

# SCTA

sonoma county transportation authority

# RCPA

regional climate protection authority



SONOMA COUNTY  
PRIORITY DEVELOPMENT AREA  
INVESTMENT AND GROWTH STRATEGY  
SHORT-TERM REPORT

APRIL 8, 2013

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## Chapter 1 INTRODUCTION

### Overview

MTC and ABAG adopted the One Bay Area Grant (OBAG) program as Resolution 4035 on May 17, 2012. OBAG provides guidance for the allocation of the Cycle 2 Federal Surface Transportation Program (STP) and Congestion Mitigation and Air Quality (CMAQ) funds for the next four fiscal years (FY 2012-13 through FY 2015-16). The Bay Area's congestion management agencies (CMAs, SCTA in Sonoma County) are responsible for distribution of these funds to local jurisdictions and other eligible project sponsors. OBAG includes specific policy objectives and implementation requirements that CMAs must meet as a condition of the receipt of OBAG funds.

With this funding cycle, MTC implemented a new approach that integrates the region's federal transportation funding program with the Bay Area's first Sustainable Communities Strategy efforts (required under Senate Bill 375, Steinberg, 2008), which integrate land use and transportation planning activities in order to reduce automobile travel and greenhouse gas emissions. In Sonoma County, 50% of the OBAG funding must be programmed to transportation projects or programs that support Priority Development Areas (PDAs).

### Land Use and Transportation in Sonoma County

PDAs, designated infill sites where greater housing and commercial density could be accommodated near transit stops, were identified by local governments as part of the FOCUS program, a regional development and conservation strategy led by the Association of Bay Area Governments (ABAG) that promoted a more compact land use pattern for the Bay Area. The FOCUS program subsequently became the basis for the region's current Sustainable Communities Strategy.

To ensure that CMAs have a transportation project priority setting process for OBAG funding that supports and encourages development in the region's PDAs, MTC Resolution 4035 requires that SCTA work with Sonoma County jurisdictions to develop a *Priority Development Area (PDA) Investment and Growth Strategy* that must be adopted by the SCTA and submitted to MTC/ABAG by May 1, 2013<sup>1</sup>.

This Sonoma County PDA Investment and Growth Strategy was developed to fulfill this regional requirement. However, SCTA's goal for this document is for it to inform the community of the PDAs in Sonoma County and to guide the agency in supporting PDA development over a longer time horizon than this current four-year funding cycle. This document describes PDAs, and Priority Conservation Areas (PCAs) and gives a brief overview of policies in Sonoma County that support the goals of the SCS. The PDA Investment and Growth Strategic Plan, was developed as a tool to help the agency understand PDA development and better integrate land use planning with transportation programming decisions in Sonoma County over time.

### Organization of the PDA Investment and Growth Strategy

Sonoma County's *PDA Investment and Growth Strategy* is organized as follows:

**Chapter 1** provides an overview of the policy background that influenced OBAG. OBAG builds on a number of past policy efforts; key terms and other relevant background information are explained here. It is recommended that readers who are unfamiliar with the regional policies and state mandates that preceded OBAG read this chapter. Definitions of PDA and PCA are included.

**Chapter 2** describes Sonoma County's areas of focused growth. Sonoma County has twelve (12) Priority Development Areas (PDAs), six (6) Rural Community Investment Areas and one (1) Employment Investment Area which vary significantly across the county. SCTA is working with local jurisdictions to create individual plans for these areas that promote the regional and local goals.

1 See Appendix A for Resolution 4035 Guidelines for the Priority Development Area Investment and Growth Strategy.

**Chapter 3** describes Sonoma County's Priority Conservation Areas (PCAs). While this Strategy focuses primarily on PDAs, Sonoma County also has 18 Priority Conservation Areas (PCAs), which are eligible for a regional PCA Pilot Program.

**Chapter 4 Funding Priorities** gives a picture of transportation needs and investment strategy in Sonoma County. This chapter describes approved policies and their coordination with the OBAG process, including local engagement. It was developed in recognition of the fact that the four-year OBAG funding cycle is focused on short-term investments and that, in many cases, PDA development will occur over a much longer time horizon of 10 to 30 years.

## Policy Background

In transportation planning, there has been an increasing emphasis in recent years on integrating land use planning and transportation investment decisions in order to allow more people to use transit, walk or bike to meet their daily needs. Sonoma County has been engaged in planning for sustainable growth for decades to reduce sprawl, traffic and air pollution, and to promote healthy, active living, just to name a few of the objectives.

Likewise the State and Region, led by MTC and ABAG are involved in sustainable planning efforts in order to maintain the Bay Area's high quality of life and economic productivity. The OBAG program leverages work done with the regional FOCUS program, initiated in 2006.

## State and Regional Efforts

FOCUS is a regional development and conservation strategy led by ABAG that promotes a more compact land use pattern for the Bay Area. By focusing growth and conserving critical open space areas, the FOCUS program seeks to protect the region's quality of life and ecological diversity.

It is a voluntary, incentive-based program that allows local governments to identify Priority Development Areas (PDAs) – infill sites where greater density could be accommodated near transit stops – as well as Priority Conservation Areas (PCAs) to maintain regionally significant open spaces and priority areas for land conservation.

