



# SOUTH SANTA ROSA SPECIFIC PLAN

ALTERNATIVES REPORT  
JANUARY 2026



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# TABLE OF CONTENTS

|                                                  |           |
|--------------------------------------------------|-----------|
| <b>1 INTRODUCTION .....</b>                      | <b>1</b>  |
| 1.1 Project Background and Purpose .....         | 1         |
| 1.2 Planning Area and Regional Context .....     | 3         |
| 1.3 Purpose of the Report .....                  | 3         |
| 1.4 Report Organization .....                    | 4         |
| <b>2 APPROACH AND BASELINE ASSUMPTIONS .....</b> | <b>5</b>  |
| 2.1 Existing Land Use Pattern .....              | 5         |
| 2.2 Opportunities for Change .....               | 8         |
| <b>3 ALTERNATIVES .....</b>                      | <b>11</b> |
| 3.1 Alternative 1: Mixed-Use Corridor .....      | 11        |
| 3.2 Alternative 2: City-Centered Growth .....    | 14        |
| 3.3 Alternative 3: Centers .....                 | 17        |
| 3.4 Comparison of Alternatives .....             | 20        |
| <b>4 TRANSPORTATION IMPLICATIONS .....</b>       | <b>23</b> |
| 4.1 Vehicle Miles Traveled (VMT) .....           | 23        |
| 4.2 Residential VMT .....                        | 24        |
| 4.3 Employment VMT .....                         | 24        |
| 4.4 Total VMT per Service Population .....       | 24        |
| 4.5 Roadway Congestion Levels .....              | 25        |
| 4.6 Walking, Biking, and Transit .....           | 29        |
| <b>5 NEXT STEPS .....</b>                        | <b>32</b> |
| 5.1 Community Outreach .....                     | 32        |
| 5.2 Specific Plan Development .....              | 32        |

# LIST OF FIGURES

|                                                                                      |    |
|--------------------------------------------------------------------------------------|----|
| Figure 1-1: Planning Area.....                                                       | 2  |
| Figure 2-1: Existing Land Use .....                                                  | 6  |
| Figure 2-2: General Plan Land Use .....                                              | 7  |
| Figure 2-3: Vacant and Underutilized Sites .....                                     | 10 |
| Figure 3-1: Alternative 1 Concept .....                                              | 12 |
| Figure 3-2: Alternative 1 Land Use .....                                             | 13 |
| Figure 3-3: Alternative 2 Concept.....                                               | 15 |
| Figure 3-4: Alternative 2 Land Use .....                                             | 16 |
| Figure 3-5: Alternative 3 Concept .....                                              | 18 |
| Figure 3-6: Alternative 3 Land Use .....                                             | 19 |
| Figure 3-7: Comparison of Alternatives, Total Projected Non-Residential<br>Uses..... | 21 |
| Figure 3-8: Comparison of Alternatives, Total Projected Residential Uses             | 21 |
| Figure 4-1: Comparison of Vehicle Miles Traveled (VMT) Characteristics               | 23 |
| Figure 4-2: Alternative 1 Projected Congestion Levels.....                           | 26 |
| Figure 4-3: Alternative 2 Projected Congestion Levels.....                           | 27 |
| Figure 4-4: Alternative 3 Projected Congestion Levels.....                           | 28 |

# LIST OF TABLES

|                                                           |    |
|-----------------------------------------------------------|----|
| Table 3-1: Proposed Alternative Buildout Estimates.....   | 20 |
| Table 3-2: Proposed Density Ranges .....                  | 20 |
| Table 4-1: Summary of Non-Auto Mode Characteristics ..... | 31 |

# 1 INTRODUCTION

## 1.1 PROJECT BACKGROUND AND PURPOSE

The City of Santa Rosa is preparing a Specific Plan for South Santa Rosa to guide development through 2050, synchronized with the 2050 General Plan adopted in 2025. The South Santa Rosa Specific Plan (SSRSP, the Plan) will develop a vision for the future of the Planning Area and will address land use designations, density and intensity of development, and necessary infrastructure and public facilities in greater detail than the General Plan.

The SSRSP encompasses an area of 1,900 acres, 1,400 acres of which are unincorporated Sonoma County. Outlined as an area of change in the City's General Plan, the Planning Area includes both a portion of the City's Mendocino Avenue/Santa Rosa Avenue Corridor Priority Development Area (PDA) and the County's South Santa Rosa Area PDA, which encompasses the Moorland neighborhood. The Planning Area is shown in **Figure 1-1**.

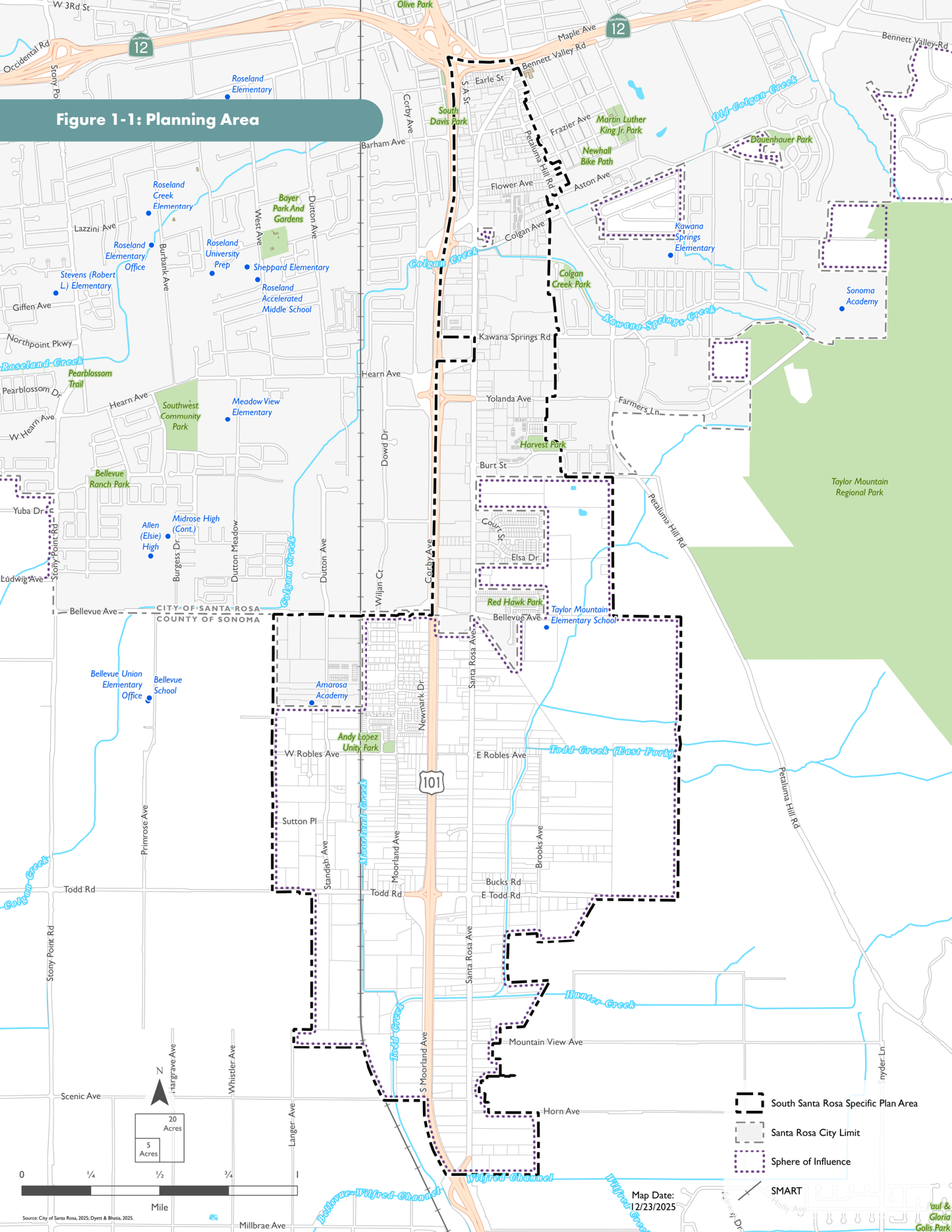
The SSRSP will develop a vision for land use, circulation and infrastructure, including development and public realm standards, community health and equity policies, capital improvements, and parks, coupled with necessary implementation actions and investment priorities. The Plan will seek to set the stage for diverse, amenity-rich housing development as well as neighborhood-serving commercial uses, to meet the needs of the various neighborhoods within the Planning Area, as well as commercial and industrial uses. Comprehensive, integrated planning will foster cohesive development patterns and ensure that environmental considerations are reflected in the Specific Plan. The Plan will also outline unified City/County policies for this area, providing the basis for any future annexations of the unincorporated County land.

The SSRSP will play a foundational role in regulating land use in the Plan Area; it will be a high-level planning document that provides direction for all zoning regulations, ordinances, and guidelines. The goals and policies throughout the SSRSP will be interrelated and should be considered together when making decisions related to land use, mobility, growth, and development.



*New residential developments in south Santa Rosa.*

**Figure 1-1: Planning Area**





## 1.2 PLANNING AREA AND REGIONAL CONTEXT

The City of Santa Rosa is the seat of Sonoma County and a business, retail, and service hub for the North Bay and surrounding areas. The SSRSP will guide the future development of a 1,900-acre area in southern Santa Rosa, approximately 1,400 acres of which are unincorporated. The entire area is part of the City's coterminous Sphere of Influence and Urban Growth Boundary and is covered by the recently adopted City of Santa Rosa General Plan 2050. The Planning Area covers areas along Santa Rosa Avenue within the City of Santa Rosa and unincorporated Sonoma County, as well as the unincorporated County area on the west side of Highway 101, including the Moorland neighborhood and industrial areas to the south. As the Planning Area covers both City and County jurisdictions, inter-jurisdictional collaboration is integral to this plan.

The overall Planning Area is relatively large, with overlapping City and County jurisdictions and checkered utility service providers and jurisdictions including four sanitary sewer providers. Cohesive planning will require working with a diverse number of services providers, maintaining agreement between the City and the County on a unified direction, and coordination with the many businesses and residents in the area.

The Planning Area also contains one of Santa Rosa's two Disadvantaged Communities tracts as identified by CalEnviroScreen and the SB 535 screening process. This area extends from Bellevue Avenue down to the southern extent of the Planning Area, west of Highway 101, and includes the Moorland neighborhood. Each of the Alternatives presented in this report seek to enhance the quality of life in this area through increased access to commercial areas and other resources, and to integrate the neighborhood more with the larger Santa Rosa community. The City has also identified Equity Priority Areas (EPA) in the recent General Plan Update; within the Planning Area, the areas west of Highway 101 and north of Burt Street are identified as EPAs. These areas are prioritized in the General Plan for growth and improved access to services.

## 1.3 PURPOSE OF THE REPORT

The Alternatives Report is a key step in the Specific Plan process and provides an opportunity for the community to consider how South Santa Rosa will look in the future, where growth will occur, and what areas to conserve. The Alternatives present variations in the location and density of future housing, park and open space improvements. They reflect different ways to achieve the fundamental goals of the General Plan Update, aligning with the community vision and policies outlined in the General Plan.

The land use Alternatives focus on sites where growth possibilities exist. Of the 1,900 acres in the Planning Area, approximately 240 acres are vacant and approximately 240 acres are underutilized, excluding development concepts that have not yet been approved. These conditions provide significant development opportunities and allow for creativity in land use alternatives.

Feedback from community members and decision-makers on these Alternatives will lead to the formulation of a Preferred Alternative, which will serve as the foundation of the SSRSP. The Preferred Alternative may align closely with one of the Alternative scenarios presented in this report, although it will likely result from a combination of Alternatives and incorporate new ideas generated during public discussions and community outreach.

Based upon the Preferred Alternative, infrastructure, transportation, and more detailed open space improvements will be identified and incorporated into the final Specific Plan. The Preferred Alternative will serve as the foundation for establishing the goals, policies, and actions necessary to achieve the community's vision.



Andy Lopez Unity Park

## 1.4 REPORT ORGANIZATION

This report presents the Alternatives in five chapters:

1. **Introduction and Purpose:** Report purpose and SSRSP project background.
2. **Approach and Baseline Assumptions:** An overview of the existing land use pattern and opportunity sites analysis to establish the baseline.
3. **Alternatives:** Text, statistics, and maps of potential options for land use changes to describe the three development strategies comprising the Alternatives.
4. **Transportation Implications:** A more in-depth review of transportation and circulation implications through vehicle miles traveled (VMT) and multi-modal mobility in each of the Alternatives.
5. **Next Steps:** Activities and outcomes following this report include community outreach on this report, creating the Preferred Alternative report, and adoption of the specific plan and EIR.



