

SOUTH SANTA ROSA SPECIFIC PLAN

PLAN AREA PROFILE



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Introduction

The purpose of the Plan Area Profile is to provide a comprehensive overview of the demographics, housing, land use, zoning, and employment characteristics within the South Santa Rosa Specific Plan Area (Plan Area). This profile serves as a foundational resource for the Specific Plan process, offering critical insights into the current conditions of the community. These insights will support data-driven planning and decision-making, ensuring future growth aligns with the needs of the local population and the principles of sustainable development.

While the Plan Area includes Priority Development Areas (PDAs)—locally identified zones within the Bay Area designated for focused growth—this profile expands its scope beyond PDAs to consider the entirety of the Plan Area. PDAs, established through local nomination, are strategically positioned to increase housing, jobs, and transportation services, particularly near transit hubs, aligning with broader regional sustainability goals. Guided by frameworks such as California Senate Bill 375 (SB 375) and Plan Bay Area, PDAs play a critical role in fostering transit-oriented development, reducing greenhouse gas emissions, and promoting sustainable growth. These areas benefit from enhanced access to funding for infrastructure and transportation projects, while also serving as models for economic growth and environmental responsibility. By considering PDAs within the broader Plan Area Profile, the Specific Plan process can comprehensively address the needs of the community while leveraging opportunities for strategic, sustainable development.

South Santa Rosa Plan Area and Neighborhoods

The Plan Area is comprised of approximately 1,900 acres, 1,400 acres of which are located in unincorporated Sonoma County. The Plan Area includes the area south of Highway 12, east of Highway 101 and extends to Petaluma Hill Road and south to the Urban Growth Boundary (UGB), incorporating both sides of Highway 101. Additionally, the Plan Area includes the City of Santa Rosa's Avenue Corridor PDA and the County's South Santa Rosa Avenue PDA (**Figure 1**).

The Plan Area is comprised of a collection of neighborhoods and census tracts that differ in terms of demographics, land use, infrastructure, and community character. This diversity is important to consider when planning for future development. Areas such as Moorland and South Park illustrate the variety within the Plan Area. A generalized map of neighborhood areas is provided in **Figure 2**. These neighborhoods, while part of the broader planning effort, have distinct characteristics, infrastructure needs, and socio-economic profiles. For example, some areas have challenges related to infrastructure such as limited pedestrian walkways, street lighting, or access to public transportation. Meanwhile, other parts of the Plan Area may be better served in terms of amenities and services but present different development opportunities. Recognizing these differences is essential for ensuring that the planning process addresses the unique needs of each neighborhood within the broader Plan Area.

By acknowledging the diverse character of these neighborhoods, the South Santa Rosa Specific Plan can more accurately address the specific challenges and opportunities in each area, fostering a balanced and inclusive approach to development. This understanding will help guide investments and policies that are responsive to the distinct needs of the various communities within the Plan Area.

