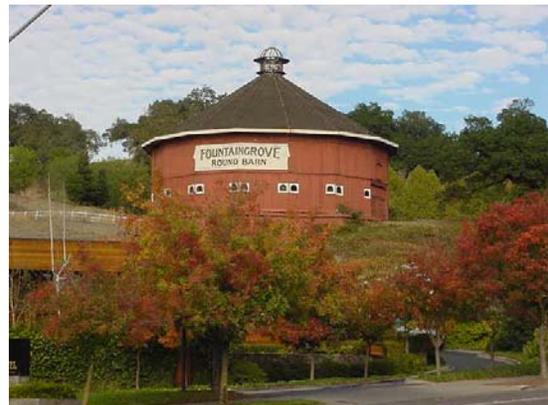


# ANNUAL REVIEW

Santa Rosa 2020: General Plan



City Council / Planning Commission Joint Session

March 15, 2005



## ***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. Each year, the Planning Commission and City Council review the General Plan, consistent with City Council Policy 200-01, the General Plan Amendment and Consistency 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 2004 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. A separate report, the Annual Department Report, outlines the activities of the Community Development Department in 2004.

## ***GENERAL PLAN ACTIONS IN 2004***

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According to City Council 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 2004 Amendment cycles:

- ξ ***Fire Station Locations:*** The General Plan's Public Services and Facilities Element was amended to reflect the Santa Rosa Fire Station Location and Deployment Study. Text was added to address the addition and relocation of fire stations. A new Figure 6-3 was added illustrating existing, existing to be relocated and future fire stations' general location.
- ξ ***Hillside Policies:*** Two policies were changed to ensure consistency in referencing slope percentages and to reflect the elimination of the Residential – Hillside zoning district with the adoption of the Zoning Code in August 2004.
- ξ ***111 Sebastopol Road:*** Twenty parcels containing approximately 12.2 acres were redesignated from Office and Medium Density Residential to a striped Light Industry/Medium Density Residential.

- ξ **4009 Sebastopol Road:** Three parcels containing approximately 9.7 acres were redesignated from Low Density Residential and Retail Business Service to a striped Retail Business Service/Medium Density Residential (3.2 acres) along the Sebastopol Road frontage with Medium Density Residential (6.5 acres) at the back of two of the parcels.
- ξ **Stony Circle:** Seven parcels totaling 17.5 acres were redesignated from Office to Business Park.
- ξ **4050 Sonoma Highway:** One parcel containing 2.64 acres was redesignated from Retail Business Service to Medium Density Residential.
- ξ **Petaluma Hill Road:** Four parcels totaling 2.9 acres were redesignated from Low Density Residential to Medium High Density Residential and 2 parcels containing 0.47 acres were redesignated from Low Density Residential to Medium Density Residential.
- ξ **3364 Coffey Lane:** One parcel totaling one acre was redesignated from Light Industry to Low Density Residential. A rezoning was processed concurrently with this General Plan Amendment, the first since this practice has been allowed to streamline the development process.
- ξ **1320 Trombetta Street:** A 0.39 acre parcel was redesignated from Low Density to Medium Low Density.

The overall tenor of these amendments is away from non-residential uses and toward higher density and mixed use development. Nearly 6 acres of Retail Business Service, 23 acres of Office and 1 acre of Light Industry were redesignated to residential or mixed use. The redesignation of these lands along with 9 acres of Low Density Residential will allow the development of nearly 200 units over previous designations (at the midpoint of the density range).

## ***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 649 residential building permits issued by the City of Santa Rosa in 2004. Of the permits issued, 386 were for single family detached dwellings, 58 were for single family attached units, 88 were for multifamily dwellings, 108 were for second dwelling units and 9 were for mobile homes. Twenty-five (20 multifamily and 5 single family) units were built as live-work units. Of the 649 total units, 165 were constructed in northeast, 131 in southeast, 209 in southwest and 144 in northwest Santa Rosa.

The new multifamily development consists of 26 duplex units, 20 live work units at Courtyard Village and two affordable housing projects, Transitional Housing (10 units, southeast) and Timothy Commons (32 units, southwest).

