

ANNUAL REVIEW

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



City Council / Planning Commission Joint Session

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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 20 years into the future. It guides the City's planning and zoning functions as well as the funding of public improvement projects, such as parks and streets.

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

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

The annual review covers General Plan actions in 2005 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 2005

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 2005 Amendment cycles:

- ξ ***General Plan Amendment and Consistency:*** City Council Policy 200-01 provided guidance on the process for reviewing and amending the General Plan. In an effort to place policies where people would seek them, City Council Policy 200-01 was incorporated into the General Plan Introduction in early 2005. The General Plan now contains a paragraph regarding its annual review and a section addressing how the General Plan is changed.
- ξ ***471 West College Avenue:*** This was an out-of-sequence General Plan Amendment which proposed a change from Business Park to Medium High Density Residential for 4.09 acres for the Terracina affordable housing project. The project was processed concurrently with the General Plan Amendment, and 98 units were approved, with 68 very low and 30 low income units.
- ξ ***4771/4775 Sonoma Highway:*** Approximately 1.35 acres were redesignated from

Low Density Residential to Retail Business Service on Sonoma Highway to recognize existing retail uses fronting the roadway.

- ξ **3745 Airway Drive:** One parcel totaling 1.71 acres was redesignated from Office to Retail Business Service. The vacant site was also rezoned to the General Commercial zoning district.
- ξ **1615 Fulton Road:** One parcel containing 22.7 acres was redesignated from Very Low Density Residential to Low Density Residential. The vacant site was also rezoned to the R-1-6 zoning district.
- ξ **6526/6535 Oakmont Drive:** Two parcels totaling 14.75 acres were redesignated from Community Shopping Center/Mixed Use to a combination of Retail Business Service (2.9 acres), Medium Density Residential (1.64 acres) and Low Density Residential (10 acres). The vacant parcels were also rezoned to the General Commercial (CG), R-3-18 and the R-1-6 zoning districts.

The redesignation of the Community Shopping Center in Oakmont is the most significant change to the General Plan last year. Instead of a shopping center serving Oakmont and surrounding areas, the site can be developed with about 45,000 square feet of retail, 50 single family dwellings and 20 multiple family dwellings. The other amendments would allow an additional 25,000 square feet of retail, 98 higher density affordable units and 90 additional single family units over prior designations.

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

There were 1,250 residential building permits issued by the City of Santa Rosa in 2005. Of the permits issued, 461 were for single family detached dwellings, 149 were for single family attached units, 361 were for multifamily dwellings, 137 were in mixed use projects (26 single family attached and 111 multifamily units), 102 were for second dwelling units, 34 were live/work units and 6 were for mobile homes. Of the 1,250 total units, 240 were constructed in northeast, 348 in southeast, 120 in southwest and 542 in northwest Santa Rosa.

The majority of new multifamily units are located in three affordable housing developments in northwest Santa Rosa. These include 128 units at Olive Grove on Marlow Road, 69 units at 1090 Jennings Avenue and 107 units at Monte Vista Apartments, also on Jennings. The 32 unit Linwood Apartments are under construction in southeast Santa Rosa, fulfilling the Housing Allocation Plan requirement for the larger Linwood Subdivision. These units will be affordable to low income households.

Overall residential permitting was up 93 percent from 2004 when 649 permits were issued for residential dwellings. Permitting increased 276 percent in the northwest, 166 percent in the southeast and 46 percent in the northeast and decreased 43 percent in the southwest over the prior year.

Permitting for second dwelling units was similar to 2004. One hundred two second units were permitted, 83 along with a single family unit and 19 on lots where a single family unit already existed.

As of November 2005, there were 4,299 residential units approved and ready for development. There were another 3,267 residential units proposed and proceeding through the development review process.

Santa Rosa had 156,268 residents on January 1, 2005, according to the State Department of Finance. This represents an increase of 0.74 percent over the 2004 population. (Note: the estimate for January 1, 2006 is not available until May 2006).

