

# ANNUAL REVIEW 2008

Santa Rosa 2020: General Plan  
Growth Management Ordinance  
Housing Allocation Plan Ordinance



City Council / Planning Commission Joint Session

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Office of Advance Planning and Public Policy



## ***INTRODUCTION***

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The General Plan addresses issues related to the physical development and growth of Santa Rosa, and it represents the community's aspirations for the future. The General Plan is required by state law, and it has a long range focus, looking 20 years into the future. It guides the city's planning and zoning functions as well as the funding of public improvement projects, such as parks and streets.

The Santa Rosa General Plan was adopted by the City Council in June 2002. The State General Plan Guidelines were consulted in the development of the General Plan, and the document complies with those guidelines to a high degree.

Each year, the Planning Commission and City Council review the General Plan, consistent with General Plan policy and state planning and zoning law. State law directs that an annual report be provided to the City Council on the status of the plan and progress in its implementation, including meeting its share of regional housing needs. This report is developed to assist citizens and the Planning Commission and City Council in understanding recent decisions involving the General Plan.

The annual review covers General Plan actions in 2008 and addresses General Plan implementation. The yearly review of the Growth Management and Housing Allocation Plan Ordinances is also included, following the General Plan information.

## ***GENERAL PLAN ACTIONS IN 2008***

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According to city policy, the General Plan can be amended three times per year. Amendments to the Land Use Diagram and the text can be considered. Any change to the General Plan requires a hearing before both the Planning Commission and the City Council. The following General Plan Amendment requests were considered during the 2008 amendment cycles:

- ξ ***1620 and 1632 South Wright Road:*** Two parcels totaling four acres were changed from Medium Density Residential and Retail and Business Services with a Neighborhood Shopping Center designation to Medium Low Density Residential.
- ξ ***1595 Ludwig Avenue:*** Two parcels, totaling 2.34 acres, were redesignated from Low Density/Open Space to Medium Density Residential and Retail and Business Services with a Neighborhood Shopping Center designation.
- ξ ***1201 Piner Road and 3273 Airway Drive:*** Three parcels totaling 8.8 acres were changed from Light Industry to Retail and Business Services. A rezoning was processed concurrently.

- ξ **201 Farmers Lane:** A 1.22 acre parcel at the southwest corner of Farmers Lane and Fourth Street was redesignated from Low Density Residential to Medium Density Residential and was rezoned concurrently.
- ξ **730 Bennett Valley Road:** A 0.48 acre parcel containing the former Council on Aging office was redesignated from Medium Density Residential to Office.
- ξ **952 Sonoma Avenue:** A 0.23 acre parcel containing an existing single family house was redesignated from Medium Density Residential to Office.
- ξ **Recreation and Parks General Plan Amendment:** Changes were made to General Plan goals, policies, and the Land Use Diagram to ensure consistency with the direction of the Recreation and Parks Business and Strategic Action Plan.

The amendments approved in 2008 will allow approximately 12 additional dwelling units than the prior designations. Two existing structures were redesignated from Medium Density to Office to allow office uses. The redesignation of industrial land for other uses continues a trend observed in recent years.

## ***GENERAL PLAN IMPLEMENTATION***

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The General Plan contains hundreds of policies which guide the daily decision making of city staff, the City Council and city boards and commissions. The following addresses the progress in implementing the General Plan.

### **Growth and Development**

#### ***Residential***

There were 176 residential building permits issued by the City of Santa Rosa in 2008. Of the permits issued, 127 were for single family detached dwellings, 10 were for single family attached units, 26 were for multifamily dwellings, 11 were for second dwelling units, and 2 were for mobile homes. Of the 176 total units, 13 were constructed in northeast, 31 in southeast, 8 in southwest and 124 in northwest Santa Rosa.

Overall residential permitting was down 79 percent from 2007 when 845 permits were issued for residential dwellings. Residential permitting decreased 76 percent in the southeast, 31 percent in the northwest, 97 percent in the southwest, and 96 percent in the northeast compared to the prior year.

Permitting for second dwelling units decreased by 54 percent from 2007. Eleven second units were permitted, 5 along with construction of a single family unit and 6 on lots where a single family unit already existed.

As of December 2008, there were 3,965 residential units approved and ready for development. There were another 1,576 residential units proposed and proceeding through the development review process.

Santa Rosa had 159,981 residents on January 1, 2008, according to the State Department of Finance. This represents an increase of 1.69 percent over the 2007 population.

#### ***Non Residential***

Santa Rosa issued building permits for just over 234,936 square feet of new non residential construction in 2008. The chart below details this square footage by type and projects the number of jobs which would be generated by this development, using General Plan assumptions.

<b>Permit Type</b>	<b>Square Footage</b>	<b>Projected Jobs</b>
<b>Retail</b>	80,120	267
<b>Office</b>	66,285	265
<b>Light Industrial</b>	56,117	140
<b>Public/Institutional</b>	32,414	108
<b>TOTALS</b>	<b>234,936</b>	<b>780</b>

Non residential square footage permitted last year increased 28 percent from 2007, when 169,303 square feet was issued building permits.

Significant non residential square footage has been approved (821,369 square feet) with an additional 267,717 square feet in the review process as of December 2008. The type of square footage and the estimated number of jobs it will generate are outlined in the following table.

<b>Non Residential</b>	<b>Pending</b>	<b>Jobs</b>	<b>Approved</b>	<b>Jobs</b>
Retail	212,967	710	236,429	788
Office	5,000	22	433,159	1,733
Light Industrial	0	0	65,315	163
Public/Institutional	49,250	164	86,466	288
<b>TOTAL</b>	<b>267,717</b>	<b>896</b>	<b>821,369</b>	<b>2,972</b>

### ***Jobs / Housing Review***

The jobs housing ratio refers to the relationship between the number of jobs and the number of employed residents in the city. The ratio is found by dividing the number of jobs by the number of employed residents. The basic idea is that a jobs/employed residents' ratio of 1.0 indicates a balance. A ratio greater than 1.0 indicates a net in-commute due to the fact there are more jobs than employed residents. A ratio of less than 1.0 indicates a net out commute of workers, since there are not enough jobs in the community for all its workers. The Association of Bay Area Governments estimated Santa Rosa's jobs/employed residents' ratio to be about 1.09 in 2005.

As outlined in the sections above, 176 new units and 234,936 commercial square feet with the potential to generate about 780 jobs were issued building permits in 2008. The annual jobs/housing ratio can be determined using the following factors.

New units (households)	176
Employed residents/household (ABAG)	1.28
New employed residents	225
Jobs/employed residents (780/225)	3.5

To see how this will affect the existing jobs/employed residents' ratio, the following factors are used.

Total units (71,515 in UGB + 176 new)	71,691
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Employed residents/household (ABAG)	1.28
Total employed residents	91,764
Total jobs (94,821 + 780 new)	95,601
Jobs/employed residents	1.04

This year’s non-residential permitting did not significantly change the existing jobs/employed residents’ ratio, suggesting a general consistency in total jobs to employed residents.

***Annexations***

In 2008, 51.52 acres of land were added to the City of Santa Rosa through 4 annexations. All of the annexations were of existing homes or for future residential use. With last year’s annexations, the city now includes 41.67 square miles.

**Housing Needs Information**

The 176 units permitted in 2008 meet the following income categories: Very Low - 0; Low - 27; Moderate - 78; Above Moderate - 71. Very Low and Low income units are generally those under contract with the city and second dwelling units. The following table compares the ABAG Regional Housing Needs Allocation (RHNA) numbers for Santa Rosa with building permit issuance by income category to illustrate the remaining need, with 5.5 years remaining in the reporting period.

