



## Sonoma County Planning Commission **STAFF REPORT**

**FILE:** PLP26-0004  
**DATE:** May 7, 2026  
**TIME:** At or after 1:00 pm  
**STAFF:** Katrina Braehmer, Project Planner  
Scott Orr, Director

### **SUMMARY**

|                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|---------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Applicant:</b>               | City of Santa Rosa, County of Sonoma                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Project Description:</b>     | The South Santa Rosa Specific Plan (SSRSP) is an effort led by the City of Santa Rosa in partnership with the County of Sonoma to prepare a plan to guide land use, development, and improvements in a 1,900-acre area of southern Santa Rosa.                                                                                                                                                                                                                                                                                         |
| <b>Supervisory District(s):</b> | Three and Five                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Project Location:</b>        | 1,900 acres of land located in south Santa Rosa, including 500 acres within city limits of Santa Rosa and 1,400 acres in unincorporated Sonoma County. The Specific Plan Area covers parts of the community around Santa Rosa Avenue within the City of Santa Rosa and the unincorporated county, as well as unincorporated areas on the east and west sides of Highway 101, including the Moorland and industrial neighborhoods. The unincorporated areas of the Plan Area are within the boundary of the South Santa Rosa Area Plan. |
| <b>CEQA Review:</b>             | The project will be evaluated under an environmental impact report.                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>General Plan Land Use:</b>   | Various                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Specific/Area Plan:</b>      | South Santa Rosa Area Plan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Zoning:</b>                  | Various                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |



## **RECOMMENDATION**

This item is for informational purposes only and no formal action or decision is requested. Permit Sonoma recommends that the Planning Commission hold a public workshop and provide input on the land use and circulation alternatives for the South Santa Rosa Specific Plan.

## **EXECUTIVE SUMMARY**

The City of Santa Rosa, in partnership with the County of Sonoma, is preparing a Specific Plan for south Santa Rosa to guide development through 2050. The South Santa Rosa Specific Plan (SSRSP) will develop a vision for the Plan Area, addressing 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 SSRSP Plan Area encompasses 1,900 acres of which 1,400 acres are in unincorporated Sonoma County. The Plan Area includes both a portion of the City's Mendocino Avenue/Santa Rosa Avenue Corridor Priority Development Area (PDA), designated by the Metropolitan Transportation Commission/Association of Bay Area Governments (MTC/ABAG), and the County's Santa Rosa Avenue PDA, which includes the Moorland neighborhood.

This item presents the land use and circulation alternatives for the SSRSP. The alternatives provide three potential approaches to achieve the vision of the future of the South Santa Rosa Specific Plan Area while considering existing conditions. Each of the three alternatives offers a different approach to distributing future housing, recreation areas, economic growth, and circulation improvements presented in detail in the Land Use and Circulation Alternatives Report (**Attachment 1**). The Alternatives Report is a key step in the Specific Plan process and provides an opportunity for decisionmakers and the community to consider how South Santa Rosa will look in the future, where growth will occur, and what areas to preserve. The alternatives present variations in the location and density of future housing, park and open space improvements.

Permit Sonoma recommends that the Planning Commission hold a public workshop and provide input on the draft alternatives to help guide the preparation of the SSRSP. After the workshop, County staff will work with the City on the development of a preferred alternative to present to the Board of Supervisors and City Council in summer this year.

## **PROJECT DESCRIPTION**

A specific plan is a planning document that implements the goals and policies of a city or county general plan and guides the development of a particular geographic area. The South Santa Rosa Specific Plan (SSRSP) will develop a vision for the Plan Area, addressing 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 Area covers approximately 500 acres along Santa Rosa Avenue east of Highway 101 within the City of Santa Rosa and 1,400 acres of unincorporated Sonoma County, including the Moorland neighborhood and commercial and industrial areas to the south. The entire Plan Area is within the City's coterminous Sphere of Influence and Urban Growth Boundary, and the County's Urban Service Area boundary. The unincorporated areas are also within the Planning Area of the recently adopted City of Santa Rosa General Plan 2050 because the City's Sphere of Influence represents the probable future physical boundary and service area of the City. The Plan Area includes both a portion of the City's Mendocino Avenue/Santa Rosa Avenue Corridor Priority

Development Area (PDA), designated by the Metropolitan Transportation Commission/Association of Bay Area Governments (MTC/ABAG), and the County's Santa Rosa Avenue PDA, which includes the Moorland neighborhood. The primary portions of the Plan Area not covered by PDAs are west of Highway 101, including portions of the greater Moorland and Bellevue neighborhoods.

