INTRODUCTION

Chapter 1

INTRODUCTION
Project Description

The City of Santa Rosa is embarking on a major planning effort and annexation analysis in the southwest area. In 2014, the City of Santa Rosa was awarded a grant from the Sonoma County Transportation Authority (SCTA) for development of a specific plan for the area that is bounded by Highway 12 to the north, Bellevue Avenue to the south, Highway 101 to the east, and Stony Point Road to the west (see Figure 1-1: Specific Plan Project Area). The plan area, which encompasses approximately 1,220 acres of city land and 640 acres of unincorporated county land, includes the Roseland Priority Development Area (PDA) and part of the Sebastopol Road PDA. PDAs are locally identified areas that can accommodate residential growth near transit and jobs.

The planning process for the Roseland Area/Sebastopol Road Specific Plan (Specific Plan) commenced in December 2014 and is focused on the area around the Southside Bus Transfer Center at the Southwest Community Park on Hearn Avenue. This culturally diverse area currently contains a variety of housing types, as well as retail and industrial uses. The objectives of the Specific Plan are to:

- Engage plan area residents, property owners and business owners to envision and plan for their community in the future through an innovative community engagement strategy
- Make life and the physical environment better for plan area residents and employees
- Establish a land use and policy framework to guide future development in the area toward transit supportive land uses
- Balance the preservation of the existing uses and the development of new uses while maintaining the cultural diversity that makes this area special and unique in Santa Rosa
- Improve connections, particularly for bicycling and walking, to the Southside Bus Transfer Center, to the downtown SMART station, and to Sebastopol Road, the main commercial area (within the plan area and beyond)
- Enhance livability by promoting community health and equity
- Prepare a comprehensive environmental document for the Specific Plan that will also facilitate future annexation of unincorporated areas and subsequent development projects
- Establish the plan area as a place where people want to live, work, shop, and visit
- Promote economic vitality by maintaining and expanding small businesses and local services for residents

This project presents a unique opportunity to unify unincorporated and incorporated areas into a cohesive neighborhood, while making Roseland an area where people want to live, work, shop, and visit. The Specific Plan and annexation
efforts will seek input about the envisioned future plan area, engaging area residents about improvements to their neighborhood, and informing them about the planning and annexation processes. The final product will provide a blueprint for the area to achieve the vision for a vibrant, unique, transit-oriented community in Santa Rosa that includes essential public services and desired amenities.

Existing Conditions Report Purpose & Outline

The Existing Conditions Report provides a “snapshot” of existing conditions in the plan area and, as a technical resource for the Specific Plan, will guide project decisions. The report has been organized into the following subject areas or sections:

- Introduction
- Regulatory Framework
- Demographics & Employment
- Housing
- Existing Land Use
- Market Analysis
- Activity Nodes
- Circulation
- Development History
- Urban Form
- Environmental Conditions
- Potential for Change
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Chapter 2

REGULATORY FRAMEWORK
General Plan & Zoning

The Specific Plan project area encompasses both city and unincorporated county lands. The city lands are governed by the Santa Rosa General Plan 2035. The Sonoma County General Plan 2020 is the governing document for the unincorporated county lands.

Santa Rosa General Plan 2035 Land Use

The General Plan 2035 is the guiding document for development in the city and Specific Plan area. It identifies the land use designations and circulation network and sets the direction for development standards found in the Zoning Code. See Figure 2-1: General Plan Land Use Map for the land use designations for each parcel in the Specific Plan area. The following table summarizes the General Plan land uses by acreage in the Specific Plan area, and illustrates that low residential is the predominant land use.

Table 2-1: General Plan Land Uses

<table>
<thead>
<tr>
<th>General Plan Land Use</th>
<th>Acreage</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Industry</td>
<td>23.8</td>
<td>2%</td>
</tr>
<tr>
<td>Light Industry</td>
<td>108.1</td>
<td>7%</td>
</tr>
<tr>
<td>Low Residential</td>
<td>674.9</td>
<td>43%</td>
</tr>
<tr>
<td>Low/Open Space</td>
<td>33.6</td>
<td>2%</td>
</tr>
<tr>
<td>Med-High Residential</td>
<td>8.9</td>
<td>1%</td>
</tr>
<tr>
<td>Med-Low Residential</td>
<td>118.3</td>
<td>8%</td>
</tr>
<tr>
<td>Med Residential</td>
<td>267.0</td>
<td>17%</td>
</tr>
<tr>
<td>Mobile Home Park</td>
<td>9.6</td>
<td>1%</td>
</tr>
<tr>
<td>Office</td>
<td>5.1</td>
<td>0%</td>
</tr>
<tr>
<td>Parks/Recreation</td>
<td>30.5</td>
<td>2%</td>
</tr>
<tr>
<td>Public/Institutional</td>
<td>75.6</td>
<td>5%</td>
</tr>
<tr>
<td>Retail and Business Service</td>
<td>125.9</td>
<td>8%</td>
</tr>
<tr>
<td>Retail/Med Residential</td>
<td>77.4</td>
<td>5%</td>
</tr>
<tr>
<td>Transit Village Medium</td>
<td>14.7</td>
<td>1%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1573.4</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

The land use designations allow for a range of densities, from 2 to 40 dwelling units (du) per gross acre, as shown in Table 2-2.
Figure 2-1: General Plan Land Use Map
<table>
<thead>
<tr>
<th>Uses in the Plan Area</th>
<th>Density/Intensity</th>
<th>Description &amp; Relevant Policies</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Industry</td>
<td></td>
<td>Manufacturing and distribution activities with potential for creating nuisances, along with accessory offices and retail</td>
</tr>
<tr>
<td>Light Industry</td>
<td></td>
<td>Light industrial, warehousing and heavy commercial uses</td>
</tr>
<tr>
<td>Low Density Residential</td>
<td>2–8 du/gross acre</td>
<td>Detached single-family</td>
</tr>
<tr>
<td>Medium-Low Density Residential</td>
<td>8–13 du/gross acre</td>
<td>Single-family. Detached single-family and multi-family development may also be permitted.</td>
</tr>
<tr>
<td>Medium Density Residential</td>
<td>8–18 du/gross acre</td>
<td>Single-family attached and multi-family</td>
</tr>
<tr>
<td>Medium-High Density Residential</td>
<td>18–30 du/gross acre</td>
<td>Single-family attached and multi-family</td>
</tr>
<tr>
<td>Mobile Home Park</td>
<td>4–18 du/gross acre</td>
<td>Mobile homes</td>
</tr>
<tr>
<td>Office</td>
<td></td>
<td>Administrative, financial, business, professional, medical, and public offices. Policy LUL-E-6 allows residential or mixed-use development in the Office designation.</td>
</tr>
<tr>
<td>Parks &amp; Recreation</td>
<td></td>
<td><strong>Neighborhood Parks:</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• intended to serve the recreation needs of people living/working within a half-mile radius</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• generally 2–10 acres</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Community Parks:</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• intended to provide recreation beyond what is supplied in neighborhood parks</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• generally 10–25 acres</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Public Plazas &amp; Gathering Places:</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• provide connectivity to pathways and trails or commercial centers</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• generally &lt;2 acres</td>
</tr>
<tr>
<td>Public/Institutional</td>
<td></td>
<td>Governmental or semi-public facilities, such as hospitals, utility facilities, and government office centers</td>
</tr>
<tr>
<td>Retail and Business Services</td>
<td></td>
<td>Retail and service enterprises, offices, and restaurants. Policy LUL-E-6 allows residential or mixed-use development in the Retail and Business Services designation.</td>
</tr>
<tr>
<td>Retail/Medium Density Residential</td>
<td></td>
<td>Retail uses and medium density residential (8–18 du/gross acre)</td>
</tr>
<tr>
<td>Transit Village Medium</td>
<td>25–40 du/gross acre</td>
<td>Mixed-use development within approximately a half mile of a transit facility. Residential uses required, and ground floor neighborhood serving retail and live–work uses encouraged.</td>
</tr>
</tbody>
</table>
REGULATORY FRAMEWORK

Santa Rosa General Plan 2035 Goals & Policies

Key goals and policies from the Santa Rosa General Plan 2035 that guide development and improvements in the Specific Plan area include the following:

**General Plan Land Use and Livability Element**

**Goal LUL-A:** Foster a compact rather than a scattered development pattern in order to reduce travel, energy, land, and materials consumption while promoting greenhouse gas emission reductions citywide.

**Policy LUL-A-1:** As part of plan implementation – including development review, capital improvements programming, and preparation of detailed area plans – foster close land use/transportation relationships to promote use of alternative transportation modes and discourage travel by automobile.

**Policy LUL-A-2:** Annex unincorporated land adjacent to city limits and within the Urban Growth Boundary, when the proposal is timely and only if adequate services are available. Ensure that lands proposed for annexation provide a rational expansion and are contiguous to existing urban development.

**Policy LUL-A-3:** Require development in county areas within the Santa Rosa Urban Growth Boundary to be built to City of Santa Rosa standards to ensure consistency upon annexation.

**Goal LUL-B:** Promote planning as a positive, cooperative community function.

**Goal LUL-E:** Promote livable neighborhoods by requiring compliance with green building programs to ensure that new construction meets high standards of energy efficiency and sustainable material use. Ensure that everyday shopping, park and recreation facilities, and schools are within easy walking distance of most residents.

**Goal LUL-F:** Maintain a diversity of neighborhoods and varied housing stock to satisfy a wide range of needs.

**Goal LUL-G:** Promote mixed use sites and centers.

**Goal LUL-I:** Maintain vibrant, convenient, and attractive commercial centers.

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

**Goal LUL-S:** Develop an attractive, safe, and extensive network for pedestrian and bicyclist movements.

**Goal LUL-T:** Preserve the Northwestern Pacific Railroad corridor for public and commercial transportation uses.

**Goal LUL-X:** Create an active, mixed use community shopping center at the Roseland Village Shopping Center site on Sebastopol Road near Dutton Avenue and develop the Sebastopol Road area – from Stony Point Road to Dutton
Avenue – with a mix of neighborhood uses, focusing on commercial activity and neighborhood services for the Roseland area.

Policy LUL-X-1: Require a one acre plaza facing Sebastopol Road including landscaping, a water feature and serving as a gathering place, to be incorporated into the design of the new center.

