

South Santa Rosa Specific Plan

Draft Preferred Alternative



Board of Supervisors Public Workshop

August 25, 2026



Overview

1. Introduction to the Specific Plan

- Plan Area and Project Background
- Existing Conditions, Issues, and Opportunities

2. Draft Preferred Alternative

- Alternatives Process
- Features of Draft Preferred Alternative

3. Next Steps





Specific Plans

Specific Plans create a vision for the future of a defined geographic region, and address:

- Land use designations
- Development intensity and standards
- Circulation
- Necessary infrastructure and public facilities

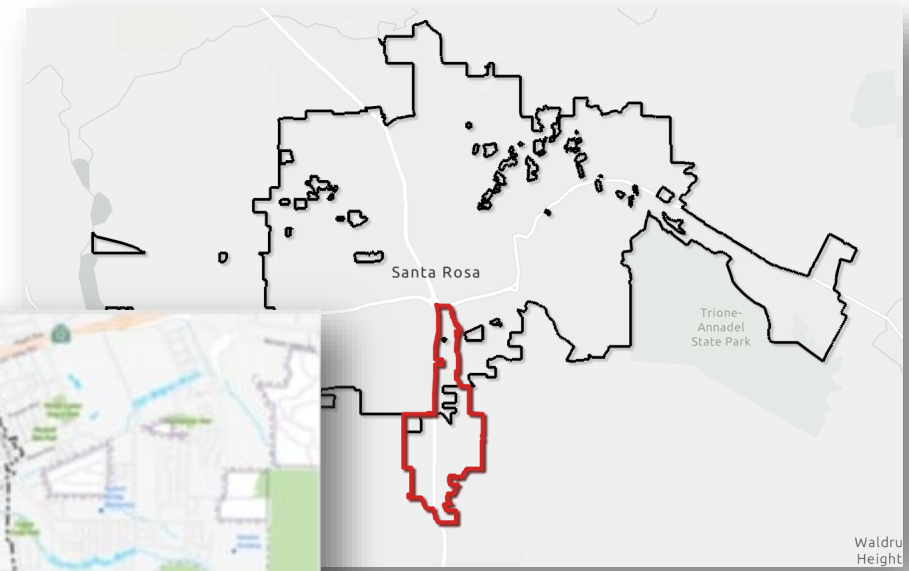
The **South Santa Rosa Specific Plan (SSRSP)** will provide a unified vision and is intended to serve both the City and County.





Plan Area

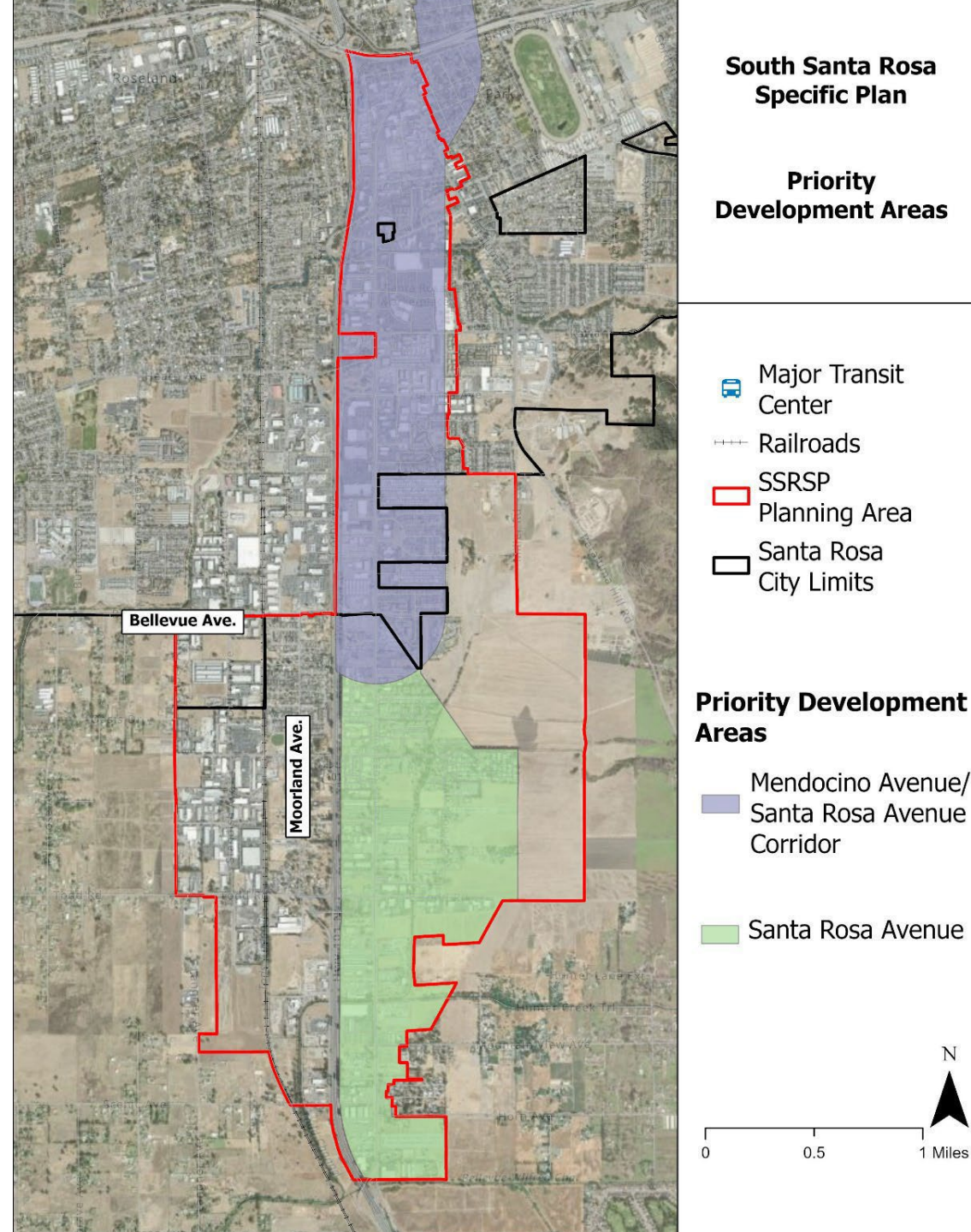
- 1,900-acres in South Santa Rosa
- 500 acres within City of Santa Rosa and 1,400 acres within unincorporated Sonoma County
- Encompasses a portion of the South Santa Rosa Area Plan boundary