As the Plan Area covers land within both City and County jurisdiction, inter-jurisdictional collaboration is integral to the process. While the City is leading the Specific Plan effort, the County is a key partner in the planning process and participates in the City's Technical Advisory Committee for the project. The City and County have started conversations about possible future annexation of unincorporated areas within the Plan Area, however, annexation of the unincorporated portion of the Plan Area is not part of the Specific Plan project. The Specific Plan is envisioned to be adopted by both the City Council and County Board of Supervisors to serve the communities within City limits and within the unincorporated County.

Concurrently to the Specific Plan effort, the County is in the process of a comprehensive General Plan update ("General Plan Sonoma") that will consider changes to land use and circulation policies similar to the Specific Plan process. Staff are coordinating among the planning efforts, although the Specific Plan project is expected to come forward in the first half of 2027 while the General Plan update is anticipated to run through 2029.

## **BACKGROUND**

### ***Area Plans vs. Specific Plans***

Area Plans are considered components of the General Plan, provide localized policy, and their content is not prescribed by California law; whereas Specific Plans are separate from, but implement, the General Plan for a particular geography, provide more detailed policy direction and standards than the General Plan, and their content is regulated by California Government Code Sections 65450–65457. A specific plan must be prepared, adopted, and amended in the same manner as general plans, however, it may be adopted by resolution or ordinance and amended as often as necessary, unlike the General Plan. An area plan may only be adopted or amended by resolution, and the number of amendments is subject to the limits mandated by State law for general plan amendments.

Unlike a general plan which is intended to set broad policy direction, a specific plan can include detailed land use and zoning regulations, including design and development standards and development approval processes. Specific plans are required to provide a program of implementation measures, including infrastructure projects and financing measures to support the planned land uses. Specific Plans further provide the benefit of streamlined development permitting after adoption. For example, the California Environmental Quality Act (CEQA) exempts residential development projects from CEQA if the project implements and is consistent with a specific plan for which an EIR has been prepared (Government Code Section 65457).

### ***South Santa Rosa Area Plan***

The SSRSP Plan Area includes land currently served by the South Santa Rosa Area Plan. The current Area Plan was first adopted as a Specific Plan by the Board of Supervisors in 1982 to provide detailed planning consistent with the County's 1978 General Plan. The Plan is still in effect although it has been amended multiple times, including after the adoption of the 1989 General Plan during which the Plan was converted from a Specific Plan to an Area Plan and with adoption of the current General Plan 2020 in 2008. The 1982 Area Plan encompasses a broader area of about 18,000 acres, while the proposed Specific Plan focuses on 1,900 acres along the Santa

Rosa Avenue corridor, as well as the Moorland and industrial areas on the west side of Highway 101 and includes areas within City limits.

### ***Priority Development Areas***

The Specific Plan effort led by the City is funded by a Priority Development Area Grant from the Metropolitan Transportation Commission. The Metropolitan Transportation Commission and the Association of Bay Area Governments (MTC/ABAG) are jointly responsible for developing long range planning for land use and transportation growth within the nine-county San Francisco Bay Area. Priority Development Areas (PDAs) are specific areas identified within regional planning frameworks, such as MTC's Plan Bay Area 2050, designated to support growth that is compact, walkable, and oriented around public transit. PDAs are typically located near major transit hubs and are intended to encourage development that reduces reliance on cars, promotes accessibility, and aligns with sustainability goals.

The PDA program is a voluntary partnership between local governments and MTC/ABAG. Through the PDA program, local governments identify areas envisioned for future housing and job growth that are served by transit. Bay Area cities have nominated 218 PDAs since 2007. PDAs facilitate coordinated regional planning for future growth and transportation investment. In addition to shaping the location of anticipated growth and major transit investments, PDAs receive a dedicated share of funding for local planning and for transportation improvements such as complete streets, bikeways, and parking programs.

