



Santa Rosa has undergone significant transformation in recent years,

and conditions are continuing to change quickly, along with the needs of the community. In response, the City of Santa Rosa is updating the General Plan to enable the community to become even more sustainable, resilient, healthy, and inclusive.

The three-year General Plan Update process, known as Santa Rosa Forward, includes many opportunities for community discussions about the most pressing challenges and opportunities facing Santa Rosa. The project is currently in the land use and circulation alternatives phase described in this workbook. Please read on to learn more about Santa Rosa Forward, the alternatives, and how you can be involved in this long-term, citywide planning effort.

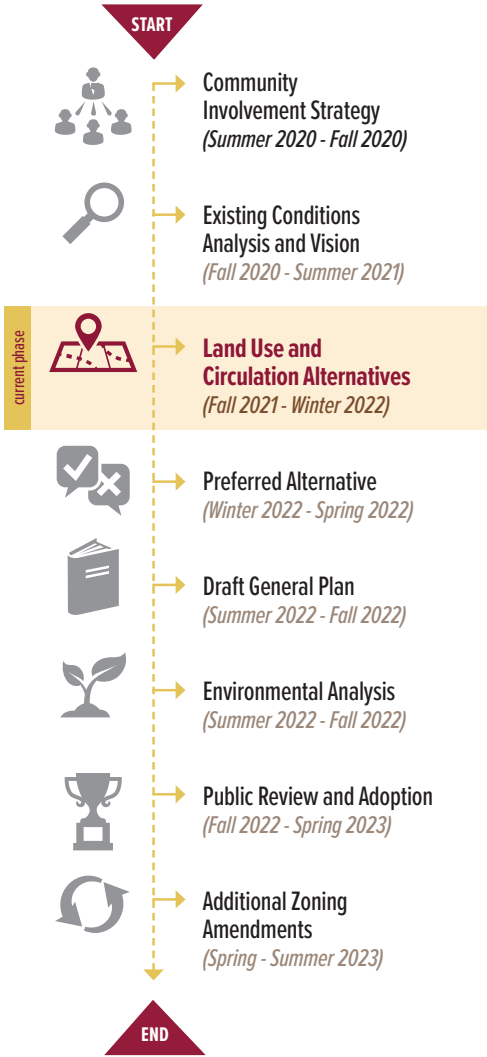
At the center of Santa Rosa Forward is the community's vision for the future. Through a series of community workshops, meetings, and online exercises in early 2021, Santa Rosans came together to share what they like about the community and what they would improve or change in the future. These conversations resulted in the following 2050 General Plan Vision Statement.

2050 General Plan Vision Statement

“Santa Rosa is a diverse, equitable, and sustainable community built on civic engagement that empowers everyone to provide and support equal and affordable opportunities to obtain high quality housing, education, and jobs; enjoy vibrant cultural events and arts; and live healthy lives in resilient neighborhoods that adapt to social and environmental change.”



Project Timeline



What's a General Plan?

A General Plan is a legally-required comprehensive policy document that provides the framework for zoning and land use decisions within a community. It establishes a community's long-term vision for the future and contains goals and policies that will shape future housing development, support job growth, foster healthy and resilient neighborhoods, protect and manage natural resources, ensure community safety, and promote social and economic equity.

How does the General Plan fit with the recently adopted Downtown Station Area Specific Plan (DSASP) and other City plans?

Like the General Plan, the DSASP includes policy guidance, but it focuses on a smaller geographic area to provide a highly specific framework for future growth. There are other types of plans in the city for specific areas, parks, bikeways, and greenhouse gas reduction, for example – all of which must be consistent with the General Plan.

In this workbook...

- Introduction
- Alternatives
- Economics and Housing
- Efficient and Sustainable Development
- Safety and Resilience
- Equity
- Alternatives Comparisons

Santa Rosa

Alternatives

The community vision is guiding Santa Rosa Forward, starting with the three alternative future development scenarios presented in this workbook. Each scenario aims to implement the vision but offers a unique approach to distributing future housing and retail growth across the community. The following pages present key distinctions and commonalities of these future development scenarios to help community members decide which alternative best reflects their vision for the future of Santa Rosa.



Which scenario comes closest to expressing your vision for Santa Rosa's Future?



What would you change about that scenario to better express your vision?

How were these alternatives developed and analyzed?

- ▶ Each alternative starts with the potential for **36,000 new housing units**, equal to the number accommodated in the current General Plan.
- ▶ The alternatives differ in where new housing would go, in addition to where it is already allowed today. **Central Corridors** concentrates housing near Downtown; **Neighborhood Main Streets** envisions a city of neighborhoods with new housing near small neighborhood centers; and **Distributed Housing** builds on what is already here, with future growth occurring across the city in proportion to what is on the ground today.
- ▶ The amount and location of **office, retail, and industrial** in each scenario is largely driven by the number of new households and where they are located. An economic analysis determined how much new office, retail, and industrial uses could be supported by the new housing in each alternative. Locations for future office and retail businesses differ more between alternatives than do locations for future industrial uses, which are more limited by land availability and proximity to the freeway.
- ▶ The geographic relationship between housing, jobs, and services informed a **traffic model assessment** that estimated the resulting travel activity of residents, employees, and visitors under each future development scenario.
- ▶ Future development and associated travel patterns of each alternative informed an **assessment of community safety and resilience** from hazards.
- ▶ Land use and circulation patterns have **implications for equity and community health outcomes**, so it will be important for community members to provide input about how best to achieve equity citywide and in each neighborhood of Santa Rosa.

During Fall 2021 and Winter 2022, the City will hold various in-person and web-based activities that will offer forums for community members to convene and discuss these questions. Community input will shape the subsequent development of a **“preferred alternative”** that will serve as the foundation of the updated General Plan. This preferred alternative informed by the community may include components from any or all of the current alternatives, plus new ideas that emerge during the Santa Rosa Forward conversations over the next few months. The preferred alternative will undergo a deeper analysis, expanding on the topics explored in this workbook.

