

### South Santa Rosa Specific Plan – Draft Preferred Alternative (summary)

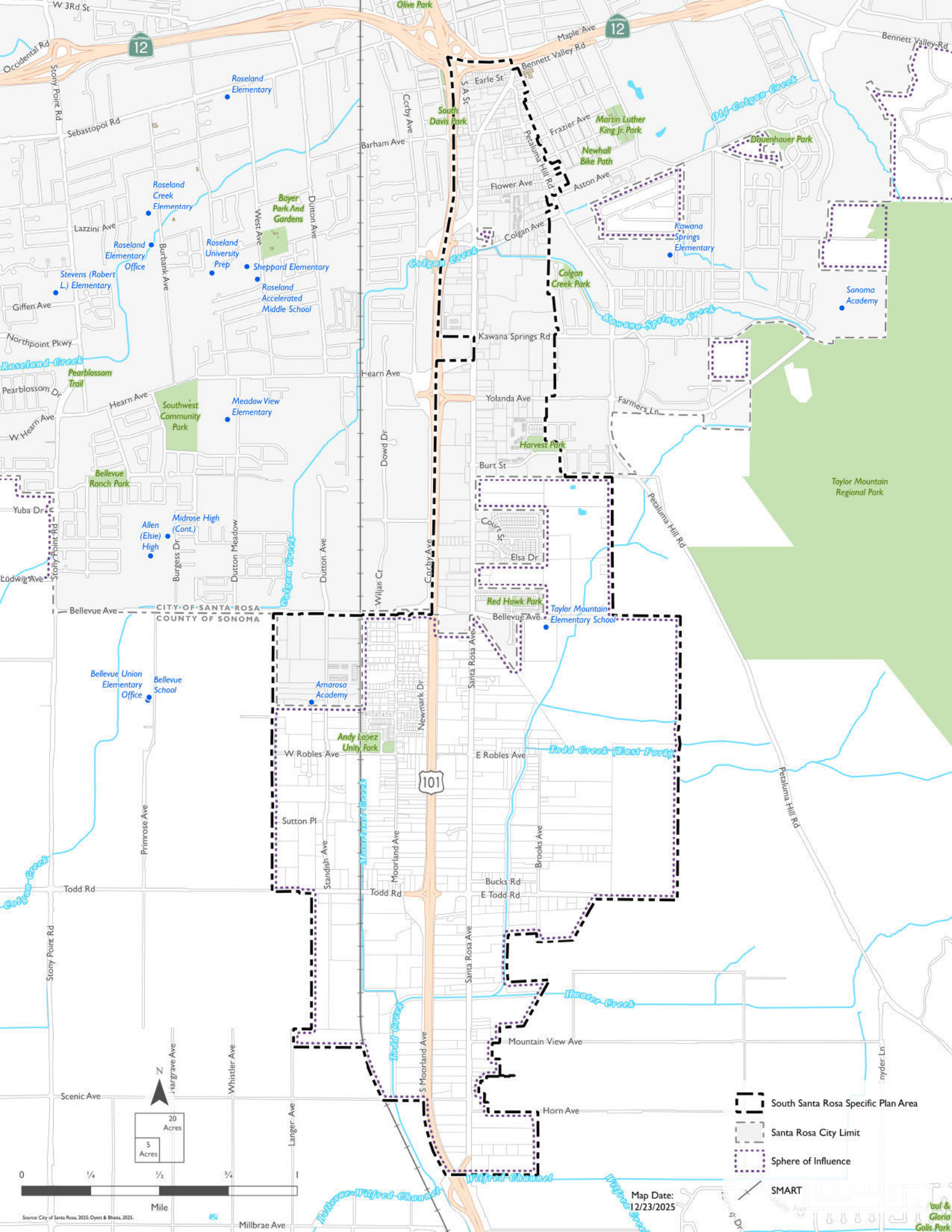
The South Santa Rosa Specific Plan Preferred Alternative presents a long-term vision for guiding growth within approximately 1,900 acres of South Santa Rosa through 2050, consistent with the City's General Plan 2050. The plan seeks to accommodate new housing, employment, parks, transportation improvements, and infrastructure while preserving community character, protecting industrial employment areas, and addressing equity concerns. Developed through extensive technical analysis and public engagement, the Preferred Alternative combines the most supported elements of three previously evaluated land use alternatives and incorporates anti-displacement strategies, preservation of affordable housing, and coordinated planning for future City and County development.