Policy LUL-X-2: Pursue development of an International Marketplace offering crafts, food and wares of the many ethnic groups residing in Roseland.

Policy LUL-X-3: Require new buildings fronting Sebastopol Road to be located adjacent to the sidewalk to ensure an interactive relationship between the public realm and ground floor uses.

Policy LUL-X-4: Include strong pedestrian and bicycle connections from the shopping center and its plaza to the Joe Rodota Trail.

Policy LUL-X-5: Prohibit expansion of auto-oriented uses and require new development to be pedestrian-oriented. Require development along Sebastopol Road to have a majority of building frontage with zero setbacks and on-street parking to support merchants.

Policy LUL-X-6: Ensure that parking lots on adjacent developments provide pedestrian connections.

Goal LUL-Y: Create a pedestrian friendly streetscape with a distinctive ambiance on Sebastopol Road from Stony Point Road to Olive Street.

Policy LUL-Y-1: Widen sidewalks as specified in the Sebastopol Road Urban Vision and Corridor Plan to ensure a safe, pleasant pedestrian environment.

Policy LUL-Y-2: Incorporate bicycle lanes and a landscaped median along the corridor.

Policy LUL-Y-3: Install landscaping and new street furniture to tie the corridor together and make it a more lush and inviting street.

Policy LUL-Y-4: Require new development be oriented to the street and pedestrian friendly.

Policy LUL-Y-5: Require new development along the Joe Rodota Trail to be oriented to the trail, and where appropriate, to the proposed neighborhood park.

**Urban Design Element**

Policy UD-A-4: In new developments, minimize overall grading by limiting site grading to the minimum necessary for driveways, parking areas, and understructure areas.

Policy UD-A-11: Require structures within new developments to step with the slope of the site. Absorb site topography through use of split-level designs.

Policy: UD-A-12 Promote green building design and low impact development
projects.

Goal UD-C: Enhance and strengthen the visual quality of major entry routes into the city, as well as major corridors that link neighborhoods with downtown.

Policy UD-C-1: Enhance the appearance of the city's major entries through special design criteria and streetscape improvements. City Entries and Corridors:

- Highway 101;
- Highway 12;
- Mendocino Avenue/Old Redwood Highway;
- Fulton Road;
- Calistoga Road;
- Guerneville Road;
- Piner Road;
- Hall Road/West Third Street;
- Santa Rosa Avenue;
- Stony Point Road; *(within the plan area)*
- Petaluma Hill Road; and
- Bennett Valley Road.

*Major corridors can be improved as entries to the city through unified planting of street trees, appropriately scaled lighting, public art, framing of landmarks, sign controls, and pedestrian and bicycle amenities.*

Policy UD-C-7: Install planted medians on wide regional/arterial streets to make them more pedestrian friendly. Regional/arterial streets requiring landscaped medians include:

- Corporate Center Parkway;
- Fulton Road;
- Guerneville Road;
- Stony Point Road; *(within the plan area)*
- Northpoint Parkway;
- Sebastopol Road; *(within the plan area)*
- Santa Rosa Avenue.

Goal UD-D: Avoid strip patterns of commercial development. Improve the appearance and functioning of existing commercial strip corridors, such as Santa Rosa Avenue and Sebastopol Road.

Policy UD-D-1: Restructure existing strip developments to cluster commercial uses
in neighborhood nodes, with higher density housing included where possible. Residential, office, or institutional uses that generate less traffic should be located between the nodes.

Policy UD-D-2: Maintain a uniform setback of structures from the street. Require parking areas to be placed to the side or rear of structures, not in front.

Policy UD-D-3: Minimize curb cuts through shared access and width reduction. Excessive curb cuts reduce or completely eliminate pedestrian space and the possibility of curbside parking.

Policy UD-D-4: Provide continuous sidewalks and bicycle lanes on both sides of major regional/arterial streets.

Policy UD-D-5: Provide planting strips with large canopy trees between the road and sidewalk to buffer pedestrians from traffic, and help define the street space along commercial streets. Install pedestrian amenities in the planting strip such as:

- Street lighting;
- Seating;
- Bus stop shelters;
- Bicycle racks; and
- Mail boxes.

Policy UD-E-1: Provide for new open space opportunities throughout the city, especially in neighborhoods that have less access to open spaces. This includes exploring potential for creek corridors, bicycle and pedestrian ways, as well as new public plazas, gathering places, and conservation areas.

Goal UD-F: Maintain and enhance the diverse character of Santa Rosa’s neighborhoods. Promote the creation of neighborhoods – not subdivisions – in areas of new development.

Policy UD-F-1: Encourage the sensitive rehabilitation of older structures in neighborhoods to preserve the city’s history, improve energy efficiency with consideration to the principles of life cycle costs, and to allow for diversity of architectural styles.

Goal UD-G: Design residential neighborhoods to be safe, human-scaled, and livable by addressing compact development, multi-modal connectivity and reducing energy use.

**Housing Element**

Goal H-A: Meet the housing needs of all Santa Rosa residents.

Goal H-B: Maintain and rehabilitate, as needed, the existing affordable housing supply.
REGULATORY FRAMEWORK

Goal H-C: Expand the supply of housing available to lower-income households.

Policy H-C-6: Facilitate higher-density and affordable housing development in Priority Development Areas (PDA), which include sites located near the rail transit corridor and on regional/arterial streets for convenient access to bus and rail transit. Implement existing PDA specific plans—the Downtown Station Area Specific Plan and the North Santa Rosa Station Area Specific Plan—and develop new plans, such as the Roseland Specific Plan, to encourage the development of homes that have access to services and amenities.

This General Plan designates many higher-density sites along regional/arterial streets and the rail corridor to provide residents easy access to existing and future planned transit. Land use designations within the Priority Development Areas are the highest densities in the city, designated to be transit supportive, to improve connectivity, and to create walkable, livable environments.

Goal H-D: Provide housing for households with special needs.

Goal H-G: Develop energy-efficient residential units and rehabilitate existing units to reduce energy consumption.

Transportation Element

Goal T-A: Provide a safe and sustainable transportation system.

Goal T-B: Provide a safe, efficient, free-flowing circulation system.

Goal T-C: Reduce traffic volumes and speeds in neighborhoods.

Goal T-D: Maintain acceptable motor vehicle traffic flows.

Goal T-H: Expand the existing transit network to reduce greenhouse gas emissions and to provide convenient and efficient public transportation to workplaces, shopping, SMART stations, and other destinations.

Goal T-J: Provide attractive and safe streets for pedestrians and bicyclists.

Goal T-K: Develop a safe, convenient, and continuous network of pedestrian sidewalks and pathways that link neighborhoods with schools, parks, shopping areas, and employment centers.

Goal T-L: Develop a citywide system of designated bikeways that serves both experienced and casual bicyclists, and which maximizes bicycle use for commuting, recreation, and local transport.

Public Services and Facilities Element

Goal PSF-A: Provide recreational facilities and parks for all sectors of the community.

Policy PSF-A-5: Developing areas of the city (e.g., southwest Santa Rosa) should be given a higher priority for new park development, and under-served neighborhoods should be given priority during redevelopment and renovation
of the park system. Priority for park development should also be given to areas of greatest density and areas that allow for safe and easy access and visibility. Priority should also be given to locations that minimize impacts to sensitive environmental resources that could require extensive and expansive mitigation; the most sensitive environmental resource areas should generally be preserved for more passive recreation that assures their protection.

Open Space and Conservation Element

Policy OSC-A-1: Cooperate with various public and private entities to create new public access trails to parks, open spaces, and drainage ways within the city, as well as to trail systems outside the UGB. Priorities for trail access outside of the UGB should include:

- Joe Rodota Trail (from Santa Rosa to Sebastopol) (within the plan area);
- Bay Area Ridge Trail;
- Santa Rosa Creek Trail;
- Laguna Trail;
- Roseland Creek Trail (within the plan area);
- Colgan Creek Trail (within the plan area); and
- Paulin Creek Trail.

Policy OSC-B-3: Require that new subdivisions, multifamily, and non-residential development abutting creek corridors are appropriately designed with respect to the creek. Development may orient toward the creek as an amenity, but adequate setbacks shall be used to ensure riparian habitat is protected.

Goal OSC-E: Ensure local creeks and riparian corridors are preserved, enhanced, and restored as habitat for fish, birds, mammals and other wildlife.

Goal OSC-F: Construct trail corridors and other recreational opportunities along local waterways.

Goal OSC-K: Reduce energy use in existing and new commercial, industrial, and public structures.

Youth and Family Element

Goal YF-A: Create an environment where children can grow and develop in secure and supportive families and neighborhoods.

Economic Vitality Element

Goal EV-A: Maintain a positive business climate in the community.

Goal EV-B: Facilitate the retention and expansion of existing businesses and provide sufficient land for business expansion and attraction of new employers that utilize the area’s existing labor pool.
Goal EV-D: Maintain the economic vitality of the downtown, business parks, offices and industrial areas.

Noise and Safety Element
Goal NS-D: Minimize hazards associated with storm flooding.
Goal NS-F: Minimize dangers from hazardous materials.

Art and Culture Element
Goal AC-A: Develop places for art activities to take place.

Sonoma County General Plan 2020 Goals & Policies

In addition to the above, key goals and policies from the Sonoma County General Plan 2020 that guide development and improvements in the unincorporated plan area include the following:

Land Use Element
Goal LU-1: Accommodate Sonoma County's fair share of future growth in the San Francisco Bay Area region in a manner consistent with environmental constraints, maintenance of the high quality of life enjoyed by existing residents, and the capacities of public facilities and services. Achieve a desirable balance between job opportunities and population growth.

Goal LU-6: Diversify new residential development types and densities. Include a range of urban densities and housing types in some unincorporated communities, and lower density in rural communities.

Goal LU-11: Promote a sustainable future where residents can enjoy a high quality of life for the long term, including a clean and beautiful environment and a balance of employment, housing, infrastructure, and services.

Objective LU-16.1: Avoid urban development within the Urban Service Boundary of Santa Rosa until annexation except where allowed by Specific or Area Plan as of 1986.

Policy LU-16b: Consider requiring joint city/county design review for projects within the Santa Rosa Urban Service Boundary.

