three public agencies: the City, the County, or the Sonoma County Water Agency (SCWA).

The existing storm drain network in the plan area consists of approximately 30 miles of pipe. Approximately 22.9 miles of pipe (76 percent) are owned, operated, and maintained by the City of Santa Rosa. The County maintains approximately 6 miles of pipe (20 percent). SCWA owns and operates approximately 1.2 miles (4 percent) of the total storm drain pipes in the plan area, ranging from 15 to 48 inches in diameter.

DRY UTILITIES

The existing dry utilities in the plan area consist of electricity, gas, telephone, and cable. The Pacific Gas and Electric Company (PG&E) and Sonoma Clean Power supply electricity and natural gas. Electrical services are provided via aboveground utility poles and belowground utilities.

AT&T and Comcast provide telecommunications, cable television, and Internet services in the plan area. Utility infrastructure is located both aboveground on established poles and belowground in public utility easements.

FACILITY NEEDS

WATER

No new water system improvements are required. Future development may require new water mains, the locations of which will be determined by development location.

In order to provide adequate service to the area as development occurs, the City will need to implement the three developer-driven Capital Improvement Program (CIP) water projects in the plan area identified in the 2014 Water Master Plan Update. These three CIP projects are located along Bellevue Avenue, Stony Point Road, and Burbank Avenue north of Hearn Avenue. The installation of larger pipes at these locations is required in order to provide adequate service to the area as development occurs. The proposed projects include the installation of 5,090 linear feet of new 12-inch water line pipes.

In addition to the new improvements described above, repairs may need to be made to the water distribution system in the plan area over the next 20 years. A total of 18,239 linear feet of existing water pipelines, approximately 7.3 percent of the existing water pipes, in the plan area are due to reach the end of their useful life within the planning horizon. Of the total footage requiring replacement, 3,124 linear feet require replacement in the near term (by year 2021) and 15,115 linear feet require replacement in the long term (between years 2022 and 2035).

WASTEWATER

No pipeline upgrades are required to satisfy future development in the plan area. However, maintenance of existing sewer pipelines will be required to meet current demand and level of service. Based on the useful life span of the existing system, recommended replacements include a total of 55,155 linear feet of pipeline in the plan area by year 2035. The breakdown of the pipe replacement recommendations is shown in Table 51.

Table 5-1 Wastewater Pipe Replacement in the Plan Area

Wastewater Owner	Near-Term Replacement (2016–2021)	Long-Term Replacement (2022–2035)	Total Pipes (linear feet)
City pipelines	22,594	21,365	43,959
County pipelines	1,937	9,259	11,196
Total	24,531	30,624	55,155

STORM DRAINAGE

The City’s stormwater permit with the Regional Water Quality Control Board regulates both stormwater and non-stormwater discharges from 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 National Pollutant Discharge Elimination System (NPDES) Municipal Separate Storm Sewer System (MS4) Permit issued by the North Coast Regional Water Quality Control Board, 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 as 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 from small rain events as close to the source as possible by using small-scale landscape-based features located throughout project sites. 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.

The following improvements to the existing storm drain system are recommended to meet current and future storm drainage needs in the plan area:

- **CCTV inspection** – Clean, flush, and CCTV (closed circuit television) inspect all storm drain pipes to gather field data, focused on the pipelines constructed of cast-in-place concrete and corrugated metal. A CCTV inspection will provide information needed to determine future pipeline rehabilitation and replacement.
- **Manhole installations** – Install 86 new storm drain manholes on existing storm drain lines to meet the City’s spacing standards of maximum 400 feet between manholes.
- **McMinn Avenue** – Install storm drain conduit to connect the storm drain installed under Sebastopol Road widening Phase 2 to Roseland Creek.
- **Sebastopol Road widening Phase 2** – Video inspect the storm drain installed under Sebastopol Road widening Phase 2 to determine work needed at the intersection Stony Point Road and Sebastopol Road.
- **O’Hair Court** – Study the persistent flooding on O’Hair Court; high water backs up the storm drain from Colgan Creek and floods the court.
- **Earle and Boyd Streets** – Study the presence of nuisance flooding.
- **Lower Colgan Creek Restoration Phase 2 (Boron Avenue to Victoria Drive)** – Complete channel enhancement to improve habitat quality and increase flood protection.
- **Lower Colgan Creek Restoration Phase 3 (Dutton Meadow to Boron Avenue)** – Complete channel enhancement to improve habitat quality and increase flood protection.
- **Colgan Creek Channel Improvements – Corby Avenue to the railroad tracks** – Complete an alternatives analysis to determine the necessary channel improvements.
- **Upper Roseland Creek Channel Improvements – Identified as a Zone 1A project** – Improve flooding issues that were confirmed in the 2009 Santa Rosa Flood Insurance Study for Colgan, Roseland, and Naval creeks at West Avenue, McMinn Avenue, and Burbank Avenue.
- **Various Storm Drain Improvements and Environmental Mitigation** – Complete storm drain-related improvements in the unincorporated areas, identified in previous annexation reports.
- **Stormwater Quality Measures** – Mitigate the impact of development on water quality by construction of biofilters, bioswales, and/or bioinfiltration, such as depressing medians and parkways to collect and manage runoff, along all new roadways, as required by the MS4 permit.