Building Permit Issuance by Income Category 2007 - 2008					
Income Category	Very Low	Low	Moderate	Above Moderate	TOTAL
ABAG RHND - 2007 - 2014	1,520	996	1,122	2,896	6,534
Building Permits Issued 2007 - 2008	154	123	136	608	1,021
Remaining Need	1,366	873	986	2,288	5,513

***General Plan Quantified Objectives***

1. ***Help fund the development of 264 very low and 125 low income units annually.***

In 2008, no permits were issued for very low income units and 27 permits were issued for low income units. Of these units, 11 were on-site affordable units required through the Housing Allocation Plan, and for others, market rents were estimated to be affordable to low income households. The city did not achieve the specific quantified objective, due in large part to the downturn in the housing market and the fact that residential permitting is down 79 percent over

the last year. The city continued to provide significant assistance to projects containing units affordable to very low and low income households.

The table below illustrates funding for affordable projects which was committed in 2008. It is important to note that some of the projects in the table have received funding in prior years and have been listed in prior reports on affordability to the Planning Commission and City Council. The city committed more than \$14.5 million in 2008 to 3 projects which will contain 256 units.

<b>Project Name</b>	<b>Very Low</b>	<b>Low</b>	<b>Total</b>	<b>In Lieu</b>	<b>Other Funds</b>	<b>Total 2008 Subsidy</b>	<b>Prior Subsidy</b>
Rowan Court	61		62		\$890,000	\$890,000	\$5,338,086
Amorosa	109	39	150	\$264,924	\$12,806,265	\$13,071,189	\$3,000,000
Acacia Lane	43		44	\$22,044	\$587,956	\$610,000	\$785,500
<b>TOTAL</b>	<b>213</b>	<b>39</b>	<b>256</b>	<b>\$286,968</b>	<b>\$14,284,221</b>	<b>\$14,571,189</b>	<b>\$9,123,586</b>

There are currently 33 very low and 62 low income units which are approved but not yet built and 295 very low and 354 low income units in projects which are in the development pipeline or are being discussed with staff in Economic Development and Housing.

2. *Assist in the rehabilitation of 50 units annually (25 very low and 25 low income housing units).*

In 2008, 1,166 units were rehabilitated through the city’s Housing Rehabilitation / Conservation Program, the Neighborhood Revitalization Program and Section 8 rental assistance programs.

Three single family and three multifamily dwelling units were rehabilitated with Redevelopment Low/Mod funds in the amount of \$19,854. Of these, five were modified for disabled occupants and three for senior residents. Five of the units rehabilitated are renter occupied, and one is owner occupied. All of the units are affordable to very low income households.

Six hundred thirty one units were rehabilitated through the Neighborhood Revitalization Program as a result of building code enforcement measures which were cited and cleared in 2008. This includes 277 units in Apple Valley, 133 in the South Park neighborhood, 131 in the Sunset neighborhood, and 90 in Corby/Olive.

Five hundred twenty nine units were rehabilitated and brought into Housing Quality Standard Code Compliance through the Section 8 rental assistance program. These improvements generally include upgraded electrical and plumbing, flooring, paint, new appliances and fixtures and removal of hazards and blight.

3. ***Promote development of 30 second units annually. These units are expected to be affordable to low income households.***

In 2008, 11 second dwelling units were permitted. This is the second year in a row that permits for second units were less than 30 per year. There were a number of projects approved in the early 2000s which included second units to be developed concurrently with single family dwellings such as Gordon Ranch and College Village. This trend seems to have peaked, and fewer projects with second units have been approved in the last few years.

4. ***Preserve the existing 473 beds and 12 cribs located in emergency shelters and the 188 beds of transitional housing for homeless persons. Support development of 200 additional beds for homeless persons.***

No emergency or transitional beds for homeless persons were lost and no additional beds were provided during 2008.

5. ***Preserve the existing inventory of federally and locally funded affordable units including the 432 very low and 107 low income units which may be subject to termination of federal mortgage or rent subsidies between 2001 and 2006.***

During 2008, 19 units lost affordability. This includes two very low income rental units and two low income ownership units which were released from restrictions of the Density Increase Program. Ten units affordable to low income households in the Oak Creek Apartments project, which were restricted by a Bond Regulatory Agreement, expired last June. Five units were lost in ownership projects last year through resale or buyout of affordability restrictions. These units were located in the following projects: Parkside, Sierra Meadows, and Kali Subdivision.

6. ***Preserve the 2,500 existing mobile homes, which are largely occupied by lower income seniors.***

No mobile home units were lost in the community last year, though one unit which had benefited from the rent deferral program is no longer part of that program. Of the 2,008 mobile home spaces in Santa Rosa, 1,439 are subject to rent control.

## **Housing Policy Implementation**

Housing Element policies are unique among General Plan policies in that implementation dates and responsible entities are included. All but one policy with a completion target have been fully implemented. The remaining program is outlined in policy H-A-3, which calls for

improving community acceptance of higher density housing through community-based outreach, recognition of existing livable neighborhoods, and assurance of well-designed high density projects. A number of activities have been undertaken which address this policy, including a community workshop regarding transit oriented developments, which include higher density housing; a field trip to transit oriented developments in the East Bay with elected and appointed officials and neighborhood representatives; and the community process for development of the Downtown Station Area Specific Plan.

Housing Element policies which have been implemented in recent years include those resulting in a single room occupancy ordinance, a rezoning exemption for projects including affordable units, reasonable accommodation provisions, establishment of a Housing Trust and development of a new homeless facility at Samuel Jones Hall.

### **Land Use/Design/Livability**

General Plan policy promotes mixed use development downtown, in Community Shopping Centers, and along Sebastopol Road and Santa Rosa Avenue. While no building permits were issued in 2008 for mixed use development, a number of proposed and approved projects include a mix of residential and non-residential uses.

Most proposed and approved mixed use development is located downtown. Currently there are 159,810 square feet of office, 46,707 square feet of retail and 252 units in the pipeline in 7 projects. In southeast Santa Rosa, two approved shopping center projects include 108,000 square feet of retail and 265 dwelling units. Four projects in southwest Santa Rosa propose 18,639 square feet of office, 37,233 square feet of retail and 185 units.

With direction from City Council, preparation of the Mendocino Avenue Corridor Plan began in summer 2008. This plan addresses the Mendocino Avenue corridor from College Avenue to Steele Lane. The objective of the plan is to improve all modes of transportation, increase pedestrian safety, and enhance design along this heavily used corridor. With active community participation and stakeholder involvement, staff has worked with the project consultants to prepare a Preferred Corridor Plan, and preliminary design guidelines. Future meetings and revisions to the plan are scheduled for the upcoming year, with adoption expected by summer 2009.

### ***Downtown***

The General Plan directs downtown to be the major office, financial, civic, and cultural center in the North Bay. It also directs development of housing units to increase downtown's vibrancy. There are a number of planning activities and projects which are striving to meet these goals.

Negotiations with Metro Pacific to develop a mixed use parking garage on the site of the former White House Department Store at Third and E Streets were in progress during 2008. Current

discussions are focused on a 120 room hotel with ground floor retail including a hotel related spa (Second Street) and a restaurant (Third Street). A parking garage is proposed with 545 public spaces. Both hotel guests and the public will be able to pay to use the garage on a first come, first served basis. A six month extension through September 2009 has been requested to continue negotiations and to finalize the disposition and development agreement with the city. Construction is not likely to begin prior to 2011.

At Fourth and Davis a five level, mixed-use project was approved last year, which includes 7,894 square feet of retail space and 43,706 square feet of office space, for a total building square footage of approximately 78,623 square feet. The project includes an integrated two-level parking garage which provides 84 parking spaces. The project also includes an entry plaza centered on the Davis Street façade, and an upper level roof-deck plaza that faces east toward Highway 101. The proposal includes the reconfiguration of the adjacent sidewalks and on-street parking arrangements.

The Santa Rosa Cannery project on West Third Street in Railroad Square was approved in late 2008. The proposal includes a new five-story building, comprised of 93 for sale air space condominiums, with an internal, two-level parking garage with 99 parking spaces, and approximately 11,800 square feet of open space area in the podium courtyard on a 1.5 acre site formerly occupied by an historic brick cannery. The Railroad Square water tower is proposed to be located within an approximately 45 foot wide promenade that is proposed along the project's northerly boundary. The proposed promenade will ultimately connect Fourth Street to the creek trail (for pedestrians and cyclists), and will also provide vehicular access to the parking garage.