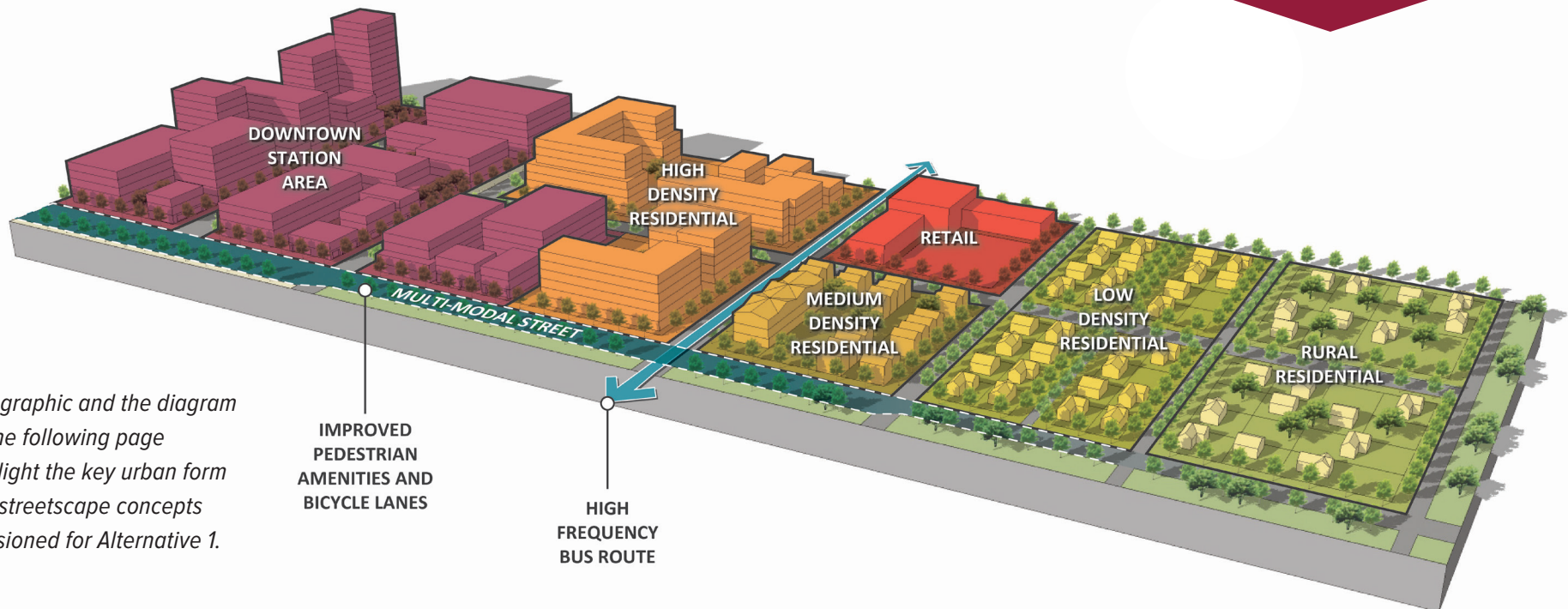
Visit the project website for information on the technical analysis of the alternatives, available at: www.santarosafoward.com/Alts.



Alternative 1: Central Corridors

This alternative focuses future commercial and residential growth near Downtown and along Central Corridors that are connected to transit facilities. Most community needs, such as jobs, retail, and commercial services, can be met in or near the central part of the city. This compact form of development is efficient and consistent with the recent Downtown Specific Plan, and would be supported by a robust transit system.

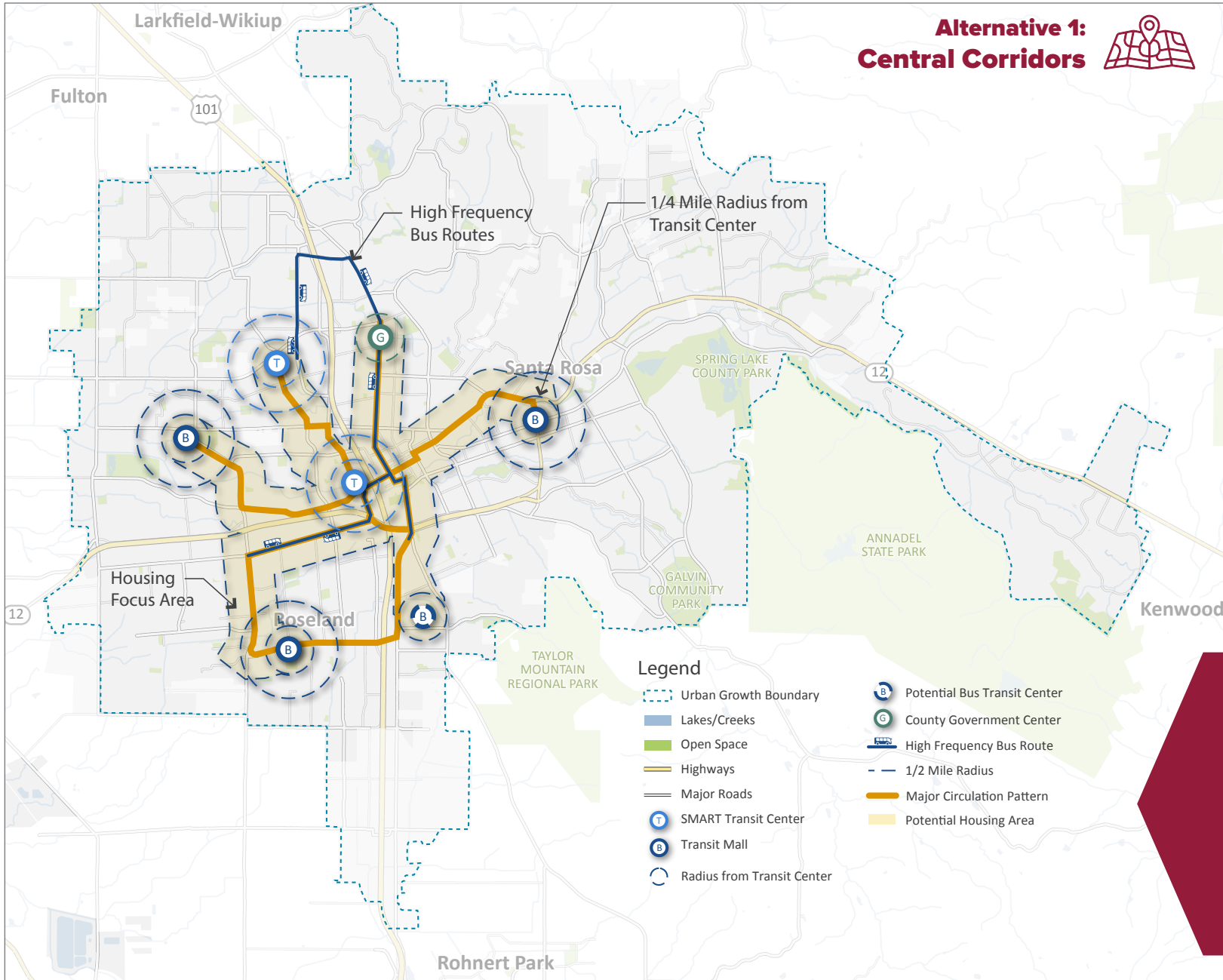
- ▶ Focuses 54% of new housing Downtown and along central transit lines
- ▶ Limits new housing near freeways to what is already allowed
- ▶ Limits new housing in the wildland urban interface area to what is already allowed



This graphic and the diagram on the following page highlight the key urban form and streetscape concepts envisioned for Alternative 1.