DRY UTILITIES

As future development occurs, dry utility providers have indicated that infrastructure improvements will be needed to adequately serve the plan area at buildout. These improvements will 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.

5.7 GOALS & POLICIES

PUBLIC FACILITIES

GOAL PF-1 Provide a variety of outdoor public gathering spaces for visitors and residents of the plan area.

Policy PF-1.1 Support the development of a diverse range of parks and recreational opportunities to meet the physical and social needs of the community.

Policy PF-1.2 Develop a 4.5-acre neighborhood park at Bellevue Avenue and Dutton Meadow.

Policy PF-1.3 Develop Roseland Creek Community Park, a 19.4-acre community park across from Roseland Creek Elementary School on Burbank Avenue.

Policy PF-1.4 Encourage joint use of park, recreational, and school sites to expand opportunities for physical activity.

Policy PF-1.5 Ensure parks, playgrounds, and neighborhood play spaces are safe, clean, and well lit.

Policy PF-1.6 Design parks to be beautiful public amenities accessible to all residents. Ensure design also discourages vandalism, deters crime, and creates a safe and comfortable environment.

Policy PF-1.7 Encourage new housing developments to provide privately maintained recreational and community activity spaces.

Policy PF-1.8 Encourage the use of transparent fencing along creeks and adjacent to parks to provide “eyes” on these public amenities.

Policy PF-1.9 Encourage youth recreation programs offered by private providers and the City's Recreation and Parks Department.

Policy PF-1.10 Partner with the local school district to optimize the joint use of school facilities for evening community educational programs and neighborhood services.

GOAL PF-2 Provide new social and cultural services and amenities to meet the needs of the plan area and the larger community.

Policy PF-2.1 Encourage new uses, such as a teen center or senior community center, to locate along Hearn Avenue adjacent to Southwest Community Park to create a new and centrally located community focus of civic uses. Encourage residential and senior housing units above ground-

floor uses to provide more opportunities for area residents to live near parks, services, and transit.

Policy PF-2.2 Encourage the location of a pool in southwest Santa Rosa, which would serve plan area residents.

Policy PF-2.3 Prioritize public investment and improvements for public facilities and amenities that provide significant health and equity benefits.

Policy PF-2.4 Invest in improvements to public facilities that provide social, economic, and community benefits in underserved neighborhoods, such as educational facilities, parks, playgrounds, libraries, community center, streetscape improvement, and community gardens.

Policy PF-2.5 Provide a new library facility to serve residents in the plan area and beyond.

Policy PF-2.6 Encourage the Sonoma County Library and the Sonoma County Community Development Commission to develop a new library facility at the Roseland Village Neighborhood Center on Sebastopol Road.

Policy PF-2.7 Encourage the location of medical services in the plan area to promote access to health and well-being services for all residents.

Policy PF-2.8 Encourage new cultural facilities, cultural institutions, public art, festivals, and other event programming that brings people together.

Policy PF-2.9 Encourage services and programs for those in need, including children, families, seniors, people with disabilities, and low-income or homeless individuals.

GOAL PF-3 Ensure public safety facilities adequately serve existing and new development in the plan area.

Policy PF-3.1 Provide fire and police services that ensure the safety of plan area residents.

Policy PF-3.2 Identify location and acquire land for replacement fire station in the plan area.

Policy PF-3.3 Relocate the fire station currently located on Burbank Avenue to an upgraded facility.

UTILITIES

GOAL U-1 Ensure utilities adequately serve existing and new development in the plan area.

Policy U-1.1 Upgrade street lighting to meet City standards, promote high visibility, and accommodate all modes of travels.

Policy U-1.2 Provide utility upgrades to ensure water and wastewater services support new development in the area.

Policy U-1.3 Provide an area-wide storm drain maintenance program for surveying the existing infrastructure and programming aging infrastructure.

Policy U-1.4 Prioritize and secure funding to complete a comprehensive storm drain hydrology and hydraulic analysis to protect areas sensitive to flooding.