Non Residential

Santa Rosa issued building permits for just over 400,000 square feet of new non-residential

construction in 2005. 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	153,962	500
Office	114,439	450
Light Industrial	82,425	200
Public/Institutional	55,445	180
TOTALS	406,271	1,330

Included in this total are the Kohl’s department store on Airway Drive, an office building on West College near Dutton and two 35,000+ square foot office buildings, one on Apollo Way in the Corporate Center Business Park and one at the Fountaingrove Executive Center. Six warehouse/light industrial buildings were permitted on Wiljan Court in southwest Santa Rosa, and two will be developed on Ferdinand Court in the southeast.

Non residential square footage permitted last year increased 5 percent from 2004, when 387,247 square feet was issued building permits.

Significant non residential square footage has been approved (930,300 square feet) with an additional 510,000 square feet in the review process as of November 2005. The type of square footage and the estimated number of jobs it will generate are outlined in the following table.

Non Residential	Pending	Jobs	Approved	Jobs
Retail	294,991	980	180,288	600
Office	162,526	650	403,171	1,600
Light Industrial	37,625	905	120,206	300
Public/Institutional	15,000	50	226,656	750
TOTAL	510,142	1,770	930,321	3,250

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, 1,250 new units and 406,271 commercial square feet with the potential to generate about 1,300 jobs were issued building permits in 2005. The annual jobs/housing ratio can be determined using the following factors.

New units (households)	1,250
Employed residents/household (ABAG)	1.28
New employed residents	1,600
Jobs/employed residents (1,300/1,600)	0.81

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

Total units (68,688 in UGB + 1,250 new)	69,938
Employed residents/household (ABAG)	1.28
Total employed residents	89,520
Total jobs (94,770 + 1,300 new)	96,070
Jobs/employed residents	1.07

This year's permitting slightly decreased the existing jobs/employed residents' ratio, suggesting greater balance in total jobs to employed residents. (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 2005, 200 acres of land were added to the City of Santa Rosa through 8 annexations. Most of these annexations contained existing development, with 50 single family units total. The largest annexation, 154 acres, includes the northwest portion of the City. Nearly 300 units have been approved or are now proposed in this area. With last year's annexations, the City now includes 41.51 square miles.

Housing Needs Information

The 1,250 units permitted in 2005 meet the following income categories: Very Low - 188; Low - 248; Moderate - 349; Above Moderate - 405. Very Low and Low income units are generally those under contract with the City and second dwelling units. The following table compares the ABAG Regional Housing Needs 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 - 2005					
Income Category	Very Low	Low	Moderate	Above Moderate	TOTAL
ABAG RHND - 1999 - 2009	1,539	970	2,120	3,025	7,654
Building Permits Issued 1999 - 2005	421	1,219	2,137	3,659	7,436
Remaining Need 2005 - 2009	1,118	0	0	0	1,118

General Plan Quantified Objectives

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

In 2005, 188 permits were issued for very low income units and 348 permits were issued for low income units. Of these units, 334 were subsidized by the City; for the remaining units, market rents were affordable to low income households. The City assisted 47 more units than called for overall, but the affordability level is reversed with more low than very low income units.

The table below illustrates funding for affordable projects which was committed in 2005. 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.

In addition to the units issued permits, above, the City committed more than \$13 million in 2005 to 8 projects which will contain 627 units, exceeding the funding goal.

	Very Low	Low	Total Units	In Lieu	Other Funds	Total 2005 Subsidy	Prior Subsidy
Terracina	68	30	98		\$2,200,000	\$2,200,000	
Olive Grove	76	50	126	\$300,000	\$196,000	\$496,000	\$4,975,000
The Crossings	48		48	\$100,000	\$2,649,950	\$2,749,950	
Colgan Meadows	52	31	83	\$1,451,430	\$322,570	\$1,774,000	\$2,371,400
Monte Vista	65	40	105	\$2,055,044	\$613,142	\$2,668,186	\$4,044,525
Creeside Village	24		24		\$40,000	\$40,000	
Burbank Avenue	54	35	89		\$1,950,000	\$1,950,000	
Jennings Senior	54		54	\$231,328	\$1,210,072	\$1,441,400	\$2,015,475
TOTAL	441	186	627	\$4,137,802	\$9,181,734	\$13,319,536	\$13,406,400

In addition, the City provided \$850,000 in support of Community Support Network's acquisition of a house on Brown Street, which will provide 24 hour care for 15 people with serious mental illness, 12 of whom will have extremely low incomes.