IMPROVED
PEDESTRIAN
AMENITIES AND
BICYCLE LANES

HIGH
FREQUENCY
BUS ROUTE



New Housing Units

IN FOCUS AREA:
19,600 / 54%

OUTSIDE FOCUS AREA:
17,000 / 46%

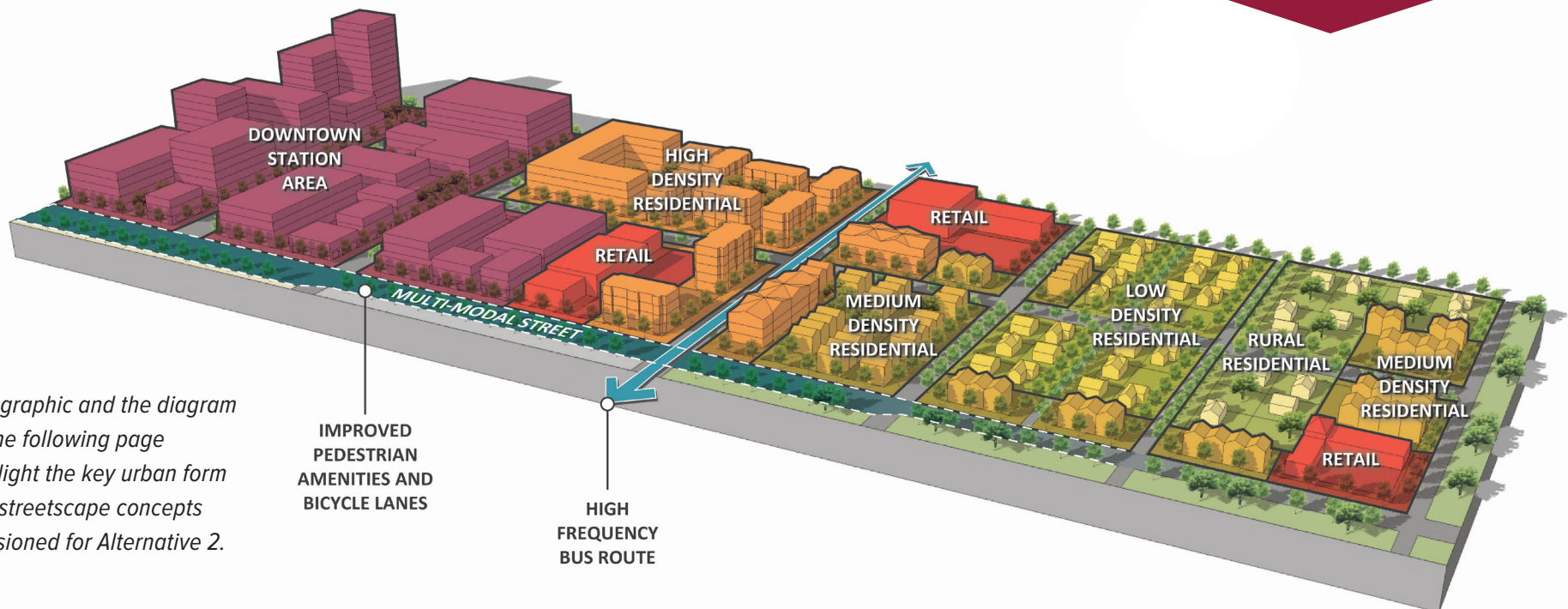
CITYWIDE:
36,600



Alternative 2: Neighborhood Main Streets

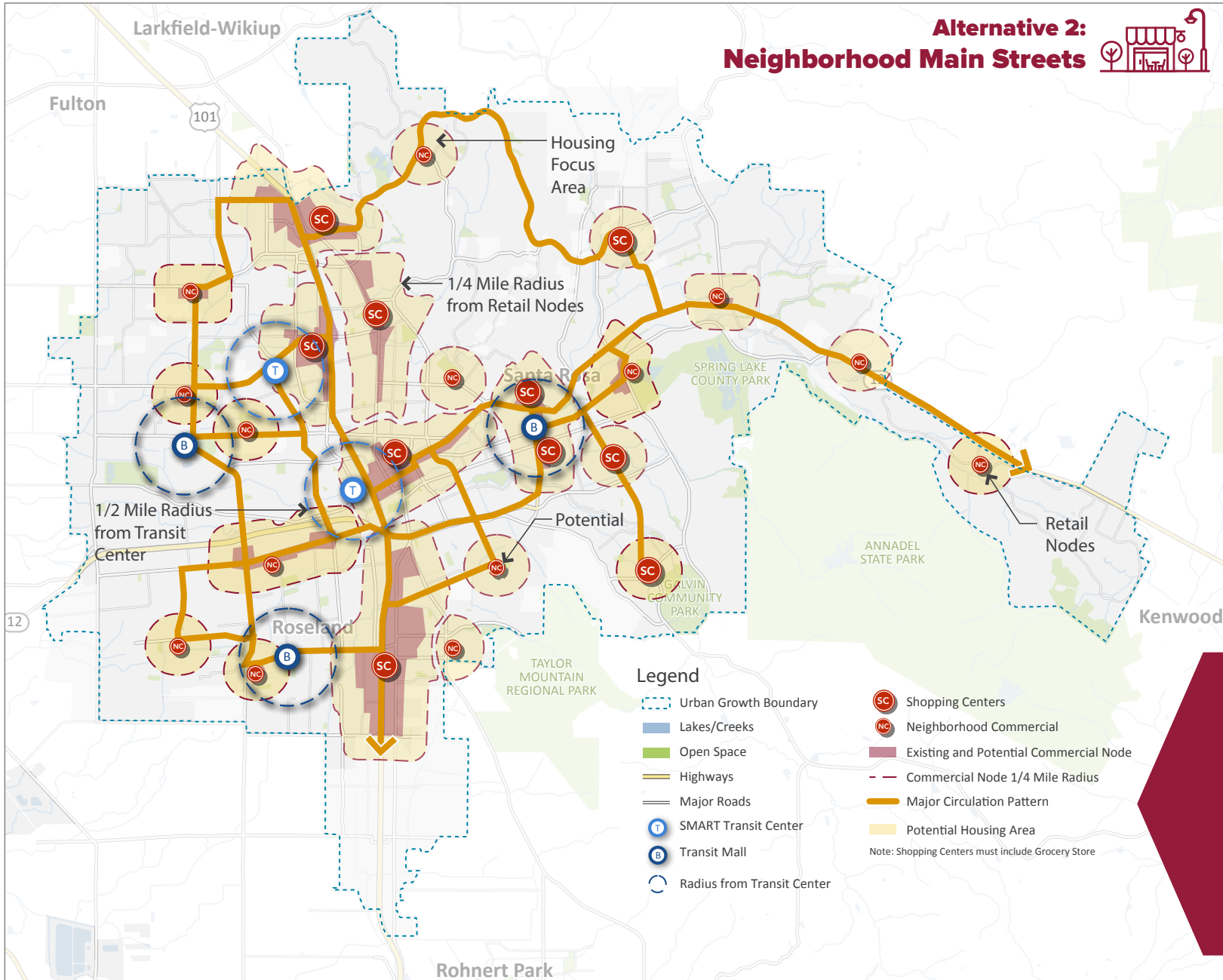
This alternative concentrates housing, jobs, and community destinations along key corridors and at community centers. This includes both Shopping Center (larger commercial and services centers) and Neighborhood Center (smaller retail) nodes. Nearly all residents would have convenient access to many daily needs within walking or biking distance, reducing the need for most daily vehicle or bus trips around the city.