Policy U-1.5 Underground overhead utilities to enhance visibility for motorists and residents and to minimize risks associated with electrically charged aboveground facilities.



Chapter 6

IMPLEMENTATION & FINANCING





6.1 IMPLEMENTATION OVERVIEW

The Specific Plan sets the framework to guide development and public improvements through 2035. Public infrastructure and services must be available to adequately serve new development in the plan area. The City will follow a strategic and phased approach to new improvements in the plan area, as outlined in this chapter.

This chapter is organized to provide clear guidance for policymakers to address the programmatic and physical improvements critical to achieve the vision for the Roseland area. Section 6.2 identifies the priority projects that should be initiated within the first year of adoption of this plan. Section 6.3 identifies the full list of programs, projects, and actions to implement over the next 20 years.

6.2 PRIORITY PROJECTS

The top priority near-term actions are described below in greater detail. These are the actions that should be initiated in the near term (0 to 5 years) after the adoption of this plan to catalyze improvements in the plan area. These projects meet multiple community objectives and were identified as among the top priorities of participants in the planning process. They are not listed in any particular order and do not reflect priority of implementation.

PRIORITY ACTION A: IDENTIFY FUNDING FOR THE HEARN AVENUE OVERCROSSING

Description: Identify all possible funding sources and financing mechanisms to construct the Hearn Avenue overcrossing of US Highway 101, including grants, fees, and regional funds.

Why Is This a Priority? This project has many co-benefits, from reduction of traffic congestion on Hearn Avenue to greater bike and pedestrian connectivity.

Lead Responsibility: Santa Rosa Department of Transportation and Public Works, Caltrans

Potential Funding Sources:

- Caltrans
- Development Impact Fees
- General Fund
- Traffic Relief Act for Sonoma County (Measure M) funds, administered by the Sonoma County Transportation Authority (SCTA)
- One Bay Area Grant (OBAG) funds, administered by SCTA

PRIORITY ACTION B: ESTABLISH AND SIGN BICYCLE ROUTES

Description: Establish signing for on-street bicycle routes including those that will direct riders to the Sonoma Marin Area Rail Transit (SMART) multi-use path.

Why Is This a Priority? SMART service is expected to commence in late 2016, and segments of the multi-use path will be available for use around this time. This project will improve bicycle connectivity in the local area and enhance bicycle connections to the regional network.

Lead Responsibility: Santa Rosa Department of Transportation and Public Works

Potential Funding Sources:

- Development Impact Fees
- General Fund
- Traffic Relief Act for Sonoma County (Measure M) funds, administered by SCTA
- One Bay Area Grant (OBAG) funds, administered by SCTA
- Other transportation grant programs and funds (Transportation Development Act, Active Transportation Program, Transportation Fund for Clean Air)



PRIORITY ACTION C: CLOSE GAPS IN SIDEWALKS

Description: Focus on completing sidewalks in areas where gaps exist, where the City owns the right-of-way, and where completing the sidewalk will have the greatest benefit, such as near schools, parks, or services.

Why Is This a Priority? Currently a number of gaps in the sidewalk network make walking in the project area uncomfortable and less desirable. Improving the pedestrian experience and creating a walkable environment is a top priority.

Lead Responsibility: Santa Rosa Department of Transportation and Public Works

Potential Funding Sources:

- Development Impact Fees
- General Fund
- One Bay Area Grant (OBAG) funds, administered by SCTA



IMPLEMENTATION & FINANCING



- Other transportation grant programs and funds, administered by Caltrans, SCTA

PRIORITY ACTION D: CONSTRUCT PLAZA AND LIBRARY NEAR SEBASTOPOL ROAD

Description: Build the public plaza and library at the Roseland Village Neighborhood Center.

Why Is This a Priority? The plaza and library are important assets for the community and will create a cultural focus for community members to gather, socialize, and learn.

Lead Responsibility: Private developers, Sonoma County Library, Sonoma County Community Development Commission

Potential Funding Sources:

- Developer contributions
- General Fund
- Private fundraising
- Grants
- Sonoma County

PRIORITY ACTION E: PLANNING FOR ROSELAND CREEK COMMUNITY PARK

Description: Initial steps in the planning process include completion of a park master plan, environmental review, recreational improvements on the northern parcel, and acquisition of the remaining 2.6-acre parcel of land.

Why Is This a Priority? Development of the park will enhance the city's cultural assets and provide greater recreational opportunities in the plan area.