Figure 1: Priority Development Areas

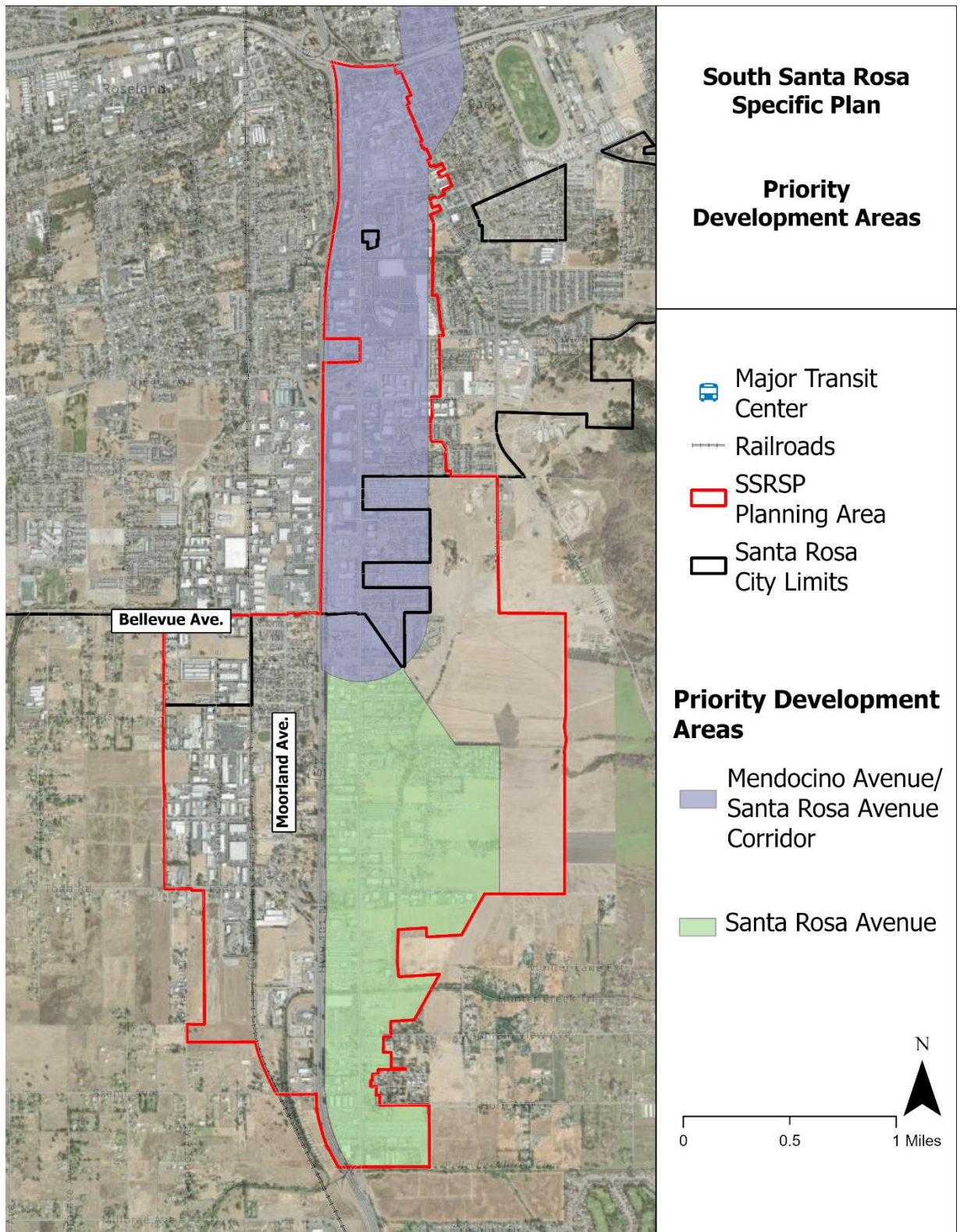
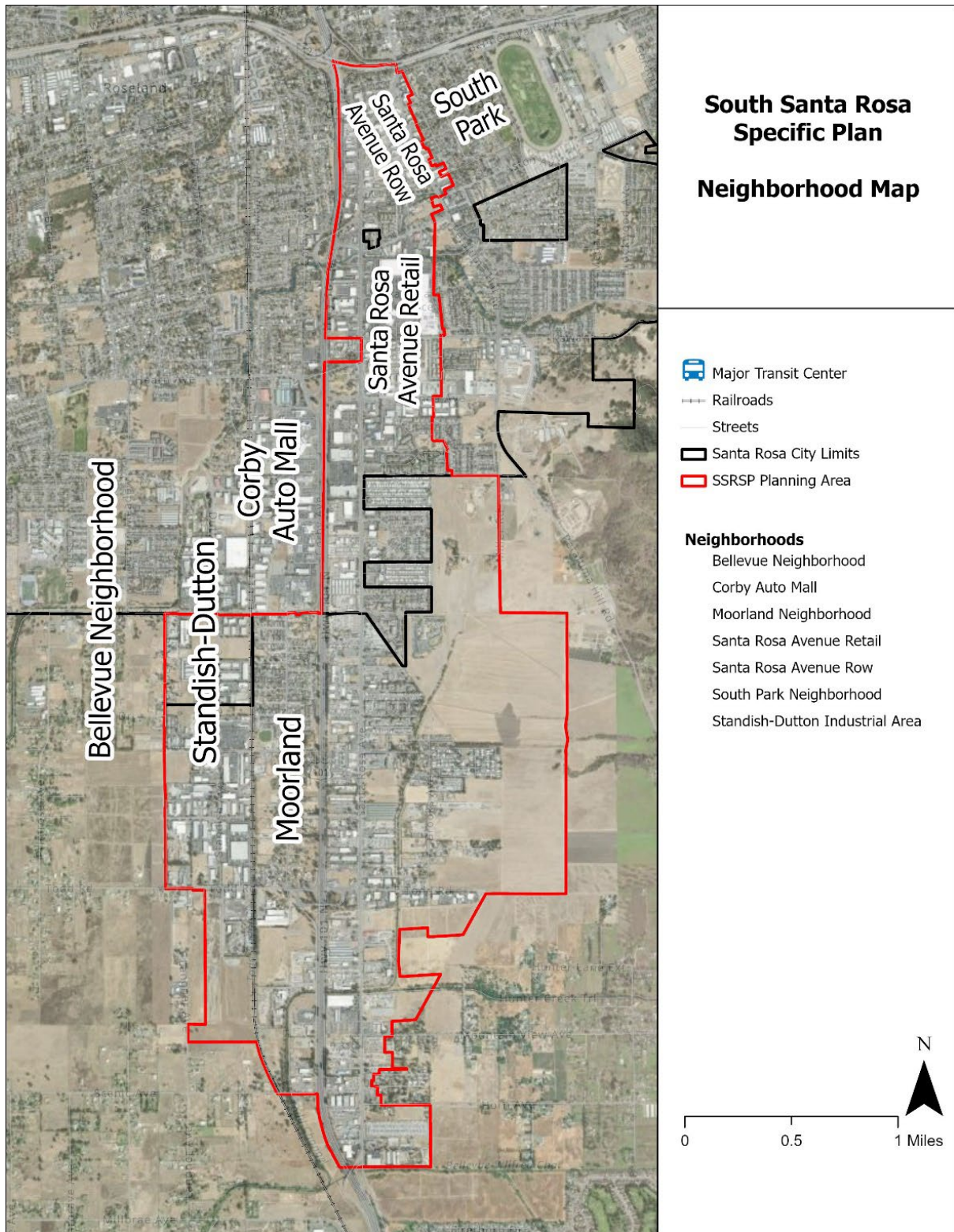


Figure 2: Neighborhood Map



Report Methodology

The methodology used in preparing this report integrates a combination of data collection, analysis, and stakeholder engagement to ensure a comprehensive understanding of the South Santa Rosa Plan Area and its neighborhoods. The following key steps were undertaken:

1. Data Sources

The demographic, housing, land use, and employment characteristics outlined in this report were sourced from a variety of reliable public and private datasets, including:

- U.S. Census Bureau's American Community Survey (ACS)
- City of Santa Rosa and Sonoma County Planning Departments
- California Department of Finance
- Sonoma County Transportation Authority (SCTA)
- Plan Bay Area and Metropolitan Transportation Commission (MTC) reports
- Local public and private stakeholder feedback, including input from neighborhood representatives

2. Geographic Boundaries

The analysis focused on the designated boundaries of the Plan Area, including both the City of Santa Rosa's Avenue Corridor PDA and the County's South Santa Rosa Avenue PDA. Geographic Information System (GIS) tools were utilized to define the Plan Area and provide spatial data on land use, zoning, and transportation infrastructure.

