

# 2

## Land Use and Economic Development



## 2. Land Use and Economic Development

How land is used in Santa Rosa can make a big difference in how people feel about and interact in local neighborhoods and in how the local economy operates. A successful new business, residential development, or active community use where once was a vacant lot can begin transforming a whole neighborhood, improving everything from the safety of kids going to school to new landscaping along streets and supporting local pride and revitalization. Such positive change can also revitalize local commercial areas and bring critical jobs and community amenities to the city, increasing economic access and vitality. Identifying feasible locations for new and expanded educational, vocational, and employment opportunities can start the process to help local youth and adults develop meaningful careers close to home. Recognizing all this, General Plan 2050 seeks to reinforce local pride, increase local investment, and bolster the vitality of the city as a whole. This chapter supports thoughtful land use planning and economic development strategies to enhance and build on neighborhood assets, address current challenges, increase economic and environmental vitality, increase personal opportunity, and improve quality of life for everyone in Santa Rosa.

Santa Rosa's growth pattern over the past century and a half has heavily influenced the physical form of its neighborhoods. Santa Rosa began with the establishment of the downtown

area as a commerce center for the surrounding agricultural and timber region. The city developed from this central core along a series of commercial corridors into newer, more suburban neighborhoods.

The construction of Highway 101, which started in 1949, physically divided the east and west sides of the city. Though the highway facilitates connections between Santa Rosa and the rest of the region and state, it disrupts connections within the city. Policies and actions in this chapter and others are intended to bridge some of these gaps.

### Chapter Contents

- General Plan Priority Areas and Populations
- Land Use
- Economic Development

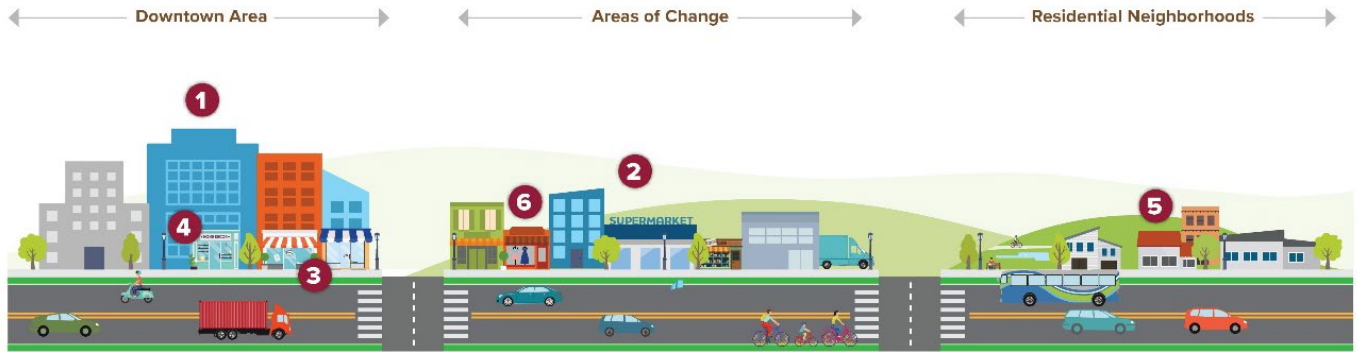
The goals in this chapter reflect Santa Rosa's priorities and implement the community's vision for the future. These goals, associated policies, and actions especially support the following statements from the Santa Rosa Vision (shown in full in Chapter 1, Introduction):

- **Just:** Social and environmental justice are achieved for everyone—all abilities, ages, ethnicities, gender identities, immigration status, income levels, language speakers, races, religions, sexual orientations and identities, EVERYONE.
- **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.
- **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.

**Figure 2-1** illustrates some of the key concepts addressed in this chapter.

Figure 2-1: Visualizing the Concepts

# ▶ **LAND USE AND ECONOMIC DEVELOPMENT**



**1**  
Mixed Use Downtown Neighborhood



**2**  
Mixed Use Corridor



**3**  
Street Dining/  
Retail Activities



**4**  
Jobs-Training Balance



**5**  
Neighborhood  
Entrepreneurship



**6**  
Resilient Economic  
Growth



## General Plan Priority Areas and Populations

A number of policies and actions in this General Plan give priority to specific areas or populations in Santa Rosa. Though a policy or action may apply broadly, this prioritization means that the City will first concentrate efforts on historically underserved communities and/or core neighborhoods to advance key aims of environmental justice, social equity, and complete communities. These priority areas and populations are Equity Priority Areas, Equity Priority Populations, and Areas of Change, described in the following sections.

### Equity Priority Areas

Low-income communities and communities of color often bear a disproportionate burden of pollution exposure and associated health risks. Environmental justice seeks to correct this inequity by reducing pollution exposure in these communities and ensuring that their input is considered in decisions that affect them. Senate Bill 1000, the Planning for Healthy Communities Act, requires general plans to identify the communities that suffer most from economic, health, and environmental burdens and address environmental justice for these communities. SB 1000 calls these “disadvantaged communities,” and the General Plan terms them “Equity Priority Areas” or “EPAs” to recognize the immediate importance of addressing these issues.

The California Communities Environmental Health Screening Tool (CalEnviroScreen) is the primary method for identifying EPAs. CalEnviroScreen quantifies a range of factors related to pollution burden and population characteristics (e.g., poverty, educational attainment, and age) to derive a composite score for each census tract compared to the rest of the state. In general, the higher the score, the more impacted a community is. Census tracts in

the highest quartile of scores (i.e., 75 to 100 percent) are considered EPAs, although the law (Senate Bill 535) encourages cities to work with community members and stakeholders to refine the boundaries of these communities and identify additional communities, if appropriate, to support planning efforts that improve environmental justice. CalEnviroScreen identifies two Santa Rosa census tracts as EPAs under SB 535: one at the southeast intersection of Highways 101 and 12 and another south of Hearn Avenue west of Highway 101, shown on **Figure 2-2**. The City of Santa Rosa has worked with the community to identify additional vulnerable areas with overlapping concentrations of people of color and people living in poverty, shown on **Figure 2-3**. Santa Rosa’s EPAs, shown on **Figure 2-4**, include the EPAs identified by SB 535 and the areas with overlapping concentrations of people of color and people living below the poverty line.

**Equity Priority Areas or EPAs** are areas in Santa Rosa where residents suffer most from economic, health, and environmental burdens. EPAs are identified following Guidance from the State tool, CalEnviroScreen 4.0, and additional input from community members and stakeholders. This General Plan addresses environmental justice needs pursuant to SB 1000 and health and equity considerations of EPAs with goals, policies, and actions in each chapter that prioritize EPAs, as appropriate. Chapter 6, “Health, Equity, and Environmental Justice,” has the highest concentration of these goals, policies, and actions.

**Environmental Justice** is the fair treatment and meaningful involvement of people of all races, cultures, incomes, and national origins with respect to the development, adoption, implementation, and enforcement of environmental laws, regulations, and policies.

*Source: California Government Code, Section 65040.12(e)*

## Equity Priority Populations

Similar to the EPA designation, the City of Santa Rosa has identified 10 Equity Priority Populations based on characteristics that contribute to vulnerability and/or the likelihood of being underserved in a variety of areas, including environmental justice, equity, health, and safety. These populations are:

1. Low-income individuals and families
2. Racial or ethnic groups experiencing disparate health outcomes
3. Seniors, children, youth, and young adults
4. Individuals with disabilities
5. Immigrants and refugees
6. Outdoor workers and farmworkers
7. Individuals who have limited English proficiency
8. Unhoused people
9. Lesbian, gay, bisexual, transgender, queer, intersexual, asexual, and other LGBTQIA+ communities
10. Individuals who are incarcerated or who have been incarcerated

Though it is not a requirement under SB 1000, one or more Equity Priority Populations may be prioritized in General Plan goals, policies, and actions, as appropriate.

## Areas of Change

The creation of General Plan 2050 included extensive community engagement to identify a preferred land use and circulation diagram. Figure 1-4 in the Introduction details the major

circulation network and land use actions programmed in General Plan 2050. Community members favored an approach that did not result in any changes to land use designations from the previous general plan, and instead prioritized development in 21 specific “Areas of Change,” depicted on **Figure 2-5**. These are places where the City will focus efforts to address housing, services, connectivity, and/or infrastructure needs and help provide complete neighborhoods with goods and services that are easily available. Accordingly, some policies and actions in this and other chapters focus on Areas of Change for implementing actions related to active transportation infrastructure, quality housing, healthy food options, opportunities for social connections, and access to parks and commercial services.

**Areas of Change** shown on **Figure 2-5** are places the City will focus efforts to address housing, services, connectivity, and/or infrastructure needs to help make these complete neighborhoods.