The design of a unified Old Courthouse Square proceeded in 2008 with the winner of last year's design contest, SWA Group of Sausalito, refining its winning design for the 1.5 acre downtown public square. The schematic design provides two new side roads with street parking, a large cascading glass fountain, and several areas for musical and cultural events. The Courthouse Square Advisory Committee was formed and met regularly during 2008 to guide the program. The group addressed public outreach and fundraising as well as public art and a children's play area in the square. In October 2008, the City Council reviewed the work of a subcommittee established to address land use around Courthouse Square, and subsequently adopted an ordinance permitting banks and financial services on ground floors in the Downtown Commercial District.

The 18 Month Implementation Strategic Plan for the two year old Arts District...Downtown Santa Rosa was completed last year. A business plan and a community outreach program were also developed to provide events and activities which will bring people downtown. Recent programs have contributed to the installation of the College and Mendocino gateway sculpture, opening of empty retail spaces to facilitate Phantom Art Galleries, installation of murals along the Third and Fourth Street parking garages, various public art benches, street banners, exhibits and events throughout the downtown area. Ongoing Arts District programs provide for continuous rotation of public art and competitions for art display and cultural events. A new Street Performer/Art Vendor Program is being planned for 2009 to help broaden their downtown appeal.

The city's Downtown Program, based in the Economic Development and Housing Department, continues its projects to increase the vitality of the downtown area. Major economic development accomplishments in 2008 included creation of new business support and recruitment efforts including the Retail Academy and Getting Diners in the Door business trainings; the Green Business Fair; web-based business resources; partnership with NorthBay Corporation to provide recycling education to businesses; marketing and outreach for the new façade and tenant improvement loan programs; development of a Downtown Retail Business Attraction Plan; parking district outreach; and provision of one-on-one technical assistance to over 60 businesses located in or considering moving to downtown. Downtown Program staff recruited and were actively involved in planning and implementation of the California Downtown Association's (CDA) 2008 annual statewide conference, a gathering of 250+ professionals in the downtown revitalization field, in October at the Vineyard Creek Hyatt.

Physical improvements to the downtown during 2008 included the purchase of new recycling containers and Artstart benches; assistance to the Railroad Square Association for purchase of new district banners; coordination with the Recreation and Parks Department for new street tree grates and guards; new holiday decorations; and continued partnership with Public Works to provide a high level of special maintenance services.

Promotion and identity-building activities of the Downtown Program during 2008 included work toward development of a clearer downtown brand derived from the community and city brands; creation of new events and expansion of existing events such as the First Friday Artwalk; Wednesday Night Market; the 2008 Amgen Tour of California event in Santa Rosa, and the successful bid and fundraising for the 2009 event; marketing campaigns including "Downtown—Open for Business" and "Shop Local;" and continued production and refinement of the city's downtown webpage, the quarterly downtown newsletter, the Courthouse Square information kiosk, and other outreach tools. In addition, a Street Palette Program is being developed which will help further complete the street furnishings for downtown.

## **Transportation**

Traffic circulation remains one of the biggest issues for Santa Rosans. Based on General Plan modeling, it is recognized that continued growth will cause congestion and affect travel times, and some areas will not meet city Level of Service standards. The General Plan focuses on alternative transportation modes such as transit service and bicycling to reduce auto trips.

The General Plan calls for maintaining acceptable traffic flows, with a level of service of "D" or better along major corridors. While modeling is utilized to analyze specific projects and plans to measure level of service, the city also uses traffic signal timing to address levels of service. The College Avenue Adaptive Traffic Control project was put into motion with the help of a Federal earmark in 2006 and implementation began in early 2007. This system, which is in effect from North Dutton to Brookwood Avenue, has decreased traffic delays by 33 percent and the number of vehicle stops by 49 percent. The system utilizes a computer which monitors and modifies signal timing 24 hours per day. The city is currently working to install the system on

Steele Lane/Guerneville Road and on Stony Point/Marlow Road corridors and received state bond funding to finance the construction.

The General Plan also directs traffic calming on streets subject to high speed and/or cut-through traffic, to improve neighborhood livability. The Public Works Department operates a Neighborhood Traffic Calming program which assists one neighborhood annually. In 2008, Public Works assisted citizens in the Alderbrook Drive neighborhood. Work is continuing in other neighborhoods where plans have been approved by the City Council such as the Crest Drive Neighborhood and Lake Park Neighborhood. The intersection of 10th and B St is also being reviewed with the neighborhood for a permanent installation of a diverter.

Addressing the policy for a solution for regional traffic on north-south and east-west corridors, a widening plan for Stony Point Road was approved in 2005, and phase 1, between Highway 12 and Sebastopol Road, will be under construction in 2009. The Farmers Lane extension from Bennett Valley Road to Bellevue Avenue is another planned improvement which will carry regional through traffic as well as local trips. The first phase is currently being designed with construction planned in 2010. The Highway 101 widening from Highway 12 to Steele Lane began in spring 2006 and was completed ahead of schedule in 2008, resulting in the city's major regional north-south route having increased capacity through the installation of high occupancy vehicle lanes.

In addition, the Steele Lane Interchange project, which provided new bridge structures, highway widening, and widening of Steele Lane was also completed in 2008 ahead of schedule and opened in conjunction with the Highway 101 widening project.

The General Plan also calls for coordination of the city's Transportation Plan with regional entities such as the Sonoma County Transportation Authority, the Metropolitan Transportation Commission and CalTrans. Staff works with all these groups to secure funding and to develop strategic plans to implement transportation improvements.

### ***Transit and Transportation Systems Management***

The General Plan calls for expanding transit service and encouraging ridership through marketing and promotional efforts. Santa Rosa CityBus ridership increased substantially from 2.6 million in 2007 to well over 2.8 million in 2008. Santa Rosa CityBus developed and launched the new Route 19 which provides increased service to the Roseland neighborhood and along Santa Rosa Avenue. Weekend service on the Routes 9 and 12 was also increased. Three new diesel/electric hybrid buses were added to the fleet, and an old diesel bus was completely refurbished, bringing the total number of buses in the fleet to 33.

Santa Rosa's Paratransit program serves disabled individuals who cannot use fixed route transit. Paratransit offers curb to curb service for users and made trips with a 98 percent on time performance record last year. Strong use continues for this program, with 48,049 trips in 2007/08. Santa Rosa Paratransit operates 11 lift equipped vans and 2 sedans. The city recently received a grant which will allow for replacement of 5 of the 11 vans, and 2 accessible minivans

will replace the sedans.

The *Learn to Ride Santa Rosa CityBus* travel training program for seniors continues to be very popular. The seven monthly classes held at the Santa Rosa Senior Center were well attended. In addition, Santa Rosa CityBus partnered with Sonoma County Transit to present an informational class at Oakmont. The event was very well attended, with Oakmont residents looking to learn how bus travel can work for them.

In addition, Santa Rosa Transit again conducted the *Seniors on the Go* promotion which promotes senior ridership by offering free transit and promotional items to seniors for five days in October.

For younger riders, the Department conducted five *Buses to Books* classes. Working with Community Child Care Council, Santa Rosa CityBus staff visits local pre-schools. One of our Spanish speaking drivers conducts a short class for parents on Santa Rosa CityBus. The parents, students and teachers are taken on a special CityBus trip to a local Santa Rosa library where they learn how to use the library, are issued library cards, and select and check out books. These popular trips are very informative and a lot of fun for all participants.

The *Santa Rosa Free Ride – Trip Reduction Incentive Program*, which provides incentives to people who use a commute alternative to get to and from work, continued to grow steadily by word of mouth. The website, which was launched last year, [www.santarosafreeride.org](http://www.santarosafreeride.org), continues to be a very effective tool for data collection and management. The total number of trips reduced along with the total number of miles saw a huge increase to over 185,000 trips and 1,293,383 miles saved.