In 2019, the City nominated and MTC/ABAG designated the Santa Rosa Avenue corridor, from Highway 12 South to the southern City limit line, as a Priority Development Area (PDA). The following year, the County was designated its own PDA to the south of and abutting the City's PDA. The PDA designation qualifies jurisdictions for certain infrastructure and funding opportunities to support planning for housing, jobs, and transportation investments in the area.

On December 1, 2022, MTC/ABAG released a Call for Projects for PDA Planning Grants open to local governments with one or more existing PDA.

### ***Specific Plan Project History***

On January 24, 2023, the Santa Rosa City Council held a study session to consider City-initiated annexation of areas within south Santa Rosa, including Moorland Avenue, Santa Rosa Avenue and the Todd Creek area. The study session identified the need to adopt a specific plan in the south Santa Rosa area prior to annexation. At that time, the Council indicated general support for pursuing a grant to cover the cost of the specific plan and associated EIR.

On January 30, 2023, the County of Sonoma's South Santa Rosa Annexation Ad Hoc Committee met and confirmed their support for the City's submittal of a PDA grant application for a specific plan in south Santa Rosa to include the Moorland area. A resolution of support of the City's PDA grant application was adopted by the Board of Supervisors on April 4, 2023 (**Attachment 7**). On February 23, 2023, City staff submitted a PDA grant application to MTC/ABAG for development of the South Santa Rosa Specific Plan and EIR. The Plan Area includes both a portion of the City's Mendocino Avenue/Santa Rosa Avenue Corridor PDA and the County's Santa Rosa Avenue PDA.

On March 28, 2023, the Council approved and ratified City staff's submittal of an application to the MTC/ABAG for a PDA Grant for \$1,200,000 to prepare the South Santa Rosa Specific Plan and Environmental Impact Report.

On June 28, 2023, the MTC authorized funding for the South Santa Rosa Specific Plan and EIR in the amount of \$1,200,000, through Resolution No. 4505.

In January 2024, the South Santa Rosa Specific Plan project commenced which resulted in the preparation and Council adoption of a Community Engagement Strategy in April 2024. During 2024, the Specific Plan Technical Advisory Committee (TAC) was formed. The TAC includes both City and County department/agency staff members that provide technical review and comment on Specific Plan deliverables.

During September and October of 2024, the Specific Plan Engagement Advisory Committee (EAC) was formed. The EAC is comprised of Plan Area residents and business owners, who were selected by City staff after a review of 37 applications. The role of the EAC is to work with the project team to support community engagement, with members sharing upcoming engagement opportunities and bringing input to City staff. During October 2024, the City held three community workshops within the Plan Area to engage members of the public and identify areas of issue and opportunity.

On July 10, 2025, the Existing Conditions Report, Plan Area Profile, Affordable Housing and Anti-Displacement Strategy, and Market Demand Analysis were released (**Attachments 2-5**), which provide baseline information on the conditions of the Plan Area as described below:

- The **Existing Conditions Report** serves as the foundation for the SSRSP and describes economic conditions, demographic composition, urban form, land use, circulation, public services, infrastructure, and climate adaptation. The Existing Conditions Report also describes the regulatory framework that applies to each of these topic areas. The report presents the existing conditions, challenges, and opportunities in the project area and is crucial for making informed decisions during the planning process. Ultimately, this report helps to shape the strategies and policies of the SSRSP to align with the existing context and community needs.
- The **Plan Area Profile** provides a comprehensive overview of the demographics, housing, land use, zoning, and employment characteristics within the Plan Area. The document serves as a foundational resource for the Specific Plan process, offering critical insights into the current conditions of the community. These insights support data-driven planning and decision-making, ensuring future growth aligns with the needs of the local population and the principles of sustainable development.
- The **Affordable Housing and Anti-Displacement Strategy** describes the current affordability conditions within the Plan Area, existing policies and programs in place, and proposes new policies and programs to further preserve affordable housing and reduce displacement. The report helps to shape the strategies and policies of the SSRSP to preserve affordable housing and reduce displacement while increasing the availability and quality of housing and other community assets.
- The **Market Demand Analysis** provides an analysis of economic and market data based on publicly available information from a variety of sources as well as proprietary data sources such as CoStar Group to inform realistic market potential of the area.

