



SOUTH SANTA ROSA SPECIFIC PLAN

PREFERRED ALTERNATIVE
JULY 2026

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JULY 2026**

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1 INTRODUCTION

1.1 PROJECT BACKGROUND

The City of Santa Rosa is preparing a Specific Plan for South Santa Rosa to guide development in this area 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 Specific Plan will also recognize existing community character and opportunities for environmental conservation and additional recreation opportunities throughout the Planning Area.

As shown in **Figure 1-1**, the SSRSP encompasses an area of 1,900 acres, 1,400 acres of which are in 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 Santa Rosa Avenue Corridor Priority Development Area (PDA) and the County's South Santa Rosa Area PDA, which encompasses the Moorland neighborhood. **Figure 1-2** shows the existing land uses in the Planning Area.

The SSRSP will guide land use, circulation and infrastructure in the Planning Area. This includes new housing and employment centers, along with streetscape

and public space standards, community health and equity policies, capital improvements, and parks. The Plan will also outline implementation actions and investment priorities. The Plan will set the stage for diverse, amenity-rich housing development as well as neighborhood-serving commercial uses that meet the needs of the various neighborhoods within the Planning Area, as well as retaining regional commercial and existing industrial uses. Comprehensive, integrated planning will foster cohesive development patterns and ensure that environmental considerations and recreational opportunities 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 unincorporated sites.

Work preceding development of the Preferred Alternative includes the Existing Conditions Report, Market Demand Analysis, Anti-Homelessness and Anti-Displacement Strategy, Community Engagement Strategy, and Land Use and Circulation Alternatives. These reports are available at <https://www.srcity.org/ssrsp>.

The Planning Area faces a high risk of displacement and includes a disproportionate share of lower-income households, as identified in recent census data, the Existing Conditions Report, and the Anti-Homelessness and Anti-Displacement Strategy. In response, the Specific Plan may integrate policies and implementation actions that address these conditions, such as preservation of existing affordable housing, tenant protections, and anti-displacement measures such as no net loss, right-to-return, and relocation assistance.



New residential developments in south Santa Rosa.

Figure 1-1: Planning Area

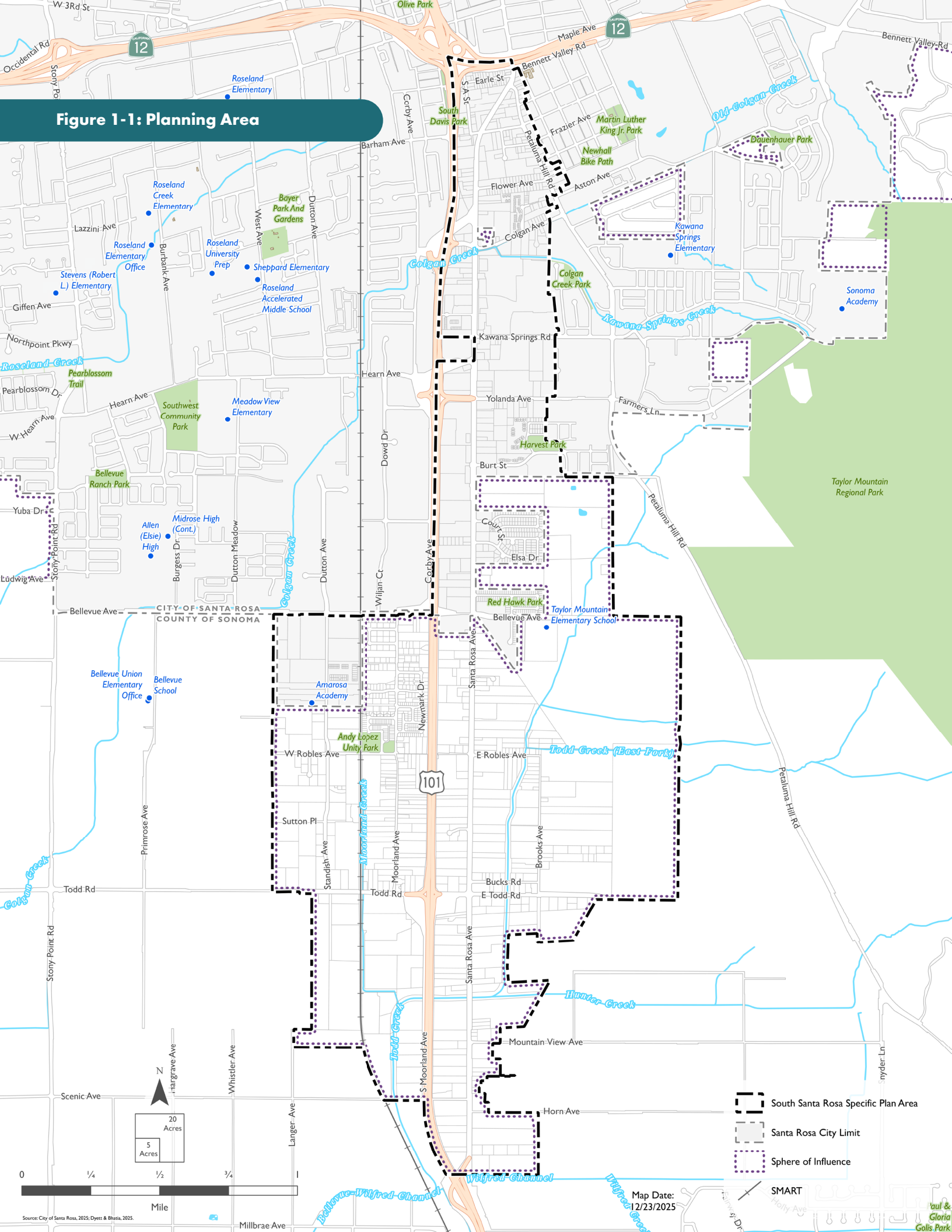
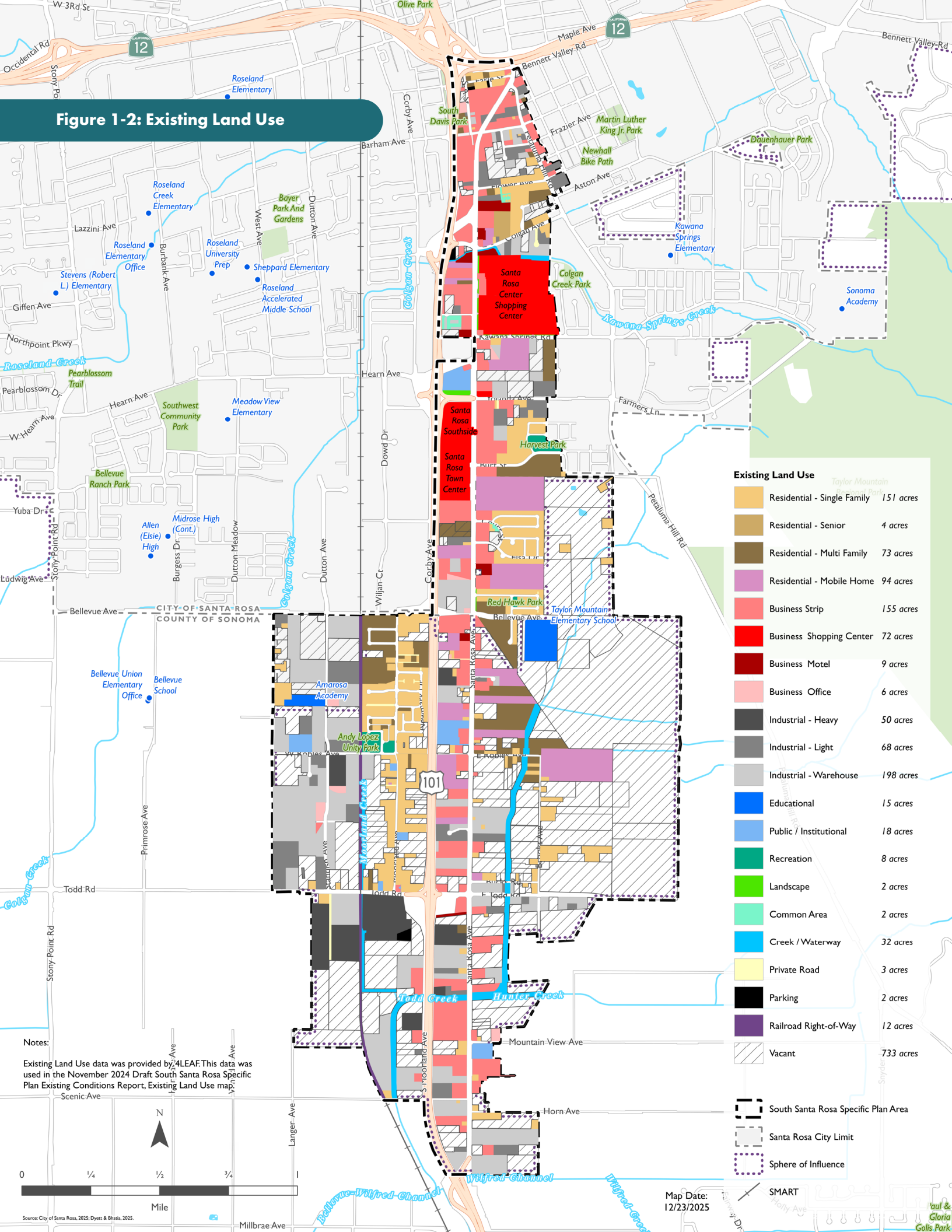


