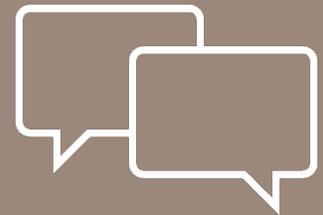


**SANTA  
ROSA**  
**FORWARD**  
Plan Our Future Together



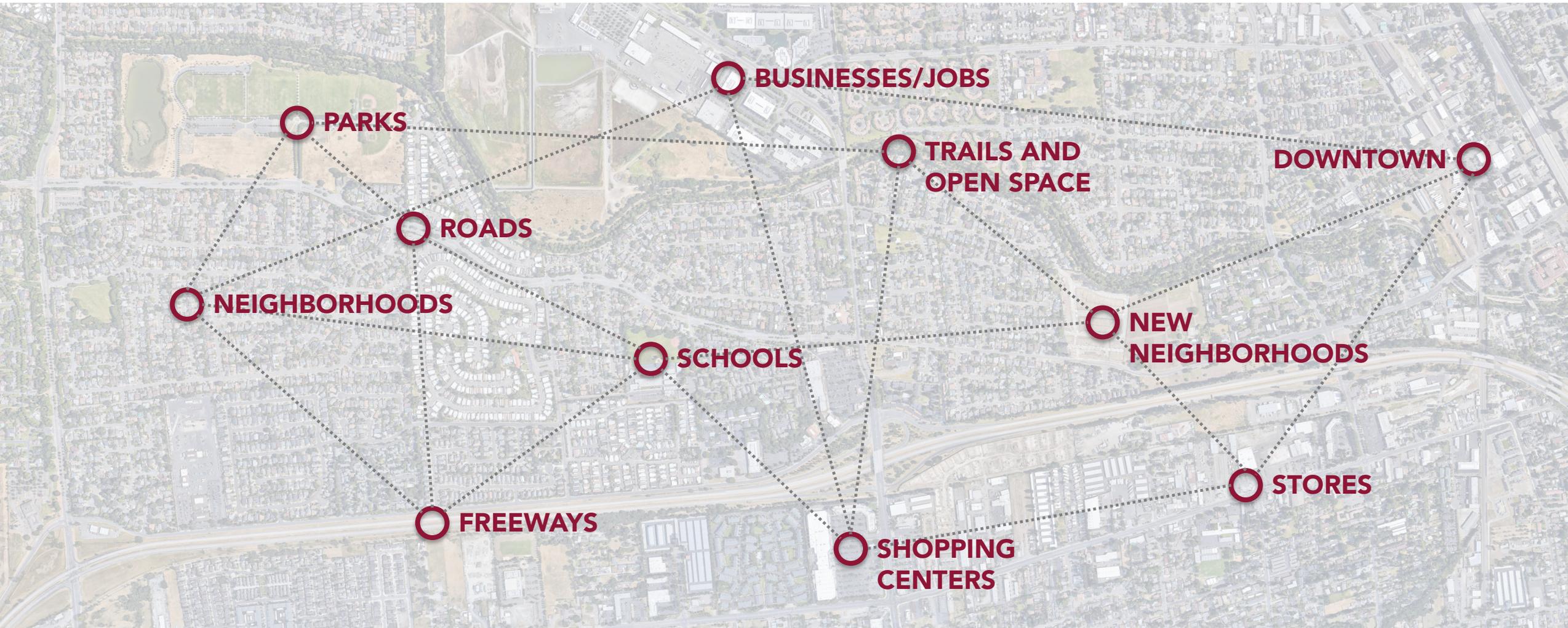
# WELCOME! PREFERRED ALTERNATIVE DISCUSSIONS

OCTOBER 2022



The City of Santa Rosa is committed to creating a **safe** and **inclusive** environment free from disruption. We will not tolerate any hateful speech or actions and are well staffed to monitor that everyone is participating respectfully (or they will be removed). If necessary, we will also immediately end the meeting.

Communities are planned by thinking about where homes, buildings, stores, parks, schools, roads, and other features should be located and how they relate to each other.



But planning also involves thinking about what people need and how they can stay safe, have access to education and jobs, and have a voice in decisions that affect their lives.



The General Plan Update process, known as **Santa Rosa Forward**, provides an important opportunity to **revisit** and **rethink** community planning policies and programs.