The need for integrated land use and transportation planning acquired new urgency upon passage of two landmark pieces of state legislation that mandate reductions in greenhouse gas emissions:

- California Assembly Bill 32 (AB 32), the Global Warming Solutions Act of 2006 mandates a reduction in California's greenhouse gas emissions to 1990 levels by 2020.
- Senate Bill 375 (SB 375), the Sustainable Communities and Climate Protection Act of 2008 defines more concrete implementation requirements to achieve the emissions reductions expected from the land use sector under AB 32. SB 375 aims to reduce greenhouse gas emissions from passenger vehicles through better coordination between transportation investments and land use decisions.

One key mechanism that is being used to achieve these reductions is to directly connect the region's primary transportation funding with regional growth projections. SB 375 requires every regional Metropolitan Planning Organization (MTC in the Bay Area) to incorporate a Sustainable Communities Strategy (SCS) into the Regional Transportation Plan (RTP). The SCS is a regional land use strategy that illustrates how to house all projected population growth within the region across all income levels. The RTP must accommodate this growth and invest in transportation projects that will reduce greenhouse gas emissions. Plan Bay Area 2040 is the umbrella for the Bay Area's RTP and SCS.

Working with ABAG, MTC used the framework of Priority Development Areas (PDAs) that had already been established through the FOCUS program as the foundation for identifying areas for future population and employment growth in the Bay Area's Sustainable Communities Strategy (SCS). MTC and ABAG evaluated a number of different land use scenarios in development of the SCS, each of which envisioned different patterns of accommodating the region's projected growth. The preferred land use scenario adopted for the SCS is called the

Jobs-Housing Connection Scenario. The Jobs-Housing Connection Scenario accommodates more than two thirds of the housing production in Priority Development Areas on about 4% of the region's total land area.<sup>2</sup>

With Resolution 4035 and the OBAG Program, MTC has brought all these policy efforts together: the federal transportation program, The FOCUS program, PDAs and PCAs, SB 375 and the Sustainable Communities Strategy. With this round of funding, MTC is rewarding jurisdictions that are planning for and producing housing, both market rate and affordable units. This is a distinct change from past rounds of federal transportation funding which were largely distributed to cities by formula based on population and/or road miles and mostly used for local streets and roads projects. Now, MTC is placing much less emphasis on geographic equity and instead focusing funds on multimodal investments in areas that are willing to absorb population growth. The specific policy objectives and implementation requirements of the OBAG program and how SCTA incorporated them into the programming of OBAG funds is described in Chapter 4.

### Sustainable Planning in Sonoma County

Urban Growth Boundaries (UGBs) have been in effect in Sonoma County for decades to prevent sprawl. This tool has been successful in promoting city infill and is helping redevelopment in areas that can tolerate higher densities.

The PDA Investment and Growth Strategy is designed to align with the Sonoma Comprehensive Transportation Plan (CTP), the agency's long-range policy document that guides future transportation investments, programs, policies, and advocacy over a 30-year time horizon. The most recent update of the CTP included significant examination of the impacts of green house gas (GHG) emissions in Sonoma County and includes policies to combat this and other important transportation related problems facing the County. Included in the CTP is a list of GHG Reduction Strategies. A primary Goal of the 2009 CTP is to reduce greenhouse gas emission 25% below 1990 levels by 2015, and 40% below 1990 levels by 2035 by working with government agencies and the public.<sup>3</sup>

Of great importance is the creation of the Regional Climate Protection Authority, sister agency to the SCTA, formed through legislation in 2009 to coordinate countywide climate protection efforts among Sonoma County's nine cities and multiple county agencies. The RCPA is engaged in securing grant funding for a variety of GHG reducing efforts including energy efficiency, building retrofit and alternative transportation programs. Data collection, public information and education are significant elements of the climate protection effort.

### Affordable housing

Affordable housing near transit stations and in PDAs is critical to meeting the region's housing needs and supporting transit ridership. Appendix B includes a record of housing production thus far in the 2007-2014 RHNA Cycle, as well as each jurisdiction's median home value and an affordability ratio. Home values vary across the communities from a median of \$215,000 in Rohnert Park to \$499,000 in Sebastopol. These values are consistent with the American Community Survey. ABAG calculated the affordability ratio to show how the median home value for the jurisdiction compares to the rest of the region.

While the recession has slowed housing production, housing markets in Sonoma County have fared better than many parts of the Bay Area over the past 5 years. Santa Rosa produced 560 very low and low income housing units, while Petaluma produced 190 and several of the County's smaller cities—Healdsburg, Sebastopol and Windsor—each produced around 100 units. Cloverdale produced no very low or low income units. Total housing production varied across PDAs as well. The Roseland and Sebastopol Road Corridor PDAs in Santa Rosa accommodated 288 and 133 new homes, respectively, while the city's Downtown Station Area attracted 6 new units. Seventy-six units were added to Sebastopol's Nexus Area, and the PDAs in Petaluma and Cloverdale accommodated about 40 units each. The PDAs in Rohnert Park and Windsor added no units. This variation relates to a wide range of factors such as PDA size, level of planning completed, market support for growth and real estate cycles.

As shown in Table 1, cities vary in their existing affordable housing policies, reflective in part of their size and

<sup>2</sup> Jobs-Housing Connection Strategy, ABAG, May 2012 [http://www.onebayarea.org/pdf/JHCS/May\\_2012\\_Jobs\\_Housing\\_Connection\\_Strategy\\_Main\\_Report.pdf](http://www.onebayarea.org/pdf/JHCS/May_2012_Jobs_Housing_Connection_Strategy_Main_Report.pdf)

<sup>3</sup> 2009 Comprehensive Transportation Plan for Sonoma County, Sonoma County Transportation Authority

housing challenges, but also their commitment to affordability. Sebastopol has a robust set of affordability strategies; Rohnert Park, Santa Rosa, Sebastopol, and Unincorporated Sonoma County also have a wide range of policies.

