



- Santa Rosa 2035: General Plan
- Growth Management Ordinance
- Housing Allocation Plan Ordinance

City Council & Planning Commission Joint Session

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Community Development Department – Advance Planning



INTRODUCTION

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 25 years into the future. It is a blueprint for the future, guiding the city's planning and zoning functions as well as the funding of public improvement projects, such as parks and streets.

Santa Rosa General Plan 2035, adopted in November 2009, is the subject of this report. 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 2010 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 2010

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 2010 amendment cycles:

Southeast corner of Central Avenue and Frances Street: A 0.34 acre site composed of two parcels was redesignated from Light Industry to Retail and Business Services. The change will allow a broad array of new commercial development to occur on the long-vacant site and adjacent parcel to the east which fronts Cleveland Avenue.

Downtown Station Area Specific Plan boundaries: The Specific Plan area encompasses approximately 1,560 parcels, totaling 650 acres. The land uses of twenty properties within the Specific Plan boundaries were redesignated to either Medium Density Residential or Low Density Residential. These amendments are consistent with a primary objective of the Downtown Station Area Specific Plan to increase the number of residents and employees within walking distance of the SMART station while preserving historic resources downtown.

The overall impact of these amendments is that there is 0.34 acres more vacant acres of Retail and Business Services land in the city, allowing the development of new retail uses. The Downtown Station Area Specific Plan amendment better recognizes existing historic and residential uses and removed the density ceiling for the Transit Village Mixed Use land use designation.

GENERAL PLAN IMPLEMENTATION

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

Santa Rosa had 163,436 residents on January 1, 2010, according to the State Department of Finance. This represents an increase of 1.2 percent over the 2009 population.

There were 224 residential building permits issued by the City of Santa Rosa in 2010. Of the permits issued, 66 were for single family dwellings, 151 were for multifamily dwellings, 6 were for second dwelling units, and 1 was a mobile home. Of the 224 total units, 11 were constructed in northeast, 33 in southeast, 178 in southwest, and 2 in northwest Santa Rosa. Overall residential permitting was up 138 percent from 2009 when 94 permits were issued for residential dwellings.

According to the latest pending development report (July 2009) there were 3,779 residential units approved and ready for development. There were another 1,332 residential units proposed and proceeding through the development review process.

Non Residential

Permitting for non-residential square footage was up slightly in 2010. Santa Rosa issued six building permits for 58,534 square feet of new non residential construction last year. Most of the permits were for public/institutional uses, including the senior center wing at the Finley Community Center, the community center for the Amorosa Village housing development, and a 30 bed residential care facility. The new retail development includes the In-N-Out Burger on County Center Drive and a showroom at the Mercedes dealership. 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.

Permit Type	Square Footage	Projected Jobs
Retail	11,132	35
Office	0	0
Light Industrial	0	0
Public/Institutional	47,402	160
TOTALS	58,534	195

The pending development report shows that 623,534 square feet of non residential square footage has been approved with an additional 408,837 square feet in the review process. It must be noted, however, with the downturn in the economy it is difficult to predict how much of the pending development will be constructed.

Annexations

In 2010, there were no annexations to the City of Santa Rosa. In 2009, a fiscal emergency was declared which prevents any additional property to be annexed into the city until the status of the economic crisis has been overturned. With no additional annexations in 2010, the overall size of Santa Rosa remains at 41.67 square miles.

Housing Needs Information

The 224 units permitted in 2010 meet the following income categories: Very Low - 107; Low - 71; Moderate - 39; Above Moderate - 7. Seventeen of the very low income units are affordable to extremely low income households. All very low income units are under contract with the city for long term affordability. Many of the low income units are also under contract, but many are affordable based on market sales price or rent, as are moderate income 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 approximately 4 years remaining in the reporting period.

Building Permit Issuance by Income Category 2007- 2010					
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 - 2010	261	210	218	650	1,339
Remaining Need	1,259	786	904	2,246	5,195

General Plan Quantified Objectives

1. ***Help fund the development of 210 very low and 138 low income units annually to meet the ABAG Regional Housing Needs Allocation.***

In 2010, 107 permits were issued for very low income units and 71 permits were issued for low income units. The city did not achieve the specific quantified objective, due in large part to the downturn in the housing market. However, affordable units made up about 75 percent of all residential permits issued, which is not typical in normal market years. 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 2010. 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 \$1.5 million in 2010 to 3 projects which will contain 182 units, the majority of which will be affordable to very low income households.

Project Name	Very Low	Low	Total	In Lieu	Other Funds	Total 2010 Subsidy	Prior Subsidy
Acacia Lane Senior	43		44		\$250,000	\$250,000	\$2,241,722
Lantana Place	94	0	96		\$500,000	\$500,000	\$1,878,703
Kawana Spgs Apts	26	15	42	\$75,000	\$720,911	\$795,911	\$854,089
TOTAL	163	15	182	\$75,000	\$1,470,911	\$1,545,911	\$4,974,514

There are currently 68 very low and 142 low income units which are approved but not yet built and 145 very low and 103 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 2010, 863 units were rehabilitated through the city’s Housing Rehabilitation / Conservation Program, the Neighborhood Revitalization Program and Section 8 rental assistance programs.

Four multifamily dwelling units were rehabilitated with Redevelopment Low/Mod and Mortgage Revenue Bond funds in the amount of \$3,393. All were modified for disabled occupants and three were for senior residents. All of the units rehabilitated are renter occupied units which are affordable to low income households.

Four hundred eleven units were rehabilitated through the Neighborhood Revitalization Program as a result of building code enforcement measures which were cited and cleared in 2010. This includes 134 units in the Aston Avenue neighborhood, 258 in the South Park neighborhood, and 19 in the Woods.