Lead Responsibility: Santa Rosa Department of Recreation and Parks

Potential Funding Sources:

- Development Impact Fees
- General Fund
- Land and Water Conservation Fund (LWCF), administered by the State Parks Office of Grants and Local Services (OGALS)
- Other parks grants and programs administered by OGALS

PRIORITY ACTION F: COLGAN CREEK RESTORATION

Description: Phase 2 of this three-phase project will restore the creek from a flood control channel to a healthier creek with naturalized features.

Why Is This a Priority? This project will achieve multiple community benefits including supporting habitat, increasing flood capacity, improving access to the natural environment, and adding a bicycle and pedestrian path to increase area connectivity.

Lead Responsibility: Santa Rosa Water

Potential Funding Sources:

- Agricultural Preservation & Open Space District Matching Grant Program
- Land and Water Conservation Fund (LWCF), administered by the State Parks Office of Grants and Local Services (OGALS)
- Other Parks Grants and Programs administered by OGALS
- Integrated Regional Water Management Program Implementation Grants, administered by the California Department of Water Resources (DWR)
- Urban Streams Restoration Program, administered by DWR
- California River Parkway Program, administered by California Resources Agency
- City of Santa Rosa Storm Water Enterprise Fund
- General Fund



6.3 IMPLEMENTATION ACTION PLAN

Table 6-1, Implementation Action Plan, provides the list of programs, projects, and actions to implement over the 20-year period of this Specific Plan. The table identifies the responsible party(ies), time frame for implementation, and cost estimate for each item. Phasing is categorized into the following time frames: short-term (0–5 years), mid-term (6–10 years), long-term (11+ years), and ongoing.

IMPLEMENTATION & FINANCING

Table 6-1 Implementation Action Plan

Improvements	Cost	Phasing	Responsibility
Transportation Improvements			
Repave and repair roadways	\$17,002,625	Mid-term	DTPW
Repair crosswalk ramps and make accessible	\$5,808,723	Mid-term	DTPW
Repair sidewalks	\$1,583,341	Mid-term	DTPW
Improve Sebastopol Road and intersections (including bike lanes)	\$3,937,383	Mid- to long-term	DTPW
Improve existing Dutton Avenue and intersections (including bike lanes)	\$955,547	Long-term	DTPW
Restripe/lengthen right turn lane on westbound State Route 12 off-ramp at Dutton Avenue to increase vehicle queueing capacity	\$240,000	Long-term	DTPW
Install enhanced pedestrian and bicycle crossing measures where the Joe Rodota Trail crosses existing arterial streets, such as narrowed crossings, advance stop or yield markings for vehicles, and/or innovative signal timing strategies	\$2,038,816	Mid-term	DTPW
Design new local roadway crossings of the Joe Rodota Trail to prioritize trail users, maximizing trail user safety and convenience	\$515,200	As development occurs	DTPW
Widen Stony Point Road from Hearn Avenue to Sebastopol Road (including bike lanes)	No added cost, already under construction	Near-term	DTPW
Widen Stony Point Road from Bellevue Avenue to Hearn Avenue (including bike lanes)	\$4,359,704	Long-term	DTPW
Improve Corby Ave from Baker Ave to Hearn Ave	\$1,415,245	Mid- long-term	DTPW
Improve Hearn Avenue and intersections (including bike lanes)	\$6,187,200	Mid- to long-term	DTPW
Improve Dutton Meadow and intersections (including bike lanes)	\$4,949,379	Long-term	DTPW
Improve Burbank Avenue and intersections (including bike lanes)	\$391,600	Mid-term	DTPW
Improve Bellevue Avenue and intersections (including bike lanes)	\$12,160,160	Long-term	DTPW
Install bike lanes along West Avenue	\$1,345,536	Long-term	DTPW
Improve Barham Avenue (including bike lanes)	\$1,290,720	Mid- to long-term	DTPW
Install traffic signals when warranted and where necessary to maintain the LOS D standard for major corridors set by the General Plan	\$19,060,800	Long-term	DTPW
Install street lighting where deficiencies exist	\$6,742,860	Near- to mid-term, as development occurs	DTPW
Construct new roads and street extensions	\$84,953,527	As development occurs	City and private developers as determined by nexus
Complete gaps in existing curbs and gutters and sidewalks	\$11,175,643	Mid-term	DTPW
Build US 101 overpass at Bellevue Avenue	\$20,000,000	Long-term	DTPW, Caltrans
Modify Hearn Avenue US 101 overpass	\$29,000,000	Mid-term	DTPW, Caltrans
Establish new bike routes (signed on-street)	\$69,120	Near-term	DTPW
Construct off-street bicycle and pedestrian paths	\$1,506,304	Mid- to long-term	DTPW
Subtotal – Transportation Improvements	\$236,689,432		