Policy LU-16c: Encourage assembly of existing parcels for integrated redevelopment projects within the Roseland Redevelopment Area shown on the Land Use Map. When two or more parcels are aggregated for this purpose, the Land Use Map may be interpreted as allowing the land use shown for any of the aggregated parcels or public and quasi public uses.
Circulation and Transportation Element

Goal CT-1: Provide a well integrated and sustainable circulation and transit system that supports a city and community centered growth philosophy through a collaborative effort of all the Cities and the County.

Goal CT-2: Increase the opportunities, where appropriate, for transit systems, pedestrians, bicycling and other alternative modes to reduce the demand for automobile travel.

Goal CT-3: Establish a viable transportation alternative to the automobile for residents of Sonoma County through a safe and convenient bicycle and pedestrian transportation network, well integrated with transit, that will reduce greenhouse gas emissions, increase outdoor recreational opportunities, and improve public health.

Policy CT-7l: Work with the City of Santa Rosa to develop supporting land uses and circulation infrastructure to accommodate passenger rail service in the City.

Policy CT-7o: Coordinate with the City of Santa Rosa to improve and maintain Highway 12 as the east/west route connecting the City of Santa Rosa and Sonoma Valley.

Policy CT-7p: Work with Caltrans in considering signalization, turning lanes, passing lanes, and other traffic management improvements along Highway 12 to reduce congestion, provided that the improvements are consistent with the designated road classifications.

Housing Element

Goal H-1: Sustain Existing Affordable Housing Programs and Affordable Units.

Goal H-2: Promote the Use of Available Sites for Affordable Housing Construction and Provide Adequate Infrastructure.

Goal H-3: Promote Production of Affordable Housing Units.

Goal H-5: Promote Production of Housing Units for Special Needs.

Open Space and Resource Conservation Element

Goal OSRC-3: Identify and preserve roadside landscapes that have a high visual quality as they contribute to the living environment of local residents and to the County’s tourism economy.

Goal OSRC-4: Preserve and maintain views of the night time skies and visual character of urban, rural and natural areas, while allowing for nighttime lighting levels appropriate to the use and location.

Goal OSRC-5: Retain and enhance the unique character of each of the County’s unincorporated communities, while accommodating projected growth and housing needs.
Goal OSRC-6: Preserve the unique rural and natural character of Sonoma County for residents, businesses, visitors and future generations.

Goal OSRC-7: Protect and enhance the County’s natural habitats and diverse plant and animal communities.

Goal OSRC-8: Protect and enhance Riparian Corridors and functions along streams, balancing the need for agricultural production, urban development, timber and mining operations, and other land uses with the preservation of riparian vegetation, protection of water resources, flood control, bank stabilization, and other riparian functions and values.

Goal OSRC-14: Promote energy conservation and contribute to energy demand reduction in the County.

Goal OSRC-15: Contribute to the supply of energy in the County primarily by increased reliance on renewable energy sources.

Goal OSRC-16: Preserve and maintain good air quality and provide for an air quality standard that will protect human health and preclude crop, plant and property damage in accordance with the requirements of the Federal and State Clean Air Acts.

Goal OSRC-17: Establish a countywide park and trail system that meets future recreational needs of the County’s residents while protecting agricultural uses. The emphasis of the trail system should be near urban areas and on public lands.

Public Facilities and Services Element

Goal PF-3: Address youth and family issues related to land use.

City of Santa Rosa Zoning Code

The City’s Zoning Code provides standards for development, including height restrictions, setbacks, parking regulations, allowed uses, and signage requirements, to name a few. These standards set the pattern and character of development for the city. In the plan area, height restrictions range from 35 to 55 feet for commercial buildings and 25 to 45 feet for primary residential buildings. Street frontage setbacks in the plan area range from 0 to 15 feet for commercial and industrial development and 10 to 20 feet for residential. See Table 2-3 for detailed zoning regulations.
### Table 2-3: Regulations for City Zoning Districts in the Plan Area

<table>
<thead>
<tr>
<th>Zoning Designation</th>
<th>Max Density (du/acre)</th>
<th>Max Height</th>
<th>Max Coverage</th>
<th>Setbacks (min allowed)</th>
<th>Side Interior</th>
<th>Side Corner</th>
<th>Rear</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Commercial (CG)</td>
<td>30</td>
<td>55’</td>
<td>100%</td>
<td>Front and Corner Side  Lot</td>
<td>0 (7’6” if adjacent to R zone)</td>
<td>0 (5’ if adjacent to R zone)</td>
<td>0 (5’ if adjacent to R zone)</td>
</tr>
<tr>
<td>Neighborhood Commercial (CN)</td>
<td>30</td>
<td>45’</td>
<td>85% - retail, service 65% - recreation, education, public assembly, lodging, public buildings</td>
<td>Front and Corner Side Lot</td>
<td>0 (7’6” if adjacent to R zone)</td>
<td>0 (5’ if adjacent to R zone)</td>
<td>0 (5’ if adjacent to R zone)</td>
</tr>
<tr>
<td>Motor Vehicle Sales (CV)</td>
<td>N/A</td>
<td>55’</td>
<td>85%</td>
<td>Front and Corner Side  Lot</td>
<td>20’</td>
<td>5’</td>
<td>5’</td>
</tr>
<tr>
<td>Residential (R)</td>
<td></td>
<td></td>
<td></td>
<td>See chapter 20-22.040 and 22.050 of the Zoning Ordinance</td>
<td>none, except as required by the review authority</td>
<td>none, except as required by the review authority</td>
<td>none, except as required by the review authority</td>
</tr>
<tr>
<td>Transit Village - Residential (TV-R)</td>
<td>25 - 40</td>
<td>4 stories (3 stories if adjacent to residential)</td>
<td>100%</td>
<td>none, except as required by the review authority</td>
<td>none, except as required by the review authority</td>
<td>none, except as required by the review authority</td>
<td>none, except as required by the review authority</td>
</tr>
<tr>
<td>Light Industrial (IL)</td>
<td>Determined by review authority</td>
<td>55’</td>
<td>Determined by CUP</td>
<td>Front and Corner Side Lot</td>
<td>7’6” adjacent to a residential zone or use, otherwise set by CUP</td>
<td>5’ adjacent to a residential zone or use, otherwise set by CUP</td>
<td>5’ adjacent to a residential zone or use, otherwise set by CUP</td>
</tr>
<tr>
<td>Open Space - Conservation (OSC)</td>
<td>1 unit per 40 acres</td>
<td>N/A</td>
<td>1% or 6,000 sf, whichever is greater</td>
<td>Front and Corner Side Lot</td>
<td>Determined by CUP</td>
<td>Determined by CUP</td>
<td>Determined by CUP</td>
</tr>
<tr>
<td>Planned Development (PD)</td>
<td>Varies – see approved Policy Statement for each PD</td>
<td>Varies – see approved Policy Statement for each PD</td>
<td>Varies – see approved Policy Statement for each PD</td>
<td>Varies – see approved Policy Statement for each PD</td>
<td>Varies – see approved Policy Statement for each PD</td>
<td>Varies – see approved Policy Statement for each PD</td>
<td>Varies – see approved Policy Statement for each PD</td>
</tr>
<tr>
<td>Public - Institutional (PI)</td>
<td>Determined by CUP for student housing</td>
<td>35’</td>
<td>65%</td>
<td>Front and Corner Side Lot</td>
<td>15’</td>
<td>5’</td>
<td>15’</td>
</tr>
</tbody>
</table>

*CUP = Conditional Use Permit*

### County of Sonoma Zoning Code

The County’s Zoning Code provides standards for development within the unincorporated areas of the project boundary (see Table 2-4). Within these unincorporated areas, height restrictions range from 35 feet for commercial and residential uses, and up to 55 feet for industrial uses. Street frontage setbacks range from 15 to 30 feet for residential and 0 to 15 feet for commercial and industrial development.
### Table 2-4: Regulations for County Zoning Districts in the Plan Area

<table>
<thead>
<tr>
<th>Zoning Designation</th>
<th>Max Density (du/acre)</th>
<th>Max Height</th>
<th>Max Coverage</th>
<th>Setbacks (min allowed)</th>
<th>Front</th>
<th>Side Interior</th>
<th>Side Corner</th>
<th>Rear</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rural Residential (RR)</td>
<td>1 - 20 acres/du</td>
<td>35'</td>
<td>35%</td>
<td>20' 5' 20' 20'</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low Density Residential (R-1)</td>
<td>1 - 6</td>
<td>35'</td>
<td>40%</td>
<td>20' 5' 20' 20'</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medium Density Residential (R-2)</td>
<td>6 - 12</td>
<td>35'</td>
<td>50%</td>
<td>20' 5' 20' 20'</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High Density Residential (R-3)</td>
<td>12 - 20</td>
<td>35'</td>
<td>60%</td>
<td>15' 5' 15' 10'</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Facilities (PF)</td>
<td>N/A</td>
<td>35'</td>
<td>40%</td>
<td>20' 5' 20' 20'</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agriculture and Residential (AR)</td>
<td>1 - 20 acres/du</td>
<td>35'</td>
<td>≤ 2 acres: 20%</td>
<td>&lt; 5 acres: 15%</td>
<td>≤ 20 acres: 10%</td>
<td>&gt; 20 acres: 5%</td>
<td>30'</td>
<td>10'</td>
</tr>
<tr>
<td>Retail Business (C2)</td>
<td>N/A</td>
<td>35'</td>
<td>50%</td>
<td>None But if part of block has R zoning, setback is same as R zone</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Administrative and Professional Offices (CO)</td>
<td>N/A</td>
<td>35’</td>
<td>50%</td>
<td>15’</td>
<td>5’ or 50% of bldg height, if greater</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Planned Community (PC)</td>
<td>Same as GP Land Use</td>
<td>35’</td>
<td>35% or as shown on approved plan</td>
<td>20’ or as shown on approved plan</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Neighborhood Commercial (C1)</td>
<td>N/A</td>
<td>35’</td>
<td>50%</td>
<td>None But if part of block has R zoning, setback is same as R zone</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Limited Urban Industrial (M1)</td>
<td>N/A</td>
<td>65’</td>
<td>50%</td>
<td>None But if part of block has R zoning, setback is same as R zone</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Other Ordinances

Density Bonus Ordinance

Santa Rosa Zoning Code Chapter 20-31, Density Bonus and Other Developer Incentives, provides incentives for the production of affordable housing, senior housing, and the development of child care facilities. The City of Santa Rosa will consider a density bonus, as defined in Section 20-31.080, when a developer of a housing development seeks and agrees to construct a housing development that will contain at least one of the following:

- 10% of the units for low income
- 5% for very low income
- A senior citizen housing development
- 10% of the units in a condo or planned unit development for moderate-income households

Density bonuses range from an increase in density between 5 percent to 35 percent.