Plan Area

- Includes two Priority Development Areas (PDA) identified by the Metropolitan Transportation Commission / Association of Bay Area Governments (MTC/ABAG)
- Specific Plan project is funded by a PDA grant from MTC/ABAG





Demographics

- Approximately 11,500 residents
- Median age 31.1 (City 39.6 and County 42.4)
- Diverse community:
 - 53.5% *Hispanic or Latino*
 - 48.2% *speak a language other than English*
 - 28.1% *foreign-born, primarily from Latin America*
- Median household income \$60,700 (below City \$92,604 and County \$99,266)
- 14.45% of residents below poverty level (higher than City 9.5% and County 9%)
- Environmental Justice (EJ) Community in County General Plan
- Equity Priority Area in City General Plan





Housing Profile

- Average Household Size – 3.03 persons
 - *City 2.56; County 2.52*
- 54.6% renter-occupied; 45.5% owner-occupied
- Housing Stock:
 - Single-family detached (most common type) – 46%
 - Mobile homes (second most common type) – 17.5%
- Majority of housing built 1990–2009 (51%); 28% built prior
- 9.5% overcrowded and 2.1% severely overcrowded
 - *Higher than City average of 3.8%*
- Lower median housing costs than City/County
- Housing Cost Burden: 60% spend more than 30% of income on housing; 28% spend >50%
 - *Higher than City & County*



Issues & Opportunities

- **Issues**

- Significant disparities in services and infrastructure across neighborhoods
 - *Lacking sidewalks, lighting, transit access, and pedestrian safety*
- East–west mobility issues: Dead-end streets near US-101 limit access for drivers, pedestrians, and cyclists
 - *Limited active transportation infrastructure: Few shaded walkways and inconsistent bike facilities*
- No medical facilities within the Plan Area, requiring travel for healthcare
- Flooding and pollution exposure

- **Opportunities**

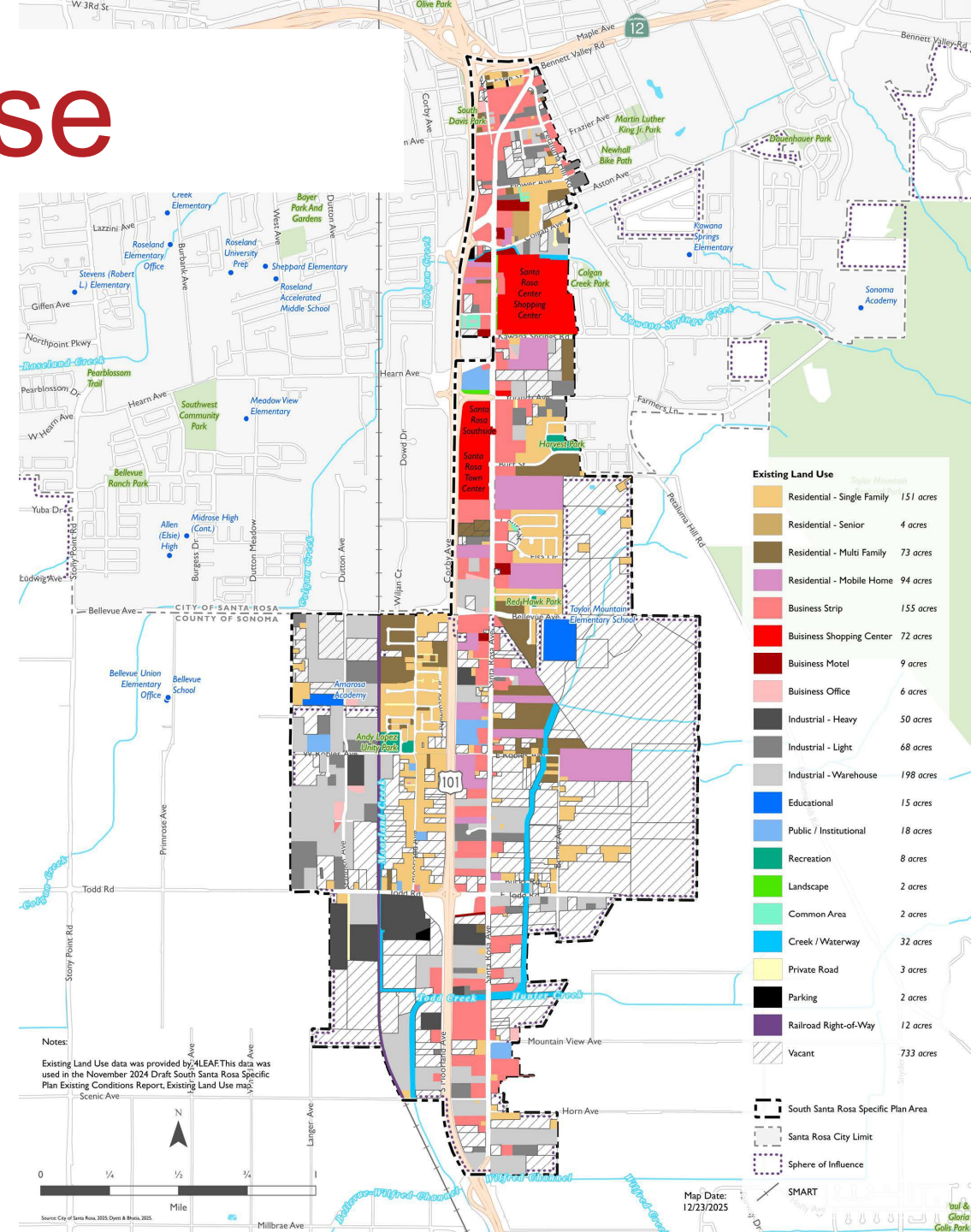
- Improve infrastructure in underserved areas
- Enhance pedestrian, bicycle, and transit connectivity
- Expand access to daily needs, healthcare, and social services