Improvements	Cost	Phasing	Responsibility
Land Use and Economic Development			
Initiate an incentive grant program to spur exterior building improvements in both commercial and residential areas	Staff time	TBD	DPED
Focus economic development efforts to retain and recruit new locally owned cafes, restaurants, indoor/outdoor recreation, and retail	Staff time	Near-term	DPED
Public Services, Facilities, and Infrastructure			
Construct central plaza/town square	\$3,100,000	Near-term	Private developer
Build library	\$1,681,668	Near-term	Private developer and Library District
Build cultural/youth center	\$5,000,000	Long-term	City and County
Build pool & community center in the southwest area	\$45,000,000	Long-term	DRP
Construct new neighborhood parks	\$45,000,000	Near- to long-term, as development occurs	DRP and private developer
Construct Roseland Creek Community Park	\$23,000,000	Mid-term	DRP
Upgrade Southwest Community Park	\$4,000,000	Mid-term	DRP
Restore Lower Colgan Creek (Phase 2: Victoria Dr to Boron Ave)	\$2,903,875	Near-term	SRW
Restore Lower Colgan Creek (Phase 3: Dutton Meadow to Boron Ave)	\$3,513,500	Near-term	SRW
Improve Colgan Creek Channel (Corby Ave to Railroad)	\$778,000	Near-term	SRW
Restore Roseland Creek (Burbank Ave to Stony Point Road)	\$1,946,919	Mid-term	SRW
Improve Upper Roseland Creek Channel	\$2,000,000	Mid-term	SRW
Improve aging water supply system	\$15,138,464	Near-term	SRW
Improve aging sewer supply system	\$42,138,420	Near-term	SRW
Improve aging storm drain system (includes CCTV of storm drain pipes, future studies, McMinn Ave storm drain improvement)	\$4,955,483	Near-term	SRW
Upgrade the water supply system to accommodate future population	\$4,224,700	Long-term	SRW
Install bus stop furniture (bench, lighting, etc.)	\$200,000	Near- to mid-term	DTPW
Install directional signage to major destinations	\$140,000	Long-term	DTPW
Relocate the Roseland fire station	\$6,000,000	Near-term	SRFD
Subtotal – Public Services, Facilities, and Infrastructure	\$210,721,029		
Total All Improvements	\$447,410,461		

Source: City of Santa Rosa 2016

Abbreviations:

DPED = Santa Rosa Department of Planning and Economic Development
 DRP = Santa Rosa Department of Recreation and Parks
 DTPW = Santa Rosa Department of Transportation and Public Works
 SRFD = Santa Rosa Fire Department
 SRW = Santa Rosa Water

IMPLEMENTATION & FINANCING

6.4 FUNDING AND FINANCING STRATEGY

The Roseland Area/Sebastopol Road Specific Plan identifies a variety of specific infrastructure improvements that will be necessary to facilitate development within the plan area. This funding and financing strategy identifies potential sources for funding and financing of the needed capital improvements, but does not cover the costs of operations and maintenance of infrastructure.

To arrive at the appropriate funding and financing strategy, the City of Santa Rosa will need to make a series of decisions about the implementation process for each of the improvement projects. The following section discusses one of the fundamental decisions relating to implementation, which is the general approach to paying for infrastructure improvements.

PUBLIC FUNDING AND FINANCING MECHANISMS FOR INFRASTRUCTURE

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 leverage 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 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, many district-wide taxes or assessments can be used to issue debt and then the tax and/or assessment revenue is used to pay back bondholders.

Debt financing, as described above, is one approach to pay for infrastructure improvements. Pay-as-you-go is another. In the pay-as-you-go approach, an improvement can only be made once a sufficient amount of revenue is gathered to fund the improvement. The pay-as-you-go approach is less risky to the City, but may take longer to implement. In contrast, the debt financing approach involves a higher level of risk, but is more applicable to larger-scale infrastructure needs.

These two general approaches for paying for infrastructure are not dependent on any particular funding source, but instead can rely on a variety of the funding sources and financing mechanisms listed in the following section.

POTENTIAL FUNDING SOURCES AND FINANCING MECHANISMS FOR THE ROSELAND AREA/SEBASTOPOL ROAD SPECIFIC PLAN

This section provides brief descriptions of the potential funding sources and financing tools that may be used to implement the capital improvements identified in the Specific Plan. The sources discussed below are a menu of options for implementation of the plan. In many cases, multiple sources may need to be combined in order to pay for specific projects.

GENERAL FUND

General Fund revenues include property tax, sales tax, transient occupancy tax, and other revenues that are primarily used to pay for ongoing municipal services and operations. There are no restrictions on the types of capital projects that can be funded with General Fund revenues.