The Preferred Alternative focuses higher-density residential and mixed-use development along Santa Rosa Avenue and around the Santa Rosa Marketplace, creating a pedestrian-oriented corridor with neighborhood-serving retail, new housing, and improved transit access. Lower-density neighborhoods are maintained in the eastern portion of the planning area, while industrial uses west of the SMART corridor are preserved. The plan also emphasizes enhanced connectivity through a proposed Highway 101 crossing at Bellevue Avenue, new local street connections, expanded bicycle and pedestrian facilities, creek greenways, and distributed neighborhood parks. Importantly, the Preferred Alternative responds to community feedback by avoiding additional residential density in the Moorland neighborhood while still investing in neighborhood improvements and commercial services.

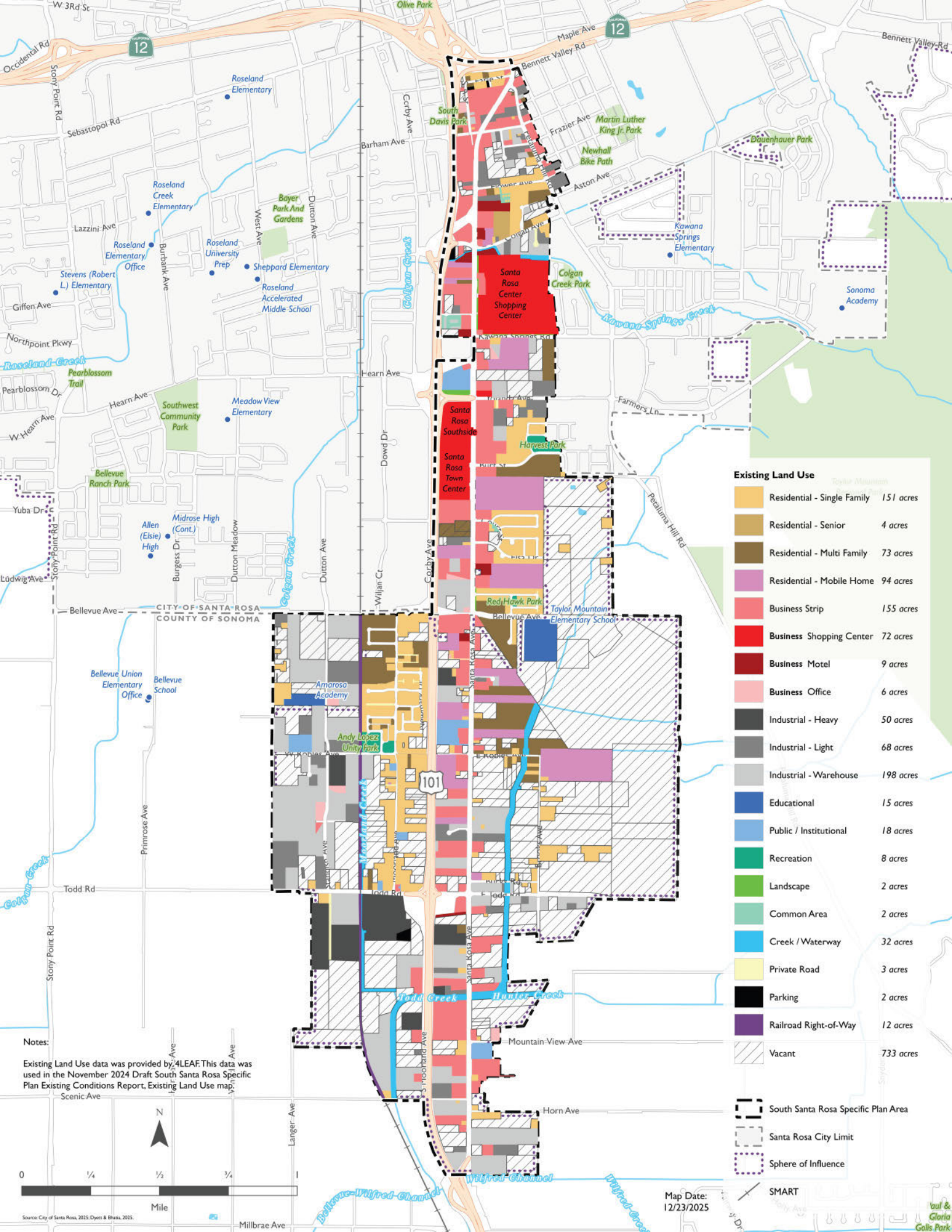
At full buildout, the Preferred Alternative would accommodate approximately 6,300 new housing units, increasing the Planning Area population from roughly 11,500 to 26,300 residents, along with nearly 2.9 million square feet of new non-residential development. The plan also proposes approximately 96 acres of new parkland, exceeding the City's parkland standard through a combination of new community and neighborhood parks, trail corridors, and a potential partnership with Sonoma Water. The Preferred Alternative will serve as the foundation for preparing the complete Specific Plan, including detailed policies, infrastructure and transportation analyses, environmental review, continued public outreach, and eventual Planning Commission and City Council consideration.