The goal is to think about how we want to improve Santa Rosa now and into the future!



# Milestone Reports

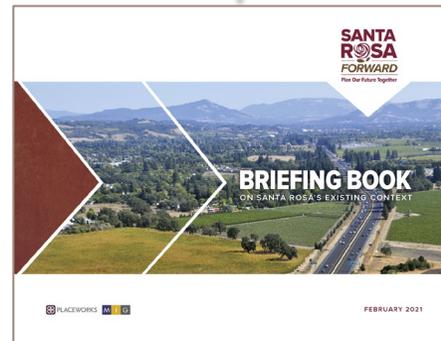
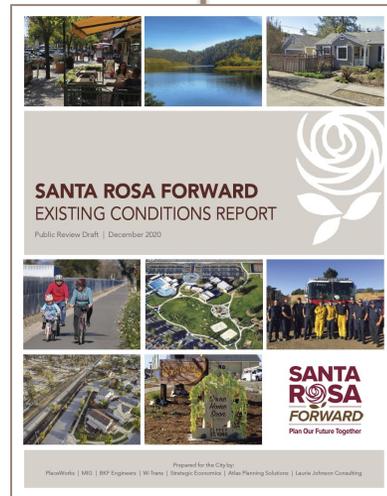
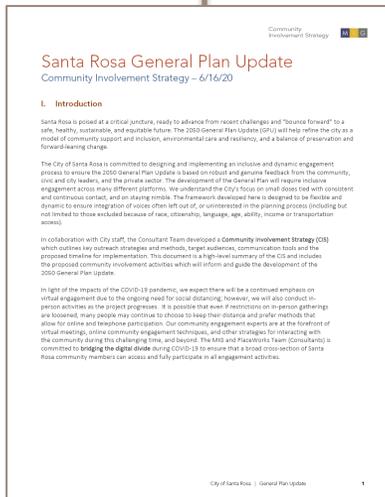
**Community Involvement Strategy**  
August 2020

**Existing Conditions Report**  
December 2020

**Briefing Book**  
February 2021

**Vision Statement**  
August 2021

**Alternatives Workbook**  
January 2022



# 2050 General Plan Vision Statement

*Refined by the community in Summer 2021*

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 good housing, education and jobs; to enjoy vibrant cultural events and arts; and to live healthy lives in resilient neighborhoods that adapt to social and environmental change.