Existing Land Use

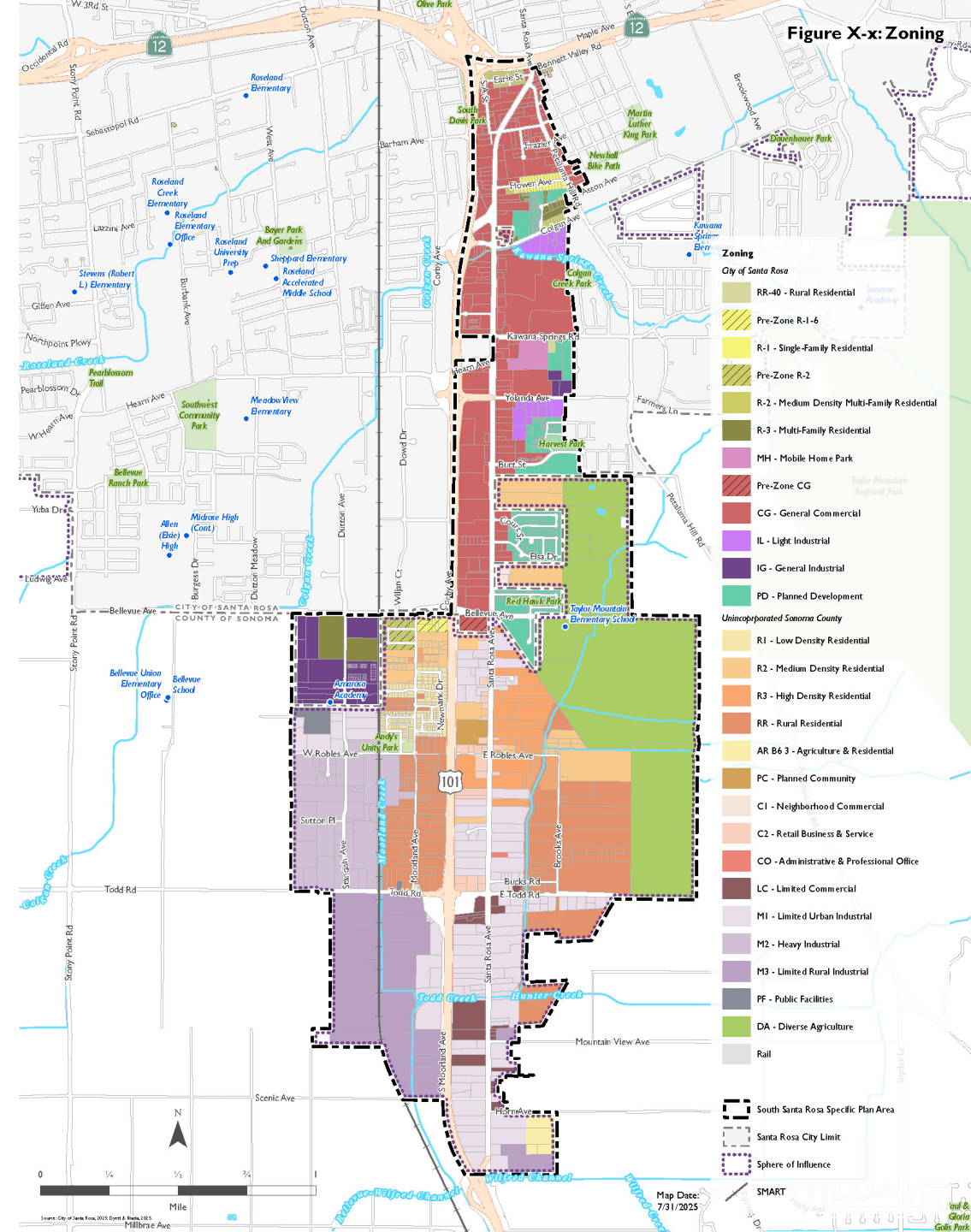
- **Commercial** uses are concentrated along Santa Rosa Avenue
- **Industrial** uses are concentrated in the south and western part of the Plan Area, with some presence in the northern part of the Plan Area
- **Single family residential** is present throughout, with some **mobile home parks** along Santa Rosa Avenue





Existing Zoning

- **City Zoning**
 - Largely commercial
 - Some industrial, residential, and planned development
- **County Zoning**
 - Industrial in the southwest
 - Rural residential
 - Low to high density residential
 - Agricultural in the east
 - Some commercial





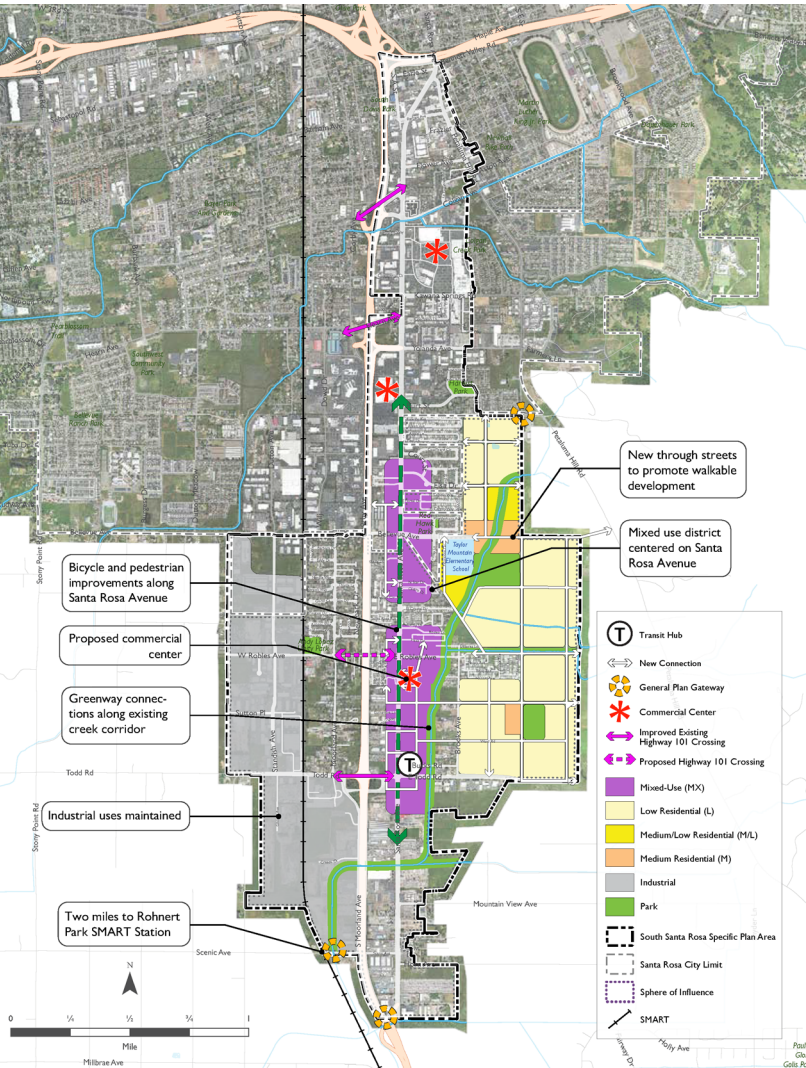
Purpose of Alternatives

- Represent different visions and approaches
- Explore various options for the location of different uses (residential, commercial, parks, etc.) and circulation improvements
- Community and decision makers provide feedback
- Informs creation of a Preferred Alternative

