

## 3. Project Description

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This chapter of the Draft Environmental Impact Report (EIR) describes the proposed update to the Santa Rosa General Plan (General Plan 2050, also known as Santa Rosa Forward), along with the associated Specific Plan and Santa Rosa City Code (SRCC) amendments, and Community-wide Greenhouse Gas Reduction Strategy (GHG Reduction Strategy), hereinafter referred to separately or together as the “proposed project.” This Draft EIR has been completed in accordance with the California Environmental Quality Act (CEQA). CEQA requires that State and local public agencies analyze proposed projects to determine potential impacts on the environment and disclose any such impacts.<sup>1</sup> As described in more detail in Chapter 1, *Introduction*, of this Draft EIR, consistent with CEQA Guidelines Section 15168, this Draft EIR provides a programmatic analysis of the environmental impacts associated with implementation of the proposed project, including the projected buildout of the proposed General Plan 2050. This Draft EIR is also intended to be used for purposes of tiering, pursuant to CEQA Guidelines Section 15152 and other tiering and streamlining provisions of CEQA and the CEQA Guidelines. The City of Santa Rosa (City) is the lead agency for the environmental review of the proposed project. This chapter provides a detailed description of the proposed project, including the location, setting, and characteristics of the General Plan Planning Area; as well as the project objectives; the principal report components; and required permits and approvals.

### 3.1 BACKGROUND

Every city and county in California is required to have an adopted comprehensive long-range general plan for the physical development of the county or city and, in some cases, land outside the city or county boundaries.<sup>2</sup> It is the community’s overarching policy document that defines a vision for future change and sets the “ground rules” for: locating and designing new projects that enhance the character of the community, expanding the local economy, conserving and preserving environmental resources, improving public services and safety, minimizing hazards, and fostering community health. The General Plan, which includes a vision, guiding principles, goals, policies, and actions, functions as the City’s primary land use regulatory tool. It provides a basis for judging whether specific development proposals and public projects are in harmony with the General Plan. It is the constitution for future change in Santa Rosa. Pursuant to State law, a general plan must contain eight mandated elements: land use, circulation, housing, conservation, open space, noise, environmental justice, and safety. Typically, general plans cover a time frame or forecast of 15 to 20 years. However, general plan housing elements are required to be updated every eight years to comply with the Regional Housing Needs Allocation (RHNA).

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<sup>1</sup> CEQA Guidelines, Section 15002(a).

<sup>2</sup> California Government Code Section 65300.

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The City's General Plan Land Use Map is integrated with the City's Zoning Map, which shows the parcel-specific delineation of the zoning districts throughout the city and depicts permitted and conditionally permitted uses. A parcel's zoning district stems directly from its General Plan Land Use designation, with the zoning district acting to implement the General Plan by refining the specific uses and development standards for that parcel.

All specific plans, master plans, and zoning in the city must be consistent with the General Plan.<sup>3</sup> Similarly, the General Plan must be used as the basis for all planning-related decisions made by City staff, the Planning Commission, and the City Council. Other decision-making bodies that rely on the General Plan to guide future decisions include, but are not limited to, the Art in Public Places Committee, Bicycle and Pedestrian Advisory Board, Cultural Heritage Board, Design Review Board, Transportation and Public Works Department, and the Recreation and Parks Department. The General Plan itself, however, does not approve or entitle any development project. Future project applicants have control over when they wish to propose a project, and final development approval decisions are made on a project-by-project basis by City staff, the Planning Commission, and/or the City Council.

## 3.2 OVERVIEW

The existing General Plan was adopted in 2009 and included a horizon year of 2035. While this horizon year is still approximately 11 years away, in the years between 2009 and 2022, Santa Rosa has experienced low housing production and increased homelessness, the destruction of housing and displacement of residents by wildfires between 2017 and 2020 (e.g., the Tubbs and Glass fires,) the impact of cannabis business activity on industrial and commercial land, and the annexation of the Roseland community into the city. A number of State and federal laws guiding general plan policies have also been updated during this time. As such, there is a need to take stock of the existing situation and plan for sustainable development in line with a vision. The proposed General Plan 2050 focuses on meeting current community requirements and future needs. The City determined that the current General Plan 2035 provided a good foundation for General Plan 2050. The current General Plan 2035 included a comprehensive review process, resulting in a broad range of community goals and policies. Many of the community issues vetted in the current General Plan 2035 are still relevant, well addressed, and do not require major change. Therefore, the approach to the proposed General Plan 2050 is not a comprehensive update, rather, it builds off of the current General Plan 2035 by incorporating the topics that are now required by State mandate and revises relevant policies and programs to meet those requirements. It also incorporates regional forecasts for 2050, thus moving the planning horizon forward by 15 years from the 2035 horizon year of the current General Plan.

The proposed General Plan 2050 guides the city's economic and physical growth as well as preservation of natural and agricultural resources over an approximately 25-year buildout horizon and replaces the City's existing General Plan, with the exception of the Housing Element. The City's Housing Element (2023 to 2031) was adopted by the City Council in February 2023, certified by the State Housing and Community Development Department on April 7, 2023, and is incorporated into the proposed General Plan 2050 by

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<sup>3</sup> Government Code Section 65860.

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reference. The Housing Element underwent a separate environmental review as part of its adoption process; however, the residential development that could occur under the Housing Element is incorporated into the residential development analyzed as part of this EIR.

As part of the proposed project, the City will make amendments to the North Station Area Specific Plan (NSASP), Downtown Station Area Specific Plan (DSASP), and the SRCC to ensure consistency with the proposed General Plan 2050. Concurrent with the proposed General Plan 2050, the City is updating its 2012 Community-wide Climate Action Plan (CCAP) in support of Santa Rosa Forward. The proposed GHG Reduction Strategy is an update to and replacement of the CCAP. It is a strategic planning document that would provide policies and actions that would help the City and the community at large to reduce their GHG emissions and improve community resilience to hazardous conditions associated with climate change. The proposed General Plan 2050, Specific Plan, and SRCC amendments, and the proposed GHG Reduction Strategy are discussed in detail in Section 3.7.1, Section 3.7.2, Section 3.7.3, and Section 3.7.4, respectively.

### 3.3 LOCATION AND SETTING

Santa Rosa is approximately 55 miles north of San Francisco, in the south-central part of Sonoma County. As the county seat and the largest city in Sonoma County, Santa Rosa is bordered by unincorporated communities of Sonoma County, including Fulton and Larkfield-Wikiup. Incorporated cities near Santa Rosa include Windsor, Healdsburg, Rohnert Park, Cotati, Sebastopol, Petaluma, and Sonoma, in Sonoma County, and Calistoga, and St. Helena in Napa County. Santa Rosa is generally bordered by regional and State parks, including Spring Lake Regional Park, Trione-Annadel State Park, Sugarloaf Ridge State Park, and North Sonoma Mountain Regional Park, to the east and Taylor Mountain Regional Park and Open Space Preserve to the south. See Figure 3-1, *Regional and Vicinity Map*. US Highway 101 and California State Route (SR) 12 each bisect the city, running north-south and east-west, respectively. SR 116 to the west also provides regional access to the city. Public transit in Santa Rosa is served by several transit providers, including the Sonoma-Marin Area Rail Transit (SMART), Golden Gate Transit, Sonoma County Transit, and the Santa Rosa CityBus. Santa Rosa residents and visitors also navigate the city by a variety of arterial, collector, and residential streets, as well as regional and local pedestrian and bicycle routes.

### 3.4 PLANNING BOUNDARIES AND EIR STUDY AREA

This section explains the planning boundaries referenced in the proposed General Plan 2050 and the relationship of those boundaries to the EIR Study Area. The State of California encourages cities to look beyond their borders when undertaking the sort of comprehensive planning required of a General Plan. Under State law, the City can establish a Planning Area that consists of land in the city and, “any land outside its boundaries which, in the planning agency’s judgment, bears relation to its planning.”<sup>4</sup> The

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<sup>4</sup> Government Code, Title 7, *Planning and Land Use*, Division 1, *Planning and Zoning*, Chapter 3, *Local Planning*, Article 5, *Authority for and Scope of General Plans*, Section 65300.

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Santa Rosa Planning Area encompasses approximately 31,555 acres (about 49 square miles), and includes the lands within the city limit, the Urban Growth Boundary (UGB), and the Sphere of Influence (SOI).

### 3.4.1 PLANNING BOUNDARIES

A description of these planning boundaries as proposed for General Plan 2050 is provided in the following sections and shown on Figure 3-2, *General Plan 2050 Planning Boundaries and EIR Study Area*.

#### 3.4.1.1 CITY LIMIT

The city limit encloses the incorporated territory where the City currently has jurisdictional authority. The city limit encompasses approximately 26,500 acres (about 42 square miles). The city limit extends below Mark West Spring Road to the north, is generally bound by agricultural lands to the west and State Parks to the east and extends to Bellevue Avenue to the south. The land outside the city limit is unincorporated Sonoma County. Changes to the city limit are made when the City annexes land that is currently under the jurisdiction of Sonoma County. Annexations must go through a legal process that requires input from residents or property owners and are subject to Sonoma Local Agency Formation Commission (Sonoma LAFCO) review and approval. The proposed project has no changes to the city limit.