All Sonoma County jurisdictions have a certified Housing Element—which is a requirement for receiving OBAG funds.

**Table 1: Affordable Housing Policies by Sonoma County Jurisdiction**

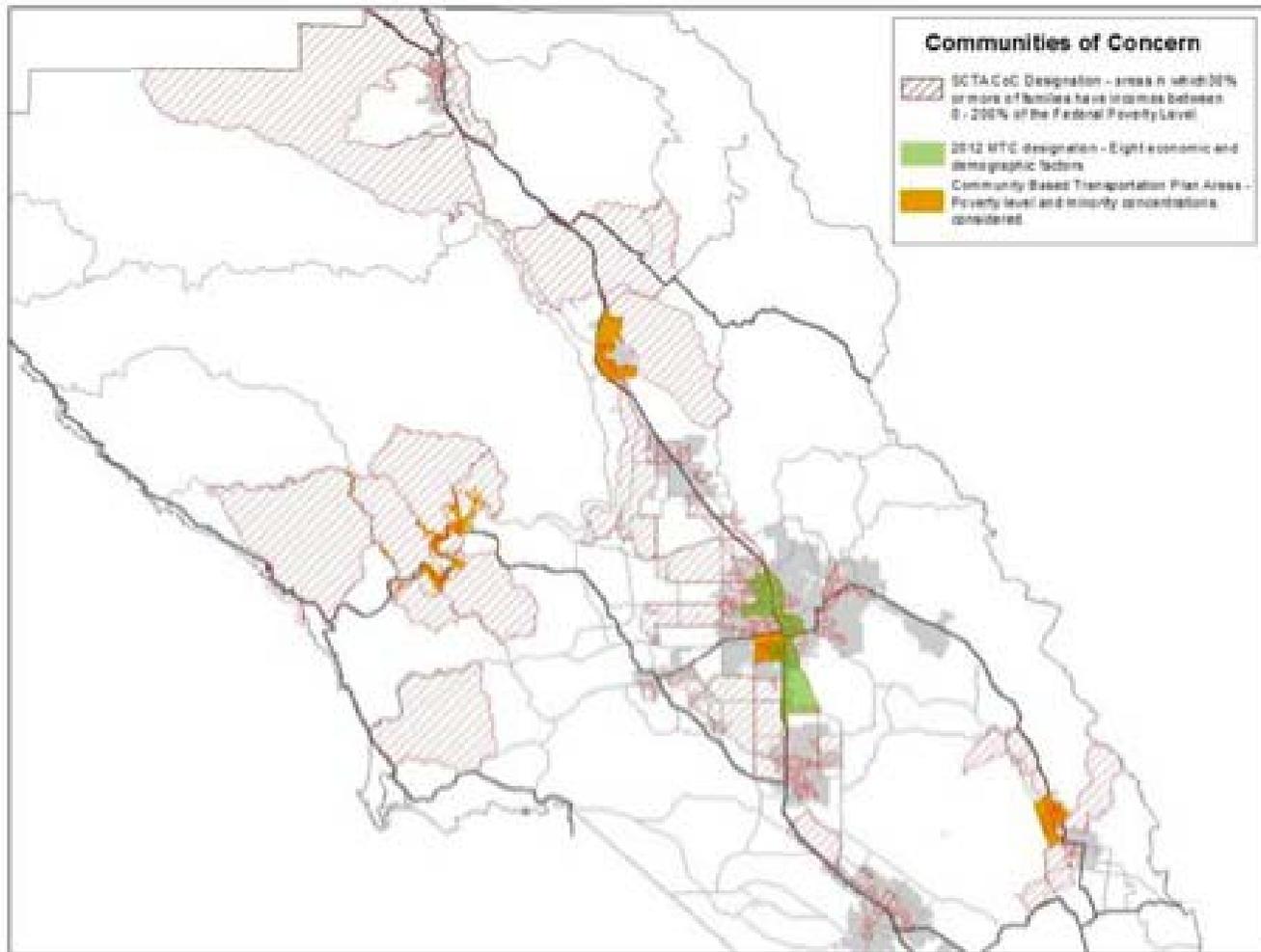
Jurisdiction	Housing Element Certification	Inclusionary Housing	Just Cause Eviction	Rent Control	Condo Conversion	Impact Fees	Density Bonus
Cloverdale	✓	✓					✓
Cotati	✓	✓					✓
Healdsburg	✓						✓
Petaluma	✓	✓		✓ (mobile homes)	✓	✓	✓
Rohnert Park	✓	✓		✓ (mobile homes)			✓
Santa Rosa	✓	✓		✓ (mobile homes)	✓	✓	✓
Sebastopol	✓	✓	✓	✓ (mobile homes)	✓	✓	✓
Sonoma	✓						✓
Windsor	✓	✓					✓
Unincorporated Sonoma County	✓	✓		✓ (mobile homes)		✓	✓

### Other Anti-Displacement and Community Stabilization Strategies

PDA Investment and Growth Strategies are also encouraged to reflect policies that reduce displacement and increase community stabilization. Investment near transit can bring much-needed benefits to neighborhoods, but can also result in market-driven displacement of lower-income residents due to rising rents and conversion of rental units to condominiums. In addition to affordable housing policies and preservation strategies, regional agencies recognize other stabilization strategies, such as robust community involvement in planning processes—especially inclusive of low income residents and residents of color. While some PDA plans focus primarily on design and market considerations, others integrate these issues with affordable and mixed-income housing, economic opportunity, and community involvement. Current and future planning efforts provide an opportunity to add policies that will help insure that future development offers broad community benefits and does not displace existing low-income residents. These will be assessed in greater detail in a subsequent report.