Four hundred forty eight 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.***

In 2010, 6 second dwelling units were permitted. This is the fourth 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 emergency shelter beds and units of transitional and supportive housing. This includes 501 year round and 44 winter only beds in emergency shelters, 375 units of transitional housing and 385 units of permanent, supportive housing.***

No emergency or transitional beds for homeless persons were lost and no additional beds were provided during 2010. However, three supportive housing projects were assisted, including 48 new beds in existing structures and rehabilitation of an existing 7 bed facility. Of the new beds, 8 will be for very low income persons, 28 are for low incomes, and 12 are unrestricted. The majority of the new beds (40) will assist those with chemical dependency.

5. ***Preserve the existing inventory of federally and locally funded affordable units including the 793 units with the potential to lose affordability between 2009 and 2014.***

During 2010, 8 units lost affordability. This includes one moderate income ownership and seven low income units, most of which underwent foreclosure in the last year. Two of the units were released from restrictions of the Density Increase Program.

6. *Preserve the 2,000 existing mobile homes, which are largely occupied by lower income seniors.*

No mobile home units were lost in the community last year. Of the 2,008 mobile home spaces in Santa Rosa, 1,419 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. The Housing Element directs completion of seven housing programs in 2010. Work has commenced on all but one of the programs, and five have been completed. Housing Element 2010 work items and their status is as follows:

H-B-6 Revise Condominium Conversion Ordinance. Work has not commenced on this item, but it will be considered in the context of other emerging issues by the council subcommittee.

H-C-1 Amend the Housing Allocation Plan to change the trigger from acreage to units and consider elimination of exemptions for mixed use and commercial development. A Mayor's Committee was established and met for about a year regarding inclusionary program policy. A report to the City Council is being prepared regarding next steps. The annual review of the Housing Allocation Plan, at the end of this report, provides more detail on this topic.

H-C-6 Rezone properties in Downtown Station Area Plan boundary to allow residential uses by right. Rezoning was accomplished.

H-D-8 Amend the Zoning Code to permit agricultural employee housing for six or fewer residents in residential zones. Zoning Code Amendment completed January 2011.

H-D-10 Amend the Zoning Code to allow emergency shelters as a permitted use in the General Commercial zoning district. Zoning Code Amendment completed January 2011.

H-D-11 Amend the Zoning Code to address supportive and transitional housing. Zoning Code Amendment completed January 2011.

H-F-5 Revise the Density Bonus Ordinance. A revised ordinance was adopted November 2010.

LAND USE / URBAN DESIGN ELEMENTS

The Downtown Station Area Specific Plan directs the completion of a **Santa Rosa Avenue Corridor Plan** for Santa Rosa Avenue from Highway 12 to Sonoma Avenue. The City was awarded a Community Based Transportation Planning Grant from the State Department of Transportation (CalTrans) to develop the corridor plan in summer 2009. The goals of the Plan, which was under development in 2010 and adopted in January 2011, include enhancement of multimodal transportation opportunities in the corridor, improvement of connections to downtown and the SMART station in Railroad Square, and provision of a streetscape and design plan to improve the corridor's aesthetic qualities.

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 activities and projects which are striving to meet these goals.

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 accomplishments were made in 2010, are shown below:

- business support and recruitment efforts to the launch of a Downtown niche brand derived from the community and city brands
- targeted year-round marketing of the Downtown as a shopping and dining destination
- promotion of parking facilities; web-based business resources
- implementation of a "shop local" campaign; promotion of the façade and tenant improvement loan programs
- one-on-one technical assistance to businesses located in or considering moving to Downtown.

Further, promotion of Downtown in 2010 occurred through production and support of events such as the Summer Nights in Railroad Square, the Wednesday Night Market, holiday festivities, and the 2010 Amgen Tour of California event. Outreach tools for Downtown included the quarterly Downtown newsletter and the Courthouse Square information kiosk.

In addition, the **Downtown Street Furniture Palettes** for the Downtown's Courthouse Square and Railroad Square districts was developed and reviewed by the Planning Commission in 2010 and adopted by the City Council in early 2011. This program identifies specific street furnishings and provides guidance for street furniture purchases in association with new development and capital improvement projects, by both public and private entities. All furnishings are intended to enhance the pedestrian experience by increasing pedestrian function while reducing unnecessary clutter.

TRANSPORTATION ELEMENT

Traffic circulation remains an important issue 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 supports alternative transportation modes such as transit service, bicycling, and walking 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. In 2009, twenty-seven intersections along the Stony Point Road and Guerneville Road corridors have been enhanced with this signal timing technology through Proposition 1B funding. Mendocino Avenue from College Avenue to Bicentennial Way was completed in early 2011 using American Recovery and Reinvestment Act funding.

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 has had to reduce efforts in this arena due to budget impacts, however, the Humboldt Bike Boulevard has been on the forefront of department work efforts, and through several public meetings and work with the Bike and Pedestrian Advisory Board, a more permanent plan of action was developed. This is the first bike boulevard project in Santa Rosa, and it is discussed below in the *Bicycles and Pedestrians* section of the report.

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, was completed in winter 2009, and has improved operations in the southwest area. Phase 2 widening of Stony Point Road, from Sebastopol Road to just south of Hearn Avenue, is currently in the design phase. The Hearn Avenue over crossing improvement project made significant progress in 2010 until budget constraints at CalTrans put a temporary halt to the process. There is no timeframe for the project's reinitiation. An improved Hearn over crossing, in conjunction with the widening of Santa Rosa Avenue from Yolanda Avenue to Kawana Springs Road, is designed to help the circulation of pedestrians, bicycles, and vehicles in this congested area.

The Farmers Lane extension from Bennett Valley Road to Petaluma Hill Road is a planned improvement which will carry regional through traffic as well as local trips. The first phase design is scheduled to begin in 2012 with possible construction to follow if funding is identified. The Highway 101 widening from Steele Lane to Windsor was completed last year.

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.