Housing Allocation Plan Ordinance

The City’s Housing Allocation Plan outlines the requirements for affordable housing as follows:

A. All residential developments shall pay a housing impact fee except as otherwise noted in Section 21-02.080, and those complying with this chapter in an alternative manner consistent with Section 21-02.070.

B. Development of 70 or more dwelling units are required to consider providing on-site allocated units. A developer proposing on-site allocated units instead of paying the housing impact fee is entitled to receive one incentive or concession as outlined in the City’s Density Bonus and Other Developer Incentives provisions.

C. Residential developments choosing to provide allocated units on-site shall provide allocated units equal to 15 percent of the total on-site dwelling.

D. Each allocated rental unit shall remain available for occupancy only by households whose income does not exceed that of a low-income household at an affordable rent for a term of at least 30 years.

E. A developer of a project less than 70 dwelling units may provide the number of allocated units in accordance with option C rather than paying the housing impact fee, and shall receive one incentive or concession consistent with the City’s Density Bonus and Other Developer Incentives provisions.

Alternatives to payment of the housing impact fee or provision of on-site allocated units include provision of units off-site, dedication or conveyance of land, or other innovative approaches.
If provided off-site, the number of allocated units shall equal 20 percent of the total number of dwelling units (both on- and off-site). A developer proposing off-site allocated units instead of paying the housing impact fee is entitled to receive one incentive or concession as outlined in the City’s Density Bonus and Other Developer Incentives provisions. Off-site allocated units must meet the following requirements:

• The off-site units must be located in the same quadrant of the city as the unallocated units of the development (the quadrants are formed by the intersection of Highway 101 and Santa Rosa Creek);

• The developer must submit proof that the developer owns the site where the off-site units are proposed;

• The off-site allocated units may not receive public financing or subsidy.

Exemptions to the requirements of the Housing Allocation Plan are outlined in Zoning Code Section 21-02.080.
The following discussion provides an overview of the demographics, employment, and commute patterns in the plan area. For more detailed information, please see Appendix A: PDA Profile.

**Demographics**

Currently there are 18,918 residents and 5,080 households living in the plan area, which includes both incorporated and unincorporated areas. The Roseland area gained 8,147 new residents between 1990 and 2013, an increase of 76 percent. By comparison, the city grew by 49 percent and the county by 10 percent from 1990 to 2013. Average household size followed a similar pattern, growing from 3.1 to 3.7 during this same period. Household size in the area is significantly larger than in the city or county (3.7 members compared to 2.7 and 2.6, respectively). Multi-generational households are also more common in the plan area than the city or county. The plan area has a higher share of families with children compared to the City of Santa Rosa, which may impact the need for programs, services, and design elements serving families, such as safe routes to schools.

Thirty-seven (37) percent of plan area residents are foreign born, and most were born in Latin America. Approximately 57 percent of residents identify as Hispanic, with more than half the population speaking Spanish at home. The percentage of Hispanic and Spanish-speaking residents in the plan area has increased by over 30 percent since 1990.

During the 1990–2013 period, median annual household income in the plan area did not keep pace with that of Santa Rosa and Sonoma County as a whole. The median household income in the plan area is approximately $53,360, compared to $60,354 in the city and $63,356 in the county. The plan area is also home to a higher proportion of residents living below the poverty level (23 percent) compared to the city and county (13 percent and 12 percent, respectively). Educational attainment among residents is also lower in the plan area. Approximately 10 percent of plan area residents have attained a bachelor's degree or higher, compared to 27 percent in the city and 30 percent in the county as a whole.

**Employment and Commute Patterns**

The Roseland area is a center for retail employment. Nearly one-third of jobs presently located in the plan area are in retail (32 percent). This represents a much higher share than retail jobs in the city and county (13 percent and 11 percent, respectively). Currently, about 33 percent of those who work in the plan area live in the City of Santa Rosa, with an additional 2 percent of workers living in unincorporated Roseland. The next three most common places of residence for plan area workers — Rohnert Park, Windsor, and Petaluma — account for 13 percent of workers, combined.

Employment levels in the plan area are on par with those in the city and county, with 62 percent of residents currently employed. Santa Rosa is the most common work destination for residents of the plan area. Approximately 35 percent of plan
area residents work in Santa Rosa. Most Roseland area residents work within 30 minutes of home. The vast majority of plan area residents (92 percent) drive alone to work. Given that 35 percent of residents work in the city, this suggests an opportunity to improve connections to local employment centers through public transportation, walking, and biking paths.
Chapter 4

Housing
The following discussion provides an overview of key findings regarding housing characteristics and trends in the planning area and surrounding city and county. For more detailed information, please see Appendix A: PDA Profile.

**Housing**

Housing stock in the plan area consists mainly of older homes built between 1950 and 1969, and newer units constructed between 1990 and 2009. The majority of the plan area’s housing units are single-family homes (71 percent), and this share has increased over time. Between 1990 to 2013, there was a net increase of 1,609 single-family units in the plan area. During the same period, only 301 multi-family units were constructed.

Just over half (54 percent) of the plan area’s housing units are renter-occupied. Renter-occupied housing represents a greater share of units in the plan area compared to the city and county overall (47 percent and 40 percent, respectively). However, the share of owner-occupied housing is on the rise, due to the addition of almost 600 owner-occupied units between 2000 and 2013.

Most plan area residents, particularly in ownership housing, spend less than 30 percent of their income on housing, which is generally considered affordable. In addition, the percentage of owner-occupiers that pay less than 30 percent of their income on housing is greater in the plan area than in the city and county, which may suggest that the Roseland area is more affordable than surrounding communities. Specifically, 67 percent of households in owner-occupied units in the plan area spend less than 30 percent of their income on housing costs, compared to 61 percent in the city and 60 percent in the county. The plan area also has a higher proportion of affordable housing units (445 units, or 8 percent of the total housing stock) compared to Santa Rosa (6 percent) or Sonoma County (3 percent).
Chapter 5
EXISTING LAND USE
The plan area has a mix of uses, including low, medium, and medium-high density residential, office, retail, industrial, public institutional, recreational, and educational facilities (see Figure 5-1). Retail development occurs mainly along Sebastopol Road. Industrial and auto-oriented land uses are concentrated along Highway 101 and the rail corridor, south of Hearn Avenue, with some additional industrial land along the rail corridor between Sebastopol Road and Barham Avenue. There are a number of schools in the community, both within the incorporated and unincorporated areas of the planning area. Santa Rosa schools include Meadow View Elementary, Midrose High School, and Elsie Allen High School. Sonoma County schools in the Roseland District include Roseland Elementary, Roseland Creek Elementary, Sheppard Accelerated Elementary, Roseland Accelerated Middle School, Roseland Collegiate Prep Middle School, and Roseland University Prep High School. The plan area is served by four parks: Southwest Community Park, Bellevue Ranch Park, South Davis Park, and Bayer Park and Gardens. The largest of the parks is Southwest Community Park, which is located on Hearn Avenue next to the Southside Bus Transfer Center, and comprises 19.7 acres. A fifth park, Lower Colgan Park, is planned along the Colgan Creek. The remainder of the plan area is composed primarily of single-family and multi-family residential.

Table 5-1 identifies residential units in the plan area. Out of a total of 5,361 units, the majority are single-family residences. Table 5-2 shows building square feet for nonresidential uses in the plan area, which totals 2,972,199 square feet. The two most prevalent nonresidential uses are industrial-warehouse and business strip.

Table 5-1: Total Residential Units

<table>
<thead>
<tr>
<th>Residential Type</th>
<th># Units</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential Multi-Family</td>
<td>1,862</td>
<td>35%</td>
</tr>
<tr>
<td>Residential Mobile Home</td>
<td>126</td>
<td>2%</td>
</tr>
<tr>
<td>Residential Single-Family</td>
<td>3,373</td>
<td>63%</td>
</tr>
<tr>
<td>Residential Senior</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>5,361</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Table 5-2: Total Building Square Feet

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Square Feet</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Office</td>
<td>38,203</td>
<td>1%</td>
</tr>
<tr>
<td>Business - Shopping Center</td>
<td>135,810</td>
<td>5%</td>
</tr>
<tr>
<td>Business Strip</td>
<td>793,581</td>
<td>27%</td>
</tr>
<tr>
<td>Educational</td>
<td>71,008</td>
<td>2%</td>
</tr>
<tr>
<td>Industrial - Heavy</td>
<td>3,600</td>
<td>0%</td>
</tr>
<tr>
<td>Industrial - Light</td>
<td>553,322</td>
<td>19%</td>
</tr>
<tr>
<td>Industrial - Warehouse</td>
<td>1,340,794</td>
<td>45%</td>
</tr>
<tr>
<td>Public/Institutional</td>
<td>33,295</td>
<td>1%</td>
</tr>
<tr>
<td>Recreation</td>
<td>2,586</td>
<td>0%</td>
</tr>
</tbody>
</table>
Figure 5-1: Existing Land Uses in the Plan Area
Chapter 6

MARKET ANALYSIS
The following discussion provides an overview of the market conditions and planned development in the plan area. For more detailed information, please see Appendix B: Market Analysis.

**Market Conditions**

A market analysis was conducted for the plan area to evaluate the potential for future development. Below is a summary of key findings regarding the retail, office, industrial, and housing markets in the area.

**Retail Market**

Sebastopol Road, the plan area’s primary retail corridor, is dominated by small, independent retailers serving the local community. Along this corridor, there are concentrations of auto part stores and auto repair shops, food and beverage stores, and restaurants and drinking places. Although rents are relatively low, brokers report that the area is performing well, and may also be drawing consumers from a broader market area.