### Sonoma County Communities of Concern:

Communities of Concern (CoCs) have been identified as areas with special transportation needs associated with low-income, or otherwise disadvantaged communities. In Sonoma County these areas are currently defined as census tracts in which 30% or more of families have incomes between 0 – 200% of the federal poverty level (\$21,660 - \$74,020 total household income depending on family size).

**Map 1: Communities of Concern**

CoCs in Sonoma County were originally developed by MTC as part of the community based transportation planning process, and were defined as census tracts with EITHER 70% minority or 30% low-income. MTC has revised their CoC definitions to include additional criteria such as car ownership, English proficiency, disability, senior population, single-parent households, and other attributes. Because demographics vary considerably across the region, MTC has given CMAs and county transportation planning agencies the option to define their own criteria for CoC designation. The map above identifies CoCs using MTC and SCTA criteria.

Prioritizing projects in Communities of Concern is a clear objective of OBAG and a required component of PDA investment and growth strategies. Communities of Concern are census tracts that are home to concentrations of low-income persons. Most of the Priority Development Areas in Sonoma County contain Communities of Concern. These areas may experience some rent increases with improved amenities. Housing preservation policies, such as eviction protections and restricting condominium conversions, can contribute to the stable tenancy of existing residents.

### Characteristics of Priority Development Area

Currently, there are 12 Priority Development Areas (PDAs) in Sonoma County that have been voluntarily nominated by local jurisdictions and approved by ABAG as part of the FOCUS program. The qualifications to become a PDA are relatively simple: an area must be in an existing community, near transit service and planned for more housing. According to the ABAG FOCUS program,

*“Priority Development Areas (PDAs) are locally-identified, infill development opportunity areas within existing communities. They are generally areas of at least 100 acres where there is local commitment to developing more housing along with amenities and services to meet the day-to-day needs of residents in a pedestrian-friendly environment served by transit. To be eligible to become a PDA, an area had to be within an existing community, near existing or planned fixed transit or served by comparable bus service, and planned for more housing.”<sup>4</sup>*

Specifically, to qualify to be a PDA an area must meet these definitions:

Area - means the planning area being proposed for designation as a priority development area under the FOCUS program. Since the program seeks to support area planning, the recommended area size is 100 acres, which is approximately a ¼ mile radius.

- A planned area is part of an existing plan that is more specific than a general plan, such as a specific plan or an area plan.
- A potential area may be envisioned as a potential planning area that is not currently identified in a plan or may be part of an existing plan that needs changes.

Existing Community – means that the area is within an existing urbanized area, lies within an urban growth boundary or limit line if one is established, and has existing or planned infrastructure to support development that will provide or connect to a range of services and amenities that meet the daily needs of residents making non-motorized modes of transportation an option.

Housing – means the area has plans for a significant increase in housing units to a minimum density of the selected place type from the Station Area Planning Manual, including affordable units, which can also be a part of a mixed use development that provides other daily services, maximizes alternative modes of travel, and makes appropriate land use connections.

Near Transit – means (1) the area around an existing rail station or ferry terminal (typically a half-mile around the station), (2) the area served by a bus or bus rapid transit corridor with minimum headways of 20 minutes during peak weekday commute periods, or (3) the area defined as a planned transit station by MTC’s Resolution 3434.<sup>5</sup>

The goal of 20 minute headways has had the effect of significantly limiting the number of locations eligible to become PDAs outside of area served by SMART. Until there is a substantial and sustainable increase in funding available for transit operations, this will serve as a limit, along with growth potential for PDA eligibility in the unincorporated County.

Originally, PDAs focused on housing production but were later expanded to include jobs, a critical element in the success of PDA development. Research shows that increasing a community’s density and its accessibility to job centers are the two most significant factors for reducing vehicle miles travelled (VMT).<sup>4</sup>

## PDA Planning

The Table 2, *PDA Development Readiness* focuses on two areas that can have a significant effect on speeding or slowing housing production in a PDA: the level of planning completed and entitlement streamlining. The degree and comprehensiveness of planning completed to address development challenges and the entitlement processes in the jurisdictions with Planned PDAs varies greatly. Analysis of the specific planning and entitlement processes in each PDA helps to identify where developers can have more certainty in terms of the vision for the area, the approval process, and the communities’ expectations. In these PDAs, development of TOD is likely to be easier. These PDAs, therefore, would be considered more ready to take on growth.