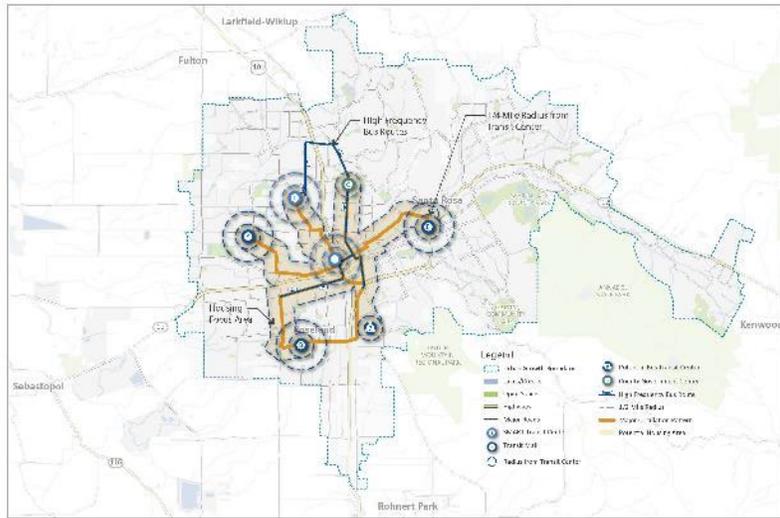


# Land Use and Mobility Alternatives

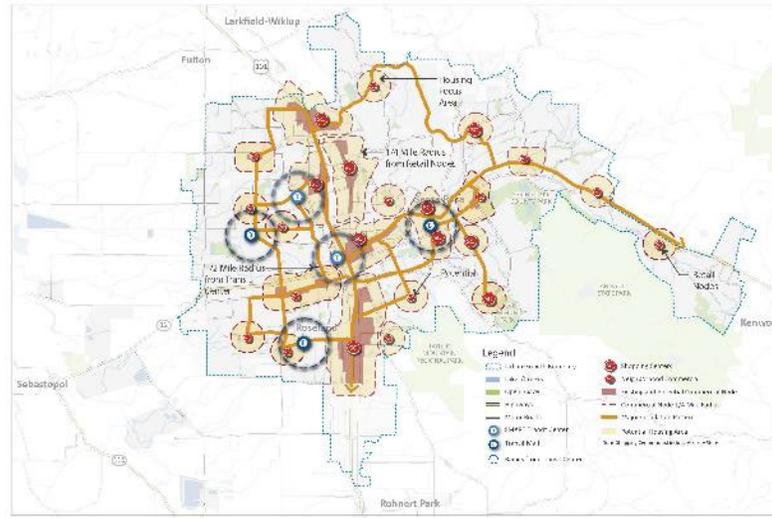
*Reviewed and refined by the community between March and May 2022*

Strong majority of community respondents favored Alternatives 1 and 2 (with Alternative 2 being slightly more favored).

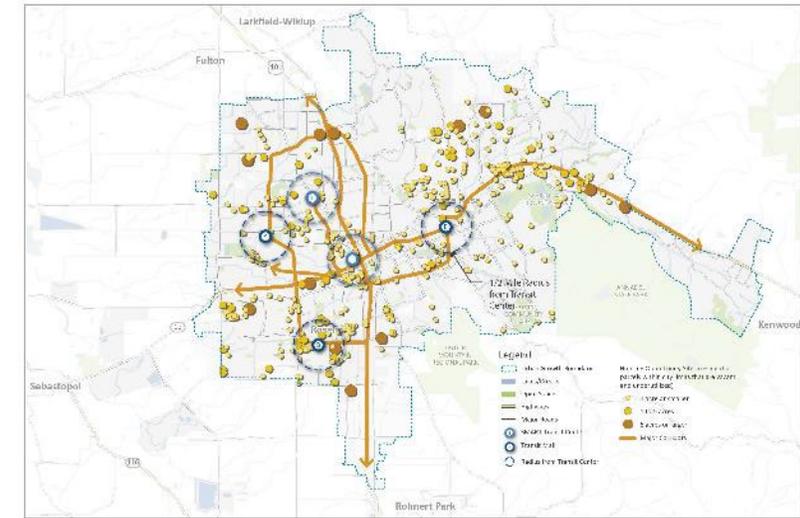
Alternative 1  
**Central Corridors**



Alternative 2  
**Neighborhood Main Streets**



Alternative 3  
**Distributed Housing**



# Preferred Alternative Process

We are currently in the *Preferred Alternative* phase of the project.



Questions about the project?

# PREFERRED ALTERNATIVE SUMMARY



Santa Rosa General Plan Update  
**Preferred Alternative Summary**

# 1 Economics and Housing



## KEY FEATURES OF THE PREFERRED ALTERNATIVE

Santa Rosa is a **city of neighborhoods**, each with its own unique character and hub for goods and services, complemented by a full-service Downtown.

**New housing** is focused in Downtown, around neighborhood shopping centers, and along key corridors.

Most residents have **safe access** to places that meet their daily needs, including grocery stores, parks, and small office and retail services. These businesses offer more jobs throughout the city.

Downtown Santa Rosa is enhanced and bolstered as a **vibrant urban core** with amenities that attract visitors and serve residents through implementation of the Downtown Station Area Specific Plan.

Downtown development **supports local businesses and attracts well-established companies** that serve as economic anchors and cluster knowledge-based businesses and job.

**Job and business growth** is concentrated in locations with convenient multi-modal access for the local and regional labor force, and industrial districts continue to provide convenient goods movement options for businesses.

As many as **24,000 new homes** are built in Santa Rosa by 2050, supporting approximately **650,000 square feet of new community-serving retail**, in addition to new dining and personal service businesses.

Regional demand supports up to **2 million square feet of new office and 1 million square feet of new industrial development**, primarily in south Santa Rosa, Downtown, and along Highway 101.

Commercial growth potential could support **8,500 new jobs**: 1,500 new jobs in both retail and industrial and 5,500 office jobs.

Increased residential density drives resident-serving business growth, including retail, dining, and personal services, in **neighborhood centers and along key corridors** in all corners of the city.