Bicycles and Pedestrians

The General Plan directs attractive and safe streets for pedestrians and bicyclists. In 2010, **bicycle lanes** were installed along Stony Point Road between Third Street and Santa Rosa Creek, on Summerfield Road from Hoen Avenue south to Carissa Drive, on Coffey Lane from Piner Road to Hopper Road, on segments of West College Avenue and on Steele Lane between Salem Avenue and County Center Drive. A pedestrian pathway was installed on Piner Road to infill gaps that were present in the current system. Through Safe Routes to School funding, a

pedestrian pathway was installed on Dutton Avenue between Highway 12 and the Joe Rodota trail, a sidewalk was installed in front of Sequoia Elementary School, and two pedestrian flashers were installed, one at South Wright Road and Price Avenue and one at Middle Rincon Road at School Street. Another pedestrian warning flasher was installed in conjunction with CalTrans on Highway 12 at Jack London Drive.

The Bicycle and Pedestrian Advisory Board's (BPAB) charge is to identify bicycle and pedestrian projects and advise on prioritizing projects with staff. One of the BPAB's main tasks is to review and recommend revisions to the **Bicycle and Pedestrian Master Plan (BPMP)**. The BPMP update process began in 2007, with numerous public workshops held during the process. The Draft BPMP was released for public review in fall 2010, and the Planning Commission held a public hearing in October. The City Council adopted the revised plan in February 2011.

Highway 101 Bicycle and Pedestrian Bridge. Community meetings were held in 2009 regarding a potential bicycle/pedestrian bridge over Highway 101 connecting Santa Rosa Junior College to the west. The Bicycle Pedestrian Overcrossing Feasibility Study was presented to the City Council in fall 2010, and on November 30, 2010, the council adopted a resolution accepting the feasibility study and directing staff to work with CalTrans on a cooperative agreement for a Project Initiation Document (PID). A consultant will be hired to prepare the PID and will focus this work on an overcrossing in the vicinity of Elliott Avenue/Edwards Avenue. The 2010 Bicycle and Pedestrian Master Plan includes the bicycle and pedestrian bridge over Highway 101 as the top bicycle and pedestrian priority.

The steps necessary prior to project construction include: Project Initiation Document (PID), environmental review, right-of-way acquisition, bridge design plans, and ongoing identification and acquisition of funding.

Humboldt Street Bicycle Boulevard. Improvements implementing a pilot bicycle boulevard project were installed on Humboldt Street from Fifth Street to Lewis Road in August 2009. Humboldt has been designated a bicycle boulevard in the General Plan since 2002. Improvements included striping, signage, bulbouts/curb extensions, and four traffic circles. Public meetings regarding the pilot project, along with meetings of the Bicycle and Pedestrian Advisory Board and the City Council, occurred throughout 2010 and helped to refine the ultimate project.

On December 14, 2010, the City Council adopted the following components of the Bike Boulevard Traffic Calming Project:

- Install seven speed tables along Humboldt Street between Lewis Road and College Avenue;
- Install seven timers to mid-block streetlights on Humboldt Street between Lewis Road and College Avenue;
- Stripe crosswalks with paint and add pedestrian crossing signs at Silva, McConnell, and Spencer Avenues;
- Remove temporary traffic circles at Silva, Carr, McConnell, and Spencer Avenues;

- Reinstatement east/west stop controls at Silva, Carr, and Spencer Avenues;
- Reinstating all-way stop controls at McConnell Avenue.

Also last year, the Transit Department secured a grant to install electronic bicycle lockers in locations which will support bicycle to transit commuting, such as the transit mall. A pilot program will be implemented in late summer 2011.

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 slightly in 2010 from 2,858,142 in 2009 to 2,886,480 in 2010. Seven new gasoline/electric hybrid buses were ordered last year and are expected to be delivered in November 2011. These vehicles will increase the city fleet of hybrid buses to fifteen. A low floor, accessible, twenty one foot bus that will be utilized for the Oakmont Shuttle is on order and is expected to arrive in April 2011.

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. Efforts to increase efficiency in the eligibility process for this program have resulted in lower ridership, with 43,821 trips accomplished in 2010. There were 48,814 trips in 2009. Santa Rosa Paratransit operates 11 lift equipped vans and 2 sedans. The city has currently taken delivery of two new low floor, accessible mini-vans to replace the sedans in the fleet.

The **Learn to Ride Santa Rosa CityBus** travel training program, originally created for our senior community, has exploded into local middle and high schools, with increasing interest from Human Service Organizations. The Transit Department was invited to a Special Needs class at Santa Rosa High School this past June, and simply through word-of-mouth was invited to four more classes within the Santa Rosa School District. Of course, the monthly classes held at the Santa Rosa Senior Center continue to be very popular and well attended. Additional personal, customized trainings are provided on an “as requested” basis. The Transit Department makes every effort to provide travel training either in person or over the phone any time it is requested.

In addition, the Transit Department again conducted the **Seniors on the Go** promotion which promotes senior ridership by offering free bus travel for seniors for five days. This past year, Seniors on the Go was moved from October to May to coincide with National Senior Awareness month.

The **Santa Rosa Free Ride – Trip Reduction Incentive Program**, which provides incentives to encourage people to use a commute alternative to get to and from work, continues to grow steadily. The Web site, www.santarosafreeride.org, continues to be a very effective tool for data collection and management.

Whole Foods donated ALL the food; Culligan donated ALL the water, for the first ever “fill your water bottle” feature, and Peet’s Coffee once again delivered the much needed coffee at our **2010**

Bike to Work Day in May.

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. SMART has begun working on station design for the 14 stations along the corridor, with two public meetings held in 2010 regarding the design of the downtown Santa Rosa station.

North Santa Rosa Station Area Specific Plan. The city received a grant from the Metropolitan Transportation Commission (MTC) in late 2009 to support the development of a station area plan for the North Santa Rosa station. In 2010, the SMART Board studied changing the location of this station from a site on Range Avenue which had been analyzed in the EIR noted above to a more northerly location on Guerneville Road. In December 2010, the Board adopted the new site, allowing the city to enter a funding agreement with MTC to begin the station planning process.