EXISTING CONNECTION AND FACILITIES FEES

Connection and facilities fees are one-time fees to development for connecting to the City's water, sanitary sewer, and storm drainage facilities, in order to reimburse the City for the cost of providing those facilities. These revenues can only be used to pay for improvements to the type of system for which the fee is charged (for example, water fees can only be used to pay for improvements to water mains and other water infrastructure).

USER FEES AND RATES

User fees and rates are fees charged for the use of public infrastructure or goods, such as for use of a toll road or bridge, water or wastewater system, or public parking facility. User 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. User fees charged for parking in publicly owned parking spaces could also be used to pay for the construction, operation, and/or maintenance of a public parking facility. In addition to rates for water and wastewater, the City of Santa Rosa has a Storm Water Enterprise Assessment in place. Revenues collected from these sources are typically collected in an enterprise fund, which is then used to fund eligible projects.

DEVELOPMENT IMPACT FEES AND IN-LIEU 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, and they cannot be used to fund existing deficiencies. This condition means that for improvements that benefit existing as well as new development, impact fees can only pay for the portion of the improvement that benefits the new uses. Impact fees must be adopted based on findings of a reasonable relationship (or "nexus") between the development paying the fee, the size of the fee, and the use of fee revenues.

Similar to impact fees, in-lieu fees allow a developer to pay a fee to satisfy a requirement that would otherwise entail providing infrastructure, an amenity, or mitigation measure on-site, such as parking or affordable housing.

The City 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. New development in the plan area will be charged those impact fees, and the revenue must be used for capital improvements needed to serve the new development.

DEVELOPER CONTRIBUTIONS AND DEVELOPER-FINANCED PUBLIC IMPROVEMENTS

In addition to impact fees as outlined above, some types of improvements may be paid for with direct contributions from developers or be financed and constructed by developers. Structured negotiations between cities and developers may be 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 cost of the improvements, the scale of the development project, anticipated revenues that will be generated by development, construction costs, on-site parking requirements, and parking ratios. All of these factors will vary depending on the final format and timing of development, and therefore the amount of public benefits that can be provided will need to be negotiated on a case-by-case basis.

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STATEWIDE COMMUNITY INFRASTRUCTURE PROGRAM

The Statewide Community Infrastructure Program (SCIP) is a program of the California Statewide Communities Development Authority, which is a joint powers authority sponsored by the League of California Cities and the California State Association of Counties. Under SCIP, the authority issues tax-exempt revenue bonds to assist developers with financing for development impact fees and/or improvements for qualifying projects throughout California. Cities, counties, and local agencies in California may join the authority to participate in SCIP. The City of Santa Rosa participates in SCIP with a program that allows developers and property owners to pay the City's impact fees on projects and then pay assessments to SCIP over a period that may not exceed 30 years, secured by a lien against the property. Property owners may be reimbursed by SCIP for development impact fees paid at the time of building permit issuance, or they can receive pre-funding of the development impact fees just prior to obtaining a building permit. Although SCIP is not a funding or financing tool for cities to use to directly pay for infrastructure, SCIP can contribute to the feasibility of development projects. SCIP provides other benefits to cities, including forming the assessment districts, levying the assessments, and issuing the bonds.

ENHANCED INFRASTRUCTURE FINANCING DISTRICTS

Established in 2014, Enhanced Infrastructure Financing Districts (EIFDs) capture a portion of the growth in property tax revenues resulting from new development and increasing property values to fund the acquisition or construction of public facilities and infrastructure. The restrictions associated with the establishment of EIFDs are lower than for Infrastructure Financing Districts (IFDs); although EIFDs have not yet been widely utilized, they are now more likely to be established than IFDs. EIFDs are established by a city or county. The EIFD financing plan must be approved by the taxing entities affected by the EIFD. A specially constituted public financing authority comprising elected officials from the participating taxing entities and appointed members of the public is established to govern the EIFD. Voter or property owner approval is not required to establish the district, but a 55 percent vote is required prior to bond issuance. If there are 12 or more registered voters in the district boundaries, approval by those registered voters is required. Otherwise, the vote is by the property owners in the district.

MELLO-ROOS COMMUNITY FACILITIES DISTRICTS

Community Facilities Districts (CFDs) are a type of special taxing district formed when registered voters or property owners within a geographic area agree to impose a new tax on property in order to fund infrastructure improvements, the development of public facilities, or ongoing maintenance, repair, or services. Tax revenues can then be saved in a fund for use on a pay-as-you-go basis or used to issue bonds. CFDs are relatively flexible, and the special tax rates may be set on any reasonable basis determined by the local legislative body (for example, on the basis of building area, parcel size, or linear feet of parcel frontage), except that the tax cannot be ad valorem (based on property value). CFD boundaries can be drawn to include noncontiguous parcels, and different special tax rates can be set for different parcels within the CFD, based on land use/property type, densities, or other material factors. CFDs require approval by two-thirds of property owners (weighted by property area) as long as there are no more than 11 registered voters living within the proposed boundary. If there are 12 or more registered voters living within the district, the formation of a CFD requires two-thirds voter approval.