Figure 1-2: Existing Land Use



1.2 PURPOSE OF THE PREFERRED ALTERNATIVE

Development of a Preferred Alternative is a key step in the Specific Plan process, as this will serve as the foundation of detailed goals and policies in the SSRSP. The Preferred Alternative has been guided by community and stakeholder feedback on the three Alternatives presented in the Alternatives Report, and refines the location and density of future housing, commercial, and park and open space improvements.

Based upon the Preferred Alternative, infrastructure, transportation, and more detailed open space improvements will be identified and further analyzed for incorporation into the final Specific Plan and the environmental review document.

1.3 FEEDBACK ON ALTERNATIVES

BRIEF OVERVIEW OF ALTERNATIVES

Three land use Alternatives were prepared and released for public feedback in January 2026. All three Alternatives featured increased residential density in key areas, and the introduction of mixed-use areas to varying degrees. Areas of new higher-density development were complemented with new through streets to promote connectivity and walkable neighborhoods. Each of the Alternatives also maintained industrial uses west of the Sonoma-Marín Area Rail Transit (SMART) tracks and provided new greenway connections along the existing Todd Creek corridor, connecting the Planning Area to SMART stations to the south, and Taylor Mountain Regional Park to the east. While the amount of new development potential was largely consistent across the three Alternatives, the locations of focused development, housing density, parks and open space, and an additional crossing over Highway 101 varied across the Alternatives.

Alternative 1

Alternative 1 centered around a mixed-use corridor along Santa Rosa Avenue, the main thoroughfare in the Planning Area. It reimagined the central stretch of Santa Rosa Avenue as a pedestrian-friendly boulevard with ground-floor and neighborhood-serving commercial uses, and higher-density housing. The eastern part of the Planning Area had low- and medium-density residential neighborhoods. The Moorland neighborhood, a Disadvantaged Community identified under SB 535 and an Equity Priority Area by the General Plan 2050, is located on the western side of Highway 101 and envisioned some low- and medium-density infill housing. A proposed highway crossing was strategically placed at Robles

Avenue to improve connectivity between Moorland and Santa Rosa Avenue. Open space improvements included two large parks in the eastern part of the Planning Area.

Alternative 2

Alternative 2 focused on adding growth in the northern part of the Planning Area within city limits. It proposed high-density residential near the existing Santa Rosa Marketplace shopping center, as well as increased residential density in Moorland and in the eastern part of the Planning Area. A commercial center was proposed in Moorland to serve the existing neighborhood and the increased residential density. Smaller parks were integrated into residential districts in the northern part of the Planning Area, with a larger community park in the eastern part of the Planning Area. The proposed highway crossing was placed at Bellevue Avenue, in alignment with the General Plan.

Alternative 3

Alternative 3 created several centers for commercial development in the south of the Planning Area, distributing commercial centers and increased residential density throughout the Planning Area. This Alternative proposed increased residential development and commercial centers in Moorland, along Santa Rosa Avenue, and near the existing Santa Rosa Marketplace in the northern part of the Planning Area. Low- and medium-density residential housing in the eastern portion of the Planning Area was consistent with the other Alternatives, with neighborhood-level retail similar to Alternative 2. Parks were distributed throughout the Planning Area, with several along the creek corridor. The proposed highway crossing was placed at Bellevue, in alignment with Alternative 2 and the General Plan.



Comparisons

The traffic impacts across the three Alternatives were similar, as measured by residential vehicle miles traveled (VMT). The VMT from employment in the Planning Area is slightly lower in Alternative 2, due to more growth being concentrated closer to downtown and existing commercial areas.

As previously stated, the number of housing units projected from the three Alternatives is somewhat similar, with major differences being the location and density of new residential development. In Alternative 1, new residential and commercial developments were located along Santa Rosa Avenue, taking advantage of the existing main commercial spine in the Planning Area. In Alternative 2, residential density was largely located in the northern part of the Planning Area, benefiting from the proximity to downtown Santa Rosa and existing City services and infrastructure. In Alternative 3, residential density was spread throughout the Planning Area with areas of density in the north (similar to Alternative 2), areas of density along Santa Rosa Avenue (similar to 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. Each Alternative proposed a commercial center in the Moorland area and a transit hub along Santa Rosa Avenue. Alternative 1 also proposed a commercial center in the mixed-use district, while Alternative 3 distributed two commercial centers on Santa Rosa Avenue. Industrial uses were maintained west of the SMART tracks in all Alternatives but were also included in the southern part of the Planning Area in Alternative 2. Parkland was concentrated in larger parks in Alternative 1 and more distributed throughout the Planning Area in Alternatives 2 and 3. Greenway connections along a creekway corridor were proposed in all Alternatives. Mobile home parks were assumed to be preserved in all Alternatives.