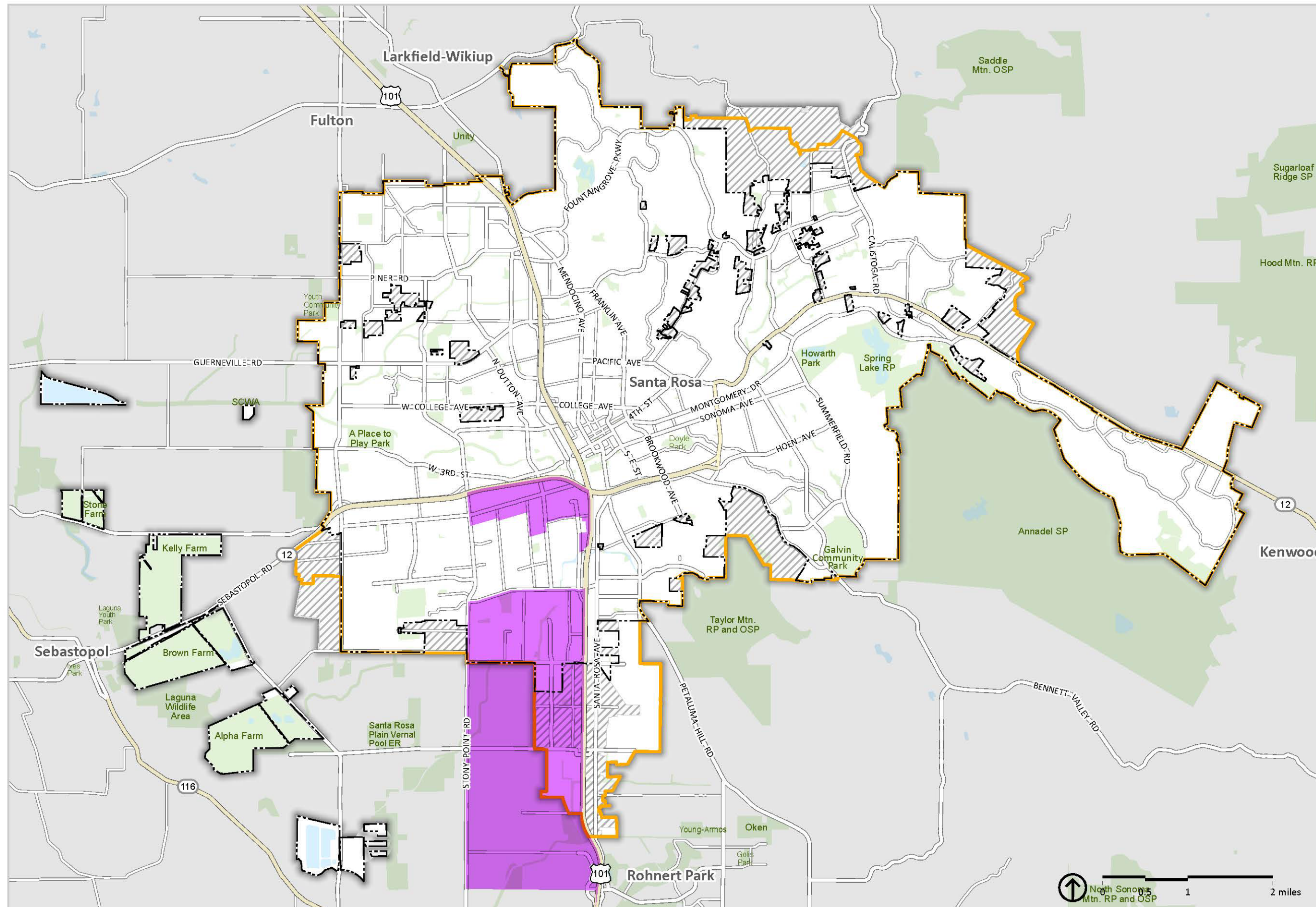


Figure 2-2  
Disadvantaged  
Communities  
Under SB 535

- City Limits
- Urban Growth Boundary
- City Sphere of Influence
- Planning Area
- Disadvantaged Communities Under SB 535

Source: City of Santa Rosa 2023





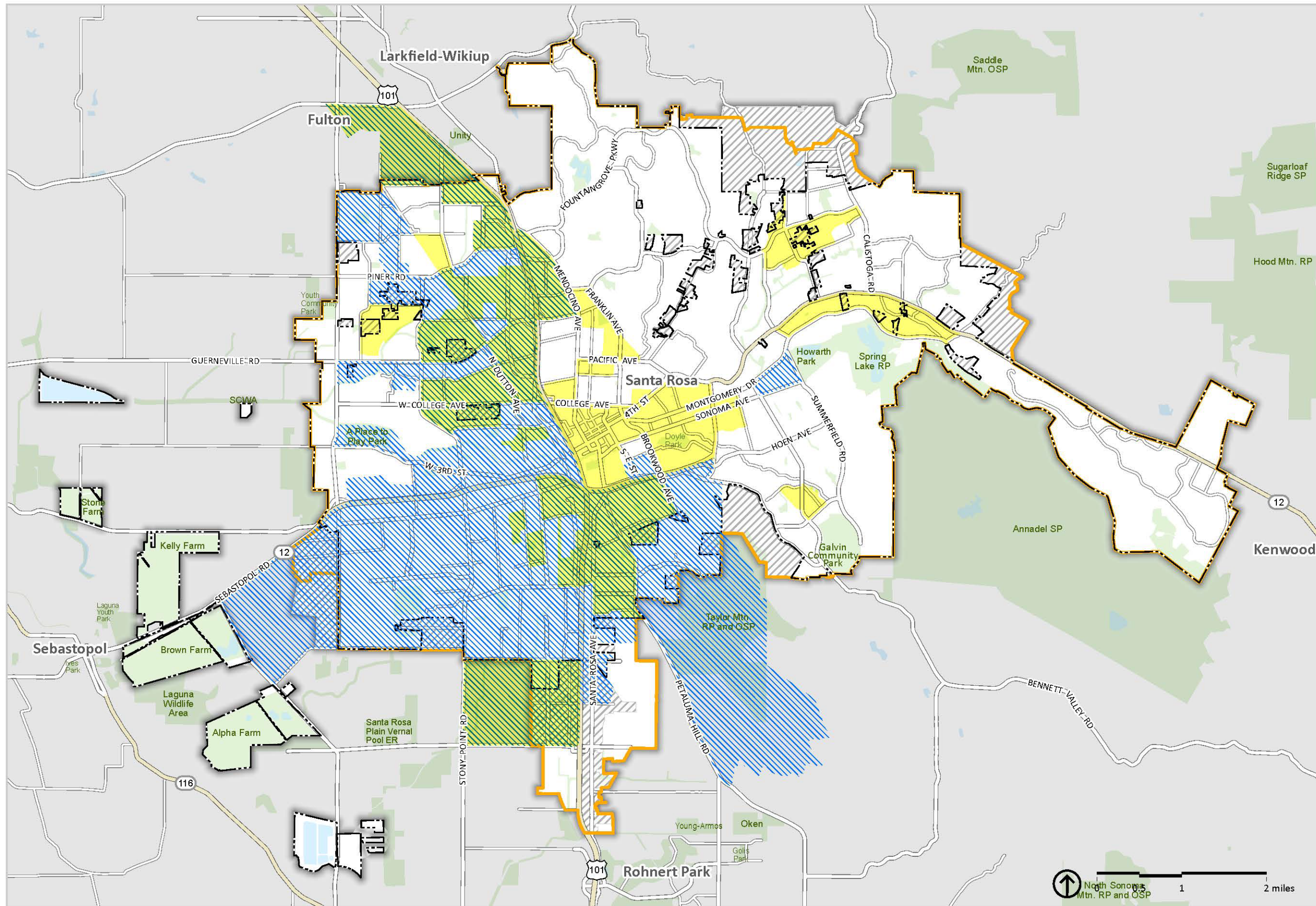


Figure 2-3  
Concentrations of People of Color and People Below the Poverty Line

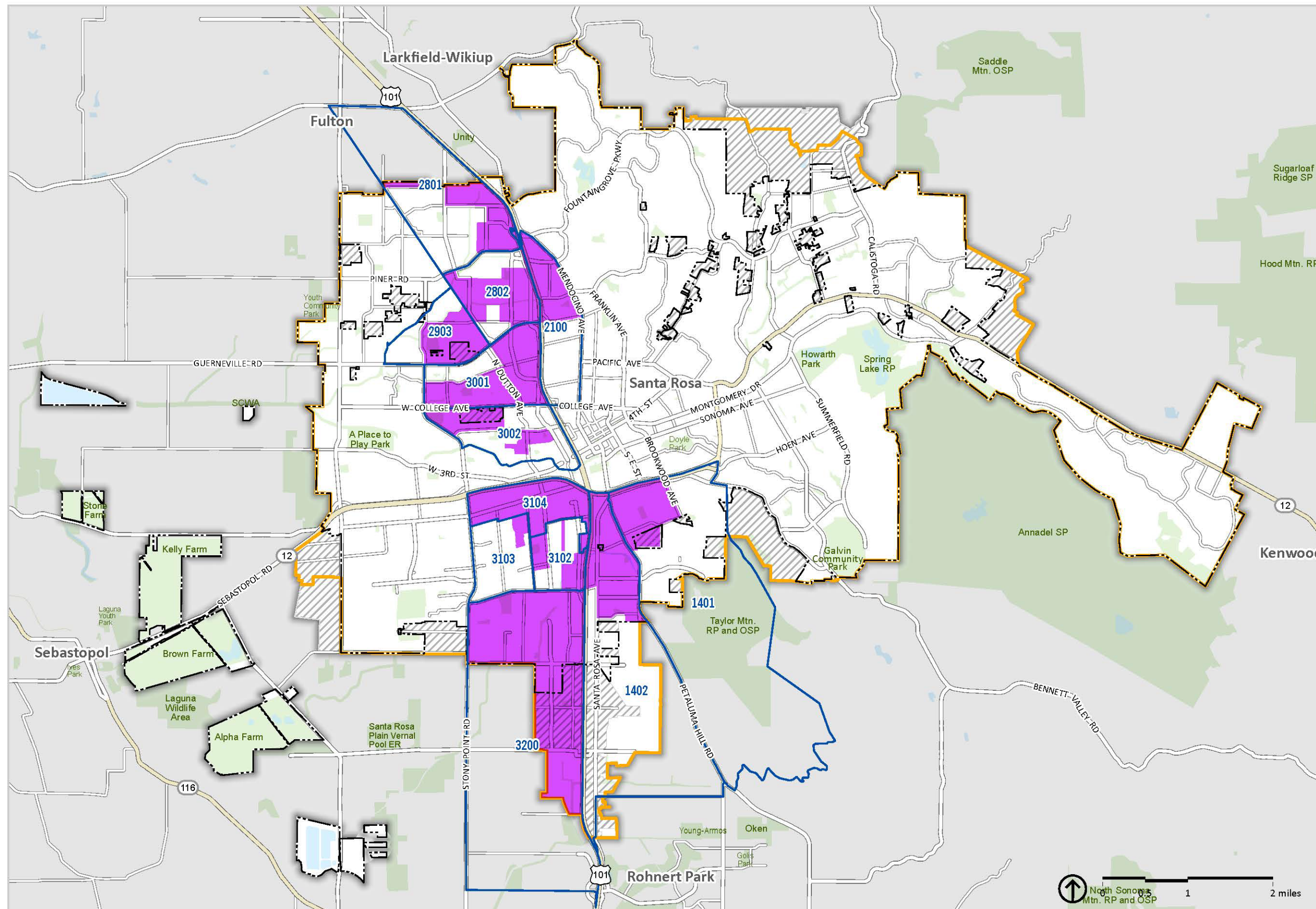
- City Limits
- City Sphere of Influence
- Urban Growth Boundary
- Planning Area
- Poverty Top 25%
- Minority Top 25%


