

Housing Initiatives



Local Political Will

- **Committed support** from Santa Rosa City Council for all policies, fee reductions, efforts and initiatives to bring infill development to the downtown and near transit (unanimous votes)
- Made housing policies and downtown housing two of the five top **Council priorities** for the city

City Wide Housing Policies – Implemented in 2018

- ADU Policy
 - **Eliminated impact and utility connection fees** for units 750 SF or less
 - **Reduced fees** for units over 750 SF up to 1,200 SF
- Conducting a **feasibility study** of current Inclusionary Policy
- **Housing Action Plan** – Goal of 5,000 homes by 2023 for individuals with very low to moderate income

Downtown Housing Policies – Implemented in 2018

srcity.org/UpDowntown

- **Reduced discretionary action** for design review and the use permit process for housing projects in the downtown and the City’s four other PDAs (increases certainty and reduces time and cost).
- Implemented a Downtown **High-Density Residential Incentive Program**
 - Reduction of impact fees: up to 67% reduction based on height
 - Deferral of water and sewer fees with additional reduction for affordable units
- **Downtown Specific Plan Update - CEQA**
 - Began the process of updating the specific plan to consider **increasing building height, decreasing parking requirements** and implementing VMT
 - This process will include CEQA analysis
- Created an **“Express Permitting”** process for downtown infill, designed to take an 18-month process down to ~6 months
- Downtown has been designated as a **Federal Opportunity Zone**
- Density Bonus – up to **100% density bonus** in the Downtown Station Area Specific Plan.
 - *This supplemental density bonus is also available in the North Station Area Specific Plan area.*
- City authorized the evaluation of **city property** in the downtown for housing development partnerships



Regional Partnerships

- Created a **Renewal Enterprise District JPA (RED)** with the County of Sonoma
 - Enables a regional approach to housing
- Evaluating **tax-increment financing** (EIFD in particular) in coordination with the County of Sonoma
- Coordinating with recently formed **Employers Housing Council** to identify support from business and large employer organizations to develop housing