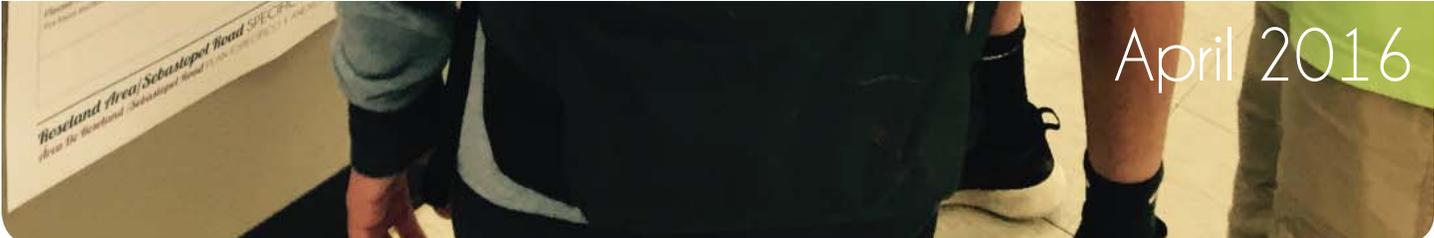


Santa Rosa

WORKSHOP 4 SUMMARY

April 2016



COMMUNITY WORKSHOP 4 SUMMARY



INTRODUCTION

The fourth and final community workshop for the Santa Rosa Roseland Area Specific Plan and Annexation Projects took place the evening of Thursday, February 18, 2016. The event was an open house with three stations to provide information to and solicit input from participating community members. The stations were 1) Land Use Plan, Circulation Plan, & Implementation Actions, 2) Policy Recommendations, and 3) Annexation. Approximately 90 people attended the event. This memorandum summarizes the workshop activities, materials, and outcomes.

THE THREE STATIONS

The **Land Use Plan, Circulation Plan, & Implementation Actions Station** gave participants the opportunity to review and provide input on updates to information presented at Workshop 3. This included detailed land use, street, and bikeways maps. A list of recommended implementation actions was also provided and participants were encouraged to leave comments to indicate their level of support for the actions.

The **Policy Recommendations Station** introduced participants to new policies developed after Workshop 3. A number of different policy topics were covered: Pedestrian, Bicycle, Trails, & Transit; Roads; Commercial Activity and Healthy Food Access; Residential Areas & Affordable Housing; and Parks, Utilities, Public Facilities and Services. Participants used red and green dots to indicate policies that they did or did not support. Additionally, attendees left comments and suggestions specific to each suggested policy and policy topic.

The **Annexation Station** provided information on the potential annexation of Roseland and four other county islands, with City of Santa Rosa staff members available to answer questions. In this workshop, Annexation Station participants were specifically engaged about the role of off-street mobile food vending.

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The results of Workshop 4 will guide development of the public draft Specific Plan. A transcription of the meeting comments from meeting participants is provided in **Appendix A: Community Workshop 4 - Data and Photographs**.

KEY RESULTS

The prominent themes that emerged from Community Workshop 4 are summarized as follows:

- **Traffic Congestion, Safety and Land Use Intensification along Hearn Avenue.** Participants expressed concerns with current traffic congestion and an unsafe environment for pedestrians walking along and crossing Hearn Ave. Policies supporting development along Hearn Avenue were met with concerns about worsening vehicular congestion, density, and diminished safety for pedestrians and bicyclists. Participants were concerned about an increase in residential density and the addition of retail uses along Hearn Avenue, as they relate to an increase in traffic on an already heavily congested road. Nearly 20 participants indicated that they did not support a policy to attract a shopping center south of Hearn Avenue at Dutton Avenue due to the resulting increase in traffic along Hearn Ave. This direction was at odds with the clear direction received at the second workshop in support of an intensified neighborhood mix of goods, services, and residential uses along Hearn Avenue.
- **New Roadways.** Concern over new roadways focused on the safety of bicyclists and pedestrians. Specifically, participants noted potential for conflict between bicyclists, pedestrians, and cars on the new road that would cross the Joe Rodota Trail.
- **Rural Character.** Over 50 participants indicated a desire to maintain rural character along Burbank Avenue by requiring greater setbacks and disallowing on-street parking. Comments indicated support for preserving Burbank Avenue as a scenic road with open space and potential for more parks.
- **Community Park on Burbank Avenue.** Participants supported the development of the Roseland Creek Community Park across from Roseland Creek Elementary School, but indicated they thought it should be maintained as a nature park that preserves rural and wild areas. Eight comments were direct requests to not develop the natural area.
- **Low-Income Development.** Residents were largely supportive of residential development that represented a range of housing types and income levels, but many participants indicated that not all of the new development should be set aside for low income. Participants expressed a desire for below market-rate housing to be spread across Santa Rosa (not concentrated in Roseland) and that a mix of market rate- and low-income homes be developed.
- **Pedestrian and Bicycle Infrastructure.** All of the policies pertaining to improvements to enhance pedestrian and bicycle comfort and safety received a great deal of support. These included policies to improve sidewalks, crossings, bike lanes, and street lighting.

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- **Access to Healthy Food.** There was overwhelming support for policies that would increase access to healthy foods, goods, and services.
- **Economic Development and Local Flavor.** Participants widely supported policies that would preserve and encourage new local jobs and businesses that reflect the cultural uniqueness of the area.

A complete transcription of the notes and workshop activities is provided in **Appendix A**.

NEXT STEPS

Over the coming months, several smaller meetings will be held to discuss annexation with sectors of the business community. One session will bring together Sebastopol Road restaurants, mobile vendors, and retail establishments to discuss issues including how best to regulate vending after annexation. Another planned meeting will bring together the auto service, logistics, and light industrial businesses located between Sebastopol Road and Highway 12 to discuss their particular concerns. The next opportunity to provide comments on the Specific Plan will be when the public draft is released at the end of April and during the public hearings anticipated to take place in June and July.