Since development readiness has been a priority for consideration among jurisdictions and agencies, ABAG

<sup>4</sup> Association of Bay Area Governments FOCUS program website - <http://www.bayareavision.org/initiatives/prioritydevelopmentareas.html>

<sup>5</sup> Association of Bay Area Government’s Application Guidelines for Priority Development Area Designation: [http://www.bayareavision.org/pdaapplication/ApplicationGuidelines\\_OCT2011\\_FINAL.pdf](http://www.bayareavision.org/pdaapplication/ApplicationGuidelines_OCT2011_FINAL.pdf)

developed an evaluation approach as part of the 2009 PDA Assessment that includes two overall scores: one for planning and one for the entitlement process. For Planned PDAs, the Planning Completed metric shows how robust the neighborhood-level land use plans are for each PDA. It assesses which of four planning components have been completed /adopted for the PDA: (1) a specific/area plan, (2) a programmatic EIR for the plan, (3) zoning code amendments, and (4) general plan amendments. A PDA with a four check marks (all four planning components adopted) would be considered to be more ready for development, while a PDA with a zero or one (none or few of the planning components completed) would be less ready for development to proceed.

In addition to housing construction and adopted plans, it is also important to recognize PDAs where investments and other public improvements have set the stage for new investment, housing production, and community well-being. Examples of these kinds of efforts include the streetscape enhancements, farmer's markets, and seasonal cultural events held on the main street of many of the County's PDAs

**Table 2: PDA Development Readiness**

PDA	Specific/RD/ Other Area Plan Adopted	Programmatic EIR Adopted	Zoning Code Amendments Adopted	General Plan Amendments Adopted
Cloverdale-Downtown/SMART Transit Area	✓	✓	✓	✓
Cotati-Downtown and Cotati Depot	✓	✓	✓	✓
Petaluma-Central	✓	✓	✓	✓
Rohnert Park-Central Rohnert Park				
Rohnert Park-Sonoma Mtn. Village				
Santa Rosa-Sebastopol Road Corridor	✓			
Santa Rosa-Roseland				
Santa Rosa-Mendocino Ave/ Santa Rosa Ave				
Santa Rosa-North Santa Rosa Station	✓	✓	✓	✓
Santa Rosa-Downtown Station Area	✓	✓	✓	✓
Sebastopol Core Area				
Windsor-Redevelopment Area	✓	✓	✓	✓

## Change of PDAs

Conditions in PDAs will continue to change over time. Existing PDAs will evolve as communities grow and change and become better defined, and new PDAs will be established as new growth areas emerge. Rural Investment Areas and Employment Areas deserve more analysis to enhance their value to their communities and to determine their role in the countywide effort to achieve GHG reduction goals.

ABAG is continuing to accept applications for new PDAs on a rolling basis. New PDA applications are considered for review and approval by the ABAG Executive Board on a quarterly basis. New PDAs nominated at this time will not be eligible for Cycle 2 OBAG grant funds, however they may be eligible for regional PDA planning and technical assistance grants during the next four years and in future funding cycles. Instructions for submitting an application for a new PDA or modifying an existing PDA are found at: <http://www.bayareavision.org/pdaapplication>.

The process for modifying the boundaries of an existing PDA is similar to that for creating a new PDA. Jurisdictions seeking to modify a PDA must indicate in the application the desired geographic boundary changes as well as how the boundary change affects housing, population, jobs numbers, and other information for the PDA.

## Rural Community Investment and Employment Investments Areas

Unincorporated Sonoma County has designated six Rural Community Investment Areas and one Employment Investment Area. Unlike PDAs, Rural Community Investment Areas are not anticipated to achieve the same housing densities or number of jobs as PDAs, but complement PDAs by focusing limited growth in rural communities within the urban footprint. Employment Investment Areas are centers of office and light industrial development that can be enhanced through improved access to transit and other non-motorized transportation networks. While they do not meet the criteria for PDA status, Investment Areas are recognized as places for sustainable development.

## Priority Conservation Areas

Priority Conservation Areas (PCAs) were also defined as part of the regional FOCUS program. PCAs are areas of regional significance that have broad community support and an urgent need for protection. Land trusts, open space districts, parks and recreation departments, local jurisdictions and other organizations were all involved in the designation of PCAs. The goal of designating PCAs was to accelerate protection of key open space areas, agricultural resources, and areas with high ecological value to the regional ecosystem. Historical, scenic, and cultural resources were also considered.

Under the OBAG program, \$5 millions was set aside for Priority Conservation Areas (PCAs) to program in the North Bay counties (Sonoma, Marin, Napa and Solano); an addition \$5 million will be available to PCA projects outside of the North Bay through a competitive grant process.

Sonoma County has a demonstrated interest in protecting its agricultural and open space. Voter approved Urban Growth Boundaries and the creation and reenactment of the Agricultural Preservation and Open Space District demonstrates the county's commitment and willingness to prioritize protection of these lands. The FOCUS programs PCAs recognize and promote these ideas at a regional level. For more information on Sonoma County PCAs see Chapter 3.

## Ongoing Local Engagement

SCTA has a process to regularly engage local planners, public works staff and encourage community participation throughout the planning process and in determining implementation priorities. In addition to SCTA Board meetings, SCTA has the following advisory committees. Citizens Advisory Committee (CAC), Technical Advisory Committee (TAC), Planning Advisory Committee (PAC), Countywide Bicycle & Pedestrian Advisory Committee (CBPAC), Transit Paratransit Coordinating Committee (TPCC), and Transit TAC. All of the committees have been included in the process. The PAC, TAC and CAC have been involved in the flow of information shaping the SCS and OBAG as they relate to Sonoma County. See Appendix C for more details on local engagement.

Engagement naturally increases in intensity and focus during planning processes and funding programs. During the 2009 CTP Plan process there was significant public discussion regarding the transportation system and needs. The growing concern over GHG emissions, local impacts and solutions represented a big part of the discussion. This process is well documented in the 2009 CTP.