#### 3.4.1.2 URBAN GROWTH BOUNDARY

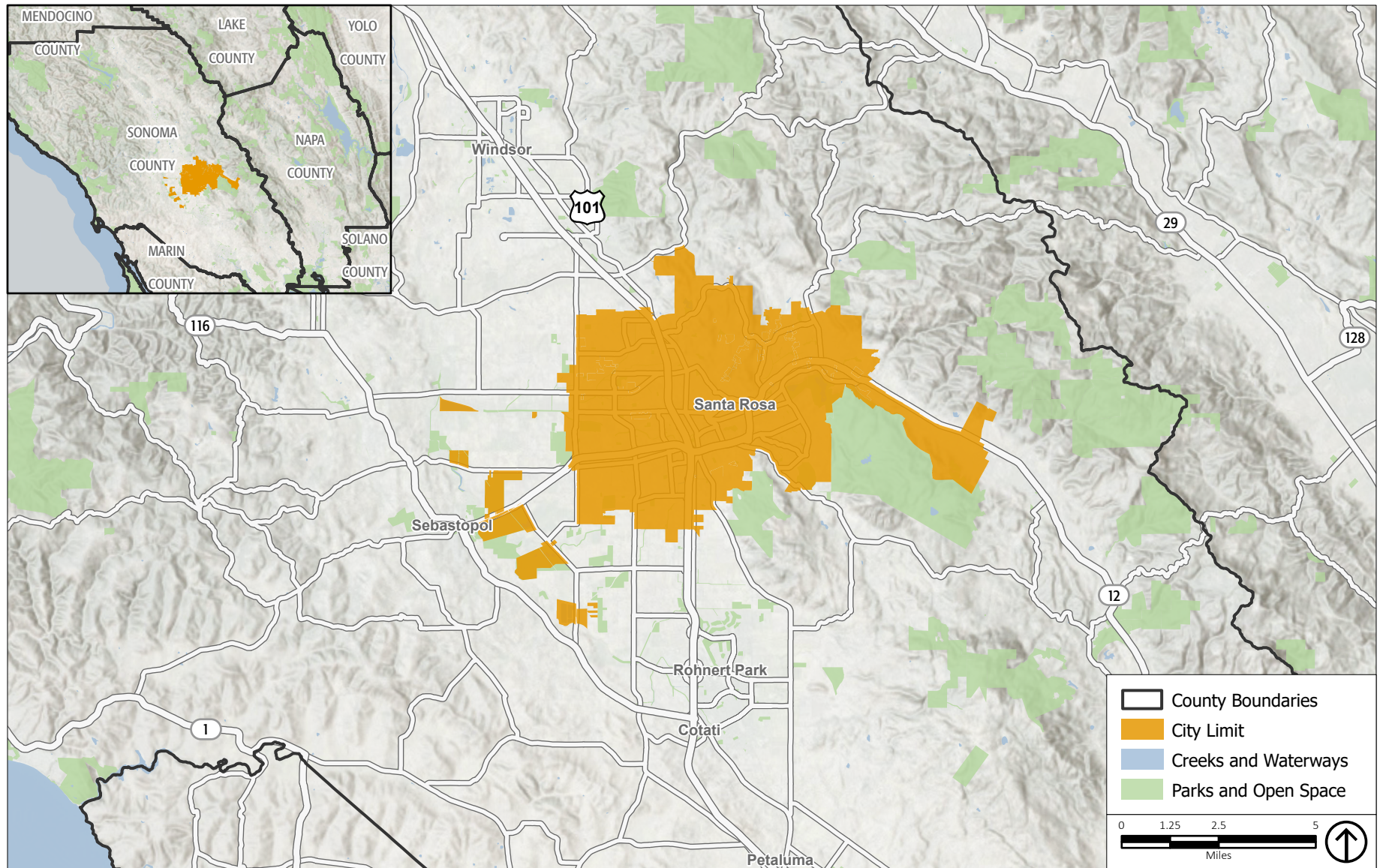
The UGB is created and defined by the City, and like the SOI, represents land that the City anticipates for future annexation. The UGB separates urban areas from the surrounding natural and agricultural lands, or greenbelts, and limits how far out a city can expand. The purpose of the UGB is to direct growth in a focused, compact way to protect surrounding agricultural and open space land, and to create greenbelt buffers between cities. As shown on Figure 3-2, the SOI and UGB coincide. The UGB covers approximately 29,252 acres (about 45 square miles) and encompasses all incorporated city land plus some unincorporated land expected to be annexed to receive City services at some point in the future.

#### 3.4.1.3 SPHERE OF INFLUENCE

The SOI, approximately 3,677 acres (about 6 square miles), is defined and determined by Sonoma LAFCO, although the City can propose the area that it would like its SOI to include. The current Santa Rosa SOI was approved by Sonoma LAFCO in May 2024. The SOI is considered the City's ultimate potential area for future annexation and provision of City services. Establishment of this boundary is necessary to determine which governmental agencies can provide services in the most efficient way to the people and property in the area. For Santa Rosa, land in the SOI receives services from the city or may in the future. The Sonoma LAFCO identifies unincorporated neighborhoods north, northeast, south, and southwest of the city limits as within Santa Rosa's SOI. If land in the City's SOI is annexed by the City in the future, it would then be within the city limit and under the jurisdiction of Santa Rosa at that time.



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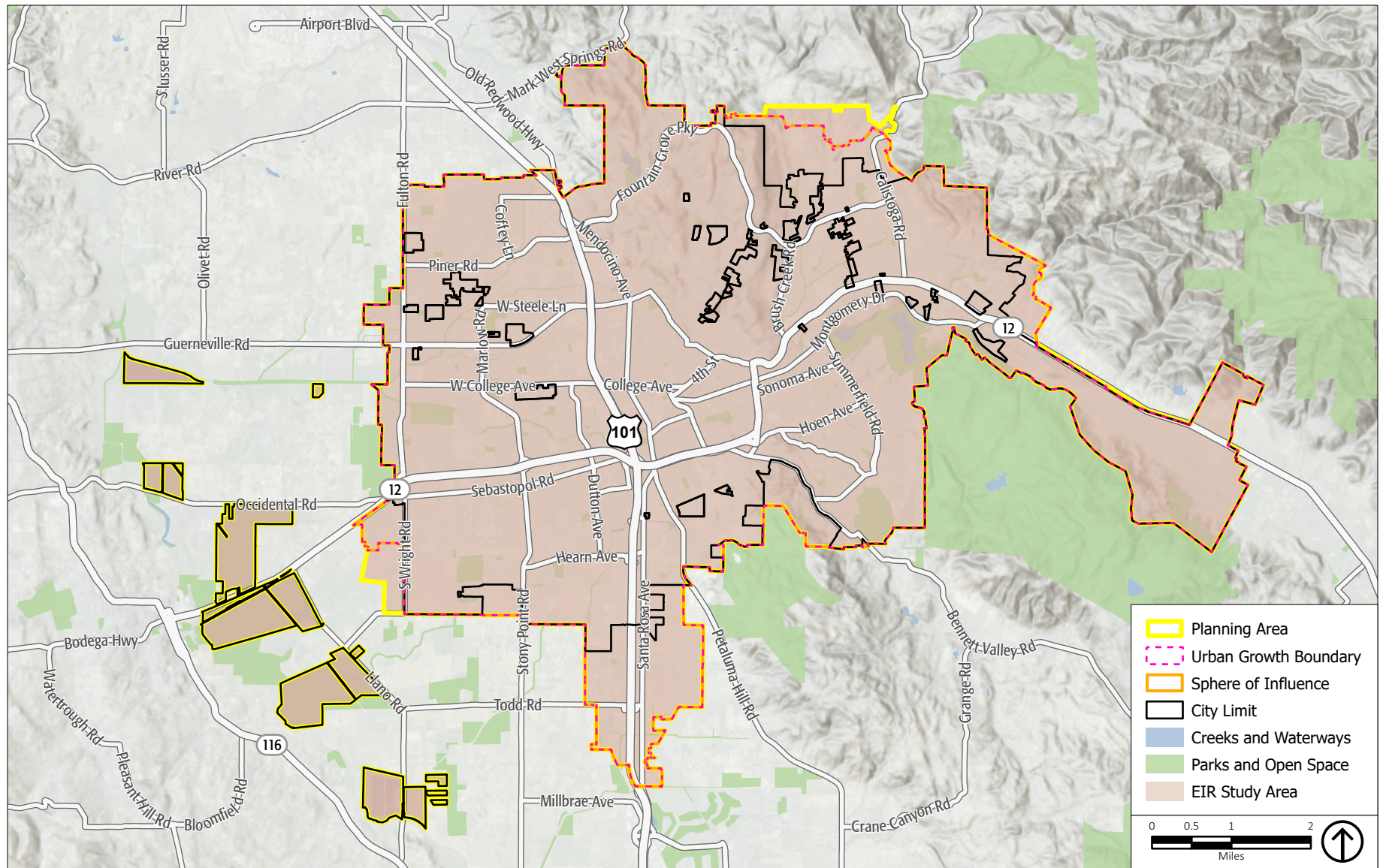


Source: City of Santa Rosa, 2020; ESRI, 2022; PlaceWorks, 2024.

Figure 3-1  
Regional and Vicinity Map



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Source: City of Santa Rosa, 2020; ESRI, 2022; PlaceWorks, 2024.

Figure 3-2  
General Plan 2050 Planning Boundaries and EIR Study Area

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### 3.4.2 EIR STUDY AREA

As shown in Table 3-1, *EIR Study Area*, the EIR Study Area includes all land within the city limit, planning area, UGB, and SOI. The EIR Study Area is previously shown on Figure 3-2.

**TABLE 3-1 EIR STUDY AREA**

Planning Boundaries	Acreage	Square Miles
Planning Area	31,555	49
Urban Growth Boundary	29,252	45
City Limit	27,464	42
Sphere of Influence	3,677	6

Note: Square miles are rounded.

Source: City of Santa Rosa, 2023.

### 3.5 PLANNING PROCESS

The process to update the existing General Plan began in 2019 and is scheduled to be completed with the adoption of the proposed General Plan 2050 by the City Council in early 2025. To support the General Plan update process, the City formed two advisory bodies: a Community Advisory Committee (CAC) and a Technical Advisory Committee (TAC). The CAC was formed based on their collective ability to represent the full range of community interests, perspectives, and backgrounds of Santa Rosa. Roles of CAC members include serving as liaisons to their constituent groups, inviting input into the process, encouraging community participation throughout the planning process, and assisting the City with gaining a broader understanding of the needs and desires of the local community. The TAC was made up of technical experts from various City departments and partner agencies that provided feedback and ensured the plan concepts could be achieved. The City also created a General Plan website at [www.santarosaforward.com](http://www.santarosaforward.com) to enhance and inform the public process. The website provides all of the documents, maps, and meeting agendas, which are available for public download. The website offers information in both English and Spanish and provides contact information for City staff so that members of the public can send their thoughts and questions about Santa Rosa and the General Plan update throughout the process.

The preparation process of the proposed General Plan 2050 was divided into five phases. During each of these phases, robust community engagement efforts were made, including presenting draft products to the community, Planning Commission, and City Council to gather their input. Depending on the phase and direction from the Planning Commission and City Council, revisions were made to finalize the product and/or move on to the next phase of work. Phase 1 was to develop a community involvement strategy that identifies numerous opportunities for the public, key civic and business leaders, as well as City staff and elected officials to be involved in the General Plan update process. Phase 2 involved preparation and publication of an existing conditions report detailing current conditions in the community. The Vision Statement was also crafted during this phase and serves as the guide for the proposed General Plan 2050. Phase 3 developed three land use and circulation alternatives that aimed to implement the community vision, each offering a unique approach to distributing future housing and improving circulation. With feedback from the community, Phase 4 resulted in a Preferred Alternative that serves as the foundation of the proposed General Plan 2050. Phase 5 resulted in the preparation of the proposed General Plan 2050.

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### 3.6 PROJECT OBJECTIVES

Implementation of the proposed project is guided by the Santa Rosa Vision as a diverse, equitable, and sustainable community built on civic engagement that empowers everyone to provide and support equal and affordable opportunities to obtain 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. The primary purpose of the proposed project is to plan for the growth and conservation of Santa Rosa over an approximately 25-year time horizon while achieving the vision. The project objectives to realize the Santa Rosa Vision are related specifically to growth in the 21 Areas of Change, the majority of which capitalize on infill opportunities in and around Priority Development Areas (PDAs) and Transit Priority Areas (TPAs). Development of infill sites near transit make the most of existing infrastructure and allow for the streamlining of future development in a manner that is consistent with the proposed General Plan 2050. Meeting the vision also includes making major improvements to the transportation network, which focus on bridging east and west and enhancing multimodal connectivity and safety citywide. Achieving the vision also entails creating complete streets and complete neighborhoods to activate the Areas of Change. This requires extending the buildout horizon to year 2050 and updating goals, policies, and actions so that they meet current State requirements and community priorities. As part of this process, the City has identified the following, which build on the framework of the Santa Rosa Vision and reflect the community's desires for the future of Santa Rosa and will serve as the project objectives for the Draft EIR.