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APPENDIX A: COMMUNITY WORKSHOP 4 - DATA AND PHOTOGRAPHS

Community Workshop 4 - Data and Photographs

STATION 1: LAND USE PLAN, CIRCULATION PLAN, & IMPLEMENTATION ACTIONS

The following table illustrates the results of the activity seeking input on participants’ perspectives on changes to the Land Use Plan, Circulation Plan, and Implementation Actions since Workshop 3.

This table shows results of input on recommended implementation actions (to be phased through 2035).

ACTIONS	DO YOU SUPPORT THIS ACTION? (Y/N)		COMMENTS
	Y	N	
TRANSPORTATION			
Repair roadways	11	0	<ul style="list-style-type: none"> • Dutton Avenue is an emergency. • Yesterday, agree! • Please! • Takes too many years to fix; need lean and green contracts.
Repair sidewalk ramps and make accessible	4	1	<ul style="list-style-type: none"> • Yes, make walking the preferred choice. Walk everything before building.
Repair sidewalks	5	1	
Improve Sebastopol Road and intersections (including bike lanes)	8	1	<ul style="list-style-type: none"> • You're doing it!
Improve existing Dutton Avenue and intersections (including bike lanes)	6	0	<ul style="list-style-type: none"> • It's impossible to move through in the morning and evening commutes.
Lengthen right-turn lane on westbound State Route 12 off-ramp at Dutton Avenue to increase vehicle queueing capacity	2	0	<ul style="list-style-type: none"> • How? Unclear? But needs to be addressed for sure!!! • Is this possible? Highway 101 westbound to Sebastopol merges with Dutton off-ramp. • This would be very helpful. Backed up traffic on the freeway would be dangerous.
Improve Corby and Baker Avenues and intersections including US 101 southbound ramps	4	1	<ul style="list-style-type: none"> • What does this mean? Very vague. • Does this mean widening?

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ACTIONS	DO YOU SUPPORT THIS ACTION? (Y/N)		COMMENTS
	Y	N	
Improve safety where the Joe Rodota Trail crosses streets - Stony Point Road and State Route 12 eastbound ramps	3	2	<ul style="list-style-type: none"> • How? • No! Too clogged already!!! • Too clogged already. • More street lights at Dutton. People walk against the light and it's hard to see them.
Widen Stony Point Road from Hearn Avenue to Sebastopol Road (including bike lanes)	3	0	<ul style="list-style-type: none"> • You're already doing this... • Bike lanes yes, widening no. • You already began. • Finish this project!
Widen Stony Point Road from Bellevue Avenue to Hearn Avenue (including bike lanes)	2	0	<ul style="list-style-type: none"> • No. Bikes yes. • In process! • Yes, and pave. • Yes, we need it.
Improve Hearn Avenue and intersections (including bike lanes)	6	0	<ul style="list-style-type: none"> • What does this mean?
Improve Dutton Meadow and intersections (including bike lanes)	2	0	
Improve Burbank Avenue and intersections (including bike lanes)	2	0	<ul style="list-style-type: none"> • Now!
Improve existing Bellevue Avenue and intersections (including bike lanes)	2	0	<ul style="list-style-type: none"> • We need crosswalks! • Desperately need a Bellevue overpass to facilitate traffic flow to Santa Rosa Avenue. • We want a 101 overpass to Santa Rosa Avenue. • Light at Yuba Drive. In the morning and evenings when people are taking their kids to the high school, it is very difficult to get out onto Stony Point. When the new 4 lanes on Stony Point necks down to 2 lanes just before Yuba, it will be 2 times worse. Someone will be killed.
Install bike lanes along West Avenue	3	0	
Improve Barham Avenue (including bike lanes)	2	0	<ul style="list-style-type: none"> • Fix potholes! • Repair potholes and repave.

ACTIONS	DO YOU SUPPORT THIS ACTION? (Y/N)		COMMENTS
	Y	N	
Signalize intersections at Sebastopol Road/Olive Street, Dutton Avenue/Barham Avenue, Bellevue Avenue/Dutton Avenue, and Bellevue Avenue/Corby Avenue	0	6	<ul style="list-style-type: none"> Keep four-way stops!
Install street lighting where deficiencies exist	6	0	<ul style="list-style-type: none"> With low light pollution! Dark, unsafe
Construct new roads and street extensions	10	1	<ul style="list-style-type: none"> Fix the current roads first.
Complete gaps in existing sidewalks	2	0	<ul style="list-style-type: none"> We need sidewalks on Valerie Way and other streets. Thank you.
Build Highway 101 overpass at Bellevue Avenue	11	0	<ul style="list-style-type: none"> Yes, with bike/pedestrian safety in mind. Overpass at Bellevue Avenue please! No, fix current overpass first. Please! Bellevue Avenue overpass from west of freeway to Santa Rosa Avenue would be great! Should be priority!
Modify Hearn Avenue Highway 101 overpass	5	1	<ul style="list-style-type: none"> Yes, including bike lanes. Yes, with real sidewalks on both sides.
Establish new bike routes (signed on-street)	1	0	
Construct off-street bicycle and pedestrian paths	4	0	<ul style="list-style-type: none"> Lots more!!! Good for environment. Yes! Like the smart train path.
LAND USE & ECONOMIC DEVELOPMENT			
Initiate an incentive grant program to spur exterior building improvements in both commercial and residential areas	2	0	
Establish priority business recruitment targets. Special consideration should be given to locally owned cafes, restaurants, indoor/outdoor recreation, and retail	3	0	<ul style="list-style-type: none"> Not sure what this means, but I do think efforts should be focused on development support of local businesses.