The *Highway 101 Construction Program* which offered free monthly CityPasses to employees working the areas of the city which were heavily impacted by the Highway 101 construction, culminated at the end of 2008. Participants in this program took 15,888 CityBus trips during 2008.

The *Bike to Work Day* in May 2008 was the best yet, with Santa Rosa Transit partnering with local businesses to provide treats and encouragement at two energizer stations.

### ***Bicycles and Pedestrians***

The General Plan directs attractive and safe streets for pedestrians and bicyclists. Last year, bicycle lanes were installed with several overlay projects throughout the city including: Yulupa Avenue, West Steele Lane, Coffey Lane, Mendocino Avenue, and Summerfield Road. The city also installed two pedestrian activated flashers at Dutton Avenue and Trowbridge Avenue and at West Third Street and Brockhurst Drive.

In early 2006, the City Council appointed a new Board, the Bicycle and Pedestrian Advisory Board (BPAB). The BPAB's charge is to identify bicycle and pedestrian projects and to prioritize those. One of its main tasks will be to review and recommend revisions to the Bicycle

and Pedestrian Master Plan (BPMP). The BPMP update process began in 2007, with the first round of public workshops held in October 2007. The second round of public workshops was held in March 2008. The final round of public workshops are planned for March 2009. Besides BPAB, a Technical Advisory Committee made up of planning and engineering staff from the city, county, and state is providing technical input. The BPAB completed its review of the Draft Bicycle and Pedestrian Master Plan in late 2008. A revised Master Plan is expected to be adopted in summer 2009.

### ***Rail Transit***

The General Plan supports the development of rail service along the former Northwest Pacific Railroad right-of-way. The Sonoma-Marín Area Rail Transit (SMART) project is a proposed rail service line extending 70 miles from Larkspur to Cloverdale, along the NWP corridor. Two stations are planned by SMART in Santa Rosa. (Santa Rosa's General Plan shows three stations). SMART prepared an Environmental Impact Report for its planned service, and it was certified during 2006. Passed in November 2004, the Measure M sales tax earmarks \$23 million for passenger rail to develop station sites, improve rail crossings on local roads and for engineering. Measure Q, a quarter-cent sales tax passed in November 2008, supports development of rail transit along the corridor.

The city has worked with SMART regarding the development of its site in Railroad Square. SMART hired Creative Housing, and city staff has met with this group to discuss site planning and circulation.

## **Public Services and Facilities**

### ***Parks and Recreation***

The General Plan directs the continuing acquisition and development of neighborhood and community park facilities, along with special use facilities, throughout the city. Last year, the City Council adopted a Business and Strategic Action Plan to identify park and recreation priorities, provide strategic direction to meet those needs, and to prepare a financial plan to provide funding and financing for new park facilities and to revitalize existing facilities and provide for overall maintenance.

A recreation and parks general plan amendment was also approved by the City Council in late 2008. This amendment made text and graphic changes to the General Plan, consistent with the findings of the action plan.

Multiple parks were in the planning stage in 2008. The following provides detail about park planning and development activities last year.

Six acres were acquired from the Bayer Family on West Avenue in southwest Santa Rosa. At this time, one acre is being utilized as a community garden in a partnership with Land Paths.

Land Paths provides stewardship of the garden, which includes 40 plots adopted by families. In 2009, master planning for the site will be completed along with the first phase of development, which includes site access and a safe route to Sheppard School. The vision for the site is for a farm/garden atmosphere with some active recreation.

Design work for Harvest Park, a 3.5 acre neighborhood park in southeast Santa Rosa and Jack London Park, a 2 acre park adjacent to the elementary school of the same name in northwest, will occur during 2009. A redesign to modernize and provide better visual access and function is planned for Martin Luther King Junior Park. Master planning is anticipated this year for Colgan Creek Park in southwest Santa Rosa. Construction of Dauenhauer Park, 2.3 acres in the southeast, and Air Center Park, 3.7 acres in the southwest have been delayed in recent years due to financial and environmental concerns. Air Center Park is anticipated to be under construction this spring and completed by year's end.

Work continues at A Place to Play, a 53 acre community park which provides an array of playing fields and natural observation areas. The current development phase includes three additional soccer fields, parking, and another access point to the site.

Funding is ongoing in the city's Capital Improvement Program for an additional aquatic facility, as called for by the General Plan. The plan calls for development of special purpose facilities such as aquatic centers, throughout the city with priority given to areas experiencing high growth.

Conceptual plans have been developed for a possible community center/library/aquatic center at Southwest Community Park. The city is considering installing modular units in the park in 2009 to serve as an interim community center to house after school programs and other community activities until funding is secured for permanent structures.

The city is working in conjunction with Seniors, Inc., which has developed conceptual plans and working drawings for a new Senior Center to be located on the Finley Community Center site. Private fundraising is ongoing, and it is anticipated that construction will begin in 2009.

### ***Police and Fire Services***

The General Plan calls for collaboration with other local jurisdictions in the provision of some police and fire services if it improves service levels and is cost effective. Both the Police and Fire Departments work collaboratively with other local agencies where efficiencies can be achieved.

The Fire Department is part of a Joint Powers Agreement for emergency dispatch and communications services, called the Redwood Empire Dispatch and Communications Authority (REDCOM). REDCOM provides fire/emergency medical dispatch services for most cities and Fire Protection Districts within Sonoma County. The Fire Department has Auto Aid Agreements with Rincon Valley Fire Protection District, Bennett Valley Fire Protection District and the Kenwood Fire Protection District. The Rincon Valley Fire District Agreement is designed to

ensure the closest, most appropriate fire resources are dispatched to an incident regardless of jurisdictional boundaries. All of the agreements cover automatic emergency response to specific areas in which the city and the respective district share jurisdictional boundaries. In addition to Auto Aid Agreements, the Department is a member of a joint response plan with Rincon Valley, Bennett Valley and the California Department of Forestry and Fire Protection which covers specific wildland/urban interface areas. This plan is known as the Santa Rosa Mutual Threat Zone Operating Plan.

The General Plan calls for the addition of three new fire stations and the relocation of three existing fire stations to better serve the community. The passage of Measure O in November 2004 provides funds for the building and staffing of the new stations and the relocation of 3 existing stations. A new station was placed in service in March 2006 on Circadian Way off Corporate Center Parkway in the southwest area. In 2007, the city acquired property on Lewis Road near Mendocino Avenue. Fire Station 11 is scheduled to open in March 2009. The development of the new station near Kawana Springs and Petaluma Hill Roads called for in the plan has been delayed.

The Police Department is part of a multi-agency Computer Aided Dispatch/Records Management System. It includes Sonoma County and most of its cities and features a common records data base and access to state and federal data bases. Other collaborations occur in establishing checkpoints for drunken drivers, preparing for events involving weapons of mass destruction and various joint training opportunities.

General Plan response time goals and information on 2008 incidents and responses are included in the Growth Management Ordinance review section of this report.

### ***Water and Wastewater***

The General Plan directs that an adequate supply of water be available to serve existing and future city needs. The city is currently under contract with the Sonoma County Water Agency (SCWA) for the delivery of up to 56.6 million gallons of water per day (mgd) on average, and up to 29,100 acre feet of water annually. In addition to SCWA supply, the city has 2,300 acre feet per year of supply from Santa Rosa's own groundwater sources and provides approximately 350 acre-feet per year of recycled water. In the long term, the city's current water entitlement from SCWA, groundwater supply and recycled water supply will need to be supplemented to meet the growth projected in the city's General Plan. Supply beyond the current developed quantities may be needed as early as 2015 – 2018 if the city, through discretionary action, connects a significant number of water services that are now served by private wells. The additional long term annual volume increment will be met through any combination of the following sources: increased use of Santa Rosa's own recycled water to offset current and future water uses which are approved for recycled water use; additional entitlement from SCWA; and possible further use of Santa Rosa's groundwater resources. Development of these additional sources of water supply and continued implementation of Santa Rosa's aggressive water conservation program will enable the city to meet projected water demand in 2020.