See below for the maps that display the vision associated with the Preferred Alternative.

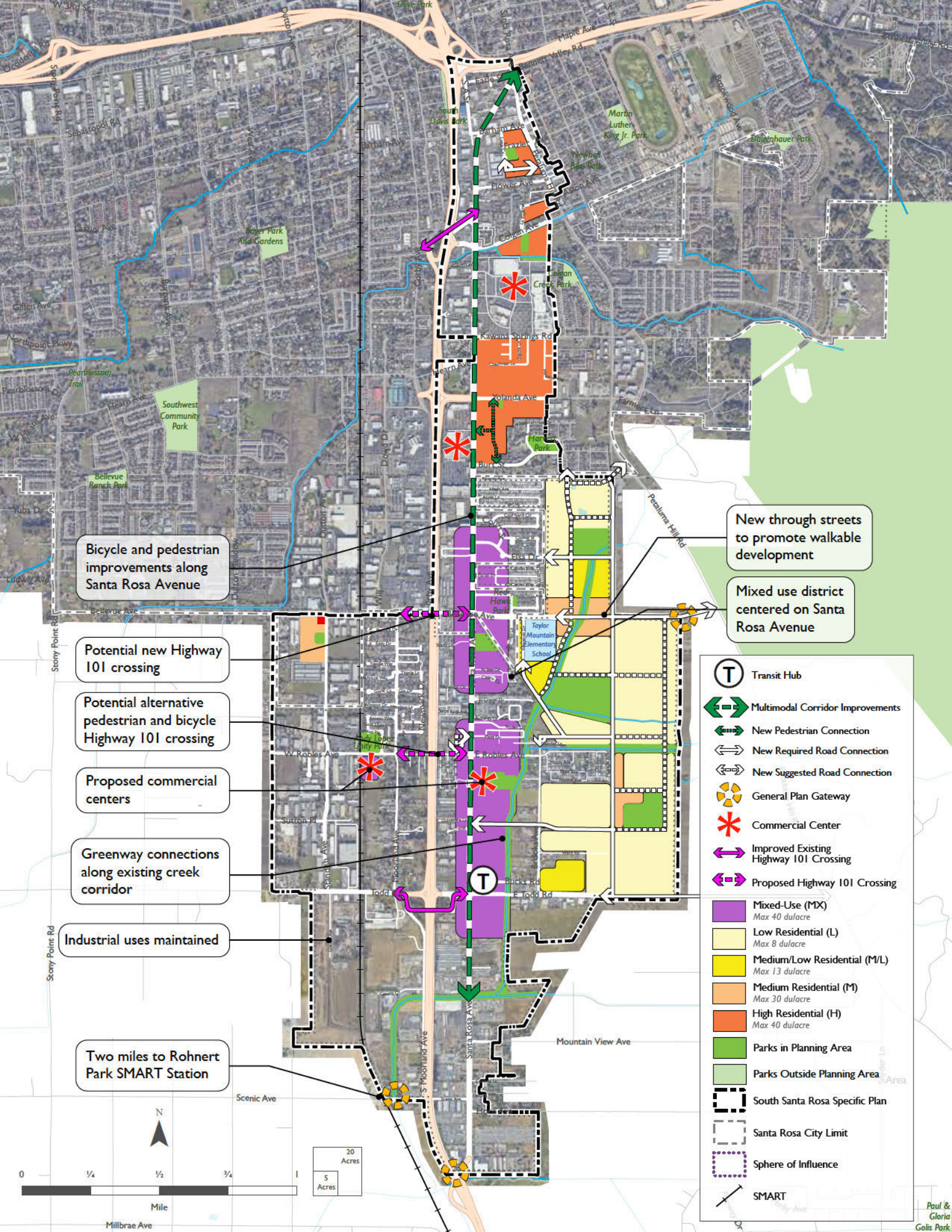












Bicycle and pedestrian improvements along Santa Rosa Avenue

Potential new Highway 101 crossing

Potential alternative pedestrian and bicycle Highway 101 crossing

Proposed commercial centers

Greenway connections along existing creek corridor

Industrial uses maintained

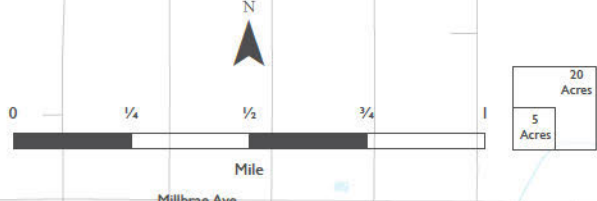