ACTIONS	DO YOU SUPPORT THIS ACTION? (Y/N)		COMMENTS
	Y	N	
Please recommend additional actions...			<ul style="list-style-type: none"> • Homeless services/shelters. • Maintain current jobs? • Hire locals for work! • Move road next to Rodota Trail - need eyes on thoroughfare. • West must continue through to trail • Need smaller blocks: walkable retail corners, parcels small businesses can afford, more eyes on street for safety. • Work should keep in mind social determinants of health.
PUBLIC SERVICES, FACILITIES, AND INFRASTRUCTURE			
Construct central plaza/town square	5	0	<ul style="list-style-type: none"> • Loose structure >> not "bloks" and such, but yes • Good idea! • Roseland Village.
Build library	7	0	<ul style="list-style-type: none"> • Roseland Village. • Very important to enlarge this! • Very important.
Build cultural/youth center	8	0	<ul style="list-style-type: none"> • Roseland Village. • Teen clinic. • With extended hours. • Very important.

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ACTIONS	DO YOU SUPPORT THIS ACTION? (Y/N)		COMMENTS
	Y	N	
Build community health clinic	6	0	<ul style="list-style-type: none"> • Roseland Village. • Great healthy bodies = healthy minds! • Very important. <p>Tenemos clinicas cercas; estoy de acuerdo con este comentario Translation: -WE HAVE CLINICS NEARBY; I AGREE WITH THIS COMMENT.</p> <ul style="list-style-type: none"> • • Si! Tenemos! SR Community Health Clinics Centers. <p>- Si! Tenemos! SR Community Health Clinics Centers -YES! WE HAVE Santa Rosa COMMUNITY HEALTH CLINIC CENTERS</p>
Build pool	1	5	<ul style="list-style-type: none"> • Too much money. • Waste.
Acquire land for parks	2	2	<ul style="list-style-type: none"> • No; would take too much land, and already have plenty!

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ACTIONS	DO YOU SUPPORT THIS ACTION? (Y/N)		COMMENTS
	Y	N	
Design and build new parks	0	0	<ul style="list-style-type: none"> • We need more wild places. • Pocket parks throughout. • With wild untamed nature preserves. • Build? Acquire land. Then let land (mostly) be. • Los terrenos utilisen los para casas. Translation: Utilize land for homes. • De verian contruir casas para toda las personas. Translation: You should build homes for all persons. • De verian aponer atension en lo que es importante para las personas que no cren lo que asen. Translation: You should pay attention to what is important for the people who do not believe what you do.
Maintain and upgrade existing parks	8	0	<ul style="list-style-type: none"> • Very important.
Improve and restore creek and creek trails	8	0	<ul style="list-style-type: none"> • Leave the neighbor wood wild • Vital. • Essential. • Yes; the recent improvements are so awesome!
Improve aging water supply system	5	0	<ul style="list-style-type: none"> • Drought >> put it off>> prioritize.
Improve aging sewer supply system	7	0	<ul style="list-style-type: none"> • Think ahead! Will need new sewer system! • Yes, as needed. • Drought >> put it off>> prioritize. • Now. • Legalize composting toilets. • Legalize and utilize composting toilets.
Improve aging storm drain system	1	0	

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ACTIONS	DO YOU SUPPORT THIS ACTION? (Y/N)		COMMENTS
	Y	N	
Upgrade the water supply system to accommodate future population	5	0	<ul style="list-style-type: none"> If you can eliminate drought, this may work. Water is a limited resource...How will a new system help accomplish this?
Upgrade wastewater for 2035 population	3	0	
Upgrade storm drainage system for 2035 population	0	0	
Improve public transit service per the results of the Re-Imagining City Bus Project	8	0	<ul style="list-style-type: none"> Yes, with better coordination with County buses. Create a South Transit Center. Yes, more often and with more cross connections, like a grid.
Install bus stop furniture (bench, lighting, etc.)	5	0	<ul style="list-style-type: none"> Yes! Yes!! Yes!!! Shelter; lights.
Install directional signage to major destinations	5	0	
Relocate the Roseland Fire Station to one of the two new sites preferred by the fire department	0	0	<ul style="list-style-type: none"> Why? Why? Hmm. Low priority. Add another one.
Please recommend additional actions...			<ul style="list-style-type: none"> Preserve actual nature.
PUBLIC SERVICES, FACILITIES, AND INFRASTRUCTURE			
Investigate reasonable funding options to install streetscape improvements along Sebastopol Road	1	0	<ul style="list-style-type: none"> Priority. Make sure they are "improvements"! (Define, please.)
Investigate private/public partnerships for private neighborhood revitalization projects	2	0	
Apply for grants/secure funding to implement projects	1	0	<ul style="list-style-type: none"> Good concept.

ACTIONS	DO YOU SUPPORT THIS ACTION? (Y/N)		COMMENTS
	Y	N	
Program Roseland Area Specific Plan projects in the CIP	1	0	

Below are comments provided by participants at this station.

LAND USE MAP COMMENTS

- “Leave the Neighbor Wood Wild” (Note in margins of map).
- Object to retail/MD designation along Hearn Avenue – unmanageable traffic.
- Need parks along Burbank Avenue.
- 2013 = 18k residents - 6ac/1,000. Need 113 acres of park.
- How to balance new development with scenic road designation? Southbound not enough (Burbank Avenue).
- Where will water come from for Medium High Density land use on Hearn?
- Dutton Meadow at Dutton is not medium density in area of change.
- More density is scary.
- People are shopping in Rohnert Park.
- Lived on Hearn and had to move out – too much high density.

CIRCULATION MAP COMMENTS

- Set aside some parking spots within the huge parking lots on Sebastopol Road between Dutton and Stony Point Road for mobile eateries to park by day.
- Leave Roseland Creek Wild .
- Big concerns about cars crossing Joe Rodota Trail.
- Need metering on freeway.
- Traffic counts not accurate.
- Streetlights are out.
- Hearn near West and Westwood – light made traffic noise.
- Hard to get in and out of driveway.
- Traffic backs up to 101.
- Is the West Avenue extension going to be a road to nowhere? When will the connection by the Joe Rodota Trail be built?
- Between Hearn and Bellevue traffic, going up, pedestrian died.
- No services will be available to serve residents in areas of increased density (Hearn). Need to walk.
- No room for transportation (transit) and Highway 12/Sebastopol and school buses.
- Concern about extension of Leo Drive.