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

In 2005, 1,090 units were rehabilitated through the City's Housing Rehabilitation Conservation Program, the Neighborhood Revitalization Program and Section 8 rental assistance programs.

Eighteen units were rehabilitated through the Housing Rehabilitation Conservation Program at a cost of \$120,574. These include 13 single family units and 5 multifamily units. Twelve of the total units were modified for disabled occupants. Eight of the units rehabilitated are owner occupied, and 10 are renter occupied. Funding came from Redevelopment Low/Mod funds, which assisted 18 very low income households.

Five hundred fifty units were rehabilitated through the Neighborhood Revitalization Program as a result of building code enforcement measures which were cited and cleared in 2005. This includes 65 units in the Sunset neighborhood, 188 in the Apple Valley neighborhood, 235 in the Aston neighborhood and 62 in Corby/Olive.

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

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

Significant second unit construction continued in 2005, with permits issued for 102 new second dwelling units, well exceeding the objective. The majority of these second units (83) are being developed concurrently with single family units in the Gordon Ranch, Meadowlark Village 3, Meadow Park, and Marlow Place projects. There were 19 second units permitted with existing single family homes.

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 in 2004 and opened this shelter in late 2005. The shelter provides 40 beds for extremely low income, chronically homeless persons. Forty more beds are planned to be added by June 2006.

The Chanate Women's Shelter received a commitment of \$145,458 during 2004 and

opened in 2005. This shelter provides 24 beds, an increase of 9 beds over the previous facility.

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 2005, 26 units lost affordability. One low income unit which had been developed through the local Density Increase Program converted to market rate due to expiration of the affordability contract. Two mobile homes, as described below, also lost their affordability. Twenty three units bought out of affordability restrictions in seven ownership projects: Bellevue Ranch, Youthbuild, DeTurk, Parkside, Gray's Meadow, Rancho Miguel, and Sierra Meadows.

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

Two mobile home lost their 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 no policies with 2005 completion dates, since most programs were slated for completion in the years right after the Housing Element's adoption in 2002. Some prior year's policies were completed last year, and a table listing those is included as Exhibit A to this report.

Land Use/Design/Livability

General Plan policy promotes mixed use development in downtown, 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.

Six mixed use projects are approved and are ready for development. These projects include a total of 78 units (34 multifamily units and 44 single family attached units), 63,700 square feet of retail and 13,600 square feet of office. Another 7 mixed use projects are proposed and are proceeding through the planning process. These projects propose: 489 total units (59 multifamily units and 430 single family attached units, 132,000 square feet of retail and 30,000 square feet of office). Four of the projects are located downtown, where the General Plan promotes mixed use development.

The General Plan directs a program for the comprehensive upgrade of Sebastopol Road from Stony Point to Dutton Avenue. The purpose is to transform the street into a pedestrian friendly mixed use environment. During 2005, the City participated with the Sonoma County Community Development Commission to develop a Sebastopol Road Urban Vision Plan. This plan, now in draft form, captures area residents' vision for the corridor and provides a land use and urban design concept. The City plans to build on this effort, expanding the plan to include the area from Dutton Avenue east to Highway 101. The end product is expected to be a land use and urban design concept and a corridor plan for the area from Stony Point to Highway 101.

Downtown

The General Plan directs downtown to be the major office, financial, civic and cultural center in the North Bay. There are a number of planning activities which are striving to meet this goal.