1. Realize Santa Rosa's Vision as a diverse, equitable, and sustainable community built on civic engagement that empowers everyone to provide and support equal and affordable opportunities to obtain 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. The full Santa Rosa Vision, with all 13 ideals, is as follows and as depicted on the image.

- **Just:** Social and environmental justice are achieved for everyone—all abilities, ages, ethnicities, gender identities, immigration status, income levels, language speakers, races, religions, and sexual orientations and identities—EVERYONE.
- **Sustainable:** Natural resources are restored, protected, and expanded to provide accessible green space for everyone in all neighborhoods, mitigate drought, and minimize greenhouse gas emissions.
- **Inclusive:** Everyone is welcome and actively encouraged to join in neighborhood and citywide decision making, and barriers to participation are identified and eliminated.
- **Healthy:** All neighborhoods have low pollution level and good air quality, are vibrant, connected, full-service communities, with the resources to be civically organized, and anchored by inclusive and accessible public outdoor spaces and buildings offering safe and welcoming places for everyone. Every person has the opportunity to attain their full health potential.



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- **Resilient:** All facets of the community, including housing, infrastructure, and social services are sustainable and resilient to hazards and economic changes.
  - **Prepared:** The health and safety of everyone is supported by neighborhood, City, and county-wide efforts to prepare for natural and human-caused hazards, and roadways are optimized to support efficient evacuations.
  - **Sheltered:** A diverse mix of high-quality, safe, thoughtfully designed, efficiently planned, and well-served housing at all affordability levels is available throughout the community to accommodate everyone, including formerly homeless, immigrants, local workers, multigenerational households, seniors, students, and formerly incarcerated people.
  - **Equitable:** Everyone has what they need to enjoy long, fulfilling, healthy lives, including affordable access to meet their daily needs—including healthy food, recreation, education, childcare, employment opportunities, reliable internet, and physical and mental health services.
  - **Successful:** Top employers gravitate; Black-, Latino/Latina-, and other minority-owned businesses are in all corners of the community; equitable investments are made in all neighborhoods; local shops, food and beverage establishments and food trucks, and entertainment spaces support a vibrant city; and meaningful work in a thriving economy is available for people of all ages and backgrounds.
  - **Connected:** High-quality, reliable, and safe transit service, bicycle and pedestrian facilities, and other forms of mobility connect all ages across the city and region at all times and support healthy lifestyles, clean air, equity, and resilience.
  - **Safe:** Streets are safe; public safety services are provided by caring and thoughtful community members who are representative of and familiar with the neighborhoods, groups, and individuals they serve; and everyone, including immigrants and people of color, can safely access these services.
  - **Educated:** Life-long education, enrichment, and supportive services and resources engage and empower young people, strengthen families (of any family structure), connect and activate seniors, and foster the success and well-being of everyone.
  - **Cultural:** Art, cultural resources, and activities, historic assets, and live music thrive in every neighborhood, are accessible to everyone, and work to celebrate our diverse community, bring people from all areas of the city together, and support the local economy.
2. Ensure compliance with changes in State Law, including but not limited to, developing an Environmental Justice element, and a Safety Element that is correlated with the requirements of the Local Hazard Mitigation Plan.
  3. Develop a plan that accommodates a level of growth that could reasonably occur over the next 2.5 decades, and that plans for both growth and conservation.
  4. Create a city with an increasingly dense urban core. Streamline future development by focusing on infill sites near transit to make the most of existing infrastructure. Ensure strong connections between land use, transportation, utilities, and other infrastructure.
  5. Focus development in the 21 Areas of Change, the majority of which capitalize on infill opportunities in and around Priority Development Areas and Transit Priority Areas. Activate Areas of Change by developing complete neighborhoods that are walkable/bikeable and increasingly protected from environmental hazards.

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6. Provide a range of housing types to meet the needs of all Santa Rosa residents, including multi-family structures, “missing middle” units (such as duplex, triplex, cottage court, multiplex and live/work), and single-family residences with accessory dwelling units, within neighborhoods that are increasingly walkable/bikeable.
7. Create a cross-sector approach to integrating greenhouse gas reduction into all parts of the general plan, so that implementing the plan supports the City in reaching its climate mandates.
8. Create new opportunities for a vital, thriving downtown and entertainment district.
9. Preserve community character and environmental, historic, and cultural resources, as the city develops and becomes denser. Creatively blend old and new development to create a cohesive urban fabric and public realm.

## 3.7 PROJECT COMPONENTS

As required by State law, the proposed project includes multiple components to ensure that each element of the Santa Rosa General Plan is internally (or horizontally) consistent<sup>5</sup> and the NSASP, DSASP, the SRCC, and GHG Reduction Strategy are consistent with the General Plan (also known as vertical consistency).<sup>6</sup> The section provides a description of each project components.

### 3.7.1 GENERAL PLAN 2050

The proposed project updates the current General Plan 2035 goals, policies, and actions, and makes changes to land use designations on a limited number of parcels to reflect current conditions, issues, resources, and community perspectives. For example, changes are needed to address the evolving state of the city and region and to cover global issues such as climate change and emerging transportation technologies. The update also incorporates regional forecasts for 2050 that extend the planning horizon forward by 15 years from the current General Plan 2035 horizon. This section provides a summary of the major components of the proposed General Plan 2050.

#### 3.7.1.1 CONTENTS AND ORGANIZATION

The proposed General Plan 2050 includes an introductory chapter, six separate chapters that identify the goals, policies, and actions, and two appendices. The chapters cover the elements required by California Government Code Section 65302 as well as other topics of particular interest to Santa Rosa. A brief explanation of each General Plan chapter and appendix is provided herein.

- **Chapter 1, *Introduction*:** Describes the required elements of the General Plan, its planning context, and provides an overview of the General Plan’s organization. This chapter also covers existing land use conditions and the policy framework; describes the General Plan update process; and presents the location, intensity, and type of future growth and development allowed in the city.

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<sup>5</sup> Government Code Section 65300.5 (internal consistency).

<sup>6</sup> Government Code Section 65860 (vertical consistency).

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- **Chapter 2, *Land Use and Economic Development*:** Provides overall land use and economic development policies for the city. The State-mandated land use content addresses the connection between land use and transportation, utilities, and other infrastructure.
- **Chapter 3, *Circulation, Open Space, Conservation, and Greenhouse Gas Reduction*:** Satisfies the State law requirement that transportation be addressed by the General Plan and provides the general location and extent of existing and proposed major streets and other transportation facilities. This chapter correlates with the Land Use chapter to provide adequate pedestrian, bicycle, motor vehicle, transit, air, and water transportation to serve both new and existing land uses. Further, this chapter addresses the State law requirement for open space and conservation elements, relating to both the natural and built environment.
- **Chapter 4, *Urban and Environmental Design, Cultural and Tribal Cultural Resources, Historic Preservation, and Art and Culture*:** Is made up entirely of optional topics for General Plans and includes goals, policies, and actions related to urban and environmental design, cultural and tribal cultural resources, historic preservation, and art and culture. Each of these components are considered essential to the character and future growth of the Santa Rosa community.
- **Chapter 5, *Safety, Noise, and Public Services and Facilities*:** Addresses State-required safety considerations. It provides information about risks in Santa Rosa due to natural and human-made hazards, and contains goals, policies, and actions designed to protect the community and property from hazards. It specifically addresses risks associated with flooding and storm drainage, geologic and seismic hazards, hazardous materials and waste, and wildland fires. This chapter also includes goals, policies, and actions addressing the legally required topic of noise as well as public services and facilities.
- **Chapter 6, *Health, Equity, Environmental Justice, and Parks*:** Addresses the State-mandated Environmental Justice element, along with optional element topics of community health, equity, parks, and children and families. The optional elements complement the mandated element as each topic directly impacts environmental justice and considering them on their own supports more sustainable change.
- **Chapter 7, *Housing*:** Identifies the housing needs of the city for all income levels and strategies and policies for providing housing to meet those needs. Since the Housing Element is updated more frequently than the other elements, as required by State law, it exists as its own document outside of the proposed General Plan 2050 and is therefore not part of the proposed project. The current Housing Element, adopted February 14, 2023, and certified by HCD on April 7, 2023, was updated by the City through a separate process. The current Housing Element addresses housing needs in Santa Rosa for the 2023 to 2031 planning period.
- **Chapter 8, *Glossary*:** Provides users of the General Plan with a description of all the key terms and acronyms used throughout the document.
- **Appendix A, *Greenhouse Gas Reduction Strategy*:** Includes the GHG Reduction Strategy that will serve as the strategic plan for how the City will reduce GHG emissions and foster a sustainable community through 2050 and beyond.



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- **Appendix B, *Climate Change Vulnerability Assessment Report*:** Includes an assessment of climate change vulnerability and addresses climate change adaptation and resilience to enable the community to prepare for, respond to, withstand, and recover from disruptions exacerbated or caused by climate change. It describes the regulatory framework and method for integrating adaptation and resilience into City policies; the climate change hazards affecting the resilience of Santa Rosa; the specific populations and assets included in the assessment; and provides a summary of the results.

### 3.7.1.2 GOALS, POLICIES, AND ACTIONS

Each chapter of the proposed General Plan 2050 contains background information and a series of goals, policies, and actions. Policies and actions are at the same level of importance and are both intended to support goals. In most cases, goals have both policies and actions. However, it is also possible for a goal to be supported exclusively by policies or actions. Public Resources Code Section 21081.6(b) and CEQA Guidelines Section 15126.4(a)(2) establish that when a project examined in an EIR is a plan (such as a General Plan), policy, regulation, or other public project, mitigation measures may be incorporated into the plan, policy, regulation, or project design. Therefore, as this is a General Plan EIR, some policies and actions in the proposed General Plan 2050 are also required as means to mitigate environmental impacts under CEQA. The following provides a description of goals, policies, and actions and explains the relationship between them:

- A *goal* is a description of the general desired result that the City seeks to create through the implementation of its General Plan.
- A *policy* is a specific statement that regulates activities in the city, guides decision making, and directs ongoing efforts as the City works to achieve a goal. A policy is ongoing and requires no further implementation. The General Plan's policies establish the standards that will be used by City staff and the other decision makers in their review of land development projects and in decision making about City actions.
- An *action* is a measure, procedure, or technique intended to help reach a specified goal. An action may be ongoing or something that can be completed in a discrete timeframe. The City must take additional steps to implement each action in the General Plan.

