



Alternatives

The **Existing Conditions Analysis**, current **Equity issues**, and the community's **Vision Statement** are all guiding the Santa Rosa Forward process. The three alternatives presented on the following pages provide different options for how the community can grow and change in the future to address identified challenges and opportunities. Each alternative aims to implement the Community Vision, but offers a unique approach and choices for how we distribute future housing and improve circulation.

Please consider the following two broad questions after you have had a chance to review and react to the information in this Workbook:

ALTERNATIVES COMPARISON

Alternative 1: Central Corridors



Alternative 2: Neighborhood Main Streets



Alternative 3: Distributed Growth



New Housing

+36,000
dwelling units

Economic & Housing Development

+1 Million
sq ft of Retail



New Retail



New Office

+2 Million
sq ft of Office

same for
all three
alternatives

+1.5 Million
sq ft of Industrial



New
Industrial

Efficient and Sustainable Development



Increasing Share of Walking,
Biking, or Transit Trips

Alternative 1:

UP TO **10%**

Alternative 2:

UP TO **5%**

Alternative 3:

UP TO **2%**

Equal reductions in Vehicle Miles Traveled
and associated greenhouse gas emissions



24 Existing
VMT
Per Service Population

23 Projected
VMT
Per Service Population

Safety and Resilience



Safest alternative for
wildfires, floods, and
landslides



Safest alternative for
extreme heat,
evacuation, and public
safety power shutoffs



This is the safest
alternative for
earthquakes and fires
caused by earthquakes

Equity



Concentrated development
attracts larger businesses
and more high wage jobs



New homes near jobs and
essential goods and services
reduces travel costs for
residents to access daily needs



Creates opportunities for
homeowners to get more
value from their property
but could also limit housing
affordability for renters