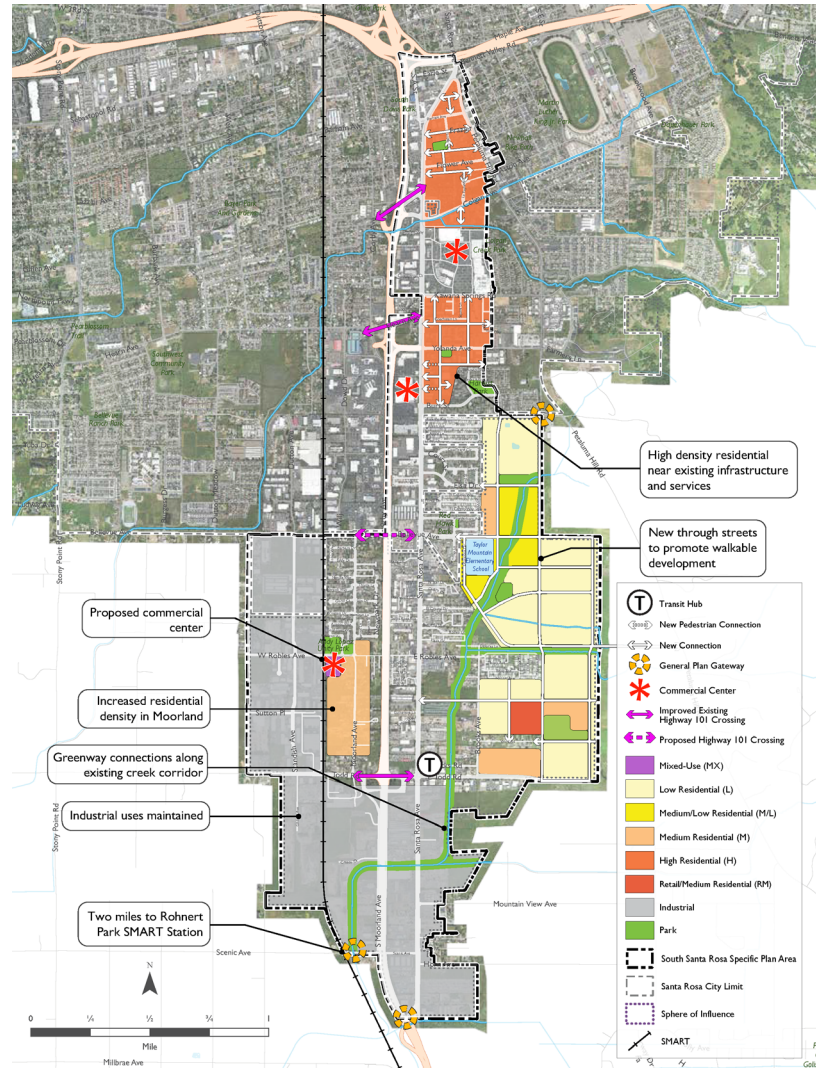


Alternatives

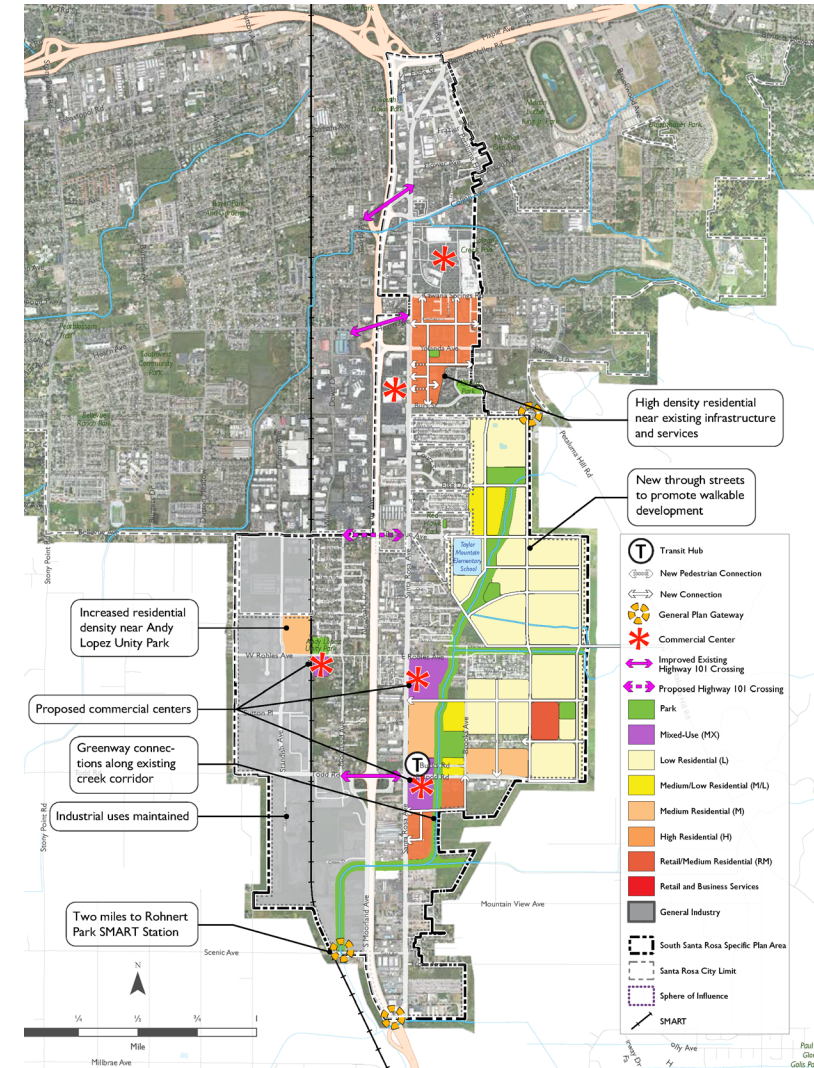
1: Mixed-Use Corridor



2: City-Centered Growth



3: Centers





Community Engagement

Activities

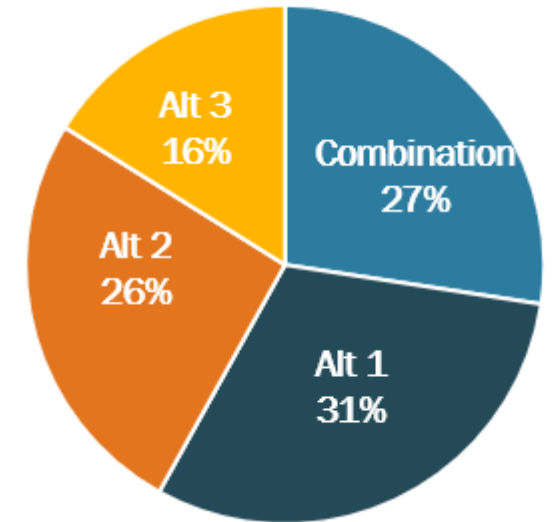
- Technical Advisory Committee meetings
- Online survey in English and Spanish
- County and City Planning Commission workshops
- In-person and virtual community workshops
- City Council study session
- Email newsletters