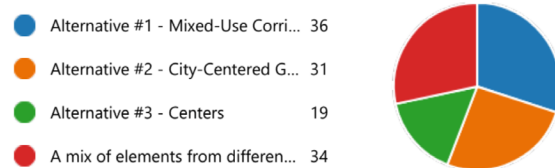


Todd Road

ALTERNATIVES OUTREACH

The Alternatives report was followed by outreach efforts to gather community and decision-maker feedback. Outreach included several workshops and pop-ups at community events, an online survey, and study sessions with decision-makers and advisory bodies. These outreach efforts and key takeaways are outlined below.

Which alternative best reflects your overall vision for the South Santa Rosa Specific Plan Area?



Online survey results

Online Survey

An online survey was open to the public from January to April 2026 and received over 120 responses. Most respondents said they shop in the Planning Area, but many also rent and/or own a home and live in the Planning Area, and one-fifth of respondents said they work in the Planning Area. Respondents shared support for the creek path present in each Alternative. Respondents expressed concern about traffic due to the mixed-use corridor in Alternative 1 and the increased density in the northern part of the Planning Area in Alternative 2. However, overall, Alternative 1 had the strongest support, closely followed by support for a mix of elements from the different Alternatives. There was also support for Alternative 2, but the least support for Alternative 3, with respondents concerned about scattering residential and commercial uses, rather than concentrating growth in specific areas.

When asked which elements to prioritize from each Alternative, respondents mentioned mixed-use, high-density, pedestrian-friendly development and open space. Additionally, respondents ranked public transportation and walking as nearly equally important alternative modes to cars, with bicycles and scooters closely behind.

Engagement Advisory Committee (EAC) Meeting

On February 4, 2026, the City held a meeting with the EAC, a local stakeholder group with connections to the Planning Area. The EAC provided feedback on the approach to outreach thus far and spread the word about engagement events and the survey.



Andy Lopez Unity Park

Community Workshops

The City conducted one virtual and two in-person community workshops to gather community feedback on the Alternatives. The in-person workshops took place on Wednesday, March 4, 2026, and Thursday, March 5, 2026 at Amarosa Academy and Taylor Mountain Elementary School, respectively; the virtual workshop took place on Wednesday, March 11, 2026.

Attendees at the community workshops included community members who lived near or in the Planning Area and stakeholders such as developers and environmental justice organizations. There was strong support for an east-west crossing across Highway 101 to connect Moorland to Santa Rosa Avenue. Attendees also wanted to ensure that existing affordable housing in the Planning Area is maintained, including mobile home parks.

Technical Advisory Committee Meeting

On April 22, 2026, the planning team presented the Alternatives and the feedback received from the prior outreach to the Technical Advisory Committee (TAC), a committee of local and regional government staff. The TAC provided feedback on the feasibility of the Alternatives and the preliminary Preferred Alternative.

Decision-Maker Meetings

City staff presented the Alternatives at study sessions with the Planning Commission, the Bicycle and Pedestrian Advisory Board, and the City Council, gathering public and decision-maker feedback.

The Planning Commission expressed broad support for each Alternative, with key concerns they wanted to see addressed. Specifically, they recommended including an institutional designation for community centers, improving safety on Santa Rosa Avenue, and emphasized community connectivity such as creek pathways.

The Bicycle and Pedestrian Advisory Board shared strong support for Alternative 2 with its focus on growth closer to the city's core. They also had broad support for improved community connectivity on Santa Rosa Avenue and creek pathways.

The City Council supported both Alternatives 1 and 2, appreciating certain elements of each. They recommended distributing parkland through smaller parks, compared to one large park and placing the highway crossing at Bellevue Avenue rather than Robles Avenue, citing its preference by Transportation and Public Works departments and some residents. The City Council also called for investing in and improving the Moorland neighborhood, while not adding more density there, and ensuring that equity and anti-displacement strategies are incorporated.

2 PREFERRED ALTERNATIVE

Community feedback on the three Alternatives guided development of the Preferred Alternative, including the following:

- Support for the mixed-use development and bicycle and pedestrian improvements along Santa Rosa Avenue from Alternative 1;
- Support for high-density housing within city limits from Alternative 2;
- A preference for distributed parks and open space; and
- A preference for improved east-west connections to Santa Rosa Avenue and no increase in residential density in the Moorland neighborhood.

2.1 LAND USE

The Preferred Alternative combines features of the three Alternatives that gathered the most support. The proposed Preferred Alternative land use is shown conceptually in **Figure 2-1** and in greater detail below in **Figure 2-2**. Higher-density housing is located north and south of the Santa Rosa Marketplace, close to the City's core and proximate to shopping and services. The central stretch of Santa Rosa Avenue—where vacant sites and reuse opportunities are the greatest—is reimagined as a pedestrian-friendly boulevard, featuring ground-floor, neighborhood-serving commercial uses, along with higher-density housing. Retail uses will be strategically located at a commercial center near Robles Avenue to provide goods and services where the most new and existing residents can easily access them. Outside of the mixed-use corridor, another commercial center will be sited across from Andy Lopez Unity Park to bring greater access to goods and services to the Moorland neighborhood, an Equity Priority Area for the City and Disadvantaged Community identified by Sonoma County Transportation Authority. Lower-density new neighborhoods are planned in the east, consistent with the General Plan. Parks and open spaces are located to maximize access by residents and connection from creekside pathways. Industrial uses will be maintained to the west of the Planning Area, and commercial uses are designated in the south consistent with the Santa Rosa General Plan.



Existing paths can be part of a creekway network.