## NEW GOALS



Continue to distribute housing accessible to low- and very low-income households across the city.

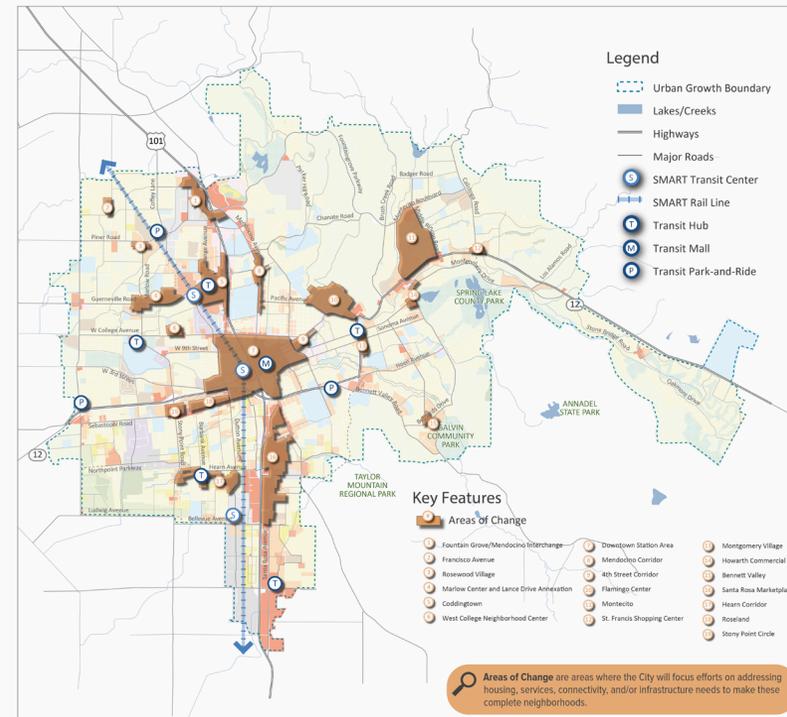


Facilitate future annexations with a thoughtfully designed and transparent strategy.



Ensure new growth and development is resilient to economic cycles and forces.

## VISUALIZING THE CONCEPTS



1 Mixed Use Downtown Neighborhood



2 Mixed Use Corridor



3 Street Dining/Retail/Activities



4 New Office Development



5 New Industrial Development



6 Infill Housing

## 2 Efficient and Sustainable Development



### KEY FEATURES OF THE PREFERRED ALTERNATIVE

The updated General Plan will include enhancements to the transportation network to **manage transportation demand** and **reduce vehicle miles traveled** by improving connectivity and reducing dependence on single-occupant private vehicles, including to access the city's priority development areas (PDAs)—Mendocino Avenue/Santa Rosa Avenue Corridor, North Santa Rosa Station, Downtown Station Area, Sebastopol Road Corridor, Roseland, and Santa Rosa Avenue—SMART stations, and neighborhood shopping centers.

East-west connections for **walking and biking and transit are improved**, and first/last mile links to SMART Corridor are emphasized.

The **transit system expands** and operates longer hours, more frequently, and serves more destinations and communities to support travel alternatives for everyone in Santa Rosa.

**Evacuation is a priority consideration** in all transportation network-related planning (wildfire, earthquake, flood, and other related hazards).

Growth potential accommodated in the land use diagram **does not exceed the City's capacity to meet the community's water needs** through the General Plan horizon.