PUBLIC SERVICES AND FACILITIES ELEMENT

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.

The Recreation, Parks and Community Services Department continued work to acquire property along Burbank Avenue which will become the 20 acre **Roseland Community Park and Trail**. Three of the four parcels have been acquired, and the city is applying for funding through Proposition 84 to acquire the final parcel. A master plan has been developed for the park, and it is expected to be presented to the City Council for approval this summer.

Bayer Farm on West Avenue continues to be an active community garden in a partnership with Land Paths. Land Paths provides stewardship of the garden, which includes 40 plots adopted by families. The master planning for the site began in 2009 and the plan will be presented to the council this spring. A \$4.8 million grant has been received for site development, and staff continues to seek additional funds to complete the approximately \$7.5 million project. The vision for the site is for a farm/garden atmosphere with some active recreation.

New Neighborhood Parks. Design work for Harvest Park, a 3.5-acre neighborhood park in southeast Santa Rosa was completed last year and a construction contract has been awarded, with the completed park anticipated by the end of 2011. Work on Jack London Park, a 2-acre park adjacent to the elementary school of the same name in northwest, has been pushed back due to the economic downturn. Timing of construction of Airfield Park, 3.7 acres in the southwest, is dependent on approval of a mitigation plan for the California Tiger Salamander by the U.S. Fish and Wildlife Service and the State Department of Fish and Game. Upon approval, which is anticipated in 2011, construction can commence.

Renovation of the **DeTurk Round Barn** as a community center for neighborhood and other community events was completed in 2010, as was the renovation of the **Church of One Tree**, adjacent to Juilliard Park. These historic gems provide community character and a glimpse of Santa Rosa's past.

Building permits were issued in 2010 for the first phase of the **Finley Senior Wing**. This includes the building shell for a 25,000 square foot, two story addition to the Finley Community Center.

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 a new fire station in southeast Santa Rosa and the relocation of the existing fire station on Parker Hill Road to Fountaingrove as well as the station on Burbank Avenue to a more easterly location to better serve the community. Due to the city's financial situation, the development of a final new fire station near Kawana Springs and Petaluma Hill Roads called for in the plan has been delayed. A use permit and design review

were approved in 2010 to develop a new fire station in Fountaingrove. Construction is anticipated in summer 2012 or earlier if grant funding is identified and secured. The Fire Department is looking at sites in southwest Santa Rosa for relocation of the Burbank Avenue station and is considering a location closer to Highway 101 which might also serve the southeast area, but any relocation is some years away.

Funds from Measure O, a special tax for public safety and gang prevention passed in 2004 will fund this planned station relocation to Fountaingrove. It has also funded the development of two new stations, Fire Station 10 on Circadian Way off Corporate Center Parkway in the southwest area, opened in March 2006 and Fire Station 11, opened in March 2009 on Lewis Road east of Steele Lane in the Junior College area. Measure O revenue also funds a full time paramedic fire engine and the upgrade of two additional fire engines to the paramedic level.

The General Plan calls for collaboration with other local jurisdictions in the provision of some police services and to increase community contact through neighborhood oriented policing. The Police Department collaborates with neighborhood associations and schools in its Graffiti Abatement Program and conducts numerous outreach programs. The Police Department is also 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 2010 police and fire incidents and responses are included in the Growth Management Ordinance review section of this report.

Water and Wastewater

Water

General Plan Policy PSF-F states “ensure that an adequate supply of water is available to serve existing and future needs of the City.” To meet existing and future water supply needs, the City’s water supply consists of water supply from the Sonoma County Water Agency (SCWA), groundwater, recycled water, and water conservation.

The City has contractual entitlement from SCWA per the Restructured Agreement for Water Supply (Restructured Agreement) for the delivery of up to 56.6 million gallons of water per day (mgd) on average, up to 29,100 acre feet per year (AFY). The City has two active groundwater wells which provide up to 2,300 AFY of potable water. The City also currently uses approximately 350 AFY of recycled water from its Subregional Water Reuse System for approved uses within the Santa Rosa Urban Growth Boundary. In addition to these water supply sources, the City implements an aggressive water conservation program, saving over 4,500 acre-feet per year of water. The total existing water supply available to the City is approximately 31,750 AFY. Santa Rosa’s highest water use to date was in 2004 when 23,993 acre-feet was used.

The City also has a system of emergency groundwater wells which have been used historically to supplement the water supply during emergencies. The City Council's adopted Capital Improvement Program (CIP) is scheduled to increase the number of wells to provide 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 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 until 2020. Planning and environmental work has been completed that designates various projects to be implemented as growth occurs that would 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 ELEMENT

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.

California Tiger 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, funds are not allocated to carry out this agreement at this time, and the City Council has agreed to put the program on hold.

In 2009 the U.S. Fish and Wildlife Service proposed to re-designate 74,223 acres of the Santa Rosa Plain, as critical habitat for the California Tiger Salamander. In early 2011, the service

revised the range to 50,855 acres. The range of habitat extends from Cotati to Windsor, including the Santa Rosa Plain. The plan for re-designation is anticipated to be completed in July 2011.

The city continues to strive for energy efficiency of its operations and to reduce greenhouse gas (GHG) emissions. Through an **Energy Efficiency and Community Block Grant** received from the Department of Energy in 2009, the city has undertaken seven projects which will reduce GHG emissions. These projects include: Regional Building Retrofit Program, Electric Vehicle Infrastructure, Intelligent Transportation System, Laguna Treatment Plan Solar Arrays, Street Light Efficiency Project, Weatherization for Low Income Households, and the Greenhouse Gas Reduction Program.