Figure 2-1: Preferred Alternative Concept

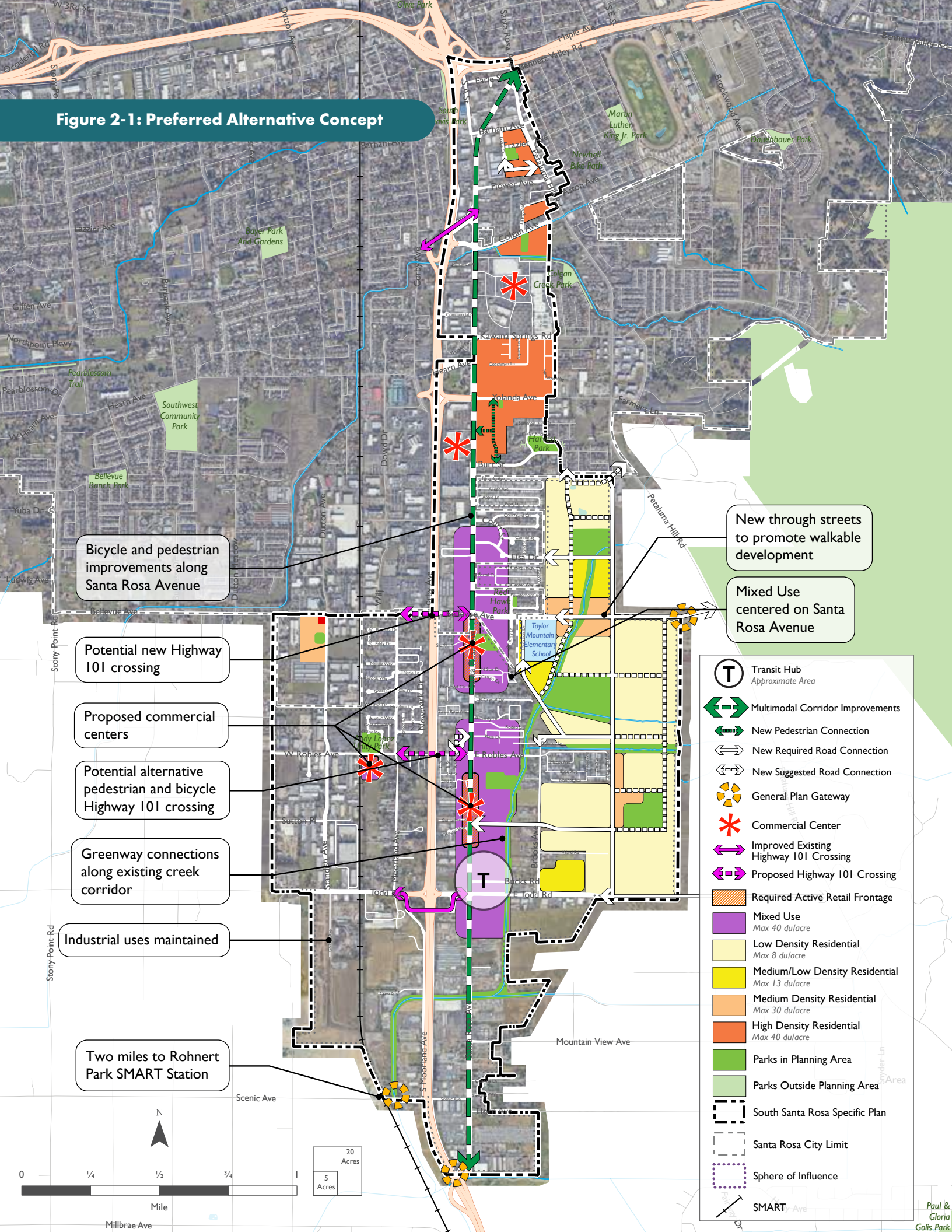
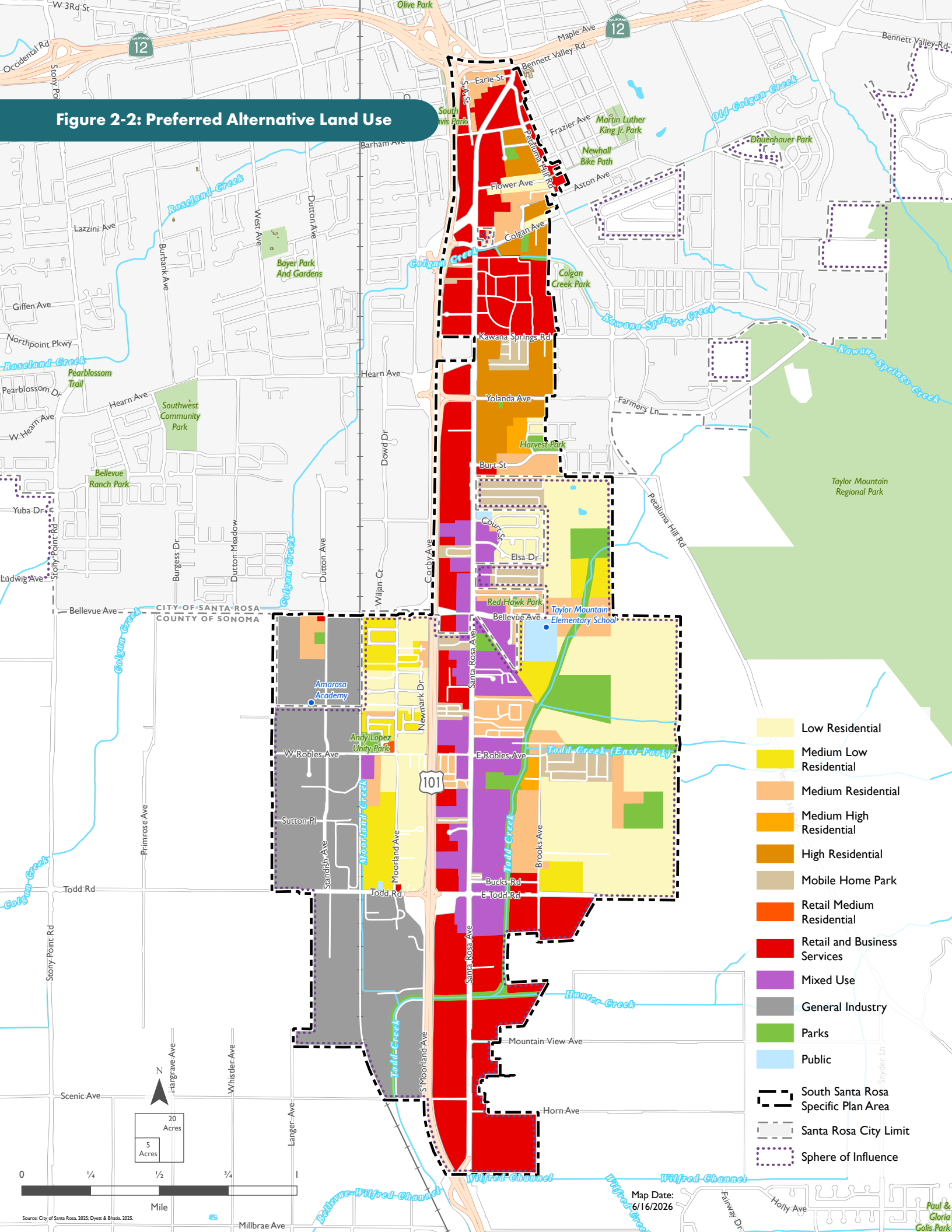


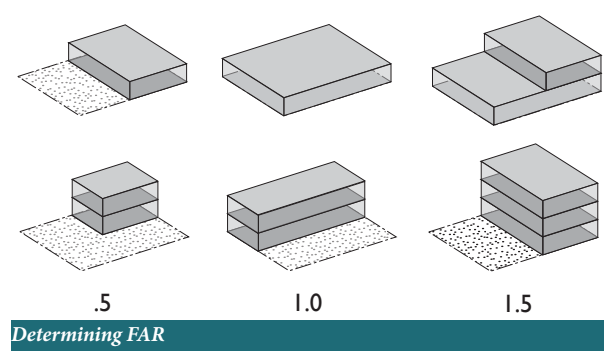
Figure 2-2: Preferred Alternative Land Use



The Preferred Alternative promotes connectivity through a proposed highway crossing at Bellevue, with an alternative location for bicycle and pedestrian crossing at Robles Avenue, and new street and pedestrian connections in the residential areas in the northern and eastern parts of the Planning Area where feasible. These new connections, in addition to new greenway connections along creek corridors, promote walkability and access to amenities within the Planning Area, as well as to the Rohnert Park SMART station to the south and Taylor Mountain Regional Park east of the Planning Area. More information about transportation and circulation is presented in Section 2.3.