Overall residential permitting was down 17 percent from 2003. In 2003, there were 786 permits issued for residential dwellings. Permitting increased 14 percent in the southwest and 336 percent in the northwest and decreased in the northeast (45 percent) and southeast (52 percent) over the prior year.

A substantial increase in permits for second dwelling units was evidenced in 2004. One hundred eight second units were permitted, 76 along with a single family unit and 32 on lots where a single family unit already existed.

As of October 2004, there were 2,652 residential units approved and ready for development. There were another 3,996 residential units proposed and proceeding through the development review process.

Santa Rosa had 154,379 residents on January 1, 2004, according to the State Department of Finance. This represents an increase of 0.64 percent over the 2003 population. (Note: the estimate for January 1, 2005 is not available until May 2005).

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

Santa Rosa issued building permits for just under 400,000 square feet of new non-residential construction in 2004. 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>	68,893	200
<b>Office</b>	114,518	450
<b>Light Industrial</b>	139,820	350
<b>Public/Institutional</b>	64,016	200
<b>TOTALS</b>	<b>387,247</b>	<b>1,200</b>

Included in this total are the shops south of Safeway in the Mendocino Marketplace, the mixed retail/office building under construction in Railroad Square, a mixed retail/office building at Corporate Center and Sebastopol Road, and two 35,000+ square foot office buildings, one in the Corporate Center Business Park and one at the Fountaingrove Executive Center. Two warehouse/light industrial buildings were permitted on Duke Court in southwest Santa Rosa, and a new mini-storage will be developed on Hopper Avenue in the northwest. About 16,000 square feet of retail was permitted as part of 25 new live-work units.

Non residential square footage permitted last year increased 95 percent from 2003, when 198,989 square feet was issued building permits.

Significant non residential square footage has been approved (550,700 square feet) with an additional 900,000 square feet in the review process as of January 2005. 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	358,041	1,190	90,706	300
Office	262,119	1,050	286,096	1,150
Light Industrial	85,776	215	150,139	375
Public/Institutional	202,884	675	23,772	80
<b>TOTAL</b>	<b>908,820</b>	<b>3,130</b>	<b>550,713</b>	<b>1,905</b>

The pending square footage is nearly double that of January 2004, when 520,000 square feet of non-residential was in the development pipeline.

### ***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 projects Santa Rosa's jobs/employed residents' ratio to be about 1.11 in 2005. This is a recent reduction with the recently released *Projections 2005*. The prior ABAG projection was a jobs/employed residents' ratio of 1.36, an increase over past projections, indicating continued job growth, with residential growth not occurring at the same pace. ABAG now assumes greater infill development and a higher number of employed residents in Santa Rosa.

As outlined in the sections above, 649 new units and 387,247 commercial square feet with the potential to generate about 1,200 jobs were issued building permits in 2004. The annual jobs/housing ratio can be determined using the following factors.

New units (households)	649
Employed residents/household (ABAG)	1.28
New employed residents	830
Jobs/employed residents (1,200/830)	1.45

To see how this will affect the existing 1.11 jobs/employed residents' ratio, the following factors are used.

Total units (67,775 in UGB + 649 new)	68,424
Employed residents/household (ABAG)	1.28
Total employed residents	87,580
Total jobs (94,770 + 1,200 new)	95,970
Jobs/employed residents	1.10

This year's permitting did not significantly affect the existing jobs/employed residents' ratio. (Notes: No conversion made to households from units; units from Santa Rosa Existing Land Use Survey; employed residents and total jobs from ABAG for 2005).

***Annexations***

In 2004, 73.55 acres of land were added to the City of Santa Rosa through 6 annexations. Most of these annexations contained existing development, with 25 single family and 16 multifamily units total. One annexation, 32.38 acres in Oakmont, was added to the City for the Orchard at Oakmont development, which was processed along with the annexation. This project contains about 140 single family senior units, with 25 affordable, for sale dwellings. With last year's annexations, the City now includes 41.14 square miles.