The General Plan calls for adequate sewer capacity to serve existing and future city needs. Wastewater from Santa Rosa is treated at the Laguna Subregional Wastewater Treatment Plant (LTP) and is disposed of in the Santa Rosa Subregional Water Reuse System. The current system rated capacity is 21.34 mgd. This is expected to provide capacity through at least 2013. Planning is currently underway to expand the system to 25.9 mgd, which will meet General Plan projections of Santa Rosa and the other subregional partners.

## **Open Space and Conservation**

General Plan policy supports conservation of wetlands, vernal pools, wildlife ecosystems, rare plant habitat and waterways. The plan thus supports the preservation of the Sonoma County California Tiger Salamander (CTS), listed as endangered in 2003, and its habitat. Since that time, three Environmental Impact Reports have been certified for projects in southwest Santa Rosa which describe the impacts of development on the salamander.

In addition, the Santa Rosa Plain Conservation Strategy Team, comprised of state and federal agencies, the environmental and development communities, and city and county representatives, has published the Santa Rosa Plain Conservation Strategy. The Strategy, adopted in December 2005, provides the biological framework for conservation of the endangered California Tiger Salamander and four rare plant species found in conjunction with wetland habitat on the Santa Rosa Plain. It identifies conservation areas and mitigation requirements for development projects that will impact the habitat of these protected species. During 2008, the County of Sonoma, the cities of Santa Rosa, Rohnert Park and Cotati, and the Town of Windsor continued to support the *Santa Rosa Plain Conservation Strategy Planning Agreement*, adopted in fall 2007. However, there are not funds allocated to carry out this agreement at this time, and the City Council has agreed to put the program on hold. There may be some future impetus from federal agencies during 2009, and since the program still has many merits, it may be revived in the future. The main purpose of the planning agreement is to establish a process and timeline for the local jurisdictions to finalize and develop an implementation program for the federally recognized habitat conservation strategy.

General Plan policy calls for greater energy efficiency and conservation in residential and commercial structures. Last year, the City Council adopted a mandatory green building ordinance which requires residential structures to meet standards which exceed existing State Residential Building Efficiency Standards by 15 percent. The City Council also adopted an ordinance outlining Local Energy Efficiency Standards during 2007 which was implemented during 2008.

The city continues to strive for energy efficiency of its operations and to reduce greenhouse gas emissions. The city has developed a Greenhouse Gas Emission Reduction Action Plan for city operations and during 2008 began to update the General Plan to include specific greenhouse gas emission reduction policies. Examples of energy reduction activities by the city include the installation of solar panels at city facilities, use of recycled water and an environmentally preferred purchasing program adopted last year. This policy aims to improve purchasing by

focusing on resource conservation and toxics reduction as well as recycled content and source reduction.

## **Economic Vitality**

Economic development continues to play an important role in Santa Rosa. The Economic Development Program focuses on ensuring diversification of economic activity, promoting business expansion, retention and attraction, providing jobs for our citizens and strengthening the partnership between business, government, and education.

In 2008, the City Council accepted the Economic Sustainability Strategy, which espouses two main concepts: Job Creation and Growing Spending. The initial focus of the Economic Sustainability Strategy (ESS) is job creation, since job creation leads to increased spending. Through the program initiatives described below, approximately 835 jobs were created or retained.

One program which promotes job creation, retention, and attraction is the Business Visitation Program. The Business Visitation Program completed five business visitations last year, representing approximately 375 jobs. This is consistent with General Plan direction to maintain close ties with business through this program. The city participated in a collaborative grant effort to fund a cooperative program to create a “continuum of support” for Santa Rosa companies, from embryonic to mid-sized, with the goal of creating and retaining high-paying jobs.

Santa Rosa hosted the North Bay Business Growth & Innovation Forum in fall 2008 focusing on creation of opportunities in the current economy and support of small and mid-sized business in possible “crisis mode.” The city began to implement a “business intelligence program” in late 2008 through research and the use of subscription services to target business prospects and create a compelling case to locate in Santa Rosa. The desired effect is to increase local jobs by attracting high-paying employers to Santa Rosa.

In an effort to grow spending, the city led a partnership effort with Economic Development and Housing, Community Development, Public Works and Recreation and Parks to implement the Statewide Community Infrastructure Program (SCIP), which allows developers to finance various infrastructure fees. Also during 2008 the “Buy Santa Rosa” education and outreach program continued focusing on the importance of buying locally, whether retail or business-to-business. Multimedia outreach includes radio, television, web, and print media.

The Department of Economic Development and Housing also sponsored one North Bay Business Journal event to increase Santa Rosa’s presence and reinforce a positive business image. Economic Development staff also assisted in ensuring the Economic Sustainability Strategy priorities were reflected in the Economic Vitality Element of the Draft General Plan.

The General Plan calls for provision of sufficient land for business expansion and attraction to utilize the local labor force. There are currently about 230 acres of vacant non-residential sites

of one acre or more in Santa Rosa, with 195 additional acres in the Urban Growth Boundary. The breakdown by designation is as follows:

	<b>In City</b>	<b>In UGB</b>	<b>TOTAL</b>
Retail Business Service	49	81	130
Business Park	77	-	77
Industrial	82	114	196
Office	23	-	23
<b>TOTAL ACRES</b>	231	195	426

Economic Development staff finds that there is greatest demand for retail sites, but there are not sites of sufficient size for many businesses interested in Santa Rosa, which has potential to cause businesses to seek sites in other communities. Interest is also expressed in Class A office space, which is not abundant in Santa Rosa. Existing large spaces for high tech firms are also difficult to find.

### **Historic Preservation**

General Plan policy calls for preserving Santa Rosa’s historic structures and neighborhoods through pursuing new landmarks and preservation districts, ensuring that alterations to historic buildings are compatible with the character of the building and neighborhood, and increasing public participation in the historic preservation process.

Landmark Alteration Permits continue to be required for all exterior alterations to designated landmarks and buildings within designated preservation districts. Repair and maintenance is generally exempted from the requirements of a Landmark Alteration Permit after staff review to ensure that the project does not alter the character of the resource.

Although a lack of funding made extensive survey work difficult this year, there has been continued discussion with the Junior College neighborhood about their interest in exploring preservation district designation. Additionally, one new individual landmark was designated in 2008, a Queen Anne cottage on Dutton Avenue; the landmark building at the corner of Sonoma and Brookwood Avenues was rezoned to include the historic combining zone to identify its status as a landmark; and the landmark Hoag House was approved for relocation and reconstruction at Prince Gateway Park at Sonoma and Santa Rosa Avenues.

Community outreach with neighborhood representatives from each of the eight designated preservation districts continues to expand. Additionally, the Cultural Heritage Board has renewed efforts to recognize and applaud exemplary preservation efforts in the city.

### **Youth and Family**

The Youth and Family Element promotes the health, safety, and welfare of children, teens, the elderly, and their families in Santa Rosa. Child care services, youth, and senior programs are supported.

The Department of Community Development continues to refund fees paid by applicants for child care facilities after these facilities become operational, consistent with General Plan policy.

The city continues to support and staff the Teen Council. The Teen Council continues to advise the City Council on issues related to youth in the community. A priority is to focus on Santa Rosa's gang prevention and intervention efforts. Early in 2008, the Teen Council was restructured by the City Council, with its members expanded from 11 to 30, with middle school students included. The Teen Council is now a part of Measure O programming. Measure O passed in 2004 and provides funding for gang prevention and intervention.

The Recreation and Parks Department is addressing gang prevention and intervention by operating 58 programs at 26 sites including after-school, neighborhood, sports, and summer playground programs. Focus is on neighborhoods where need for these services is greatest. The Recreation and Parks Department has also partnered with Santa Rosa City Schools to increase after school programming last year, providing children with opportunities such as assistance with homework and participation in recreation and enrichment activities while interacting with caring and energetic staff members. Free summer playground programs for at risk children, located in parks and schools around Santa Rosa, were well attended in 2008 with nearly 1,000 children participating. In addition to the Summer Playground and Neighborhood Programs, eight of the sites provided a Free Lunch Program for youth up to age 18. This program is co-sponsored by the Redwood Empire Food Bank.