LAND USE FRAMEWORK

The following land uses, as shown in **Figure 2-2**, are proposed for the Planning Area. Proposed densities and intensities are summarized in **Table 2-1**. Development will be required to be within the density range outlined (minimum and maximum). Density is expressed in dwelling units per acre (du/acre) for residential and floor area ratio (FAR) for residential and non-residential. Floor area ratio, as shown in the diagram below, is the relationship between the size of a building and the size of the lot it sits on.



Mixed Use

This classification is intended to accommodate mixed-use development along Santa Rosa Avenue to allow for new multifamily residential development in all-residential or mixed-use buildings, together with a broad mix of uses including professional office, retail, entertainment, service, and other neighborhood-scale supporting uses. The range of permitted uses would be similar to that in the Neighborhood Mixed Use in the Downtown Specific Plan and the Zoning Code, but with a wider palette of permitted commercial uses. Within the required active frontage area identified in **Figure 2-1**, ground-floor retail or other active frontage is required and vertical mixed-use with ground-floor neighborhood-serving retail and residential uses above is encouraged; however, developments can also provide a horizontal mix of uses with retail fronting Santa Rosa Avenue. A full range of

housing types is permitted, including multifamily and single-family attached, as well as design typologies such as cottage courts, courtyard buildings, and live-work units (multiple flats).

Permitted maximum floor area ratio (FAR) is 1.5 (inclusive of all uses, including residential), with a minimum 0.7 FAR required. To incentivize neighborhood commercial uses in a mixed-use format, the first 0.25 FAR of neighborhood commercial floor area for vertical mixed-use development is exempt from FAR calculations.

Low Density Residential

Single-family residential development at a density of 2 to 8 units per acre. The classification is mainly intended for detached single-family dwellings but attached single-family and multifamily units may be permitted.

Medium Low Residential

Housing has densities from 8 to 13 units per acre. The classification is intended for attached single-family residential development (such as townhomes), but single-family detached housing and multifamily development may be permitted.

Medium Density Residential

Housing densities are from 8 to 18 units per acre. This designation permits a range of housing types, including single-family detached and attached and multifamily developments, and is intended for specific areas where higher density is appropriate. Missing middle housing types, including duplex and triplex units, are also compatible within this zone.

Medium High Density Residential

Residential development has densities ranging from 18 to 30 units per acre. This designation permits a range of housing types, including single-family attached and multifamily developments, and is intended for specific areas where higher density is appropriate. Missing middle design typologies, including duplex, triplex and fourplex, multiplex (small and large), courtyard buildings, and live-work units are also compatible in this zone.

High Density Residential

The High Density Residential designation allows for a full range of high-density housing types with densities ranging from 25 to 40 units per acre. Most new development under the HDR designation is expected to be low- to mid-rise (generally four stories or less) multifamily housing. Single-room occupancy (SRO) facilities, live-work housing, and group quarters (e.g., residential care facilities and nursing homes) are also

permitted under this designation, subject to development standards in the Zoning Code. Efficiency units (sharing kitchen and common areas with other units) and SRO facilities, with building area per housing unit of less than 550 square feet, will be counted at half the residential density.

Mobile Home Parks

Residential mobile home development of two or more mobile home units, and densities range from 4 to 18 units per acre. Mobile homes and manufactured homes are the only allowed housing type. This designation is applied to existing mobile home parks.

Retail and Business Services

This designation allows retail and service enterprises, offices, and restaurants. It includes neighborhood commercial uses and regional centers, which are large complexes of retail and service enterprises anchored by one or more full-line department stores, and destination

centers, which are retail centers anchored by discount or warehouse stores. Maximum FAR is 1.5.

General Industry

This category provides areas for manufacturing and distribution activities with potential for creating nuisances, along with accessory offices and retailing. Unrelated retail and service commercial uses (which can be appropriately located elsewhere in the city) are not permitted. Uses may generate truck traffic and operate 24 hours a day. Maximum FAR is 1.0.

Public/Institutional

These lands are set aside for governmental or semi-public facilities, such as hospitals, utilities, and government office centers; however, such facilities may also be allowed in areas with other land use designations, provided they comply with applicable Zoning Code standards.

Table 2-1: Density/Intensity Standards

Land Use	Residential Density Range (dwelling unit/acre)	Maximum FAR
Mixed Use	-	1.5; 0.7 minimum required ¹
Low Density Residential	2-8	-
Medium Low Density Residential	8-13	-
Medium Density Residential	8-18	-
Medium High Density Residential	18-30	-
High Density Residential	25-40	-
Mobile Home Parks	4-18	-
Retail and Business Services	-	1.5
General Industry	-	1.0

Note: 1. Combined residential and non-residential. First 0.25 FAR of neighborhood-serving commercial uses excluded from maximum FAR calculations..



Industrial uses in the western portion of the Planning Area.

Parks and Recreation

Parks and Recreation is applied on sites that are currently used or planned for parks and recreation purposes. Land designated for this use includes publicly and privately-owned land.

The City's park system consists of neighborhood parks, community parks, trail parks, open space parks, special purpose parks, recreation center sites, and civic spaces. In 1978, the City established the parkland service standard of 6 acres per 1,000 residents. Parks are discussed in greater detail in Section 2.2.

POTENTIAL BUILDOUT

Table 2-2 provides an overview of the expected amount of new development resulting from application of land use designations as presented in the Preferred Alternative to sites that are vacant and underutilized.

The Preferred Alternative anticipates an increase of approximately 2.9 million square feet of new non-residential development, mainly divided between Retail and Business Services, and Light/General Industry, with nearly 500,000 square feet of Mixed-Use commercial development, and approximately 6,300 square feet of new

Public uses provided by the new Fire Station on Santa Rosa Avenue. The projected buildout includes 6,300 new housing units, with the largest portion projected in new Mixed Use areas along Santa Rosa Avenue, followed by Low Density Residential to the east and High Density Residential in the north. The additional housing units would bring the existing population of about 11,500 people to a total of 26,300 residents in the Planning Area.



New residential developments in south Santa Rosa

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: Totals may not match up due to rounding.			

2.2 PARKS AND OPEN SPACE

The Preferred Alternative improves parks and open space conditions in the Planning Area, helping the City achieve goals outlined in the General Plan and ensuring residents of the Planning Area have access to open space and the well-being benefits associated with it. The City of Santa Rosa has a park standard of 6 acres per 1,000 residents, with a minimum of 3.5 acres per 1,000 residents met through Community and/or Neighborhood Parks, with the remaining 2.5 acres per 1,000 met through a combination of qualifying Trail Parks, Open Space Parks, and/or agreements with schools and public-private partnerships. Community Parks are the largest type of park in the Santa Rosa Park system and must be at least 10 acres. Neighborhood Parks are smaller parks and are intended to be distributed equitably across the city. Trail Parks are typically linear parklands that are used for both active and passive recreation, and can provide a safe, active transportation network. For Trail Parks to contribute to the parkland standard, the minimum amenities outlined in the General Plan must be provided.

- 1 Community Park
- 7 Neighborhood Parks
- Several Trail Parks through the creekways and partnership with Sonoma Water.