**Housing Needs Information**

The 649 units permitted in 2004 meet the following income categories: Very Low - 24; Low - 152; Moderate - 131; Above Moderate -342. Very Low and Low income units are generally those under contract with the City and second dwelling units. This year, at the time of this writing, two for-sale projects, Railroad Square Terraces and Yulupa Co-Housing were anticipating offering some units affordable to Low Income households, with no affordability contract. Moderate income units are those which, according to assessor's records and rental offices, sold or rented at prices affordable to moderate incomes. The following table compares the ABAG Regional Housing Needs Determination (RHND) numbers for Santa Rosa with building permit issuance by income category to illustrate the remaining need.

Building Permit Issuance by Income Category 1999 - 2004					
Income Category	Very Low	Low	Moderate	Above Moderate	TOTAL
ABAG RHND - 1999 - 2006	1,539	970	2,120	3,025	7,654
Building Permits Issued 1999 - 2004	231	971	1,791	3,194	6,187
Remaining Need 2005 - 2006	1,308	0	329	0	1,637

### *General Plan Quantified Objectives*

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

In 2004, 24 permits were issued for very low income units and 152 permits were issued for low income units. Of these units, 43 were subsidized by the City; for the remaining units, market rents were affordable to low income households.

While the City did not fully meet this objective in terms of affordability level, it did subsidize the future development of 232 dwelling units - 166 very low and 63 low income units in 3 projects as illustrated in the table below. It is important to note that 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.

	Very Low	Low	Total Units	In Lieu	Other Funds	Total 2004 Subsidy	Prior Subsidy
1080 Jennings	65	40	107		\$1,194,104	\$1,194,104	\$2,684,525
Jennings Senior	54	0	55		\$1,200,000	\$1,200,000	\$815,475
Jennings Bridge	47	23	70		\$814,865	\$814,865	\$1,860,000
<b>TOTAL</b>	166	63	<b>232</b>		\$3,208,969	<b>\$3,208,969</b>	\$5,360,000

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

In 2004, 382 units were rehabilitated through the City's Housing Rehabilitation Conservation Program, the Neighborhood Revitalization Program and Section 8 rental assistance programs.

Twenty two units were rehabilitated through the Housing Rehabilitation/Conservation Program at a cost of \$220,130. These include 16 single family units and 6 multifamily units. Sixteen of the total units were modified for disabled occupants. Seven of the units rehabilitated are owner occupied, and 15 are renter occupied. Funding came from Redevelopment Low/Mod funds, which assisted 21 very low and 1 low income households.

Sixty four units were rehabilitated through the Neighborhood Revitalization Program as a result of building code enforcement measures which were cited and cleared in 2004. This includes 51 units in the Sunset neighborhood, 6 in the Apple Valley neighborhood, 1 in the Aston neighborhood and 6 in Corby/Olive.

Two hundred ninety six units were rehabilitated through the Section 8 rental assistance program as the result of staff inspections for code compliance. 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.***

Significant second unit construction continued in 2004, with permits issued for 108 new second dwelling units, well exceeding the objective. The majority of these second units (76) are being developed concurrently with single family units in the Courtside Village, Stonebriar, Stony Ranch, Meadowlark Village 3 and Briarwood projects. There were 32 second units permitted with existing single family homes, which is double the number permitted last year. The additional second unit production with existing single family dwellings may be due, in part, to the elimination of the public hearing requirement for new second units. Proposed second units meeting established standards need only a building permit.

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.***

The City acquired the 12.3 acre site at Finley Avenue and South Wright Road for the future Samuel Jones Hall homeless shelter. The City also received a grant for \$1,000,000 from the State's Emergency Housing and Assistance Program for the rehabilitation of the existing structure.

The Chanate Women's Shelter received a commitment of \$145,458 during 2004. This shelter will provide 24 beds. Funds were also provided for the acquisition and rehabilitation of an existing 22 unit group home, which will provide transitional housing for youth transitioning out of foster care.

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 2004, 40 units lost affordability. Four low income units at the Whitesgate Apartments on Aston Avenue which had been developed through the local Density Increase Program converted to market rate due to expiration of the affordability contract. A mobile home, as described below, also lost its affordability. Thirty five units bought out of affordability restrictions in five ownership projects: Bellevue Ranch, Youthbuild, DeTurk, Parkside and Gray's Meadow.