The Recreation and Parks Department also plays a role of employer of local youth and young adults, hiring many employees from neighborhoods served. Currently, the 30 temporary employees are from neighborhoods served by the department.

In addition, through the CHOICE, Reclaiming Our Youth Grant Program, 12 programs with 10 agencies have been funded to increase gang prevention/intervention programs in 7 target areas: Youth Activities and Support Groups, Parent and Family Support, Outpatient Services, Job Readiness Training/Job Placement for Gang-Involved Youth, Services for Adjudicated Youth, Gang Mediation and Intervention Services, and Community Gang Awareness .

The General Plan also directs expansion of police officers at middle and high schools. In 2008, there were five school resource officers working in Santa Rosa high schools and middle schools, an increase of one officer over the prior year. Each officer is assigned to a high school and middle school, splitting time between each.

The city operates one Senior Center on Bennett Valley Road. The General Plan directs evaluating the feasibility of another center. This second senior center will be located at Finley Community Park. A conceptual design and working drawings have been completed for this facility. It is hoped that development of this Senior Center will commence by 2009.

## Art and Culture

The General Plan Art and Culture Element calls for increasing public art throughout Santa Rosa, developing places for art activities to occur and directs exploration of creating an Arts District. The Arts District was adopted by the City Council in late 2006. The district, a project of the Art in Public Places Committee, encompasses downtown and the Juilliard Park area to its south. It is envisioned that this area will become a focal point for arts and culture in the community. The Council approved an 18 month funding and implementation plan and also adopted an ordinance which directs certain non-residential projects citywide to provide public art or pay a fee in lieu of providing public art which is defined not only as visual arts but includes cultural programming. The Arts District Business Plan was developed in 2008 with over 20 recommendations for facilitation, partnerships, and sustainability for the district. This plan was reviewed by boards and commissions in the community and will be presented for adoption by the City Council in spring 2009.

Since creation of the Arts District, both new and continuing art and cultural events have occurred. In early 2008 the Arts District solicited community projects to encourage artist and art organization participation. The community response was strong, with over 30 proposals received. The 14, jury-selected projects included the *Great West End Handcar Regatta*, which drew over 4,000 people to Railroad Square for a day; *The Hennepin Clawer*, an art car which has been used at various events around town; utility boxes, street signs and benches painted by ArtStart; *Tree Sweater Forest Project*, a rotating exhibition of knitted sweaters on trees around town; *Projections of Santa Rosa*, a projection of photos of Santa Rosa past and present on downtown buildings; an American Philharmonic performance to take place in the mall for which the public can sit in the orchestra; *Wire Guys*, a project of three large wire sculptures to be mounted on various buildings on Mendocino Avenue. South A Street Galleries hosted a Spring Vine Art Event and Winterblast with great success; a Native American mural is in the works for the Prince Greenway; and the First Friday Artwalk was expanded to include the South A Street Galleries.

Partnerships with the Arts Council of Sonoma County and the Sonoma County Museum were strengthened with collaborations on the *Emerging Visions Celebration*. Other Courthouse Square events supported by the Arts District were *Dia de los Muertos*, and the *Sonoma County Book Festival*.

The *Phantom Gallery* is a new endeavor in 2008 which has successfully contributed to the arts landscape downtown. It is a temporary gallery at 519 Mendocino Avenue in a retail space which is up for lease. Partnering with the Sonoma County Museum and KZST, *Tengo La Voz* exhibition took place. Working with Argo Thompson, a theater was installed to present a successful holiday play. Ongoing visual arts exhibitions and retail space are available to artists. The project proposes to open a few locations around town with Phantom Theater, Phantom Music Spaces, and window front exhibitions.

The city's Live at Juilliard, Summer Saturdays, and Thursday Noon concert series provided lively entertainment free to the public.

The Prince Gateway Park across the street from City Hall opened in 2008 with numerous art features, including a mosaic fish and benches produced by ArtStart, and commissioned by the Art in Public Places Committee.

A new Veterans' Memorial Monument was installed at the south west corner of City Hall from a design concept created by Artstart's lead artists under the direction of the Art in Public Places Committee.

Ongoing exhibitions, including the National Arts Program and award and scholarship competitions are featured by Recreation and Parks Department at the Finley and Steele Lane Community Centers and City Hall Council Chamber. The Civic Art Walk Artwork on Loan program continues to draw attention with a refreshed brochure and requests from schools and other cities for tours.

A website was developed in 2008 which provides a comprehensive overview while promoting the arts in downtown Santa Rosa. ([www.santarosaartsdistrict.com](http://www.santarosaartsdistrict.com))

The 1% for Art in Private Development requires coordination from the Art in Public Places Program, the Design Review Board, and the Community Development Department for facilitating public art in new development. Several projects are in the works.

### ***GENERAL PLAN REVISION PROGRAM***

In July 2007, the City Council approved a budget and work program for a focused update of the Santa Rosa 2020 General Plan. The Council directed a program focused on revision to the Housing Element, required by state law to be updated and adopted by June 2009. Additionally, the Council work plan provided for incorporation of policies from recent planning efforts and inclusion of policies related to reduction of greenhouse gas emissions. The Draft Santa Rosa General Plan 2035 was released on January 5, 2009 and is in the public review process as of this writing.

## **ANNUAL REVIEW OF THE GROWTH MANAGEMENT PROGRAM**

The city's Growth Management Ordinance regulates residential growth. In 2008, the Growth Management Ordinance allowed 900 residential allotments. An allotment allows the future issuance of a building permit. Growth Management allotments are available from two reserves, "A" and "B," each with 450 allotments. Reserve "A" allotments are set aside for second units, mixed use units, units affordable to very low and low income households, and qualifying units. Qualifying units, drawn from Reserve "A," include all multifamily units, for sale single family attached units with project density of 10 units per acre or more, and smaller single family attached or detached units with maximum lot, square footage and bedroom requirements. Reserve "B's" 450 allotments are generally for any single family unit greater than 1,250 square feet.

Section 21-03.140 of the Growth Management Ordinance specifies that at least once each calendar year, city staff shall prepare a report on the Growth Management program. The following covers the information required by the Ordinance. The time period covered by this report is January 1 through December 31, 2008.

- 1) The number of building permits issued (1) with Reserve "A" allotments and (2) with Reserve "B" allotments during the time period covered by the report.**

In 2008, 176 residential building permits were issued. Of these permits, there were 110 Reserve "A," 64 Reserve "B," and 2 exempt from the Growth Management Ordinance. The units exempt from Growth Management represent projects approved prior to the effective date of the Growth Management Ordinance in July 1992. Approximately 61 of the "A" units are actually "B" units, given the provision in the Growth Management Ordinance allowing 50 percent "A"/50 percent "B" projects to receive all project allotments from Reserve "A."

- 2) The number of entitlements, if any, that remained unallotted in (1) Reserve "A" and (2) Reserve "B" during the time period. The number of Reserve "A" entitlements, if any borrowed from the next year's Reserve "A" entitlements. The number of Reserve "B" entitlements, if any, that were reserved in future calendar year entitlements.**

At the end of 2008, prior to the addition of unused units to the next year, the following allotments were available in future years:

2008 - 755 "A" and 336 "B"  
2009 - 90 "A" and 0 "B"  
2010 - 0 "A" and 127 "B"

The reason that there are few allotments available for 2009 at the end of 2008 is due to the fact that few projects used their 2008 allotments. Most requested those allotments be shifted to 2009 or later years.

As stipulated by the ordinance, the unused Reserve "A" allotments at the end of 2008 were added to the "A" allotments available in 2009, making 755 additional Reserve "A" allotments available at the beginning of 2009.

**3) An evaluation of the coordination of planning and development decisions, including infrastructure planning, with policies related to growth management.**

Planning and development decisions over the past year have been coordinated with policies related to growth management in that no residential development is approved without acknowledging the requirements of the Growth Management Ordinance. When a developer submits an application for residential development, he or she must indicate the type of units proposed, from which Reserve allotments are requested and for what year.