Source: City of Santa Rosa 2023

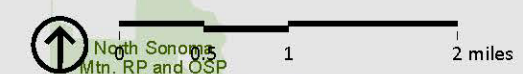




Figure 2-4  
Equity Priority Areas



-  City Limits
-  City Sphere of Influence
-  Urban Growth Boundary
-  Planning Area
-  Equity Priority Areas
-  Census Tracts Containing Equity Priority Areas



Source: City of Santa Rosa 2023



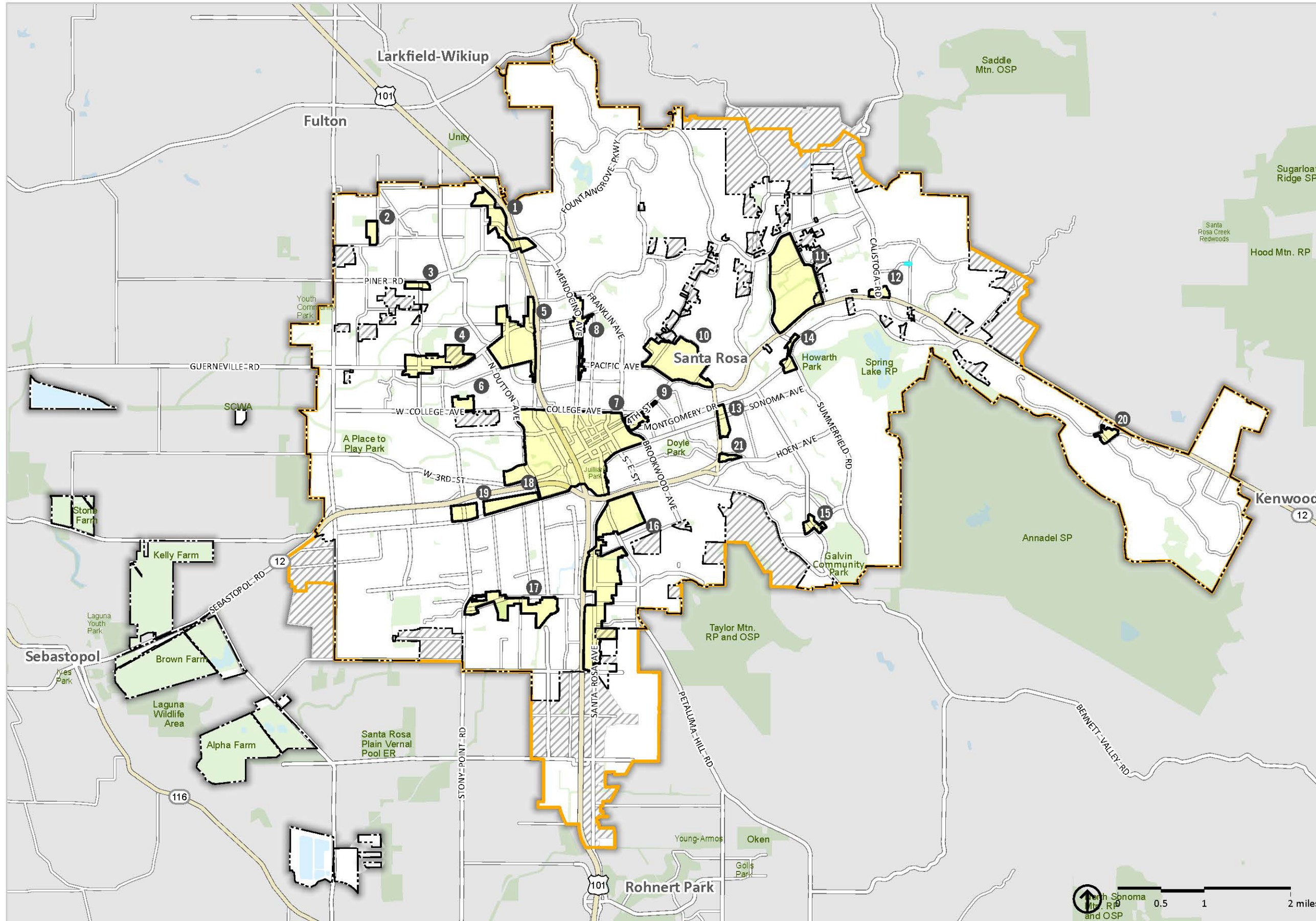


Figure 2-5  
Areas of Change

- City Limits
  - City Sphere of Influence
  - Urban Growth Boundary
  - Planning Area
  - Areas of Change
- 1 Fountain Grove/Mendocino Interchange
  - 2 Francisco Avenue
  - 3 Rosewood Village
  - 4 Marlow Center and Lance Drive Annexation
  - 5 Coddington
  - 6 West College Neighborhood Center
  - 7 Downtown Station Area
  - 8 Mendocino Corridor
  - 9 4th Street Corridor
  - 10 Flamingo Center
  - 11 Montecito
  - 12 St. Francis Shopping Center
  - 13 Montgomery Village
  - 14 Howarth Commercial
  - 15 Bennett Valley
  - 16 Santa Rosa Marketplace/South Park
  - 17 Hearn Corridor
  - 18 Roseland
  - 19 Stony Point Circle
  - 20 Oakmont
  - 21 Southeast Greenway

Source: City of Santa Rosa 2023



# Land Use

## General Plan Land Use

The citywide land use classifications, shown on **Figure 2-6** and described in this section, represent adopted City policy intended to achieve the community's vision. They are meant to be broad enough to give the city flexibility in implementation, and clear enough to provide sufficient direction to carry out the General Plan. The City's Zoning Code has more detailed provisions and standards. More than one zoning district may be consistent with a single General Plan land use classification. **Table 2-1** shows the allowed density and intensity of each land use classification and the zoning districts that correspond to each General Plan designation. Density and intensity in the Core Mixed Use, Station Mixed Use, Maker Mixed Use, and Neighborhood Mixed Use Areas are controlled by floor-area ratio (FAR), as shown on **Figure 2-7**, except for when density maximums are established in the Core Mixed Use land use designation, as shown in **Table 2-1**.

## Residential

Seven residential land use classifications provide for development of a full range of housing types. Densities are stated in housing units per gross acre of developable land, and at least one housing unit may be built on each existing legal parcel designated for residential use. Gross acreage includes the entire site (as opposed to net acreage, which excludes unbuildable areas). Development must fall within the density range stipulated in the classification.

Some residential use classifications include descriptions of housing types that are permitted. Mobile home developments, if within the stipulated density range of a residential classification, are permitted in all residential

categories. In addition to housing type and density standards in this chapter, the Zoning Code establishes development standards, parking, allowed uses, and other requirements.

Accessory Dwelling Units (ADUs) and Junior Accessory Dwelling Units (JADUs) are allowed in addition to densities otherwise permitted, in accordance with State regulations. Density bonuses may be approved for projects with affordable housing and housing for elderly residents with specific amenities designated for residents, provided the design and development standards are in conformance with those specified in the Zoning Code. The City also encourages the development of Missing Middle Housing per California Senate Bill 9, which generally allows any lot larger than 2,400 square feet to be divided into two lots if both can meet City standards. In Santa Rosa, Missing Middle Housing is compatible in medium intensity residential zones (R-2, R 3, TV), mixed use zones, and some planned development areas.<sup>1</sup>

**Missing Middle Housing** refers to house-scale buildings with multiple units in walkable neighborhoods. Missing Middle Housing adds what is often referred to as “gentle density” because it adds dwelling units without altering the character of neighborhoods. Buildings are generally not more than two and a half stories in height; have multiple units within one building; have amenities such as porches that contribute to the street scape; have limited off-street parking, generally at the rear of the structure, reached by a narrow (single-lane) driveway; and have some shared open space, often in the form of a courtyard or rear or side yard.

<sup>1</sup> Missing Middle Housing Initiative, Task 1 Analysis, Opticos Design, Inc., October 2021