3. Demographic and Housing Analysis

Data on population, housing, and socio-economic indicators were extracted from the latest available ACS 5-year estimates, supplemented by local planning data where appropriate. These datasets were analyzed to highlight trends and identify key characteristics of the Plan Area, particularly at the neighborhood level.

4. Land Use and Zoning Assessment

Current land use and zoning designations were obtained from the City and County planning departments. The data were analyzed to identify existing patterns of development, opportunities for future growth, and potential areas where zoning may need to be updated to meet the goals of the PDA.

5. Infrastructure and Service Evaluation

Infrastructure data, including transportation networks, public services, and utilities, were assessed based on publicly available maps, municipal plans, and site visits where necessary. Particular attention was paid to areas where gaps in infrastructure (e.g., sidewalks, lighting, public transit) may impact community access and connectivity.

6. Stakeholder Engagement

Input from key stakeholders, including residents, business owners, and local government representatives, was incorporated through public meetings, surveys, and workshops.

These engagements provided insights into the community's priorities, challenges, and opportunities, which informed the report's recommendations.

7. Limitations and Assumptions

Some limitations exist in the data, particularly in terms of the age of certain datasets and the availability of neighborhood-level information. Where possible, these limitations were addressed by supplementing the data with more recent local information. Assumptions were made based on historical trends and existing planning frameworks to project potential future growth and needs.

Demographics Profile

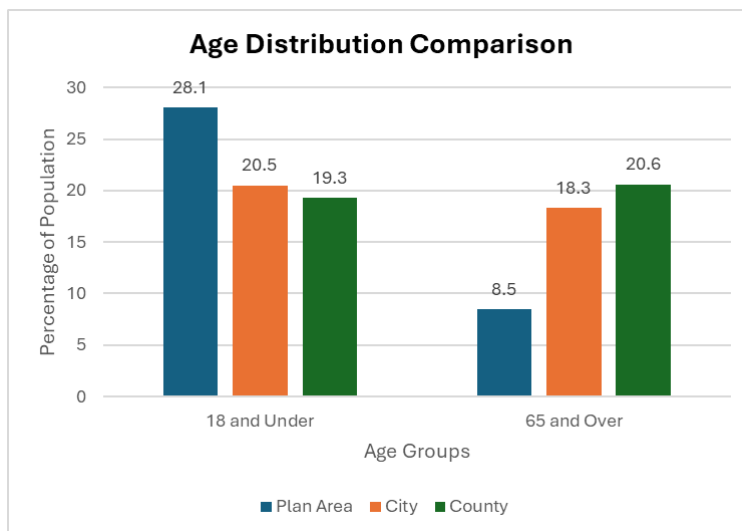
This section offers a comprehensive description of the population, age, sex, linguistic diversity, place of birth, citizenship status, income, among other pertinent demographic details of residents within the Plan Area.

Population

The Plan Area is home to a population of approximately 11,500 residents, distributed across 3,900 households.

Age Distribution

The median age in the Plan Area is 31.1 years, which is significantly lower than the City's median of 40.4 years and the County's median of 42.7 years. This younger demographic profile is further illustrated by the distribution of age groups within the SSRSP area, as shown in the chart and summarized as follows:

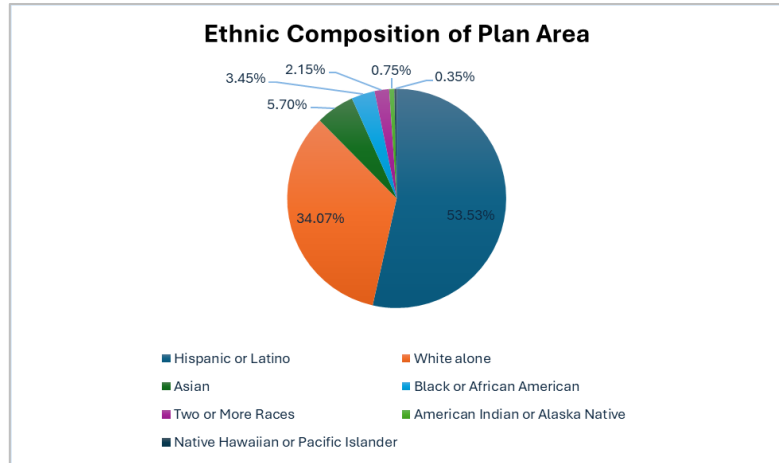


Age 18 and Under: Constituting 28.1% of the Plan Area population, this age group is markedly larger than those in the City (20.5%) and County (19.3%), highlighting the area's appeal to families and younger residents.

Age 65 and Over: Only 8.5% of the Plan Area population falls into this category, which is less than half the percentages seen in the City (18.3%) and County (20.6%), underscoring the area's younger demographic makeup.