### NEW GOALS

 **Achieve carbon neutrality by 2030.**

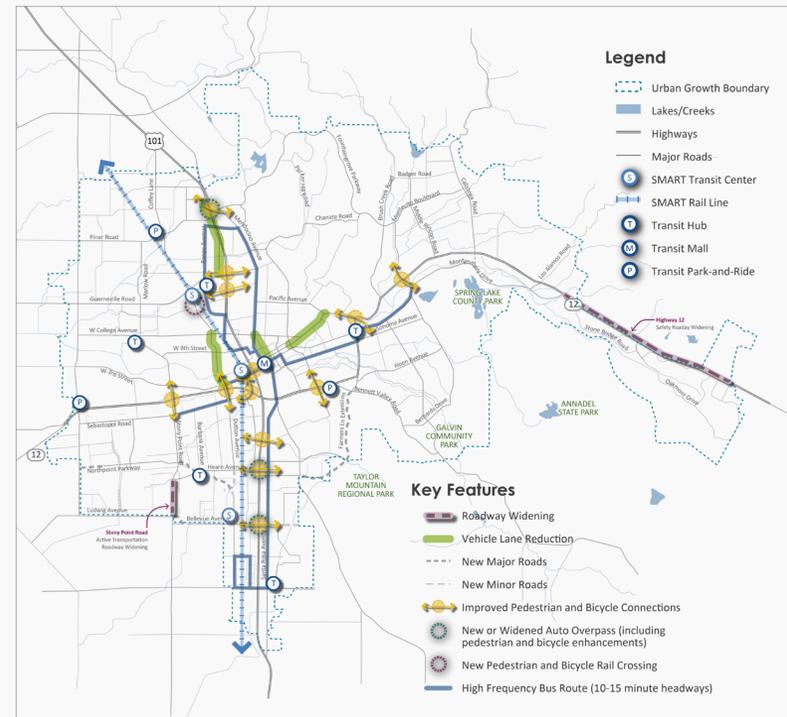
 **Improve infrastructure, linkages, and access to transit and active modes of transportation to better meet daily commuting needs and limit greenhouse gas emissions.**

 **Provide the highest-quality City services—including transit, utilities, infrastructure, parks and recreation, and more—and ensure accessibility to everyone in Santa Rosa.**



 What does "sustainable" mean for Santa Rosa? Practices and behaviors that meet the needs of the present without compromising the ability of future generations to meet their own needs.

### VISUALIZING THE CONCEPTS



1 Vehicle Lane Reduction



2 Pedestrian and Bicycle Connections



3 Transit Routes and Stop Improvements



4 Protected Bicycle Lanes



5 Cycle Track



6 Improved Pedestrian Crosswalks

# 3 Resilience and Safety



## KEY FEATURES OF THE PREFERRED ALTERNATIVE

Development in the **wildland urban interface (WUI)** is limited to what is **currently allowed** and resilience in the WUI improves with time.

East Highway 12 expansion **improves evacuation capacity** during wildfire and other hazard events. Enhancements to other key roadways in the evacuation network, including enabling wrong-way travel, support increased capacity in emergency scenarios.

Transit system enhancements **support the evacuation needs of zero vehicle households**.



## PROPOSED NEW GOALS



Fortify the community, especially equity priority communities, against wildfires, earthquakes, floods, and other hazards and facilitate recovery from future hazard events through comprehensive planning in advance.

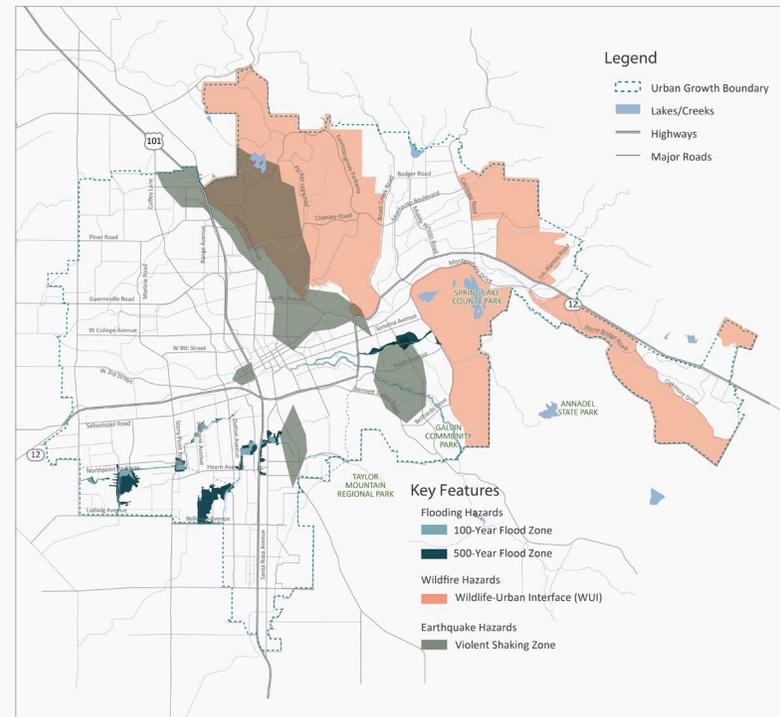
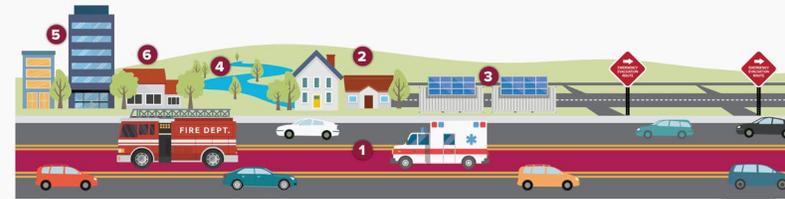