- Dutton Avenue bike lane – parking to remain or be removed?
- Don't feel safe walking at night – fix the lights, make the streets safer.
- Make improvements to Stony Point now! Need to finish it.
- School traffic at Bellevue Ranch makes it impossible to turn onto Yuba.
- What about a light at Yuba and at Stony Point?
- Fix what you have first.
- Need working lights on Hearn.

STATION 2: POLICY RECOMMENDATIONS

The following tables illustrate the results of the activity seeking input on participants’ perspectives on new policy recommendations. Each table represents the five different policy topics covered: Pedestrian, Bicycle, Trails, & Transit; Roads; Commercial Activity & Healthy Food Access; Residential Areas & Affordable Housing; and Parks, Utilities, Public Facilities, & Services.

PEDESTRIAN, BICYCLE, TRAILS, & TRANSIT

POLICY	DO YOU SUPPORT THIS POLICY? (Y/N)		COMMENTS
	Y	N	
GENERAL			
Ensure convenient opportunities to walk, bike, and take transit to daily destinations.	16	1	
Design as “complete streets” to safely serve and accommodate all travel modes.	15	0	<ul style="list-style-type: none"> No cul-de-sacs – walkability.
Implement streetscape improvements resulting in attractive, functional streets with overall enhanced access, lighting, and safety for pedestrians, bicyclists, transit users, and motorists.	15	0	
Coordinate with Sonoma Marin Area Rail Transit (SMART) to ensure safe railway crossings for all users.	16	0	<ul style="list-style-type: none"> Street level crossings. Build the trail! Not just pieces of it!
Develop and install wayfinding signage to the downtown SMART station, SMART pathway, Sebastopol Road commercial district, and other key destinations. Wayfinding should be designed to help create a sense of place and strengthen project area identity.	13	0	
PEDESTRIAN/BICYCLE/TRAILS			
Consider adding a new bike and pedestrian crossing of the SMART rail corridor between Barham and Hearn Avenues.	15	0	

POLICY	DO YOU SUPPORT THIS POLICY? (Y/N)		COMMENTS
	Y	N	
Improve pedestrian and bicycle amenities to serve the recreation and travel needs of residents and visitors.	13	0	<ul style="list-style-type: none"> Making roads bike-friendly – meaning having the streetlight turn green while on your bike so we don't have to wait for a car to come or go to sidewalk to use.
Identify gaps and build sidewalks to complete the pedestrian network in neighborhoods.	15	0	
Require dedication of right-of-way for improvements and/or expansion of pedestrian and bicycle facilities where insufficient right-of-way currently exists.	11	0	
Prioritize bicycle and pedestrian improvements identified on the circulation maps.	10	0	<ul style="list-style-type: none"> If people can SAFELY walk or bike, there will be fewer cars.
Install high-visibility crosswalk markings and signage in areas with high pedestrian activity.	11	0	
Enhance safety at the Joe Rodota Trail crossing of Stony Point Road by eliminating the free-flow right-turn island at the SR 12 eastbound ramps intersection, using curb extensions to reduce crossing distances where possible, and implementing pedestrian- and bicycle-friendly signal timing strategies.	12	1	
Ensure any proposed fencing along the SMART railroad corridor is attractive and does not obstruct visibility to the corridor.	11	0	
Encourage SMART to provide lighting along the railway corridor multiuse path.	13	0	
Support bike education events and classes.	6	0	<ul style="list-style-type: none"> No bike or foot paths can safely terminate on Victoria Drive - keep at RR tracks.

POLICY	DO YOU SUPPORT THIS POLICY? (Y/N)		COMMENTS
	Y	N	
SAFE ROUTES TO SCHOOL			
Ensure safe routes to school, including safe pedestrian crossings and clearly marked routes near schools.	14	0	
Provide crosswalk enhancements near schools, parks, and high-volume pedestrian areas.	14	0	
Prioritize pedestrian crossing signal timing enhancements at signals around schools to promote safety for pedestrians.	9	0	
Construct high-visibility sidewalks, bike paths, and crosswalks, particularly around schools.	10	0	
TRANSIT			
Promote the use, efficiency, reliability, affordability, and convenience of public transit in the project area.	9	0	<ul style="list-style-type: none"> Coordinate with the County bus systems. A transit center in the Roseland Area.
Provide well-lit shelters with benches and bicycle parking at bus stops near schools and shopping areas.	8	0	
Support increased connectivity and frequency of transit routes serving the Southside Transfer Center, in keeping with City Bus' long-range plan for southwest Santa Rosa service.	8	1	<ul style="list-style-type: none"> Make sure Roseland residents are notified when these changes happen so more people can utilize the service.
Ensure that public transit service connects major destinations in the Roseland Area, including educational institutions, community facilities, parks, and major commercial corridors, as well as to the downtown and destinations outside of the plan area.	8	0	

ROADS

POLICY	DO YOU SUPPORT THIS POLICY? (Y/N)		COMMENTS
	Y	N	
GENERAL			
Improve connections in the project area by creating new streets or extensions of existing streets, as identified in the Circulation Plan.	1	11	<ul style="list-style-type: none"> Nah, just maintain them (or let us maintain them). North Point Parkway to Hearn only (x2) Big concerns with two streets crossing Joe Rodota Trail north of Sebastopol Road.
Provide the right-of-way and related street improvements or new streets as identified in the Circulation Plan when properties develop.	4	2	
Enhance existing intersections along major arterials to improve traffic flow through use of coordinated or adaptive signal timing and/or dedicated turn pockets.	6	1	
Implement coordinated or adaptive signal timing along arterials to improve traffic flow, using intelligent transportation systems (ITS) strategies rather than roadway widening to maximize roadway efficiency, minimize congestion, and reduce greenhouse gas emissions.	7	2	<ul style="list-style-type: none"> Coordinated train.
SEBASTOPOL ROAD			
Create a lush and colorful landscaped ambiance along Sebastopol Road through the use of broader sidewalks, landscaped medians, historic style street lamps, shade trees, flowers and bike lanes.	24	1	<ul style="list-style-type: none"> No median!! Slow the cars! Agree with no median; would be hard to get into all the little driveways; it would maybe cause more traffic. Do it without making sidewalks broader.