Two miles to Rohnert Park SMART Station

New through streets to promote walkable development

Mixed use district centered on Santa Rosa Avenue

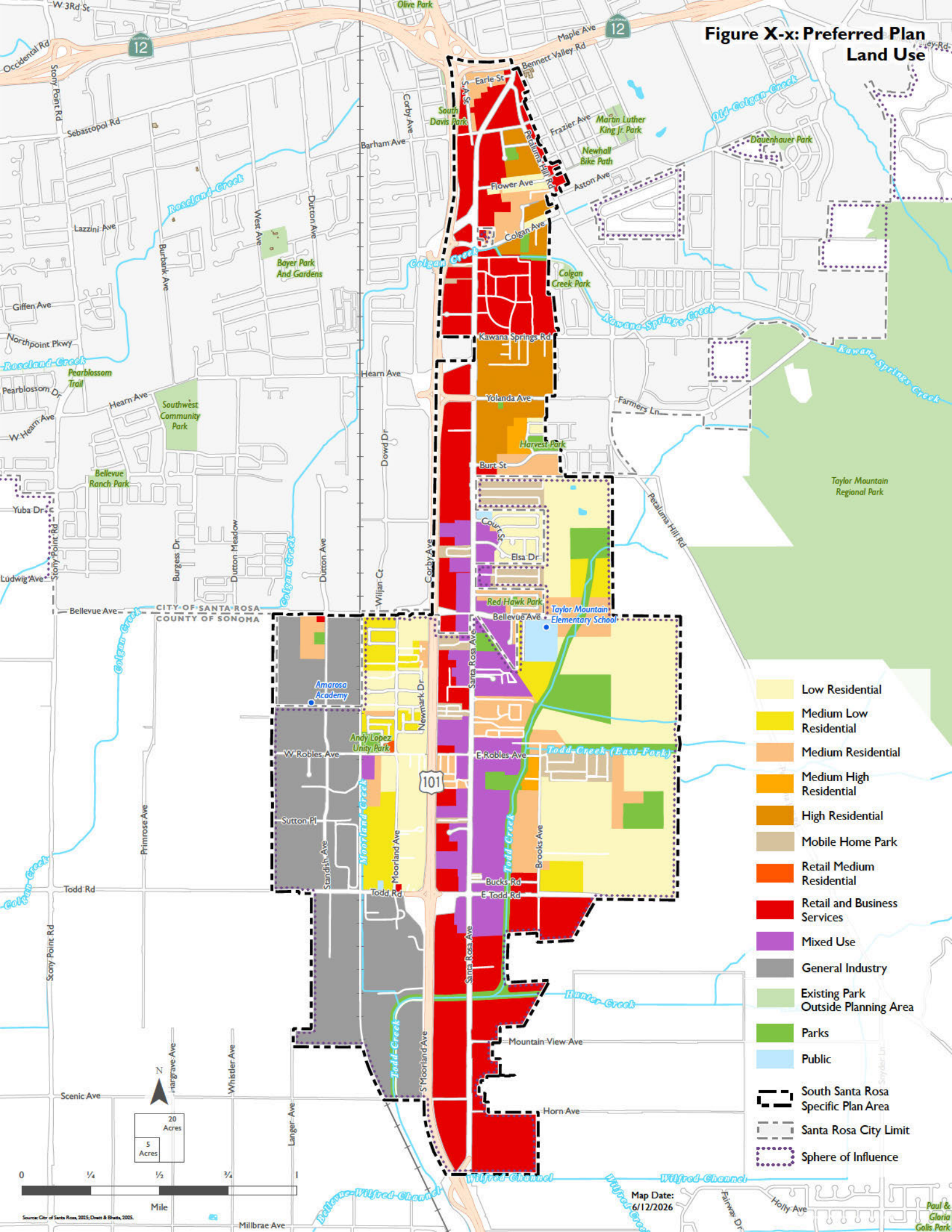
- Transit Hub
- Multimodal Corridor Improvements
- New Pedestrian Connection
- New Required Road Connection
- New Suggested Road Connection
- General Plan Gateway
- Commercial Center
- Improved Existing Highway 101 Crossing
- Proposed Highway 101 Crossing