On January 28, 2026, the City released the Land Use and Circulation Alternatives Report for public review (**Attachment 1**). This release was accompanied by a survey where community members can provide feedback on the different approaches to land use and circulation changes associated with the Specific Plan. On February 4, 2026, the City held the first EAC meeting where we discussed opportunities for public engagement related to the Alternatives Report and the Specific Plan in general. The City also hosted three public workshops in March this year, two in person and one virtual, to gather feedback on the alternatives.

**Table 1. Major Project Milestones**

| Date                     | Major Project Milestones                                                                                                                                                                                                                                                                  |
|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>June 28, 2023</b>     | MTC authorized funding for the South Santa Rosa Specific Plan and EIR in the amount of \$1,200,000, through Resolution No. 4505                                                                                                                                                           |
| <b>January 2024</b>      | South Santa Rosa Specific Plan project commenced.                                                                                                                                                                                                                                         |
| <b>October 2024</b>      | City hosted three community workshops on Plan Area issues and opportunities.                                                                                                                                                                                                              |
| <b>July 8, 2025</b>      | County Board of Supervisors authorizes \$50,000 from District Formation Funds allocated to District 3 to assist in closing a project funding gap.                                                                                                                                         |
| <b>July 10, 2025</b>     | City releases the Existing Conditions Report, Plan Area Profile, Affordable Housing and Anti-Displacement Strategy, and Market Demand Analysis.                                                                                                                                           |
| <b>January 28, 2026</b>  | City releases the Land Use and Circulation Alternatives Report.                                                                                                                                                                                                                           |
| <b>February 26, 2026</b> | Santa Rosa Planning Commission holds a study session on the land use and circulation alternatives.                                                                                                                                                                                        |
| <b>March 24, 2026</b>    | Santa Rosa City Council holds a study session on the land use and circulation alternatives.                                                                                                                                                                                               |
| <b>March 2026</b>        | City hosts community workshops to solicit feedback on the alternatives. <ul style="list-style-type: none"> <li>• March 4<sup>th</sup> at Amarosa Academy</li> <li>• March 5<sup>th</sup> at Taylor Mountain Elementary</li> <li>• March 11<sup>th</sup> held virtually on Zoom</li> </ul> |
| <b>May 7, 2025</b>       | County of Sonoma Planning Commission holds a public workshop on the land use and circulation alternatives.                                                                                                                                                                                |

## **COMMUNITY ENGAGEMENT**

At the beginning of the planning process in 2024, the City developed a Community Engagement Strategy (**Attachment 6**) to establish an inclusive and collaborative approach to engagement that recognizes the importance of planning with the community, rather than for the community. The Strategy emphasizes removing barriers to participation in the planning process and amplifying the voices of community members, including seniors, youth, people of color, low-income families, individuals with limited English proficiency, individuals with disabilities, and representatives of other equity priority populations, to ensure they are not left out of the conversation.

The City has held several public workshops and conducted two online surveys to solicit feedback at key points in the planning process. The City also coordinates with an Engagement Advisory Committee (EAC) comprised of Plan Area residents and business owners that work with the project team to support community engagement by sharing upcoming engagement opportunities and bringing input to City staff. County staff continues to collaborate with the City to ensure residents of the unincorporated communities in the Plan Area are engaged in the process.

Thus far, community feedback shows general support of the Specific Plan effort. Residents of the Moorland neighborhood in the southwest of the Plan Area have advocated for improved east-west connectivity between Moorland and the areas east of Highway 101, more neighborhood-serving uses, and infrastructure and service improvements. Commenters generally oppose increased residential density in Moorland and a primary concern is the potential for displacement. Community members would like the Specific Plan to incorporate strategies and policy to preserve affordable housing, prevent displacement, and facilitate the production of affordable housing where increased density is proposed.