Feedback

- Ensure equity and anti-displacement strategies
- Invest in and improve Moorland without adding density
- Distribute parkland through more, smaller parks
- Enhance east-west connectivity and active transportation infrastructure



Which Alternative best reflects your vision?



After cars, rank the following transportation options from highest to lowest priority:

Public transportation

Walking

Bicycles/Scooters



Planning Commission Review

- **May 7, 2026 public workshop** on the three alternatives
- Discussion
 - Protect current residents from displacement and future residents from flood and fire risk
 - E.g. protections for existing mobile home parks
 - Viability of mixed-use land use approach
 - Lack of parkland across all alternatives
 - Interest in new development financing area-wide infrastructure improvements
- General support for Alternatives 2 and 3





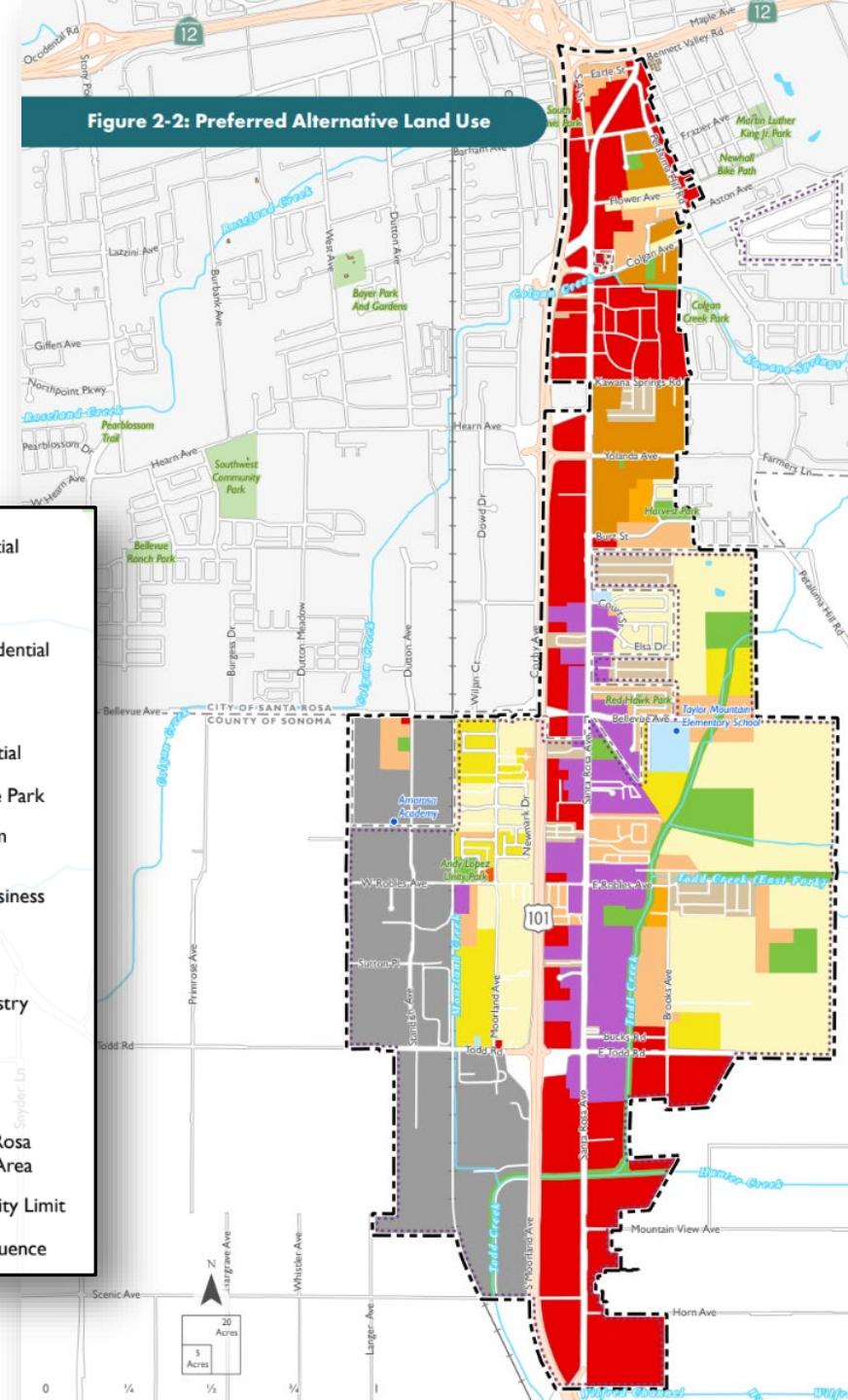
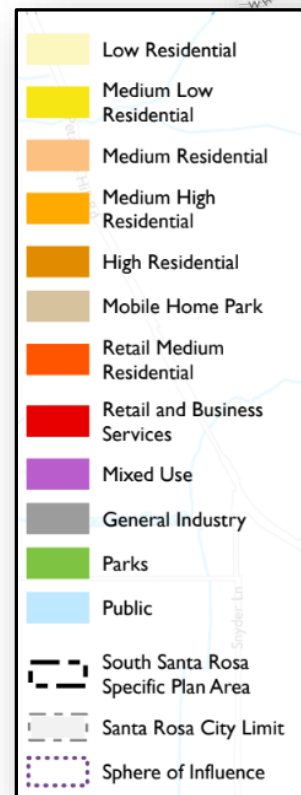
Draft Preferred Alternative

Land Use

- Mixed use district along Santa Rosa Avenue
- Diversity of housing types
- Community and neighborhood parks integrated into residential and mixed-use districts
- Industrial uses maintained in the west
- No existing mobile home parks proposed for re-designation