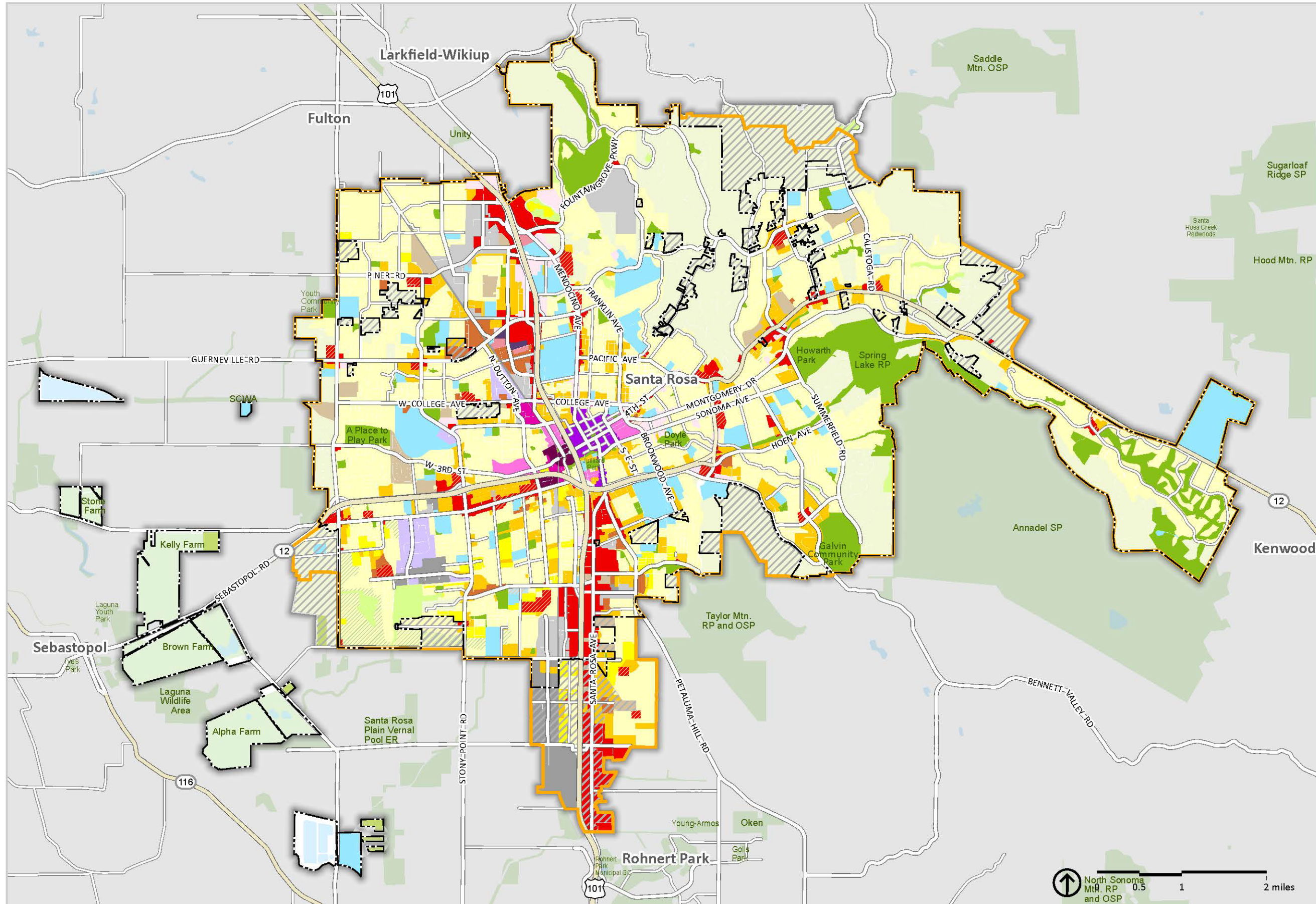
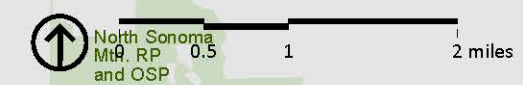


Figure 2-6  
General Plan  
Land Use

- City Limits
- Urban Growth Boundary
- City Sphere of Influence
- Planning Area
- Land Use Designation**
- Country Residential
- Very Low Density Residential
- Low Density/Open Space
- Low Density Residential
- Medium Low Density Res
- Medium Density Residential
- Medium High Density Res
- Mobile Homes
- Retail and Business Services
- Retail/Medium Res Mixed Use
- Office/High Res Mixed Use
- Office/Med Residential
- PubInst/Med Residential
- Office
- Transit Village Mixed Use
- Transit Village Medium
- Station Mixed Use
- Core Mixed Use
- Neighborhood Mixed Use
- Maker Mixed Use
- Business Park
- Light Industry
- General Industry
- Public/Institutional
- Parks and Recreation
- Open Space
- Agriculture



Source: City of Santa Rosa 2023



**Table 2-1**  
Permitted Densities/Intensities Under the General Plan

Land Use	Corresponding Zoning Districts	Residential Density (housing units/gross acre)	Residential Density Midpoint (housing units/gross acre)	Square Feet per Employee
<b>Residential</b>				
Very Low Density	Rural Residential (RR)	0.2–2.0	1.0	–
Low Density/Open Space	Single-Family Residential (R-1)	2.0–8.0	4.0	–
Low Density	R-1	2.0–8.0	5.0	–
Medium Low Density	R-1	8.0–13.0	10.0	–
Medium Density	Medium Density Multifamily Residential (R-2)	8.0–18.0	13.0	–
Medium High Density	Multifamily Residential (R-3)	18.0–30.0	24.0	–
Mobile Home Parks	Mobile Home Park (MH)	4.0–18.0	10.0	–
Neighborhood Mixed Use	Neighborhood Mixed Use (NMU)	25.0–40.0	–	–
<b>Transit Village Medium</b>	Transit Village-Residential (TV-R)	40.0 minimum	–	300
<b>Transit Village Mixed Use</b>	Transit Village-Mixed (TV-M)	No maximum	–	300
<b>Core Mixed Use</b>	Core Mixed Use (CMU)	–	–	–
<b>Station Mixed Use</b>	Station Mixed Use (SMU)	–	–	–
<b>Maker Mixed Use</b>	Maker Mixed Use (MMU)	–	–	–
<b>Commercial</b>		–	–	
Retail and Business Services	General Commercial (CG)	–	–	300
<b>Office</b>	Office Commercial (OC)	–	–	250
<b>Business Park</b>	Business Park (BP)	–	–	350
<b>Industrial</b>		–	–	
Light Industry	Light Industrial (IL)	–	–	400
General Industry	General Industrial (IG)	–	–	400
<b>Public/Institutional</b>	Public/Institutional (PI)	25.0–40.0	–	300
<b>Parks and Recreation</b>	OSC, OSR	–	–	–
<b>Open Space</b>	OSC, OSR	–	–	–
<b>Notes:</b> Density bonuses granted for provision of affordable housing or public amenities, up to 25 percent greater than maximum.				

In addition to the primary residential uses described in each land use, below, compatible accessory uses are also allowed, as identified by the City's Zoning Code. Some of these may require discretionary review by the City, and some are allowed by right. Such uses include, but are not limited to, certain recreation, education, and public assembly uses; certain medical, community care, and daycare facilities; supportive and transitional housing; and certain neighborhood-serving retail uses.

### *Very Low Density*

Residential development from 0.2 to 2 units per acre (i.e., 0.5 to 5 acres per unit) accommodates rural and hillside developments within the urban growth boundary (UGB) and is intended for single-family detached units, but clustered single-family attached and multifamily may be permitted.

### *Low Density/Open Space*

This single-family residential development is at a density of 2 to 8 units per acre and assumed at only 80 percent of each site due to wetlands and similar constraints. The classification is mainly intended for detached single-family dwellings but attached single-family and multiple-family units may be permitted.

### *Low Density*

Single-family residential development has a density of 2 to 8 units per acre. The classification is mainly intended for detached single-family dwellings but attached single-family and multiple-family units may be permitted.

### *Medium Low Density*

Housing has densities from 8 to 13 units per acre. The classification 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 midpoint of the density range is encouraged but not required.

### *Medium Density*

Housing densities are from 8 to 18 units per acre. This 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 within this zone. New single-family detached housing is not permitted except in historic preservation districts and historic neighborhoods where single-family detached units are allowed.

### *Medium High Density*

Residential development has densities ranging from 18 to 30 units per acre. This 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, Townhouses, and Live-Work units are also compatible within this zone. Single-family detached housing is not permitted.

### *Mobile Home Parks*

Residential mobile-home development of two or more mobile home units, and densities range from 4 to 18 units per acre. Mobile homes and manufactured homes are the only allowed housing type.

## **Mixed Use**

Mixed-use development is planned downtown and in specific neighborhood and community shopping centers. Transit Village Medium and Transit Village Mixed Use apply to areas around existing and proposed rail as well as bus transfer sites. Transit Village Medium is more residential in nature, but ground-floor retail is desirable. Several areas designated for multiple land uses are distinguished by a striped pattern on the Land Use Diagram. Single or multiple uses are

allowed in these areas, consistent with land use designations. Missing Middle Housing is also compatible within these areas.

The Downtown Station Area Specific Plan (DSASP), adopted in 2020, regulates FAR without establishing height and density standards (mixed-use development outside downtown is not subject to FAR, but instead is regulated by the combination of setbacks, height limits, and maximum lot coverage standards). FAR is a widely used planning tool that divides total building square footage by lot area. **Figure 2-7** offers examples of FAR and how it is calculated. **Figure 2-8**, from the 2020 DSASP, shows the maximum FAR allowable for DSASP sites. The allowed maximum FAR excludes parking areas, outdoor recreation spaces, and areas of any historic structure to be preserved on-site to maximize the building square footage that can be devoted to housing, employment, cultural, and entertainment uses. These downtown sites are the only areas of the city where FAR is applied; elsewhere, the amount of square footage allowed on a property is regulated by the combination of setbacks, height limits, and landscaping and lot coverage standards.

### *Transit Village Medium*

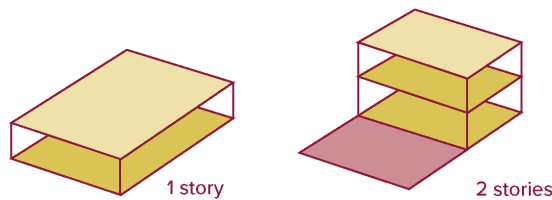
This classification is intended to accommodate mixed-use development within approximately one-half mile of a transit facility. Development should transition from less intense uses at the outlying edges to higher-intensity uses near the transit facility. Residential uses are required, and ground-floor neighborhood-serving retail and Missing Middle Housing types are encouraged, including Live-Work uses. Housing densities range from 25 to 40 units per acre.

### *Transit Village Mixed Use*

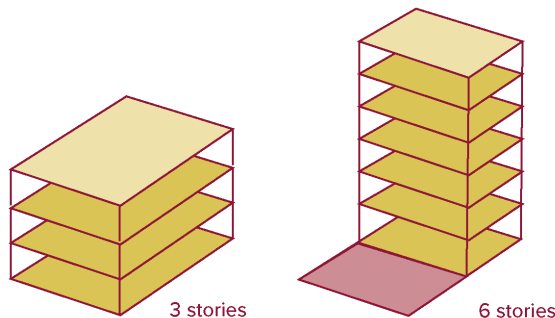
This classification is intended to accommodate a well-integrated mix of higher-intensity residential, including Missing Middle Housing, such as Multiplex (small and large), Courtyard buildings, Townhouses and Live-Work units, office, and commercial uses within one-quarter mile of a transit facility. Development is designed and oriented to create a central node of activity at or near the transit facility. The minimum housing density is 40 units per acre; there is no maximum density requirement.