Support the potential managed retreat from the highest fire risk areas.



Institute new building standards in areas highly vulnerable to hazards, such as wildfire and earthquake, to minimize the impact of a hazard event.

## VISUALIZING THE CONCEPTS



Optimize Evacuation Routes



Firesafe Home/Property



Microgrid System



Creek Restoration



Earthquake Safe Buildings



Resilience Hub

# 4 Equity and Health



## KEY FEATURES OF THE PREFERRED ALTERNATIVE

Equity priority communities have safe, comfortable, and convenient walking or wheeling (including bike, stroller, and wheelchair) access to full-service markets and fresh foods, outdoor active and passive recreation, and a robust active transportation network.

New housing for equity priority communities is thoughtfully designed, emphasizes visibility (easy access for seniors and people with disabilities), and is located to avoid exposure to environmental threats.

Residential growth is set back a minimum of 500 feet from Highways 101 and 12 to avoid exposure to particulate matter from these roadways.

Gaps in the sidewalks and pedestrian network are eliminated in equity priority communities.

People of all ages and abilities have barrier-free access to essential goods and services, and neighborhoods support aging in place.

## NEW GOALS



Make lifelong learning opportunities and safe spaces to gather and recreate equitably accessible to everyone.



Recognize and reconcile historic and existing land-use patterns that perpetuate racial and socioeconomic segregation.



Remove barriers to and incentivize small-scale, urban agriculture to expand economic opportunity to community members and access to healthy foods.



Engage a diverse and wide range of opinions, representative of Santa Rosa residents, in city decision-making.



Celebrate and showcase the community's diversity and promote it as a strength.

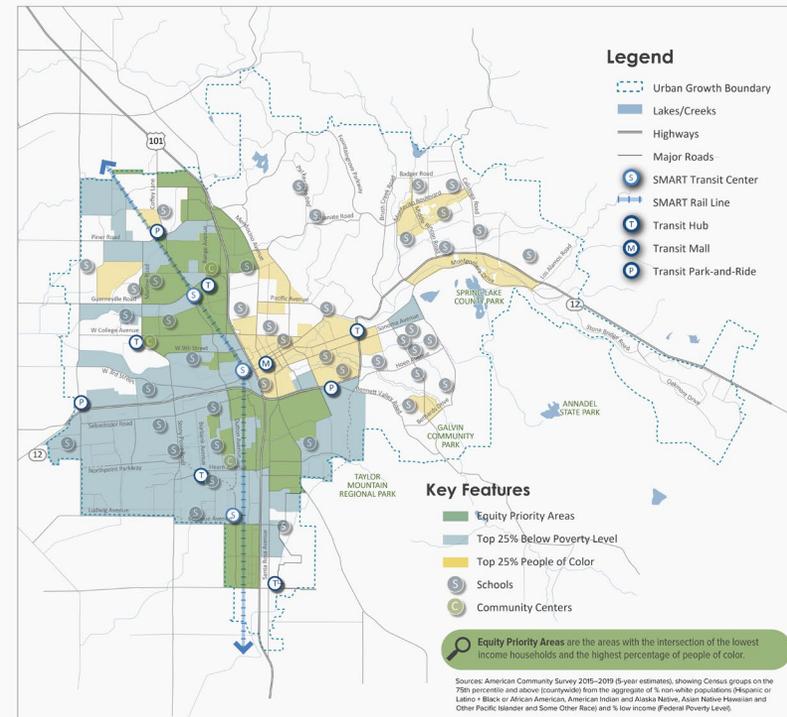


Prioritize funding for services, amenities, and infrastructure in equity priority communities.