Figure 2-2: Preferred Alternative Land Use

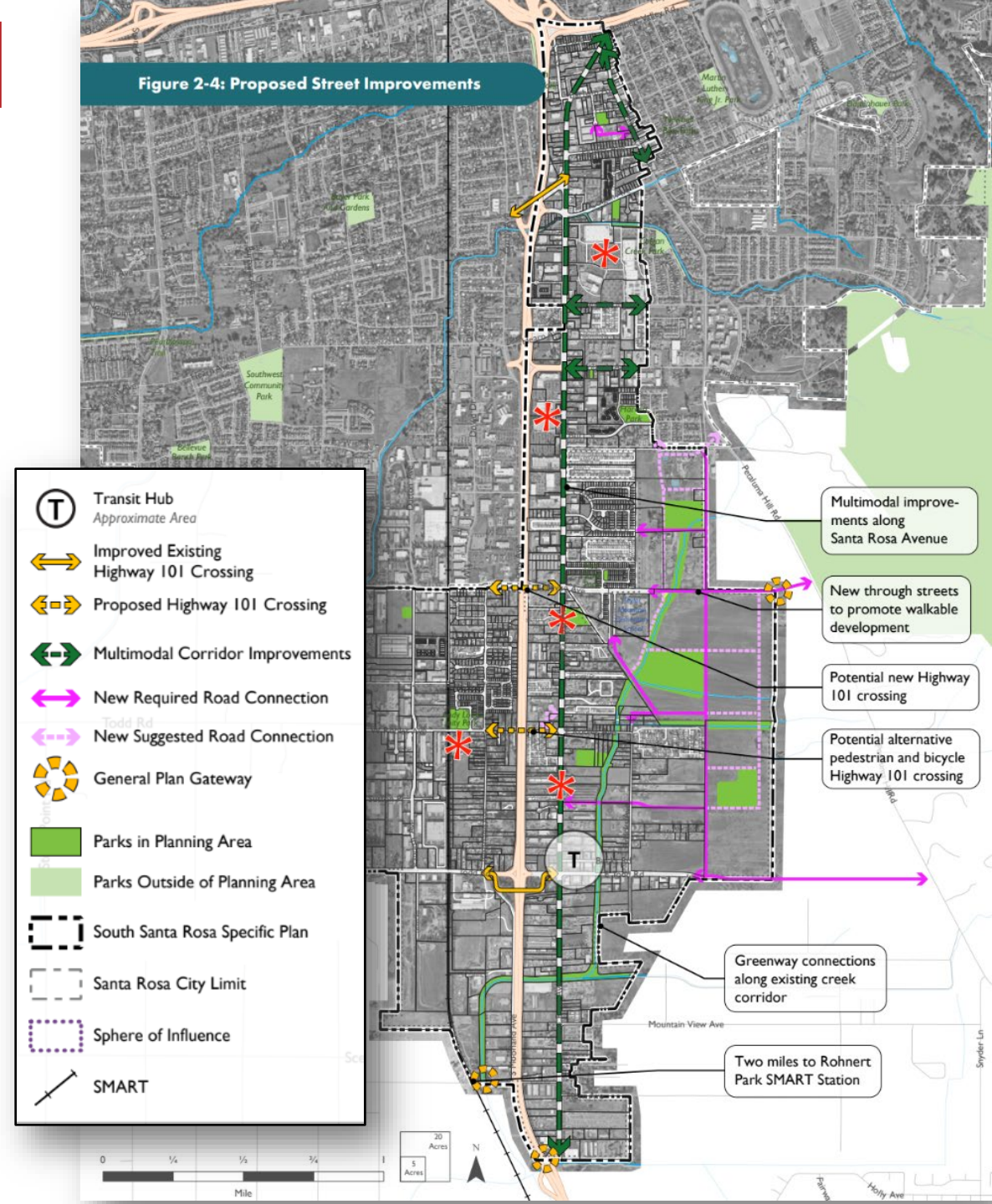




Draft Preferred Alternative

Transportation

- Bike and pedestrian improvements along Santa Rosa Avenue
- Greenway connections along existing creek corridors
- Enhanced and new crossings to improve multimodal connections over Highway 101





Draft Preferred Alternative

Parks

- Plan Area has **8 acres of existing parks**
 - Andy Lopez Unity Park – 4.4 acres
 - Harvest Park – 3.3 acres
 - Red Hawk Park – 0.4 acres
- **96 acres of new parks** projected to meet needs of 14,800 new residents
 - Community Parks – 21 acres
 - Neighborhood Parks – 31 acres
 - Other parks, open space, partnership with Sonoma Water for creekways – 44 acres





Projected Buildout

- **6,300 new residential units**, resulting in 14,800 new residents
 - Most new units are from Mixed-Use areas along Santa Rosa Avenue
- **2,917,600 square feet of new non-residential construction**
 - Comprised of retail and business services, industrial, and mixed-use developments

Table 2-2: Proposed Alternative Buildout Estimates

	Existing	Net New	Total
Total non-residential (sf)	5,979,100	2,917,600	8,896,700
Retail and Business Services (sf)	2,485,600	1,178,700	3,664,300
Industrial (sf)	3,404,300	1,276,200	4,680,500
Mixed-Use (sf)	0	456,500	456,500
Educational	5,400	0	5,400
Public/Institutional	78,400	6,300	84,700
Total residential (units)	4,000	6,300	10,300
Low	500	1,500	2,000
Medium/Low	300	600	900
Medium	1,800	900	2,700
Medium/High	700	0	700
High	0	1,300	1,300
Mobile Home Park	800	0	800
Mixed-Use	0	2,000	2,000

Note:

1. Totals may not match up due to rounding.





Next Steps

- **Summer 2026:** Outreach on Preferred Alternative
- **Late Summer/Early Fall 2026:** Final Preferred Alternative and traffic and infrastructure analyses
- **Fall 2026/Winter 2027:** Public review of draft Specific Plan and draft environmental impact report
- **Spring 2027:** Adoption of final Specific Plan and environmental impact report



End of Presentation



Reference Slides





Helpful Links and Contact



Specific Plan Webpage
(srcity.org/SSRSP)



City Email Distribution List
Sign-Up

City Email:

SouthSRSpecificPlan@srcity.org



Alternatives Survey



City Phone: (707) 543-4351 (English)
City Phone: (707) 543-3460 (Spanish)
County Phone: (707) 565-1903