The plan area faces significant challenges in attracting national retail tenants, due to the existing outdated stock of retail buildings, relatively low incomes among local residents, a shortage of large opportunity sites for new development, the poor quality of local roads, and the relatively high costs of new development in the plan area. In addition, retail locations in the plan area must compete with nearby neighborhood and regional-serving retail centers, such as those across Highway 101 on Santa Rosa Avenue. Despite these challenges, brokers report that there may be demand for a new, full-size grocery store serving the local community. The key challenge to attracting a large-format grocery store at this time is the lack of appropriate locations and existing retail space. At present, there is one pending project and one approved retail project in the plan area totaling 7,595 square feet.

The Roseland Village Shopping Center site, located on the Sebastopol Road retail corridor, is one available site in the plan area with the best commercial development potential. Currently owned by the Sonoma County Successor Agency, future uses on this site may include, according to the agency, a public plaza, affordable housing, market rate housing, community, retail, and/or institutional space. The final development program will be based on developer proposals, with community review and final approval from the County.

**Office Market**

The plan area contains a small increment of Class B and C office space (less than 130,000 square feet, or 1 percent of the City’s total office space), with rents typically lower than those in the city and county.

Although the broader Santa Rosa office market is on the road to recovery from the recession, brokers report that rents in the plan area are too low to support new development in the short to mid-term, and that the plan area lacks the key characteristics of a good office location, such as a concentration of existing
office uses. Moreover, Santa Rosa’s General Plan currently only allows office development in a small portion of the plan area.

Industrial Market

The majority of the plan area’s industrial space is concentrated in the southeast corner, near Highway 101. The plan area’s industrial building stock is generally characterized by smaller spaces (between 1,000 and 5,000 square feet) serving light industrial tenants. A notable exception is Amy’s Kitchen, a large industrial tenant occupying a 110,000-square-foot distribution and manufacturing space on Dutton Avenue.

Although the Sonoma County industrial market is strong, particularly for larger spaces serving the wine and food industries, and the plan area has many assets, brokers report that large-scale industrial development in the area is unlikely to occur due to lack of industrial land supply. One key opportunity site for larger industrial development is an 8.5-acre parcel located at 2960-2970 Dutton Avenue that is currently for sale. At present, the only planned industrial project in the plan area is a 16,390-square-foot multi-tenant building at 2870 Duke Court.

Housing Market

The residential market in the City of Santa Rosa and Sonoma County has improved over the last two years. Sales prices and rents are on the rise, and building permit data indicates increased developer interest in the city and county. Despite rising rents, brokers report that Sonoma County has not yet experienced a surge in multi-family development similar to other parts of the Bay Area.

The plan area housing stock is currently dominated by smaller single-family homes, with lower rents and sales prices compared to the surrounding county. Around 1,150 units have been planned or proposed since 2007 in the plan area. Most of them (983 units, 76 percent of total) are market-rate units, which are either single-family detached or single-family attached. More than half of all planned and proposed units are single-family detached (52 percent), while 28 percent are single-family attached and 20 percent are multi-family. The plan area also includes a number of affordable housing units (27 percent of all homes), the most recent of which is Amorosa Village on Pebblecreek Drive.

Although the plan area contains many large opportunity sites well suited to residential projects, significant challenges to new development remain. These include environmental constraints, impact fees that increase development costs, lender reluctance, schools with lower median Academic Performance Indexes than other parts of the county, and perceptions of crime and safety issues. As a result, new residential development in the plan area is more likely to occur in the mid-term (3–7 years), although a few projects that have already been entitled should move forward in the near term.

Improvements such as updated infrastructure, better connections to Downtown Santa Rosa, and the Sonoma-Marin Area Rail Transit (SMART) station could provide a notable boost to the residential market in the plan area.
Development Potential and Demand Projections

The demand for residential and supportive retail uses between 2015 and 2035 was projected, and is summarized in Table 6-1 on the next page. Future demand for industrial and office uses in the plan area was not estimated due to the limited nature of the plan area office and industrial markets and land availability.

The plan area contains many large opportunity sites well suited to residential development, and land costs are generally lower in the plan area than in Santa Rosa, helping to decrease overall development costs. The plan area’s proximity to Downtown Santa Rosa, two major transportation corridors (Highways 12 and 101), and the future SMART station are also significant assets in attracting future residential development. Between 2010 and 2035, demand for new housing in the plan area is estimated to be between approximately 2,000 and 2,600 units, or between 100 and 130 new units per year. Consistent with historical trends and the housing types currently proposed in the plan area, the majority of demand in the short to mid-term is expected to be for single-family homes.

Future household growth and spending in the county is projected to generate demand for 42,000 to 58,000 square feet of new retail between 2015 to 2035. Food and beverage stores and restaurant and drinking places in the plan area are expected to capture a greater share of new county demand than general retail uses. It is important to note that, although estimates show demand for only 12,000 to 15,000 square feet of food and beverage stores between 2015 to 2035, these estimates represent demand generated by new growth only, and do not include any unmet demand generated by existing residents. Brokers report that, based on existing unmet demand, it is likely that the area could attract a full-size grocer in the short- term, if an appropriate site were available.

Given the modest scale of future retail demand, new retail space should be focused in specific nodes where it has the greatest chance of success and the ability to contribute to a critical mass of businesses. This includes locations with high visibility, existing retail businesses and anchors, and proximity to freeway on- and off-ramps.
## Table 6-1: Residential & Retail Demand (2015–2035)

<table>
<thead>
<tr>
<th>Residential Demand Estimates</th>
<th>2015-25</th>
<th>2025-35</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Units</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low</td>
<td>973</td>
<td>1,046</td>
<td>2,019</td>
</tr>
<tr>
<td>High</td>
<td>1,277</td>
<td>1,354</td>
<td>2,631</td>
</tr>
<tr>
<td><strong>Single Family/Townhome</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low</td>
<td>730</td>
<td>753</td>
<td>1,483</td>
</tr>
<tr>
<td>High</td>
<td>958</td>
<td>975</td>
<td>1,933</td>
</tr>
<tr>
<td><strong>Multifamily</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low</td>
<td>243</td>
<td>293</td>
<td>536</td>
</tr>
<tr>
<td>High</td>
<td>319</td>
<td>379</td>
<td>698</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Retail Demand Estimates</th>
<th>2015-25</th>
<th>2025-35</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Square Feet</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low</td>
<td>19,389</td>
<td>22,237</td>
<td>41,626</td>
</tr>
<tr>
<td>High</td>
<td>26,932</td>
<td>30,889</td>
<td>57,821</td>
</tr>
<tr>
<td><strong>General Retail</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low</td>
<td>9,293</td>
<td>10,659</td>
<td>19,952</td>
</tr>
<tr>
<td>High</td>
<td>13,940</td>
<td>15,988</td>
<td>29,928</td>
</tr>
<tr>
<td><strong>Food and Beverage Stores</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low</td>
<td>5,623</td>
<td>6,449</td>
<td>12,072</td>
</tr>
<tr>
<td>High</td>
<td>7,029</td>
<td>8,061</td>
<td>15,090</td>
</tr>
<tr>
<td><strong>Restaurants and Drinking Places</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Low</td>
<td>4,473</td>
<td>5,130</td>
<td>9,603</td>
</tr>
<tr>
<td>High</td>
<td>5,963</td>
<td>6,839</td>
<td>12,802</td>
</tr>
</tbody>
</table>
Chapter 7

ACTIVITY NODES
The following discussion provides an overview of key activity nodes within the plan area. For more detailed information, please see Appendix A: PDA Profile.

Activity Nodes

Activity nodes are strategic focal points in a city where people and activities are concentrated. The plan area includes a variety of employment, educational, retail, and recreational assets. These activity nodes are illustrated in Figure 7-1 on the following page and described below.

- Nine schools are located in the plan area, serving students from preschool to high school.
- The area has four public parks. The largest, with 19.7 acres, is Southwest Community Park, on Hearn Avenue.
- The Southside Bus Transfer Station, on Hearn Avenue, is a focal point for transit in the area. The Railroad Square SMART station, located just outside the study area in Downtown Santa Rosa, will soon provide an additional transit option for the plan area’s residents.
- Sebastopol Road, the plan area’s primary retail corridor, is home to a range of small, locally owned retail businesses.
- Santa Rosa’s auto row is located in the southeast corner of the plan area, and draws customers from the broader city and region. Larger retailers, serving both the plan area’s residents and the wider region, are located adjacent to the study area on Santa Rosa Avenue, and on the east side of Highway 101.
- Industrial uses are concentrated in the southeastern corner of the plan area, supporting mostly light industrial jobs. The industrial cluster, together with the Sebastopol Road and auto row retail, constitute the largest employment areas within the plan area.
- To the northeast of the plan area, Downtown Santa Rosa serves as a cultural, employment, and entertainment center for the city.
Figure 7-1: Activity Nodes within the Plan Area
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Chapter 8
CIRCULATION
CIRCULATION

Walking, bicycling, using transit, and driving (referred to collectively as “multimodal” circulation) already play an important role in day-to-day life in the Roseland area, but the ability to easily navigate from one part of the community to another, or between the Roseland area community and the rest of Santa Rosa, is not always easy. The following discussion provides an overview of the existing street, bike, pedestrian, and transit networks and levels of service. For more detailed information on these topics, please see Appendix C Circulation Analysis.

Existing Street Network

Figure 8-1: Road Network shows the existing road network by street classification: residential, collector, arterial, and highway. The plan area is characterized by an irregular street pattern comprising a combination of grid, curvilinear, and cul-de-sac designs. This irregularity makes the area difficult to navigate and results in poor connectivity between origins and destinations.

The following four arterial streets are the major auto corridors providing primary vehicular access to and within the plan area:

- **Stony Point Road** connects the cities of Petaluma and Santa Rosa, roughly paralleling Highway 101. In the northernmost portion of the study area, Stony Point Road has an interchange at Highway 12 and is a major six-lane street from Highway 12 to Sebastopol Road. The remainder of the study corridor narrows to the south of Sebastopol Road to a predominantly two-lane arterial. A project to widen Stony Point Road between Sebastopol Road and Hearn Avenue is currently under construction.

- **Sebastopol Road** runs east-west in the northern portion of the plan area and serves as Roseland’s “main street.” The street has five lanes in the western portion of the area, transitioning to a three-lane roadway between Burbank Avenue and Dutton Avenue, and to a two-lane roadway between Dutton Avenue and Olive Street.