Open spaces along creeks extending beyond the utility-owned right-of-way are counted as Trail Parks. The new Community and Neighborhood Parks provide 52 acres of new parkland, or 3.5 acres per 1,000 new residents, meeting the City's standard of 3.5 acres per 1,000 residents through Community and Neighborhood Parks. A public-private partnership with Sonoma Water can provide 27 acres of park space adjacent to creeks, and 17 acres through qualifying Trail Parks in the eastern part of the Planning Area. With that partnership, 2.9 acres per 1,000 new residents would be provided, exceeding the City's standard of 2.5 acres per 1,000 residents through qualifying parks other than Neighborhood and Community parks. In total, the Preferred Alternative provides 96 acres of new parkland totaling 6.4 acres per 1,000 new residents.

EXISTING PARKS

There are three existing Neighborhood parks in the Planning Area, constituting 8.1 acres total:

- Andy Lopez Unity Park - 4.4 acres
- Red Hawk Park - 0.4 acres
- Harvest Park - 3.3 acres

PLANNED PARKS

The Preferred Alternative provides the following new open spaces in residential and mixed-use areas, shown in **Figure 2-3**:



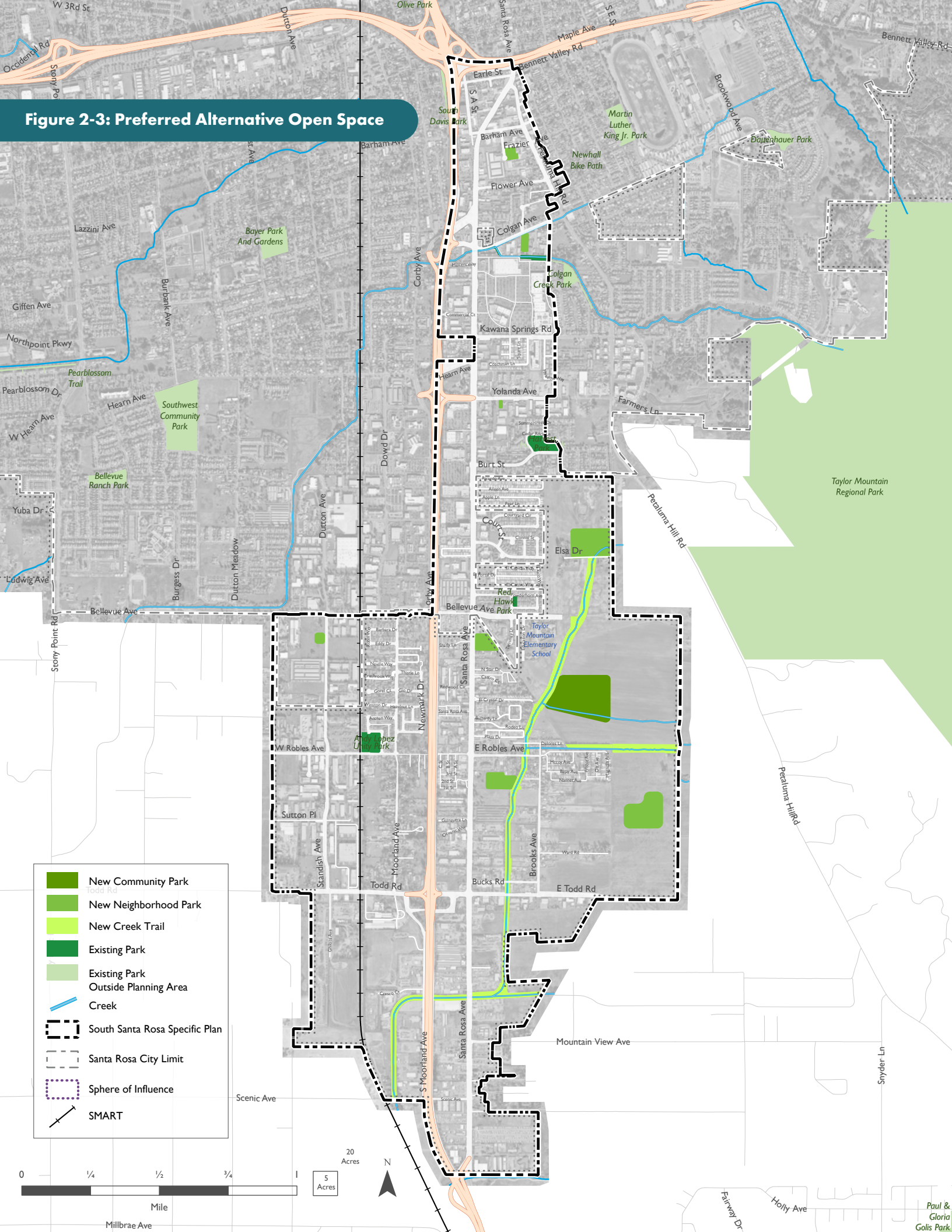
Parks are a key feature of Santa Rosa and the Preferred Alternative.

Table 2-3: Preferred Alternative Parkland Estimate

Park Type	Park Acreage			Parkland Standard	Parkland Ratio Provided for New Residents
	Existing	Net New	Total		
Unit	Acres			Acres per 1,000 residents	
Community Parks	0	21	21	3.5	3.5
Neighborhood Parks	8	31	39		
Other Parks/Open Space	0	17	17	2.5	2.9
Partnership with Sonoma Water *	0	27	27		
Total Parks	8	96	104	6	6.4

Note: *Partnership has not been finalized, so its contributing acreage is subject to change.

Figure 2-3: Preferred Alternative Open Space



2.3 TRANSPORTATION NETWORKS

PROPOSED ROADWAY NETWORK

The proposed roadway network maintains existing streets. New roadways would primarily be built in areas that are currently undeveloped in the eastern area of the Planning Area. The Preferred Alternative identifies several required streets in this area, along with several suggested roadway connections, as shown in **Figure 2-4**. Required new roadways include the following:

- Bellevue Avenue would be extended eastward to the eastern Plan boundary, ultimately extending beyond the Planning Area to Petaluma Hill Road.
- Consistent with the City's General Plan, the western and eastern segments of Bellevue Avenue would be connected via a new overpass crossing Highway 101.
- A new approximately 1.25-mile north-south roadway in the eastern Planning Area would run between Todd Road and Winterhaven Drive.
- Elsa Drive would be extended to the new north-south street.
- A new roadway would extend generally southeastward west of Taylor Mountain Elementary School to the new north-south roadway; a minor street connection would also link this street to the northern end of Brooks Avenue.
- A new east-west roadway would link Santa Rosa Avenue to the north-south roadway in the eastern Planning Area; this new road would be located approximately mid-way between East Todd Road and East Robles Avenue.
- Todd Road would be extended eastward to the eastern Plan boundary, ultimately extending to Petaluma Hill Road, consistent with the County's General Plan.
- The Plan also depicts several suggested roadway connections that are intended to support multimodal connectivity through a "grid" pattern, creating multiple points of access and routes of travel for all modes, and dispersing vehicular traffic rather than concentrating it on a limited set of arterial streets.