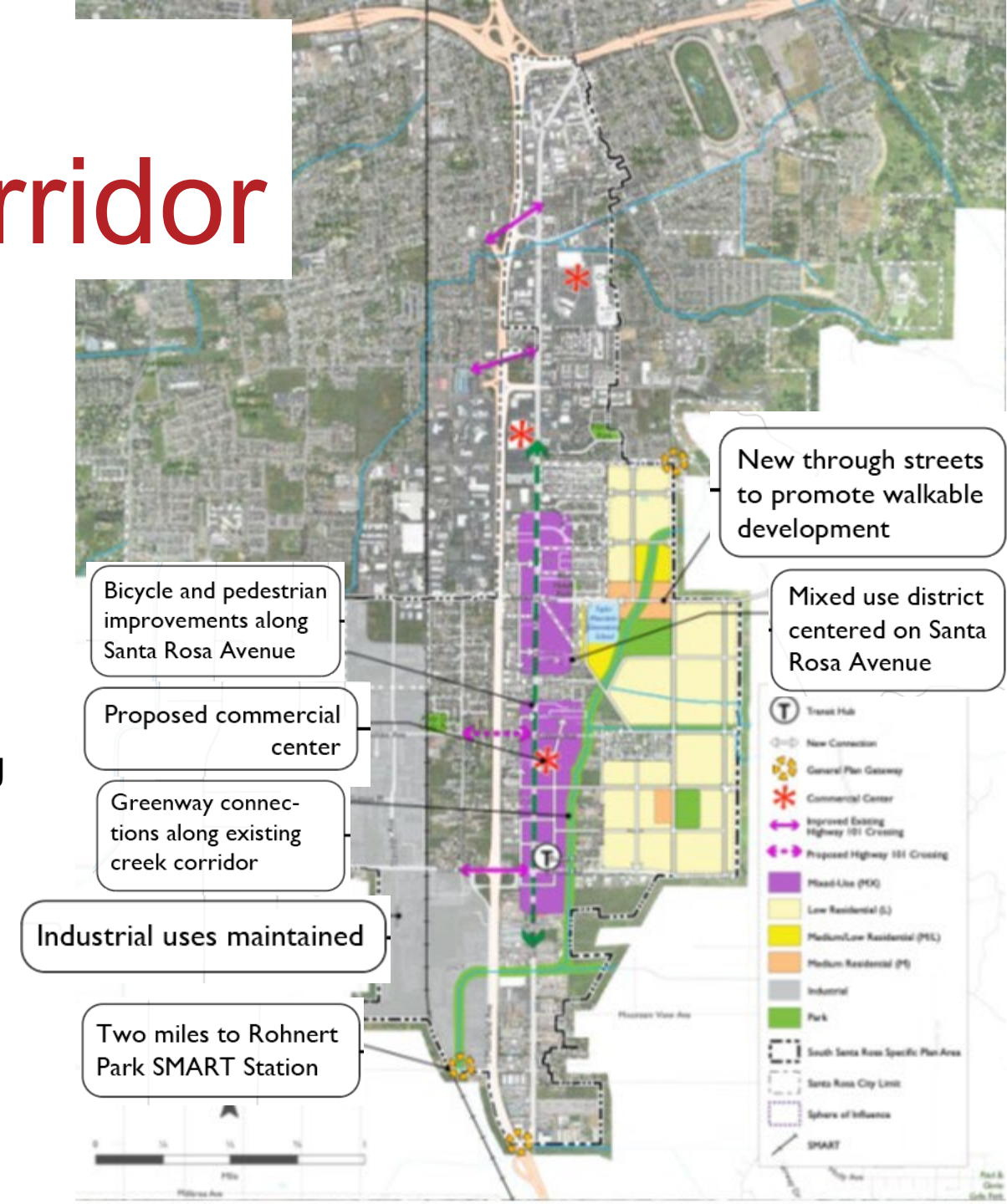
Alternative 1: Mixed Use Corridor

Key Land Use Aspects

- Mixed use district centered on Santa Rosa Avenue with a proposed commercial center and transit hub
- Industrial uses maintained in the southwest

Transportation

- Bike and pedestrian improvements along Santa Rosa Avenue
- Greenway connections along existing creek corridor
- Highway crossing at Robles to connect Moorland to mixed-use corridor