Infrastructure planning is done on a broad basis, ensuring sufficient infrastructure to serve General Plan buildout as well as individual project review requirements. Coordination of infrastructure planning with Growth Management policies has been related to ensuring adequate infrastructure to serve General Plan buildout. Thus, the relationship between infrastructure planning and the growth management program has been indirect.

The Southwest and Southeast Area Plans each address the infrastructure needs of the planning areas and fees have been adopted to finance infrastructure improvements in these areas. The Capital Facilities Fee was adopted in 1997 to fund public infrastructure facilities required to serve new development. Infrastructure funded by the CFF includes street widening, traffic signals, freeway interchanges, bike paths, and storm drains. The area plan development impact fees and Capital Facilities Fee were updated in 2002 and again in 2005. The Downtown Station Area Specific Plan also outlines infrastructure needed to support development anticipated by the Plan and estimates its future cost.

Development impact fees are used to finance capital improvement projects. Projects programmed in the City's Capital Improvement Program (CIP) are reviewed annually by the Planning Commission to ensure that the CIP is consistent with improvements identified in the General Plan.

**4) An analysis of the provision of public services, and if those services, including fire and police response, parks, water and wastewater services, have sufficient capacity to meet the needs of Santa Rosa.**

Planning is ongoing to ensure sufficient capacity to meet the future service needs of Santa Rosa. The following outlines how the above noted service needs are being met.

### Fire Services

The Fire Department responded to 19,137 calls for service in 2008, a two percent increase from 2007, when there were 18,761 calls for service. The Department provides emergency services with ten engine companies and two ladder truck companies out of ten strategically located fire stations. These twelve companies are supervised by one on duty Battalion Chief. The majority of calls (64%) were for medical emergencies.

Growth of the city continues to impact the ability of the Fire Department to deliver service. For example, traffic congestion continues to delay Fire Department response times. The General Plan's fire emergency response time goal is an average of 4 minutes to 80 percent of emergency calls, 5 minutes to 90 percent of emergency calls, and 6 minutes to 100 percent of calls city wide. During 2008, 28 percent of emergencies received a 4 minutes or less response, 53 percent received a 5 minutes or less response, and 76 percent received a 6 minutes or less response. The Department's average response time for emergency calls in 2008 was 5 minutes and 0 seconds.

The citizens of Santa Rosa passed Measure O, a special tax for public safety and gang prevention, in 2004. The funding from this tax measure is being used to build and staff three new fire stations. The first new Measure O fire station was placed into service in early March 2006 in southwest Santa Rosa. In 2007, the city acquired property on Lewis Road near Mendocino Avenue. Fire Station 11 is scheduled to open in March 2009. The development of the final new station near Kawana Springs and Petaluma Hill Roads called for in the plan has been delayed. Once these three stations are open, response times should improve and be more consistent with the General Plan's emergency response time goal.

### Police Services

General Plan police response time goals are 6 minutes for emergency calls, 14 minutes for urgent calls and 32 minutes for routine calls. In 2008, the Police Department discontinued the collection of response time data due to reductions in records staff. No other measure has replaced response times to assess effectiveness of response, though the Police Department is investigating how to reinstate this.

The city had a total of 188 sworn officer positions and 87 civilian employee positions in 2008. The city continues its efforts in neighborhood oriented policing. This strategy assigns officers to neighborhoods while focusing other resources on investigation and prosecution of violent crime.

### Parks

Santa Rosa's park acreage includes approximately: 531 acres of developed park, 170 acres of acquired but undeveloped acres, and 150 acres of golf course for a total of 851 acres. Santa Rosa has approximately 3.3 acres of developed park land per 1,000 population. The General Plan standard is 6 acres per 1,000, with city parks making up 3.5 acres per 1,000, school recreational land meeting 1.4 acres per 1,000, and accessible open space meeting 1.1 acres per 1,000. City staff continues to work to ensure provision of parks and recreation and community facilities for Santa Rosa citizens.

In 2008, the six acre Bayer Park was added to the city's inventory of parks, and one acre is currently being used as a community garden. Master planning for the site will occur this year to achieve the vision of a farm/garden including some active recreation component.

In 2009, design work will be completed for Harvest Park which is a 3.5 acre facility on Burt Street in the southeast and Jack London Park which consists of 2 acres in the northwest area. Air Center Park, a proposed 3.7 acre neighborhood park facility, is expected to be completed by the end of the year.

City staff is also working with Sonoma County Regional Parks and the Sonoma County Open Space and Agricultural Preservation District staff on provision of interim access to Taylor Mountain Park in southeast Santa Rosa.

### Water and Wastewater Services

Provision of adequate water supply and distribution and wastewater collection, treatment, storage, and disposal services is meeting the needs of Santa Rosa in accordance with the adopted General Plan and Growth Management Ordinance.

**Water Supply:** The city is currently under contract with the Sonoma County Water Agency (SCWA) for the delivery of up to 56.6 million gallons of water per day (mgd) on average, and up to 29,100 acre feet of water annually. In addition to SCWA supply, the city has supply from Santa Rosa's own groundwater sources and recycled water sources. The city has two active production wells which provide up to 2,300 acre feet of potable water per year. The city is also the owner and operator of the Subregional Water Reuse System, providing approximately 350 acre-feet per year of recycled water for approved uses within the Santa Rosa Urban Growth Boundary. Santa Rosa's highest water use to date was in 2004 when 23,993 acre-feet was used.

Long term delivery of the city's full entitlement of SCWA supply is contingent upon completion of SCWA water transmission and delivery system improvements planned as part of the their Water Supply, Transmission, and Reliability Project. In the long term, the city's current water entitlement from SCWA, groundwater supply, and recycled water supply will need to be supplemented to meet the

growth projected in the city's General Plan. The city's demand analysis indicates that additional supply may be needed in approximately 2018, or 2015 if the city, through discretionary action, connects a significant number of water services that are now served by private wells.

Additional sources of water supply will need to be developed, possibly including increased use of Santa Rosa's own recycled water to offset current and future water uses which are approved for recycled water use, further utilization of the city's groundwater resources, and securing additional water supply from the SCWA. Development of these additional sources of water supply and continued implementation of Santa Rosa's aggressive water conservation programs will enable the city to meet projected water demand in 2020.

During 2007 and 2008, the region received significantly lower than average rainfall, resulting in SCWA requesting a voluntary 15% reduction in water use during these dry conditions. This type of dry year cycle is not unusual in our climate. To respond to such short-term dry conditions, all water suppliers in California have Urban Water Shortage Contingency Plans (Shortage Plans), which define actions to meet anticipated dry year supply shortfalls. The city's Shortage Plan was adopted in 1991 and has been updated regularly, most recently by City Council on June 27, 2006.

These short-term water supply shortages are expected in our climate and, while they are considered in long-term water supply planning, occurrence of dry year incidents does not negate the fact that long term water supply capacity is available for new development. Long-term supply planning is an ongoing process, and as with any changing hydrologic conditions, become incorporated into the analysis over time.

The city also has a system of emergency groundwater wells which have been used historically to supplement the water supply during emergencies and occasional periods of peak water demand. The City Council adopted Capital Improvement Program (CIP) is scheduled to increase the number of wells - and to provide well-head treatment at each well - to provide adequate water supply during emergencies and peak demands. Additional projects are planned to replace old or deteriorated water system pipelines, increase fire protection and storage, improve operational efficiencies of water pump stations, provide emergency power generation at critical project locations, and to maintain and repair the water system throughout the city. These and other ongoing CIP projects are scheduled to retain and maintain a sufficient water supply system to match General Plan growth projections.