- **Dutton Avenue** is a north-south roadway that runs through the eastern part of the plan area. The corridor includes a freeway interchange at Highway 12, and is a five-lane street between Highway 12 and Sebastopol Road. To the south of Sebastopol Road, the corridor narrows to a single lane in each direction with on-street parking as it passes through the plan area’s residential neighborhoods.

- **Hearn Avenue** is almost entirely located within the plan area boundaries, running between Santa Rosa Avenue on the east and Stony Point Road on the west, including a freeway interchange at Highway 101. The interchange is constrained by the Hearn Avenue freeway overpass, which includes only one lane in each direction, creating a bottleneck that results in congestion in the area. The corridor is a five-lane street between Highway 101 and the SMART rail corridor, and generally includes one lane in each direction plus a center turn lane on the remainder of the street.
Planned Roadway Improvements

The following discussion provides an overview of planned and proposed roadway improvement projects in the plan area.

Stony Point Road Widening

This project, currently under construction, will widen Stony Point Road to four vehicle lanes between Sebastopol Road and Hearn Avenue with on-street bicycle lanes and sidewalks.

Hearn Avenue Interchange Reconstruction

This project is currently in the preliminary planning and design stages, and is needed to address existing congestion issues. As part of the project a widened Hearn Avenue overpass will be constructed, resulting in significantly improved east-west circulation over Highway 101 for all users. Funding has yet to be secured for the project, though it is likely to be constructed within the 20-year time horizon of the Roseland Area/Sebastopol Road Specific Plan.

Bellevue Avenue Improvements at Highway 101

The City has been coordinating with Sonoma County Transit Authority (SCTA) to determine the ultimate improvements at Bellevue Avenue to include in the next update of the regional Comprehensive Transportation Plan (CTP). Because the separation between the Hearn Avenue and Bellevue Avenue interchanges would be less than one mile and non-compliant with Caltrans mandates, implementing the interchange may prove infeasible. A future Bellevue Avenue overcrossing is anticipated to be included in the CTP, but without freeway ramps to and from Highway 101 (in other words, without an interchange). This type of configuration would improve connectivity between east and west Santa Rosa. However, with respect to traffic flow, the project could potentially result in a greater reliance on future improvements at the Hearn Avenue freeway interchange to serve traffic from the southern plan area. The General Plan currently depicts a full interchange at Bellevue Avenue, so if the project proceeds without a freeway interchange, a General Plan amendment would be necessary.

Bicycle and Pedestrian Network

Given that much of the existing development in and near the plan area was historically developed outside the city limits and has its origins in rural and rural residential uses, existing pedestrian and bicycle facilities in some portions of the plan area are discontinuous, if present at all. Figures 8-2 and 8-3 illustrate the bicycle and pedestrian networks in the plan area. Pedestrian and bicyclist activity levels are highest in the northern portion of the plan area and near schools, though pedestrian and bicycle activity in the area’s neighborhoods is also high compared to many of the city’s other residential areas.
Figure 8-1: Road Network
Figure 8-2: Bicycle Facilities
Existing & Planned Bicycle and Pedestrian Facilities

The Santa Rosa Bicycle and Pedestrian Master Plan classifies bikeways into three categories:

- **Class I Bike Path:** provides a completely separated right-of-way for the exclusive use of bicycles and pedestrians with cross-flow minimized
- **Class II Bike Lane:** provides a striped lane for one-way bike travel on a street or highway
- **Class III Bike Route:** provides for shared use with pedestrian or motor vehicle traffic

The Joe Rodota Trail is a paved pathway that runs through the northern part of the plan area, connecting the City of Sebastopol to Railroad Square in Santa Rosa. A portion of the Colgan Creek Trail also runs through the southern part of the plan area along Bellevue Avenue between Juniper Avenue and the western boundary of Elsie Allen High School. Future planned pathways include the SMART multi-use path running along the commuter rail corridor, extensions of the Colgan Creek Trail northward to Dutton Avenue and southward to the future Laguna de Santa Rosa Trail, and extensions of the Roseland Creek Trail between Stony Point Road and McMinn Avenue. On-street bicycle lanes currently exist on Sebastopol Road between Stony Point Road and Dutton Avenue, on Stony Point Road between Bellevue Ranch Road and Bellevue Avenue, and on Hearn Avenue between Stony Point Road and the SMART rail line. SCTA has identified two corridors where it would like to see enhanced bicycle facilities, but has noted that further study is still required — North Dutton Avenue and West Avenue between Sebastopol Road and Hearn Avenue.

Pedestrian Activity Areas

Sebastopol Road has a significant amount of pedestrian activity throughout the day, particularly in commercial areas between Burbank Avenue and Dutton Avenue. This core commercial segment includes pedestrian-scale street lighting, street trees, and improved sidewalks. Other places in the Roseland area with notable pedestrian activity include schools, neighborhood streets, Bayer Park and Southwest Community Park, trails and trail crossings, and busier transit stops like the Southside Bus Transfer Center on Hearn Avenue at Southwest Community Park.

Pedestrian Network Gaps and Barriers

As noted above, the Roseland area includes a diverse development pattern ranging from rural to urban that was constructed over several decades. Some of the developed areas that are older and/or more rural in nature lack sidewalks. On Sebastopol Road, continuous sidewalks are present to the west of Dutton Avenue, but are discontinuous between Dutton Avenue and Olive Street (see Figure
8-3: Pedestrian Facilities. Some residential streets have continuous sidewalks, while others lack sidewalks or have significant sidewalk gaps. Continuous sidewalks exist in the areas immediately surrounding Sheppard Elementary School, and new sidewalks, crosswalk warning lights, and accessible curb ramps have recently been installed in the vicinity of Roseland Creek Elementary. Sidewalks exist on Bellevue Avenue near Elsie Allen High School, but the sparsely developed area surrounding the school leads to the presence of substantial gaps in the pedestrian network. At several locations pedestrian walkways have been created within paved street widths by installing asphalt dikes to separate vehicle and pedestrian areas.

Obstacles to pedestrian and bicycle movement include the Highway 12 and US 101 freeways, which have limited crossing locations and restrict pedestrian and bicycle movement between the plan area and other Santa Rosa neighborhoods. The SMART rail corridor is also a barrier to east-west movement, though pedestrians are often observed crossing the tracks between designated locations. Near-term plans by SMART to install fencing along the rail corridor is expected to focus crossing activity to designated locations, most of which will be at public street crossings. This, combined with the SMART multi-use pathway itself needing to cross arterials at or near public street crossings, makes provision of robust pedestrian and bicycle crossings near the SMART rail corridor especially critical.

Transit

Transit service is provided by Santa Rosa CityBus and Sonoma County Transit. Figure 8-4 shows transit routes in the plan area. Four CityBus routes serve portions of the Roseland area, including three routes that serve the Southside Bus Transfer Center. The Southside Bus Transfer Center includes shelters and lighting, and facilitates timed transfers between the three CityBus routes. CityBus also oversees paratransit service for those who are unable to independently use the transit system.

Sonoma County Transit (SCT) provides regional transit service throughout the county. Two SCT routes pass through the Roseland area on weekdays, including commute period service between Sebastopol and downtown Santa Rosa via a route running along Sebastopol Road. Many transit users can access other SCT routes serving other areas of the county, as well as routes serving the Highway 101 corridor and San Francisco operated by Golden Gate Transit, via single transfers at the downtown Santa Rosa transit mall.

Commuter rail service on SMART, the Sonoma-Marin Area Rail Transit system, is expected to begin in 2016. SMART will have stations at the major population and job centers of the North Bay including the downtown Santa Rosa station, which is located approximately one-half mile from Sebastopol Road in the northeastern portion of the plan area.

A planning and community-engagement process called “Reimagining CityBus” is currently taking place. The plan may include recommendations that involve restructuring all or part of the transit system, potentially resulting in changes to routes and service levels throughout Santa Rosa, including the Roseland area. While the Reimagining CityBus process is a separate effort from the Roseland Southside Bus Transfer Center...
Multimodal Level of Service Assessment

In order to establish a baseline condition to which future circulation conditions envisioned by the Specific Plan may be compared, a circulation analysis was conducted for the plan utilizing multimodal level of service (MMLOS) methodologies. These methods help quantify performance levels separately for automobile, transit, pedestrian, and bicycling modes of travel using a “grading system” ranging from A through F. For example, level of service (LOS) A represents ease of travel and the presence of a circulation network that strongly prioritizes the travel mode. On the other end of the spectrum, LOS F represents difficult travel conditions and a circulation network that discourages or creates barriers to that mode of travel. It is important to keep in mind that physical constraints and the need to balance competing circulation goals (as well as land use, environmental, social, fiscal, and other community goals) may make LOS A impossible to achieve, and that multimodal operation in the LOS B to LOS D range often still reflects a well-designed “complete” street that serves all users.

A summary of the current multimodal levels of service on key project area roadways is shown in Table 8-1: Multimodal LOS Summary. Pedestrian and bicycle LOS is determined on all corridors, transit LOS is assessed on corridors where buses currently operate, and auto LOS is determined on the four primary arterial corridors serving the area.

Table 8-1: Multimodal LOS Summary

<table>
<thead>
<tr>
<th>Study Corridor</th>
<th>LOS Range by Travel Mode</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Pedestrian</td>
</tr>
<tr>
<td>Stony Point Rd – SR 12 to Bellevue</td>
<td>E-F</td>
</tr>
<tr>
<td>Sebastopol Rd – Stony Point to Olive</td>
<td>C-F</td>
</tr>
<tr>
<td>Dutton Ave – SR 12 to Hearn</td>
<td>D-E</td>
</tr>
<tr>
<td>Hearn Ave – Stony Point to Santa Rosa Ave</td>
<td>E-F</td>
</tr>
<tr>
<td>Olive St-Corby Ave – Sebastopol to Bellevue</td>
<td>D-F</td>
</tr>
<tr>
<td>West Ave – Sebastopol to Hearn</td>
<td>C</td>
</tr>
<tr>
<td>Dutton Meadow – Hearn to Bellevue</td>
<td>E</td>
</tr>
<tr>
<td>Bellevue Ave – Dutton to Corby</td>
<td>E-F</td>
</tr>
<tr>
<td>Burbank Ave – Sebastopol to Hearn</td>
<td>D-E</td>
</tr>
<tr>
<td>Barham Ave – Dutton to Olive</td>
<td>E</td>
</tr>
</tbody>
</table>

Notes:
LOS = Level of service; results shown as the LOS range occurring along segment
N/A = not applicable or travel mode not present on corridor
Pedestrian and bicycle LOS are poor along several corridors and segments. In many cases operation in the LOS F range is attributable to sidewalks and bike facilities that are discontinuous or not present at all. LOS E conditions typically occur where some pedestrian and bicycle facilities exist, but user comfort is compromised due to factors such as vehicle speeds, lack of crossing enhancements, few amenities, and limited connectivity to other facilities. One area that fares better for pedestrians is Sebastopol Road between Burbank Avenue and Dutton Avenue, where a reasonably good pedestrian LOS C has been achieved through streetscape and crossing improvements. Bicycle LOS C is achieved on Sebastopol Road between Stony Point Road and Burbank Avenue through the combination of bike lanes, good pavement condition, bicycle detection at signals, and lack of on-street parking.