The **Greenhouse Gas Reduction Program** includes a Climate Action Plan which will identify measures to reduce GHG emissions in Santa Rosa. Critical components of the program include establishing project size thresholds for new development and mitigation measures for GHG reductions. Finally, the program will revise the city's General Plan to ensure consistency with the climate action plan. A supplemental EIR to the General Plan EIR is also proposed to make certain the city's programs are CEQA compliant.

ECONOMIC VITALITY ELEMENT

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 Santa Rosans 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.

In October 2009, the City hosted a two-day strategic planning summit to focus community priorities. This process included broad stakeholder representation from community leaders, residents, local businesses and city employees. Out of this process came seven focus areas. Economic development was ranked as the number one focus area, reflected in the following goal statement, "Develop and implement an aggressive and consistent economic development plan that balances business and environment."

Economic Development Augments. In December 2009 staff provided council with an Economic Development Program update to review past efforts, highlight ongoing programs and initiatives and provide the council with a list of additional aggressive focus areas that could be incorporated into the current Economic Sustainability Work Plan. The council voiced support for many of the listed items ranging from business assistance to changes in the permitting and development entitlement process. Subsequently, with input from business and community

stakeholders, Economic Development and Community Development worked collaboratively to develop recommendations to reduce barriers of entry for new and expanding business. As a result, the Economic Sustainability Work Plan's focus on job creation and growing the economy continued, with aggressive additions adopted by the council on May 4 and July 13, 2010. Twenty five changes to city regulations were adopted, focusing on extending timeframes and reactivating approvals for development projects; minimizing, eliminating, or postponing required public and private improvements for projects; allowing more uses "by right" without use permits; modifying the design review process to lessen the number of projects needing board review; allowing more flexibility in signage; initiating rezoning and general plan amendments to spur economic development; and deferring impact fees.

The newly-enhanced **Business Visitation Program** promotes job creation and retention by maintaining ongoing relationships between the City and the business community to make sure the City is responsive to companies' needs to grow and expand. Additionally it promotes job attraction by meeting proactively with prospective companies seeking to relocate or expand in Santa Rosa.

In early 2011, the mayor announced the creation of the **Economic Competitiveness Task Force**. This effort, which will include input from the business community along with participation from business leaders, will ensure that Santa Rosa remains competitive as a thriving business community through the coming economic recovery.

Santa Rosa co-produced two **North Bay Business Growth & Innovation Forum** events in 2010, the eighth and ninth in an ongoing series showcasing CEOs, world-class business executives, angel and venture capital investors and founders of standout emerging and second-stage companies. Over 80 companies have participated in the program and received more than \$100 million in funding as a result. This innovative program has won regional, state and national awards for entrepreneurial spirit.

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, print media and social media. The "Buy Santa Rosa" program has expanded to allow Santa Rosa companies the opportunity to post coupons, job openings, news and social media connections on the City's website.

Since starting a new business can be a challenging experience, Economic Development continues to develop tools to demystify the process. The new guide, "**Growing Your Restaurant in Downtown Santa Rosa**" is an example of the many tools available on the City's website. This user-friendly step-by-step guide provides information that includes everything from selecting a site to opening day.

In 2010, Economic Development created an outreach piece to be used in business attraction, retention and expansion. This piece highlights Santa Rosa's history as a center of innovation and includes information on the City's Economic Sustainability Strategy, the Aggressive Augments to the City of Santa Rosa Zoning Code, a guide to development assistance and a document highlighting Santa Rosa's history as the North Bay center of innovation. The outreach piece can

be modified to include development opportunity sites and the promotion of vacant properties.

The Department of Economic Development and Housing sponsored five North Bay Business Journal events, and booths at both the Santa Rosa Chamber of Commerce and the Hispanic Chamber of Commerce Business Expositions to increase Santa Rosa's presence and reinforce a positive business image.

HISTORIC PRESERVATION ELEMENT

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 are 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. There were 23 Landmark Alteration permits processed in 2010. Of those, 8 were reviewed by the City's Cultural Heritage Board and 15 were reviewed by the Zoning Administrator. No new historic landmarks were designated in 2010.

In summer 2010 the City Council adopted an ordinance amending the Santa Rosa Zoning Code's Historic (-H) Combining District section. The changes were part of a Zoning Code and Design Guidelines Amendments project to implement the **Downtown Station Area Specific Plan**. New text was added to the Zoning Code to enhance the -H Combining District for those Preservation Districts located within the boundaries of the Specific Plan, which include West End, Railroad Square, St. Rose, Cherry Street, Olive Park, and Burbank Gardens. The Ridgway and McDonald Avenue Preservation Districts are not within the boundaries of the Specific Plan, and therefore were not within the scope of that project. However, placeholders were left in the Zoning Code for those districts for a future Zoning Code update project. The changes to the -H Combining District included the addition of character defining elements, site, and development standards. General development standards were also included in the update, which apply to all Preservation Districts, such as allowing reduced setbacks to maintain historic development patterns.

Designating the Junior College Neighborhood as a preservation district continues to be a priority. A strategy to designate the neighborhood was created in 2009. The first step in the strategy is becoming a certified jurisdiction through the California State Historic Office of Preservation. As part of the review of emerging issues for 2011, the City Council's Emerging Issues Committee will consider allotting staff time to apply for certification; the designation will enable the city to receive grant funding for historic preservation in the future.

YOUTH AND FAMILY ELEMENT

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.

In 2004, Santa Rosa voters passed a quarter-cent public safety sales tax initiative providing 40 percent to Police, 40 percent to Fire, and 20 percent towards Gang Prevention and Intervention Services. The Neighborhood Services Division of the Recreation, Parks and Community Services Department (RPCS) is addressing **gang prevention and intervention** needs by operating 33 programs at 21 sites including after-school, neighborhood, sports, and summer playground programs. Programs are provided in low income, at-risk areas of Santa Rosa designated as having the highest needs. RPCS continues its partnership with Santa Rosa City Schools through funding from Proposition 49 to provide after school programming, offering youth opportunities such as assistance with homework, participation in recreation and enrichment activities, while interacting with caring and energetic staff members.