## 2 APPROACH AND BASELINE ASSUMPTIONS

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### 2.1 EXISTING LAND USE PATTERN

The Planning Area includes the transition from the City limits to unincorporated Sonoma County. As shown in **Figure 2-1**, land uses throughout the Planning Area are highly diverse with significant reuse possibilities along Santa Rosa Avenue and many other underutilized sites, as well as substantial undeveloped land at the eastern and western edges of the Planning Area. There are pockets of long-standing residential uses, including apartments and residential subdivisions in the incorporated portions east of Santa Rosa Avenue, as well as the unincorporated Moorland neighborhood to the southwest. Highway 101 runs through the middle of the Planning Area, effectively dividing the areas east and west of the highway with limited connections between the eastern and western portions. Santa Rosa Avenue extends through the full four-mile stretch of the Planning Area and runs parallel to Highway 101. The Sonoma-Marin Area Rail Transit (SMART) passes through the Planning Area parallel to Highway 101 with the closest station two miles south of the southern extent of the Planning Area in Rohnert Park. Current transit service to the Planning Area consists of CityBus service on both Santa Rosa Avenue to Elsa Drive (Route 3) and service on Petaluma Hill Road to Yolanda Avenue to Santa Rosa Avenue to Kawana Springs Road (Route 5). Sonoma County Transit service is present on Santa Rosa Avenue throughout the Planning Area (Route 44/48) and from Santa Rosa Avenue to Hearn Avenue overcrossing to Corby Avenue and to Moorland Avenue (Route 42). The Planning Area is served by these transit routes through approximately 45 bus stops. Santa Rosa Avenue is lined with commercial uses including building supplies, construction and farming equipment sales, auto-dealers, motels, mobile home parks, gas stations, and shopping centers. There are a significant number of vacant and underutilized sites along the Avenue.

The northern part of the Planning Area is within the City limits and is closer to the City center. It is anchored by large shopping centers including Santa Rosa Marketplace shopping center, with Costco, Target, and other retailers which provide Santa Rosa with many goods. This area has seen significant new multi-family development concentrated near the shopping center, but older industrial and repair uses, motels, some single-family and multi-family homes are also present. Some vacant land

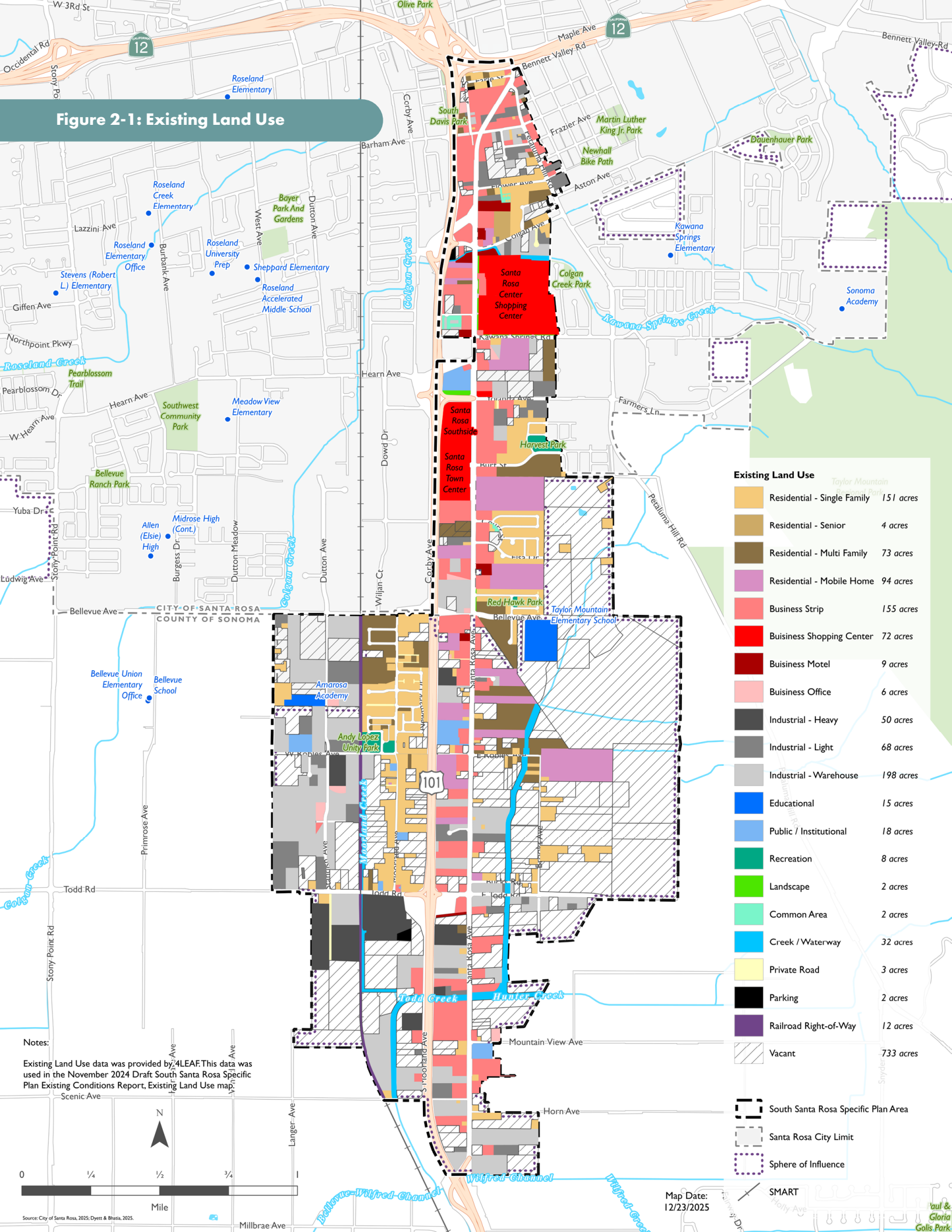
is located adjacent to single-family residential, business strips, and industrial uses existing along Petaluma Hill Road, Barham, Flower, and Santa Rosa avenues. Kawana Springs Creek runs north of the Santa Rosa Marketplace shopping center. Harvest Park and Red Hawk Park are the two parks within the northern portion of the Planning Area, and several other parks are located just outside the Planning Area: South Davis Park west of Highway 101, Martin Luther King Jr. Park east of Petaluma Hill Road with Newhall Bike and Pedestrian Path, and Colgan Creek Park east of Santa Rosa Marketplace shopping center. Kawana Springs Community Park is a planned 19-acre community park located just east of the Planning Area.

In the southern, unincorporated portion of the Planning Area, Highway 101 and the SMART rail corridor create strong physical divisions between the eastern and western areas, while creeks and waterways further segment the landscape into areas with distinct land use patterns. The western unincorporated area is dominated by industrial uses with a handful of public/institutional, single-family residential, and vacant areas. Between the SMART tracks and Highway 101 is the Moorland neighborhood, which accounts for most of the residential area in the southern part of the Planning Area. The area is mostly single-family and multi-family residential, with Andy Lopez Unity Park and some vacant areas. There are minimal commercial uses. West and south of the Moorland neighborhood are more industrial and vacant uses, waterways, and a handful of commercial uses. In the eastern unincorporated area, there are some multi-family residential and mobile homes. Taylor Mountain Elementary School is located near Todd Creek, which runs from the northeast to the southwest portions of the Plan Area. The rest of the eastern unincorporated part of the Planning Area is undeveloped. Commercial uses are concentrated along Santa Rosa Avenue.

The recently adopted General Plan largely maintains existing land uses. Several vacant sites in the northern part of the Planning Area are designated Retail and Business Services to match much of the surrounding uses, and large vacant areas in the eastern part of the Planning Area are designated Low to Medium Density Residential. The southwest area is designated Industrial to align with the neighboring uses, and the area east of Highway 101 and south of Todd Road is designated Retail and Business Services uses. The current General Plan Land Use is shown in **Figure 2-2**.

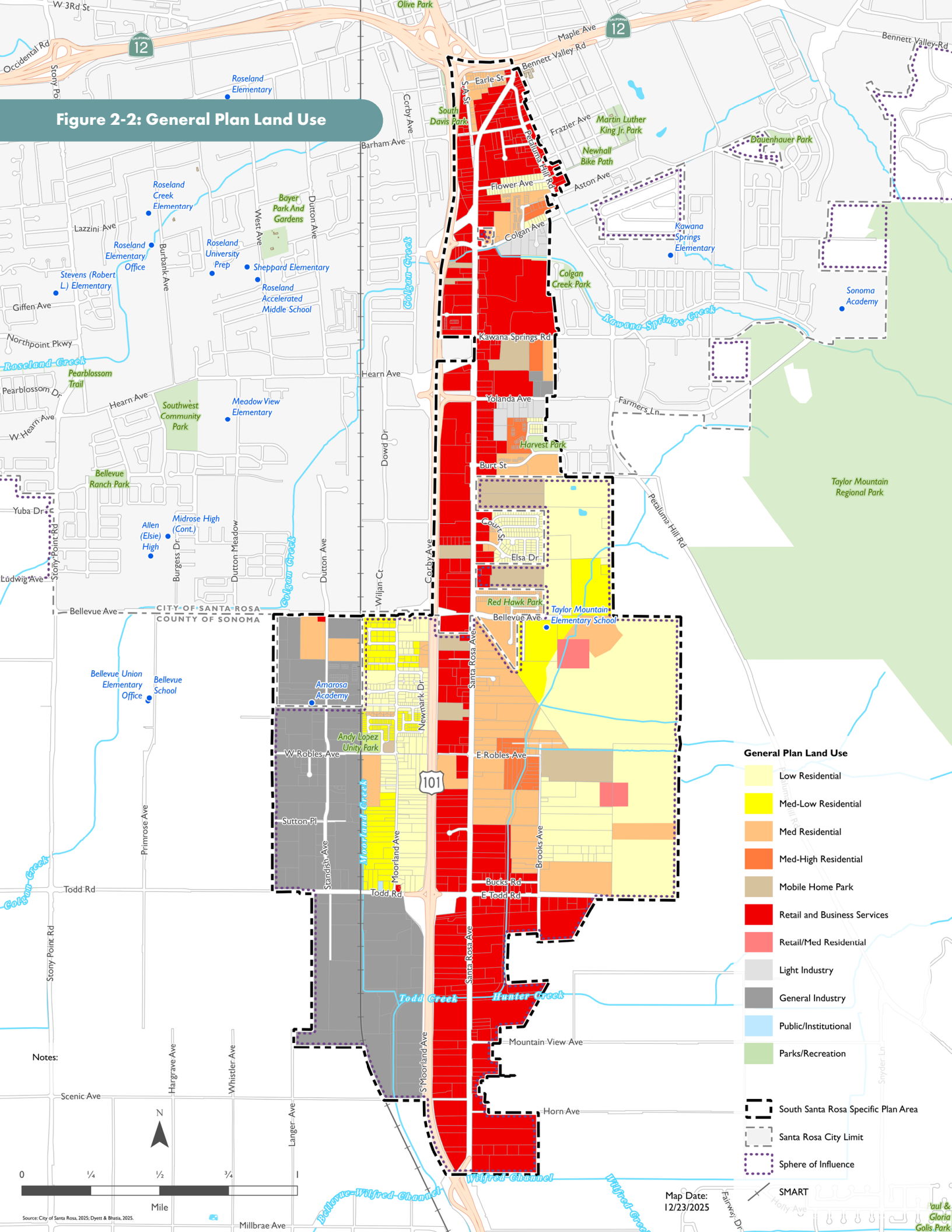


**Figure 2-1: Existing Land Use**





**Figure 2-2: General Plan Land Use**



## 2.2 OPPORTUNITIES FOR CHANGE

### OPPORTUNITY SITES ANALYSIS

As the City of Santa Rosa considers how and where future housing and employment growth can be accommodated over the next 20+ years, it is important to consider sites that present an opportunity for new development or redevelopment. “Opportunity sites” are those that have the greatest potential for change in land use types or intensities over the extended planning horizon. Given that most land is privately owned, and development of private property is contingent upon the initiative of property owners, it is not possible to precisely determine which sites will change in land use type or intensity. However, analysis of site conditions, existing land use and development intensities, market forces, lease agreements, and other considerations can provide a strong indication of the pattern of where such changes are likely to occur.

The opportunity sites in the Plan Area were identified and refined through both data-driven analysis of development potential and site-specific knowledge of existing conditions and development approvals that are currently being actively pursued. Opportunity sites were initially identified by mapping vacant and underutilized land within the Planning Area, filtering out sites with natural environmental constraints such as sensitive habitat. The Federal Emergency Management Agency (FEMA) documents flood risk, including the Santa Rosa Creek Watershed. In July 2025, FEMA released preliminary updated flood maps—not yet adopted—to identify high-risk zones known as Special Flood Hazard Areas (SFHAs). These maps are anticipated to be adopted and effective in Spring of 2027. Within the Planning Area, the preliminary flood maps identify the

area north of Santa Rosa Marketplace and concentrated around Santa Rosa Avenue as a SFHA. While these areas were not excluded from identifying opportunity sites, it is important to consider additional nuance, as properties located in the SFHAs will be subject to stricter building standards and may be required to carry flood insurance. More information on how this should be considered when assessing Alternatives is included below, and information on the flood mapping project itself can be found on the City’s website [here](#).

Underutilized sites were determined by assessing the amount of existing development on the site compared to overall site size. These ratios are widely used planning tools that give a sense of the intensity of development possible on a property. While the opportunity sites were refined to be specific to each Alternative, the sites that are common to each Alternative are shown in **Figure 2-3** with vacant sites called out as Tier 1 opportunities for redevelopment while underutilized sites are considered Tier 2.