PROPOSED BICYCLE AND PEDESTRIAN NETWORKS

The proposed bicycle and pedestrian networks are generally consistent with and build upon the recommendations contained in the City of Santa Rosa

Active Transportation Plan, County of Sonoma Active Transportation Plan, and South Santa Rosa Community-Based Transportation Plan. In several cases the facilities in these plans have been extended or realigned to conform to the Preferred Alternative's preliminary roadway and land use patterns. New bicycle facilities including multi-use pathways have also been added to serve areas of new development. Proposed improvements are shown in **Figure 2-5**. Following is a summary of the key distinguishing features of the proposed network.

- The Santa Rosa Avenue corridor would form a primary north-south bicycle facility through the entirety of South Santa Rosa. In the far northern area, a bike path would pass beneath the SR 12 freeway and bike lanes would be provided on a short segment between Bennett Valley Road and Petaluma Hill Road. The remaining four miles extending to the Specific Plan's southern boundary would include separated bike lanes or buffered bike lanes.
- Several pathways would be provided within the Planning Area, many of which would allow bicyclists to travel long distances without being on-street. In the areas west of Highway 101, the existing SMART multi-use pathway would form a major north-south linkage through the Planning Area extending to both downtown Santa Rosa and Rohnert Park. In the southeastern quadrant of the Specific Plan, much of which is currently undeveloped, a nearly 2.2-mile pathway would run generally along the Todd Creek corridor between Winterhaven Drive and Hunter Creek near Santa Rosa Avenue in the southern Planning Area. Additional paths would extend eastward and southeastward from Taylor Mountain School, including along Bellevue Avenue to the eastern Plan boundary and beyond to the main entrance of Taylor Mountain Regional Park.
- Additional pathway segments include a new segment in the southwestern Planning Area along



The Preferred Alternative proposes multimodal improvements, such as along Santa Rosa Avenue.

Figure 2-4: Proposed Street Improvements

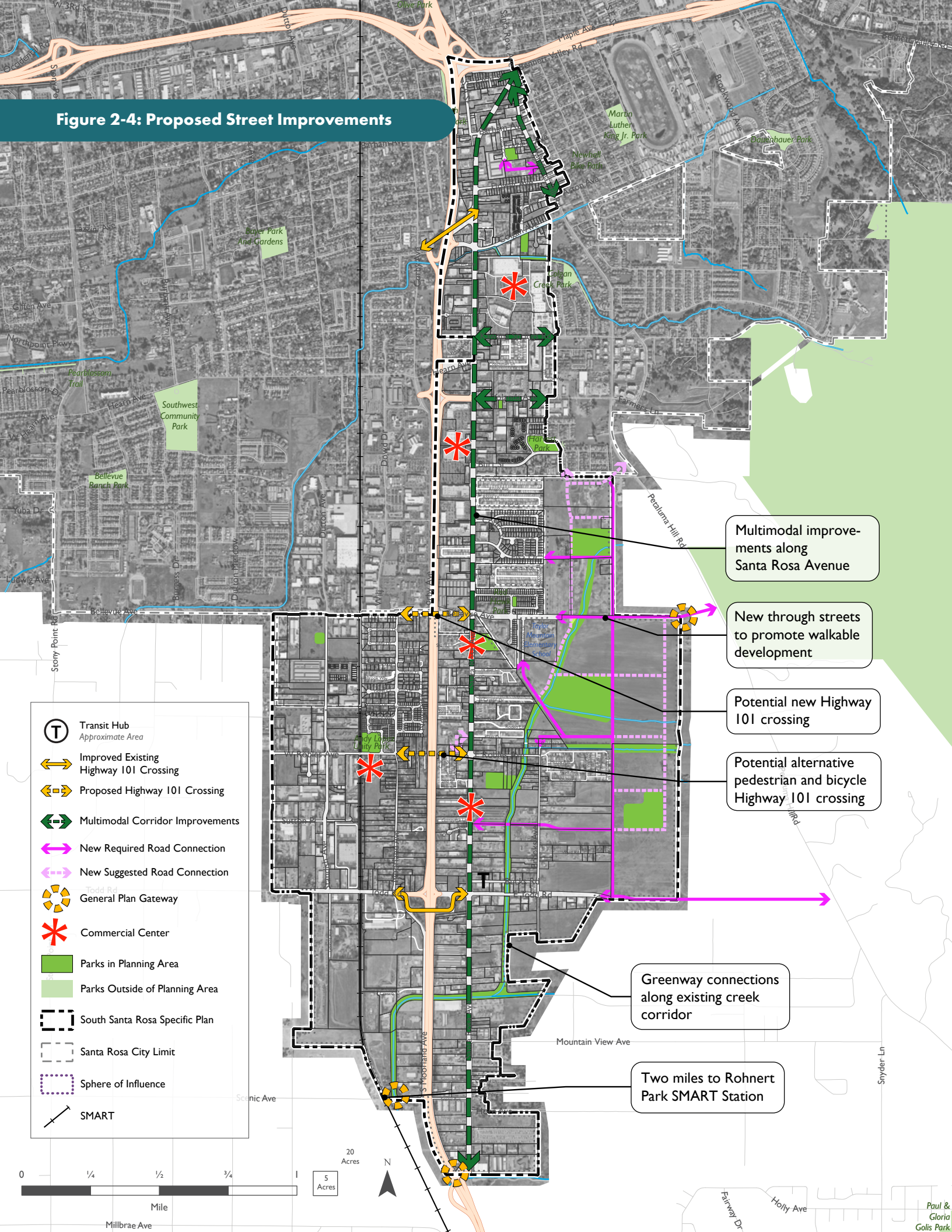
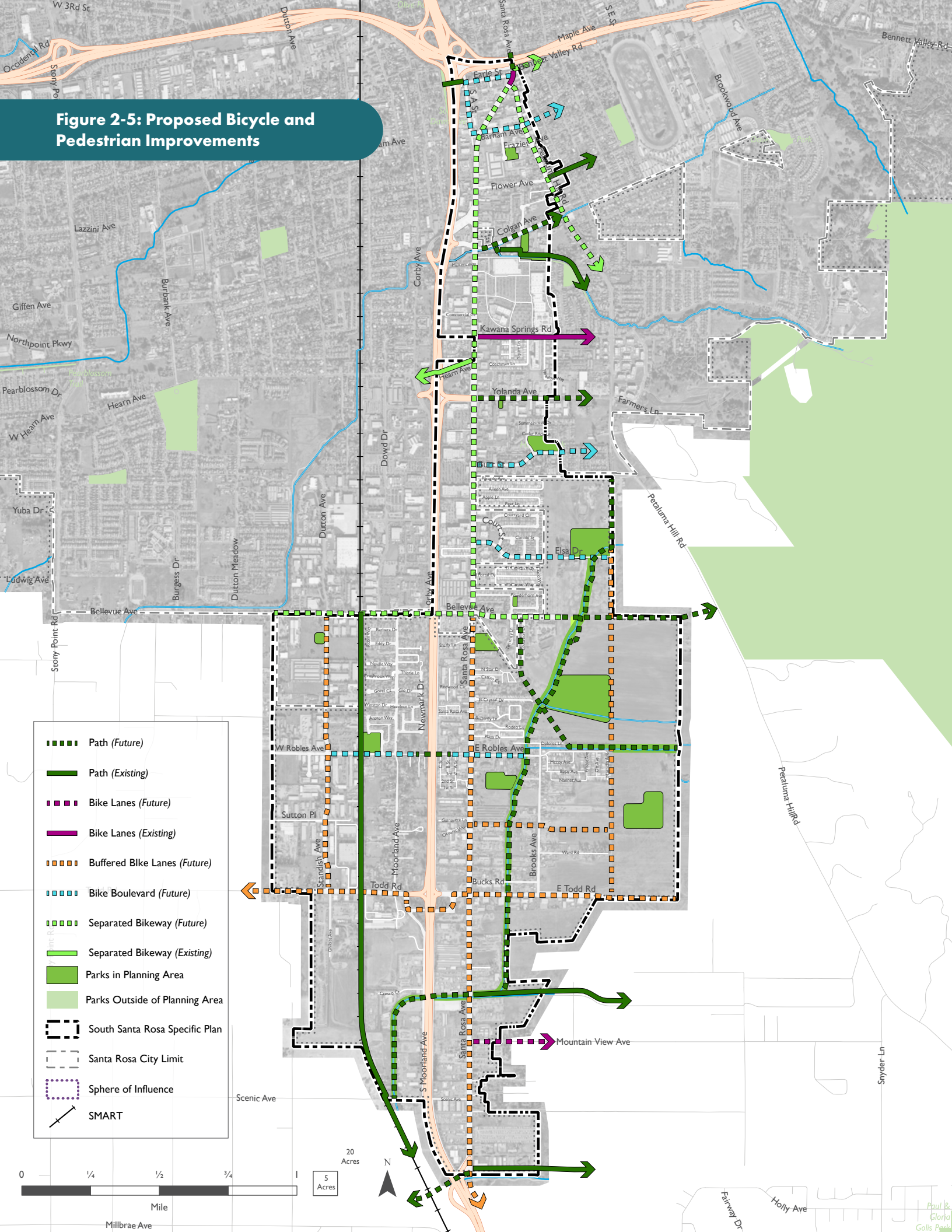