In 2010, free summer Recreation Sensation programs were held at Lincoln Elementary, Kawana Elementary and Comstock Middle Schools providing safe and fun activities for 280 children five days a week for 7 hours a day. A Free Lunch Program was offered at all three sites for youth up to age 18, a co-sponsorship with the Redwood Empire Food Bank since 2004.

The City continues to support and staff the **Santa Rosa Teen Council**, a Measure O funded program. The Teen Council is an advisory group to the City Council whose purpose is to increase teen involvement and community awareness of the social issues facing Santa Rosa teens with a primary focus on gang prevention awareness, and to develop possible solutions, resources, and activities. During Gang Awareness Week, the Teen Council distributed information to community members at the Wednesday Night Market. In addition, Teen Council members maintained consistent representation at City Council meetings and Santa Rosa City School Board meetings. The Teen Council successfully doubled in size this year, from 11 to 22, with diverse representation from each of the middle and high schools, private and public, in the City of Santa Rosa.

RPCS also plays a vital role of employing local youth and young adults, hiring some employees from neighborhoods where programs are offered. Currently, 15 of the 75 temporary employees hired by Neighborhood Services are from neighborhoods served by the department. In addition to paid staff, Neighborhood Services benefited from more than 1,000 volunteer hours provided by 40 volunteers through court referrals, work experience, and our Leaders-In-Training program.

Cycle III of the **CHOICE** (*Community Helping Our Indispensable Children Excel*) Measure O grant program ended in June 2010; funding was awarded to eight non-profit service agencies providing nine gang prevention and intervention programs while serving 3,743 unduplicated children and parent customers. Program staff provided 559,708 hours of direct service during the

12-month cycle. Agencies were eligible to apply within the following service 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 Recreation, Parks and Community Services Department continues to handle the administrative duties of the **Mayor's Gang Prevention Task Force (MGPTF)** Policy Team, established in 2003. The Strategic Plan for Santa Rosa's MGPTF emphasizes the need to regionalize, broaden, and strengthen local gang prevention and intervention efforts. In addition, regionalization is one of seven Santa Rosa City Council Goals. Clearly, the gang-involved youth within our communities do not respect the boundaries between cities and counties. To bolster the ongoing efforts of jurisdictions working together to provide a community response, a Regionalization Forum was held on June 9, 2010. Invitees included: City Council members and Police Chiefs from each city in Sonoma County; law enforcement leaders from Probation and the District Attorney's Office; County Board of Supervisor members; and representatives from the faith based and non-profit communities. Over 80 people attended the conference and all cities in Sonoma County were represented.

The second annual **Gang Prevention Awareness Week** was held from August 7-14, 2010 with a celebrity boxing match being the showcase event. Several hundred people attended the event at the Santa Rosa Plaza to watch Sonoma County Supervisor Efren Carrillo spar with Enrique Gonzalez, a Double Punches Boxing Club instructor and professional boxer. The crowd enjoyed the show and stayed to support the young boxers from Double Punches as they sparred with each other to show off their skills.

ART AND CULTURE ELEMENT

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.

Downtown Arts District. The 18 Month Implementation Strategic Plan for the Santa Rosa Arts District was completed in 2008. A business plan and a community outreach program were developed to provide events and activities which will bring people downtown. A core group of city staff has been formed to assess the recommendations in the business plan. Accomplishments to date include:

- Formation of a city staff group to serve as informal review panel to begin executing the Arts District business plan;

- Initiation of some fee-based activities such as the Phantom Gallery and Summer Nights Railroad Square;
- Revision of the Public Art Policy in June 2009 to allow expenditures on programming and staff support;
- Operation of the Phantom Gallery as a venue for art exhibits downtown;
- Capitalizing on the city's expertise in economic development policy and practice relating to the arts.

In addition, priorities have been identified based on business plan recommendations for the next year. These include operating in "maintenance mode" while prioritizing recommendations and determining available funds; building on existing activities and programs and raising awareness of the district; and developing a marketing packet to outline the benefits of the arts district.

2010 Events. The Arts District partnered with several community art organizations to provide art events and cultural activities downtown, including the 3rd Annual Great West End Handcar Regatta, South A Street's Winterblast event, Summer Nights Railroad Square, Dia de los Muertos, and the Sonoma County Book Festival.

The *Phantom Gallery*, which started in the fall of 2008, and occupied vacant storefronts downtown, successfully contributed to the arts landscape until May 2010. The program has been discontinued due to the requirement that all city programs operate out of buildings that are code compliant and consistent with the Americans with Disabilities Act.

Finally, the Arts District's website continues to provide a comprehensive overview of Arts District goals, while also promoting the arts in downtown Santa Rosa. (www.santarosaartsdistrict.com)

In November 2010 an ordinance permitting street performers was approved by City Council. The **Street Performer Ordinance** encourages permitted performers to showcase their talents for tips in public areas in Santa Rosa. While most performers are presumed to locate downtown, street performance is allowed throughout the city.

The City of Santa Rosa has a strong commitment to promoting arts programming and public art as well as enhancing the quality of life for residential and business members of the community. The **Public Art in Private Development Ordinance** requires large commercial development projects to include art for public enjoyment or pay an in-lieu fee, thereby contributing to the livability of the city. Last year, the city partnered with Nissan in its renovation, using its in-lieu fee to place a public sculpture, Mark Grieve's *Bicycle Obelisk*, at the intersection of Santa Rosa Avenue and South A Street.

ANNUAL REVIEW OF THE GROWTH MANAGEMENT PROGRAM

The city's Growth Management Ordinance regulates residential growth. In 2010, 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, 2010.