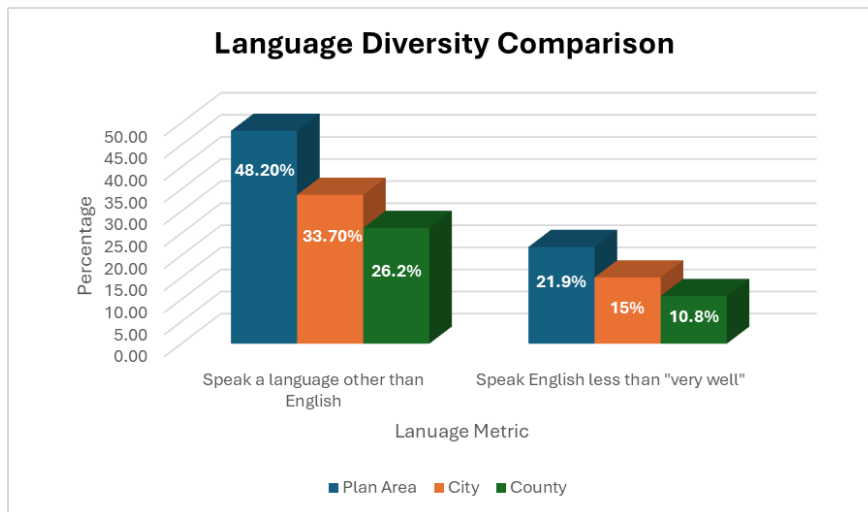
Ethnicity

The Plan Area is defined by its diverse residents. With 53.5% of its population identifying as Hispanic or Latino, the Plan Area significantly exceeds the City's 34% and County's 28%, underscoring the community's vibrant Latino heritage. In contrast, the proportion of residents identifying as White alone is 34.05%, notably lower than that of the City's 53.5% and County's 60.9%. The remainder of residents in the Plan Area identify as Asian (5.7%), Black or African American (3.45%), Two or More Races (2.15%), American Indian or Alaska Native (0.75%), and Native Hawaiian or Pacific Islander (0.35%).



Language Diversity

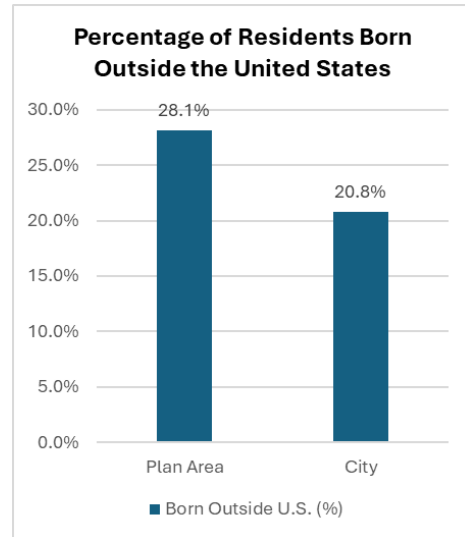
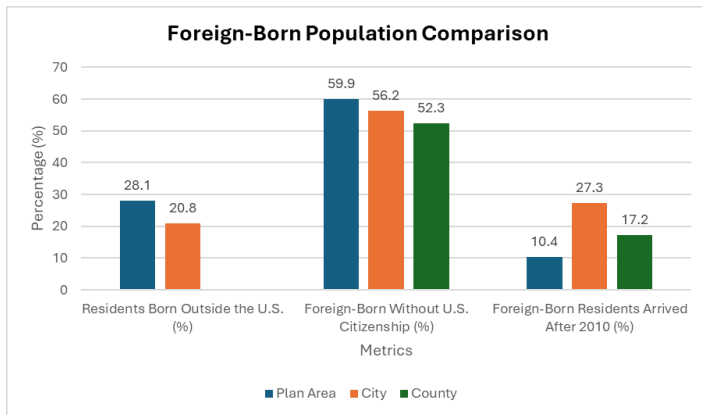
The Plan Area is characterized by a high level of linguistic diversity, with 48.2% of the population speaking a language other than English, higher than that of the City (33.7%) and the County (26.2%) as a whole. This percentage suggests a vibrant multicultural community with a rich variety



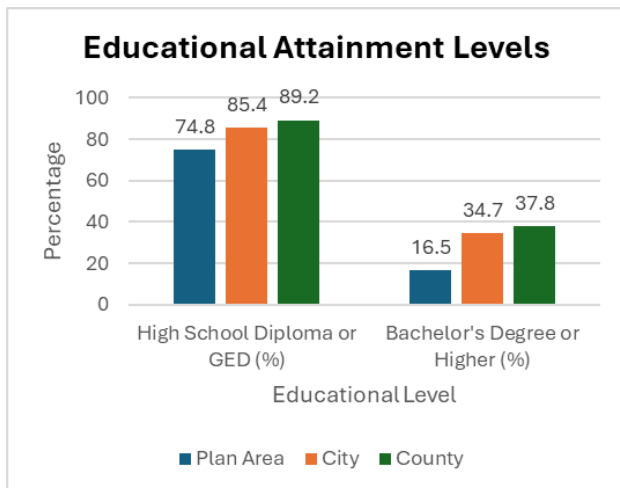
of linguistic backgrounds. Additionally, according to the U.S. Census Bureau, 21.9% of those who speak a language other than English in the Plan Area indicated that they speak English less than "very well", suggesting the presence of a substantial number of limited English proficiency individuals, which is also higher than both the City (15%) and County (10.8%).

Place of Birth and Citizenship

Reflecting the Plan Area's diverse community, 28.1% of residents were born outside the United States, a figure that surpasses Santa Rosa's 20.8% and is indicative of the area's role as a home for immigrants. Of these residents, a significant 81.2% were born in Latin America, compared to 63.7% in the City and 63.4% in the County. Moreover, 59.9% of the foreign-born population does not have U.S. citizenship, a slightly higher percentage than that observed in the City (56.2%) and the County (52.3%).



Although the Plan Area has a higher percentage of non-citizen residents, it contains a lower percentage of foreign-born residents who entered the country after the year 2010. While 10.4% of the Plan Area's foreign-born population arrived after 2010, over double (27.3%) of the City's and 17.2% of the County's foreign-born population arrived in that same time period.