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

One mobile home lost its affordability, but no mobile home units were lost in the community.

### **Housing Policy Implementation**

Housing Element policies are unique among General Plan policies in that implementation dates and responsible entities are included. There are 7 policies with 2004 completion dates or annual implementation. A table listing the policies and how implementation has progressed is included as Exhibit A to this report.

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

General Plan policy promotes mixed use development in Community Shopping Centers, and along Sebastopol Road and Santa Rosa Avenue. An increasing number of projects are proposing a mix of residential and non-residential uses.

Five mixed use projects are approved and are ready for development. These projects include a total of 173 units (113 multifamily units, 39 single family attached and 21 live/work units), 8,900 square feet of retail and 15,500 square feet of office. Another 10 mixed use projects are proposed and are proceeding through the planning process. These projects propose: 1,048 total units (286 multifamily units, 132 senior units, 5 live/work units, 497 single family attached units, 258,000 square feet of retail, 165,500 square feet of office and 45,200 square feet of light industrial).

Since adoption of more stringent hillside policies in *Santa Rosa 2020: General Plan*, project applicants have responded with projects designed to better protect natural features and avoid development on slopes greater than 25 percent. The Zoning Code, adopted Summer 2004, requires Hillside Development Permits for sites with slopes greater than 10 percent, implementing General Plan hillside goals and policies.

## ***Downtown***

The General Plan directs downtown to be the major office, financial, civic and cultural center in the North Bay. The new Downtown Commercial (CD) District was adopted as part of the updated Zoning Code. This zone and its standards provide for a mix of ground floor retail, office and residential. Specific design standards for street frontages are included, and ground floor, pedestrian oriented uses are required, consistent with General Plan direction.

Staff and the Design Review Board are currently working to fine tune the City's Mid-Rise Policy. The revision will specify appropriate building heights by area downtown, with the maximum height of 10 stories, consistent with General Plan policy. The proposed policy will be heard by decision making bodies this Summer, with changes to the Design Guidelines and the Zoning Code anticipated.

The General Plan requires uses such as parking garages and theaters to provide activity generating ground floor uses. The City's intent in developing a parking garage at Third and E Streets is consistent with this policy in that retail is planned on the ground floor. Proposals to incorporate residential uses on the site are under development.

## **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 not utilized to analyze level of service, traffic signal timing, which affects levels of service, is evaluated on a regular basis. The Public Works Department gathers information on traffic flows at various times of day on major streets, and coordinates signals to improve traffic flow. Intersection modifications are also undertaken to improve function and efficiency. During 2004, Protected / Permitted signals were introduced at many Santa Rosa intersections. This signal first displays a green arrow, then changes to a green light, which has improved traffic efficiency. An "Intelligent Transportation System" was approved last year, which is expected to drastically reduce delays at stoplights upon implementation over the next few years. The system utilizes a computer which monitors and modifies signal timing 24 hours per day.

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 up to three neighborhoods annually. In 2004, Public Works assisted the Crest Drive neighborhood, the Coffey Park neighborhood and the residents along Clark Street. Neighbors had requested assistance from the City to reduce speeding, cut-through traffic and commercial vehicle traffic. Various techniques will be utilized, including redesigning intersections and adding striping, signing and stop controls, depending on

the neighborhood. Work continues with the McDonald neighborhood, where a traffic circle was installed last year. Staff has also worked with neighbors in the Fountaingrove area to address traffic calming and design techniques to be utilized in the plan for Cross Creek Road.

Additionally, traffic efficiency projects have been undertaken on Bethards Drive (Yulupa to Summerfield), Summerfield Road (Bethards to Park Trail) and Yulupa Avenue, north and south of the community shopping center. The streets have been restriped from four to two travel lanes, and include a turning lane and bike lanes on both sides.

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 last year. 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. Sales tax funds from Measure M are targeted to widen Fulton Road north of Guerneville Road and to improve the interchange at River Road and Highway 101, which will improve traffic conditions in Santa Rosa.

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. Transit ridership increased 2.6 percent in 2003/2004, from 2.59 million to 2.65 million trips. The Transit and Parking Department encouraged CityBus use through the *Seniors on the Go* program, which promotes senior ridership by offering free transit and promotional items to seniors for 10 days in October. The Bus Buddy Program is ongoing, assisting those who are anxious about riding the bus.