### 3.7.1.3 LAND USE DESIGNATIONS

The proposed General Plan 2050 land use map shows the land use designations that establish the uses, density ranges, and development intensities allowed on each parcel of land. In general, standards of building intensity for residential uses are stated as the allowable range of dwelling units per gross acre (units/acre). Gross acreage includes the entire site (as opposed to net acreage, which excludes unbuildable areas). Nonresidential uses are described with square footage per employee (sf/employee) or stated as maximum floor-area ratios (FAR) based on net acreage. FAR is a ratio of the building square footage permitted on a lot to the net square footage of the lot. For example, on a site with 10,000 square feet of net land area, a FAR of 1.0 will allow 10,000 square feet of building floor area to be built. This could take the form of a two-story building with 50 percent lot coverage, or a one-story building with 100 percent lot coverage. A FAR of 0.4 would allow 4,000 square feet of floor area. The number of residential units permitted and nonresidential FAR are further modified by the zoning district, which, pursuant to



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California Government Code Section 65860(a), is required to be consistent with the General Plan. The following sections describe the land use designations for the proposed General Plan 2050, which would be carried forward from the existing General Plan 2035. The land use types are residential, mixed use, commercial, office, industrial, and other, which includes public/institutional, parks and recreation, open space, and agriculture. The proposed General Plan 2050 does not introduce any new land use designation types.

### Residential

- **Very Low Density (0.2-2.0 units/gross acre).** This land use designation accommodates rural and hillside developments within the UGB and is intended for single-family detached units, but clustered single-family attached and multifamily may be permitted.
- **Low Density /Open Space (2.0-8.0 units/gross acre).** This land use designation permits single-family residential development at a density assumed at only 80 percent of each site due to wetlands constraints. This classification is mainly intended for detached single-family dwellings but attached single-family and multifamily units may be permitted.
- **Low Density (2.0-8.0 units/ gross acre).** This land use designation is mainly intended for detached single-family dwellings but attached single family and multifamily units may be permitted.
- **Medium Low Density (8.0-13.0 units/gross acre).** This land use designation is intended for attached single-family residential development (such as townhomes), but single-family detached housing and multifamily development may be permitted. Development at the mid-point of the density range is encouraged but not required.
- **Medium Density (8.0-18.0 units/gross acre).** This land use designation permits a range of housing types, including single-family attached and multifamily developments, and is intended for specific areas where higher density is appropriate. Missing Middle Housing types, including Duplex-Triplex, Fourplex, and Cottage Court, are also compatible. New single-family detached housing is not permitted except in historic neighborhoods where single-family detached units are allowed.
- **Medium High Density (18.0-30.0 units/gross acre).** This land use designation permits a range of housing types, including single-family attached and multifamily developments, and is intended for specific areas where higher density is appropriate. Missing Middle Housing types, including Multiplex (small and large), Courtyard buildings, Townhomes, and Live/Work units, are also compatible. Single-family detached housing is not permitted.
- **Mobile Home Parks (4.0-18.0 units/gross acre).** This land use designation permits residential mobile home development of two or more mobile home units. Mobile homes and manufactured homes are the only allowed housing type.

### Mixed Use

- **Transit Village Medium (25-40.0 units/gross acre and 300 sf/employee).** This land use designation is intended to accommodate mixed-use development within approximately one-half mile of a transit facility. Development should transition from less intense uses at the outlying edges to higher intensity uses near the transit facility. Residential uses are required, and ground-floor neighborhood-serving retail and Missing Middle Housing types, including Live/Work uses, are encouraged.

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- **Transit Village Mixed Use (40 units/gross acre minimum and 300 sf/employee).** This land use designation is intended to accommodate a well-integrated mix of higher-intensity residential, including Missing Middle Housing, such as Multiplex (small and large), Courtyard buildings, Townhouses, and Live/Work units, office, and commercial uses within one-quarter mile of a transit facility. Development is designed and oriented to create a central node of activity at or near the transit facility. There is no maximum density requirement for this designation.
- **Core Mixed Use.** This land use designation is intended to foster a vital mix of residential, retail, office, governmental, entertainment, cultural, educational, and hotel uses to activate the greater Courthouse Square area and key transit corridors. The principal objectives of this land use designation are to strengthen the role of this area as a business, governmental, retail, and entertainment hub for the region, and accommodate significant new residential development that will extend the hours of activity and create a built-in market for retail, service, and entertainment uses. High-rise development in all-residential or mixed-use buildings is envisioned in a walkable, bikeable environment with civic spaces such as plazas, courtyards, or parks and easy access to public transit. The Core Mixed Use designation has a maximum FAR range of 3.0 to 8.0 except for 12 contributor properties on B, 7th, and 10th Streets, to which height and density maximums apply.
- **Station Mixed Use.** This land use designation is intended to provide for a range of visitor-serving uses, including retail, restaurants, entertainment, cultural amenities, and hotels in proximity to the Downtown SMART station. While commercial uses are emphasized, new multifamily housing will also be allowed to support daytime and evening vitality in the Downtown Station Area. New development will be required to respect the historic character of the Railroad Square area, adding to the mix of uses and enhancing the walkable, pedestrian-oriented streets and public spaces that attract local residents, SMART train riders, and visitors from the wider region. The Station Mixed Use designation has a maximum FAR range of 3.0 to 6.0.
- **Maker Mixed Use.** This land use designation emphasizes a balanced mix of residential, creative, and maker-oriented uses, including artisan shops, studios, media production, printing and publishing, distilleries and micro-breweries, cannabis, tech start-ups, research and development facilities, limited light industrial uses, and home-based businesses. Multifamily residential units are encouraged in all-residential or mixed-use buildings, as are Live/Work units. Supportive uses that contribute to a vibrant village atmosphere, such as bodegas, specialty food stores, cafes, coffee shops, performing arts venues, theatres, restaurants, schools, and educational facilities are also permitted. The Maker Mixed Use designation has a maximum FAR range of 3.0 to 6.0.
- **Neighborhood Mixed Use.** This land use designation allows for new multifamily residential development in all-residential or mixed-use buildings, together with a broad mix of uses that primarily serve local residents, including professional office, retail, entertainment, service, and other neighborhood-scale supporting uses. Housing development will include low- and mid-rise apartments and condominiums, as well as small-lot single-family attached dwellings (e.g., duplexes, triplexes, townhomes). Missing Middle Housing, including Live/Work spaces and maker-oriented uses, are permitted subject to performance standards. Street design that integrates Complete Streets concepts for accommodating all roadway users and incorporates traffic-calming features will be required with on-street parking where appropriate. FAR for the Neighborhood Mixed Use designation varies downtown.

## PROJECT DESCRIPTION

### Commercial

- **Retail and Business Services (300 sf/employee).** This land use designation allows retail and service enterprises, offices, and restaurants. It includes regional centers, which are large complexes of retail and service enterprises anchored by one or more full line department stores, and destination centers, which are retail centers anchored by discount or warehouse stores. Large grocery stores are expressly permitted in Community Shopping Centers and downtown only, and they may be considered through a Conditional Use Permit process on other commercial sites.
- **Community Shopping Center (300 sf/employee).** The vision for this land use designation is a complex of retail services and enterprises anchored by a large grocery store and serving a community clientele. Typical uses include restaurants and shops offering convenience goods. These sites are in areas surrounded by residential development and are intended to be walkable areas with a mix of uses that meet the shopping needs for surrounding neighborhoods and provide housing integrated with commercial development. Residential uses shall be incorporated into the overall design but may be provided over time as part of a phased development. Existing community shopping centers are not required to include residential uses for minor alterations or re-occupancy but are required to evaluate and demonstrate through site planning that future residential would not be precluded when significant additions or reconstruction are proposed.
- **Neighborhood Shopping Center (300 sf/employee).** This land use designation includes small groups of retail and service enterprises providing shopping and services to satisfy the day-to-day needs of local neighborhoods and workplaces. Typical neighborhood center uses include small grocery stores, restaurants, barber or beauty shops, cleaners, shoe repair, and shops offering convenience goods. Residential development is encouraged but not required. New neighborhood centers are allowed in any land use designation where they can be supported.

### Office

- **Office (250 sf/employee).** This land use designation provides sites for administrative, financial, business, professional, medical, and public offices. There is flexibility in how office space is designed to accommodate changing market conditions.

### Industrial

- **Business Park (350 sf/employee).** This land use designation accommodates holistically planned, visually attractive centers for businesses that do not generate nuisances (noise, clutter, noxious emissions, etc.) in campus-like environments for corporate headquarters, research and development facilities, offices, light manufacturing and assembly, industrial processing, general service, incubator facilities, testing, repairing, packaging, and publishing and printing. Warehousing and distribution facilities, retail, hotels, and residential uses are permissible on an ancillary basis. Restaurants and other related services are permitted as accessory uses. Outdoor storage is not permitted.
- **Light Industry (400 sf/employee).** This land use designation supports light industrial, warehousing, and some heavier commercial uses. Uses appropriate to this land use category include auto repair, bulk or warehoused goods, general warehousing, manufacturing/assembly, home improvement and landscape materials retail, freight or bus terminals, research-oriented industrial, accessory offices,

## PROJECT DESCRIPTION

employee-serving commercial uses, and services with large space needs, such as health clubs. Professional office buildings are not permitted.

- **General Industry (400 sf/employee).** This land use designation provides areas for manufacturing and distribution activities with potential for creating nuisances, along with accessory offices and retailing. Unrelated retail and service commercial uses (which can be appropriately located elsewhere in the city) are not permitted. Uses may generate truck traffic and operate 24 hours a day.