Bring art, cultural resources and activities, historic assets, and live music to all neighborhoods, accessible to everyone.

## VISUALIZING THE CONCEPTS



Park Amenities



Community Garden



Community Center/Event Space



Affordable Housing



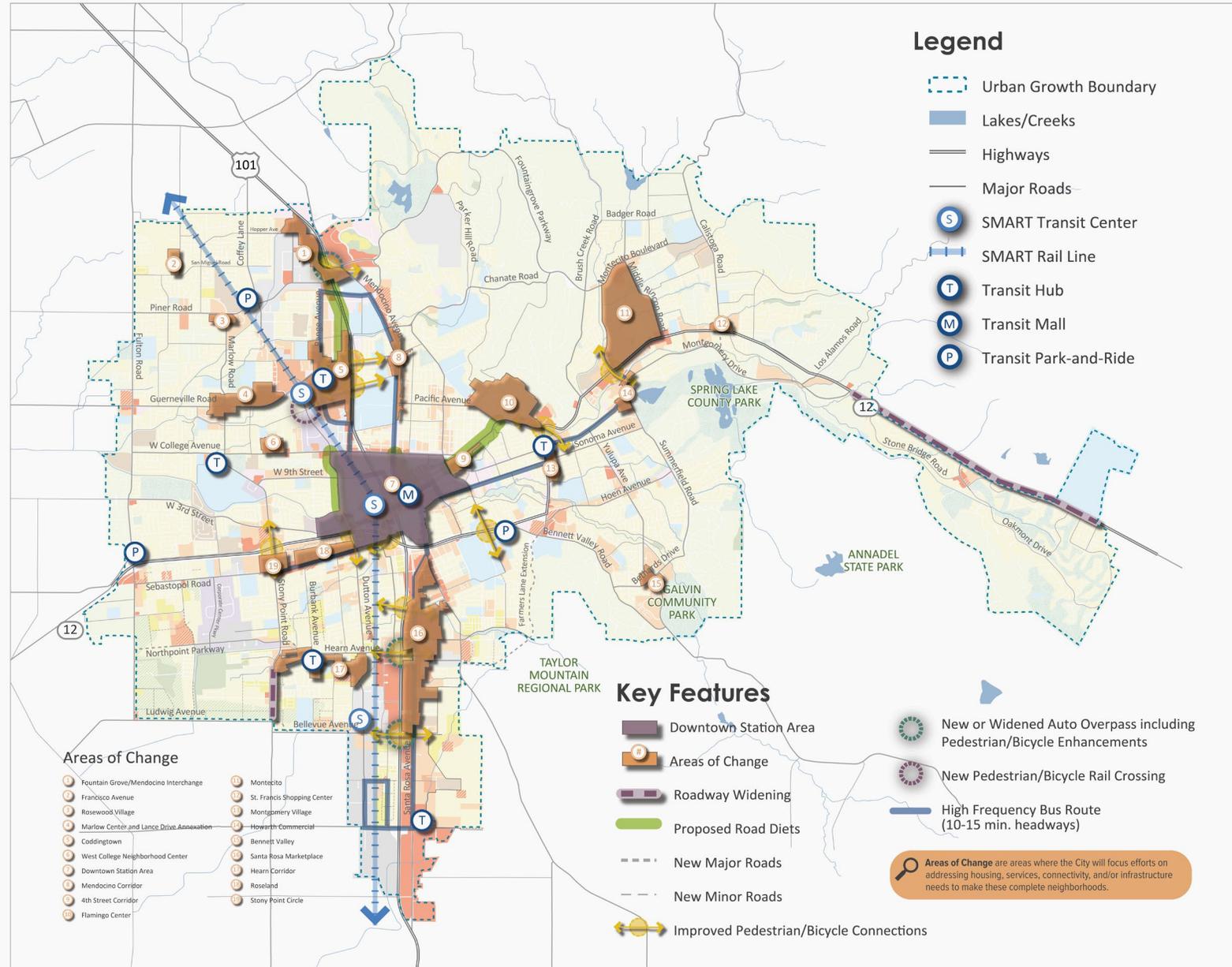
Fresh Food Access



Complete Sidewalk Network

# Preferred Alternative Diagram

The diagram to the right includes the major components of the draft Preferred Alternative. The Preferred Alternative is largely focused on identifying the location of major new housing, employment, and shopping areas and mobility enhancements. It is based on a wealth of community feedback on how Santa Rosa can and should grow over the next 20+ years to meet the needs of current and future generations. And as noted on the previous topical summary pages, the location of this new growth considers key factors like access to mobility options, natural hazards, and equity priority communities.