Educational Attainment

Educational attainment levels in the SSRSP area are lower than those of the larger City and the County. In the Plan Area, 74.8% of residents aged 25 and older have achieved a high school diploma or GED, and 16.5% have earned a Bachelor's degree or higher. Comparatively, in the City 85.4% of residents have attained at least a high school education, and in the County, this figure rises to 89.2%. A Bachelor's degree or higher is held by 34.7% of residents in the City, and 37.8% in the County.

Disability Status

In the Plan Area, 12.1% of the noninstitutionalized population has a disability, similar to that of the City (12.2%) and County (11.8%). Of that population, approximately 4.9% are aged 18 and under and 41.9% are over the age of 65.

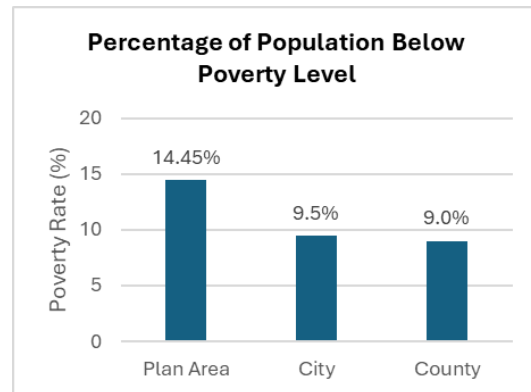
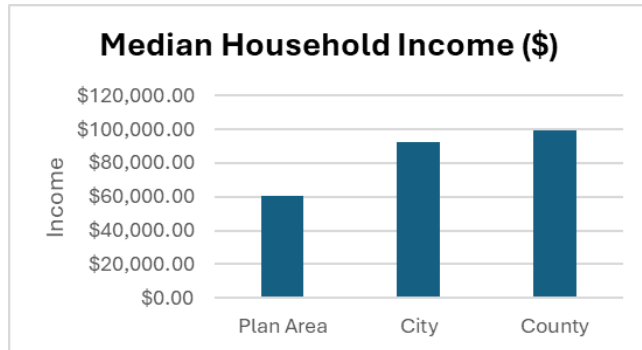
Access to Health Insurance & Health Care

Approximately 38% of residents within the Plan Area have public health insurance coverage through either Medicaid, Medical or the VA and 56.5% are insured through private health insurance.

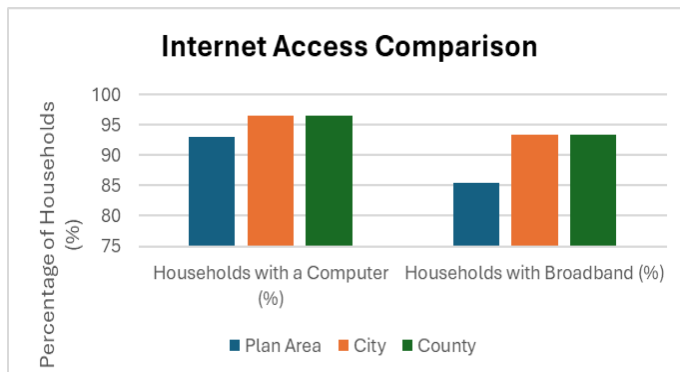
There are no medical offices, clinics, or hospitals located within the Plan Area. The nearest medical clinic is located at Elsie Allen High School (operated by Santa Rosa Community Health) just northwest of the Plan Area. There are no dental offices or services within the Plan Area.

Income

The median household income in the Plan Area is \$60,700, lower than both the City's median income of \$92,604 and County's median of \$99,266. The percentage of the Plan Area's population living below the poverty level stands at 14.45%, higher than that of the City's 9.5% and County's 9% rate.



Additionally, the Plan Area has a 7.4% rate of residents receiving food stamp/SNAP benefits in the past 12 months, which aligns with the City's rate but is slightly higher than the County's rate of 6%. This income and economic assistance data is indicative of the socio-economic challenges faced by the community.



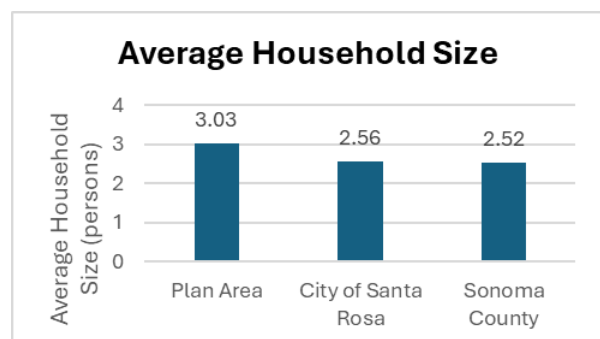
Internet Access

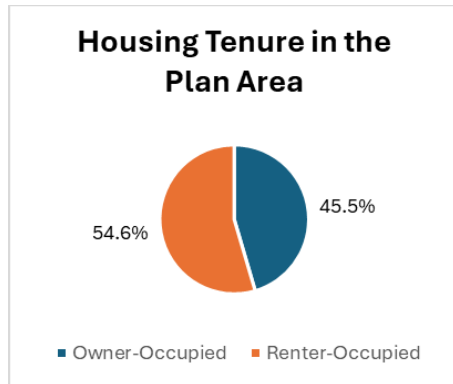
There are relatively high levels of digital connectivity in the Plan Area, with 93.1% of households having a computer and 85.5% with broadband internet access. By comparison, 96.5% of households in the City and 96.6% in the County have a computer and 93.4% of both City and County households have broadband internet access.

Housing Profile

Household Size

The average household size in the SSRSP area is 3.03 persons, which is larger than the City and County average of 2.56 and 2.52 persons per household, respectively. This larger household size may reflect the younger age distribution, with more families and children per household compared to the City and County averages.