## **DISCUSSION**

### ***Issues and Opportunities***

The following summarizes some of the key findings of the Existing Conditions Report and Plan Area Profile (**Attachments 2 and 3**), which explore in detail the environmental, economic, and social challenges facing the Plan Area along with potential strategies to improve deficiencies and shape sustainable growth and development. These findings were used to develop the land use and circulation alternatives, discussed in the next section.

#### **Infrastructure and Services**

There are significant disparities in infrastructure and access to services across neighborhoods in the Plan Area. Particularly, the neighborhoods of Moorland and South Park face critical gaps in infrastructure such as sidewalks, lighting, and consistent public transportation options. These areas, which are home to a large percentage of the Plan Area's lower-income residents, lack the same level of connectivity, pedestrian safety measures, and access to essential services as other parts of the region.

The Plan Area also suffers from east-west connectivity challenges, particularly near Highway 101, where dead-end streets limit access and mobility. This affects not only drivers but also pedestrians and cyclists, who face a lack of safe and accessible routes. The absence of shaded pedestrian walkways and consistent bicycle infrastructure exacerbates these mobility issues, particularly during extreme weather conditions.

Another key challenge is the absence of medical facilities within the Plan Area, which requires residents to travel outside the area for healthcare services. This issue disproportionately impacts lower-income households and those relying on public transportation, further highlighting the inequities within the region.

#### **Built and Natural Environment**

Environmental justice issues are prominent in the Plan Area, which includes several of the County's Environmental Justice (EJ) Communities designated by the General Plan Environmental Justice Element. EJ Communities are low-income areas that experience disproportionate pollution burden and housing cost burden. In the Plan Area, EJ Communities face significant pollution exposure from Diesel Particulate Matter and other traffic emissions, groundwater threats, hazardous waste sites, and solid waste sites. The County's General Plan prioritizes physical improvements and increased access to resources and services in EJ Communities. The City's General Plan similarly designates portions of the Plan Area as Equity Priority Areas (EPAs) – communities in Santa Rosa where residents suffer most from economic, health, and environmental burdens. The City's General Plan prioritizes EPAs for growth and improved access to services.

The Plan Area also includes designated areas of scenic resources, fire hazards, flood hazards, and biological resources by local, state, or federal agencies. Land with increased vulnerability to hazards or with ecological value were avoided when identifying opportunities sites for potential development or redevelopment in the land use and circulation alternatives.

#### **Pipeline Projects**

The Todd Creek Annexation site is the most significant potential development concept within the Plan Area, encompassing approximately 282.5 acres of vacant, unincorporated land in the eastern portion of the Plan 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 City's recently updated General Plan, has been discussed with the City. 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



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Page 7 of 10



and 17 acres of creek corridor open space. For purposes of long-range planning on growth and infrastructure analysis, the Land Use and Circulation Alternatives Report assumes a reasonable development scenario at this site consistent with the conceptual plan, including approximately 1,700 housing units.

## Alternatives

The Land Use and Circulation Alternatives Report (**Attachment 1**) presents different ways the area could develop in the future. Each alternative shows a distinct approach to where housing, businesses, parks, and transportation improvements might be located, with some shared components across all three:

- Each alternative adds over 5,000 residential units to the just over 4,000 housing units that currently exist in the Plan 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.
- 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. All alternatives also have greenway connections along the existing creek corridor in the eastern part of the Plan 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. The Transit Hub location does not change across the alternatives.
- Each alternative proposes additional commercial centers, with the locations dependent upon proposed residential density.
- Industrial uses are maintained in the western part of the Plan Area throughout all alternatives, but Industrial use square footage is considerably higher in Alternative 2.

**Table 2. Proposed Alternative Buildout Estimates**

| <b>Area Description</b>                                                                                                                                         | <b>Existing</b> | <b>Net New</b>       |                      |                      |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|----------------------|----------------------|----------------------|
|                                                                                                                                                                 |                 | <b>Alternative 1</b> | <b>Alternative 2</b> | <b>Alternative 3</b> |
| <b>Total non-residential (sf)</b>                                                                                                                               | 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              |
| <b>Total residential (units)</b>                                                                                                                                | 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. |                 |                      |                      |                      |

The alternatives are not final decisions. They are tools to gather community feedback before selecting a Preferred Alternative, which will serve as the foundation of the land use and transportation changes associated with the Specific Plan.