Because of this voter approval requirement, CFDs are most commonly formed in undeveloped areas where the district encompasses a single property owner or a small number of property owners who intend to develop the property and/or subdivide the land for sale. One provision of the Mello-Roos Community Facilities District Act is that the fees can be proportionally subdivided with the land and passed on to the future owners.

SPECIAL ASSESSMENT DISTRICTS

In a special assessment district, property owners agree to pay an additional assessment in order to fund specific improvements or services. Assessment districts are established by a vote of the property owners and require support from owners of a simple majority (50 percent plus one) of assessed property value in the district. However, under Proposition 218, a constitutional amendment passed by California voters in 1996, the amount that each property owner pays must be directly proportional to the “special benefit” the property will receive from the proposed improvement. The assessment district may not be used to pay for the portion of an improvement that accrues to the community at large (known as the “general benefit”). California law defines a number of different types of assessment districts (for example, Lighting and Landscaping Districts, Parking Districts, Property and Business Improvement Districts), most of which can issue tax-exempt bonds. As a result of the special benefit requirement, assessment districts are typically used to fund small, primarily local-serving infrastructure such as landscaping, lighting, street, or sidewalk improvements.

PROPERTY-BASED IMPROVEMENT DISTRICTS OR BUSINESS IMPROVEMENT DISTRICTS

Business Improvement Districts (BIDs) and Property-Based Improvement Districts (PBIDs) are a type of assessment district in which business or commercial property owners vote to be assessed a fee, which is collected on their behalf by a city, to fund programs and projects within the business area. Typically, a BID or PBID provides resources to develop marketing campaigns, increase lobbying efforts, secure additional funding and enhance public improvement and beautification projects in partnership with the city. By pooling private resources, business owners in BIDs collectively pay for activities which they could not afford on an individual basis.

ONE BAY AREA GRANT PROGRAM

The One Bay Area Grant (OBAG) Program provides grants for local streets and roads preservation, bicycle and pedestrian improvements, and streetscape improvements. At least 50 percent of OBAG funds must be spent in Priority Development Areas (PDAs); because the Roseland Area/Sebastopol Road Specific Plan area encompasses parts of two PDAs, subareas within the plan area would be eligible for this funding. The Sonoma County Transportation Authority (SCTA), acting as the County’s Congestion Management Authority (CMA), administers the OBAG capital grant program in Sonoma County. In late 2015, the Metropolitan Transportation Commission (MTC) adopted a funding and policy framework for the second round of OBAG grants, known as OBAG 2. This round of funding is projected to total about \$800 million to fund projects from 2017–18 through 2021–22 in the Bay Area. It is likely that approximately \$25 million will be programmed in Sonoma County.

ACTIVE TRANSPORTATION PROGRAM

The Active Transportation Program (ATP), which is administered by the Division of Local Assistance, Office of Active Transportation and Special Programs, is a new program that consolidates existing federal and state transportation programs, including the Transportation Alternatives Program (TAP), Bicycle Transportation Account (BTA), and State Safe Routes to School (SR2S), into a single program. The purpose of ATP is to encourage increased use of active modes of transportation. The current cycle of funding includes approximately \$240 million.

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CALIFORNIA OFFICE OF TRAFFIC SAFETY GRANTS

The California Office of Traffic Safety (OTS) awards federal funding on a competitive basis to cities and counties for programs that help them enforce traffic laws, educate the public in traffic safety, and provide varied and effective means of reducing fatalities, injuries, and economic losses from collisions. Evaluation criteria for grants include potential traffic safety impact, collision statistics ranking, seriousness of identified problems, and performance on previous OTS grants.

OTHER TRANSPORTATION GRANT PROGRAMS

In addition to the OBAG Program, state and regional agencies periodically offer other competitive grants for pedestrian, bicycle, streetscape, road, and other transportation-related improvements. These programs change over time depending on funding availability. Recent examples include the California Department of Transportation's (Caltrans) Safe Routes to School program; the Transportation Development Act fund; the State Transit Assistance fund; and the Transportation Fund for Clean Air program, administered jointly by the Bay Area Air Quality Management District (BAAQMD) and SCTA. MTC or SCTA administer and redistribute federal funds from the Federal Transit Administration, including programs such as the Urbanized Area Formula Funding program (49 U.S.C. 5307), the State of Good Repair grants (49 U.S.C. 5337), and the Bus Facilities Program (49 U.S.C. 5339).