Figure 2-5: Proposed Bicycle and Pedestrian Improvements





Multimodal path in the Planning Area

the Todd Creek channel; a new pathway along Yolanda Avenue in the central Planning Area; and a new pathway along Colgan Avenue in the northern Planning Area.

- The Bellevue Avenue corridor would be a major east-west bicycle linkage spanning the entire Planning Area. In addition to the off-street path connecting Taylor Mountain School to Taylor Mountain Regional Park, the remainder of the Bellevue Avenue corridor would include separated bike lanes, including a new crossing over Highway 101.
- Buffered bike lanes would be added on several existing and future streets within the Planning Area including the Dutton Avenue-Standish Avenue corridor between Bellevue Avenue and Todd Road; the entire length of Todd Road within the Planning Area; an approximately 1.25-mile segment of new north-south roadway in the eastern Planning Area; and a new approximately 0.25-mile east-west road in the southeastern Planning Area that extends eastward from Santa Rosa Avenue.
- Existing bike lanes would be maintained on Kawana Springs Road and new bike lanes would be added on Mountain View Avenue in the southeastern Planning Area.
- Several lower-volume, lower-speed roadways would be designated as Bike Boulevards including Earle Street, South A Street, and Barham Avenue, along with central east-west bike boulevards on Burt Street and Elsa Drive (including its eastern extension).

- The existing segments of West Robles Avenue between Standish Avenue and Highway 101 and East Robles Avenue between Highway 101 and Brooks Avenue would also become designated bike boulevards. A potential new bicycle-pedestrian crossing over Highway 101 would link the two Robles Avenue segments to create an approximately 0.7-mile-long east-west bikeway.
- All newly constructed streets would include sidewalks, and sidewalk gaps would be filled as depicted in the City's and County's Active Transportation Plans.

PROPOSED TRANSIT FACILITIES

The Preferred Alternative identifies multimodal corridor improvements along several streets where transit already operates and development intensities are, or will be, highest. Foremost among these is the entire Santa Rosa Avenue corridor within the Planning Area. This corridor, particularly the segment between Highway 12 and Todd Road, has long been envisioned to have robust transit service with frequencies that increase over time as development intensifies. Additional streets recommended to include multimodal corridor improvements include Petaluma Hill Road, Kawana Springs Road, and Yolanda Avenue. In addition to supporting increased transit service, transit-supportive facilities such as shelters with lighting, bus pullouts, real-time bus information, and traffic signals incorporating transit priority systems would be emphasized.

Additional transit facilities would include a transit hub somewhere along Todd Road between the SMART tracks and Santa Rosa Avenue, as shown in **Figure 2-4**, serving as a primary multimodal circulation node served by both Santa Rosa CityBus and Sonoma County Transit bus routes, and including mobility hub elements such as rideshare, bikeshare, a transit kiosk, and potentially park-and-ride and small convenience-based retail/food uses oriented to transit users. A transit hub in this area would also facilitate bus turnaround maneuvers for anticipated high-frequency routes along Santa Rosa Avenue.

Through the combined roadway and transit improvements in the Planning Area, transit connectivity between the east and west sides of Highway 101 would also be dramatically improved, with the potential for bus routes to connect the two sides via Hearn Avenue, Bellevue Avenue, and Todd Road.

3 NEXT STEPS

3.1 COMMUNITY OUTREACH

Community input will be gathered on the Preferred Alternative through continued outreach. This will include workshops, an online survey, and consultation with the EAC and the TAC. In addition to feedback on the Preferred Alternative, input will be sought on goals and policies for the Specific Plan. The Preferred Alternative and the community feedback will be presented to the Planning Commission and the City Council, following which the Preferred Alternative will be finalized.

3.2 TRANSPORTATION AND INFRASTRUCTURE ANALYSES

Following the decision-maker direction on the Preferred Alternative, the planning team will conduct detailed transportation and infrastructure analyses.

TRAFFIC ANALYSIS

The planning team will prepare a technical memorandum providing the results of a traffic analysis for projected buildout conditions. The team will coordinate with SCTA to conduct a run of the regional travel demand model including the Plan's land use and circulation components under future conditions. Output from the dedicated SCTA model run will be used to develop future p.m. peak hour intersection-turning movement volumes at 14 intersections. The results of this analysis will be used to refine the set of transportation improvements to be included in the Specific Plan.

INFRASTRUCTURE ANALYSIS

The planning team will evaluate regional utility needs in the Planning Area from a utility demand forecast based on land uses presented in the revised Preferred Alternative. The analysis will identify the need to upgrade utility infrastructure and advise if additional studies are needed. The analysis will include maps depicting existing and recommended infrastructure needed to support the plan's utilities, including water, wastewater, and storm drainage.

3.3 SPECIFIC PLAN DEVELOPMENT AND ADOPTION

The feedback generated from the community engagement that follows this report will inform the development of a final Preferred Alternative. That feedback will include input from decision-makers at the Planning Commission and City Council. The final Preferred Alternative will describe the preferred land use and circulation for the future of South Santa Rosa.

Following publication of the final Preferred Alternative, the planning team will draft the full Specific Plan and the supporting Environmental Impact Report, which will be presented for public review in fall 2026, and following that to the Planning Commission and the City Council for adoption.



Santa Rosa Marketplace