Transit levels of service are relatively good in the northern portion of the Roseland area along Sebastopol Road, Stony Point Road, and Hearn Avenue, all of which are currently operating at transit LOS C. The portions of Corby Avenue and West Avenue north of Hearn Avenue that have transit service operate at LOS D. This should be considered a passable LOS given the residential nature of these streets, though it could be improved with modest increases in service and additional transit user amenities. Transit operation is not as favorable to the south of Hearn Avenue, where all streets with transit service operate at LOS E.

Auto operation on all four of the major roadways serving the Plan area is considered to be acceptable at LOS D or better at the corridor-level, achieving the city’s standards. Some individual sub-segments of the corridors, such as Stony Point Road between Highway 12 and Sebastopol Road, encounter average speeds that are indicative of LOS F. The particularly heavy traffic volumes on this segment are largely responsible for this congestion, though the bottleneck created by the narrowing of southbound Stony Point Road south of Sebastopol Road is also a major factor. Some relief to congestion in this area is expected upon the completion of the Stony Point Road widening project that is currently under way.
Figure 8-3: Pedestrian Facilities
Figure 8-4: Transit Routes
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Chapter 9

DEVELOPMENT HISTORY
Development History

Figure 9-1: Development History map illustrates the pattern of development over time. The Roseland area has its origins as a farming community of hop fields and orchards. The development history of the plan area is quite varied and diverse. Much of the Roseland area is residential in nature with a range of housing types from new market-rate single-family housing to multi-family rental and older single-family homes. Today, we see some of the older single-family homes built before 1950 located just north of Hearn Avenue and the Southside Bus Transfer Center. Some of the newest residential developments built after 1990 include the large community around Bellevue Ranch Park, and the neighborhood just west of Roseland Creek Elementary School.

Before the 1960s, Sebastopol Road served as the main highway between Santa Rosa and Sebastopol and thus became the area’s commercial backbone. As shown on the map, most of the commercial development along Sebastopol Road was built prior to 1950. In the 1970–1989 period, development included the industrial and auto-related uses between the railroad tracks and Highway 101.

Development prior to the 1950s may have historical value, but there are no registered historic landmarks located within the plan area. Development between 1950 and 1989 has the most likelihood for redevelopment of aging structures that are not of historic value, and the newest development built in the last 20 years has the least potential for change during the life of the Roseland Area/Sebastopol Road Specific Plan.
Figure 9-1: Development History
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Chapter 10

URBAN FORM
Urban form refers to the physical layout and design of the city. It takes into consideration building density, heights, size, scale, layout, and compactness. Figure 10-1: Building Footprints demonstrates the size and scale of existing building footprints and the spaces around buildings (source data from 2005). The residential areas are smaller in scale and more compact in development pattern. Commercial and industrial uses have larger building footprints and larger open spaces between buildings, as can be seen in the south eastern part of the plan area, where industrial and auto-related uses are prevalent.

Figure 10-2: Building Heights shows the heights of buildings in the plan area, with light blue depicting shorter buildings and darker blue showing taller buildings (source data from 2005). Most buildings are under 36 feet, or the equivalent of one to two stories in height.
Figure 10-1: Building Footprints
Figure 10-2: Building Heights
Chapter 11
ENVIRONMENTAL CONDITIONS
The following environmental conditions have been identified at this preliminary project stage as noteworthy factors that may impact future development of the plan area. These factors and others which may emerge as significant will be further analyzed in the environmental review process as part of this project.

**Flood Hazards**

According to the Federal Emergency Management Agency (FEMA) (2012), the areas within the plan area adjacent to Roseland Creek and Colgan Creek are subject to the 100-year flood. A one-hundred-year flood is a flood event that has a 1 percent probability of occurring in any given year. In addition, two larger areas adjacent to Roseland Creek (west of McMinn Avenue and east of Old Stony Point Road) and one area adjacent to Colgan Creek (between Highway 101 and the railroad) are also subject to the 100-year flood. The Colgan Creek corridor is also subject to inundation in the event of a failure of Matanzas Creek Dam located east of the plan area. The dam failure inundation area is the same as that subject to the 100-year flood as described previously.

**Noise**

**Transportation Noise Sources**

**Northwest Pacific Railroad**

The Northwest Pacific Railroad line runs through the eastern portion of the plan area. While not currently fully operational, the state has allocated funds for repair of the line and reestablishment of freight service within the next five years. As the line is brought up to safety standards, freight service will resume along the railroad line. Noise generated by this use will therefore become part of the ambient noise background, or future baseline.

**Highway 101**

According to the City’s General Plan Update Draft Environmental Impact Report (DEIR), the 70 decibel A (dBA) contour within the plan area extends 487 feet from the centerline of Highway 101. However, Caltrans has constructed a series of sound walls in conjunction with the recently completed widening project along Highway 101 between Wilfred Avenue and Highway 12. These sound walls protect homes, schools, and businesses from excessive and unwanted highway noise.

**Highway 12**

According to the City’s General Plan Update DEIR, the 70 dBA contour within the plan area (between Marlow Road and Brookwood Avenue) extends 199 feet from the centerline of Highway 12.
Stationary Noise Sources

Commercial and Industrial Facilities

Numerous commercial and industrial facilities in the northern and southeastern portions of the plan area could generate significant noise from operation of associated loading docks, outdoor equipment, and rooftop equipment such as HVAC systems, fans, and generators.

Biological Resources

There are two creeks within the plan area (Roseland Creek and Colgan Creek), and one critical wildlife habitat area.

Roseland Creek

Roseland Creek flows through the plan area in a southwesterly direction from an outfall at the Northwestern Pacific Railroad in the northeastern portion of the plan area. The upper segment of Roseland Creek between Highway 101 and Burbank Avenue is generally characterized by a natural, meandering channel with some riparian habitat. The creek segment between Burbank Avenue and Stony Point Road is primarily considered a modified creek characterized by a grass-lined flood control channel. These segments of Roseland Creek are recommended for preservation by the City’s Creeks Master Plan. A portion of these segments are also covered by the City’s adopted Roseland Creek restoration Concept Plan and may be subject to the City’s 50-foot setback requirements due to habitat value for wildlife.

Colgan Creek

Colgan Creek flows under Highway 101 at the approximate midpoint of the plan area’s eastern boundary southwesterly to Bellevue Avenue, and then flows westerly along the roadway and the plan area’s southern boundary. Colgan Creek is considered a modified creek consisting largely of a Sonoma County Water Agency flood control channel that is grass-lined and has minimal associated riparian habitat. According to the City’s Creek Master Plan, the creek segment between Highway 101 and Victoria Drive is recommended for habitat enhancement while the creek segment between Victoria Drive and Bellevue Avenue is recommended for restoration per the City’s adopted Lower Colgan Creek Restoration Concept Plan. Portions of the creek are under easements to cross private properties.

Critical Wildlife Habitat

Figure 11-1 demonstrates that most of the plan area (approximately 91% of the plan area) is within the U.S. Fish and Wildlife Service designated critical habitat area for the California Tiger Salamander. Critical habitat is a term defined and used in the Endangered Species Act. It is specific geographic areas that contain features essential to the conservation of an endangered or threatened species and that may require special management and protection. Critical habitat may
ENVIRONMENTAL CONDITIONS

also include areas that are not currently occupied by the species but will be needed for its recovery.

Hazardous Materials Sites

According to the Department of Toxic Substances Control’s (DTSC) EnviroStor database, there are eight known hazardous materials sites within the plan area and three additional sites in the immediate vicinity of the plan area. These sites are summarized in Table 11-1.

According to the State Water Resources Control Board’s (SWRCB) GeoTracker database, there are 20 known open case hazardous materials sites in the plan area. Two of these identified sites (#1 and #10) are also listed by DTSC. Numerous other sites in the plan area are closed cases and therefore no longer pose a threat to the environment or the public. In addition, there are numerous sites in the immediate vicinity of the plan area (a cluster north of Highway 12 just west of Highway 101 and a large cluster of military cleanup sites just west of the plan area associated with the Naval Auxiliary Air Station, Santa Rosa).
Table 11-1: Hazardous Materials Sites