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POLICY	DO YOU SUPPORT THIS POLICY? (Y/N)		COMMENTS
	Y	N	
Create a new east/west roadway on the north side of the Joe Rodota Trail. This road will span from Hampton Way to West Avenue extended north to provide better access to this area.	9	5	<ul style="list-style-type: none"> Traffic study on West! Lots of kids! Safety at night! No! Not until the unsavory population on the Joe Rodota Trail is removed.
The design of the raised roadway median should balance the need for access to businesses while enhancing pedestrian safety and the streetscape environment.	3	3	
Design Sebastopol Road as a focal gathering point and pedestrian-oriented main street.	19	0	
Support efforts by CityBus to increase transit service along Sebastopol Road to minimum 15-minute headways.	13	0	
Please recommend additional policies here:			<ul style="list-style-type: none"> More benches and crosswalks. It is impossible to drive east on Sebastopol Road from Stony Point during the 3PM hour due to parents picking up kids from school.
HEARN AVENUE			
Maximize traffic capacity of Hearn Avenue while balancing the livability and character of the street.	2	11	<ul style="list-style-type: none"> Need traffic study of side streets off Hearn, Westwood, Burbank - these are heavy [traffic] areas. Hearn Avenue and overpass need to be widened before more residents.
Minimize curb cuts along Hearn Avenue to improve traffic flow.	1	9	<ul style="list-style-type: none"> Scary to cross street - too much traffic. Double negative. Need sidewalks, schools, park.

POLICY	DO YOU SUPPORT THIS POLICY? (Y/N)		COMMENTS
	Y	N	
Prioritize and secure funding for the planned widening of the Hearn Avenue overcrossing and associated interchange improvements to relieve existing congestion and improve multimodal connectivity.	10	6	<ul style="list-style-type: none"> • Yes - this overchange area needs widening. But then what to do with the traffic going westward? Only 2 lanes - huge traffic issue.
Design Hearn Avenue as a primary bus corridor.	4	7	
Ensure convenient pedestrian and bicycle connections to/from the bus transit center with new linked bike lanes and paths, as shown on the Circulation Plan.	10	0	<ul style="list-style-type: none"> • Visibility! • Smart train corridor is going to cause even more traffic problems on Hearn due to train crossing; don't need more traffic.
Create a new east/west connection for vehicles, bicycles, and pedestrians by extending Northpoint Parkway down to Hearn Avenue at Burbank Avenue.	5	12	<ul style="list-style-type: none"> • Burbank Avenue is a scenic road. • Need traffic study in AM (Burbank Road).
Please recommend additional policies here:			<ul style="list-style-type: none"> • Don't terminate any paths at Victoria Drive; not safe, no sidewalks. • No retail on Hearn. • If capacity is increased for overpass traffic and not on Hearn Avenue, what's going to happen? Another bottleneck? • Hearn Avenue is residential. Keep it that way. • New overpass. • Regarding rezoning in Roseland, a "grandfather clause" would enable existing property zoned for rural-agriculture use to be safe.

OTHER ROADS

POLICY	DO YOU SUPPORT THIS POLICY? (Y/N)		COMMENTS
	Y	N	
Support the planned construction of a Highway 101 overpass at Bellevue Avenue to improve east/west multimodal connectivity to/from the Roseland Area.	15	1	
Implement the new street design in order to balance new improvements with the existing rural character along Burbank Avenue.	5	1	<ul style="list-style-type: none"> • What does this mean? Keep rural character of Burbank Avenue. • Keep rural character - more parks on Burbank.
Balance the desire to maintain rural character with pedestrian and bicycle safety along Burbank Avenue.	7	0	
Design the Campbell Drive extension as a low-speed residential collector street.	0	3	
UNIVERSAL DESIGN & ACCESSIBILITY			
Ensure all paths, streets, and crossings are designed to be safely accessed by all users, in accordance with the Americans with Disabilities Act (ADA).	6	0	
Accessible parking spaces must be provided per ADA requirements.	2	1	
Consider providing accessible on-street parking spaces along major commercial corridors such as Sebastopol Road.	2	3	
Transit riders typically start and end trips as pedestrians; therefore, ensure proper connectivity and accessible pathways to/from transit stops and amenities.	8	0	

COMMERCIAL ACTIVITY & HEALTHY FOOD ACCESS

POLICY	DO YOU SUPPORT THIS POLICY? (Y/N)		COMMENTS
	Y	N	
SEBASTOPOL ROAD VISION			
Promote a mix of land uses and increased development densities to ensure Sebastopol Road as Roseland’s commercial core and encourage pedestrian, bicycle, and transit modes of travel for local trips.	13	4	<ul style="list-style-type: none"> • Not just low-income. • "Increase development densities" can be an ugly thing indeed. Like anything done 'wrong'! Care and caution...
Encourage outdoor dining along Sebastopol Road.	14	0	<ul style="list-style-type: none"> • Food trucks and picnic tables. • Certain given areas, yes. Wholesale, nuh-uh.
New development shall: Celebrate the multicultural ethnicity of the area and create a unique sense of place as an international village and market place.	13	0	
New development shall: Provide a place for a community center and a library, social services, a cultural center, extended education facility, and youth activities center.	16	1	<ul style="list-style-type: none"> • Permanent library! • Reach out to the youth to get opinion on what activities. • Use existing infrastructure, revitalize! Don't rubble-ize!
New development shall: Ensure more choices in affordable housing types, for both renters and homeowners.	14	0	<ul style="list-style-type: none"> • 1/3 of market-rate rents - mixed incomes. • Do this all over Sonoma County, not just concentrated in southwest Santa Rosa. • Spread affordable housing throughout Santa Rosa. • We need market-rate housing too!
New development shall: Provide more green spaces throughout the area in the form of parks, landscaping, active parks, open space, and a green streetscape, including the enhancement of the Joe Rodota Trail.	13	0	<ul style="list-style-type: none"> • For sure. • Dutton extension: make green strip park along residential east side (along Victoria Drive side).