# Discussion

# Let's Begin!

Go to the web link or scan the QR code to the right to open the online survey.

**[www.santarosaforward.com/  
CD-PrefAlternative](http://www.santarosaforward.com/CD-PrefAlternative)**



NEXT STEPS

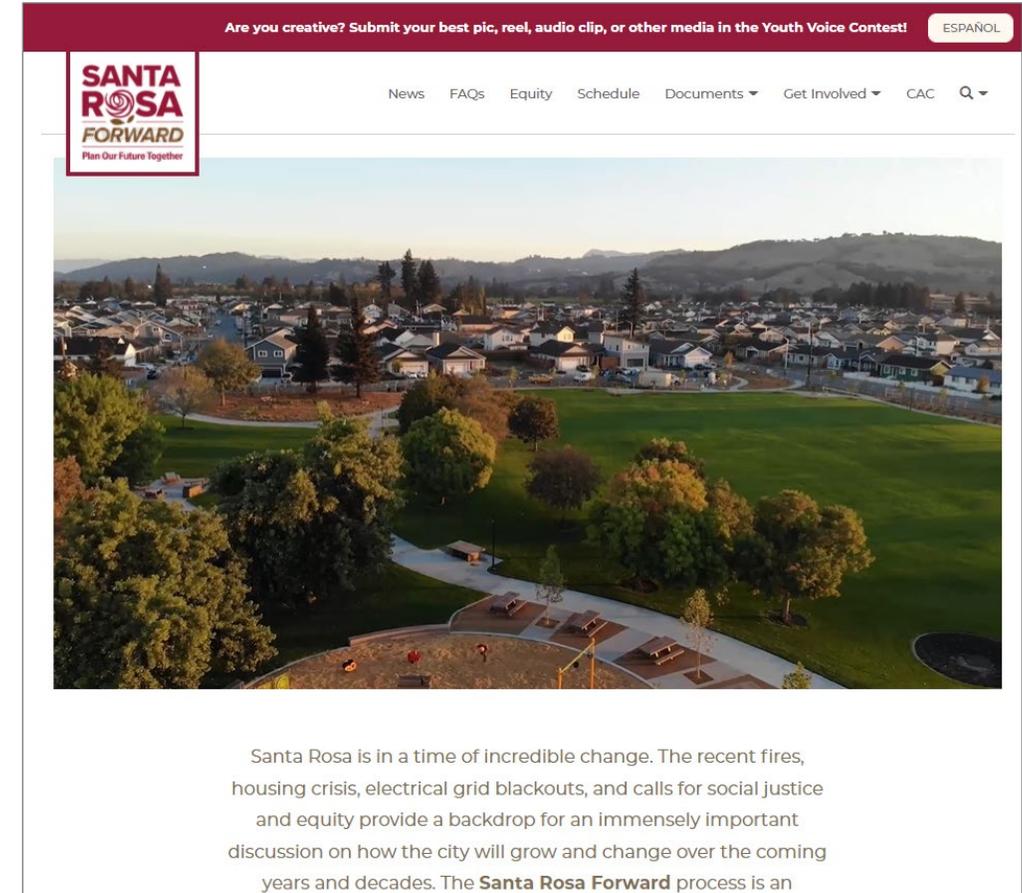
# Next Steps

- Thank you for your ideas and feedback!
- The Project Team will **summarize all community comments and feedback** gathered during these discussions. This input will help refine the “Preferred Alternative” that will serve as the foundation of the updated General Plan.
- **Make sure you stay involved in the process!** Your ideas, feedback, and perspective is important. Please visit the project website.

# Project Website

Please visit the project website. It contains a wealth of project information, documents, and materials.

[www.SantaRosaForward.com](http://www.SantaRosaForward.com)



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

**SANTA ROSA FORWARD**  
Plan Our Future Together

News FAQs Equity Schedule Documents Get Involved CAC

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