Household Tenure

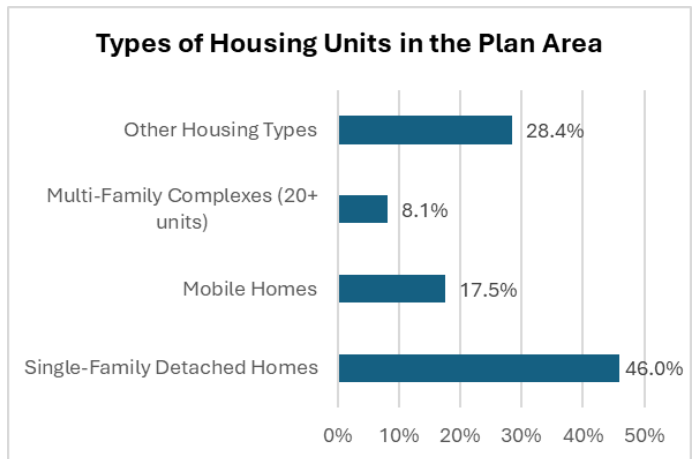
The housing landscape in the Plan Area is characterized by a nearly even split between renter- and owner-occupied units, with renters comprising 54.6% of the housing market and owners making up 45.5%.

Housing Stock

There are a total of 6,329 housing units in the Plan Area, 46% of which are single-family detached homes. The second most common housing type in the Plan Area are mobile

homes (17.5%), followed by multi-family complexes of 20 or more units (8.1%), and three- to four-unit multifamily structures. Most of the housing stock (51.3%) was built between 1990 to 2009. An additional 27.8% of the housing stock was built between 1960 and 1989.

The Plan Area's housing market is marked by a 4% vacancy rate. This rate is indicative of the percentage of unoccupied units in the Plan Area.

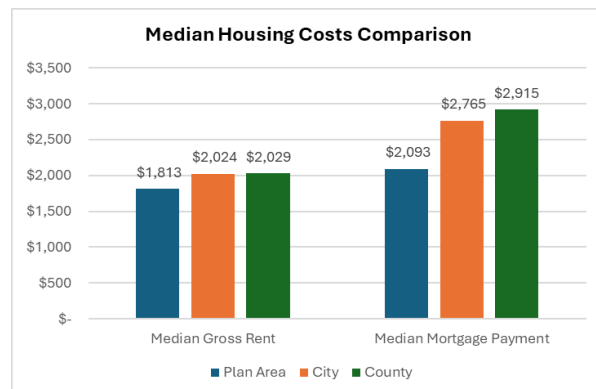


Overcrowding

Approximately 9.5% of households in the Plan Area are considered overcrowded (1.01 to 1.5 persons per room), which is higher than the overcrowding rate in the City (3.8%). Additionally, 2.1% of households are severely overcrowded (greater than 1.51 persons per room).

Housing Cost

The cost of housing in the Plan Area is lower than that in the City and County. Specifically, the Plan Area has a median gross rent of \$1,813 and a median mortgage payment of \$2,093. In contrast, the City's figures are slightly higher, with a median rent of \$2,024 and a median mortgage of \$2,765. The County's rates are even higher, with a median rent of \$2,029 and a mortgage payment of \$2,915.



Despite these lower housing costs in the Plan Area, the financial strain on households is significantly higher. A significant 60.4% of households in the Plan Area allocate more than 30% of their income to housing and 28.4% of these households spend over half of their income on housing alone. This compares to 52% of City households and 51.5% of County

households that spend over 30% of their income on housing and approximately 25% of both City and County households that spend over half their income on housing alone.

Employment

Civilian Labor Force

In the Plan Area, 72% of the population over the age of 16 is actively engaged in the civilian labor force, a rate that surpasses the City's 66.2% and the County's 64.4%. Additionally, the Plan Area's unemployment rate is 5.0%, slightly lower than the unemployment rate in the City (5.6%) and County (5.2%).

Residents in the Plan Area are employed across a diverse array of industries. Predominantly, the sectors of Educational Services, Health Care and Social Assistance, alongside Retail Trade and Manufacturing, top the list for the civilian labor force in the Plan Area. Moreover, a notable aspect of the local economy is the proportion of the population working in Agriculture, Forestry, Fishing and Hunting, and Mining, which at 4.5%, is double that of the City (2.2%) and nearly double that of the County (2.4%).

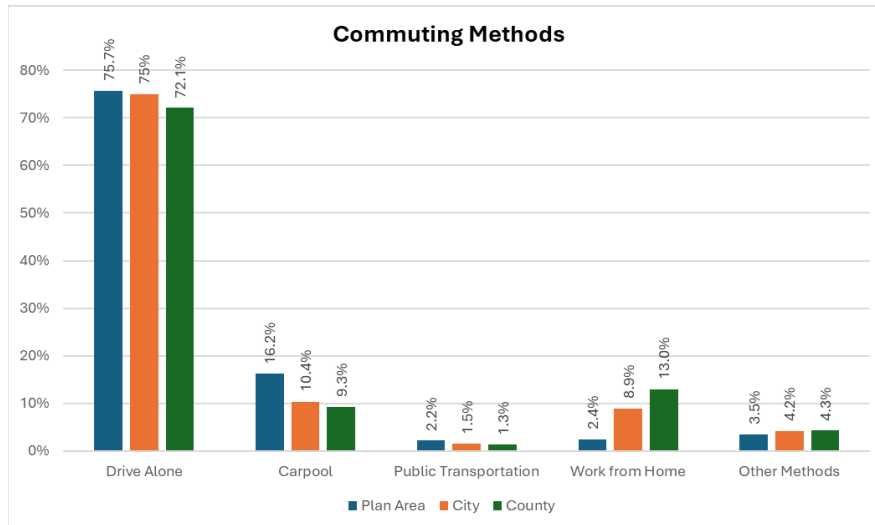
Industry	Plan Area	Santa Rosa	Sonoma County
Agriculture, forestry, fishing and hunting, and mining	4.5%	2.2%	2.4%
Construction	9.6%	8.8%	9.2%
Manufacturing	11.1%	12%	10%
Wholesale trade	3.2%	2%	2.2%
Retail trade	14.2%	11.5%	11.3%
Transportation and warehousing, and utilities	3.0%	3.6%	3.7%
Information	1.9%	1.6%	1.8%
Finance and insurance, and real estate and rental and leasing	2.9%	4.6%	5.1%
Professional, scientific, and management, and administrative and waste management services	9.6%	11.6%	12.3%
Educational services, and health care and social assistance	17.0%	22.6%	22.2%
Arts, entertainment, and recreation, and accommodation and food services	11.0%	9.5%	9.8%
Other services, except public administration	9.3%	6.3%	5.3%
Public administration	2.9%	4%	4.4%