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POLICY	DO YOU SUPPORT THIS POLICY? (Y/N)		COMMENTS
	Y	N	
New development shall: Allow for a variety of businesses while remaining small- and local-business oriented.	16	0	<ul style="list-style-type: none"> NCD: Neighborhood Commercial Districts. Restrict: Chain, formula stores (no formula businesses!).
New development shall: Maintain affordability for existing small businesses and avoid displacement of existing businesses.	15	0	
New development shall: Avoid “strip mall” type development.	19	0	
New development shall: Ensure adequate parking for the businesses.	11	1	<ul style="list-style-type: none"> There already is! Repurpose, people!
New development shall: Respect the small scale of local businesses, and have elements of early California historic character.	13	0	
Please recommend additional policies here:			<ul style="list-style-type: none"> Honor Roseland's agricultural heritage; allow rural use as it presently exists (2x support, agree). No dog park on the park site between McMinn and Burbank Avenues; it was originally proposed to be a natural environment (agree).
RETAIL			
Expand local-serving retail and personal services uses to accommodate the daily needs of Roseland Area residents, visitors, and employees.	6	2	
Allow mobile food vendors at off-street locations.	13	4	<ul style="list-style-type: none"> Not in residential area! I agree! Follow same rules as rest of city - allow mobile food vendors throughout Santa Rosa, not just Roseland! As long as there are no subwoofers!

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POLICY	DO YOU SUPPORT THIS POLICY? (Y/N)		COMMENTS
	Y	N	
Attract a shopping center south of Hearn Avenue at Dutton Avenue.	3	19	<ul style="list-style-type: none"> • Traffic study! • Traffic! • No - terrible traffic issue - FAIL NOW. • No shopping center on Hearn Avenue - it's residential (agree). • Retail on Hearn will create another traffic nightmare in addition to the SMART train rail crossing. • Don't put shopping on Hearn and Dutton. Traffic nightmare.
Encourage small neighborhood stores, such as corner food markets, in residential areas to provide services within walking and bicycling distance.	16	1	<ul style="list-style-type: none"> • Where specifically?
Provide social gathering places in commercial areas.	4	1	<ul style="list-style-type: none"> • Social gathering encouraged in public space "parks." • Encourage these gatherings to happen in the park.
Encourage small-scale, local-serving, and active retail uses that enhance walkability, such as coffee shops and bookshops.	12	1	<ul style="list-style-type: none"> • Where? Board is confusing. Sebastopol Road, yet Hearn Avenue?
Preserve the rich cultural uniqueness and sense of place as new development occurs.	10	0	<ul style="list-style-type: none"> • Amen! Especially in older farm communities and neighborhoods. Preserve the agrarian feel.
Preserve the local character and maintain existing businesses in the project area.	14	0	
Encourage activity-generating uses such as outdoor dining development along the Roseland and Colgan Creeks.	6	5	<ul style="list-style-type: none"> • Creeks are natural areas. Outdoor dining here will increase litter! Keep it natural.
Please recommend additional policies here:			<ul style="list-style-type: none"> • Keep Hearn low density. • I'd like to see the agricultural uses have more usability.

POLICY	DO YOU SUPPORT THIS POLICY? (Y/N)		COMMENTS
	Y	N	
ACCESS TO HEALTHY FOOD, GOODS, AND SERVICES			
Work with the County Health Department to develop incentives and programs to attract and expand businesses that support healthy living.	3	0	
Work with the County Health Department to host, sponsor, and/or organize public health events such as health fairs, senior fairs, youth fitness programs, farmers markets, and workshops.	11	0	
Continue to attract a range of healthy food sources such as full-service grocery stores, ethnic food markets, farm stands, community gardens, edible schoolyards, and farmers markets.	11	0	<ul style="list-style-type: none"> • More community garden plots.
Develop and implement a program to encourage convenience stores, supermarkets, liquor stores, and neighborhood and ethnic markets to carry fresh produce.	7	0	<ul style="list-style-type: none"> • How can government dictate what businesses sell?
Support development of small-scale neighborhood nodes that provide a range of neighborhood-serving retail, public amenities, and services to residents within walking distance of their homes.	6	1	<ul style="list-style-type: none"> • People can travel to services - keep residential neighborhoods "residential."
Enhance public safety by ensuring development projects are designed with adequate lighting, limited access, and windows facing public areas.	5	0	

RESIDENTIAL AREAS & AFFORDABLE HOUSING

POLICY	DO YOU SUPPORT THIS POLICY? (Y/N)		COMMENTS
	Y	N	
RESIDENTIAL AREAS			
Include a variety of housing types near workplaces, schools, parks, stores, and amenities.	10	2	<ul style="list-style-type: none"> • Spread around Santa Rosa! Not just low income. • Mix in income levels of housing all over Santa Rosa, not just southwest.
Utilize the Santa Rosa Design Guidelines to ensure that new higher-density development along Hearn Avenue, near the Southside Bus Transfer Center, is attractive and compatible with the surrounding neighborhood.	9	4	<ul style="list-style-type: none"> • Where are all the cars going to go? It is stopped now! • No high-density along Hearn - traffic already a FAIL. Also, where is the water coming from for all these "proposed" high-density areas? • Address traffic issues first.
Maintain rural character along Burbank Avenue by requiring greater setbacks and disallowing on-street parking.	53	7	<ul style="list-style-type: none"> • Where will cars go? • Burbank is a scenic road! • Burbank has open space for more parks! • Burbank Avenue is prettiest street in Roseland - preserve it!
Encourage community pride by promoting beautiful and safe neighborhoods and quality of life for all residents.	19	0	<ul style="list-style-type: none"> • But of course!
Please recommend additional policies here:			<ul style="list-style-type: none"> • Add more overpasses. • Larger lot sizes everywhere! • Displacement is of great concern to the community; how is the City going to ensure that residents are not displaced as a result of development?
AFFORDABLE HOUSING			
Continue to engage the community in developing new and refining existing affordable housing and anti-displacement.	11	4	<ul style="list-style-type: none"> • Spread around Santa Rosa! Not just in southwest. • Citywide!