The largest vacant areas are in the eastern part of the Planning Area, on the perimeter of Taylor Mountain Elementary School both north and south of Bellevue Avenue, and near or including the creeks. The northern portion of the Planning Area and the Moorland neighborhood have some underutilized sites currently designated for low and medium-low density housing. The area west of the SMART tracks and south of Todd Road has a high mix of vacant and underutilized sites.



*Existing low density development could be replaced with new development.*



## PIPELINE PROJECTS

The most significant potential development concept within the Planning Area is the Todd Creek Annexation site, which encompasses approximately 282.5 acres of vacant, unincorporated land in the eastern portion of the Planning Area. While no formal development application has been submitted at this time, a conceptual development scenario, which aligns with the established land uses in the General Plan 2050, has been discussed. This conceptual development would include annexation of the area and construction of approximately 1,700 housing units at a range of low- to medium-density, along with approximately 10 acres of new park space and 17 acres of creek corridor open space. For purposes of long-range planning and infrastructure analysis, this report assumes a reasonable development scenario at this site consistent with the conceptual plan, including approximately 1,700 housing units, to evaluate potential growth patterns and infrastructure needs.



*The Planning Area has several creekways that can provide an open space framework.*

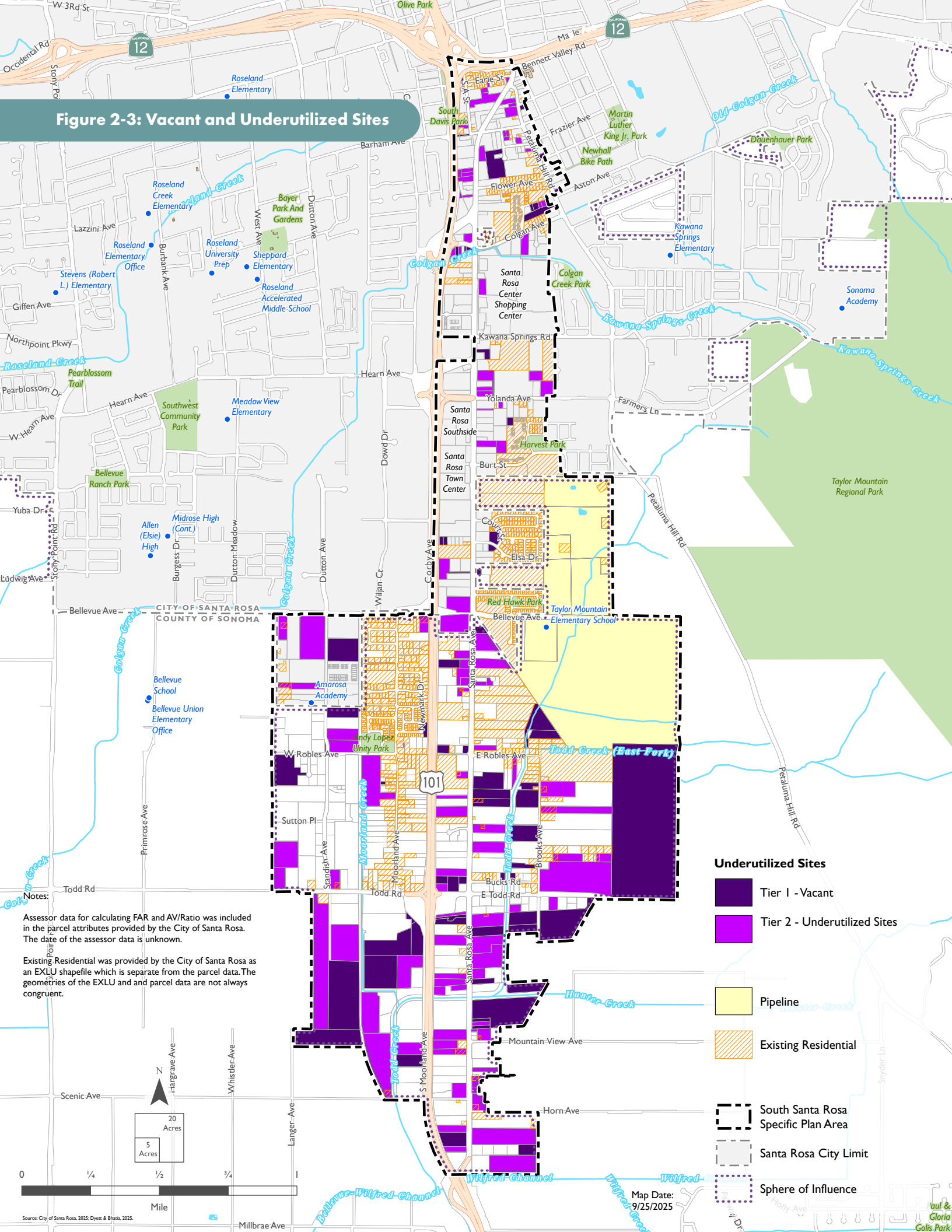
## ADDITIONAL OPPORTUNITIES

The General Plan identifies opportunities for two new community parks and up to five new neighborhood parks within the Planning Area. Specific parkland dedication/acquisition will be considered along with proposed development to meet the City parkland standard of 6 acres per 1,000 residents, and access standards of accessibility to a neighborhood park and a community park within a 10-minute and 20-minute walk respectively. Opportunities also exist for greenways and trail parks to be developed along existing creek corridors within the project area to support recreational and active transportation goals.

In addition to site-specific pedestrian and bicycle improvements and planned improvements identified in the City's Active Transportation Plan, the Santa Rosa CityBus Short Range Transit Plan (SRTP) has identified potential transit enhancements in the Planning Area. These include an opportunity to better connect travel across Highway 101 via the recently-improved Hearn Avenue overcrossing and planned extension of Route 12 as well as proposed increases to service frequencies on Santa Rosa Avenue, particularly south of Elsa Drive with extensions to Todd Road and Moorland Avenue. CityBus also has future plans to increase north-south service to Moorland Avenue from Sebastopol Road. Finally, there is an opportunity for the City to develop a mobility hub supporting transit service, park-and-ride, and shared mobility services in south Santa Rosa, facilitating the transition from single-occupancy vehicles to transit, as well as transfers between transit routes and carpooling.



**Figure 2-3: Vacant and Underutilized Sites**



## 3 ALTERNATIVES

The following chapter presents an overview of the three land use Alternatives presented in this report. While each Alternative responds to community priorities such as furthering a mix of available housing opportunities and a mix of housing types, focusing development in the corridors to promote proximity to daily services, and continue promoting jobs opportunities in the City, there are some differences in how the three scenarios approach future growth in South Santa Rosa. Section 3.4 provides a comparison of the Alternatives.

### 3.1 ALTERNATIVE 1: MIXED-USE CORRIDOR

Alternative 1 focuses on a mixed-use corridor as shown in **Figures 3-1**, illustrating the general concept, and **3-2**, indicating where and what type of development may occur. It reimagines the central stretch of Santa Rosa Avenue—where vacant sites and reuse opportunities are the greatest—as a pedestrian-friendly boulevard, featuring ground-floor, neighborhood-serving commercial uses, along with higher-density housing. The largest development opportunities in the corridor are in the stretch between Todd Road and Robles Avenue.

Retail uses will be in strategic locations rather than located along the entire corridor stretch. Some buildings may have ground level retail, while in other cases only residential uses might be present. Larger sites may be developed with a horizontal mix of uses, with residential density “transferred” from the portion developed only with retail to other portions of the site developed with residential uses only. A commercial center is proposed just south of Robles Road, to provide goods and services where most residents can easily access them. The maximum residential density would be approximately 40 units per acre, similar to the density in several new developments in the northern parts of the Planning Area, although on some parcels densities could be higher where a portion of the site is developed with retail. The FEMA-designated SFHAs are mostly designated for Retail and Business Services; residential uses in that area may not be as feasible in the immediate to mid-term, both due to presence of existing industrial uses and flooding issues.

The eastern portions of the Planning Area would be developed as new neighborhoods, consistent with the General Plan and current development proposals with easy access to stores and services along the mixed-use Santa Rosa Avenue corridor. Open spaces and trails along the Todd Creek East Fork will link the mixed-use district and new and existing neighborhoods. The new neighborhoods will be served by a street grid that

promotes access to Santa Rosa Avenue, creekway open spaces and easy circulation within the large sites. Two large new parks are located strategically to maximize accessibility.

The Moorland neighborhood, a designated DAC and City-identified Equity Priority Area, will see continued development of lower density residential infill, along with medium density residential in a few strategic locations. Industrial uses are maintained in the southwest part of the Planning Area, and commercial designations in the northern and southern portions of Santa Rosa Avenue, largely consistent with the City’s General Plan.

In addition to access along the creek, bicycle, pedestrian, and transit improvements would focus on Santa Rosa Avenue, with a new east-west bicycle and pedestrian connection across Highway 101 proposed at Robles Avenue. While the Robles Avenue connection does not align with the General Plan crossing recommendation at Bellevue Avenue, it will provide better connections between proposed mixed-use and commercial centers along Santa Rosa Avenue and the residential neighborhoods to the west.

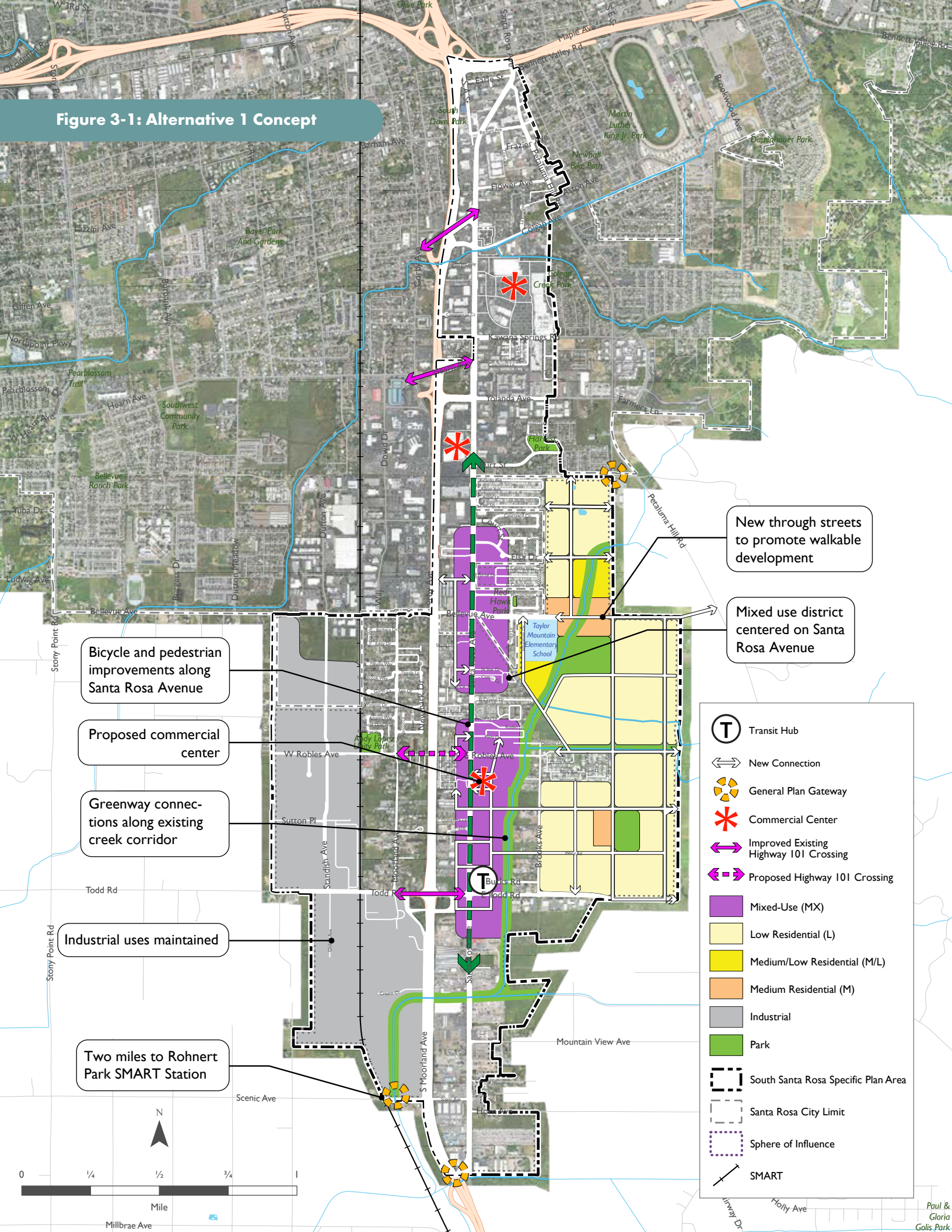
**Figure 3-1** shows the overall development concept – where mixed use, residential and industrial districts will be located as well as proposed connections and open space concept. Development concepts shown include mixed use around the central stretch of Santa Rosa Avenue, industrial uses in the western part of the Planning Area, and residential and park uses in the eastern part of the Planning Area.