- Mixed-Use (MX)  
Max 40 du/acre
- Low Residential (L)  
Max 8 du/acre
- Medium/Low Residential (M/L)  
Max 13 du/acre
- Medium Residential (M)  
Max 30 du/acre
- High Residential (H)  
Max 40 du/acre
- Parks in Planning Area
- Parks Outside Planning Area
- South Santa Rosa Specific Plan
- Santa Rosa City Limit
- Sphere of Influence
- SMART

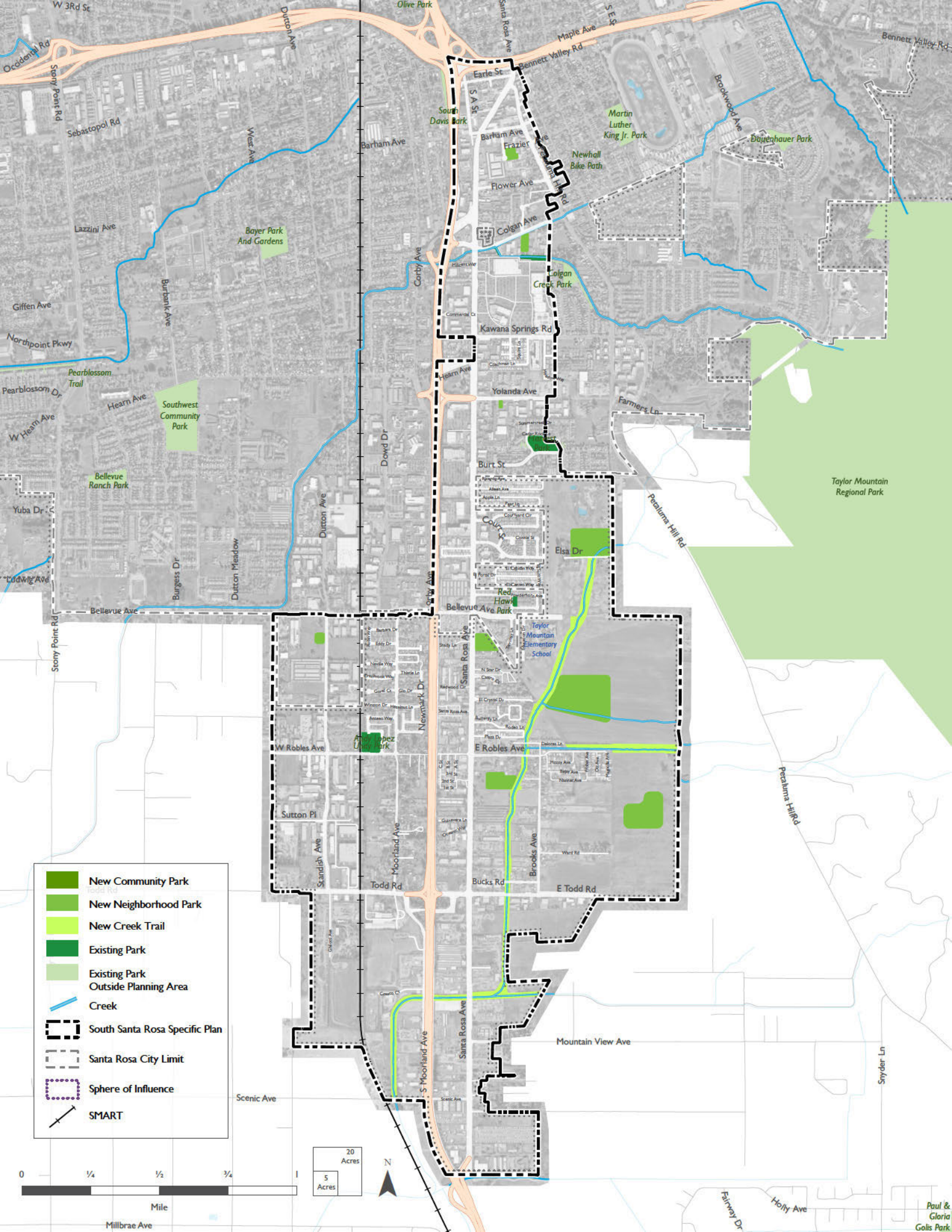




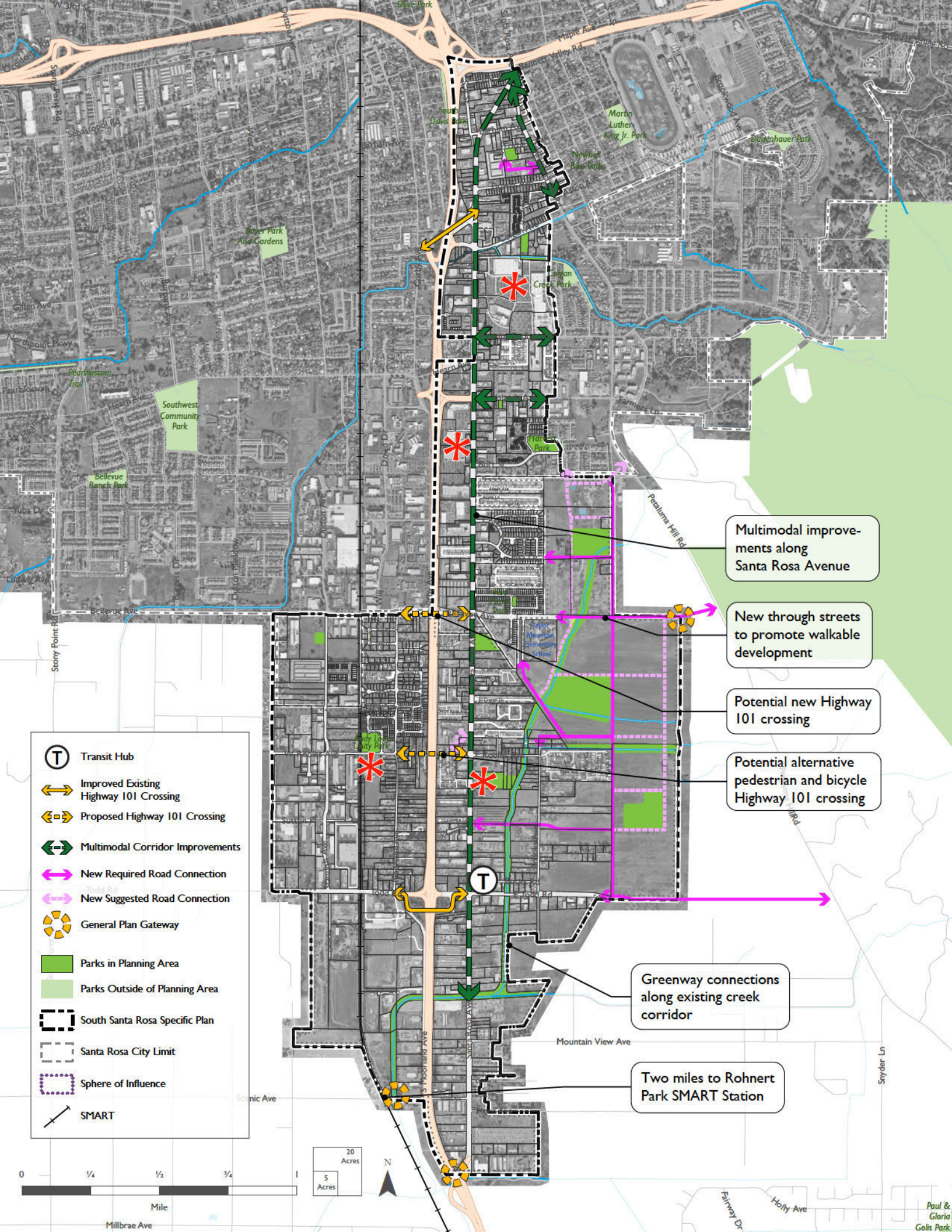
**Figure X-x: Preferred Plan Land Use**











**T** Transit Hub

Improved Existing Highway 101 Crossing

Proposed Highway 101 Crossing

Multimodal Corridor Improvements

New Required Road Connection

New Suggested Road Connection

General Plan Gateway

Parks in Planning Area

Parks Outside of Planning Area

South Santa Rosa Specific Plan

Santa Rosa City Limit

Sphere of Influence

SMART

Multimodal improvements along Santa Rosa Avenue

New through streets to promote walkable development

Potential new Highway 101 crossing

Potential alternative pedestrian and bicycle Highway 101 crossing

Greenway connections along existing creek corridor

Two miles to Rohnert Park SMART Station

0 1/4 1/2 3/4 1 Mile

20 Acres  
5 Acres

N

Paul & Gloria  
Golis Park