Santa Rosa's Paratransit program serves disabled individuals who cannot use fixed transit. Paratransit offers curb to curb service for users. Ridership grew 16 percent from in 2003/2004. The *Free Ride Program*, which provides incentives for the use of commute alternatives, expanded to include additional employers last year. More than 1,000 employees per month throughout the City participate in this program by carpooling, biking or walking to work.

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

The General Plan directs attractive and safe streets for pedestrians and bicyclists. Last year, bike lanes were added on North Street/Franklin Avenue, Bethards Drive (Cactus to Summerfield), Yulupa Avenue (at Bethards), Summerfield Road (Bethards to Park Trail) and Kawana Springs Road (Petaluma Hill to Brookwood). An off street path was completed on the Prince Greenway from Pierson Street to Railroad Street.

Consistent with the Plan policy regarding provision of safe pedestrian access for students,

asphalt paths were developed on Baird Road, Benicia Drive, Benjamins Road, Jennings Avenue, Lance Drive, Link Lane, Halyard Drive, Carley Road, Brittain Lane, Coffey Lane, Yerba Buena Road, Calistoga Road and Parkhurst Drive. Pedestrian activated flashing signals were installed at E and Cherry Streets near Santa Rosa Middle School and at Horseshoe Drive and Summerfield Road near Strawberry Elementary School.

Wheelchair ramps at corners were installed throughout the City last year, improving accessibility and safety for disabled persons.

The City has received a matching grant from the Metropolitan Transportation Commission's Transportation for Livable Communities (TLC) Planning Grant Program to study the Sixth – Seventh Street corridor between Santa Rosa Creek and E Street to improve circulation on the northern edge of downtown and unite Seventh Street and the Sonoma County Museum with Courthouse Square, Railroad Square and other downtown destinations. Envisioned enhancements include improvement of non-motorized circulation facilities, elimination of travel barriers, streetscape enhancements that will create an inviting environment for non-motorized travelers, and the creation and/or reinforcement of links to area transit, recreational facilities, community amenities, housing and jobs. The study will closely coordinate its TLC strategies and non-motorized circulation findings with on-going and completed downtown area studies including the Courthouse Square Study, the Sixth Street Undercrossing of US 101 Study, and the Downtown Linkages Program.

### ***Rail Transit***

The General Plan supports the development of rail service along the Northwest Pacific Railroad right-of-way. The Sonoma-Marin 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 in Santa Rosa. SMART is currently developing a rail implementation plan, preparing environmental studies, and undertaking other systems planning tasks. 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.

## **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. In 2004, the City added 11 acres of new park land with development of Rincon Ridge Park in the Fountaingrove II subdivision.

Funding is ongoing in the City's Capital Improvement Program for an additional aquatic facility, as called for by the General Plan. No specific location is targeted at this time, but the Plan directs new swim centers in the southeast, southwest and Rincon Valley.

The City is working in conjunction with Seniors, Inc., which is in the process of designing a new Senior Center to be located on the Finley Community Center site. Private fundraising is ongoing to accrue sufficient funds for construction. The City is also discussing a possible joint use agreement with the Sonoma County Library for a new library and possible Community Center at Southwest Community Park.

### ***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 dispatch and communications services. Called the Redwood Empire Dispatch and Communications Authority (REDCOM), it includes all Sonoma County cities and fire districts, plus Sonoma County, and provides all fire/emergency medical dispatch services county-wide. The Department also has a joint response agreement with Rincon Valley Fire to provide engine coverage for some of its territory in return for Rincon Valley support in some areas of Santa Rosa. In addition, the Department provides joint response with Rincon Valley, Bennett Valley and the California Department of Forestry and Fire Protection in wildland/urban interface areas.

The General Plan calls for development of three new fire stations and relocating three other fire stations to better serve the community. The passage of Measure O in November 2004 will provide funds for the building and staffing of the new stations, with the first planned in southwest Santa Rosa in 2005-2006. The relocation of Station 5 from Parker Hill Road to a new location near Parker Hill and Fountaingrove Parkway is planned in 2006-07 along with a new station at Mendocino Avenue and Steele Lane.