Policy measures, such as UGBs, sales tax supporting Agricultural Preservation and Open Space District and Measure M supporting the SCTA CTP were approved by voters.





## Chapter 2

### Sonoma County PDAs

Sonoma County jurisdictions have adopted 12 Priority Development Areas—including five in Santa Rosa, two in Rohnert Park, and one each in Cloverdale, Cotati, Petaluma, Sebastopol, and Windsor. Healdsburg and the City of Sonoma have not designated a PDA. Table 3 provides an overview of the range of PDAs and Investment Areas in Sonoma County. The county’s PDAs and Investment Areas are categorized by the Place Type. Place Types provide a general outline of the role PDAs play in supporting a regional network of strong economic centers and complete communities. Sonoma jurisdictions have selected different Place Types for various PDAs.

**Table 3: Place Types in Sonoma County**

Place Type	Intensity	Description	Number in Sonoma County	Sonoma County PDAs
Regional Center	<b>High</b> <i>Largest Growth Area</i>	Primary center of economic and cultural activity for the region.	0	Closest Regional Centers are San Francisco and Oakland
City Center		Sub-regional center of economic and cultural activity with some regional destinations.	1	Downtown Santa Rosa
Urban Neighborhood		High-density residential areas with a mix of residential and local-serving retail uses.	0	Focused around region’s largest cities—Oakland, San Francisco, San Jose
Mixed-Use Corridor	<b>Medium</b> <i>Large Growth Area</i>	Focus of local and community and economic activity for areas without a district center.	2	Santa Rosa Sebastopol Corridor and Mendocino Avenue/Santa Rosa Avenue Corridor
Suburban Center		Sub-regional center of economic activity with local amenities in traditionally suburban areas.	3	Petaluma Central; North Santa Rosa; Rohnert Park Sonoma Mtn. Village; Windsor Redevelopment Area
Transit Town Center	<b>Moderate/Small Scale Growth Area</b>	Local center of economic and cultural activity with a range of housing options and local amenities.	4	Central Rohnert Park; Cloverdale Downtown/SMART Station Area; Cotati Downtown and Cotati Depot; Sebastopol Core Area;
Transit Neighborhood		Residential neighborhoods with a variety of housing options and retail services.	1	Santa Rosa Roseland
Employment Investment Area	<i>Moderate/</i>	Centers of economic activity that can be enhanced by local-serving retail, pedestrian and bicycle access improvements	1	Sonoma County Airport Industrial Park
Rural Community Investment Area	<i>Low</i>	Centers and corridors of economic and community activity surrounded by agricultural, resource, or protected conservation lands	6	Forestville, Graton, Guerneville, Larkfield, Penngrove, The Springs

It is anticipated that 31,202 additional housing units will be needed in Sonoma County to accommodate population growth by 2040. According to regional projections in the Jobs-Housing Connection Strategy produced by ABAG, PDAs are expected to accommodate the lion’s share, approximately 80% of that growth, 25,588 units. The Jobs-Housing Connection also predicts that the number of jobs will grow by 65,430, 65% of which will be in PDAs.

The proportion of a jurisdiction’s development projected within PDAs varies by City, with nearly all of new housing in Santa Rosa and Cloverdale in PDAs and just over 60% of new housing in Petaluma and Windsor in PDAs. In several of the cities there is serious concern that the distribution of housing inside and outside of PDAs is not realistic. The additional housing unit forecasted by ABAG in the Santa Rosa – Sebastopol Road Corridor

is considered to be extremely ambitious. At the other end of the spectrum, the more rurally and geographically isolated communities struggle with the feasibility of the projections. The anticipated density of development, land use mix, and character also varies across PDAs, reflecting local needs, access to transit, and a host of other factors.

**Table 4: Plan Bay Area Housing Forecasts**

PDA or Investment Area	Housing Units			
	2010	2040	Additional Units	% change
Cloverdale-Downtown/SMART Transit Area	1,150	1,880	730	92%
Cotati-Downtown and Cotati Depot	890	1,290	400	78%
Petaluma-Central	810	2,570	1,760	65%
Rohnert Park-Central Rohnert Park	1,360	2,320	960	71%
Rohnert Park-Sonoma Mtn. Village	200	2,210	2,010	1005%
Santa Rosa-Downtown Station Area	2,230	6,130	3,890	174%
Santa Rosa-Mendocino Avenue/Santa Rosa Avenue Corridor	7,310	9,820	2,510	34%
Santa Rosa-North Santa Rosa Station	4,240	6,200	1,960	46%
Santa Rosa-Roseland	3,570	6,480	2,910	82%
Santa Rosa-Sebastopol Road Corridor	2,990	8,280	5,290	177%
Sebastopol Core Area	2,510	2,890	390	16%
Windsor-Redevelopment Area	1,430	2,640	1,200	84%
<b>Rural Investment Areas/Employment Centers</b>				
Sonoma County - Forestville RCIA	300	600	300	100%
Sonoma County - Graton RCIA	254	500	246	97%
Sonoma County - Guerneville RCIA	216	400	184	85%
Sonoma County - Larkfield RCIA	225	550	325	144%
Sonoma County - Penngrove RCIA	140	414	274	196%
Sonoma County - The Springs RCIA	451	700	249	55%
Sonoma County - Airport Business Park Employment Center	10	10	0	0%

While recent growth in the County has coalesced around the Highway 101 Corridor, the PDA-focused Jobs-Housing Connection Strategy leverages both the Corridor and planned Sonoma Marin Area Rail Transit (SMART) stations to focus future development: As a result of lengthy public processes, creating vision and honing in on the details, two PDAs were located around Santa Rosa's two SMART stations—Downtown and North Santa Rosa—are expected to add 8,600 jobs and nearly 6,000 housing units, expanding Downtown's role as a hub for economic and cultural activity and helping to make North Santa Rosa a more walkable, mixed-use district. The city's three other PDAs are located along corridors linked to the SMART stations.