**Figure 3-2** shows sites that have development potential (vacant or underutilized) with their proposed land uses. There are significant opportunities for new industrial development in the western part of the Planning Area, mixed use around Santa Rosa Avenue, residential and park uses in the east and commercial uses in the south/southeastern part of the Planning Area.





**Figure 3-1: Alternative 1 Concept**



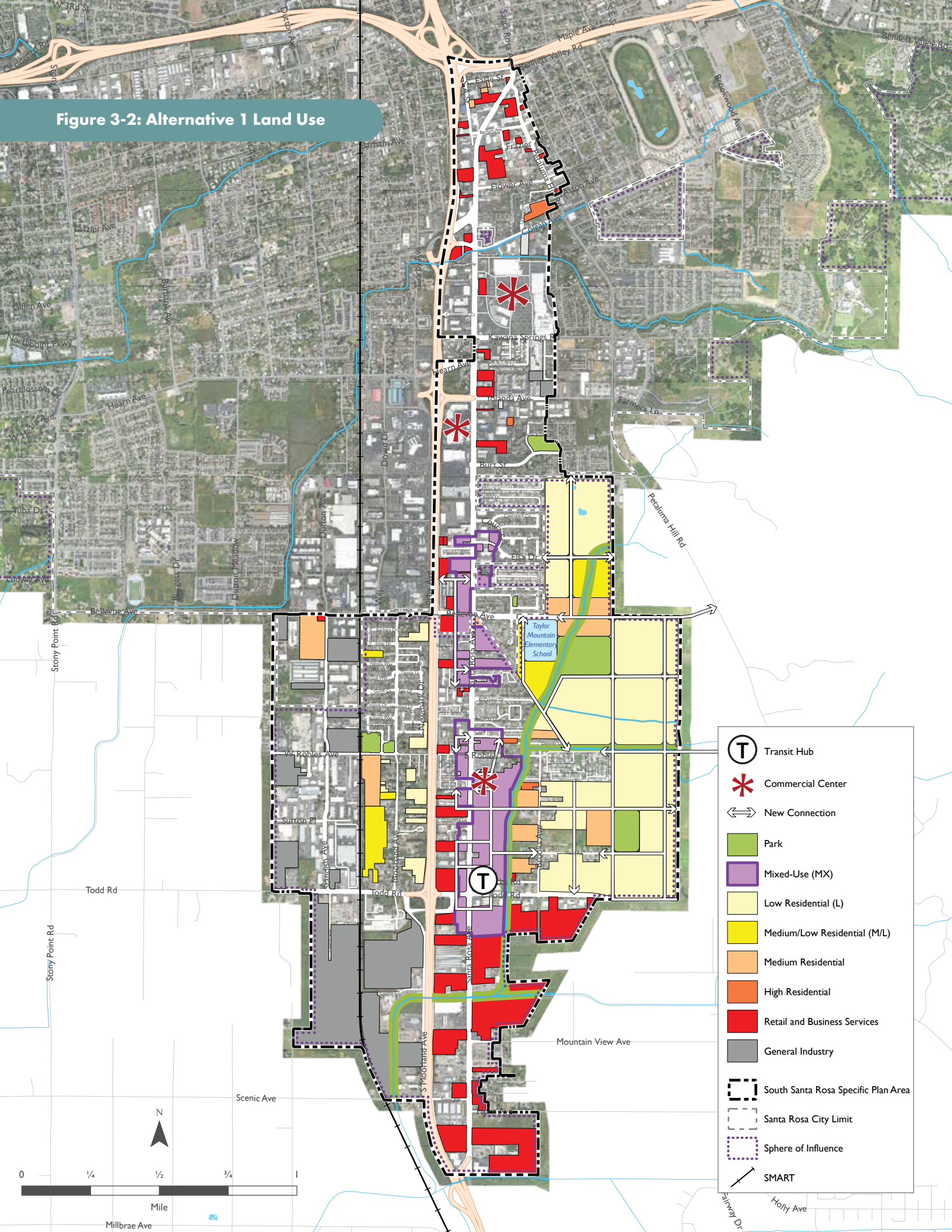


**Figure 3-2: Alternative 1 Land Use**

The map displays the following land use designations and features:

- Transit Hub:** Indicated by a 'T' in a circle.
- Commercial Center:** Indicated by a red asterisk.
- New Connection:** Indicated by a double-headed arrow.
- Park:** Green areas.
- Mixed-Use (MX):** Purple areas.
- Low Residential (L):** Light yellow areas.
- Medium/Low Residential (M/L):** Yellow areas.
- Medium Residential:** Orange areas.
- High Residential:** Dark orange areas.
- Retail and Business Services:** Red areas.
- General Industry:** Grey areas.
- South Santa Rosa Specific Plan Area:** Dashed black line.
- Santa Rosa City Limit:** Dashed white line.
- Sphere of Influence:** Dotted purple line.
- SMART:** Indicated by a black line with cross-ticks.

The map also includes a scale bar (0 to 1 mile) and a north arrow.





### 3.2 ALTERNATIVE 2: CITY-CENTERED GROWTH

Alternative 2 (**Figure 3-3** and **3-4**) focuses residential growth in the northern portion of the Planning Area, both to the north and south of the Santa Rosa Marketplace shopping center, to create a compact higher density district, with access to Downtown, existing commercial centers, and Taylor Mountain Regional Park. This area is also within City limits and is well served by existing infrastructure and services. This area is also within one of the Equity Priority Areas identified by the General Plan.

This Alternative builds upon the higher-density residential developments that have been recently completed in this area and incorporates bicycle and pedestrian improvements to complement the new development, including strategic additional streets access points for walking and biking, developed incrementally as new development is completed. Smaller parks will be incorporated within the residential districts, and open space along the Kawana Springs Creek will connect new housing to Taylor Mountain Regional Park. The FEMA-identified SFHAs have the greatest effect on this Alternative, posing additional barriers to housing development in the northern portion of the Planning Area with flood insurance requirements and stricter building standards.

The east side of the Planning Area will include new neighborhoods, similar to Alternatives 1 and 3, with improved trails and open spaces along creeks, along with a larger community park in the middle and linear parks extending through neighborhoods connecting to Todd Creek and a park in the southeast. The overall park acreage is similar to that in Alternative 1.

Improvements in the Moorland area, which is a designated DAC and City-identified Equity Priority

Area, will include a new mixed-use commercial center and additional residential areas south of Andy Lopez Unity Park, where there are development opportunities and opportunity to bring increased services to the area.

Existing industrial uses are preserved in the southwest portion of the Planning Area, and two sites that the General Plan designated for residential uses west of the SMART tracks are proposed as industrial, consistent with the surrounding development and in keeping with current property owner and development interests. In the southern portion of South Santa Rosa Avenue, to emphasize the industrial nature of existing uses, the County's industrial zoning is maintained.

**Figure 3-3** shows the overall development concept – where mixed use, residential and industrial districts will be located as well as proposed connections and open spaces concept. Development concepts shown include a mixed-use commercial center and more housing in Moorland, more housing concentrated near Santa Rosa Marketplace and Downtown Santa Rosa, industrial uses in the southwestern part of the Planning Area, and additional housing and park uses in the eastern part of the Planning Area.

**Figure 3-4** shows sites that have development potential (vacant or underutilized) with their proposed land uses. There are significant opportunities for new industrial development in the southwestern part of the Planning Area, a commercial center in Moorland, more housing concentrated near Downtown Santa Rosa and in Moorland, and residential and park uses in the east and commercial uses in the southeastern part of the Planning Area.



*Santa Rosa Marketplace shopping center.*



**Figure 3-3: Alternative 2 Concept**

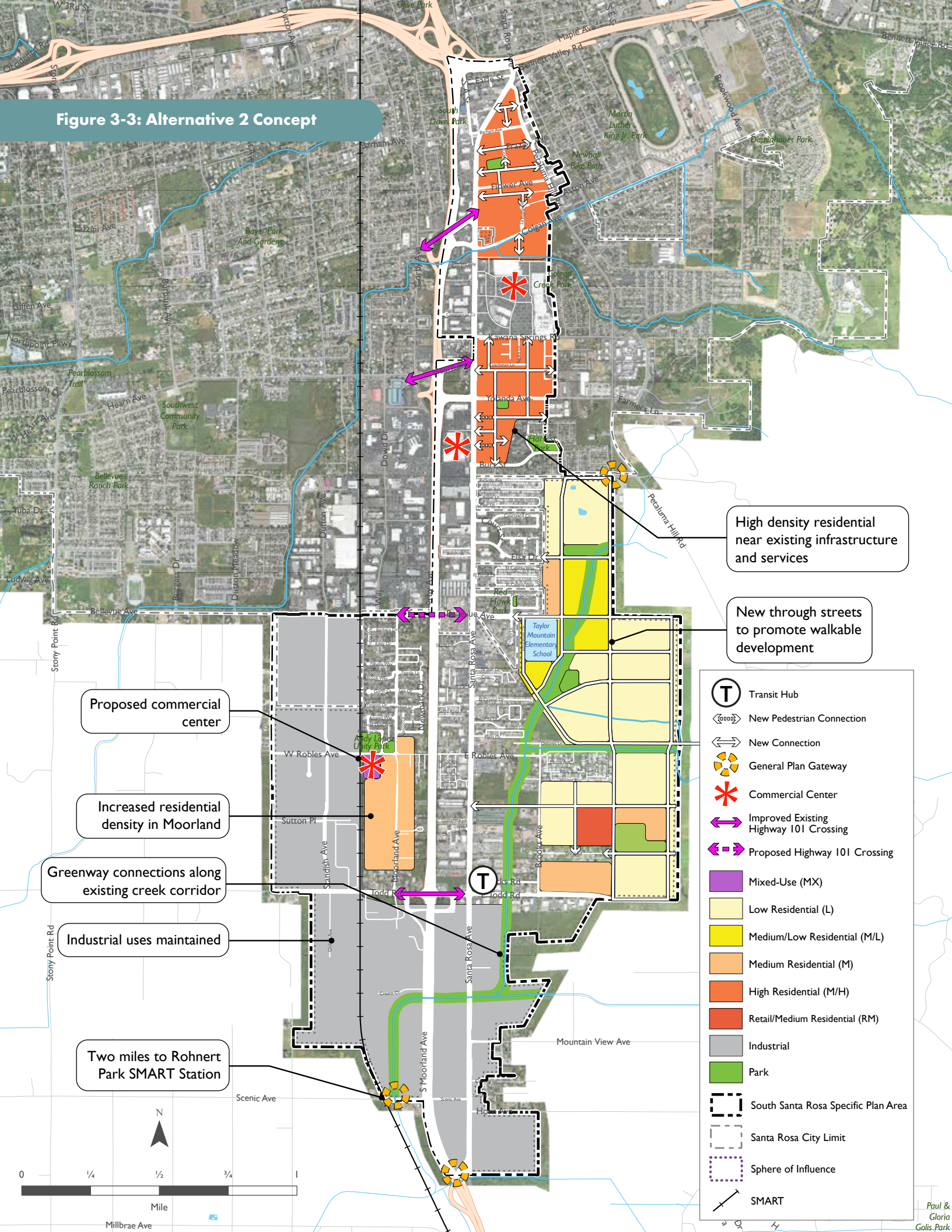
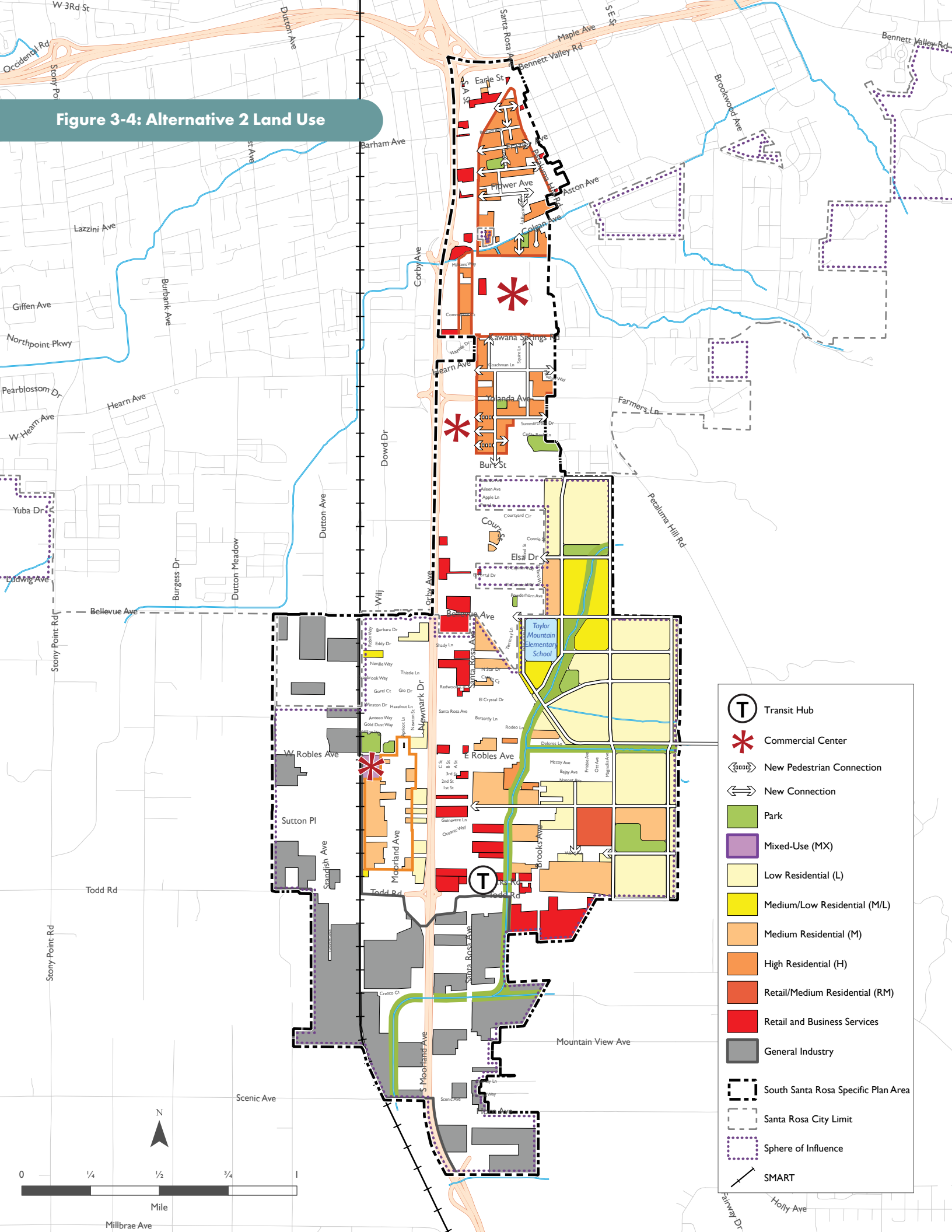