This past year, staff worked with a subcommittee of the Planning Commission and the Design Review and Cultural Heritage Boards to develop the Mid-Rise Policy to implement the General Plan's 10 story height policy. Last fall, the City Council adopted changes to the Zoning Code which specify appropriate heights, from 5 to 10 stories, for downtown sites zoned Downtown Commercial. Design standards for tall buildings downtown were also added to the Design Guidelines.

The City entered into a Disposition and Development Agreement with Monahan Pacific Corporation to develop a mixed use parking garage on the site of the former White House Department Store at Third and E Streets. An application to build the project, including 183 single family attached units, 15,000 square feet of retail and 545 municipal parking spaces, was submitted in December 2005. An application to amend the General Plan to allow a two story increase over the General Plan's 10 story limit was included.

In its discussions regarding this project, the City Council initiated a General Plan Amendment to review the policy limiting buildings to 10 stories downtown. As part of the analysis, an absorption study was completed for the downtown area to determine the demand for retail, office and residential uses downtown over the next 10 years. Demand exists in each of these areas, and the next step is to see where that demand might be accommodated, and if increased building height is necessary. In addition, a visual computer model of downtown is being created to provide a realistic picture of downtown today. Visual simulations of proposed buildings will be built into the model to provide the public and decision makers with a useful tool in which to judge buildings in their context. The General Plan Amendment will be considered in 2006.

The Northern Downtown Pedestrian Linkages program commenced in 2005 and focuses on the Sixth and Seventh Street corridor between Pierson and E Streets. The Final Plan has been completed, and it proposes improving the physical appearance of the corridor and integrating the corridor into the fabric of downtown. The Plan will be reviewed by Boards, Commission and City Council this Spring, and is expected to be incorporated into the Station Area Specific Plan.

The City has undertaken a program to develop a Downtown Station Area Specific Plan, centering around the proposed transit station in Railroad Square. It will focus on the area within one-half mile of the station, along with opportunity sites within and around this area. It is expected to be completed by December 2006.

The Station Plan, along with other ongoing planning activities will be incorporated into a Downtown Plan, as called for by the General Plan.

Transportation

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

The General Plan calls for maintaining acceptable traffic flows, with a level of service of “D” or better along major corridors. While modeling is utilized to analyze specific projects and plans to measure level of service, the City also uses traffic signal timing to address levels of service. The 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 2005, Protected / Permitted signals were introduced at three Santa Rosa intersections – West Steele and Coffey, Calistoga and DuPont and Middle Rincon and Montecito Boulevard. A Protected / Permitted signal first displays a green arrow, then changes to a green light, which has improved traffic efficiency. An “Intelligent Transportation System” was approved in 2004, and it is expected to drastically reduce delays at traffic signals upon implementation over the next few years. The system utilizes a computer which monitors and modifies signal timing 24 hours per day. Implementation will begin this summer along College Avenue.

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 2005, Public Works assisted neighbors in the Clark Street, Davis Street and Vallejo (Farmers to Brookwood) and Brigham Street areas. Neighbors had requested assistance from the City to reduce speeding, cut-through traffic and commercial vehicle traffic. Various techniques will be utilized, including adding speed humps and striping, a pedestrian flasher, signing and stop controls, depending on the neighborhood. Work continues with the West Junior College neighborhood, where two small traffic circles will be installed this year to slow traffic. Additionally, traffic efficiency projects have been undertaken on West Ninth Street from Dutton to Wilson, where the street was reconfigured with two travel lanes, a center turn lane, bicycle lanes and sidewalks. New pavement striping has added a second left turn lane on Piner Road to Fulton Road, allowing additional space for vehicles to queue at the signal.

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. The Farmers Lane extension from Bennett Valley Road to Bellevue Avenue is another planned improvement which will carry regional through traffic as well as local trips. The Highway 101 widening from Highway 12 to Steele Lane will commence in early 2006, and while the interim condition will be difficult, the major regional north-south route will ultimately have increased capacity.

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 remained relatively stable in the last year, with about 2.6 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 Transit and Parking Department is coordinating with the Council on Aging, which is conducting a survey regarding transit use. Staff also provides training on how to ride the bus to seniors who are interested. For younger riders, the Department offers the *Books to Buses* program, which trains pre-schoolers and a parent in how to ride the bus. They then take the bus to the library, where they learn how to check out a book.