The Central PDA, centered on the future Petaluma station, is expected to add nearly 1,800 housing units and 5,200 jobs—making it a more 24-hour environment. PDAs around SMART stations in the County's smaller cities—Cloverdale, Cotati, and Windsor, and in Sebastopol's Core area—are anticipated to accommodate most new housing and jobs helping protect their rural character while supporting higher transit ridership and greater housing choice.

Unincorporated Sonoma County has designated six Rural Community Investment Areas and one Employment Investment Area. These areas are not expected to ever have the densities found in more urban areas, but are planned to focus rural growth. The Springs RIA (near Sonoma) has existing density and proximity to services to accommodate an additional 250 housing units by 2040. RIAs in Guerneville, Forestville and Graton are all

anticipated to from 184 to 300 units apiece.

## Jobs Forecast

Employment adds a significant component to the PDA structure. In addition to being half of the home to work commute, the forecast for jobs measures the economic vitality of an area. All of the PDAs are anticipated to add jobs. Since PDAs are already located in urban areas most currently have robust jobs numbers, in keeping with the area. The Santa Rosa – Mendocino Avenue/Santa Rosa Avenue Corridor had 23,230 jobs in 2010, the most intensely situated workforce in the county and is expected to add another 30% by 2040. The Sonoma Mountain Village in Rohnert Park is anticipated to develop a significant number of housing units (2,210) for potential employees. The Airport Business Park Employment Center, critically located near major transit stations and regional transportation hubs, is anticipated to add 12,000 jobs by 2040. ABAG predicts that 42,605 new jobs will be located in Sonoma County PDAs.

## Descriptions of Focused Growth in Sonoma County – PDAs and Rural Placetypes

### Cloverdale: Downtown & SMART Transit Station

#### Area Overview

Downtown Cloverdale is situated on the western side of US Highway 101 at Citrus Fair Drive and Cloverdale Boulevard, while the Sonoma-Marin Area Rail Transit (SMART) multimodal station lies on the eastern side of US Highway 101 at the southwest corner of Asti Road and Citrus Fair Drive. The Downtown Cloverdale/SMART Transit Station Project Priority Development Area (PDA) includes both the downtown and station area, and seeks to improve connections between the two.

Residents and visitors can take advantage of Cloverdale Transit to navigate the city or Sonoma County Transit to reach other cities. Transit options will increase with the planned introduction of SMART passenger rail. The SMART multimodal station is used as a park-and-ride lot for bus service. As envisioned, SMART will connect cities along the existing rail right-of-way in Marin and Sonoma Counties and with San Francisco through a ferry connection.