Source: U.S. Census ACS

Commuting Patterns & Connectivity Issues

According to the U.S. Census Bureau, approximately 75.7% of the labor force in the Plan Area drive alone to work, a rate similar to the City's 75% and the County's 72.1%. Carpooling is the second most used commuting method, with 16.2% of the Plan Area's workforce riding to work with at least one other individual, compared to 10.4% in the City and 9.3% in the County. The use of public transportation for commuting to work is among the lowest method of commuting and

stands at 2.2%, slightly higher than both the City's 1.5% and the County's 1.3%. Additionally, working from home is uncommon for the Plan Area's workforce, with only 2.4% being employed in a home-based work model, significantly lower than the City's 8.9% and County's 13%. The mean travel time to work in the Plan Area is 24.8 minutes, which is slightly longer than the City's 22.7 minutes but shorter than the County's 25.4 minutes.



The Plan Area faces a number of connectivity issues that impact pedestrians, cyclists, and drivers. First, those looking to travel into or out of the Plan Area face issues of east-west connectivity due to US-101 running west of Santa Rosa Avenue. Many streets to the west of Santa Rosa Avenue stop at dead-ends abutting US-

101. For pedestrians and cyclists, there is a lack of consistent infrastructure connecting to Santa Rosa Avenue. While Santa Rosa Avenue contains bike lanes and sidewalks running north and south, Moorland Avenue and streets connecting to Santa Rosa Avenue do not have bike lanes or, in some cases, sidewalks, and crosswalks are limited. Moorland Avenue is a two-lane street with no sidewalks and limited lighting, if any. Finally, throughout the Plan Area, there is a lack of shade and shade structures for pedestrians and cyclists. Very few natural sources of shade, such as street trees, line the streets of the Plan Area. Additionally, shaded transit stops are infrequent if they exist. This makes non-motor vehicle travel inaccessible on days of heat or rain.

Activity Nodes and Community Assets

Activity nodes are destinations that invite a high concentration of community members, including recreational, retail, educational, and employment assets. The SSRSP area is home to several activity nodes and assets:

- Thirteen schools are located within 1 mile of the Plan Area, with two schools, Taylor Mountain Elementary (K-6) and Amarosa Academy (7-12), located within the Plan Area. The 13 schools service pre-kindergarten to high school students.
- The Plan Area has three public parks: Andy Lopez Unity Park, Red Hawk Park, and Harvest Park. The largest is Andy Lopez Unity Park at 4.76 acres.
- The Plan Area has four temples and churches: Iglesia Christiana Ebenezer Santa Rosa (Christian), Immanuel Christian Centre (Christian), Wat Lao Saysettha (Buddhist), and Thien Bao Temple (Buddhist.)
- Santa Rosa Marketplace is the site of Costco, Target, Old Navy, Trader Joe's, and other big box retail providing jobs and retail opportunities.

- Session Climbing Center on South A Street provides a wide variety of fitness opportunities such as rock climbing, bouldering, fitness classes, and yoga.

Neighborhood Amenities/Retail

Retail corridors:

- The portion of Santa Rosa Avenue located within the City limits is composed of a mix of both small retail and big box commercial, light industrial, and some multifamily residential uses.
- West of Highway 101, Corby Avenue, between Bellevue and Hearn Avenues, contains many new and used vehicle dealerships.
- Stores in the Plan Area are concentrated in the retail area bordered by Colgan Avenue, Santa Rosa Avenue, and Kawana Springs Road, including Costco, Trader Joes, and Target. On the west side of Highway 101, there is a notable lack of grocery stores and restaurants: the only grocery option is Berry's Market at the south end of Moorland, near Todd Road. This limited access, combined with the difficulty of safely crossing Highway 101 without a car, creates a significant barrier for residents in these areas as they must travel farther to access basic amenities.
- The area south of Yolanda Avenue and west of Santa Rosa Avenue contains a number of big box retail locations ranging from REI and Petco to Total Wine and several fast-food restaurants.
- The area just south of the intersection of Santa Rosa Avenue and Petaluma Hill Road is predominantly auto body shops, but also contains some small businesses including restaurants, Asian markets, and a seafood supplier.

Job centers:

- Commercial shopping areas and automotive services along Santa Rosa Avenue.
- Auto dealerships on Corby Avenue in City limits, immediately outside of the Plan Area.
- Industrial areas in City and County west of Highway 101.

Social Services

Government buildings:

- Sonoma County Fire District Station 4 at 207 Todd Road.
- Bellevue Union School District offices at 3150 Education Drive.