OTHER TRANSPORTATION FUNDS

Other transportation funds include funds from the state gas tax and revenues from the Traffic Relief Act for Sonoma County (Measure M), distributed by the Sonoma County Transportation Authority to fund local transportation improvements. Measure M corresponds to a 20-year increase in sales tax that county voters approved in 2004 and 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 US Highway 101, improving local bus service, Sonoma-Marín Area Rail Transit (SMART), and bicycle and pedestrian improvements.

LAND AND WATER CONSERVATION FUND PROGRAM

The Land and Water Conservation Fund (LWCF) is a federal program that provides matching grants to state and local governments for the acquisition and development of public outdoor recreation areas and facilities. In California, the State Parks Office of Grants and Local Services administers the state's appropriation of Land and Water Conservation funds for park acquisition and development projects, which is up to \$2 million on an annual basis. Projects must meet state-identified funding priorities that support access to recreation and conservation of natural resources.

OTHER PARKS GRANTS AND PROGRAMS

In addition to the LWCF program, OGALS periodically administers other competitive grants for parks and open space-related improvements. These programs change over time depending on funding availability. Recent examples include the Statewide Park Development and Community Revitalization Program of 2008 (Statewide Park Program), the Nature Education Facilities Program, the State Urban Parks and Healthy Communities Program, and the Youth Soccer and Recreation Development Program.

WATER, SEWER, AND STORMWATER GRANT PROGRAMS

State and federal agencies periodically make competitive grant funding available for water and sewer programs. Like discretionary transportation grants, these programs change over time depending on funding availability. For example,

various state bond measures have provided grant funding for programs administered by the California Department of Water Resources and the State Water Resources Control Board. Grant programs include the Integrated Regional Water Management Program Implementation Grant for water supply and water quality, wastewater and recycled water, flood protection and stormwater management, and watershed management projects; and the Stormwater Flood Management Grant program for projects that manage stormwater runoff to reduce flood damage, improve groundwater supplies, improve water quality, and restore ecosystems.

FUNDING AND FINANCING OPTIONS

Table 6-2 provides a list of options for the types of improvements that have been identified in the Roseland Area/Sebastopol Road Specific Plan. 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. In particular, it is likely that some portion of infrastructure costs will be directly associated with development projects included in the plan area and will be borne by developers as a part of their development project or as a result of negotiations with the City.

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Table 6-2 Potential Funding and Financing Sources

Funding and Financing Sources	Administering Agency	Capital Improvement Type							
		Pedestrian & Streetscape Improvements	Bicycle Improvements	Other Road Improvements	Parks, Plazas, Open Space	Transit Facilities	Stormwater Improvements	Water System Improvements	Sanitary Sewer Improvements
General Fund	City	X	X	X	X	X	X	X	X
Existing Connection and Facilities Fees	City							X	X
User Fees and Rates	City				X	X	X	X	X
Development Impact and In-Lieu Fees	City			X	X			X	X
Developer Contributions and Developer-Financed Public Improvements	City and/or Property Owners	X	X	X	X	X		X	X
Enhanced Infrastructure Financing District (EIFD)	City	X	X	X	X	X		X	X
Community Facilities District (CFD)	City	X	X	X	X	X		X	X
Special Assessment District	City	X			X				
Property-Based Improvement District (PBID) or Business Improvement District (BID)	Business and/or Property Owners	X	X		X	X			
One Bay Area Grant (OBAG) Program	MTC, SCTA	X	X	X					
Other Transportation Grant Programs	Caltrans, MTC, SCTA, BAAQMD	X	X	X		X			
Other Funds	City	X	X	X	X	X		X	X
Water and Sewer Grant Programs	DWR, SWRCB							X	X

Abbreviations:

Caltrans: California Department of Transportation
MTC: Metropolitan Transportation Commission
SCTA: Sonoma County Transportation Authority
BAAQMD: Bay Area Air Quality Management District
DWR: California Department of Water Resources
SWRCB: State Water Resources Control Board

6.5 PLAN ADMINISTRATION

The City of Santa Rosa Planning and Economic Development Department is responsible for the administration, implementation, and enforcement of this Specific Plan. The plan will be reviewed, maintained, and implemented in a systematic and consistent manner. The action plan presented in this chapter summarizes the programs and projects for implementing the Specific Plan. Priorities are set for actions that need to be undertaken in the first years after adoption.