**Figure 2-7: Examples of FAR**

**FAR = 1.0**

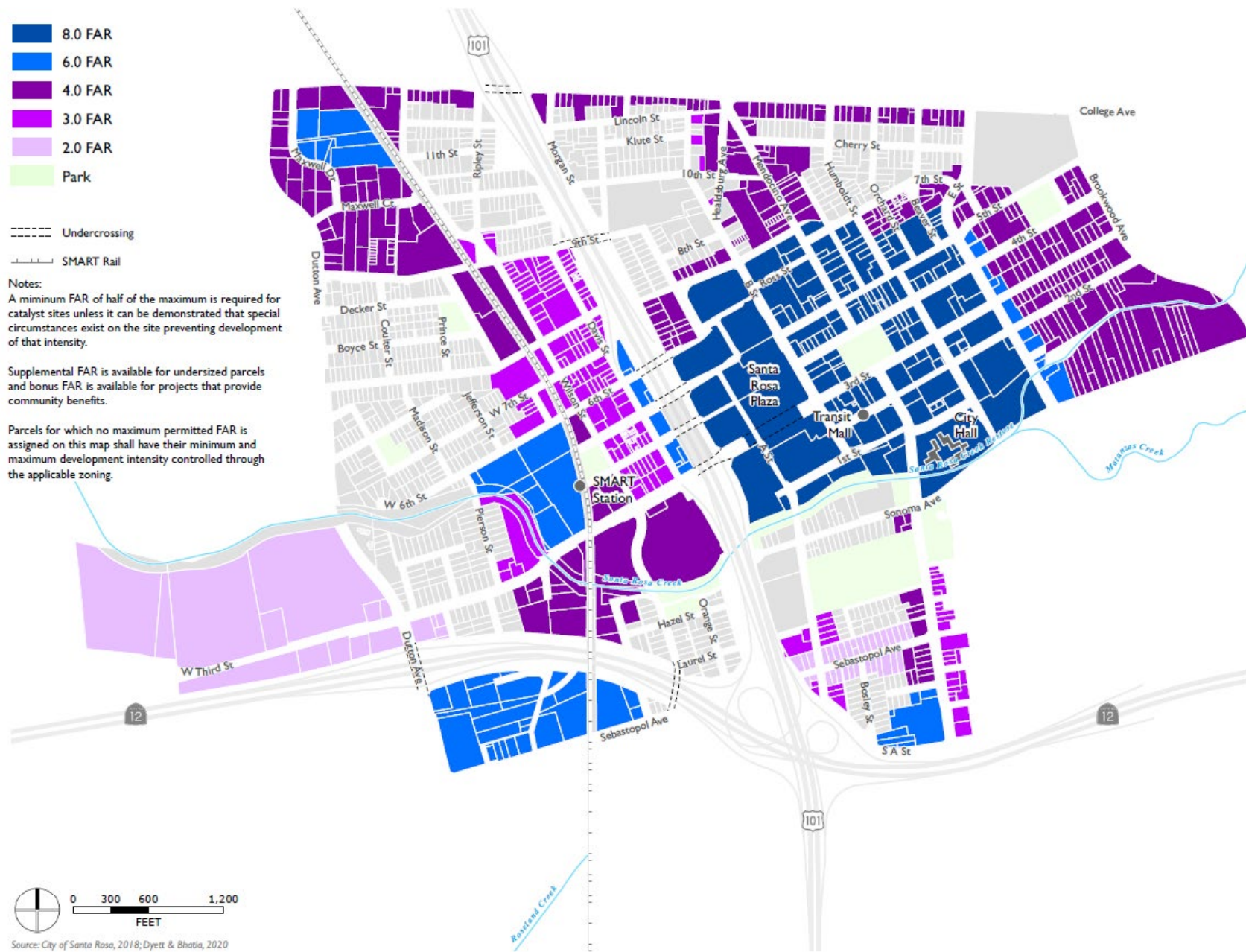


**FAR = 3.0**



*Floor Area Ratio (FAR) does not directly limit the height or number of stories of a building*

Figure 2-8: Downtown Maximum FAR





### *Core Mixed Use*

This classification 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 the CMU 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 classification 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. Though 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 community members, 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.

**Complete Streets** are streets designed and operated to enable safe use and support mobility for all users. Those include people of all ages and abilities, regardless of whether they are travelling as drivers, pedestrians, bicyclists, or public transportation riders.

*Source: U.S. Department of Transportation*

### *Community Shopping Center*

The vision for Community Shopping Centers 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*

These are 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.

## Commercial

### *Retail and Business Services*

This 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.

### *Office*

Sites for administrative, financial, business, professional, medical, and public offices are allowed under this designation.

### *Business Park*

This category 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.

## Industrial

### *Light Industry*

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

### *General Industry*

This category 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.

## Public/Institutional

These lands are set aside 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

The City's park system consists of neighborhood, community, trail and open space parks, special purpose parks and recreational facilities, and civic spaces. Existing parks are identified on Figure 2-6, General Plan Land Use Map. In 1978, the City established the parkland service standard of 6 acres per 1,000 residents. This standard and City Parks are discussed in more detail in Chapter 6.

### *Community Parks*

Community parks are the largest areas in the Santa Rosa Park system and are intended to offer a variety of passive and active recreational opportunities that attract users of all ages, especially from within 1 mile or a 20-minute walk that is uninterrupted by barriers to access like highways, waterways, and railways. These parks are at least 10 acres (20 acres or more preferable)

and often include athletic fields and courts for organized sports; support programming with community-wide participation, such as summer camps and special events; and are venues for cultural and social gatherings such as concerts and farmers markets. Community parks also include areas for children’s play and group picnicking. Access to nature and wildlife viewing, walking pathways, exercise equipment, bike and skate parks, off-leash dog areas, and other unique features that often require more space and attract larger segments of the community may also be included.

Community parks often accommodate stays of four or more hours, with amenities including parking, restrooms, and lighting for recreation and parking areas and pathways. Community parks also must consider bicycle and pedestrian access for nearby neighbors, and public transit access and links to local and regional trail systems for community members living farther away. Community parks contribute to the city parkland standard of 6 acres per 1,000 residents.

### ***Neighborhood Parks***

Neighborhood parks are the fundamental unit of the park system and should be equitably distributed across the city. They serve the daily recreational and social needs of people within a half mile or 10-minute walk by facilitating informal recreation, encouraging social interaction among neighbors, reflecting neighborhood identity, and improving the overall quality of life for community members. Neighborhood parks provide a mix of amenities such as picnic areas, community gardens, exercise equipment, and children’s play areas. They generally have one signature amenity, such as a water play feature, a skate spot, sports court, or single athletic field.

Neighborhood parks generally support stays of one hour or less, usually with no restrooms (due to the intended proximity of the park to the neighborhood), lighting limited to security lights,

and often with no off-street parking because of limited space and to promote walkable communities. Neighborhood parks contribute to the city parkland standard of 6 acres per 1,000 residents.

### ***Special Purpose Parks and Recreation Facilities***

These facilities typically serve a single purpose or a specific user group and generally fall into one of three categories:

- Golf courses.
- Recreation facilities such as gymnasiums, aquatic centers, sports field complexes, community centers, or senior centers.
- Historic, cultural, or social sites such as museums, botanical gardens, amphitheaters, performing arts centers, and cemeteries.

### ***Trail and Open Space Parks***

These areas of varying size support both active and passive recreation, including walking, biking, hiking, jogging, and wildlife viewing and can also be used as a safe, active transportation network that connects people and places locally and regionally. Trail and Open Space parklands provide a variety of benefits, including visual enjoyment, natural resource conservation (e.g., plant and wildlife habitats, creek corridors, hillsides, and soils), water quality protection, recreational use, flood control, fire management, and transportation corridors.

Trail and Open Space parklands may contribute to the parkland standard of 6 acres per 1,000 residents if they provide multipurpose, ADA-compliant paved pathways and benches, trash and recycling receptacles, wayfinding and interpretive signage, and lighting.

### ***Southeast Greenway***

The Southeast Greenway is a continuous linear space in southeast Santa Rosa between Farmers Lane to the west and Spring Lake Regional Park

to the east. The majority of the Greenway is designated for Parks and Recreation, with smaller areas designated for Medium Density Residential and a mix of Retail and Business Services. Future plans for the Greenway include separated bicycle and pedestrian paths as well as bicycle and pedestrian connections to surrounding neighborhoods.

## Civic Spaces

Civic spaces are urban parks that provide flexible, publicly accessible space for a range of cultural and recreational activities, often in places without enough land for a neighborhood or community park. Civic spaces may be privately owned but must be publicly accessible year-round, at least during daylight hours; contain vegetation; be large enough for people to stop and stay; contain places to sit; be subject to a deed restriction to ensure the property is maintained; and contribute to an interconnected system of public spaces that meet the needs of the surrounding neighborhood.

Civic spaces are generally less than two acres and include multipurpose plazas for community gathering, events, or recreation; rooftop green spaces; pocket parks; paseos, pedestrian paths, stairs, or other connections; off-leash dog runs; or children's play areas.

## Open Space

These areas feature 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 unit per 40 acres.

## Growth and New Development Considerations

Santa Rosa is a well-established community with many unique assets to be maintained, though there is room for improvement to enhance equity and quality of life, particularly in areas that still have vacant land and/or have historically not received as much investment as other areas of the city. New development within the city limits will follow this General Plan and other applicable City codes and guides to ensure it complements and enhances the existing community. Growth and change in the city will be tailored to support maintenance and development of complete neighborhoods, particularly in Areas of Change. Development in the UGB beyond the city limits will need to demonstrate that it will not have a negative impact on the city's environmental resources or fiscal health to be eligible for annexation and development.

**Complete Neighborhoods** are areas with convenient, equitable access to goods and services needed to support daily life, such as grocery stores, recreation opportunities, community gathering places, active transportation infrastructure, and transit. The specific attributes of a complete neighborhood will vary, depending on the unique needs of the local community.