Figure 3-4: Alternative 2 Land Use



### 3.3 ALTERNATIVE 3: CENTERS

Alternative 3, shown in **Figures 3-5**, illustrating the general concept, and **3-6**, indicating where and what type of development may occur, promotes distributed growth across the Planning Area, with new higher density development in three “centers” – adjacent to Andy Lopez Unity Park, along Santa Rosa Avenue south of Robles Avenue, and along Santa Rosa Avenue south of Todd Road. The centers along Santa Rosa Avenue are part of mixed-use districts (much smaller in size compared to Alternative 1). South of the Santa Rosa Marketplace shopping center, existing residential developments are complemented by additional medium/high residential uses and an improved street grid with enhanced pedestrian connections.

In the east, new Medium/Low Density residential is introduced north of Taylor Mountain Elementary School and surrounded by new Low Density residential that is served by a new street grid. This area will include new neighborhoods as in the other two Alternatives, but with greater amount of open space along Todd Creek as well as smaller parks connecting to Todd Creek. Alternative 3 has the same overall parkland in the eastern area as in Alternative 1, divided into smaller neighborhood parks.

In the Moorland area, a new smaller neighborhood-oriented commercial center is proposed across from Andy Lopez Unity Park along West Robles Avenue. This commercial center would help to achieve the City’s goals of prioritizing Equity Priority Areas for increased access to services.

Existing industrial uses are preserved in the southwest part of the Planning Area, with the southern stretch along Santa Rosa Avenue designated for Retail and Business Services, consistent with the City’s General Plan.

Improved trails provide public access along the creek and new local parks are located along the creek east of Elsa Drive and East Crystal Drive.

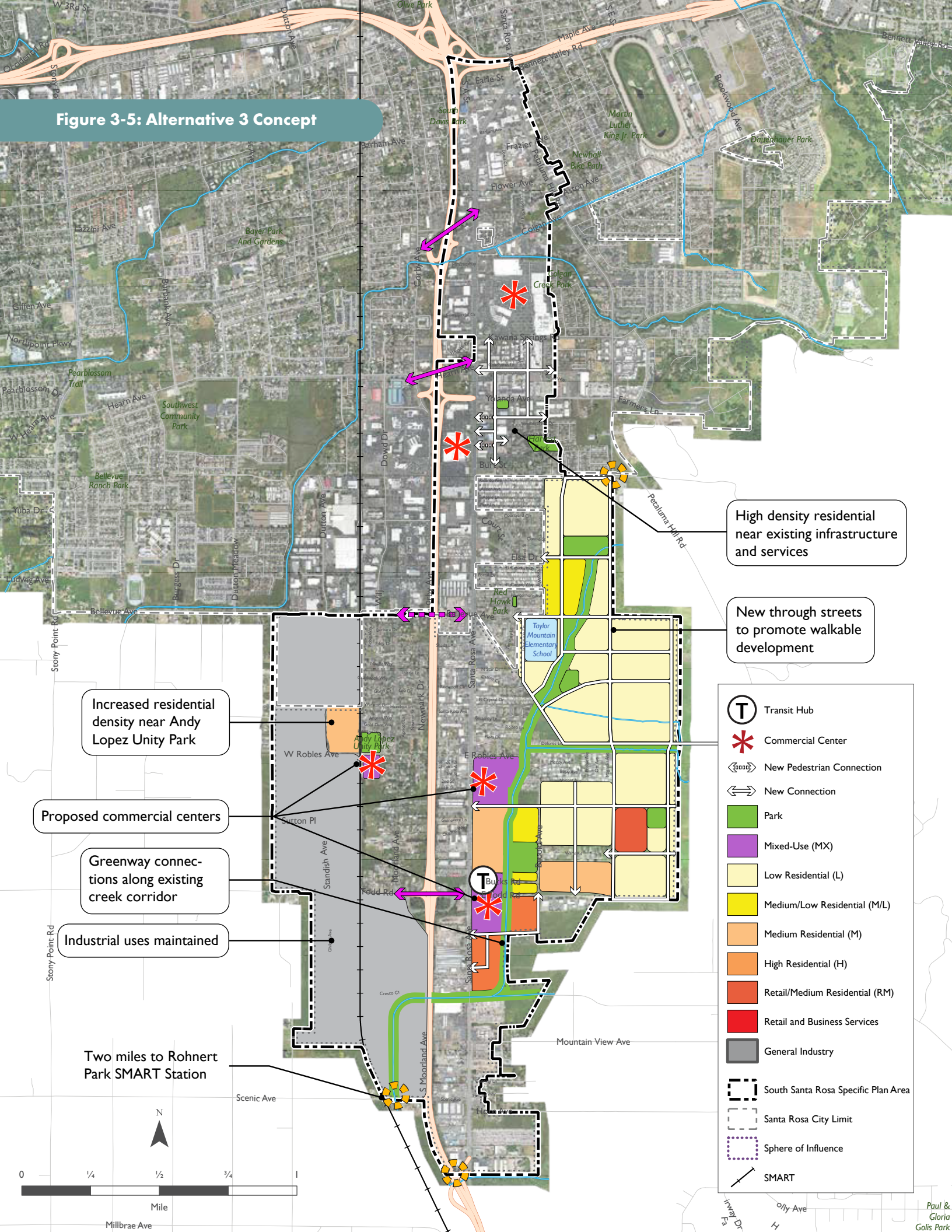
**Figure 3-5** shows the overall development concept – where mixed use, residential and industrial districts will be located as well as proposed connections and open spaces concept. Development concepts shown include multiple commercial centers and retail uses on Santa Rosa Avenue and in Moorland, more housing in Moorland and concentrated near Santa Rosa Marketplace, industrial uses in the western part of the Planning Area, and housing and park uses in the eastern part of the Planning Area.

**Figure 3-6** shows sites that have development potential (vacant or underutilized) with their proposed land uses. There are significant opportunities for new industrial development in the south/southwestern part of the Planning Area, multiple commercial centers on Santa Rosa Avenue and in Moorland, more housing concentrated near Santa Rosa Marketplace and in Moorland, and residential and park uses in the east and commercial uses in the southern part of the Planning Area.





**Figure 3-5: Alternative 3 Concept**





**Figure 3-6: Alternative 3 Land Use**

The map displays the land use plan for Alternative 3 in South Santa Rosa. Key features include:

- Transit Hub (T):** Located near the intersection of Santa Rosa Ave and Moorland Ave.
- Commercial Center (Red Star):** Located near the intersection of Santa Rosa Ave and Moorland Ave.
- New Pedestrian Connection (Dashed line with arrows):** Shows new pedestrian routes along Santa Rosa Ave and Moorland Ave.
- New Connection (Solid line with arrows):** Shows new connections along Santa Rosa Ave and Moorland Ave.
- Park (Green):** Located near the intersection of Santa Rosa Ave and Moorland Ave.
- Mixed-Use (MX) (Purple):** Located near the intersection of Santa Rosa Ave and Moorland Ave.
- Low Residential (L) (Light Yellow):** Located near the intersection of Santa Rosa Ave and Moorland Ave.
- Medium/Low Residential (M/L) (Yellow):** Located near the intersection of Santa Rosa Ave and Moorland Ave.
- Medium Residential (M) (Orange):** Located near the intersection of Santa Rosa Ave and Moorland Ave.
- High Residential (H) (Dark Orange):** Located near the intersection of Santa Rosa Ave and Moorland Ave.
- Retail/Medium Residential (RM) (Red):** Located near the intersection of Santa Rosa Ave and Moorland Ave.
- Retail and Business Services (Dark Red):** Located near the intersection of Santa Rosa Ave and Moorland Ave.
- General Industry (Grey):** Located near the intersection of Santa Rosa Ave and Moorland Ave.
- South Santa Rosa Specific Plan Area (Dashed line):** The area covered by the plan.
- Santa Rosa City Limit (Dotted line):** The city boundary.
- Sphere of Influence (Dashed line):** The area of influence.
- SMART (Black line):** The SmartWay corridor.

A scale bar and north arrow are included in the bottom left corner.



### 3.4 COMPARISON OF ALTERNATIVES

Each Alternative adds over 5,000 residential units to the just over 4,000 housing units that currently exist in the Planning Area. The amount of building area devoted to non-residential uses—principally Retail and Business Services and General Industrial—is significantly less than the existing amount of development.

**Table 3-1** provides an overview of the expected amount of new development resulting from application of land use designations as presented in the Alternatives to sites that are vacant and underutilized, and **Table 3-2** shows the assumed density ranges for the proposed land uses—these are common across all three Alternatives. **Figures 3-7 and 3-8** illustrate the projected total square footage of Retail, Industrial, and Mixed-Use development, as well as the total projected residential units, for each Alternative.

The number of housing units resulting from the three Alternatives is somewhat similar, with major differences arising from the location of density. In Alternative 1, residential development, along with Retail and Business Services, is located along Santa Rosa Avenue, taking advantage of the existing main commercial spine in the Planning Area. In Alternative 2, residential density is largely located in the north of the Planning Area, benefiting from the proximity to existing City services and infrastructure and proximity to downtown. In Alternative 3, residential density is spread throughout the Planning Area with some density in the north as in Alternative 2, and some density along Santa Rosa Avenue as in Alternative 1, and additional pockets of residential density in the Moorland neighborhood and in the eastern part of the Planning Area adjacent to proposed mixed-use centers.

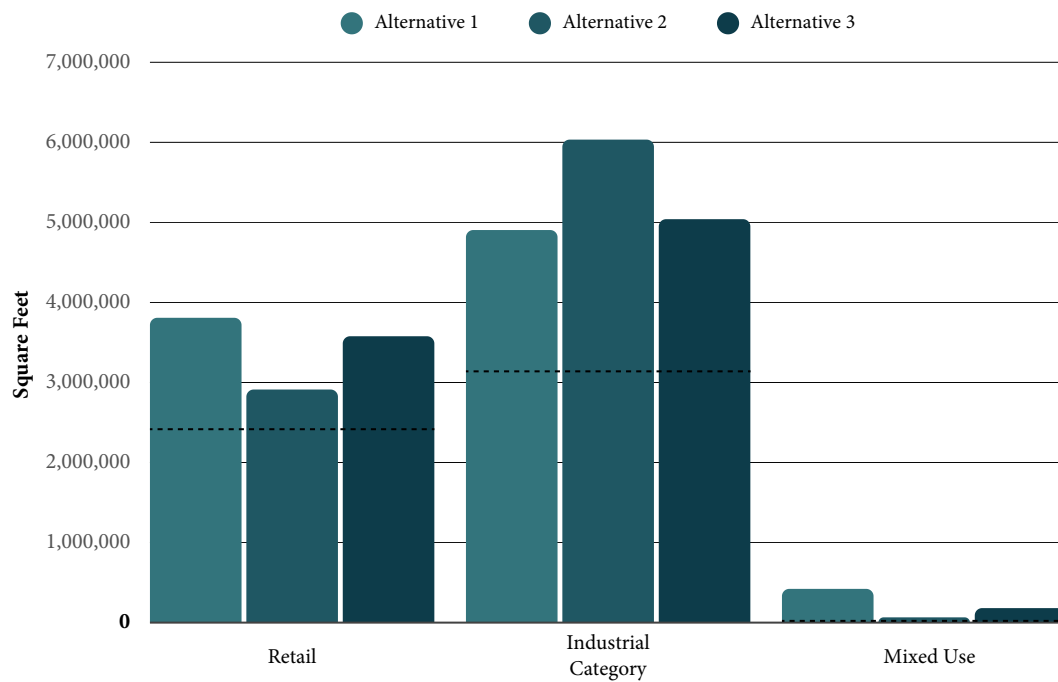
**Table 3-1: Proposed Alternative Buildout Estimates**

| Area Description                                                                                                                                                | Existing  | Net New       |               |               |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|---------------|---------------|---------------|
|                                                                                                                                                                 |           | Alternative 1 | Alternative 2 | Alternative 3 |
| Total non-residential (sf)                                                                                                                                      | 5,889,900 | 1,322,500     | 426,400       | 1,635,700     |
| Retail and Business Services (sf)                                                                                                                               | 2,485,600 | 1,322,500     | 426,400       | 1,092,000     |
| Industrial (sf)                                                                                                                                                 | 3,404,300 | 1,500,100     | 2,629,700     | 1,635,700     |
| Mixed-Use (sf)                                                                                                                                                  | 0         | 421,600       | 65,800        | 181,200       |
| Total residential (units)                                                                                                                                       | 4,000     | 5,500         | 5,700         | 6,000         |
| Low                                                                                                                                                             | 500       | 1,800         | 1,600         | 1,700         |
| Medium/Low                                                                                                                                                      | 300       | 500           | 400           | 900           |
| Medium                                                                                                                                                          | 1,800     | 700           | 1,300         | 400           |
| High                                                                                                                                                            | 0         | 200           | 2,200         | 2,200         |
| Mixed-Use                                                                                                                                                       | 0         | 2,300         | 300           | 900           |
| Note: Institutional/Public/Misc square-footage and the number of Medium/High and Mobile Home Park Residential units do not change from the existing conditions. |           |               |               |               |