- ▶ Focuses 55% of new housing near new or existing neighborhood centers
- ▶ Limits new housing near freeways to what is already allowed
- ▶ Limits new housing in the wildland urban interface to what is already allowed



This graphic and the diagram on the following page highlight the key urban form and streetscape concepts envisioned for Alternative 2.

Alternative 2: Neighborhood Main Streets

New Housing Units

IN FOCUS AREA:
19,600 / 54%

OUTSIDE FOCUS AREA:
16,500 / 45%

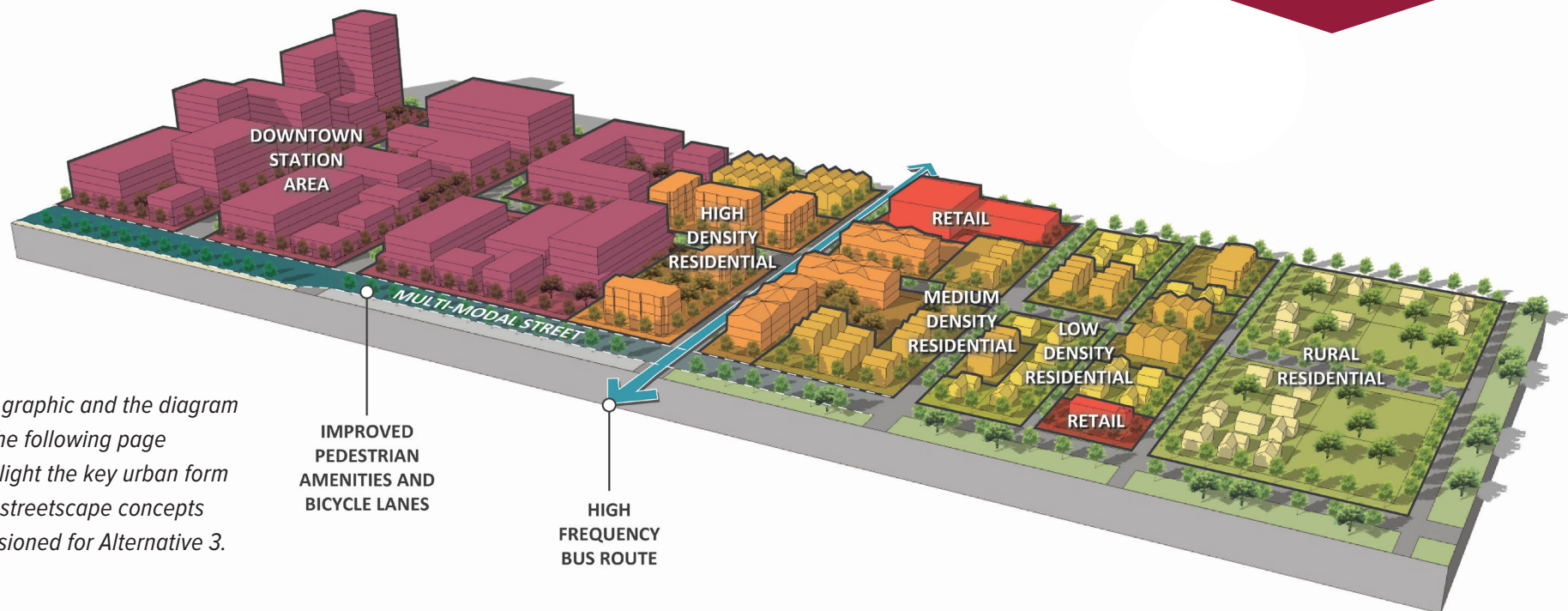
CITYWIDE:
36,300



Alternative 3: Distributed Housing

This alternative distributes new duplexes, triplexes, courtyard, and similar types of homes throughout the city on parcels that can accommodate new housing. This might result in a more even distribution of housing throughout Santa Rosa. Since new housing is distributed in each neighborhood, residents might often need to travel by private vehicle or bus trip to access most daily goods and services.