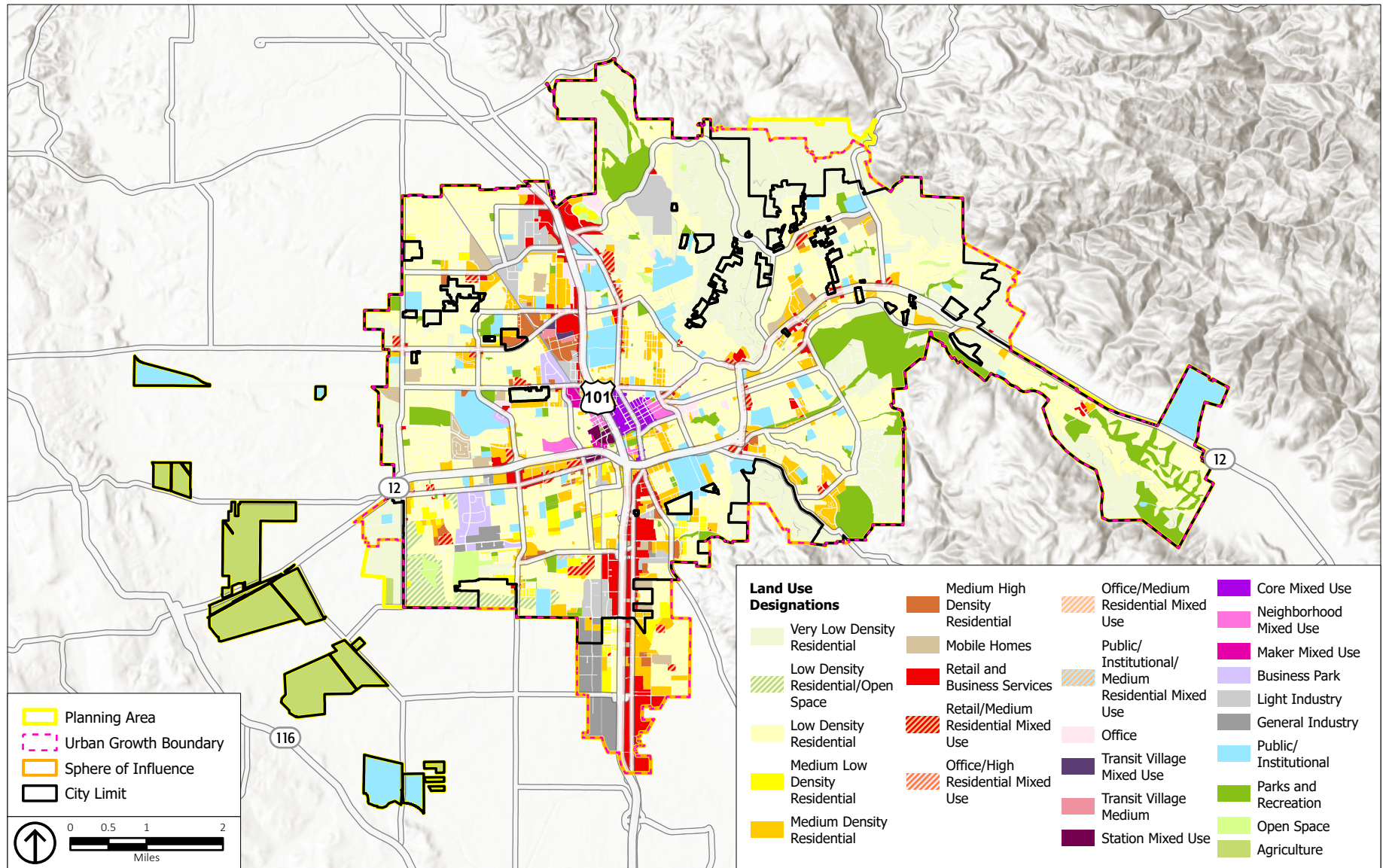
### Other

- **Public/Institutional (25-40 units/gross acre minimum and 300 sf/employee).** This land use designation allows for governmental or semi-public facilities, such as hospitals, utilities, and government office centers; however, such facilities may also be allowed in areas with other land use designations, provided they comply with applicable zoning code standards.
- **Parks and Recreation.** This land use designation permits neighborhood, community, trail and open space parks, special purpose parks and recreational facilities, and civic spaces.
- **Open Space.** This land use designation features special environmental conditions or significance, may be subject to wildfire, flood, or geologic hazards, or contain watershed lands or important wildlife or biotic habitat. Where otherwise not excluded by noise, aircraft safety, or other environmental standards, residential development is generally permitted at a density of 1.0 unit per 40 acres.
- **Agriculture (0.5 units/gross acre).** This land use designation is applied only to a limited number of sites outside the UGB in the southwestern portions of the Planning Area and includes orchards and cropland, grasslands, livestock, and related processing and distribution facilities. Residential density may not exceed one housing unit per 20 acres, provided that one housing unit is allowed on each existing parcel. Agriculture is permitted with fewer restrictions on keeping animals than in the residential classifications.

### 3.7.1.4 LAND USE AND ZONING MAP REVISIONS

The proposed General Plan 2050 land use map is shown on Figure 3-3, *Proposed General Plan 2050 Land Use Map*. The proposed project includes revisions to the land use designations and as required, zoning districts on 11 parcels, as recommended by City staff to better align with the vision of the proposed General Plan 2050. These revisions are shown in Table 3-2, *General Plan Land Use and Zoning Revisions*, and on Figure 3-4, *General Plan Land Use and Zoning Revisions*.

## PROJECT DESCRIPTION



Source: ESRI, 2022; City of Santa Rosa, 2023; PlaceWorks, 2024.

Figure 3-3  
Proposed General Plan 2050 Land Use Map

## PROJECT DESCRIPTION

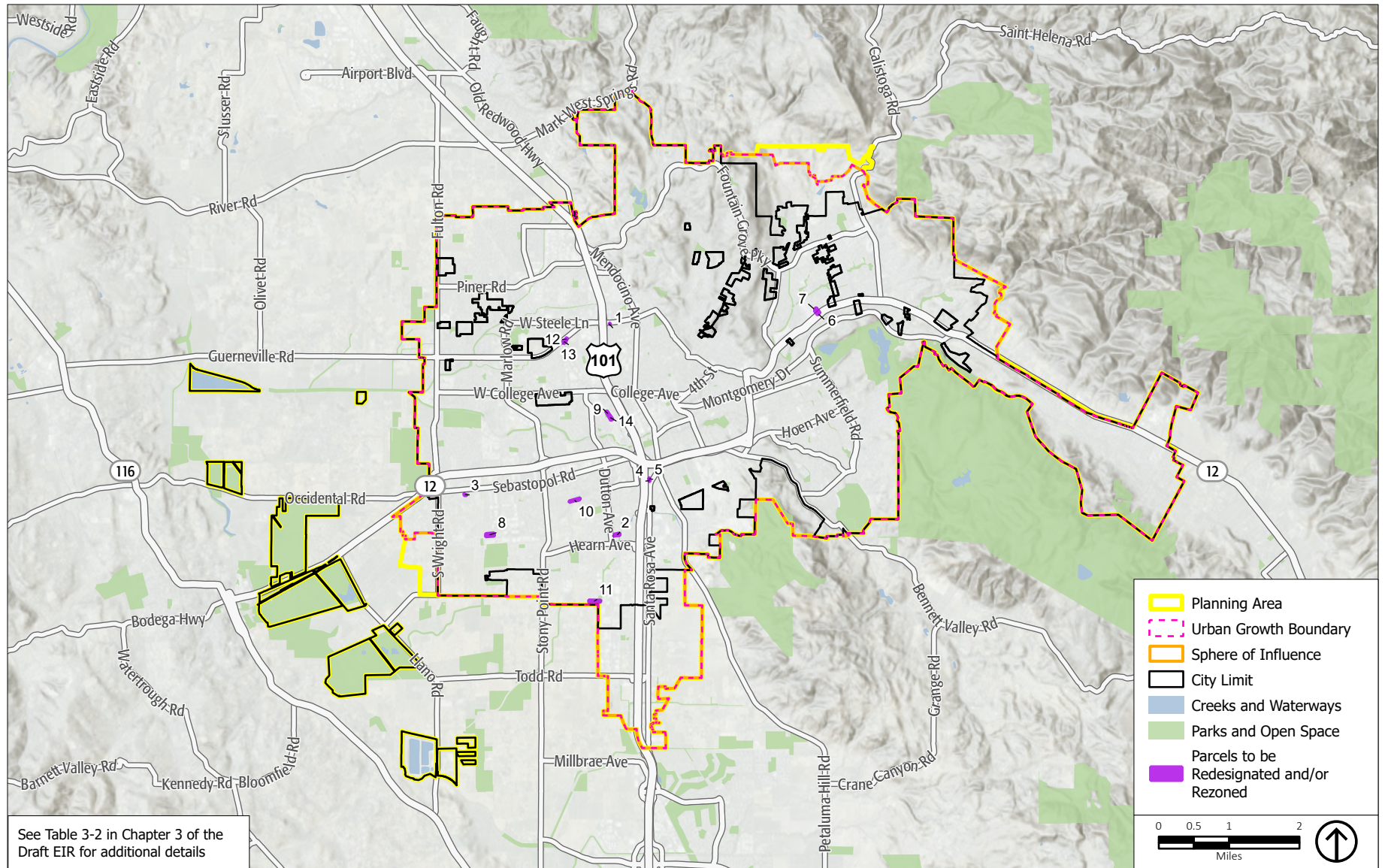
**TABLE 3-2 GENERAL PLAN LAND USE AND ZONING REVISIONS**

Map No.	APN	General Plan Land Use Designation		Zoning District		Current Capacity (DU)	Future Capacity (DU)	Net Capacity (DU)
		Existing	Proposed	Existing	Proposed			
1	180-270-050	Low Density Residential	Retail and Business Services	Single-Family Residential (R-1-6)	General Commercial (CG)	1	4	3
2	043-041-034	Low Density Residential	Medium Density Residential	Single-Family Residential (R-1-6)	Medium Density Multi-Family Residential (R-2)	4	4	0
3	035-700-077	Low Density Residential	Retail and Business Services	Planned Development Residential (PD95-001)	General Commercial (CG)	14	11	-3
4	037-131-018	Medium Density Residential	Retail and Business Services	General Commercial (CG)	no change	6	6	0
5	037-131-019	Medium Density Residential	Retail and Business Services	General Commercial (CG)	no change	5	5	0
6	182-520-098	Low Density Residential	Medium High Density Residential	Rural Residential (RR-40)	Multi-Family Residential (R-3-10)	2	10	8
7	180-520-099	Low Density Residential	Medium High Density Residential	Rural Residential (RR-40)	Multi-Family Residential (R-3-10)	3	12	9
8	035-530-044	General Industry	Business Park	General Industrial (IG)	Business Park (BP)	72	72	0
9	010-091-001	Neighborhood Mixed Use	Maker Mixed Use	Neighborhood Mixed Use – Historic (NMU-H)	Maker Mixed Use – Historic (MMU-H)	4.0 FAR	4.0 FAR	0
10	125-252-003	Medium Residential	Parks/ Recreation	Single-Family Residential (R-3-18)	Open Space-Recreation – Scenic Road (OSR-SR)	47	0	-47
11	043-122-007	Medium Residential	Parks/ Recreation	Single-Family Residential (R-3-18)	Open Space-Recreation – Scenic Road (OSR-SR)	69	0	-69
12	041-043-056	Public/Institutional	Transit Village Mixed Use	North Station Area Combining District (PI-SA)	Transit Village-Mixed	0	17	17
13	041-043-057	Public/Institutional	Transit Village Mixed Use	North Station Area Combining District (PI-SA)	Transit Village-Mixed	0	42	42
14	010-091-007	Neighborhood Mixed Use	Maker Mixed Use	Neighborhood Mixed Use – Historic (NMU-H)	Maker Mixed Use – Historic (MMU-H)	4.0 FAR	4.0 FAR	0
<b>Total</b>						<b>223</b>	<b>183</b>	<b>-40</b>

Note: APN = Assessor Parcel Number; FAR = Floor Area Ratio  
Source: City of Santa Rosa, 2024



## PROJECT DESCRIPTION



Source: ESRI, 2022; City of Santa Rosa, 2023; PlaceWorks, 2024.

Figure 3-4  
General Plan Land Use and Zoning Revisions

## PROJECT DESCRIPTION

In addition to the parcels with General Plan land use and zoning amendments, the City has identified 14 parcels where revisions to the zoning district are recommended to better align with the vision of the proposed General Plan 2050. These revisions to the zoning districts only are shown in Table 3-3, *Proposed Rezoning Sites*, and on Figure 3-5, *Proposed Rezoning Sites*.