**Table 3-2: Proposed Density Ranges**

| Land Use                          | Residential (du/acre Maximum) | Non-residential (FAR Maximum/Range) |
|-----------------------------------|-------------------------------|-------------------------------------|
| Low Density Residential           | 8                             |                                     |
| Medium/Low Density Residential    | 13                            |                                     |
| Medium Density Residential        | 18                            |                                     |
| Medium/High Density Residential   | 30                            |                                     |
| High Density Residential          | 40                            |                                     |
| Retail/Medium Density Residential | 18                            | 0.15                                |
| Mixed-Use                         | 40                            | 0.25                                |
| Retail and Business Services      |                               | 0.25 – 2.0                          |
| General Industry                  |                               | 1.0                                 |

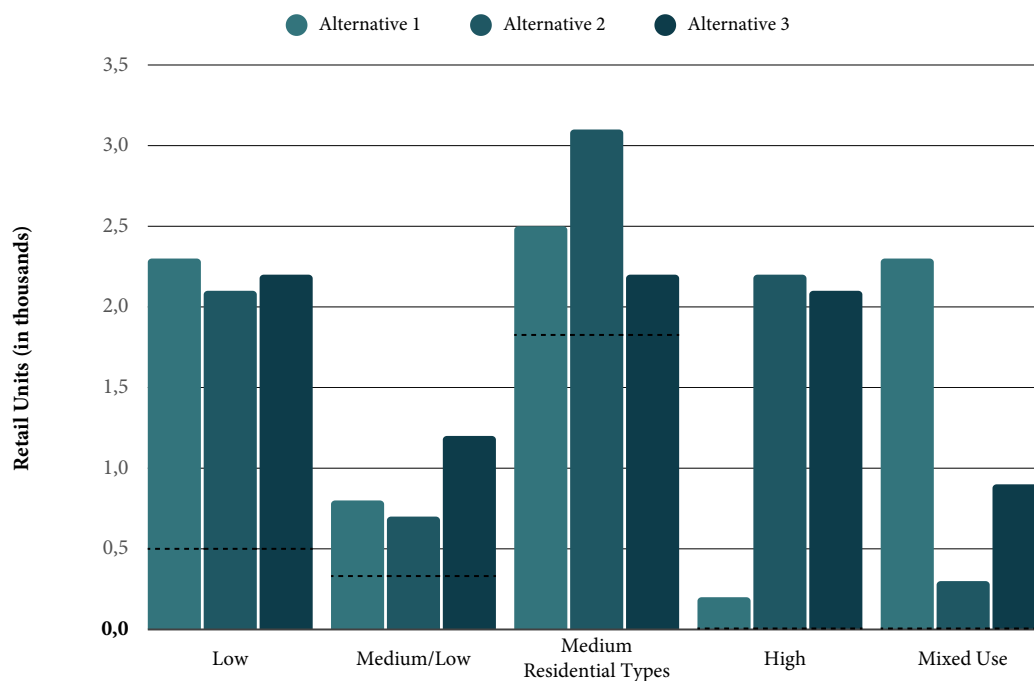
**Figure 3-7: Comparison of Alternatives, Total Projected Non-Residential Uses**



**Notes:**

- Existing conditions are shown with a dotted line.
- The bars in this graph represent the total projected buildout (existing and net new buildout).

**Figure 3-8: Comparison of Alternatives, Total Projected Residential Uses**



**Notes:**

- Existing conditions are shown with a dotted line.
- The bars in this graph represent the total projected buildout (existing and net new buildout).



Each of the Alternatives includes a new east-west connection over Highway 101, with Alternative 1 proposing a new location at West Robles Avenue, and Alternatives 2 and 3 proposing the connection at Bellevue in alignment with the General Plan. As discussed above, the Robles Avenue location would allow for greater connections between the Moorland neighborhood and pro-proposed new commercial centers east of Highway 101. All Alternatives also have greenway connections along the existing creek corridor in the eastern part of the Planning Area. Each Alternative proposes additional through-streets in areas with new development projected. While all three Alternatives will see bike, pedestrian, and transit improvements along Santa Rosa Avenue, additional improvements are proposed in Alternative 1 to support the proposed mixed-use corridor. Transit service does not change in any Alternative; however, Alternative 3 has more through streets to promote connection near the Transit Hub.

Each Alternative proposes additional commercial centers, with the locations dependent upon proposed residential density. Alternative 1 also includes commercial land uses east of Highway 101 in the southern portion of the Planning Area, in alignment with the City's General Plan. Alternatives 2 and 3 include industrial land uses throughout the southern portion of the Planning Area, in alignment with the Sonoma County General Plan. Alternative 2 has considerably lower Retail and Business Services and Mixed-Use square footage than Alternatives 1 and 3. In general, Alternatives 1 and 3 have more commercial square footage throughout the Planning Area than Alternative 2. Alternative 1 concentrates this into one additional mixed-use commercial center, while Alternative 3 spreads this out into three additional mixed-use centers.

Industrial uses are maintained in the western part of the Planning Area throughout all Alternatives, but Industrial use square footage is considerably higher in Alternative 2.



*New housing development in the Planning Area.*

## 4 TRANSPORTATION IMPLICATIONS

### 4.1 VEHICLE MILES TRAVELED (VMT)

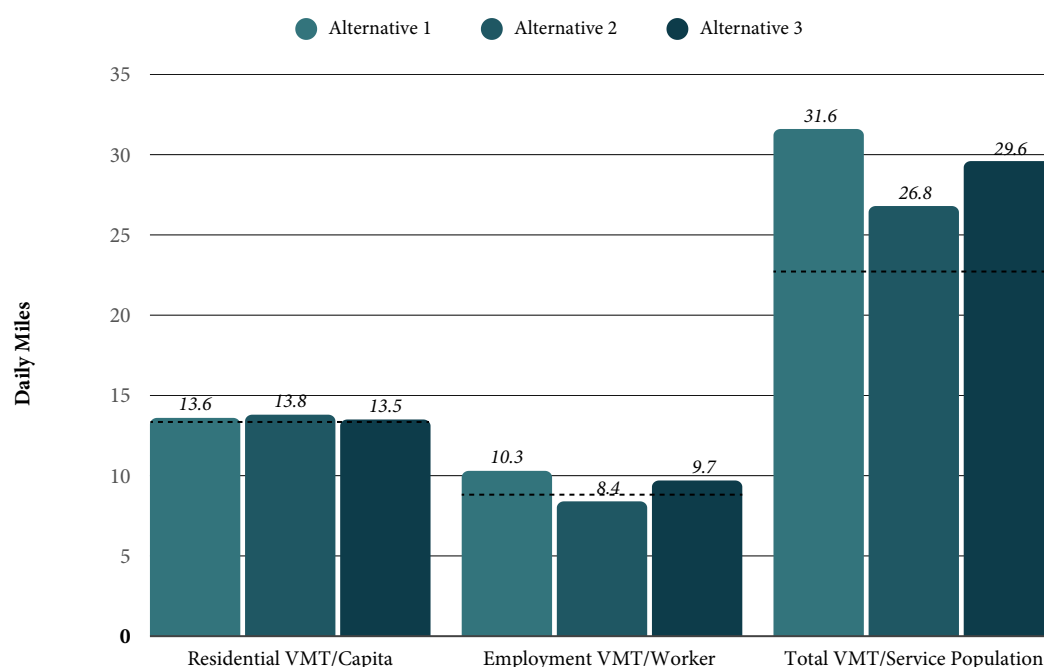
A common indicator used to quantify the amount of motor vehicle use is Vehicle Miles Traveled, or VMT, which represents the total number of miles driven per day by persons traveling to and from a defined area. VMT is also a key metric used in environmental analyses. The major components influencing VMT include the average distance residents drive to work, school, and shop-ping; the distances that employees drive when commuting from home; the diversity of land use patterns including jobs/housing balance; the interconnectedness of the circulation network; and the proportion of trips that are made by non-automobile modes. Custom runs of the Sonoma County Transportation and Climate Authorities (SCTCA) travel demand model were performed to estimate the VMT characteristics associated with each of the three SSRSP land use Alternatives in consideration of land use types, locations, and quantities as well as the

major transportation facilities that would be present.

VMT can be expressed in several ways. For residential uses, VMT is typically measured as VMT per capita, or the average number of daily miles driven per resident. Employment uses are typically measured by focusing on employee travel, estimating the daily commute-based miles driven per employee. Total VMT can also be useful when considering the differences in auto travel levels between Alternatives; it is often expressed as a “Total VMT per Service Population” performance metric that reflects the total miles driven for all land uses and trip types divided by the sum of residents and employees.

The analyzed VMT performance metrics are shown in **Figure 4-1**. Results are shown for each of the three Alternatives, as well as existing metrics for the overall County of Sonoma and City of Santa Rosa.

**Figure 4-1: Comparison of Vehicle Miles Traveled (VMT) Characteristics**



Note: Existing conditions are shown with a dotted line.



## 4.2 RESIDENTIAL VMT

Based on output from the SCTCA model, the three Alternatives are projected to perform similarly to one another with respect to the amount of VMT generated by residents. All three Alternatives would perform better than the overall County average VMT per capita, affirming the transportation efficiency of focusing residential growth in the County's urbanized areas, and all three would perform similarly to current City of Santa Rosa averages. Alternative 3 is projected to result in the fewest residential vehicle miles traveled on a per-capita basis, with Alternative 1 generating slightly more and Alternative 2 generating the most. It is likely that the slightly better performance with Alternative 3 is at least partially attributable to its "centers" focus that concentrates new residential uses around existing and proposed commercial centers. It is important to note, however, that the model may not be sensitive enough to account for other VMT-benefiting aspects, such as the potential for higher usage of alternative transportation methods with the "corridors" emphasis along Santa Rosa Avenue in Alternative 1, or the beneficial effects of strategically located high-density residential development reflected in Alternative 2. At a broad perspective, all three Alternatives include components that would positively benefit residential VMT, and for the purposes of comparing alternatives, may be considered to perform similarly.

## 4.3 EMPLOYMENT VMT

With respect to commute-based VMT generated by workers in the Specific Plan area, Alternative 2 would generate the fewest vehicle miles per employee while Alternative 1 would generate the most. The employment VMT metrics in Alternative 2 may benefit from focusing residential growth in the northern Plan area near existing employment uses as well as adding medium density residential development nearer industrial uses in the southwestern Plan area, both of which help to reduce the commute distances for at least some people who both work and live in the same vicinity. In contrast, Alternative 1 disperses employment growth along the Santa Rosa Avenue corridor, which may benefit those who live and work in those same mixed-use areas, but has less of an effect on existing employees in the northern Plan area and those working in the southwestern industrial areas.

Alternative 3 concentrates growth in centers, functioning as a hybrid of the other two alternatives from an employment VMT perspective. Alternatives 2 and 3 may also benefit somewhat from the new Bellevue Avenue overcrossing of Highway 101, which is included in the City's General Plan and creates a more direct driving route and slightly shorter commute distances between the east and west sides of the freeway than the Robles Avenue overcrossing included in Alternative 1.