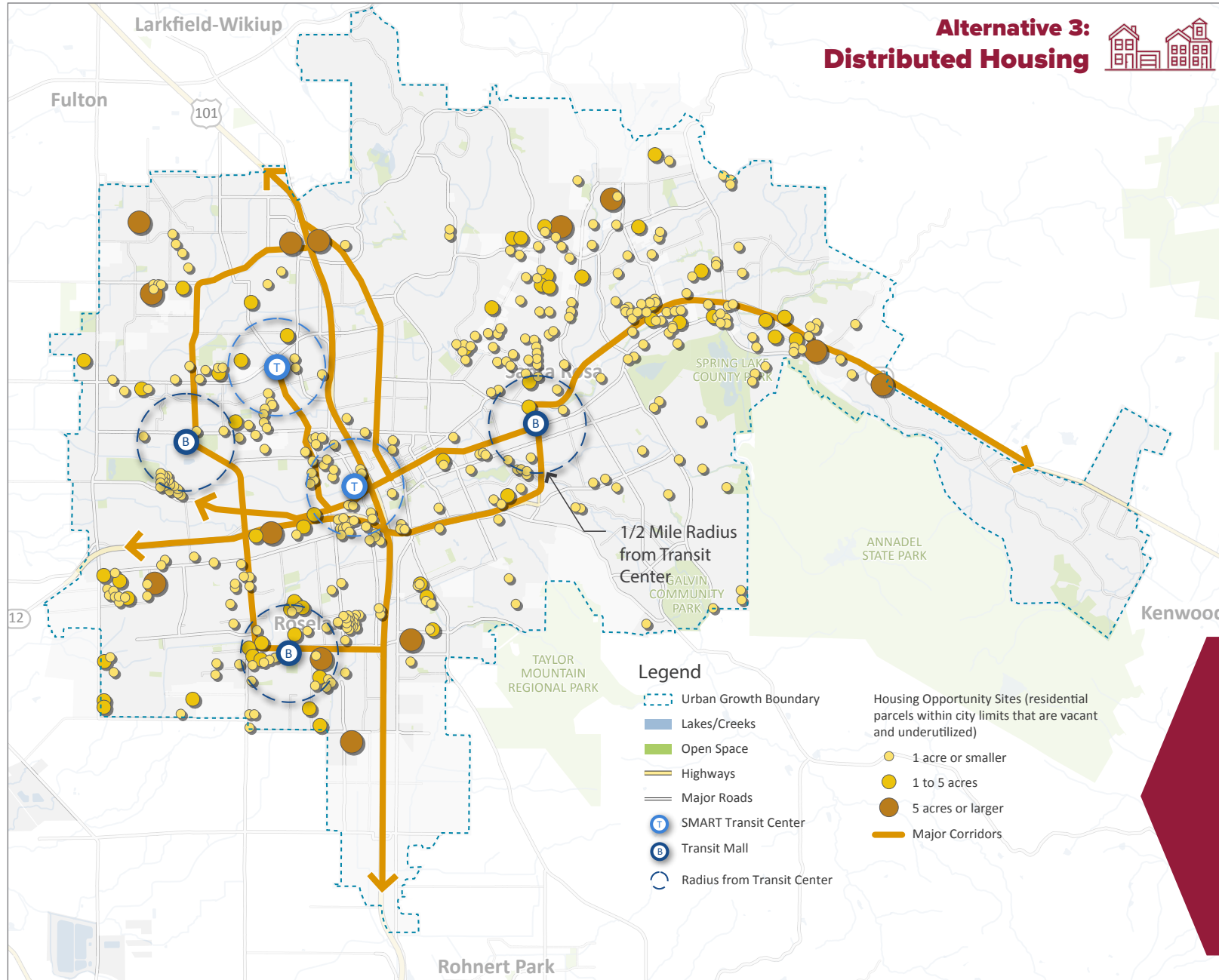
- ▶ Distributes new housing across the city in proportion to what is there today
- ▶ Limits new housing near freeways to what is already allowed
- ▶ Limits new housing in the wildland urban interface to what is already allowed



This graphic and the diagram on the following page highlight the key urban form and streetscape concepts envisioned for Alternative 3.

IMPROVED
PEDESTRIAN
AMENITIES AND
BICYCLE LANES

HIGH
FREQUENCY
BUS ROUTE



New Housing Units

ON VACANT LOTS
>2 ACRES:
3,700 / 10%

ON OTHER LOTS:
33,100 / 90%

CITYWIDE:
36,800

Economics and Housing

Each development alternative accommodates the same amount of housing and non-residential growth between now and 2050. The scenarios differ in where growth occurs across the city—particularly for housing, retail, and office uses—and therefore results in different patterns regarding where people live in relationship to where they work, play, and shop. The following graphic identifies the anticipated overall growth in Santa Rosa over the next 30+ years. Visit the project website for more information on the alternatives economic analysis, available at: www.santarosafoward.com/Alts.



Forecasted Growth

36,000

NEW HOMES



50%

INCREASE

72K HOMES TODAY

1 million

SQUARE FEET OF RETAIL



5%

INCREASE

20M SqFt TODAY

2 million

SQUARE FEET OF OFFICE



50%

INCREASE

4M SqFt TODAY

1.5 million

SQUARE FEET OF INDUSTRIAL



25%

INCREASE

6.5M SqFt TODAY

Economics and Housing Comparison

Alternative 1: Central Corridors



- ▶ New housing and commercial development is concentrated in and around Downtown and along key transit lines extending from the city center.
- ▶ Additional retail Downtown is equipped to serve a larger number of customers, potentially limiting business growth elsewhere in the city.
- ▶ City center office space capitalizes on freeway and transit access, supporting the ability to attract larger and knowledge-based businesses, spending at Downtown restaurants, and demand for new nearby housing.



Where should we encourage new jobs, retail, single-family housing, and multi-family housing?

Alternative 2: Neighborhood Main Streets



- ▶ Housing and commercial growth is focused in neighborhood retail centers and along community corridors.
- ▶ Shopping centers across the city support a greater number of small storefront businesses serving nearby residents.
- ▶ Office space citywide hosts businesses serving local households, such as insurance agents, accountants, and medical services.



Is nearby access, including walking and wheeling, to shopping important, or is it ok for housing to be more separated from commercial uses?

Alternative 3: Distributed Housing



- ▶ Housing and other commercial uses across the city grow proportionally where they exist today.
- ▶ Residents may need or prefer to travel to larger retail locations, potentially limiting new smaller-scale retail in some neighborhoods.
- ▶ Office growth occurs in current locations to serve new housing.

Efficient and Sustainable Development

VMT and Sustainability

Vehicle miles traveled (VMT) per service population includes all daily trips made to and from Santa Rosa destinations by residents and employees of Santa Rosa-based jobs. This comprehensive measure accounts for all VMT generated by the various land uses in the city.

24 Existing
VMT
Per Service Population

23 Projected
VMT
Per Service Population

Increasing Share of Walking, Biking, or Transit Trips

VMT and **walking, biking, and transit** projections do not account for any future improvement projects. Enhancements to the transportation network, including trails, bike lanes, and transit frequencies, will likely lead to additionally reduced dependence on private vehicles.