**TABLE 3-3 PROPOSED REZONING SITES**

Map No.	APN	Existing Zoning	Proposed Zoning	Current Capacity (DU)	Future Capacity (DU)	Net Capacity (DU)
1	043-071-022	Single-Family Residential (R-1-6)	Multi-Family Residential (R-3-10)	29	35	6
2	043-191-021	Planned Development Residential (PD 06-001)	Multi-Family Residential (R-3-10)	32	25	-7
3	043-200-006	Planned Development Residential (PD 06-001)	Multi-Family Residential (R-3-10)	27	21	-6
4	043-191-024	Planned Development Residential (PD 06-001)	Multi-Family Residential (R-3-10)	60	47	-13
5	043-200-007	Planned Development Residential (PD 06-001)	Multi-Family Residential (R-3-10)	16	12	-4
6	043-071-007	Single-Family Residential (R-1-6)	Multi-Family Residential (R-3-10)	66	81	15
7	043-200-010	Planned Development Residential (PD 06-001)	Multi-Family Residential (R-3-10)	171	133	-38
8	043-071-023	Single-Family Residential (R-1-6)	Multi-Family Residential (R-3-10)	4	5	1
9	043-191-019	Planned Development Residential (PD 06-001)	Multi-Family Residential (R-3-10)	73	57	-16
10	043-200-009	Planned Development Residential (PD 06-001)	Multi-Family Residential (R-3-10)	44	35	-9
11	181-190-004	Planned Development Residential (PD 98-003)	General Commercial (CG)	0	88	88
12	181-190-008	Planned Development Residential (PD 98-003)	General Commercial (CG)	0	16	16
13	181-190-009	Planned Development Residential (PD 98-003)	General Commercial (CG)	0	76	76
14	181-190-006	Planned Development Residential (PD 98-003)	General Commercial (CG)	0	7	7
<b>Total</b>				<b>522</b>	<b>638</b>	<b>116</b>

Source: City of Santa Rosa, 2024.

As shown in Table 3-2 and Table 3-3, the proposed revisions to the land use designations and as required, zoning districts on 13 parcels would result in a net loss for the potential future development of 40 residential units, and the proposed revisions to the zoning districts on 14 parcels would result in a net gain of 116 residential units. Therefore, with these changes there would not be a loss in housing potential but rather would result in a net gain for the potential future development of 76 residential units.



## PROJECT DESCRIPTION

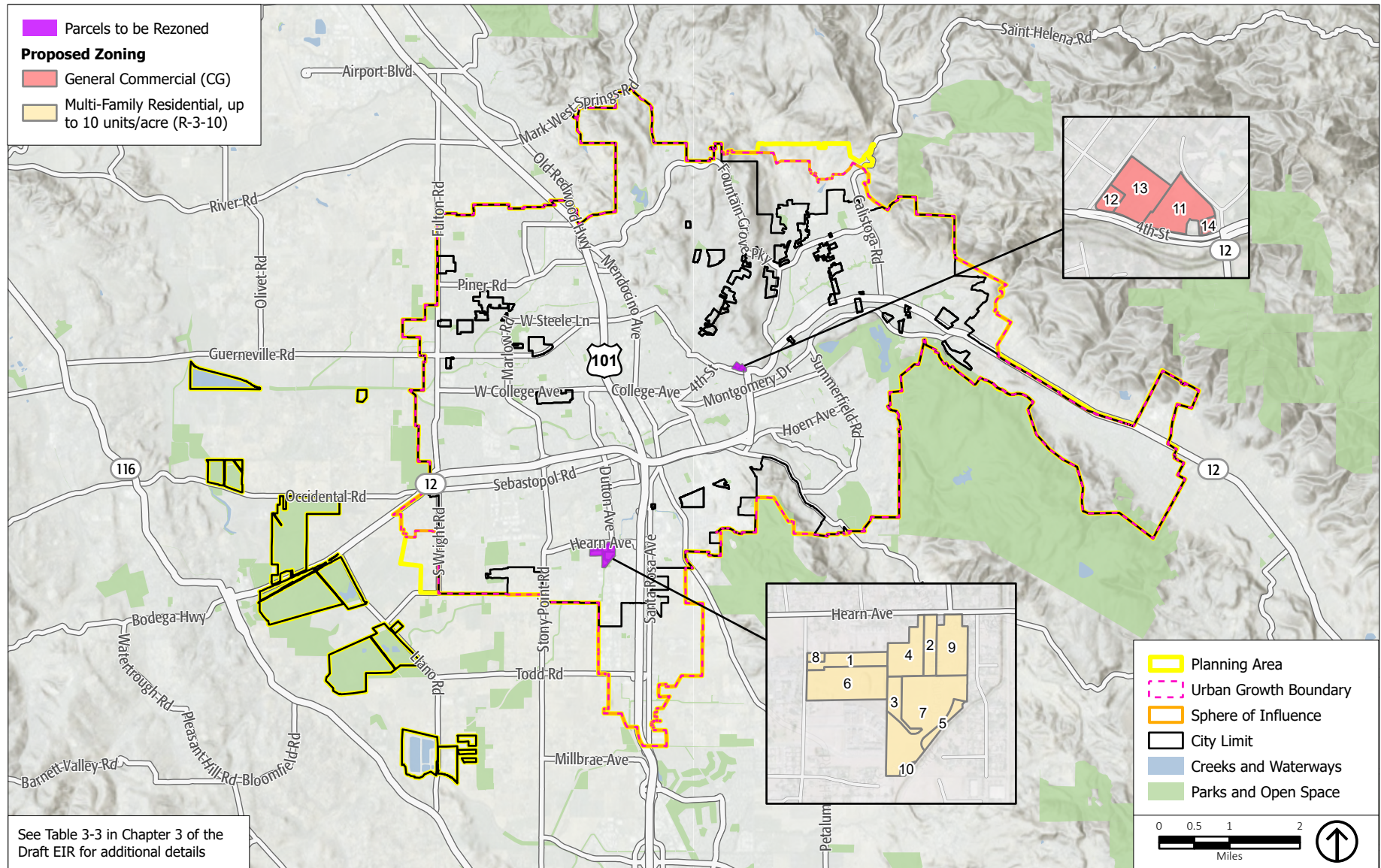


Figure 3-5  
Proposed Rezoning Sites

## PROJECT DESCRIPTION

### 3.7.1.5 TRANSPORTATION AND INFRASTRUCTURE IMPROVEMENTS

The proposed project includes new and improved circulation infrastructure. Many of the circulation modifications reflected in the proposed General Plan 2050 are also identified in the recent *Moving Forward 2050 Sonoma County Comprehensive Transportation Plan*.<sup>7</sup>

A summary of the improvements reflected in the technical modeling and analysis discussed in Chapter 4.15, *Transportation*, of this Draft EIR, is shown in Table 3-4, *Major Planned Roadway Circulation Improvements*, and Table 3-5, *Major Planned Multimodal Circulation Improvements*.

**TABLE 3-4 MAJOR PLANNED ROADWAY CIRCULATION IMPROVEMENTS**

Improvement	Description
<b>Freeway Interchanges and Overcrossings</b>	
Baker Ave	Overpass widening including pedestrian and bicycle improvements
Bellevue Ave*	New US Highway 101 overcrossing connecting Corby Avenue to Santa Rosa Avenue
Fulton Road*	New freeway interchange at SR 12 including pedestrian and bicycle facilities
Hearn Ave*	Upgraded interchange and overpass widening including pedestrian and bicycle improvements
Mendocino Ave overcrossing*	Widening including the addition of turn lanes, bike lanes, and sidewalks
<b>Roadway Improvements</b>	
B Street-Healdsburg Ave	Remove one southbound lane between Tenth Street and Seventh Street
Bellevue Ave*	Stony Point Road to Santa Rosa Avenue - add center turn lane, sidewalks, bike lanes (including US Highway 101 overcrossing)
Chanate Rd*	Resiliency corridor - Mendocino Avenue to Parker Hill Road
Cleveland Ave	Remove one through lane in each direction and add bike lanes - Piner Road to Guerneville Road
College Ave	Widen westbound direction to the west of Stony Point Road to Halyard Drive; includes pedestrian and bicycle improvements
Dutton Ave	Remove one through lane in each direction, adding bike lanes - south of College Avenue to north of West Third Street
Dutton Ave Extension*	Roadway extension filling gap south of Hearn Avenue; includes pedestrian and bike improvements
Dutton Meadow*	Realign and extend to Dutton Avenue extension, including sidewalks and bike lanes
Evacuation Route Upgrades*	Primarily on arterials within wildland-urban interface, including Fountaingrove Parkway and Montgomery Drive
Farmers Ln Extension*	Bennett Valley Road to Petaluma Hill Road - sidewalks, bike lanes, transit route, and evacuation routes
Fourth St	Remove one through lane each direction, adding bike lanes - Brookwood Avenue to Bryden Lane
Fresno Ave*	Extension from Northpoint Parkway to Ludwig Avenue including sidewalk and bike lanes
Fulton Rd	Widen to two lanes in both directions between Piner Road and Guerneville Road
Hearn Ave	Widen between Dutton Avenue and Santa Rosa Avenue including pedestrian and bicycle improvements
SR 12	Widen to two lanes each direction between Melita Road and Pythian Road
Kawana Springs Rd*	Widen with turn lanes, sidewalks, and bike lanes

<sup>7</sup> Sonoma County Transit Authority, 2021, *Moving Forward 2050 Sonoma County Comprehensive Transportation Plan*.

## PROJECT DESCRIPTION

**TABLE 3-4 MAJOR PLANNED ROADWAY CIRCULATION IMPROVEMENTS**

Improvement	Description
Mendocino Ave	Remove one northbound lane and add bike lanes - College Avenue to Fourth Street
Northpoint Parkway extension*	Western extension to South Wright Road and eastern extension to Hearn Avenue, including sidewalks and bike lanes
Petaluma Hill Rd*	Improvements including turn lanes, sidewalks, and bike lanes
Piner Rd*	Widening to four lanes between Fulton Road and Marlow Road including sidewalks and bike lanes
Santa Rosa Ave	Remove one through lane each direction, adding bike lanes - Third Street to Maple Avenue
Sebastopol Rd*	Improvements including turn lanes, sidewalks, and bike lanes from Dutton Avenue to Olive Street
Sebastopol Rd	Widen to two lanes each direction including pedestrian and bicycle improvements between Lombard Lane and Fulton Road
Stony Point Rd*	Widening to four lanes between Hearn Avenue and south city limit including sidewalks and bike lanes
West College Ave	Remove one lane in each direction, filling gaps in sidewalk and bike lane networks - Fulton Road to Halyard Drive
West Ave*	Reconstruction including sidewalks and bike lanes
Yolanda Ave*	Widening to two westbound and one eastbound lane with center turn lane, sidewalks, and bike lanes

Note: \*Projects identified in the *Moving Forward 2050 Sonoma County Comprehensive Transportation Plan* (Sonoma County Transit Authority, 2021).  
Source: City of Santa Rosa, Sonoma County Transit Authority, and W-Trans, 2023.