Non-Governmental buildings:

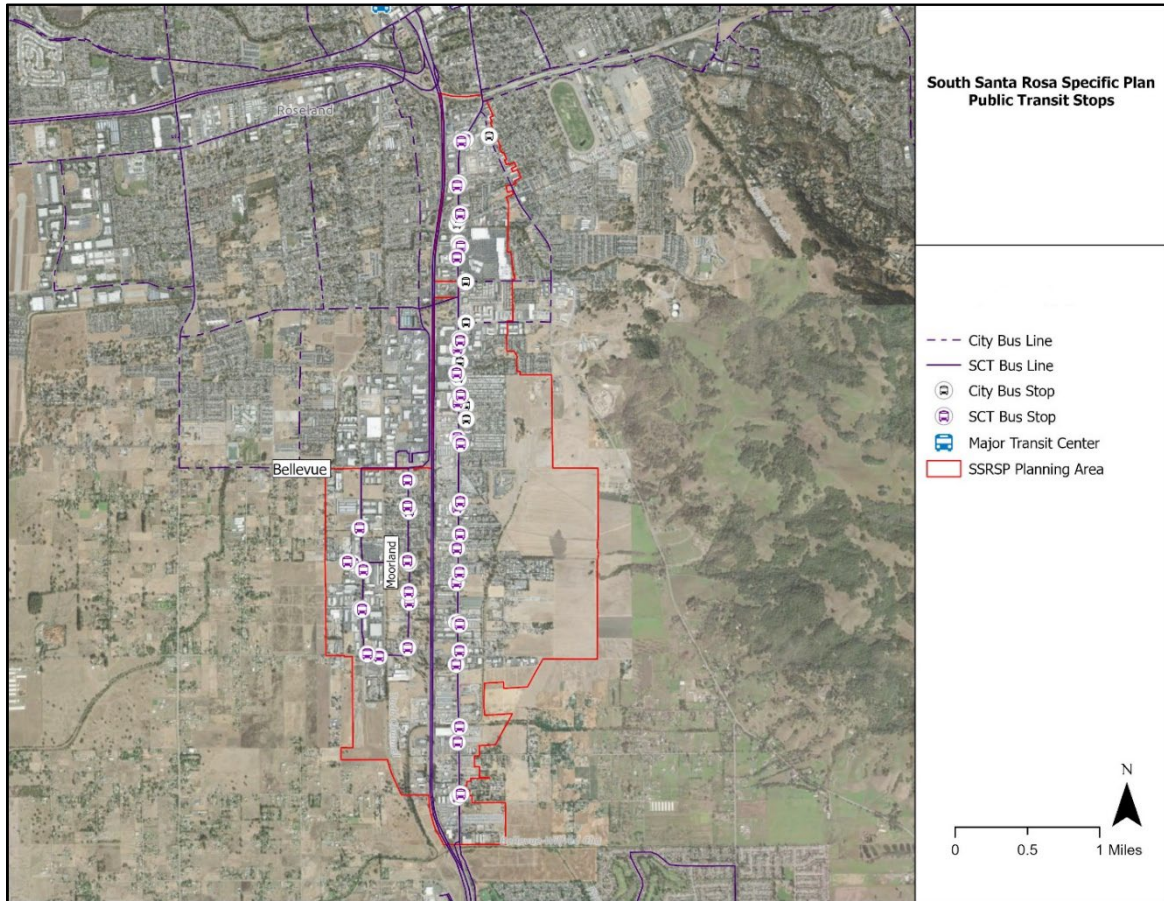
- Council on Aging – Services for Seniors located at 30 Kawana Springs Road.

Public transit:

- The Plan Area is serviced by Santa Rosa CityBus and Sonoma County Transit. Sonoma-Marin Area Rail Transit (SMART) provides public transit services outside the Plan Area.
- There are 19 City of Santa Rosa CityBus (SRCB) stops, and 46 Sonoma County Transit (SCT) bus stops within the Plan Area. Two major transit centers are located outside the northern

portion of the SSRSP; the Santa Rosa Transit Mall is within 0.6 miles, and the Santa Rosa Downtown SMART station is within 0.8 miles.

Figure 3. Public Transit Stops



Food distribution via Redwood Empire Foodbank:

- Palms Inn at 3345 Santa Rosa Avenue
- Taylor Mountain Elementary at 1210 East Bellevue Avenue
- Lamplighter Mobile Home Park at 2800 Santa Rosa Avenue
- Child Parent Institute at 3650 Standish Avenue
- Andy Lopez Unity Park at 3399 Moorland Avenue

Homeless resources:

- Intrepid Stores at 3403 Santa Rosa Avenue (employment for unhoused and formerly incarcerated residents)
- Palms Inn at 3345 Santa Rosa Avenue (SRO housing for unhoused veterans)

Conclusion

The South Santa Rosa Specific Plan Area is a diverse and dynamic community. It is characterized by a younger population and a large number of families, many of whom are Hispanic/Latino. The demographic profile reflects a vibrant multicultural population but also highlights significant challenges that must be addressed through the planning process.

While the Plan Area contains numerous strengths, including a strategic location near major transportation routes and vibrant commercial nodes, there are notable disparities in infrastructure and services that vary across neighborhoods. In particular, 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. Additional information about infrastructure availability is provided in the Infrastructure chapter of the Existing Conditions Report.

Furthermore, the Plan Area suffers from east-west connectivity challenges, particularly near US-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 bike 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.

The South Santa Rosa Specific Plan should focus on specific deficiencies in infrastructure and services, ensuring that improvements are made in the most underserved areas. By targeting investments in pedestrian and cyclist safety, enhancing public transportation options, and improving access to daily needs as well as healthcare and social services, the Plan can foster a more equitable and connected community.

Community engagement and feedback will be vital in shaping policies and investments that address these disparities and support the needs of all residents, particularly those in the most vulnerable and underserved neighborhoods. The Plan Area's unique mix of cultures, economic conditions, and infrastructure challenges will inform plan alternatives and guide future decision-making and investments.