## 4.4 TOTAL VMT PER SERVICE POPULATION

VMT per Service Population is based on total VMT, which includes all types of vehicular travel including commute, school, shopping/errands, visitor-serving, and recreation. The alternatives modeling results for VMT per Service Population show that all three Alternatives would generate higher per-person VMT levels than the current Citywide average, with Alternative 1 generating the most and Alternative 2 generating the least. The total VMT per service population metric tends to perform best in central areas such as downtown Santa Rosa where there is a concentration of diverse uses along with more extensive facilities for other travel modes (transit, walking, and biking). The "city-centered growth" concept emphasized in Alternative 2 likely benefits from this given its emphasis on growth in the Plan areas closest to downtown. In contrast, Alternative 1 disperses mixed-use growth with an emphasis on the Santa Rosa Avenue corridor, including areas that are somewhat distant from downtown. While this concentrated mix of residential and employment uses near transit should have a beneficial effect on VMT, the modeling output suggests that these benefits may be diluted by the distances between some of the Plan's concentrated growth areas (especially in the southern Plan area) and the City's other major activity areas, including downtown. As previously noted, the model may also not be sensitive enough to fully account for the beneficial effects of prioritizing development along transit corridors and implementing improvements to bicycle and pedestrian infrastructure. Finally, with respect to Alternative 3, performance falls in between the other two alternatives, which is reflective of the hybrid approach used in emphasizing growth in several centers.

## 4.5 ROADWAY CONGESTION LEVELS

Traffic operation on roadway segments is influenced by many factors including the type of street, number of lanes, speed limits, presence of turn lanes, spacing of traffic controls such as signals, and most importantly, traffic volumes. For the Alternatives analysis, comparative high-level congestion estimates for future conditions (approximately the year 2050) were obtained using the peak hour traffic volumes and roadway capacity estimates produced by the SCTCA model. The model includes output for both the weekday morning and evening peak hours; for the purposes of this assessment the most congested of these two peaks was mapped for the study area's major roadway segments. It is important to note that the SCTCA model includes only major roadways; in other words, all traffic is "loaded" onto major streets rather than local streets or collectors.

With continued growth in the region in addition to the growth associated with each of the three alternatives, several major roadways in the study area are projected to approach or exceed their capacities during the busiest peak hours of the day, indicating that traffic congestion is likely to occur. The roadways shown by the modeling to potentially be most affected by congestion in the future include:

- US 101
- Santa Rosa Avenue - Yolanda to Bellevue
- Santa Rosa Avenue - Todd to Mountain View
- Santa Rosa Avenue – South of Mountain View
- Baker Avenue Interchange
- Hearn Avenue Interchange
- Petaluma Hill Road –Yolanda to Winterhaven
- Corby Avenue – just south of Hearn
- Bellevue Avenue
- Todd Road Interchange

The relative congestion levels are similar across all three alternatives, though there are subtle differences in the level of congestion on some street segments. **Figures 4-2 through 4-4** show color-coded representations of congestion levels on study area roadways for each of the Alternatives.

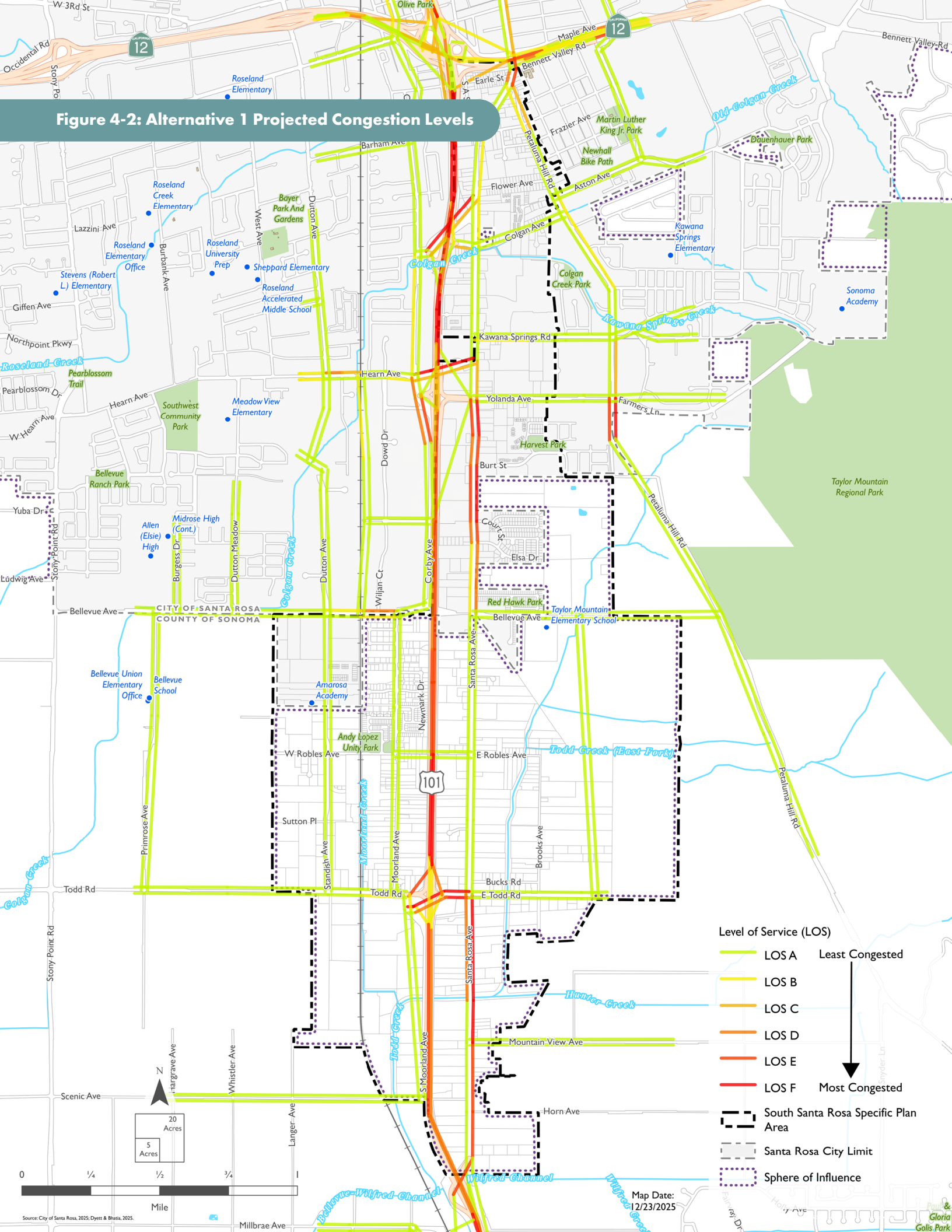
Roadway congestion during peak hours is a common occurrence in urbanized areas and has increasingly been considered by jurisdictions, including Santa Rosa, to be an acceptable tradeoff in transit-accessible, pedestrian-oriented areas. Roadway widening exceeding two lanes in each direction also has the potential to cause adverse secondary impacts on non-auto modes and may entail excessive construction and long-term maintenance costs, so should generally be avoided. In considering these factors in tandem with the congestion modeling results summarized in **Figure 4-1**, there may still be several roadway segments in the Specific Plan area where additional road-way capacity, such as widening from one lane in each direction to two lanes in each direction, is warranted. These include the following.

- Baker Avenue Interchange – may require an additional westbound lane on the overpass for all Alternatives, consistent with the City's General Plan.
- Santa Rosa Avenue between Todd Road and Mountain View Avenue - may require an additional lane in each direction with Alternatives 1 and 3, consistent with the Sonoma County General Plan.
- Petaluma Hill Road between Yolanda Avenue and Winterhaven Avenue – may require an additional lane in each direction for all Alternatives.
- Todd Road Interchange – may require overpass widening for all Alternatives, consistent with the Sonoma County General Plan.

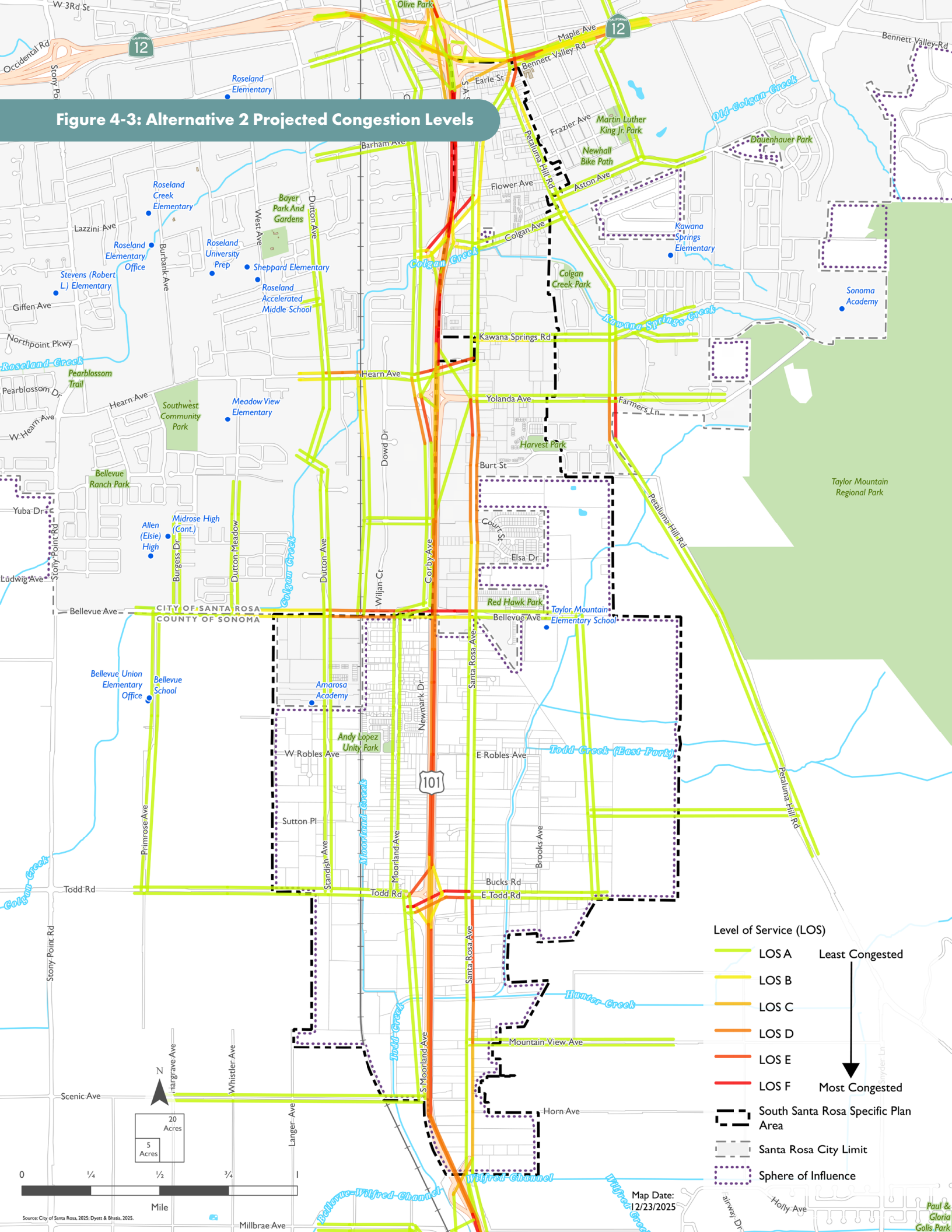
It should be noted that Alternative 1 has an overcrossing at Robles Avenue, while Alternatives 2 and 3 have an overcrossing at Bellevue Avenue. Alternative 1 better connects the Moorland neighborhood and Andy Lopez Unity Park to a future commercial center and the Santa Rosa Avenue corridor. The Bellevue Avenue overcrossing in Alternatives 2 and 3 was originally identified by the General Plan, is a larger road, and is within the City limits.



**Figure 4-2: Alternative 1 Projected Congestion Levels**



**Figure 4-3: Alternative 2 Projected Congestion Levels**





**Figure 4-4: Alternative 3 Projected Congestion Levels**

The map illustrates the projected congestion levels for Alternative 3 in Santa Rosa, CA. The congestion levels are categorized by Level of Service (LOS), ranging from LOS A (Least Congested) to LOS F (Most Congested). The map shows various streets, parks, and schools, with congestion levels indicated by color-coded lines. The legend on the right provides a key for the LOS levels and other map features.