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. The Police Department is planning to add officers next year due to the passage of Measure O. New officers will be focused in the areas of street services (gang prevention and enforcement, patrol), traffic and downtown.

General Plan response time goals and information on 2004 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 the long term, the City's current water entitlement from SCWA, and recently developed groundwater production wells, will need to be supplemented slightly to meet the growth projected in the City's General Plan. Additional water increment may be needed around 2018. This additional long term annual volume increment will be met through a combination of sources such as possible further utilization of the City's groundwater resources for production rather than emergency supply, additional entitlement from SCWA, the City's recycled water supplies, and conservation efforts. This will allow Santa Rosa to meet the projected water demand associated with the General Plan through 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). The Geysers project became operational in 2003, and this increased the capacity of the Laguna Plant from 18 million gallons per day to 21.34 mgd. This is expected to provide capacity through at least 2010. 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. In 2004, the City commenced a coordinated environmental study encompassing about 350 acres of potential CTS habitat in southwest Santa Rosa. Three Environmental Impact Reports will describe the impacts of development on the salamander. The Dutton Meadows EIR is complete and will be considered by the Planning Commission in February 2005. The other two are expected to be completed and considered by the Planning Commission in Spring 2005. A Conservation Strategy Team comprised of state and federal agencies, property owners and city and county representatives, has organized and is developing a strategy to protect the CTS while allowing development to occur. An Implementation Committee has also convened to evaluate how to implement the strategy which is being developed.

Consistent with General Plan policy, the City has embarked on a Citywide Creek Master Plan. The purpose of the plan is to preserve existing habitat and create new habitat as well as to acquire space along creeks for bicycling and walking. The Public Works Department has been heading up this program, working with a committee of other Departments and the Sonoma County Water Agency. Staff has hosted a number of community meetings and has analyzed water quality, flood capacity and restoration needs. *Creek Dreams: Expanding the Vision* was released in October 2004, and it outlines community ideas for a Citywide Creek Master Plan by area. The Public Works Department is currently seeking grant funding to hire a consultant to develop the Creek Master Plan.

### **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. Promoting business expansion, retention and attraction includes the Business Visitation Program, the Debt Equity and Referral Program, Information Provision, Tourism Program and the Main Street Program.

The Business Visitation Program visited 8 local businesses during 2004, and conferred with business owners and managers. This is consistent with General Plan direction to maintain close ties with business through this program. The economic development program also provides assistance to businesses looking to locate in Santa Rosa. This assistance has led to siting of Black Sea Gallery Furniture and Flavor Restaurant in downtown Santa Rosa.

Economic Development staff is also working on Phase 2 of the City’s economic strategy. (The Economic Development Strategy (ERA, July 2003) is Phase 1). Phase 2 will focus more on specific policy recommendations and is expected to be considered and adopted by the City Council this Spring.

The General Plan calls for provision of sufficient land for business expansion and attraction to utilize the local labor force. There are currently about 229 acres of vacant non-residential sites of 2 acres or more in Santa Rosa, with 190 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	51	76	127
Business Park	74	-	74
Industrial	82	114	196
Office	22	-	22
<b>TOTAL ACRES</b>	<b>229</b>	<b>190</b>	<b>419</b>

Note: Table includes parcels of two acres or more in size.

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. While redesignation of properties is possible, staff does not recommend analyzing residential land for this purpose due to current housing goals. Redesignation of non-residential land to retail could be considered, along with identification of sites which are underutilized or have redevelopment potential.

**Historic Preservation**

General Plan policy calls for adaptive reuse of historic landmark structures for institutional, office or limited commercial uses where neighborhoods are not negatively impacted. The Alexander House, at 412 Humboldt Street, was designated a local landmark and is currently being renovated to provide office uses. The historic Fountaingrove Round Barn was approved to be used as an event center for the Fountaingrove Inn.

The Historic Overlay district was included in the revised Zoning Code last year. This illustrates

where historic districts are located and where historic standards must be applied. The City's GIS database has been updated to include historic landmarks and districts, and the electronic and hard copies of the Zoning Map also illustrate the Historic Overlay zone.