## Plan Bay Area and Priority Development Areas

Plan Bay Area is an integrated long-range transportation and land-use/housing plan for the San Francisco Bay Area, prepared by the Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG). It includes the Bay Area's Sustainable Communities Strategy (SCS), in accordance with the California Sustainable Communities and Climate Protection Act of 2008 (SB 375), which



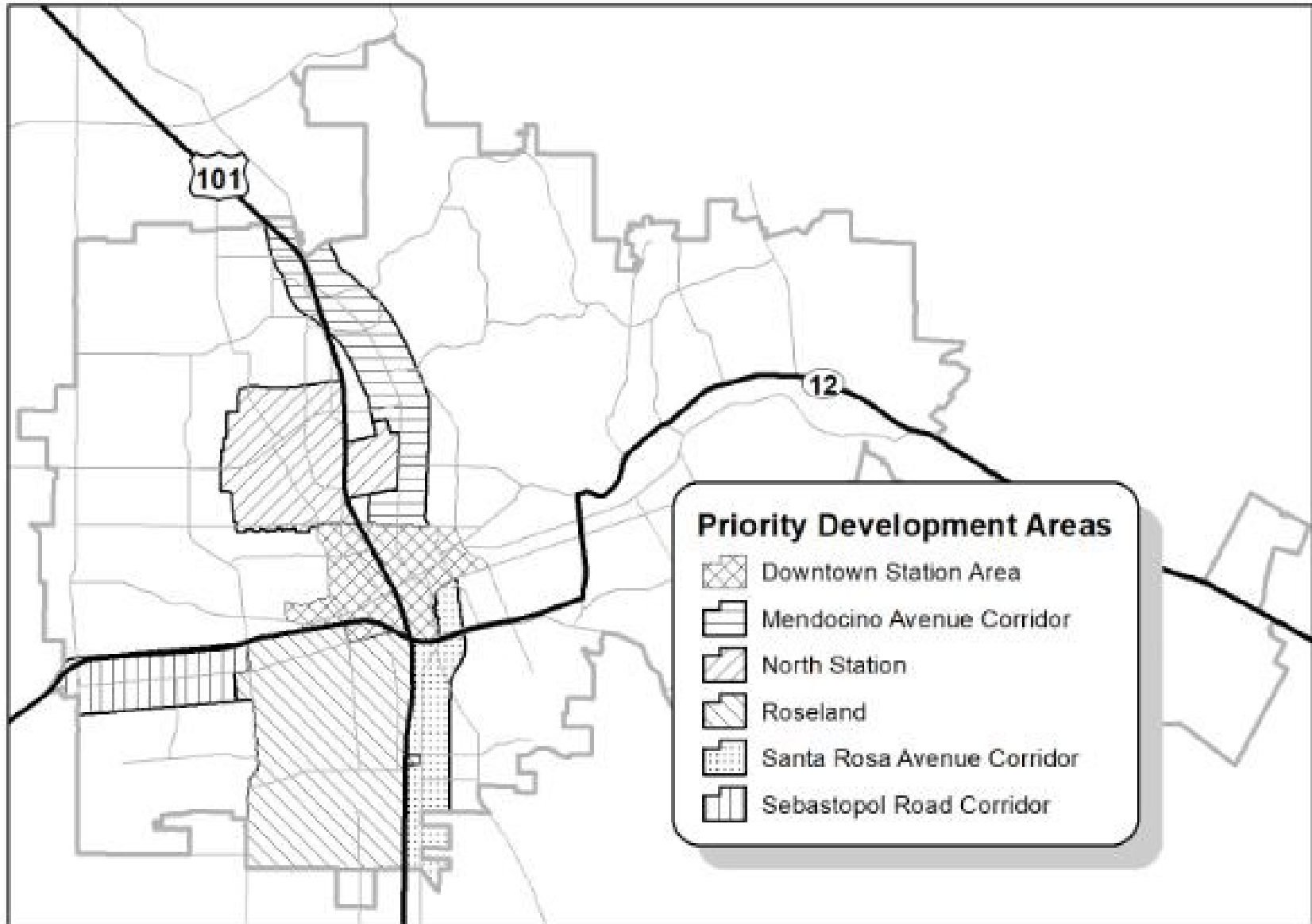
requires each of the state's metropolitan areas to prepare an SCS or similar plan to reduce GHG emissions from cars and light trucks.

The SCS provides for the coordination of land use, housing, and transportation to reduce GHG emissions for cars and light-duty trucks. Plan Bay Area directs the majority of housing growth to designated Priority Development Areas (PDA), with the aim of making more future development walkable, bikeable, and close to public transit, jobs, schools, shopping, parks, recreation, and other amenities. There are five PDAs in the Santa Rosa Planning Area, listed below and shown on **Figure 2-9**.

1. **Downtown Station Area PDA**, in central Santa Rosa, primarily north of Highway 12 and extending east and west of Highway 101.
2. **North Santa Rosa Station PDA**, in northwest Santa Rosa.
3. **Roseland Area PDA** in southwest Santa Rosa.
4. **Sebastopol Road Corridor PDA** in southwest Santa Rosa.
5. **Mendocino Avenue/Santa Rosa Avenue PDA**, extending north and south along Highway 101.

PDAs are eligible for technical assistance from MTC and ABAG to help further the goals of Plan Bay Area.

Figure 2-9: Santa Rosa Priority Development Areas



## Specific Plans

Santa Rosa has adopted specific plans for three of the PDAs that establish unique zoning and development regulations:

- The **Downtown Station Area Specific Plan** guides future transit-supportive development around the Downtown SMART station. The plan intensifies uses within walking distance to SMART and invests in infrastructure and other public improvements. The plan establishes regulations for land use, development standards, densities, infrastructure improvements, implementation measures, and incentives to promote a diverse mix of uses. The land use designations of the Downtown Station Area Specific Plan establish seven subareas with unique characteristics that supplement the City's Zoning Code and design guidelines.
- The **North Santa Rosa Station Area Specific Plan** supports rail service transit at the North Santa Rosa SMART station by improving pedestrian, bicycle, transit, and auto connections; increasing residential density; promoting economic development; and enhancing aesthetics and quality of life within a half mile of the station.
- The **Roseland Area/Sebastopol Road Specific Plan** supports a unified, vital, and livable Roseland community with a focus on healthy and equitable development. The plan aims to improve connectivity, concentrate areas of activity, and enhance the physical environment.

## Disadvantaged Unincorporated Communities

Senate Bill 244 requires that general plans address the needs of disadvantaged unincorporated communities (DUC), which are areas of Sonoma County with an annual median household income less than 80 percent of the statewide annual median household income and: within the City's Sphere of Influence; an island within an incorporated jurisdiction's boundary; or geographically isolated and has existed for at least 50 years. DUCs often lack adequate infrastructure to sustain public health and safety, which can foster economic, social, and educational inequality. Therefore, the law requires that cities and counties identify their DUCs, analyze infrastructure and fire service needs and deficiencies, and assess potential funding mechanisms for expansions of services and facilities. With each update of its Housing Element, the City identifies DUCs, evaluates their infrastructure and service deficiencies, and assesses potential funding mechanisms to address those deficiencies. As required by State law, this chapter includes policies and actions to address infrastructure deficiencies in the DUCs, which are mapped on **Figure 2-10**.

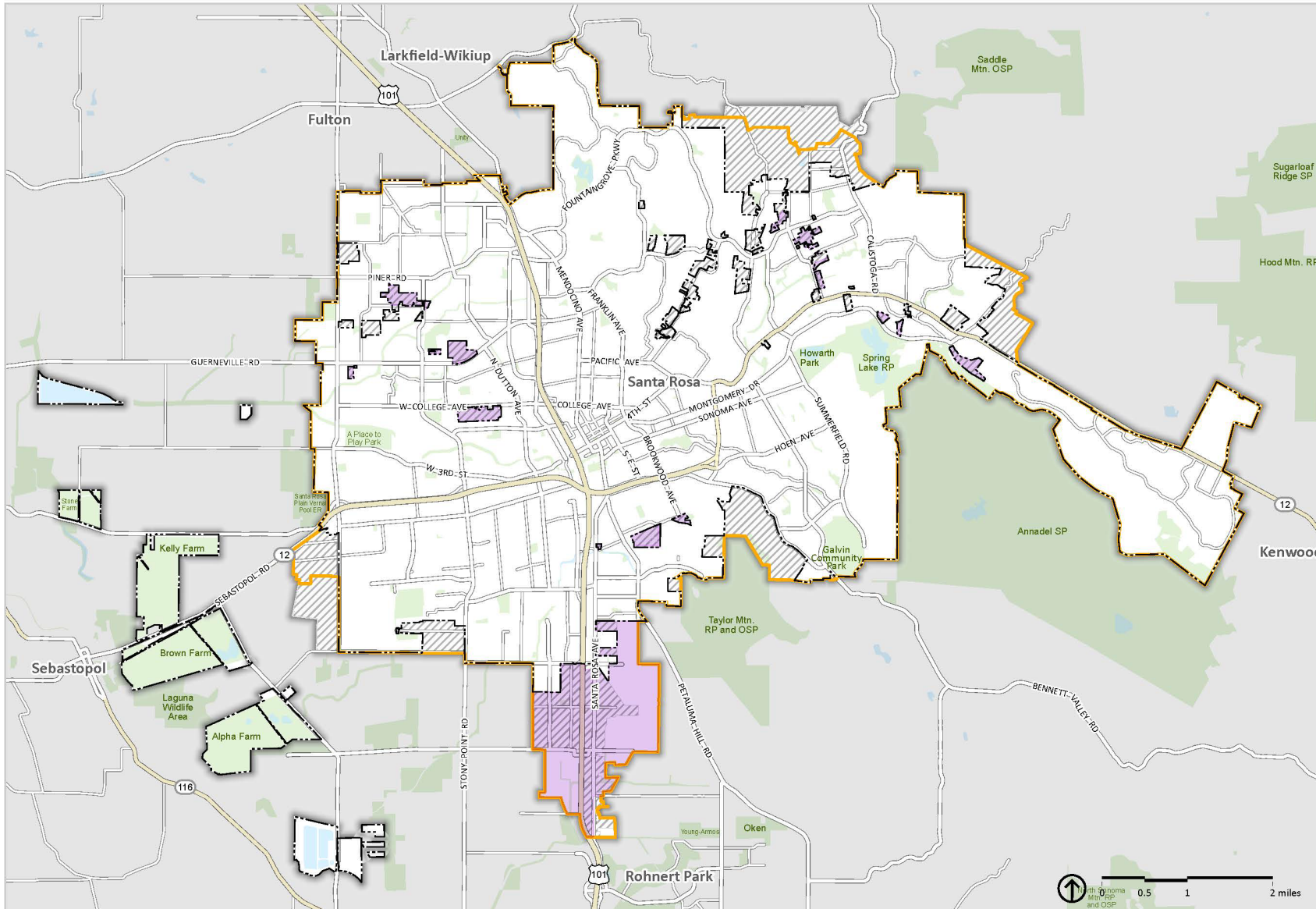


Figure 2-10  
Disadvantaged  
Unincorporated  
Communities

- City Limits
- City Sphere of Influence
- Urban Growth Boundary
- Planning Area
- Disadvantaged Unincorporated Communities

Source: City of Santa Rosa 2023



## Goals, Policies, and Actions

**Goal 2-1:** Ensure that growth and change serve community needs, protect the environment, improve fiscal stability, and enhance quality of life for all members of the community.