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POLICY	DO YOU SUPPORT THIS POLICY? (Y/N)		COMMENTS
	Y	N	
Promote inclusion of second dwelling units in new and existing single family neighborhoods to provide a smaller, more affordable housing option.	10	6	<ul style="list-style-type: none"> • Citywide! • Important.
Preserve existing affordable housing in the plan area. Identify funds to preserve units at-risk of converting to market rate.	10	6	<ul style="list-style-type: none"> • No slumlords. • Low-income affordable housing needs to be spread all around Santa Rosa!
Utilize economic development strategies, such as local hiring practices, job training, and promoting cultural identity, to strengthen the local community.	12	1	
Continue to provide homebuyer assistance programs including first time homebuyer down payment assistance programs, CalHFA loan program, , and Mortgage Credit Certificate Program.	11	1	
Provide outreach and education to existing homeowners and offer resources and information to allow continued residence in their homes.	11	2	
Encourage development of quality, well built, attractive housing units, that contribute to neighborhood character and quality of life.	19	3	<ul style="list-style-type: none"> • Not all low-income, please. • Is there a plan to increase police coverage? Already break-ins, vandalizing fence.
Encourage development of a range of housing types that meet the needs of population groups including seniors, large and small families, low and middle-income households, and people of all abilities.	14	4	<ul style="list-style-type: none"> • Low! • Not all low-income. We need variety as well as diversity.
Encourage new residential development include a range of housing types including single-family residences, townhomes, condominiums, and rental units.	11	3	<ul style="list-style-type: none"> • Not just low-income apartment. Our area has more than our fair share. • Affordable - hopefully not ALL high density dumped in Roseland.

POLICY	DO YOU SUPPORT THIS POLICY? (Y/N)		COMMENTS
	Y	N	
Encourage the integration of market-rate housing with affordable units at the project level as well as the neighborhood level.	9	2	<ul style="list-style-type: none"> • More market rate. We have more than our fair share of low-income housing in Roseland. • Don't concentrate low-income homes in Roseland; spread this around Santa Rosa.

PARKS, UTILITIES, PUBLIC FACILITIES, & SERVICES

POLICY	DO YOU SUPPORT THIS POLICY? (Y/N)		COMMENTS
	Y	N	
PARKS AND OPEN SPACE			
Support the development of a diverse range of park types, functions, and recreational opportunities to meet the physical and social needs of the community.	17	0	<ul style="list-style-type: none"> • Burbank Avenue has more open space for parks; buy now before too late. • We are very under-parked. • Need many more parks. • With a population of 18,918 residences as of 2013, we need at least 113 acres of parks (6 acres: 1,000 residents).
Develop Colgan Creek Park – a 4.5-acre neighborhood park at Bellevue Avenue and Dutton Meadow.	12	0	

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POLICY	DO YOU SUPPORT THIS POLICY? (Y/N)		COMMENTS
	Y	N	
Develop Roseland Creek Community Park – a 18.75-acre community park across from Roseland Creek Elementary School on Burbank Avenue.	19	7	<ul style="list-style-type: none"> • Maintain the wooded wild land as an open space with little development. • The project "concept" plan should be supporting a nature park and not a developed park. This is consistent with community input and protection. It affords for wildlife and climate change. It is a new day, not the old way. • Do not develop the Neighbor Wood please! We need wild spaces. • Was this not recommended as a natural setting? • This is a nature park! • Please keep this as a rural park. • This is supposed to be a nature preserve. • Our organization, representing many within our environmental community, supports a natural park with its myriad interests and protections.
Encourage joint use of park, recreational, and school sites to expand opportunities for physical activity (healthy – physical activity).	16	0	<ul style="list-style-type: none"> • Leave "dirt" and places for kids to make their own play space.
Ensure parks, playgrounds, and neighborhood play spaces are safe, clean, and well lit.	17	0	<ul style="list-style-type: none"> • With down-facing lights, minimal light pollution in neighborhoods!
Design parks to be beautiful public amenities accessible to all residents. Ensure design also discourages vandalism, deters crime, and creates a safe and comfortable environment.	13	1	<ul style="list-style-type: none"> • With a balance of natural wildlands and highly impacted designs.

POLICY	DO YOU SUPPORT THIS POLICY? (Y/N)		COMMENTS
	Y	N	
Encourage new housing developments to provide recreational and community activity spaces.	18	2	<ul style="list-style-type: none"> All around Santa Rosa - not just southwest.
Encourage the use of transparent fencing along creeks and adjacent to parks to provide “eyes” on these public amenities.	11	2	<ul style="list-style-type: none"> On public property and biz only, not residential.
INFRASTRUCTURE			
Upgrade street lighting to meet city standards.	19	0	<ul style="list-style-type: none"> Using low light pollution lights, shining down and not up!!! Please replace lights that are out. Already done! Yes!!
Provide appropriately scaled and designed lighting for all modes of travel.	12	0	
Provide utility upgrades to ensure water and wastewater services support increased density and intensity in the area.	11	0	
Additional recommended policies may be identified after the Infrastructure Analysis is completed.	4	2	
PUBLIC FACILITIES			
Encourage new uses, such as a teen center or community center, to locate along Hearn Avenue to create a new and centrally located community focus of civic uses.	11	4	<ul style="list-style-type: none"> Where? Not enough law enforced now! How about a senior center? Place next to existing Southwest Community Park only - best location with bus access.