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 2010, 224 residential building permits were issued. Of these permits, there were 165 Reserve "A," 56 Reserve "B," and 3 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. None of the "A" units are actually "B" units in "50-50" projects, or projects which have half Reserve "A" and half Reserve "B," type units, which may 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.

There were no unissued Reserve "B" allotments for 2010 and 2011 at the end of the year. This is due to the fact that few projects were issued building permits in 2010, and therefore, they did not use their growth management allotments. Staff will work with applicants of approved projects to move allotments as possible to future years. It appears there will be more requests for allotments than those available.

Reserve "A" allotments remain available in 2011.

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 19,570 calls for service in 2010, a one percent increase from 2009, when there were 19,241 calls for service. Nearly 13,000 (68%) of these calls were emergency medical incidents. The Department provides emergency services for fire, medical, hazardous material and urban rescue incidents. In 2010, two of the City's ten fire stations were closed half of the year, on a rotating basis. The fire station closures resulted in an increase in response times within those response districts and in the downtown district. The Fire Department responded with nine paramedic engine companies and two ladder truck companies out of the remaining nine strategically located fire houses. In 2010, there were 366 fires with a fire loss of \$2,522,670.

Growth of the city continues to have a cumulative impact on 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 that the Fire Department shall achieve 90% performance of arrival of the first fire company at an emergency within five minutes of notification by the dispatch center. The time goal does not include the additional 70 second standard for the dispatch center call taking and emergency medical dispatching. The Department's emergency resources arrived on scene within 5 minutes of dispatch 75.8% of the time. The Fire Department was not able to meet the General Plan's response time goal this year.

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 has been used towards the addition of two fire stations located in the southwest and northeast in addition to the planned relocation of the Parker Hill Road station to the Fountaingrove area. The revenue also funds a full time paramedic fire engine and the upgrade of two additional fire engines to the paramedic level. 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 for Fire Station 11, which opened in March 2009. Due to the city's financial situation, the development of the final new fire house near Kawana Springs and Petaluma Hill Roads called for in the plan has been delayed.

Police Services

The General Plan calls for expedient police response to emergency calls. In 2010, the Police Department's average response times were 5 minutes and 29 seconds for Priority One calls, of which there were 7,187 calls for service, 9 minutes and 28 seconds for Priority Two calls, of which there were 71,996 calls for service, and 19 minutes and 38 seconds for Priority Three calls for service, of which there were 44,495 calls for service.

The city had a total of 171 sworn officer positions and 81 civilian employee positions in 2010. 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, 239 acres of acquired but undeveloped land, 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.

Additional parks are in the planning phase, including Bayer Park, Roseland Creek Community Park and Airfield Park in southwest Santa Rosa, Harvest Park and Dauenhauer Park in southeast, and Jack London Park in northwest 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.

Existing Water Supply

The City has contractual entitlement from SCWA per the Restructured Agreement for Water Supply (Restructured Agreement) for the delivery of up to 56.6 million gallons of water per day (mgd) on average, up to 29,100 acre feet per year (AFY). The City has two active groundwater wells which provide up to 2,300 AFY of potable water. The City also currently uses approximately 350 AFY of recycled water from its Subregional Water Reuse System for approved uses within the Santa Rosa Urban Growth Boundary. In addition to these water supply sources, the City implements an aggressive water conservation program, saving over 4,500 AFY of water. The total existing water supply available to the City is approximately 31,750 AFY. Santa Rosa's highest water use to date was in 2004 when 23,993 acre-feet was used.

The City also has a system of emergency groundwater wells which have been used historically to supplement the water supply during emergencies. The City Council's adopted Capital Improvement Program (CIP) is scheduled to increase the number of wells to provide 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.

Conditions which could affect Existing Water Supply

The Biological Opinion regarding SCWA's current operation of facilities within the Russian River watershed and short term water supply shortages due to drought conditions could affect the City's existing water supply.

In September 2008, the Biological Opinion regarding SCWA's operation of facilities within the Russian River watershed was released. The Biological Opinion determined that the operation of some aspects of the SCWA facilities will affect the endangered fish species within the Russian River watershed and required SCWA to implement certain measures over a 15 year timeframe to mitigate the effect on the fish species. The measures include, among other things, the restoration of fish habitat and the reduction of flows in the Russian River and Dry Creek. Due to the Biological Opinion requirements, SCWA's ability to meet peak demands during the months of June through October could be affected.

The contractual provisions of the Restructured Agreement dictate how water supply reductions will be administered in the event of a water shortage. Should the requirements of the Biological Opinion affect the SCWA's ability to fulfill its contractual entitlements for water supply, the water shortage allocation methodology identified in Section 3.5 of the Restructured Agreement would dictate the amount of water supply available to Santa Rosa. Under the water shortage allocation methodology, it is anticipated that the City's allocation would be 29,100 AFY, the full entitlement of the Restructured Agreement.

Recent drought conditions led to short term water supply shortages during the summer months of 2007 - 2009, resulting in SCWA requesting a voluntary 15% reduction in water use during the dry conditions in 2007 and 2008 and in SCWA implementing the water shortage allocation methodology and providing water allocations to its customers in 2009. 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, 2006¹. In response to SCWA's implementation of the water shortage allocation methodology in 2009, the City implemented its Shortage Plan and was able to successfully reduce water use to remain within the monthly water allocation provided by SCWA.

Short-term water supply shortages are expected in Santa Rosa's climate and, while they are considered in long-term water supply planning, occurrence of dry

¹The City is in the process of updating its Shortage Plan in connection with its 2010 Urban Water Management Plan.

year incidents does not negate the fact that water supply capacity is available for new development. Water supply planning is an ongoing process, and as with any changing hydrologic conditions, short term water supply shortages due to drought conditions are incorporated into the City's long-term water supply planning.