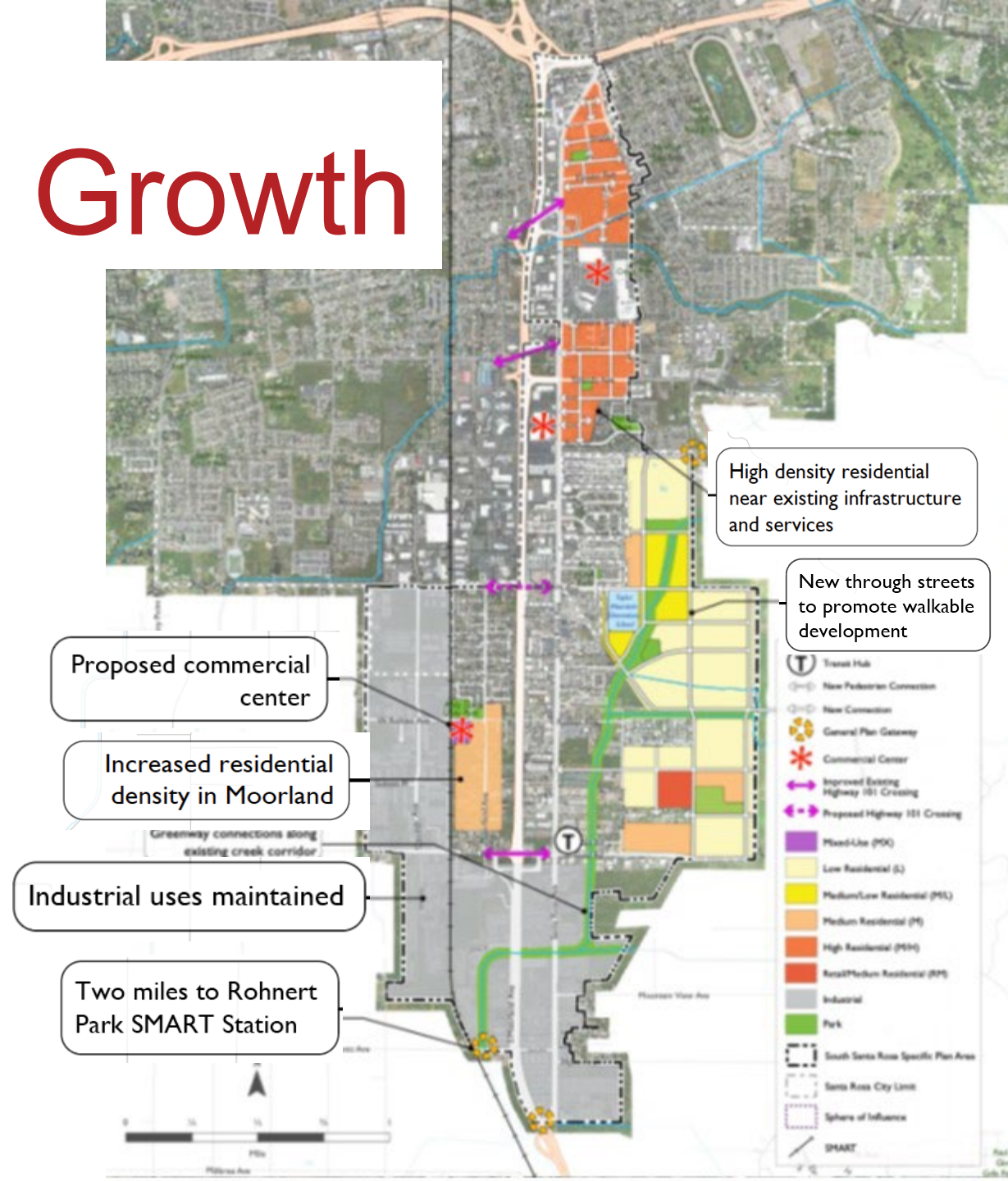
Alternative 2: City-Centered Growth

Key Land Use Aspects

- Concentrates growth near Downtown Santa Rosa and existing commercial
- Increased residential density in Moorland
- Proposed commercial center in Moorland
- Industrial use focused to the southern end

Transportation

- Greenway connections along existing creek corridor
- Proposed highway crossing on Bellevue





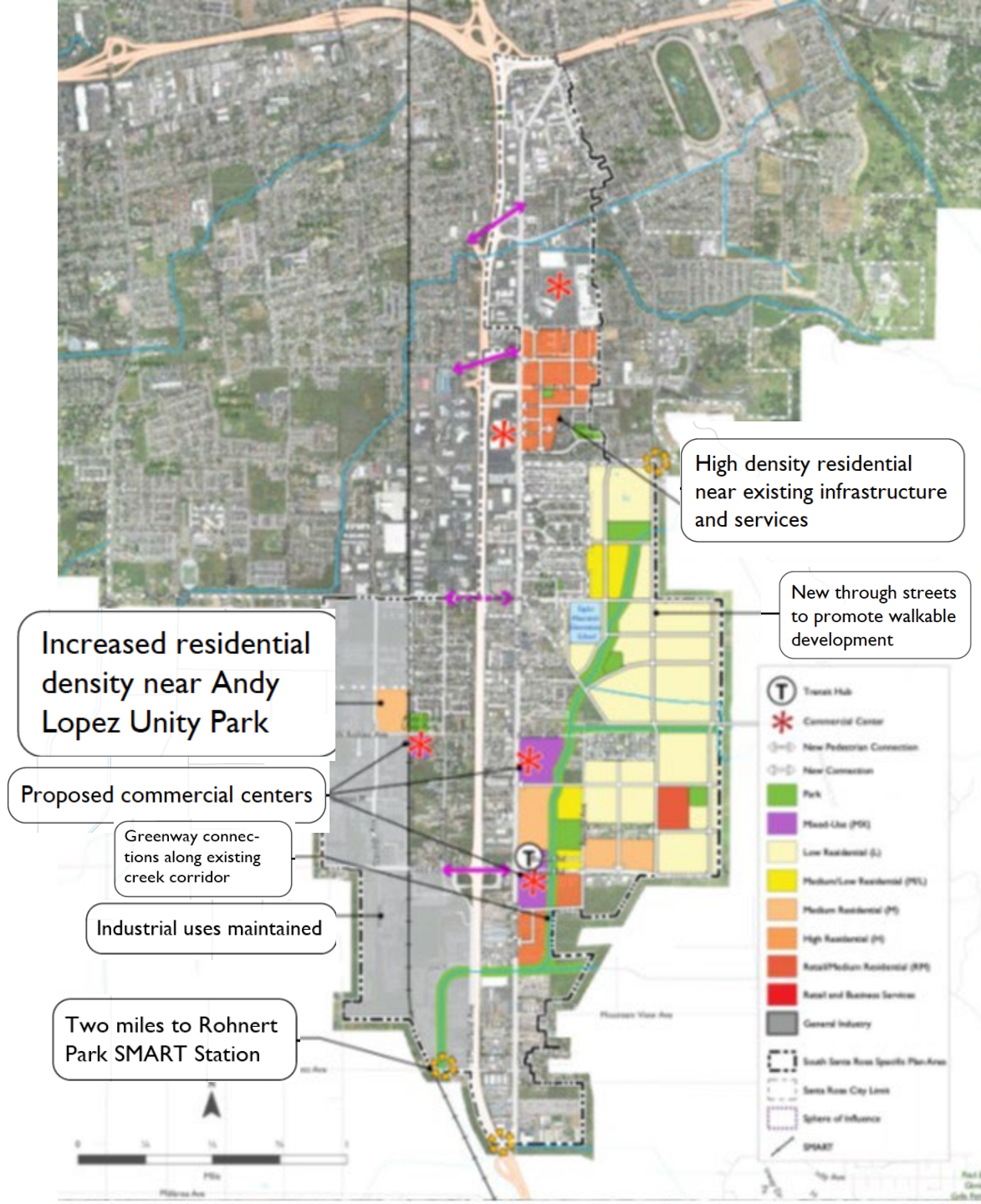
Alternative 3: Centers

Key Land Use Aspects

- Concentrates growth near Santa Rosa Marketplace
- Increased residential density in Moorland
- Three proposed commercial centers
 - *One in Moorland, two on Santa Rosa Avenue*

Transportation

- Greenway connections along existing creek corridor
- Proposed highway crossing on Bellevue





Comparison of Alternatives

Table 3-1: Proposed Alternative Buildout Estimates

	Existing	Net New		
Area Description		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.



Opportunity Sites

- Opportunity sites (~480 acres) - areas that are vacant or underutilized land
- More likely to be developed as a result of Specific Plan adoption