POLICY	DO YOU SUPPORT THIS POLICY? (Y/N)		COMMENTS
	Y	N	
Integrate community-serving uses along with new residential development along Hearn Avenue at Dutton Meadow.	7	3	<ul style="list-style-type: none"> No more biz on Hearn Avenue; it's residential. Access issue - traffic study needed. What is this? Senior center or youth center? These are needed.
Encourage location of pool at the Southwest Community Park.	13	4	<ul style="list-style-type: none"> Too expensive to build and maintain!
Prioritize public investment and improvements for public facilities and amenities that provide significant health and equity benefits.	5	0	
Invest in improvements to public facilities that provide social, economic, and community benefits in underserved neighborhoods, such as educational facilities, parks, playgrounds, libraries and community centers; streetscape improvements; and programs for community gardens.	12	0	<ul style="list-style-type: none"> Where? More community gardens everywhere.
Additional policy recommendations may be identified after the Public Services Analysis is completed.	1	4	

Below are comments provided by participants at this station.

POLICY RECOMMENDATIONS COMMENTS

- Would like to see policies relating to jobs and economic development. Maintain working class jobs.
- Concerned about the area north of Sebastopol Road changed to residential. Preserve trucking jobs and facilities in proximity to freeway. Residential should not be near freeway.
- Please give out current draft plan to residents (participants).
- Write article in *Press Democrat* to update community on this planning process.
- Very concerned about traffic on Hearn. Traffic on Hearn is already very bad. What is going to happen once all the new housing is built? How will they integrate into already heavy traffic? Traffic on Hearn is particularly bad at the end of the school day.
- Please send out copies of wall hangings to all participants who came tonight.

- Steering committee should be at the table for next decision making.
- Invite/let steering committee come to any future project team discussions.

STATION 3: ANNEXATION STATION

The following questions illustrate the results of the activity seeking input on participants' perceptions of mobile food vending in the planning area.

1. Should mobile food trucks/carts be allowed on Sebastopol Road (off street)?

YES = 51

NO = 3

2. Should outdoor dining be allowed at mobile food truck/cart locations (tables, chairs, shade tents)?

YES = 46

NO = 1

3. Should there be a minimum separation (distance) between mobile food trucks/carts (to avoid over-concentration)? Example: 200 feet

YES = 33

NO = 16

4. Should there be a minimum distance between mobile food trucks/carts and non-mobile restaurants? Example: 500 feet

YES = 9

NO = 33

COMMENTS

- City should acquire sections of parking lots to provide parking for food vendors and customers. For safety!
- Just allow Mexican food.
- Fine the way it is.
- It's where people come to eat. Should be left how it is.
- Annexation needs to "grandfather in" current animals as goats and number of animals currently here.
- Love food trucks! Feels that some parameters on how many are allowed within a street should be considered. Also, diversity of cuisine.
- We need a food truck lot such as in Portland, OR. I agree! X2!
- I want a pizza food truck, please.

- A distance should be implemented between taco trucks [to] give each vendor the opportunity to have each other's clients and not be so close to each other and be so jammed and crowded. A law should be [made regarding] distance.
- More food trucks.
- Food truck-designated lot is a terrific idea! Safe/accessible and possible truck responsibility for area too! Yes, keep, thanks.
- Where we are meeting here tonight in this very parking lot, there is sufficient room for some mobile food eateries to park safely by day. Places could be rented with the money reinvested in Roseland.
- My only concern that bothers me is the distance between taco trucks and carts; there should definitely be a 500-foot distance between all mobile trucks to give them all the opportunity to succeed in all possible ways.
- Don't take away our food trucks!
- Allow food trucks to operate in Roseland area, but only allowed subject to having all required permits and licensing and any other City and County agency requirements that have to be met. A method needs to be considered in regards to controlling any nonpermitted mobile food vendors that show up to operate after 5 p.m. or on the weekends when no agencies can enforce permits.
- Haya distancia entre las loncheras en las esquinas.
Translation: *A distance between food trucks at the corners is a must.*
- Si se incorporan muchos cambios los dueños se pueden afectar y entonces puede haber un impacto negativo en el área y delincuencia.
Translation: *If too many changes are incorporated, this could affect owners; therefore, this could bring a negative impact to the area and then crime could increase.*
- Estoy de acuerdo que permitir las loncheras, pero deberían poner una distancia de 500 pies entre una y otra para que sea buena negociación para todos.
Translation: *I am in agreement with the operation of food trucks but they should have a distance of 500 feet from one another to keep it competitive.*

COMMENT CARDS

The following sentiments were expressed in comments cards left for the City after the workshop.

COMMENT CARD CONTENT:

- “The selection process is great!”
- “Concerned for impacts on Hearn Avenue – traffic – density – streetlights – safe conditions for walking. How will the plan address this? Would like to share this information with neighbors.”
- A letter was submitted: “The City has devalued/ruined assets paid for with public money, the houses at both 1400 Burbank and 1027 McMinn.

The City has done nothing to patrol and protect the park.

The City has had no contact with the local residents who were instrumental in getting the park established and pledged services that are part of the matching grant from the district.

The dog park was discussed early on and rejected by the community as incompatible with the passive nature park envisioned for the Burbank Woods. It was brought forward by Jen Santos at the community meeting and was again flatly rejected by the community, but somehow is part of the RFP.

The community was told by Jen Santos that the Master Plan had never been adopted by the City Council; therefore, it was required to be revisited. However, Recreation and Parks staff has been utterly dismissive of residents who have attempted to point out the history and events that led up to the vision and the Master Plan (before being altered by Parks). At the two “public meetings,” the questions allowed to be asked by the public were extremely limited and citizens were informed that they could submit questions in writing. It begs the question: If there is not going to be an open and honest question-and-answer period, what function does the “public meeting” have? When was the Master Plan adopted by the Council? How can the City plan for property they do not own? Is it legal or responsible to begin construction of a Master Plan when all the properties are not owned?”

WORKSHOP 4 PHOTOGRAPHS