**TABLE 3-5 MAJOR PLANNED MULTIMODAL CIRCULATION IMPROVEMENTS**

Improvement	Description
<b>Bicycle and Pedestrian Improvements</b>	
Bicycle and Pedestrian High Priority Improvements*	Fourth Street/College Avenue improvements, Stony Point Road improvements, Northeast connection improvements, and Roseland Creek trail
East-West Bicycle and Pedestrian Connections*	New bicycle and pedestrian overcrossing of US Highway 101 near Santa Rosa Junior College Campus, construction of a bike and pedestrian grade crossing of the SMART corridor at Jennings Avenue, and installation of bike lanes on Steele Lane/Guerneville Road corridor
Southeast Greenway Multiuse Path and Crossings*	Provide non-motorized transportation connections from Spring Lake Regional Park to Farmers Lane and links to downtown Santa Rosa, surrounding neighborhoods and schools, and the regional trail system
Climate Adaptation Technology Innovation Transport Initiatives*	Improve transit corridor efficiency, implement technologies to improve traffic flow and adapt to autonomous vehicles, upgraded signal controllers; implement short-term goals identified in the 2018 Bicycle and Pedestrian Master Plan (BPMP), such as Vision Zero, safe routes to school, first- and last-mile connections to transit and rail, regional bike share, bike and pedestrian safety, and education activities
Farmers Lane Extension Multiuse Pathway*	Construct multiuse pathway along Farmers Lane Extension between Bennett Valley Road and Petaluma Hill Road
Santa Rosa Bicycle and Pedestrian Master Plan	Implementation of remaining projects in the 2018 BPMP (including future updates to the 2018 BPMP) <i>Note, the 2018 BPMP is updated approximately every 5 to 8 years. The City of Santa Rosa began an update to the 2018 BPMP in 2023. As part of the update, the BPMP is proposed to be renamed "Active Transportation Plan." Anticipated adoption is March 2025.</i>

## PROJECT DESCRIPTION

**TABLE 3-5 MAJOR PLANNED MULTIMODAL CIRCULATION IMPROVEMENTS**

Improvement	Description
<b>Transit Improvements</b>	
Enhanced core CityBus network*	50 percent increases in service hours and 15-minute service on core corridors
CityBus infrastructure improvements*	Expansions of Transit Mall and Coddington Transit hubs, Southside Transit Center, improved connectivity to SMART stations, park-and-ride improvements
CityBus new mobility projects*	Projects may include mobility on demand, shared mobility, or mobility as service applications and potentially autonomous vehicle technologies
CityBus Rapid Bus*	Planning efforts supporting future implementation of Rapid Bus on key corridors
CityBus Fare Programs*	Scalable programs oriented toward fare-free transit and paratransit services
CityBus Short Range Transit Plan (SRTP)	Implement projects and programs identified in the current Short Range Transit Plan (including future updates to the SRTP)

Note: \* Projects identified in the *Moving Forward 2050 Sonoma County Comprehensive Transportation Plan* (Sonoma County Transit Authority, 2021).  
Source: City of Santa Rosa, Sonoma County Transit Authority, and W-Trans, 2023.

### 3.7.2 SPECIFIC PLAN AMENDMENTS

In September 2012, the City Council adopted the NSASP. The primary objective of NSASP is to support future rail transit by increasing the number of residents and employees within walking distance of the SMART station by improving pedestrian, bicycle, auto, and transit connections, increasing residential density, promoting economic development, and enhancing aesthetics and quality of life. In October 2020, the City Council adopted an updated DSASP. The DSASP was updated with the stated purpose to address land use, transportation and infrastructure needs associated with intensification of housing development in the Downtown. The proposed project would update the NSASP and DSASP to be consistent with the proposed General Plan 2050 by eliminating the references to local streets in the NSASP and DSASP circulation/mobility figures and text.

### 3.7.3 SANTA ROSA CITY CODE AMENDMENTS

The SRCC is a collection of laws, or ordinances, that are passed by the City of Santa Rosa. These laws are the primary code of the municipality. The SRCC is organized by title, chapter, and section and in some cases, articles. The proposed project includes the modifications to SRCC Title 19, *Subdivisions*, and Title 20, *Zoning*, described herein.

#### 3.7.3.1 TITLE 19: SUBDIVISIONS

Pursuant to SRCC Section 19-04.020, *Purpose*, the provisions of Title 19 are to regulate and control the division of land within the City and to supplement the provisions of the Subdivision Map Act concerning the design, improvement, and survey data of subdivisions, the form and content of all required maps provided by the Subdivision Map Act, and the procedure to be followed in securing the official approval of the City regarding the maps. To accomplish this purpose, the regulations contained in this title are determined to be necessary to preserve the public health, safety and general welfare; to promote orderly growth and development and to promote open space, conservation, protection, and proper use of land; and to ensure provision for adequate traffic circulation, utilities, and other services in the city.

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**PROJECT DESCRIPTION**

SRCC Chapter 19-70, *Park and Recreation Land and Fees*, as described in Section 19-70.010, *Authority, General Purpose and Definitions*, is adopted pursuant to the California Government Code Section 66477 (Quimby Act) and California Government Code Sections 66000 through 66025 (Mitigation Fee Act) and the general police power of the City, for the purpose of executing and implementing the General Plan of the City of Santa Rosa. It is the purpose of this chapter to provide for: (1) the acquisition of park land for neighborhood and community parks through dedication of land; and (2) the acquisition of park land for neighborhood and community parks and development of park and recreation facilities by imposition of fees in connection with the development of new dwelling units. The proposed project would specifically amend SRCC Section 19-70.030, *Park Acreage Standard*, to clarify how parkland requirements would be satisfied and would remove school recreational land as a means to satisfy acreage.

### **3.7.3.2 TITLE 20: ZONING CODE**

#### **New Zoning District: Missing Middle Housing**

SRCC Title 20, *Zoning*, would be amended to include a new combining district to accommodate the type of housing referred to as “Missing Middle.” This proposed new combining district provides zones and standards to implement the City’s vision of enabling Missing Middle Housing. Missing Middle Housing refers to housing that provides diverse housing options along the spectrum of affordability, which includes duplexes, triplexes, fourplexes and bungalows. Other examples can include cluster homes and cottage courts. The proposed Missing Middle Housing combining district would be denoted as “-MMH” and could be combined with any residential or mixed-use primary zoning district established by SRCC Section 20-20.020, *Zoning Map and Zoning Districts*, provided the provisions of the standards of the proposed new combining district are met. The proposed new zoning district identifies Missing Middle Housing zones and allows for a Missing Middle Housing Bonus (MMH Bonus) for potential future housing within these zones. The MMH Bonus would be determined on a case-by-case basis for qualifying projects as determined by the City during the project application and approval process.

#### **Existing Zoning District Amendments**

As listed, several sections of SRCC Title 20 would be revised to align with the proposed General Plan 2050, some of which are directed by proposed General Plan 2050 actions. Underlined text represents language that has been added to the SRCC; text with strikethrough represents language that has been deleted from the SRCC.

- **SRCC Section 20-16.040, *Temporary Structures and Activities*.** B.2a. Temporary Use Permits issued pursuant to Section 20-52.040.D.3, *Events*, shall be eligible for up to 21 consecutive days, or 36 weekend days, within a 12-month period when conducted on nonresidential properties. Events considered under this subsection include, but are not limited to, arts and crafts exhibits, carnivals, circuses, concerts, fairs, ~~farmers' markets~~, festivals, flea markets, food events, outdoor entertainment/sporting events, rodeos, rummage sales, second hand sales, and swap meets. (Revised pursuant to proposed General Plan 2050 Action 2-9.2: Update the Zoning Code to allow mobile food and crafts vendors, farmers markets, art and artisan pop-ups, and community gathering events in all nonresidential zoning districts.)

## PROJECT DESCRIPTION

- **SRCC Section 20-20.020, *Zoning Map and Zoning Districts*.** Table 2-1, *Zoning Districts*, would be revised to indicate that the General Plan land use designations for Retail and Business Services and Neighborhood Shopping Center would be implemented by the Neighborhood Commercial Zoning District.
- **SRCC Section 20-22.030, *Residential District Land Uses and Permit Requirements*.** Table 2-2, *Allowed Land Uses and Permit Requirements for Residential Zoning Districts*, would be revised to reflect permitted uses in the Neighborhood Mixed Use Zoning District to be consistent with the General Plan land use designation for Neighborhood Mixed Use.
- **SRCC Section 20-22.040, *Residential district subdivision and density standards*.** D. Development in all R-3 and TV-R districts shall provide at least the midpoint of the allowed density, unless topography, parcel configuration, heritage trees, historic preservation, or utility constraints make the midpoint impossible to achieve. (Revised pursuant to proposed General Plan 2050 Action 2-3.4: Require development at the midpoint or higher of the density range in the Medium and Medium High Density Residential land use designations, unless topography, parcel configuration, heritage trees, historic preservation, or utility constraints make achieving the midpoint infeasible.)
- **SRCC Section 20-23.030, *Commercial District Land Use and Permit Requirements*.** Table 2-6, *Allowed Land uses and Permit Requirements for Commercial Zoning Districts*, in the Retail Trade land use designation change to 'P' for Artisan Shop and Sales and add a Farmers Markets row with 'P' in all districts. (Revised pursuant to proposed General Plan 2050 Action 2-9.2: Update the Zoning Code to allow mobile food and crafts vendors, farmers markets, art and artisan pop-ups, and community gathering events in all nonresidential zoning districts.)
- **SRCC Section 20-24.030, *Industrial District Land Use and Permit Requirements*.** Table 2-10, *Allowed Land Uses and Permit Requirements for Industrial Districts*, in the Retail Trade land use designation, add rows for Artisan Sales and Farmers Markets with 'P' in all districts. (Revised pursuant to proposed General Plan 2050 Action 2-9.2: Update the Zoning Code to allow mobile food and crafts vendors, farmers markets, art and artisan pop-ups, and community gathering events in all nonresidential zoning districts.)
- **SRCC Section 20-30.090, *Performance Standards*.**
  - **M. Biological Resource Assessment.** Any development proposed on a site with natural habitat conditions that may support special-status species, sensitive natural communities, important wildlife corridors, or regulated wetlands and waters shall provide a biological resource assessment from a qualified biologist. (Revised pursuant to proposed General Plan 2050 Action 3-5.11: Require a qualified biologist to prepare a biological resource assessment as part of project approval for proposed development on sites that may support special-status species, sensitive natural communities, important wildlife corridors, or regulated wetlands and waters to identify potential impacts for protecting the resource and surrounding habitat.)
  - **N. Health Impact Assessment.** Any nonresidential development proposals of 100,000 square feet or more in an Equity Priority Area (as mapped in the General Plan) shall include health impact assessment that address any potential negative health implications of the project. (Revised pursuant to proposed General Plan 2050 Action 6-1.11: Update the Zoning Code to require health impact assessments for nonresidential projects of 100,000 square feet or more in Equity Priority Areas to identify and address any potential negative health implications of the project.)

**PROJECT DESCRIPTION****Zoning Map and General Plan Land Use Map Conformance**

As previously described, under State law the Zoning district for each parcel is required to be consistent with the General Plan land use designation.<sup>8</sup> Accordingly, the proposed project includes amendments to the Zoning Map to bring consistency between the General Plan land use designation and Zoning district for each parcel that is not currently consistent with the General Plan land use designation. Because these amendments are being made to reflect what is currently allowed on the property under the General Plan, these amendments would not result in new development potential at these locations.