**Level of Service (LOS)**

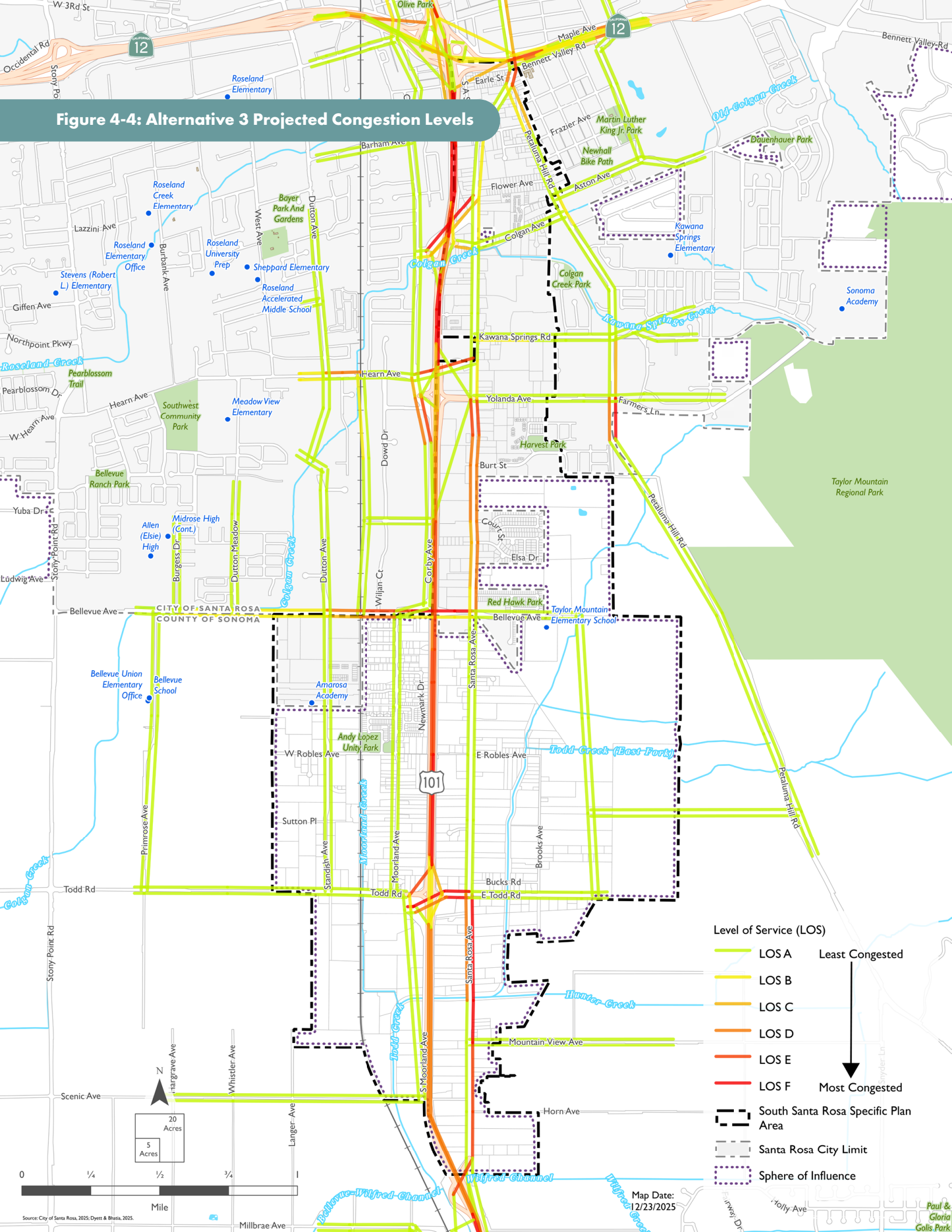
- LOS A: Least Congested (Light Green)
- LOS B: (Yellow)
- LOS C: (Orange)
- LOS D: (Dark Orange)
- LOS E: (Red)
- LOS F: Most Congested (Dark Red)

**Map Features:**

- South Santa Rosa Specific Plan Area (Dashed Black Line)
- Santa Rosa City Limit (Dashed Grey Line)
- Sphere of Influence (Dotted Purple Line)

**Map Date:** 12/23/2025

**Source:** City of Santa Rosa, 2025; Dyett & Bhutta, 2025.



The map displays traffic congestion levels across Santa Rosa, categorized by Level of Service (LOS) from A (green) to F (red). A vertical arrow on the right indicates the congestion gradient, from 'Least Congested' at the top to 'Most Congested' at the bottom. Key geographic features include the 'South Santa Rosa Specific Plan Area' (dashed black line), the 'Santa Rosa City Limit' (dashed grey line), and the 'Sphere of Influence' (dashed purple line). Major roads like 'Hydrex Ln' are labeled. The map shows that congestion is highest in the southern part of the city, particularly within the Sphere of Influence and near the city limit.

**LOS B**



— LOAD

LOS 5

Area

 Sphere of Influence

[illegible]

Free

## 4.6 WALKING, BIKING, AND TRANSIT

Output from the SCTCA travel demand model indicates that the three Alternatives would perform similarly with respect to influencing transit and bicycle/pedestrian mode share. Alternatives 2 and 3 are projected to have a slightly better influence on walk/bike mode share than Alternative 1, though the difference is negligible. Importantly, while major facilities such as SMART and regional pathways are coded into the SCTCA travel demand model, local transit routes, non-regional pathways, and on-street bicycle and pedestrian facilities are not. Further, the model accounts for synergies among land uses at a broad level, though is not sensitive to block- or site-level travel efficiencies (like short walking and biking trips) such as those occurring at, for example, mixed-use developments along transit corridors. For these reasons, each Alternative's overall effects on walking, biking, and transit are addressed in a more qualitative manner. Following is a discussion of how each Alternative could influence non-auto modes.

### ALTERNATIVE 1

This Alternative focuses growth in a higher-density, pedestrian-oriented mixed-use configuration along Santa Rosa Avenue, accompanied by improvements to pedestrian and bicycle facilities on the corridor. The new mixed-use district segment of Santa Rosa Avenue, which runs from just north of Elsa Drive to just south of Todd Road, has already been designated by the City and County Active Transportation Plans (ATPs) to include separated bikeways. Further, extended bus service with 15-minute frequencies is included in Santa Rosa CityBus's Short Range Transit Plan (SRTP). The focused growth in areas that are planned to have robust non-auto mode choices would reduce reliance on travel by automobile, in turn reducing the amount of vehicle trips and VMT generated per person.

In the eastern portion of the Plan area, land uses in currently vacant areas would be predominantly lower-density residential, with pedestrian and bicycle travel focused on greenways as well as existing and new streets extending to the Santa Rosa Avenue corridor. While these areas would have good non-auto connectivity for travel to nearby uses such as schools and parks and would include connections to mixed-use areas and bus service on Santa Rosa Avenue, they would remain somewhat auto-dependent.

To the west of US 101, Alternative 1 would generally retain existing lower-density residential areas as well as existing areas that are designated for industrial-type uses. A new pedestrian and bicycle connection would be established over US 101 at Robles Avenue, improving east-west connectivity and linking west-side uses around Andy Lopez Unity Park to a proposed east side commercial center along Santa Rosa Avenue. This area would also be supported by extended bus service to Moorland Ave from both Sebastopol Road and Santa Rosa Avenue via Todd Road as called for in Santa Rosa CityBus Short Range Transit Plan).

### ALTERNATIVE 2

Alternative 2 includes medium-high density residential growth through redevelopment opportunities in the northern Planning Area between Highway 12 and Buck Street, mostly along the east side of Santa Rosa Avenue. This area already has substantial infrastructure and services including retail. Santa Rosa Avenue is also planned to have separated bikeways and increased transit service. With planned bike network upgrades, the area would be readily bikeable to major employment areas in downtown Santa Rosa, which is only one to two miles away. The presence of existing major retail uses within a walkable distance would also reduce auto-reliance and be supportive of fewer trips and lower per-person VMT levels.

Land uses in the eastern portion of the Planning Area would be lower-density residential, similar to Alternative 1. Pedestrian and bicycle travel would be focused on greenways and a new grid-type network of streets. As in Alternative 1, this area would remain somewhat auto dependent.

To the west of US 101, Alternative 1 would generally retain existing lower-density residential areas as well as existing areas that are designated for industrial-type uses. A new pedestrian and bicycle connection would be established over US 101 at Robles Avenue, improving east-west connectivity and linking west-side uses around Andy Lopez Unity Park to a proposed east side commercial center along Santa Rosa Avenue. This area would also be supported by extended bus service to Moorland Ave from both Sebastopol Road and Santa Rosa Avenue via Todd Road as called for in Santa Rosa CityBus's Short Range Transit Plan.



### ALTERNATIVE 3

This Alternative includes several small- to mid-sized areas of higher density in different parts of the Planning Area. The largest concentration of high-density residential growth would be between Kawana Springs Road and Burt Street, which like the larger high-density area in Alternative 2, has existing infrastructure and nearby services as well as proximity to planned improvements to bike and transit facilities on Santa Rosa Avenue. With the addition of several proposed internal streets with smaller block sizes, this area has the potential to support many trips by non-auto modes.

An additional area characterized by medium- to medium/high-density residential and mixed uses, along with two new commercial centers, would be in the southern Planning Area along the east side of Santa Rosa Avenue between East Robles Avenue and Hunter Creek. In addition to improved walking, biking, and transit facilities along Santa Rosa Avenue, the east sides of these new activity areas would have direct access to pathways along a north-south greenway. The mix of uses and denser development pattern in this area would encourage and support non-auto travel. The activity area would also be supportive of the frequent transit service

planned by CityBus on Santa Rosa Avenue and Todd Road. The “centers” created in this Alternative would also be optimal locations for mobility hubs, which could further strengthen the connections among walking, biking, and transit.

The eastern portion of the Plan area would be lower-density residential similar to Alternatives 1 and 2, with pedestrian and bicycle travel oriented to greenways and a new grid-based street network. The area would support internal non-auto travel, though travel to the broader area would likely remain somewhat auto-dependent.

Alternative 3 would add a small commercial center and small area of medium-density residential uses near Andy Lopez Unity Park but would otherwise generally retain existing low-density residential and industrial uses. As such the area would be expected to remain fairly auto-dependent. Like Alternative 2 and consistent with the General Plan, the planned multimodal crossing of US 101 would be located at Bellevue Avenue.

The key points for the three Alternatives are summarized in **Table 4-1**.



*Bicycle infrastructure in the Moorland neighborhood.*

**Table 4-1: Summary of Non-Auto Mode Characteristics**

| <i>All Alternatives</i>                                                                                                                                                                                                                                                                                                                                                                                                                          | <i>Alternative 1</i>                                                                                                                                                                                                                                                                                                                                                                                                                                         | <i>Alternative 2</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <i>Alternative 3</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b><i>Walking and Bicycling</i></b>                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <p>Planned separated bikeways along the Santa Rosa Avenue corridor between Highway 12 and Todd Road will support and encourage bicycle travel.</p> <p>Walking and biking in the lower-density eastern Plan area would be focused on greenways as well as existing and new streets. While these areas would have good non-auto connectivity for travel to nearby uses including schools and parks, they would remain somewhat auto-dependent.</p> | <p>Mixed-use intensification along the Santa Rosa Avenue corridor would be accompanied by enhanced pedestrian and bicycle facilities, creating an extended pedestrian-oriented district that is supportive of shorter trips being made by walking and bicycling.</p> <p>A new pedestrian and bicycle connection over US 101 at Robles Avenue would improve east-west connectivity between western areas and a commercial center along Santa Rosa Avenue.</p> | <p>Focused growth in northern Plan area would be readily bikeable to major downtown employment and activity areas as well as SMART and is within walking and biking distance of existing Retail and Business Services uses.</p> <p>Focused residential and commercial growth in Moorland would support neighborhood walking and biking trips.</p> <p>Bellevue Avenue overcrossing of US 101 would form continuous east-west bicycle linkage including to Elsie Allen High School.</p> | <p>“Centers” growth pattern has potential to capture many shorter local trips by walking and biking.</p> <p>New growth centers in southern Plan area could directly access a major north-south greenway, supporting walking and especially biking trips.</p> <p>A small commercial center and area of medium density retail in Moorland would support local walking and biking trips.</p> <p>Bellevue Avenue crossing of US 101 forms a strong east-west bicycle linkage.</p> |
| <b><i>Transit</i></b>                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <p>Planned 15-minute bus frequencies on Santa Rosa Avenue between Highway 12 and Todd Road including route extension to Moorland Avenue, as establishment of a transit hub and transit service across Highway 101 on Hearn Avenue will support and encourage travel by transit.</p>                                                                                                                                                              | <p>Concentration of mixed-use growth along Santa Rosa Avenue would take the greatest benefit of increased transit frequencies.</p>                                                                                                                                                                                                                                                                                                                           | <p>Higher density residential in northern area would be very transit supportive; remainder of Plan area would be less so.</p>                                                                                                                                                                                                                                                                                                                                                         | <p>Growth “centers” would support transit and are potential locations for mobility hubs to strengthen walking, biking, and transit connections.</p>                                                                                                                                                                                                                                                                                                                           |



## 5 NEXT STEPS

### 5.1 COMMUNITY OUTREACH

One of the most important next steps in the process will be gathering community input on the three Alternatives presented in this report. Insights from the community will help inform the development of the Preferred Alternative through assessments of the different aspects of each Alternative presented here. A community workshop, Engagement Advisory Committee (CAC) meeting, and a Technical Advisory Committee (TAC) meeting will be held to gather input from community and provide an opportunity for brainstorming on a Preferred Alternative.

### 5.2 SPECIFIC PLAN DEVELOPMENT

The feedback generated from the community engagement that follows this report will inform the development of a Draft Preferred Alternative, which will describe the preferred land use and circulation for the future of South Santa Rosa. This outcome could be a clear preference for one Alternative or a hybrid concept that combines components of each. The Draft Preferred Alternative will go back out to community for further input, and will then be refined to create a final Preferred Alternative. The Preferred Alternative will be presented to decision-makers at the Planning Commission and City Council for approval.

Following approval of the Preferred Alternative, the planning team will draft the full Specific Plan and the supporting Environmental Impact Report, which will be presented to the Planning Commission and City Council for adoption.



*The Bellevue Union School District office.*