**Alternative 1:
Central Corridors**

UP TO **10%**



**Alternative 2:
Neighborhood Main Streets**

UP TO **5%**



**Alternative 3:
Distributed Housing**

UP TO **2%**



What actions should we take to best support a sustainable future for Santa Rosa?



What transportation investments would you like the City to make to ensure it's easy and enjoyable to get around?

Alternative Highlights

All three future development scenarios would:



Reduce vehicle miles traveled and associated greenhouse gas emissions compare to the current General Plan.



Increase the share of trips made by biking, walking, or taking transit compared to the current General Plan.

- ▶ Increasing numbers of residents working from home could further reduce VMT at similar proportions across each alternative.
- ▶ New housing will outpace new local jobs so some new residents may need to drive to work outside of Santa Rosa.

In each scenario, where development occurs, traffic is anticipated to grow, though alternative modes of transportation and City policies may help curb congestion. Visit the project website for more information on the alternatives transportation analysis, available at: www.santarosafoward.com/Alts.

Mobility and Connectivity

Enhancements to the transportation network will improve connectivity and help reduce the community's dependence on single-occupant and private vehicles, which will be achieved using different strategies in each alternative:

Alternative 1:

Central Corridors

Most community needs can be met in or near the central area of the city. Transportation network improvements connect people to Downtown in a hub-and-spoke pattern, improving access by transit and bike.

Alternative 2:

Neighborhood Main Streets

The majority of new residents live near daily destinations such as jobs, retail, and dining. Sidewalk gaps are eliminated and expanded bikeways connect residents to their nearest key corridor.

Alternative 3:

Distributed Housing

Residents may need to travel by private vehicle or bus to access needed goods and services. The current street pattern is maintained, with targeted enhancements along corridors where new duplexes, triplexes, and multifamily housing is focused. The bike network is significantly expanded to make crosstown travel easier and safer.

Safety and Resilience

Alternative 1: Central Corridors

Comparatively Safer for Wildfires, Floods, and Landslides

- ▶ Concentrates housing and commercial activities away from the wildland urban interface (WUI) and outside of flood and landslide risk areas.

Alternative 2: Neighborhood Main Streets

Comparatively Safer for Extreme Heat, Evacuation, and Public Safety Power Shutoffs

- ▶ Supports a denser tree canopy and more green spaces to reduce heat island effects, promote efficient evacuations, and create resilience hubs to maintain continuous electricity.

Alternative 3: Distributed Housing

Comparatively Safer for Earthquakes and Fires Caused by Earthquakes

- ▶ Locates new development farther from the Rodgers Creek Fault.

Why do some alternatives perform better than others for different hazards and safety issues?

HAZARD/SAFETY FEATURE	Alternative 1: CENTRAL CORRIDORS	Alternative 2: NEIGHBORHOOD MAIN STREETS	Alternative 3: DISTRIBUTED HOUSING
Wildfire	Green	Orange	Yellow
Floods	Green	Orange	Yellow
Earthquake	Yellow	Orange	Green
Fires Caused by Earthquake	Orange	Yellow	Green
Landslides (earthquakes, rainfall, and post-fire)	Green	Yellow	Orange
Extreme Heat	Yellow	Green	Orange
Evacuations	Orange	Green	Yellow
Public Safety Power Shutoffs (PSPS)	Yellow	Green	Orange

This table compares the performance of each alternative to the others for each hazard or safety issue. **Green** is the best, **Yellow** is second best, and **Orange** is third best at addressing these issues. The ranking is based on an analysis of where people will live and work relative to the potential threat. Visit the project website for more information on the alternatives safety and resilience, available at: www.santarosafoward.com/Alts.



What actions should the City prioritize when planning for community safety and resilience?



Which hazard or safety issue are you most concerned about?



CAL FIRE is expected to expand the identified WUI boundaries in the near term. Threats to structures and people can be reduced with fire-safe materials, maintenance of surrounding landscapes, and careful evacuation planning.



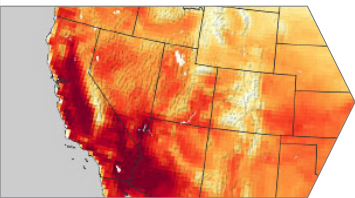
Flood risk can be reduced through storm drainage capacity improvements



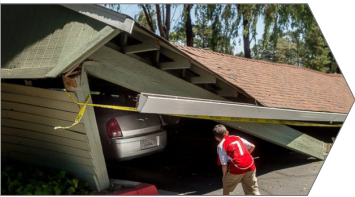
The Rodgers Creek Fault has a 33% probability of a magnitude 6.7 or greater earthquake before 2050.



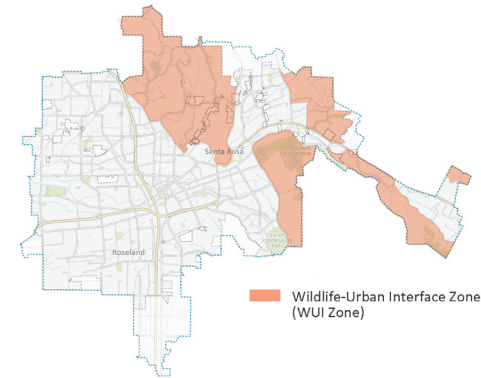
The **wildland urban interface (WUI)**, where undeveloped land meets developed areas, generally faces higher risk of wildfire. The WUI covers parts of northern Santa Rosa, including Fountain Grove, and eastern Santa Rosa, including areas east of Calistoga Road to the north and east of Summerfield Road to the south.



Heat islands are urban areas that experience higher temperatures than undeveloped areas because urban structures, like buildings and roads, absorb and re-emit the sun's heat more than natural landscapes do.

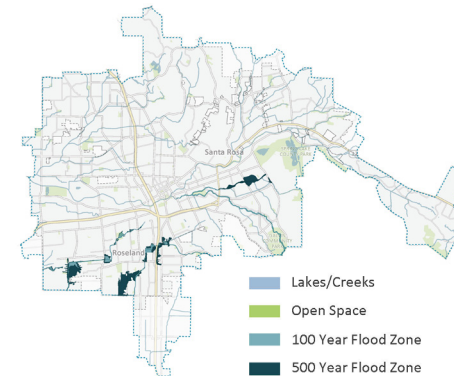


In an **earthquake**, shaking is considered **'violent'** when specially-designed structures sustain considerable damage while other structures sustain partial collapse and buildings are shifted off foundations.