<table>
<thead>
<tr>
<th>ID</th>
<th>Agency</th>
<th>Location</th>
<th>Site Name</th>
<th>Type of Site</th>
<th>Current Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>DTSC</td>
<td>265 Roberts Ave</td>
<td>C&amp;D Batteries</td>
<td>Evaluation</td>
<td>Refer: RWQCB</td>
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<tr>
<td>2</td>
<td>DTSC</td>
<td>8 Sebastopol Rd</td>
<td>Former Point St. George Fisheries</td>
<td>Voluntary Cleanup</td>
<td>Refer: RWQCB</td>
</tr>
<tr>
<td>3</td>
<td>DTSC</td>
<td>80 Barham Ave</td>
<td>Santa Rosa Plating Works</td>
<td>Evaluation</td>
<td>No Further Action</td>
</tr>
<tr>
<td>4</td>
<td>DTSC</td>
<td>35 &amp; 48 West Barham Ave</td>
<td>Santa Rosa Circuits</td>
<td>Evaluation</td>
<td>Refer: RWQCB</td>
</tr>
<tr>
<td>5</td>
<td>DTSC</td>
<td>841 McMinn Ave</td>
<td>McMinn Avenue</td>
<td>Evaluation</td>
<td>Refer: RWQCB</td>
</tr>
<tr>
<td>6</td>
<td>DTSC</td>
<td>1683 Burbank Ave</td>
<td>New Roseland Area Elementary School</td>
<td>School Cleanup</td>
<td>Active</td>
</tr>
<tr>
<td>7</td>
<td>DTSC</td>
<td>2450 Stony Point Rd</td>
<td>Redwood Chemical</td>
<td>Evaluation</td>
<td>Refer: Local Agency</td>
</tr>
<tr>
<td>8</td>
<td>DTSC</td>
<td>2641 Dutton Meadow</td>
<td>Meadow View Elementary School Expansion</td>
<td>School Cleanup</td>
<td>Inactive - Action Required</td>
</tr>
<tr>
<td>9</td>
<td>DTSC</td>
<td>Yolanda &amp; Petaluma Rds</td>
<td>Burt Street Development</td>
<td>Voluntary Cleanup</td>
<td>No Further Action</td>
</tr>
<tr>
<td>10</td>
<td>DTSC</td>
<td>3017 &amp; 3019 Santa Rosa Ave</td>
<td>Golden Technology Site</td>
<td>State Response Cleanup Program</td>
<td>Active (Land Use Restrictions)</td>
</tr>
<tr>
<td>11</td>
<td>DTSC</td>
<td>2789 Northpoint Pkwy</td>
<td>Optical Coating Laboratory, Inc.</td>
<td>Tiered Permit</td>
<td>Inactive – Needs Evaluation</td>
</tr>
<tr>
<td>12</td>
<td>SWRCB</td>
<td>1885 Sebastopol Rd</td>
<td>Acme Auto Wreckers, Inc.</td>
<td>Cleanup Program</td>
<td>Open – Inactive</td>
</tr>
<tr>
<td>13</td>
<td>SWRCB</td>
<td>1175 Sebastopol Rd</td>
<td>Taylor Bus Company</td>
<td>LUST Cleanup</td>
<td>Open - Remediation</td>
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<tr>
<td>14</td>
<td>SWRCB</td>
<td>1124 Sebastopol Rd</td>
<td>Former Exxon 7-2639</td>
<td>LUST Cleanup</td>
<td>Open - Site Assessment</td>
</tr>
<tr>
<td>15</td>
<td>SWRCB</td>
<td>816 McMinn Ave</td>
<td>Quick Stop Market #35</td>
<td>LUST Cleanup</td>
<td>Open - Remediation</td>
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<td>16</td>
<td>SWRCB</td>
<td>258 Roseland Ave</td>
<td>Redwood Oil &amp; Chevron Bulk Plant #206308</td>
<td>Cleanup Program</td>
<td>Open - Verification Monitoring</td>
</tr>
<tr>
<td>17</td>
<td>SWRCB</td>
<td>761 Sebastopol Rd</td>
<td>Roseland Cleaners</td>
<td>Cleanup Program</td>
<td>Open - Assessment &amp; Interim Remedial Action</td>
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<tr>
<td>18</td>
<td>SWRCB</td>
<td>255 Dutton Ave</td>
<td>Shell Service Station (Dutton Avenue)</td>
<td>LUST Cleanup</td>
<td>Open - Verification Monitoring</td>
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<tr>
<td>19</td>
<td>SWRCB</td>
<td>257 Dutton Ave</td>
<td>Shell, DZ Products Facility</td>
<td>Cleanup Program</td>
<td>Open - Site Assessment</td>
</tr>
<tr>
<td>20</td>
<td>SWRCB</td>
<td>921 Sebastopol Rd</td>
<td>Beacon #489 (Former)</td>
<td>LUST Cleanup</td>
<td>Open - Remediation</td>
</tr>
<tr>
<td>21</td>
<td>SWRCB</td>
<td>805 Sebastopol Rd</td>
<td>Baugh, Wilson Enterprise</td>
<td>LUST Cleanup</td>
<td>Open - Remediation</td>
</tr>
<tr>
<td>22</td>
<td>SWRCB</td>
<td>760 Sebastopol Rd</td>
<td>Sebastopol Road Commingled Plume Group</td>
<td>LUST Cleanup</td>
<td>Open - Remediation</td>
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<tr>
<td>23</td>
<td>SWRCB</td>
<td>Sebastopol Rd</td>
<td>Sebastopol Road at West Avenue – HVOC Plume</td>
<td>Cleanup Program</td>
<td>Open - Site Assessment</td>
</tr>
<tr>
<td>24</td>
<td>SWRCB</td>
<td>800 Sebastopol Rd</td>
<td>BSC Cleaners</td>
<td>Cleanup Program</td>
<td>Open - Site Assessment</td>
</tr>
<tr>
<td>25</td>
<td>SWRCB</td>
<td>760 Sebastopol Rd</td>
<td>BP / Redwood Oil #110</td>
<td>LUST Cleanup</td>
<td>Open - Remediation</td>
</tr>
<tr>
<td>26</td>
<td>SWRCB</td>
<td>565 Sebastopol Rd</td>
<td>Reuben’s Tacos</td>
<td>LUST Cleanup</td>
<td>Open - Verification Monitoring</td>
</tr>
<tr>
<td>27</td>
<td>SWRCB</td>
<td>370 Sebastopol Rd</td>
<td>Unocal #4320</td>
<td>LUST Cleanup</td>
<td>Open - Eligible for Closure</td>
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<tr>
<td>28</td>
<td>SWRCB</td>
<td>928 Dutton Ave, North</td>
<td>Industrial Machine &amp; Engine</td>
<td>Cleanup Program</td>
<td>Open - Inactive</td>
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<tr>
<td>29</td>
<td>SWRCB</td>
<td>2290 Dutton Ave</td>
<td>Fouche Auto Wreckers</td>
<td>Cleanup Program</td>
<td>Open - Assessment &amp; Interim Remedial Action</td>
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<td>30</td>
<td>SWRCB</td>
<td>2423 Dutton Ave</td>
<td>Ray’s Food Center</td>
<td>LUST Cleanup</td>
<td>Open - Remediation</td>
</tr>
<tr>
<td>31</td>
<td>SWRCB</td>
<td>440 Hearn Ave</td>
<td>AM/PM Mini Mart</td>
<td>LUST Cleanup</td>
<td>Open - Remediation</td>
</tr>
</tbody>
</table>

Note: Sites highlighted in red are located just outside of the plan area.
ENVIRONMENTAL CONDITIONS

Agriculture and Forest Resources

The majority of the plan area is designated by the Farmland Mitigation and Monitoring Program as Urban and Built Up Land. However, there are areas designated Farmland of Local Importance and Grazing Land. Although these areas may have potential for agricultural use, under the California Environmental Quality Act (CEQA), Farmland of Local Importance and Grazing Land are not considered Important Farmland. Based on a review of aerial photographs, there does not appear to be any significant forestry resources within the plan area.

Air Quality

According to California Air Resources Board’s Community Health Air Pollution Information System (CHAPIS), there is one industrial point emissions source found within the plan area. Deas Custom Wood Finishing is located west of Dutton Avenue near the plan area’s southern boundary. Diesel exhaust generated along Highway 101 and Highway 12 and other major roadways within the plan area are additional sources of toxic air contaminants.

Geologic Hazards

According to the California Office of Emergency Services, the city is within an area identified as having a high level of potential for ground shaking from earthquakes. However, there are no earthquake fault zones in the city and the area is outside the liquefaction seismic hazard and earthquake-induced landslide hazard zones.

Scenic Resources

The City’s 2035 General Plan designates Highway 12 from its interchange with Highway 101 west to Fulton Road as well as Highway 101 throughout the city as scenic roads. These roadways have unique scenic qualities because of their natural setting and/or historic and cultural features and are subject to General Plan policies intended to preserve and enhance the roads.
Figure 11-1: Critical Habitat for the California Tiger Salamander
Chapter 12

POTENTIAL FOR CHANGE
An analysis of the parcels in the plan area was conducted to look at a number of factors that help identify a parcel’s potential for change over the next 20 years. These factors include land ownership, governmental jurisdiction, vacancy, and building/land value ratio. This analysis aids in determining the probability of ease in which sites can be readily redeveloped. Figure 12-1: Parcel Ownership Analysis illustrates the City-, County-, and State-owned parcels and vacant areas in the plan area, and Figure 12-2: Building to Land Value identifies the ratio of building to land value. Figure 12-3: Potential Opportunity Sites synthesizes the results of the parcel analysis and property value analyses to identify development opportunity areas.

Ownership

City-owned sites were identified, as the City has ultimate control of these sites and can potentially develop them to catalyze redevelopment in the plan area in the near term. However, as Figure 12-1: Parcel Ownership Analysis shows, the only City-owned sites are the public schools and parks in the plan area, which are community assets and are not likely to change.

Vacancy

A number of large vacant sites provide opportunities for new development, which is anticipated to catalyze improvements to the plan area. Vacant areas are shown in the hatch pattern on the map. Together they account for approximately 358 acres, almost a quarter of the total plan area.

Building to Land Value

Figure 12-2: Building to Land Value identifies the ratio of the value of building improvements to the value of the underlying land to determine whether the site is being used to its full potential. Areas shown in light shades of green show the sites with low building/land value ratio that are underutilized and more likely to be improved. Areas shown in the darker green colors are those where the value of the building is greater than the value of the land and are less likely to be redeveloped. As illustrated in Figure 12-1, most of the underutilized sites in the plan area are located south of Hearn Avenue. This is consistent with the Parcel Ownership map, which shows that most of these parcels are currently vacant.

Potential Opportunity Sites

The results of the parcel ownership and property value analyses were combined to identify potential development opportunity sites, shown in Figure 12-3. This map displays vacant properties and underutilized sites, defined as those sites where the building improvement value is less than the land value. Sites with pending or proposed development have been excluded as opportunity sites. The sites identified in Figure 12-3 have the potential to spur improvements in the plan area.
Figure 12-1: Parcel Ownership Analysis

**LEGEND**
- Vacant & Publicly Owned Lands
- City of Santa Rosa
- Sonoma County
- Sonoma-Marin Area Rail Transit District
- State of California
- Vacant Land

**Project Boundary**
- Creeks
- Railroad
- Schools
- Southside Bus Transfer Center
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Figure 12-2: Building to Land Value
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