**Policy 2-1.1:** Encourage development that supports community health and quality of life and fosters complete neighborhoods in both established and emerging neighborhoods.

**Action 2-1.1:** Implement and update the following Specific Plans, as necessary to address changing economic and market conditions and/or changing community visions for these areas:

- Downtown Station Area Specific Plan
- North Santa Rosa Specific Plan
- Roseland Specific Plan

**Action 2-1.2:** Update the Zoning Code to require industrial development adjacent to residential areas to provide buffers, landscaping, and screening to minimize noise, light, glare, and other impacts.

**Action 2-1.3:** Require residential developments within 500 feet of U.S. Route 101 and California Route 12 to include construction measures that mitigate future resident exposures to ozone, particulate matter, and other toxic air contaminants (TAC) identified by CARB.

**Action 2-1.4:** Address the need for gathering places by providing amenities such as parks, community centers,

and cultural facilities for community members in all neighborhoods, prioritizing EPAs and Areas of Change.

**Action 2-1.5:** Address the need for access to outdoor activity/recreation in urban core areas by encouraging the creative integration of such spaces or uses in public and private development.

**Action 2-1.6:** Encourage retail and housing development in mixed-use developments along regional transportation routes and in areas that serve community members, with a focus on Areas of Change.

**Action 2-1.7:** Amend the Zoning Code regulations related to community care facilities, including updating the definition of community care facility; address neighborhood compatibility in the context of residential neighborhoods; and explore opportunities for streamlining.

**Action 2-1.8:** Address the infrastructure and service needs of disadvantaged unincorporated communities.

**Policy 2-1.2:** Facilitate future annexations with a thoughtfully designed and transparent strategy that ensures the City's ongoing fiscal health and supports a high quality of life for community members.

**Action 2-1.9:** Prepare a specific plan prior to annexation of land in south Santa Rosa, south from the current City boundary to the UGB, to identify and accommodate needs related to City services, such as Fire and Police, water, wastewater, stormwater, transportation, and parks.

*Action 2-1.10: Require a fiscal impact analysis for proposed annexations that exceed 10 acres to ensure a full accounting of infrastructure and public service costs and confirm whether revenue enhancement mechanisms are necessary to ensure net fiscal balance.*

*Action 2-1.11: Only allow annexations or City utility connections if they are consistent with the General Plan and do not adversely impact the City's fiscal viability, environmental resources, infrastructure and services, and quality of life.*

*Action 2-1.12: Limit annexations to land in the UGB with adequate services available, including unincorporated islands within the city limits.*

*Action 2-1.13: Work with LAFCO to require all proposed annexations within a County island to prepare a sentiment survey of all properties within the island to determine the ability of annexing the full County island.*

*Action 2-1.14: Prioritize the processing of proposed annexations when applicants provide funding for dedicated staff time.*

**Policy 2-1.3: Promote and participate in cooperative planning efforts with surrounding jurisdictions and the County, especially related to Countywide and subregional issues such as transportation, waste management, and affordable housing.**

*Action 2-1.15: Conduct regular meetings with County of Sonoma staff to*

*coordinate land use issues of mutual concern within the UGB.*

**Policy 2-1.4: Ensure that City policy, codes, programming, and practices support a range of viable land uses that are consistent with the General Plan.**

*Action 2-1.16: Maintain an inventory of industrial lands and sites zoned appropriately for the retention and expansion of key manufacturing and industrial businesses/employers.*

*Action 2-1.17: Maintain sufficient land in areas zoned for industrial uses to accommodate a wide range of production, distribution, and repair-oriented light industrial uses, including research and development, manufacturing, and food processing.*

*Action 2-1.18: Consider updating the Zoning Code to allow for compatible residential and commercial uses in office parks, light industrial areas, and other similar areas. Such compatible uses could include Live-Work units, artisan studios/shops, brew pubs, coffee shops, tasting rooms, and event spaces.*

*Action 2-1.19: Identify necessary policy changes to enable the retention or conversion of sites with light industrial/light manufacturing uses located in appropriate areas, and implement changes as feasible and appropriate.*

*Action 2-1.20: Update the UGB so that it is coterminous with the city's Sphere of Influence.*

*Action 2-1.21: Update the Zoning Code to:*



1. Rezone parcels to ensure consistency with the General Plan.
2. Create development standards for Missing-Middle Housing types.
3. Rezone Planned Development communities into appropriate zoning districts consistent with General Plan Land Use.

*back of parcels, with retail and office activities fronting the regional/arterial street. Site design with residential uses at the rear is intended to reduce potential for housing units to exceed maximum noise levels along a regional/arterial street.*

**Goal 2-2:** Promote city-centered growth and investment with a neighborhood-focused approach to create complete and connected communities that provide community members' daily needs within easy walking or biking distance.

**Policy 2-2.1: Support development of complete neighborhoods in all Areas of Change, ensuring they offer convenient, equitable access to goods and services needed to support daily life, such as grocery stores, recreation opportunities, community gathering places, active transportation infrastructure, and transit.**

*Action 2-2.1: Consider development incentives and update the Zoning Code to require new developments in Areas of Change to include on-site and proximal access to goods and services that support daily life, including, but not limited to, fresh-food stores, recreation, community gathering, and infrastructure that supports active transportation and transit.*

*Action 2-2.2: Require design of mixed-use projects to focus residential uses in the upper stories or toward the*

*Action 2-2.3: Work with Sonoma County and potential developers to redevelop sites in the unincorporated stretch of Santa Rosa Avenue with mixed-use, limiting and discouraging the expansion of existing single-use, auto-oriented commercial establishments.*

*Action 2-2.4: Allow for regional and neighborhood shopping centers to integrate amenities, events, and programming that enhance the destination and its attractiveness as a shopping location and community gathering space.*

*Action 2-2.5: Allow farmers markets by right in shopping centers.*

*Action 2-2.6: Allow temporary, community-oriented / community-amenity uses on sites slated for redevelopment that activate those spaces prior to entitlement/construction.*

**Policy 2-2.2: Encourage a compact rather than a scattered development pattern for new development proposals, particularly in Areas of Change.**

*Action 2-2.7: Require compact development that includes services within one-half mile walking and biking distance of residential neighborhoods.*

*Action 2-2.8: For all private development, capital improvement projects, and*

*preparation of detailed area plans, require close land use/transportation relationships to promote use of alternative transportation modes and discourage travel by automobile.*

**Action 2-2.9:** *Encourage the creation of shared parking areas and shared driveways / vehicle access points in private development.*

**Policy 2-2.3: Ensure mixed use developments along regional/arterial streets are designed to reduce impacts to community members; encourage redevelopment with mixed use in areas that do not meet the community's vision.**

**Action 2-2.10:** *Maintain Priority Development Area designations in accordance with Plan Bay Area to maintain consistency with regional planning efforts.*

**Goal 2-3:** Promote livability by creating a variety of housing types near transit to reduce greenhouse gas emissions.

**Policy 2-3.1: Ensure that residential developments, including subdivisions and neighborhoods, are designed to foster livability and maintain a diversity of neighborhoods and varied housing stock to satisfy a wide range of needs and retain local character.**

**Action 2-3.1:** *Evaluate new development through the development review process to ensure neighborhood identities are maintained.*

**Action 2-3.2:** *Update the Zoning Code to allow residential and mixed-use development in the Retail and*

*Business Services and Office land use designations.*

**Action 2-3.3:** *Identify barriers and/or incentives to redevelopment with mixed use in areas that do not meet the community's vision, and mitigate/implement these, as feasible.*

**Action 2-3.4:** *Work with Sonoma County and potential developers to redevelop sites in the unincorporated stretch of Santa Rosa Avenue with mixed use, limiting and discouraging the expansion of existing single-use, auto-oriented commercial establishments.*

**Policy 2-3.2: Ensure that residential developments achieve the density potential of the project site and include a variety of housing types with a full range of affordability.**

**Action 2-3.5:** *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 the midpoint impossible to achieve.*

**Policy 2-3.3: Ensure that mixed use developments along regional/arterial streets are designed to reduce impacts to future residents.**

**Action 2-3.6:** *Require design of mixed-use projects to focus residential uses in the upper stories or toward the back of parcels, with retail and office activities fronting the regional/arterial street. Site design with residential uses at the rear is intended to reduce potential for*

*housing units to exceed maximum noise levels along a regional/arterial street.*

## Economic Development

### Existing Conditions and Market Outlook

#### Today's Market

Santa Rosa is the fifth largest city in the San Francisco Bay Area and is home to roughly one-third of Sonoma County residents and businesses. The city is the North Bay's largest concentration of office, industrial and retail space, making Santa Rosa the economic center of the region, the primary employment center, and the default destination for healthcare and government services. The city is also the region's primary retail destination, outperforming comparable sites throughout the county and serving both residents and visitors.