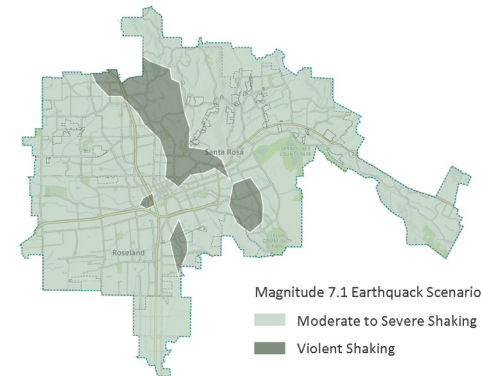
Wildfires

The areas in red are within the Wildfire-Urban Interface (WUI) zone and especially susceptible to catastrophic wildfires.



Floods

The areas in blue are located within either 100 or 500 year flood zones and susceptible to periodic flooding.



Earthquakes

All parts of Santa Rosa are susceptible to earthquakes (light green), but the dark green areas are at greatest risk for violent shaking and severe damage.

Equity in Santa Rosa

We achieve equity when **everyone** has the opportunity to thrive. In Santa Rosa, some community members, often **low-income households** and **people of color**, face adverse conditions and circumstances that negatively impact their education and health outcomes, financial stability, life expectancy, and more. Santa Rosa intends to support the success and quality of life of historically disadvantaged communities through equitable planning and City actions.

Everyone Means...

people of all abilities, ages, ethnicities, gender identities, income levels, races, religions, sexual orientations; formerly incarcerated people; immigrants; all language speakers. It means you, your family, your neighbors, your colleagues and community members across Santa Rosa. **EVERYONE.**

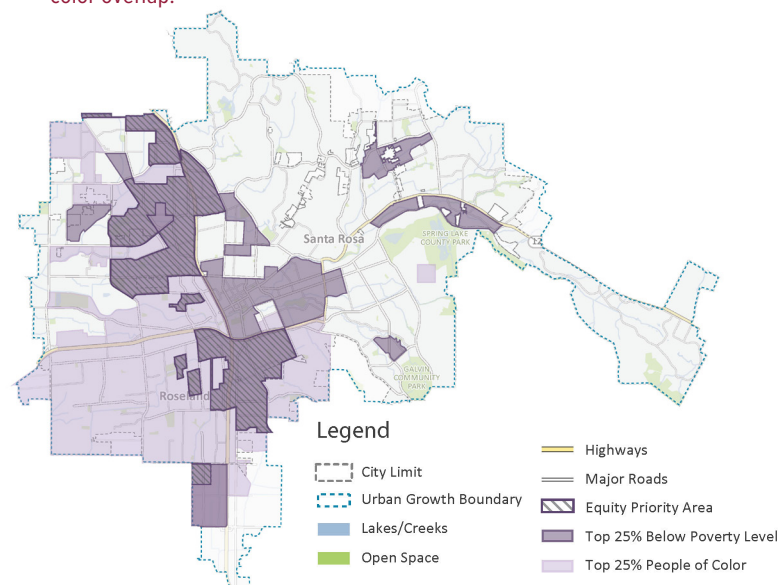
How will Santa Rosa Forward address equity?

Santa Rosa Forward—its community involvement strategy and the goals, policies, and programs it develops—is taking special care to empower Equity Priority Communities to participate, prosper, and reach their full potential.

Santa Rosa Forward aims to make meaningful advancements to equity through whatever preferred future scenario is created by the community. Equity is embedded in all aspects of the General Plan and, following the community's guidance, is a foundation of the Vision for Santa Rosa Forward.

Equity Map

Santa Rosa Forward has identified **Equity Priority Communities**, areas in the city where the highest concentrations of lower income households and people of color overlap.



What is the biggest equity issue impacting the community today?

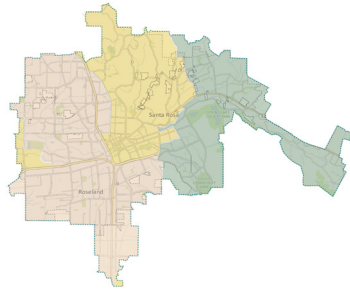
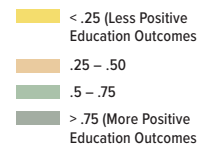


What actions should the City take to reduce barriers to being involved in Santa Rosa Forward and all City decision-making?

People of color and lower income households are more likely to...

... live near harmful, unhealthy uses, like freeways and industrial and toxic release facilities.

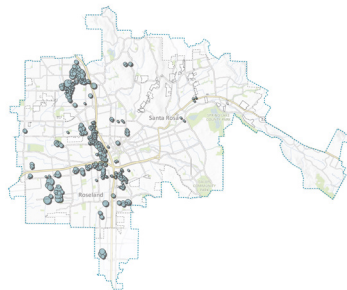
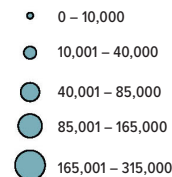
Educational Outcomes



... receive less resources for education and have poorer educational outcomes.

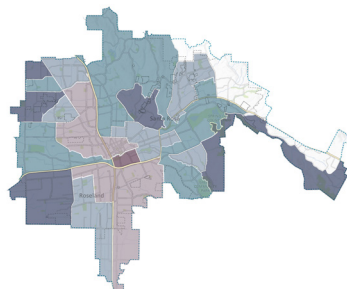
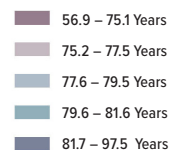
Industrial Sites

Industrial Space in Rentable Building Area



... have higher rates of disease and a lower life expectancy due to reduced access to healthcare and healthy foods, as well as social, economic, and environmental disadvantages.

Life Expectancy



How do we define Equity Priority Communities?

People of Color literally means people who are nonwhite. In this workbook, the term is inclusive of all people who identify as Latinx even if they are racially white. People of color make up about 45 percent of Santa Rosa's population, including those who identify as African American and/or Black, Asian or Pacific Islander, Indigenous, Latinx, and/or more than one race.

Low Income households earn up to 80 percent of the median income in the County. In 2021, this includes individuals living alone who earn less than \$65,150 and 4-person households earning less than \$103,300.

The City is committed to improving equity through strategic and thoughtful planning, policy, and funding choices that will advance the following objectives:

Health

- ▶ Everyone enjoys long, fulfilling, and healthy lives.

Services

- ▶ Everyone has access to affordable healthy food, education, childcare, recreation, reliable internet, and physical and mental health services.

Housing

- ▶ Everyone has equitable access to high quality, affordable housing for all life stages.