Santa Rosa's Paratransit program serves disabled individuals who cannot use fixed transit. Paratransit offers curb to curb service for users. Strong use continues for this program, with 49,640 trips in 2004/05.

The *Free Ride Program*, which provides incentives for the use of commute alternatives, expanded to include additional employers last year. More than 1,500 employees per month throughout the City participate in this program by carpooling, biking or walking to work.

The Bike to Work Day in mid-May continues to be a positive promotion, with numerous participants throughout Santa Rosa riding bicycles 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 (College to Lewis) and between the Prince Greenway and the Joe Rodota Trail. An off street path was completed on the south side Prince Greenway from A Street to Santa Rosa Avenue.

Consistent with the Plan policy regarding provision of safe pedestrian access, pedestrian crossings were added along the Joe Rodota Trail at Dutton Avenue and Stony Point Road. Pedestrian paths were also installed on the north and south sides of Finley Avenue from South

Wright Road to Samuel Jones Hall.

The Northern Downtown Pedestrian Linkages program proposes bike lanes along the Sixth and Seventh Street corridors where they do not currently exist. The program concepts are expected to be incorporated into the Station Area Specific Plan.

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 last year, though that document has not yet been certified. SMART is also in the process of hiring a developer for its site in Railroad Square. 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. The City completed the south side of the Prince Memorial Greenway from A Street to Santa Rosa Avenue during 2005. Many additional park facilities are in planning stages and are expected to be completed in 2006 and 2007.

Funding is ongoing in the City's Capital Improvement Program for an additional aquatic facility, as called for by the General Plan. The Plan directs new swim centers in the southeast, southwest and Rincon Valley.

The City is also discussing a possible community center/library/aquatic center at Southwest Community Park. A \$600 million library bond will be before the voters in June 2006, and Santa Rosa is readying an application to submit if the measure passes.

The City is working in conjunction with Seniors, Inc., which has developed conceptual plans for a new Senior Center to be located on the Finley Community Center site. Private fundraising is ongoing to accrue sufficient funds for construction, with about \$500,000 collected to date.

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. In the last year, the Fire Department has entered into a joint response agreement with the Kenwood Fire Protection District. Santa Rosa Fire will assist with fires in the Kenwood District in return for assistance in the Oakmont area.

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 just placed into service in early March 2006. The second is planned in 2006-2007 in the area of Mendocino Avenue and Steele Lane. The third station is scheduled to be in service in 2008-2009 near Kawana Springs and Petaluma Hill Road.

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

General Plan response time goals and information on 2005 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 describe the impacts of development on the salamander. The Dutton Meadows EIR was certified in early 2005. The Burbank Annexation EIR and the Southwest Area Projects EIR, covering 29 projects/potentially developable sites, will be considered by the Planning Commission in Spring 2006. The Santa Rosa Plain Conservation Strategy Team comprised of state and federal agencies, the environmental and development communities, and city and county representatives, has developed a strategy to protect the CTS while allowing development to occur. A strategy agreement was completed in December 2005. The Implementation Committee continues to meet to evaluate how to implement the Conservation Plan strategy.

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. A Technical Advisory Committee was formed and began meeting in 2005 to assist in the development of the Plan. Last year the City was awarded a \$110,000 grant from the CalTrans Community Based Transportation Planning Program to fund the "Transportation, Recreation and Access" portion of 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.

One program which promotes business expansion, retention and attraction is the Business Visitation Program. The Business Visitation Program visited 12 local businesses during 2005, 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 Trans World Systems, a credit and collection agency with 250 employees at the Northpoint Business Park, the Pilates Studio on Fourth Street and Daphne’s Greek Café in the Mendocino Marketplace.

An economic development website was created in 2005 which provides detailed information and resources to assist people who are interested in starting or expanding a business in Santa Rosa, and staff finds that customers are utilizing this service extensively.