#### Economic Growth Potential

Over the next three decades, job growth and related demand for office, industrial, and retail space will be determined by the rate of local population growth and regional demand. The General Plan accommodates up to 24,000 new homes to house approximately 66,000 additional residents. Combined with regional demand factors, this additional population would support up to:

- 2 million square feet of new office development and 5,500 new office jobs.
- 1 million square feet of new industrial development and 1,500 new industrial jobs.
- 650,000 square feet of new community-serving retail space and 1,500 new retail jobs.

Long-term job growth opportunities are anticipated to be strongest in health care, advanced research and development, and dining and food/beverage businesses. Government and other office-based industry sectors are likely to grow at a moderate pace, and retail jobs may grow slowly or even decline with the rise of online shopping.

### Goals, Policies, and Actions

**Goal 2-4:** Ensure that new growth and development are resilient to economic cycles and forces.

**Policy 2-4.1:** Maintain a positive business climate in the community and encourage diverse job types in Santa Rosa.

**Action 2-4.1:** *Ensure the City's actions and communications convey an organizational culture and climate that support global business values (e.g., productivity, speed-to-market, flexibility, innovation), and that the City recognizes the value business brings to the city.*

**Action 2-4.2:** *Institute new policies and leverage partnerships to address the primary drivers of an inclusive and resilient economy, highlighting urgent economic challenges and improved livability across Santa Rosa.*

**Action 2-4.3:** *Maintain an economic development strategic plan to guide the City's economic development initiatives, periodically reviewing and funding updates to and special reports in support of the plan to keep current with market conditions and economic trends.*



**Policy 2-4.2: Develop and strengthen locational assets and business assistance programs that support innovation and create an entrepreneurial business climate attractive to technology and entrepreneurial businesses.**

*Action 2-4.4: Continue to promote Santa Rosa as the North Bay's premier location for clean/green technologies and entrepreneurial businesses that create new products and business models that will attract national and international interest.*

*Action 2-4.5: Develop and foster City-business connections and maintain a Business Visitation Program for a cross-section of City staff and officials to ensure that industry trends and opportunities are identified early, and City services are meeting the needs of business.*

*Action 2-4.6: Identify necessary policy changes and new program options to allow and support micro-entrepreneurialism and neighborhood-centered businesses/jobs creation and implement, as feasible and appropriate.*

**Policy 2-4.3: Develop strategies and work cross-departmentally on programs and initiatives to retain existing businesses; enable business expansion; and attract new employers that contribute to the city's economic vitality, use the area's existing labor pool, and leverage or expand upon the region's existing industry clusters.**

*Action 2-4.7: Monitor land use and development trends in the city to*

*ensure an adequate supply of land that offers diverse use designations and development intensities in support of anticipated demand for commercial and industrial growth; employ regulatory mechanisms and incentives to maintain sites and buildings in suitable locations to attract major employers.*

*Action 2-4.8: Identify sites suitable for flexible uses and micro-entrepreneurial opportunities in downtown, commercial districts, and neighborhood centers, and promote and market small business opportunities in these areas.*

**Policy 2-4.4: Leverage City and community-partner technical assistance and funding to support key-sector business development and growth.**

*Action 2-4.9: Conduct periodic, industry-specific cluster analyses to identify targets for retention, expansion, and innovation, with a focus on increasing business-to-business commerce in Santa Rosa.*

*Action 2-4.10: Work with property owners to encourage development projects that generate local jobs and that further inclusive economic development objectives.*

*Action 2-4.11: Consider public/private technology infrastructure projects that support business and municipal efficiency.*

*Action 2-4.12: Work with Santa Rosa Junior College, Sonoma State University, and private educators to provide job training that matches local job opportunities, including housing construction.*

*Action 2-4.13: Work to attract professional, vocational, and technical institutions and engage employers in the development of education and training systems that equip residents with the skills and knowledge needed to succeed in an advanced economy.*

**Policy 2-4.5: Seek innovative ways to reduce the cost burden of infrastructure for industrial and commercial development, without transferring the burden to the residential sector.**

*Action 2-4.14: Use funds from the statewide Community Infrastructure Program and other tax increment and/or assessment-based financing tools to support local improvements.*

*Action 2-4.15: Identify opportunities to support innovation and growth by fostering business incubators, accelerators, shared working spaces, and networking organizations.*

*Action 2-4.16: Attract infill developers that build the facilities attractive to employers with new or alternative workplace needs.*

**Policy 2-4.6: Focus business attraction efforts on filling vacancies in commercial and industrial structures.**

*Action 2-4.17: Encourage occupancy of new businesses in vacant commercial and industrial buildings through efforts such as low-cost loans for tenant improvements, façade improvements, and new business incubation.*

**Policy 2-4.7: Maintain vibrant, convenient, and attractive commercial centers that provide a range of**

**goods and services that satisfy the needs of community members.**

*Action 2-4.18: Identify and mitigate barriers to locate new local-serving retail in Plan Areas of Change.*

*Action 2-4.19: Locate any new region-serving, high-volume retail outlets within one-half mile of Highway 101 to minimize regional traffic on city streets.*

*Action 2-4.20: Work with business park owners to encourage new distribution and research uses in addition to office uses.*

**Goal 2-5:** Foster sustained, inclusive growth that generates long-term, shared value in the community and creates economic opportunities for all residents.

**Policy 2-5.1: Encourage retention and anti-displacement strategies aimed at retaining local businesses and residents.**

*Action 2-5.1: Continue to maintain and disseminate resources directing existing smaller businesses to training, financial assistance, and other supportive services.*

*Action 2-5.2: Identify and target economic development resources to businesses in areas undergoing rapid increases in commercial or industrial rents and property sales prices.*

*Action 2-5.3: Study potential adoption of policies and programs that would help prevent future displacement of Santa Rosa's longstanding smaller businesses.*

**Policy 2-5.2: Support opportunities to expand economic opportunity to all segments of the community.**

*Action 2-5.4: Establish public-private partnerships and philanthropic initiatives to provide work opportunities for high-risk youth and young adults in Santa Rosa.*

*Action 2-5.5: Work with Santa Rosa City Schools, Sonoma County Office of Education, Santa Rosa Junior College, Sonoma State University, other educators, and the Workforce Investment Board to provide job training opportunities for all segments of the population, including high-risk youth and young adults and Equity Priority Populations.*

**Policy 2-5.3: Invest in neighborhood entrepreneurship.**

*Action 2-5.6: Update the Zoning Code to allow temporary or alternative incubator spaces on vacant or underutilized properties to facilitate trial uses that may be unique to the city.*

**Policy 2-5.4: Establish free citywide internet access at a speed appropriate for all types of businesses.**

*Action 2-5.7: Study the gaps in broadband access and create a plan to expand access where appropriate.*

**Policy 2-5.5: Encourage home businesses to support workforce participation, decrease worker vehicle miles traveled, and increase the provision of goods and services at the neighborhood scale.**

*Action 2-5.8: Allow and encourage home-occupancy businesses in most residential zones, especially EPAs, including for uses such as family childcare and microenterprise home kitchen operations.*

*Action 2-5.9: 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.*

*Action 2-5.10: Update the Zoning Code to allow for micro-entrepreneurial uses in residential zones, as appropriate.*

**Policy 2-5.6: Expand economic opportunity in industrial zones.**

*Action 2-5.11: Update the zoning code to allow for more maker mixed-use, such as clothing producers and 3D printing in all industrial areas.*

*Action 2-5.12: Evaluate the public procurement process with an eye to stimulating small business development, targeting minority-/women-/veteran-owned businesses; foster more equitable procurement practices.*

**Goal 2-6: Maintain vibrant, convenient, and attractive commercial centers.**

**Policy 2-6.1: Provide a range of commercial services that are easily accessible and attractive, satisfy the needs of people who live and work in Santa Rosa, and attract a regional clientele.**

*Action 2-6.1: Encourage region-serving, high-volume retail outlets to locate near freeway access (generally within one-half mile of Highway 101) to minimize traffic on city streets. Do not allow regional-serving uses in residential neighborhoods.*

*Action 2-6.2: Allow neighborhood centers that include small grocery stores, cleaners, and similar*



*establishments where they can be supported within walking and biking access of residential uses. Ensure that neighborhood centers do not create unacceptable traffic or nuisances for residents due to the hours and nature of their operation. Encourage residential developments that are not within walking distance of convenience shopping to provide small centers on-site.*

**Action 2-6.3:** *Require buildings in neighborhood centers and commercial corridors to actively engage and enhance the public realm through such techniques as location of parking, ground-floor transparency, building orientation, and build-to and setback lines.*

**Action 2-6.4:** *Allow large grocery stores on sites citywide and in the downtown. On sites outside of the downtown, proposed large grocery stores must demonstrate that the store will not impact the viability of a similar use on a downtown site.*

**Policy 2-6.2: Maintain the economic vitality of business parks and offices and Santa Rosa’s role as a regional employment center.**

**Action 2-6.5:** *Require new commercial and industrial developments to maintain space in business parks for distribution and research uses, not primarily office uses. Avoid the intrusion of office uses that could diminish the economic vitality of business parks.*

**Action 2-6.6:** *Allow limited support retail and business services—such as cafes, delis, and dry cleaners—where the land use classification is Office or Business Park.*

**Policy 2-6.3: Protect industrial land supply and ensure compatibility between industrial development and surrounding neighborhoods.**

**Action 2-6.7:** *Require industrial development adjacent to residential areas to provide buffers, and institute setback, landscaping, and screening requirements intended to minimize noise, light, glare, and other impacts.*

**Action 2-6.8:** *Update the Zoning Code to require outdoor storage areas to be screened from any public right-of-way.*

**Action 2-6.9:** *Require any proposal to change industrial-designated land to an alternate land use to provide a market analysis that supports such a change. The market analysis should include documentation of the need for such a change, the potential impacts to the City’s industrial land inventory citywide, and potential mitigation.*

**Action 2-6.10:** *Preserve current industrial and business park employment centers by supporting the integrity of industrial zoning and/or allowing consideration of new manufacturing.*

**Action 2-6.11:** *Update the Zoning Code to create the allowance for creative mixes of land uses that accommodate non-noxious manufacturing and maker-type spaces.*

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