Environmental Justice

- ▶ Everyone is treated fairly and meaningfully involved in decision-making that effects the community's environmental health.

Social Justice

- ▶ Social justice is achieved for everyone.
- ▶ Public safety services are provided by caring and thoughtful community members who are representative of and familiar with the people they serve, and everyone can safely access public safety service.

Community Engagement and Decision Making

- ▶ Everyone has equitable access to be meaningfully involved in City and community decision making.

Economic Opportunity

- ▶ Everyone can access meaningful work and earn a living wage.
- ▶ Thriving minority-owned businesses exist in all corners of the community.

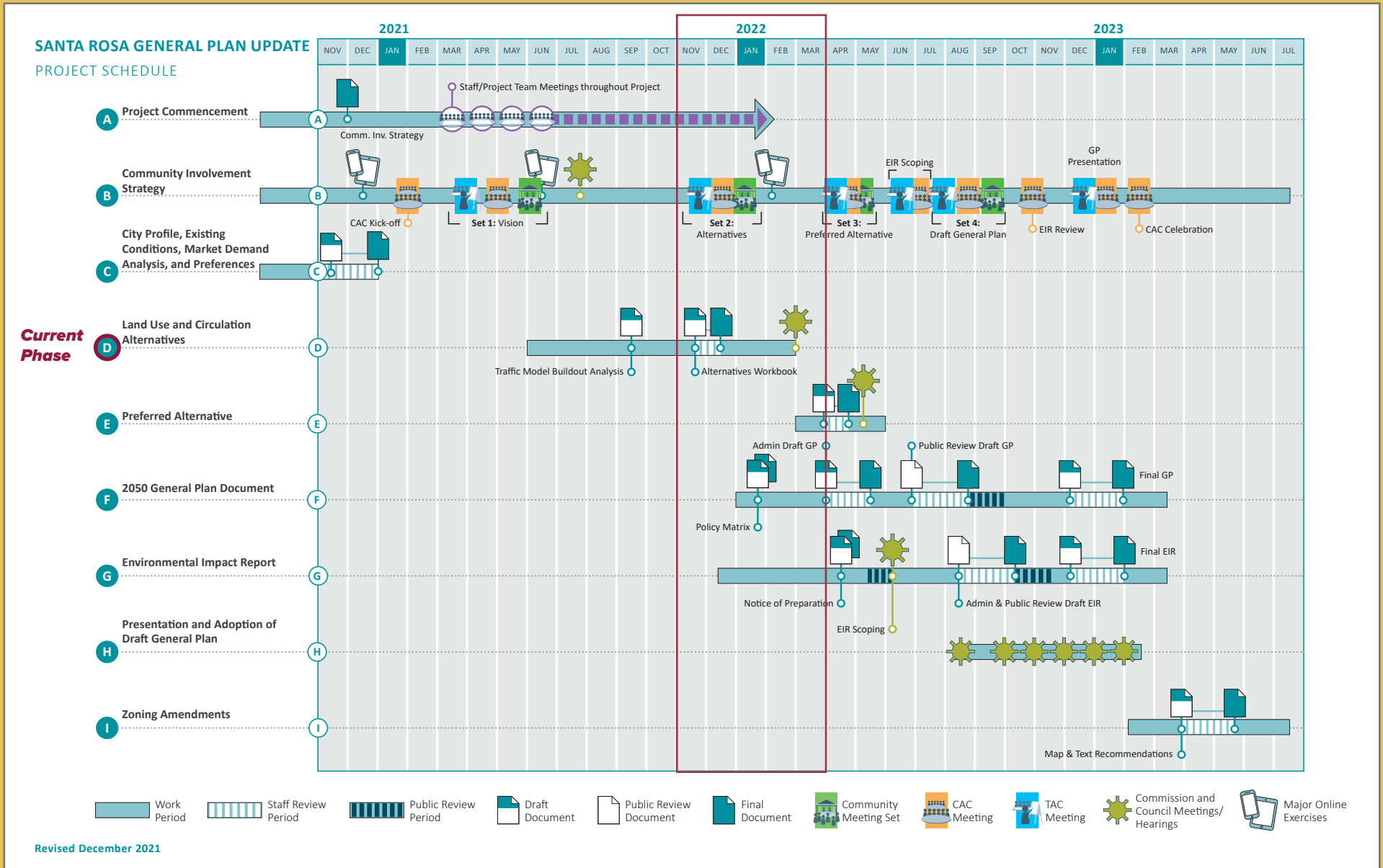
Connectivity

- ▶ High-quality, reliable, and safe transit service, bicycle and pedestrian facilities, and other forms of mobility connect all ages across the city and region when needed.

City Funds

- ▶ Investments are equitable across all neighborhoods.

Overall Project Schedule



Community Discussion Opportunities

The Santa Rosa Forward process provides an important opportunity for the community to discuss ways to ensure housing for all, improve neighborhood quality and connectivity, foster economic development, improve public health for all, create more equitable access to community amenities and services, enhance education, and reinforce environmental stewardship. The **Community Discussions: Alternatives** process held between Fall 2021 and Winter 2022 will include a series of online surveys, workshops, meetings, youth engagement activities, and other interactions that offer a variety of ways for the community to be involved. This round of engagement is focused on soliciting community feedback on the alternatives discussed in this workbook and includes the following key engagement activities and opportunities:

- ▶ **Online Virtual Workshops and Survey**
- ▶ **Community Advisory Committee Meetings**
- ▶ **Equity Priority Community Sessions**
- ▶ **Community Organization Meetings**
- ▶ **Youth Activities**
- ▶ **City Boards and Commissions Meetings**
- ▶ **Planning Commission and City Council Study Sessions**

Are you creative? Submit your best pic, reel, audio clip, or other media in the Youth Voice Contest! ESPAÑOL

SANTA ROSA FORWARD
The Best Future Together

FAQs News Documents Get Involved Community Advisory Committee

Review the following Draft Vision and select the four topics that are most important to you.

Topic	Count
Topic 1	2
Topic 2	4
Topic 3	3
Topic 4	4
Topic 5	1
Topic 6	6

Community Visioning Virtual Workshop

Santa Rosa is in a time of incredible change. The recent fires, housing crisis, electrical grid blackouts, and calls for social justice and equity provide a backdrop for an immensely important discussion on how the city will grow and change over the coming years and decades. The **Santa Rosa Forward** process is an

Please visit www.santarosafoward.com for more information on the project and upcoming community discussions and events.



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