

Economics and Housing Comparison

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

www.santarosaforward.com/Alts.



Maximum Potential New Construction

36,000

NEW HOMES



50%

INCREASE

72,000 HOMES TODAY

1 million

SQUARE FEET OF RETAIL



5%

INCREASE

20 MILLION SQUARE FEET TODAY

2 million

SQUARE FEET OF OFFICE



50%

INCREASE

4 MILLION SQUARE FEET TODAY

1.5 million

SQUARE FEET OF INDUSTRIAL



25%

INCREASE

6.5 MILLION SQUARE FEET TODAY