The Alternatives Report (**Attachment 1**) provides detailed comparisons of the alternatives and explores the differences in transportation impacts, such as vehicle miles traveled and congestion.

#### Alternative 1: Mixed-Use Corridor

This alternative focuses on growth along the central and southern portions of Santa Rosa Avenue. The Avenue would be re-imagined as a pedestrian-friendly boulevard, featuring ground-floor, neighborhood-serving commercial uses, along with higher-density housing.

Key features include:

- Mixed-use district along Santa Rosa Avenue with a proposed commercial center on the east side of Santa Rosa Avenue
- Proposed highway crossing at Robles Avenue to connect Moorland to the mixed-use corridor

#### Alternative 2: City-Centered Growth

This alternative focuses residential growth in the northern portion of the Plan Area, both to the north and south of the Santa Rosa Marketplace shopping center (Costco), and some density increases in the south of the Plan Area in Moorland. This approach creates a compact higher density district with access to Downtown, existing commercial centers, and Taylor Mountain Regional Park. This area is within City limits and is well-served by existing infrastructure and services.

Key features include:

- Increased residential density in Moorland
- Proposed commercial center in Moorland to support density increases
- Some mixed-use and commercial centers along Santa Rosa Avenue
- Proposed highway crossing at Bellevue Avenue

#### Alternative 3: Centers

This alternative promotes distributed growth across the Plan Area, with new higher density development in three "centers": adjacent to Andy Lopez Unity Park in Moorland, along Santa Rosa Avenue south of Robles Avenue, and along Santa Rosa Avenue south of Todd Road. The centers along Santa Rosa are part of mixed-use districts that are much smaller in size compared to those in Alternative 1.

Key features include:

- Highest residential growth concentrated near Santa Rosa Marketplace
- Some mixed-use and commercial centers along Santa Rosa Avenue
- Limited increased residential density in Moorland
- Proposed commercial center in Moorland to support density increases
- Proposed highway crossing at Bellevue Avenue

### ***Next Steps***

County and City staff will coordinate to integrate feedback from the community, project Technical Advisory Committee, County Planning Commission, City Planning Commission, and City Council into a draft Preferred Alternative. This draft could be a clear preference for one alternative or a hybrid concept that combines components of the different alternatives. The draft Preferred Alternative will be published for further community input, then refined to create a final Preferred Alternative. The Preferred Alternative will be presented to County and City decisionmakers for approval. Following approval, the staff project team will draft the full Specific Plan and the supporting environmental impact report, which will be presented to the County and City Planning Commissions, City Council, and County Board of Supervisors for adoption.

### **ENVIRONMENTAL REVIEW**

Environmental review for the South Santa Rosa Specific Plan will occur through preparation of a programmatic Environmental Impact Report (EIR), which will evaluate the environmental effects of the Specific Plan and the associated land use and circulation changes once a Preferred Alternative has been identified. A Notice of Preparation will be published and a scoping meeting will be scheduled to solicit feedback on the environmental topics that should be studied in the EIR.

### **RECOMMENDATION**

This item is for informational purposes only and no formal action or decision is requested. Permit Sonoma recommends that the Planning Commission hold a public workshop and provide input on the land use and circulation alternatives for the South Santa Rosa Specific Plan.

### **ATTACHMENTS**

- Attachment 1. SSRSP Land Use and Circulation Alternatives Report
- Attachment 2. SSRSP Existing Conditions Report
- Attachment 3. SSRSP Plan Area Profile
- Attachment 4. SSRSP Affordable Housing and Anti-Displacement Strategy
- Attachment 5. SSRSP Market Demand Analysis
- Attachment 6. SSRSP Community Engagement Strategy
- Attachment 7. Board of Supervisor Resolution No. 23-0153
- Attachment 8. Public Notice of Hearing Affidavit
- Attachment 9. Public Comment through April 29, 2026