In May 2005, the City Council reviewed and accepted Phase 2 of the City’s economic strategy. The Strategy focuses on three areas: existing and emerging industry cluster development, innovation and entrepreneurial development and business climate, culture and communications. Staff is working on implementing the strategy in various ways, including promoting quality customer service, more web-based services such as econect, and wifi downtown, which addresses the goal of business climate, culture and communications.

The General Plan calls for provision of sufficient land for business expansion and attraction to utilize the local labor force. There are currently about 190 acres of vacant non-residential sites of 2 acres or more in Santa Rosa, with 177 additional acres in the Urban Growth Boundary. The breakdown by designation is as follows:

	In City	In UGB	TOTAL
Retail Business Service	38	75	113
Business Park	71	-	71
Industrial	60	102	162
Office	22	-	22
TOTAL ACRES	191	177	368

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.

Interest is also expressed in Class A office space, which is not abundant in Santa Rosa. Existing large spaces for high tech firms are also difficult to find.

Historic Preservation

General Plan policy calls for adaptive reuse of historic landmark structures for institutional, office or limited commercial uses where neighborhoods are not negatively impacted. In 2005, the Cultural Heritage Board approved a Landmark Alteration of the historic cannery buildings in

Railroad Square for their ultimate reuse as residential buildings. The proposed project is now in the development review process.

The General Plan also calls for designation of new landmarks and historic preservation districts. In 2005, work commenced on a new preservation district, Davis Ranch, with proposed boundaries of College Avenue, Mendocino Avenue, Ridgway Avenue and Armory Drive. The proposal will be before decision makers during 2006.

The historic survey of southwest Santa Rosa commenced in 2004 and was completed in 2005. There is potential for 11 historic districts in this area, with 300 contributing structures in the area.

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 supported City Council goals in the following ways: 1) Gangs – have had speakers about this subject to educate themselves. They will assist in painting over graffiti on a day in April. 2) Homelessness - volunteering with the Redwood Empire Food Bank to sort and package food this month; 3) Environment - they planted trees for a neighborhood and have had a speaker about creeks; 4) Collected money and bought gifts for two families during the holiday season; 5) Will help promote the Rose Parade; 6) Will be helping with the Cinco de Mayo Event at the Finley Center.

The Recreation and Parks Department is addressing gang prevention and intervention by establishing new after school activity sites in southwest Santa Rosa, utilizing Measure O funding. 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 Phase 2 of the sculpture is funded and a location is being sought.

The Art in Public Places Committee also sponsors the Civic Art Walk, which has installed art work on loan from artists in return for the City’s promotion of this art for sale. Art will be rotated every three years. The Committee also sponsors the Art Start Program, in which professional artists mentor youth. Hundreds of young people have participated in this program in its six years of operation.

Last year, the year long County collaborative program *Sculpture Sonoma* culminated with the *Sculpture in the City* event in downtown Santa Rosa. Third and Fourth Streets were closed for a display of sculpture and the Kahn sculpture noted above was dedicated. This program highlights at least two General Plan goals of increasing public art in Santa Rosa and promoting downtown as the center of culture for the North Bay.

During Summer 2005, artists participated in the *It’s Your Town, Charlie Brown* program which involved the painting and placement of 55 Charlie Brown sculptures throughout Santa Rosa in tribute to the late Peanuts’ creator Charles Schulz. This was a very popular program, with local residents and visitors alike enjoying finding and taking pictures of the sculptures. The program will continue this year, featuring the Peanuts character Woodstock.

Exhibit A – 2005 Housing Element Policies

Housing Element Policy	Implementation
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 2004 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-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.	The Single Room Occupancy Ordinance, adopted in 2005, allows redevelopment of existing buildings in some commercial zoning districts.
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.	The Zoning Code was amended in 2005 to allow Single Room Occupancy Facilities in the General Commercial, Downtown Commercial and Community Shopping Center zoning districts.
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.	Single Room Occupancy Facility development standards were incorporated into the Zoning Code in 2005.