Wastewater: The city's existing wastewater collection system, including scheduled, planned, and anticipated CIP projects, services the existing and future development anticipated by the General Plan. These projects include on-going annual replacement of wastewater collection and trunk pipelines, improvements

to wastewater lift stations, and maintenance and repair of the wastewater system throughout the city. Wastewater from Santa Rosa is treated at the Laguna Subregional Wastewater Treatment Plant (LTP) and is disposed of in the Santa Rosa Subregional Water Reuse System. The City Council adopted CIP is scheduled to make various improvements to the LTP and disposal system to maintain adequate capacity to treat and dispose wastewater volumes anticipated by the General Plan. The current system rated capacity is 21.34 mgd. This is expected to provide capacity through at least 2013. Planning is currently underway to expand the system to 25.9 mgd which will meet the current General Plan growth projections of Santa Rosa and the other subregional partners.

**5) A listing of any significant problems which arose during the time period covered in administering the Growth Management program.**

In 2005, all Reserve B allotments for 2006 and 2007 had been issued. This caused concern among the development community since projects containing Reserve B type units gaining approval in 2006 would not be able to obtain allotments to build until 2008.

In spring 2006, the City Council amended the Growth Management Ordinance to add flexibility to address this issue. The City Council expanded the definition of “qualifying units” to include for sale, single family attached units of any size in projects with densities of 10 units per acre or more. In addition, the City Council authorized the use of 1,000 allotments from the Reserve B bank for four years. The Council allowed 250 Reserve B allotments in 2006 for use throughout the city; 250 in 2007 with half for use throughout the city and half dedicated to southwest Santa Rosa; and 250 additional allotments each in 2008 and 2009 for use exclusively in southwest Santa Rosa. The provision for the southwest is due to the anticipated solution for preservation of endangered species in this area. There was not a need to utilize any of the additional the Reserve B units set aside during 2007 or 2008, and those have been returned to the Reserve B bank. At the beginning of 2009, there are 2,310 Reserve B allotments in the bank.

**6) A listing of any staff recommendations, with regard to changes or revisions to the adopted program to improve its effectiveness and/or administration.**

**7) A recommendation, if any, together with factual supporting data, as to whether the Growth Management Element of the General Plan and/or the Growth Management program should be substantially revised or discontinued.**

No revisions are recommended at this time.

## ***ANNUAL REVIEW OF THE HOUSING ALLOCATION PLAN ORDINANCE***

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The Housing Allocation Plan requires projects larger than 15 acres to provide 15 percent of their total project units affordable to low income households. It allows projects of 15 acres or less to pay a fee in lieu of building affordable units. The in lieu fee is based on a unit's size, and the fee per square foot increases as a unit becomes larger. Units of 900 square feet or less do not pay the fee. Some projects may provide their affordable units off-site or dedicate land on or off-site.

Section 21-02.180 of the Housing Allocation Plan specifies that at least once each calendar year, city staff shall prepare a report on the Housing Allocation Plan which shall include the items listed below.

**1) The number of allocated units both on and off site, approved during the time period covered by the report.**

Between January 1 and December 31, 2008, 26 on site allocated units were approved in the Fox Hollow project on Fulton Road.

**2) The number of qualifying units, owner/builder units, second units, very low or low income units and mixed use units approved during the time period of the report.**

Between January 1 and December 31, 2008, the following units were approved:

565 qualifying units

6 second units

150 units affordable to very low and low income households (Amorosa Village)

73 units in mixed use projects (Art House and 888 Fourth Street)

It is not known at the time of project approval if owner/builders will develop the units. No project approved since the commencement of the program has indicated that owner/builders will ultimately develop the project units.

**3) The amount of in lieu fees collected.**

The amount of Housing Allocation Plan fees collected since the Ordinance's adoption in 1992 is \$23,293,150, including loan repayment and interest. In 2008, \$1,000,845 was added to the Housing Allocation Plan fund, including fees paid (\$581,990), loan repayment, and interest. This is a 62 percent decrease from 2007, when \$2,613,615 was collected.

The following projects have received funds generated by the Housing Allocation Plan fee:

<b>Project Name</b>	<b>VL</b>	<b>L</b>	<b>Units</b>	<b>Funding</b>
Panas Place Apartments	37	29	66	\$845,725
West Oak Apartments	15	37	52	\$785,000
Cypress Ridge	85	35	120	\$1,830,650
Northpoint Apartments II	40		40	\$481,482
Jay's Place	24	16	40	\$519,718
Bellevue Ranch Self Help		56	56	\$936,000
Vintage Zinfandel	26	103	129	\$188,948
Timothy Road Apartments	19	12	31	\$137,414
Olive Grove Apartments	76	50	126	\$1,000,000
1090 Jennings	47	22	69	\$741,347
Colgan Meadows	66	17	83	\$4,147,086
1080 Jennings Monte Vista	65	40	105	\$3,743,176
The Crossings	48		48	\$1,500,000
Jennings Court (Senior)	54		54	\$1,759,683
Terracina	68	30	98	\$1,175,000
Rowan Court	61		61	\$2,047,853
Dutton Village Amorosa	109	39	150	\$386,949
Lantana Place	60	39	100	\$388,898
Acacia Lane Senior	43		44	\$3,725
<b>TOTAL</b>	<b>943</b>	<b>525</b>	<b>1,472</b>	<b>\$22,618,654</b>

Note: All of the projects noted above are built or approved except for Lantana Place and Acacia Lane.

**4) The amount of acreage by land use category dedicated to the city.**

No land was dedicated to the city through the Housing Allocation Plan during 2008.

**5) A listing of any significant problems which arose during the time period covered in administering the Housing Allocation Plan.**

No significant problems have arisen in administering the Housing Allocation Plan during the last year.

**6) A listing of any staff recommendations, with regard to changes or revisions to the adopted program to improve its effectiveness and/or administration.**

In 2006, the City Council asked staff to bring an amendment forward for public hearing which eliminated the exemption of mixed use developments from the Housing Allocation Plan. The change was requested to offset a loss of funding for affordable housing which resulted from the Council's change to the Real

## Property Transfer Tax.

The main issues with the proposal were the timing of the fee (which projects would be affected) and the effect on the feasibility of mixed use projects. The Planning Commission and City Council reviewed the issue, and ultimately, the City Council decided to continue to exempt mixed use projects from the requirements of the Housing Allocation Plan. Council members found that an affordable housing requirement or fee payment would discourage mixed use development, particularly downtown, and that it was unlikely that much funding would be generated.

The issue of eliminating the mixed use exemption arose during the public hearings regarding the Downtown Station Area Specific Plan in late 2007. The plan was revised to include a policy calling for elimination of the mixed use housing exemption and modification of the inclusionary threshold from acreage-based to unit-based. Additionally, the Specific Plan includes a policy calling for review of the Housing Allocation Plan to evaluate an on site requirement of 20 percent very low and low and 20 percent moderate.

The city hired a consultant to analyze these aspects of the Housing Allocation Plan. The Housing Allocation Plan Background Report was completed in fall 2008.

The Housing Allocation Plan Background Report analyzes the following questions:

- What are the consequences if most developments are required to build affordable units on site in conjunction with market rate units?
- What is the consequence of changing from an acreage-based to a unit-based system?
- What is the consequence of changing the 15 percent to low income households on site requirement to a 10 percent very low, 10 percent low, 20 percent moderate requirement?
- What is the consequence of changing the 15 percent to low income households on site requirement to a 20 percent to low income requirement?
- What is the consequence of eliminating the current exemption for mixed use projects?

Despite an in-depth analysis, the report did not provide an economic basis for specific changes to the Housing Allocation Plan.

- 7) **A recommendation, if any, together with factual supporting data, as to whether the Housing Allocation Plan should be substantially revised or discontinued.**

Policy in the Housing Element recommends amendment to the Housing Allocation Plan ordinance. It calls for elimination of the exemption for mixed use projects and adjustment of the on-site threshold from acres to units, consistent with policy contained in the Downtown Station Area Specific Plan and expanded to apply citywide for consistency in policy application. The Draft Housing Element policy directs that a unit based trigger should allow for a balanced program of fee payment along with more on-site development. If accepted by the City Council, this amendment would proceed following adoption of the revised Housing Element/General Plan.