Future Water Supply

A combination of existing and additional sources comprises the City's water supply to serve the future water supply needs as identified in the City's General Plan. The City's current water entitlement from SCWA, existing 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 most recent demand analysis, conducted in 2005, indicated 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.² The additional water supply needed will be met through any combination of the following sources: continued implementation of the City's water conservation program, increased use of recycled water to offset current and future water uses which are approved for recycled water use; possible additional entitlement from SCWA; and possible further use of Santa Rosa's groundwater resources. Development of these additional sources of water supply will enable the City to meet projected water demand in 2035.

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 until 2020. Planning and environmental work has been completed that designates various projects to be implemented as growth occurs that would expand the system to 25.9 mgd, which will meet General Plan projections of Santa Rosa and the other subregional partners.

²The City is in the process of preparing an updated water demand analysis in connection with its 2010 Urban Water Management Plan. Similarly, SCWA is preparing an updated water supply analysis as part of its 2010 Urban Water Management Plan.

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

Due to the economic downturn, there have been fewer projects approved requiring growth management allotments. However, the growth management program was not designed to accommodate times of little building activity. Because of the large number of approved but not built projects, there are very few growth management allotments available.

Projects which have not pulled building permits or recorded a final map by the end of the calendar year technically lose their allotments. What this means, is that large numbers of growth management allotments were void at the end of 2010. While not required by the ordinance, staff generally tries to reissue the allotments in the following calendar year. Currently, there are not sufficient Reserve “B” allotments in 2011 to accommodate all the approved projects, so some projects will be issued allotments in 2012, which will allow them to pull building permits in that year.

This is an issue with the growth management’s program design and is an artificial indicator of growth, since many fewer building permits are being issued than allotment issuance would indicate.

Staff has long recognized that the Growth Management Ordinance is overly complex, even during more robust economic conditions. In response to this complexity, the City Council included a policy in the General Plan’s Growth Management Element in 1996 to simplify the provisions of the Growth Management Ordinance while retaining its purpose as a residential growth limitation.

In 1997, Community Development staff proposed a building permit limit as a means of simplifying the program, though this approach was ultimately not supported.

The Growth Management Program includes many features, such as two “Reserves,” for allotments for different types of units, a system of issuing allotments up to five years in the future, a growth management “bank” for unused Reserve B allotments, issuance of all a project’s allotments from Reserve A if the project contains half A and half B type units, and a diminishing number of

allotments every five years. Santa Rosa's system is multifaceted, but does not have the effect of truly limiting growth or metering it consistent with available public services.

Because of all these features, the program is difficult to explain and to understand. In addition, it is cumbersome and time consuming to track which projects have what type of allotments in what year, given the number of projects ongoing in Santa Rosa. Staff time to administer the program is considerable, and with less staff, has been accomplished on an intermittent basis. Shifting expired allotments to subsequent years, contacting developers to determine when they anticipate building, and keeping track of allotments by each reserve takes significant staff time. Expending time on a program to manage growth when little development is occurring is not a good use of staff time.

Possible options. During this time of little residential development, the growth management program is not essential to its original purpose. The City Council may wish to consider options to address the above-noted issues. These could include simplifying the program, suspending it, or modifying the ordinance to carry over unused allotments.

ANNUAL REVIEW OF THE HOUSING ALLOCATION PLAN ORDINANCE

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, 2010, no on site allocated units were approved.

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, 2010, the following units were approved:

225 qualifying units

0 second units

41 units affordable to very low and low income households (Kawana Springs Family Apartments: 26 VL, 15 Low)

0 units in mixed use projects

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 \$24,246,768, including loan repayment and interest. In 2010, \$620,500 was added to the Housing Allocation Plan fund, including fees paid (\$311,900), loan repayment, and interest. In 2009, \$315,159 was collected.

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

Project Name	VL	L	Units	Funding
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	\$400,000
Acacia Lane Senior	43		44	\$22,044
Railroad Square Senior	48	19	68	\$398,444
Kawana Springs Family	26	15	42	\$250,000
TOTAL	1017	559	1,582	\$23,296,519

Note: All of the projects noted above are built or approved except for Railroad Square Senior Apts.

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 2010.

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.

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

discontinued.

Housing Allocation Plan Committee Appointed. In 2009, the mayor appointed the Housing Allocation Plan Committee, whose charge was to identify the most effective approach to meet the city's objectives of providing housing opportunities for very low, low, and moderate income households consistent with the Regional Housing Needs Allocation goals. The committee evaluated several factors, including:

- Percentage of affordable housing required of development projects
- Relationship of on-site production to in-lieu fee payment
- Continuation or termination of the exemption of mixed use development projects from the requirement to participate in the Housing Allocation Plan
- Identification of additional funding sources for affordable housing (commercial linkage fee, real estate transfer tax, redevelopment funding increase)
- Offsite affordable housing development and other alternatives

Committee's Work. The committee met for about a year, concluding its work in summer 2010. The group spent much of its time discussing approaches to providing affordable housing, such as a program with more on-site affordable housing development as well as the current system's use of in-lieu fee revenues for future provision of affordable housing. Two distinct viewpoints emerged in the committee's work: one supportive of development of affordable units as part of each residential development project, and the other supportive of utilizing in lieu fees to support development of discrete affordable housing projects.

Both viewpoints understand that the city will move toward a unit based criterion for on-site or on-site equivalent inclusionary housing and that the mixed use exemption will be eliminated; both agree that addressing socioeconomic imbalances should be among the policy objectives of housing planning and both agree that developers who provide on-site inclusionary housing should be eligible for density bonus incentives. The divergence occurs in their differing assessments of Santa Rosa's affordable housing development strategies up to this point, the manner in which socioeconomic integration can be effectively promoted, and the effect of a shift to on-site requirements on the level and range of affordability likely to be developed.

Next Steps. Staff will be bringing the issues discussed and raised by the committee to the council in 2011 so the council can provide direction regarding changes to the Housing Allocation Plan.