Updating the historic survey of southwest Santa Rosa commenced in 2004. Initial findings conclude there is potential for 11 historic districts, with 300 contributing structures. The survey results are being presented to the Cultural Heritage Board as of this writing.

## **Youth and Family**

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

The Department of Community Development staffed the Council-appointed Child Care Committee until 2004, when the Committee ceased to exist. The Committee was charged with implementing the Child Care Action Plan, adopted in 1996. 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. During the last year, the Teen Council has focused on three City Council goals: 1) gang prevention and intervention; 2) traffic; and 3) housing and homelessness. To that end, the Teen Council has spent time becoming educated about these issues. It is also getting hands-on experience in community improvement by participating in graffiti removal.

The Recreation and Parks Department will be concentrating on gang prevention and intervention next year due to the passage of the Measure O sales tax in November 2004. The focus will be on establishing 10 new after school activity sites, particularly in southwest Santa Rosa. Staff will also develop a grant process for non-profits to gain greater participation in gang prevention and intervention.

The General Plan also directs expansion of police officers at middle and high schools. Currently, two police officers are assigned to local schools. When overall staffing increases in the next few years, additional officers are planned to be added at middle and high schools.

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. Design work for this facility commenced this past year.

## **Art and Culture**

The Art and Culture Element calls for increasing public art throughout Santa Rosa and developing places for art activities to occur. The City participates and promotes the arts in various ways.

The Recreation and Parks Department sponsors rotating art exhibits at the Finley Center, the Steele Lane Recreation Center and the City Council Chamber. The City is also now promoting an opportunity for Santa Rosans to showcase their artistic talent by entering a contest sponsored by the National Arts Program. The purpose of the program is to foster artistic talent and appreciation among residents, with artwork entered exhibited in the City facilities noted above. The City also sponsors “Art in the Park” on summer Sunday evenings, with free concerts at Juilliard Park downtown.

The work of the Art in Public Places Committee and local artist Ned Kahn has resulted in a wind animated sculpture on the west side of the SBC building on Third Street downtown. The west side was completed in Fall 2004, and the north side sculpture will be completed this year.

Artists are being encouraged to participate in the “It’s Your Town, Charlie Brown” program which involves the painting and placement of 55 Charlie Brown sculptures throughout Santa Rosa during Summer 2005 in tribute to the late Peanuts’ creator Charles Schulz.

## Exhibit A – 2004 Housing Element Policies

<b>Housing Element Policy</b>	<b>Implementation</b>
H-A-3 Improve community acceptance of higher density housing through community-based outreach, recognition of existing livable neighborhoods, and assurance of well-designed high density projects.	This program has not yet been undertaken.
H-B-10 Review and document the performance of affordable housing programs annually. Record the number of affordable units developed from various funding sources, the number and income levels of households assisted through various programs and the number of existing homes sold at affordable prices.	This policy is implemented through this report, the General Plan Annual Review.
H-C-15 Review residential land use designations of unincorporated areas within the UGB. Amend the General Plan to ensure consistency where Santa Rosa's Plan designates lower residential densities than the County General Plan.	This 2003 program was completed this year. The analysis concluded that the number of units which might result from amending the General Plan was not significant enough to warrant amending the Plan.
H-D-4 Inventory existing properties, including vacant and underutilized non-residential parcels and existing older motels, in order to identify non-residential land with SRO development potential. Develop additional incentives and programs which would encourage new SRO development, rehabilitate existing motel rooms for SRO occupancy and sustain the housing units provided. SRO housing will help address the needs of seasonal farmworkers, seniors and persons with disabilities.	This program was started in 2004 and is expected to be complete in 2005.
H-D-5 Revise existing regulations as necessary to expand the potential supply of SRO units by allowing such uses in non-residential zoning districts.	This program was started in 2004 and is expected to be complete in 2005.
H-D-6 Adopt an ordinance specifically addressing the development of SROs. Include incentives which will encourage their development, including: development fee payment by the City, density bonus, reduced parking requirements and fast track processing.	This program was started in 2004 and is expected to be complete in 2005.