**3.7.4 GREENHOUSE GAS REDUCTION STRATEGY**

Concurrent with the proposed General Plan 2050, the proposed Community-wide GHG Reduction Strategy is an update to and replacement of the City's 2012 CCAP. The proposed GHG Reduction Strategy will serve as the strategic plan for how the City will reduce GHG emissions and foster a sustainable community through 2050 and beyond. Through the qualified GHG Reduction Strategy, Santa Rosa Forward will (1) accelerate reductions in GHG emissions from community-wide sources in an equitable and sustainable manner, (2) provide a comprehensive set of goals, policies, and actions to reduce community emission sources through 2050, (3) meet State requirements related to GHG emissions reduction, (4) leverage work of the Regional Climate Protection Authority, and (5) integrate climate and GHG reductions throughout the General Plan. The proposed GHG Reduction Strategy includes an inventory and forecast of GHG emissions within the city limit and planning area, mandates for future GHG emissions, strategies to reduce GHG emissions, and an implementation plan. The proposed GHG Reduction Strategy is made up of three sections: (1) Introduction, (2) Community-wide Greenhouse Gas Emissions, and (3) GHG Emissions-Reduction Measures and Programs. A complete copy of the proposed GHG Reduction Strategy is included in Appendix B, *Air Quality and Greenhouse Gas Emissions Data*, of this Draft EIR. It is also included in Appendix A, *Greenhouse Gas Reduction Strategy*, of the proposed General Plan 2050.

The proposed GHG Reduction Strategy incorporates many of the proposed goals, policies, and actions of the proposed General Plan 2050 and consolidates these items into a set of measures and implementation programs and presents detailed quantification and other details consistent with CEQA Guidelines Section 15183.5, to support ongoing reductions through 2050. The proposed GHG Reduction Strategy's GHG emissions-reduction measures and programs include both pre-existing measures that have already started to be implemented, and new measures that are being introduced for the first time as part of this GHG Reduction Strategy. Projected emissions reductions within the city limits are presented for the years 2030, 2045, and 2050 for both new and pre-existing measures. The proposed GHG Reduction Strategy provides a clear roadmap to meeting the per-capita GHG emissions target consistent with State guidance as well as demonstrates the path to achieving the State's mandate of carbon neutrality by 2045 required by Executive Order B-55-18. See Chapter 4.0, *Environmental Analysis*, of this Draft EIR under subheading "Greenhouse Gas Reduction Strategy" for a description of how the proposed GHG Reduction Strategy is a Qualified GHG Reduction Strategy pursuant to CEQA and how development projects that are consistent with the local qualified reduction strategy would not result in a cumulatively considerable GHG emissions impact, reducing the need for additional analyses or mitigation measures.

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<sup>8</sup> Government Code Section 65860 (vertical consistency).



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3.8 2050 DEVELOPMENT PROJECTIONS

This Draft EIR analyzes the potential for growth to 2050, which represents an approximately 25-year buildout horizon. Under CEQA Guidelines Section 15126.6(3)(A), when a project consists of the revision of a plan or policy, the project’s impacts are assessed against existing conditions, and future conditions under the existing plan are treated as the “No Project” alternative.

Under Section 15064(d) of the CEQA Guidelines, “In evaluating the significance of the environmental effect of a project, the lead agency shall consider direct physical changes in the environment which may be caused by the project and reasonably foreseeable indirect physical changes in the environment which may be caused by the project.” The projections represent the City’s estimation of all “reasonably foreseeable” development, including the application of current and future density bonuses, the proposed Missing Middle Housing Bonus described in Section 3.7.3.2, *Title 20: Zoning Code*, and other development incentives, that could occur over the next 25 years. These projections are used as the basis for the EIR’s environmental assessment that rely on quantitative analysis. See Chapter 4.0, *Environmental Analysis*, for a description of environmental analysis scenarios for this EIR. The projections do not presume that every parcel is developed to the maximum level allowed under the proposed General Plan 2050. Rather, they recognize regional demographic and economic forecasts, and the probable share of regional growth that would be captured by Santa Rosa given its policies and land use regulations. Horizon year (2050) projections in the EIR Study Area are shown in Table 3-6, *Proposed 2050 Buildout Projections in the EIR Study Area*.

TABLE 3-6 PROPOSED 2050 BUILDOUT PROJECTIONS IN THE EIR STUDY AREA

Category	Existing Conditions (2019)	Projected Growth 2019-2050 (Proposed Project)	Buildout Estimates (2050)
Housing Units	75,850	24,090	99,940
Total Population	197,980	65,760	263,740
Jobs	77,590	14,090	91,680

Notes: Numbers are rounded from original sources.  
Source: City of Santa Rosa, PlaceWorks, Sonoma County Transportation Authority, and W-Trans, 2023, *Santa Rosa General Plan 2050 Travel Demand Model*.

Through the 2050 buildout horizon, implementation of the proposed project is estimated to result in the following net growth by land uses:

- 2,128,000 square feet of office space
- 727,000 square feet of institutional space
- 945,000 square feet of retail space
- 71 acres of recreation-based uses
- 69 hotel rooms
- 800,000 square feet of industrial space
- 700,000 square feet of warehouse space

Areas of Change

The expansion of the city into surrounding lands is no longer a focus of City planning efforts. Growth and change in the city will be tailored to support maintenance and development of complete neighborhoods, particularly in Areas of Change. These are places where the City will focus efforts to address housing,



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services, connectivity, and/or infrastructure needs and help provide complete neighborhoods with goods and services that are easily available. The proposed General Plan 2050 identifies 21 Areas of Change, as shown on Figure 3-6, *Proposed General Plan 2050 Areas of Change*. Eleven Areas of Change are located within or directly adjacent to a PDAs and/or TPAs. See Chapter 4.0, *Environmental Analysis*, for more discussion on the Areas of Change and PDAs and TPAs.

### 3.9 INTENDED USES OF THE EIR

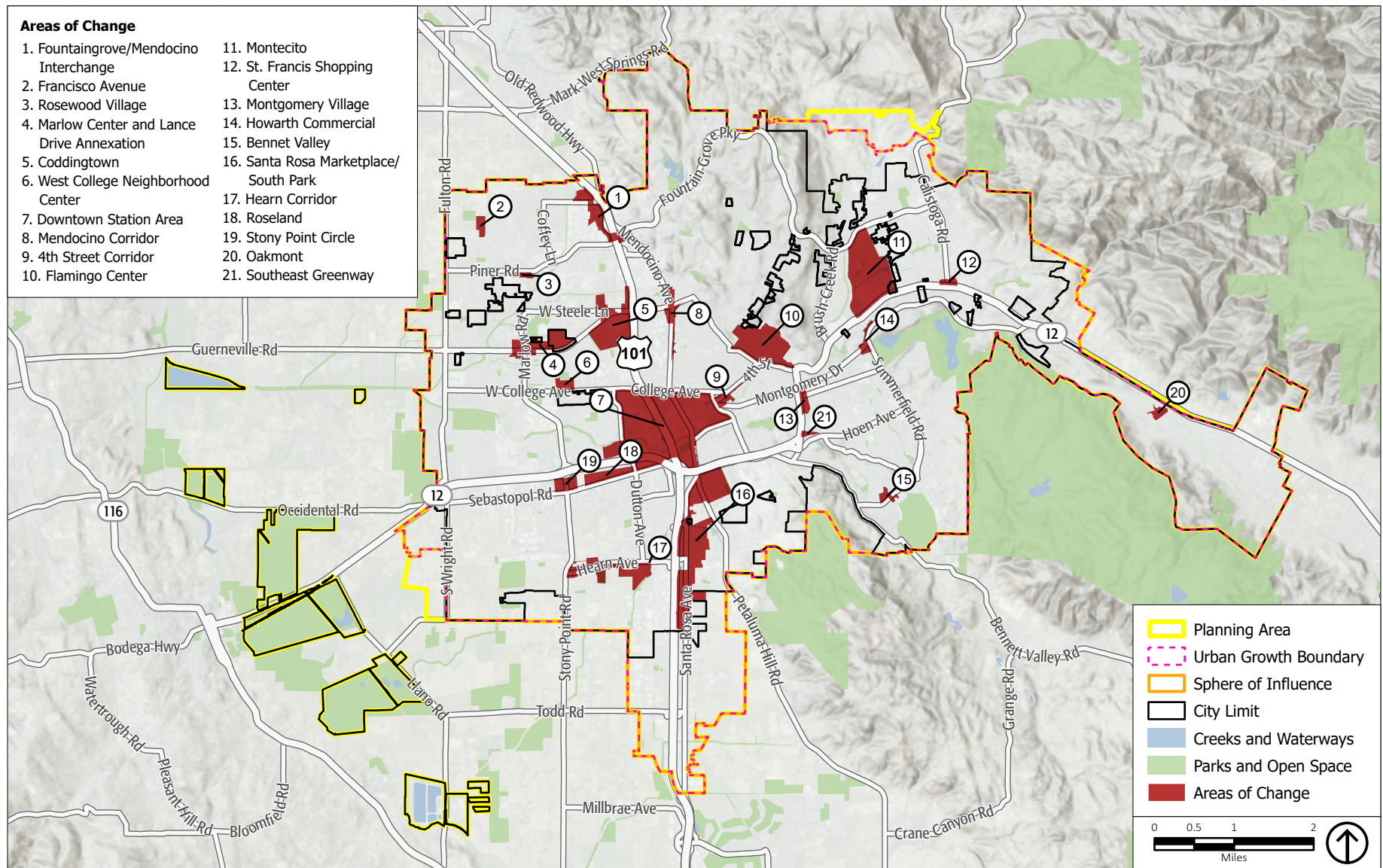
This EIR is intended to review potential environmental impacts associated with the adoption and implementation of the proposed project and determine corresponding mitigation measures, as necessary. This EIR is a program-level EIR and does not evaluate the impacts of specific, individual developments that may occur over the buildout horizon. Each specific future project would conduct separate environmental review, as required by CEQA, to secure the necessary discretionary development permits. Therefore, while subsequent environmental review may be tiered off this EIR, this EIR is not intended to address impacts of individual projects. Subsequent projects will be reviewed by the City for consistency with the proposed project and this EIR. Projects successive to this EIR include, but are not limited to, the following:

- Approval and funding of major public projects and capital improvements
- Updates to the utility infrastructure master plans, such as the Water, Wastewater, and Stormwater Master Plans
- Updates or amendments to the City's Zoning Code
- Issuance of permits and other approvals necessary for implementation of the proposed project
- Annexation of land into the city limit
- Property rezoning consistent with the proposed General Plan 2050
- Development plan approvals, such as tentative maps, variances, conditional use permits, and other land use permits
- Permit issuance and other approvals necessary for public and private development projects
- Development agreement processes and approvals

### 3.10 REQUIRED PERMITS AND APPROVALS

The proposed project would require adoption by the Santa Rosa City Council. The Planning Commission will review the proposed project and make recommendations to the City Council. While other agencies may be consulted during the General Plan update process, their approval is not required for the adoption of the proposed General Plan 2050. However, subsequent development under the proposed General Plan 2050 may require approval of State, federal, responsible, and trustee agencies that may rely on the programmatic EIR for decisions in their areas of permitting

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Source: ESRI, 2022; City of Santa Rosa, 2023; PlaceWorks, 2024.

Figure 3-6  
Proposed General Plan 2050 Areas of Change