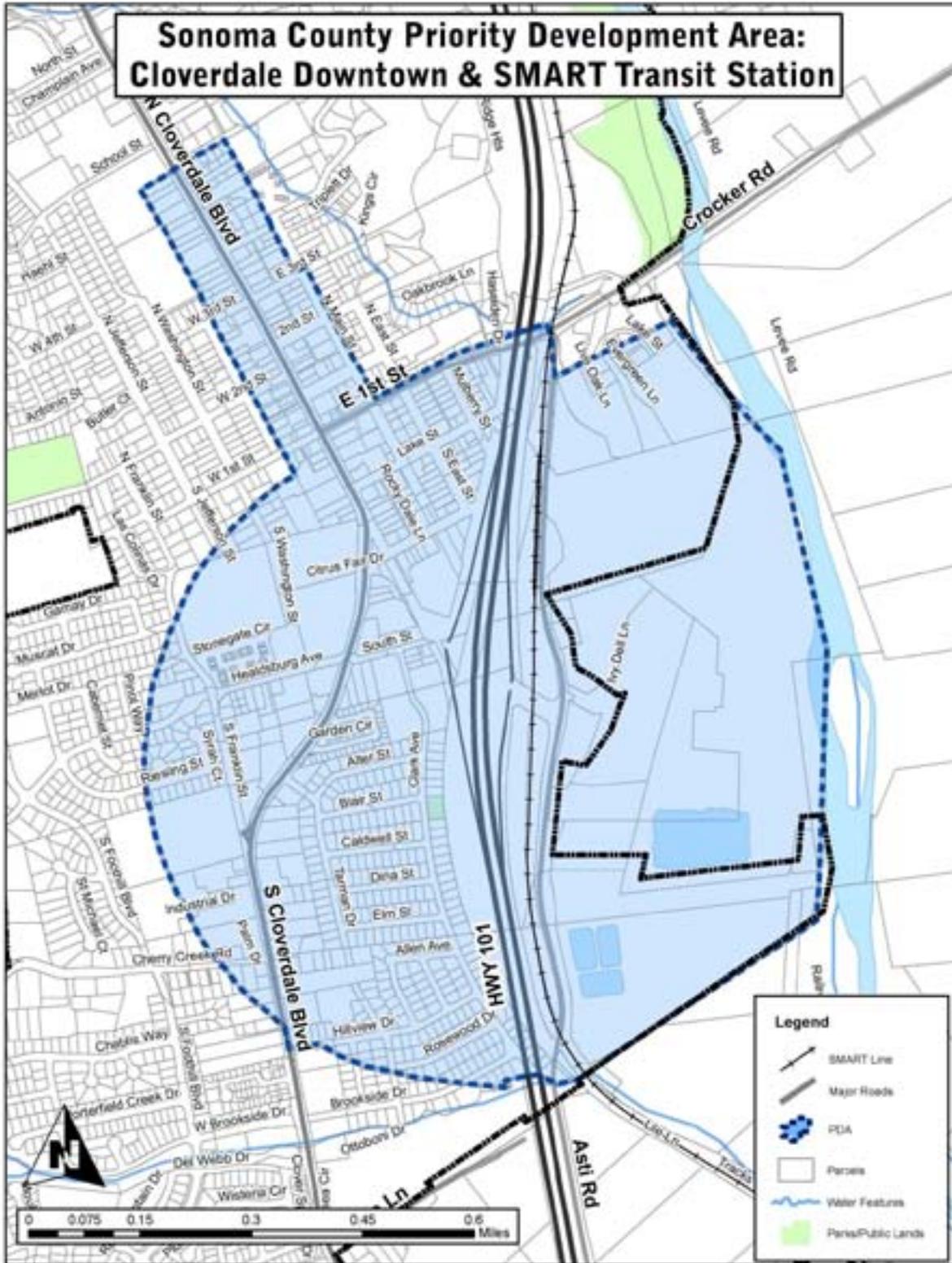
#### Area Vision

The vision for downtown Cloverdale and the SMART station area is to create an active, livable downtown where residents, employees, and visitors can take advantage of rail and bus service. The station area plan will overcome obstacles that isolate the station from the rest of the community, which will encourage transit use, and promote additional transit-oriented development (TOD) around the station. The area vision calls for concentrating housing and job development within the downtown and station areas while limiting development on sensitive habitats, such as hillsides, river and creek frontages, in other parts of the city. Locally, this would help integrate the station into the community to help achieve the General Plan's quality of life goals while supporting the region's investment in the SMART commuter rail system.

Presently, the Cloverdale station area is comprised of low-density and low-intensity development. Within the half-mile radius of the transit station, the eastern half mostly encompasses open space and a large lumber mill, and the western portion of the area is predominately residential and neighborhood-serving commercial uses along Cloverdale Boulevard. The eastern portion of the area has a TOD site and industrial area for job creation. Current zoning classifications for the area include Transit Oriented Development (office and 20 units per acre mixed-use potential), Downtown Commercial (retail and 20 units per acre mixed-use potential), General Commercial (retail and 20 units per acre mixed-use potential), Multiple Family Residential (16 units per acre potential), and Single Family Residential (4 units per acre). Additional retail and residential development is expected to intensify the intersection of Cloverdale Boulevard and Citrus Fair Drive. The Cloverdale station is envisioned to be integrated into the downtown and support alternative modes of transportation, and several changes and investments are needed. The major objective is to initiate SMART passenger rail and to provide, bicycle and pedestrian access

from the downtown to the transit station. This includes overcoming pedestrian barriers, such as providing access through a Caltrans sound wall along US Highway 101, which separates the station from downtown and modifying the existing Citrus Fair Drive right-of-way to accommodate pedestrian and bicyclists.

Map 3: Cloverdale Downtown & SMART Transit Station Map



Financial assistance is needed to reconfigure Citrus Fair Drive and to increase the potential for mixed-use housing projects. The City continues to encourage mixed-use development in the downtown wherever possible and to take advantage of the few available sites for high-density housing east of the freeway. Lastly, the opportunity for job creation in the existing industrial area on the east side of the highway needs to be maximized. Collectively, these changes can contribute to an increased quality of life for residents in this community.

The vision for the Downtown Cloverdale/SMART Transit Station Project illustrates many aspects of a complete community by providing housing and transportation choices and proximity to local services. The City will continue to promote moderate-priced housing near the SMART rail station. The City also plans to continue to facilitate transportation choices in several ways. First of all, the housing densities will support regional and local efforts to bring SMART commuter rail service to Sonoma and Marin Counties. Secondly, a station access and circulation plan for motorized, non-motorized, and transit access within the downtown and station area helps to improve access throughout the area and connect downtown to the transit hub. Additionally, the design of the built environment will be maintained and improved to enhance the walkability and aesthetics of the area. Collectively, these actions demonstrate how the City will enhance housing and transportation choices that align with regional goals for creating a complete community.

### **Community Involvement**

Through the General Plan Update process, as well as the station area planning process funded by ABAG and MTC, the City of Cloverdale involved the community from beginning to end, including implementation. There was active outreach to residents community-wide and within one mile of the station. Merchant and neighborhood groups were engaged outside of traditional community meetings. Community members were asked for input on what is needed to encourage rail and bus transit use in the area. They were also be asked for ideas about how to improve access to the station, including steps to make the area more walkable, as well as other possible transit options, such as shuttles. Through this proposed back-and-forth process with community members and groups, Cloverdale developed a precise plan that meets the needs of existing and future residents.

## **Cotati: Downtown & Cotati Depot**

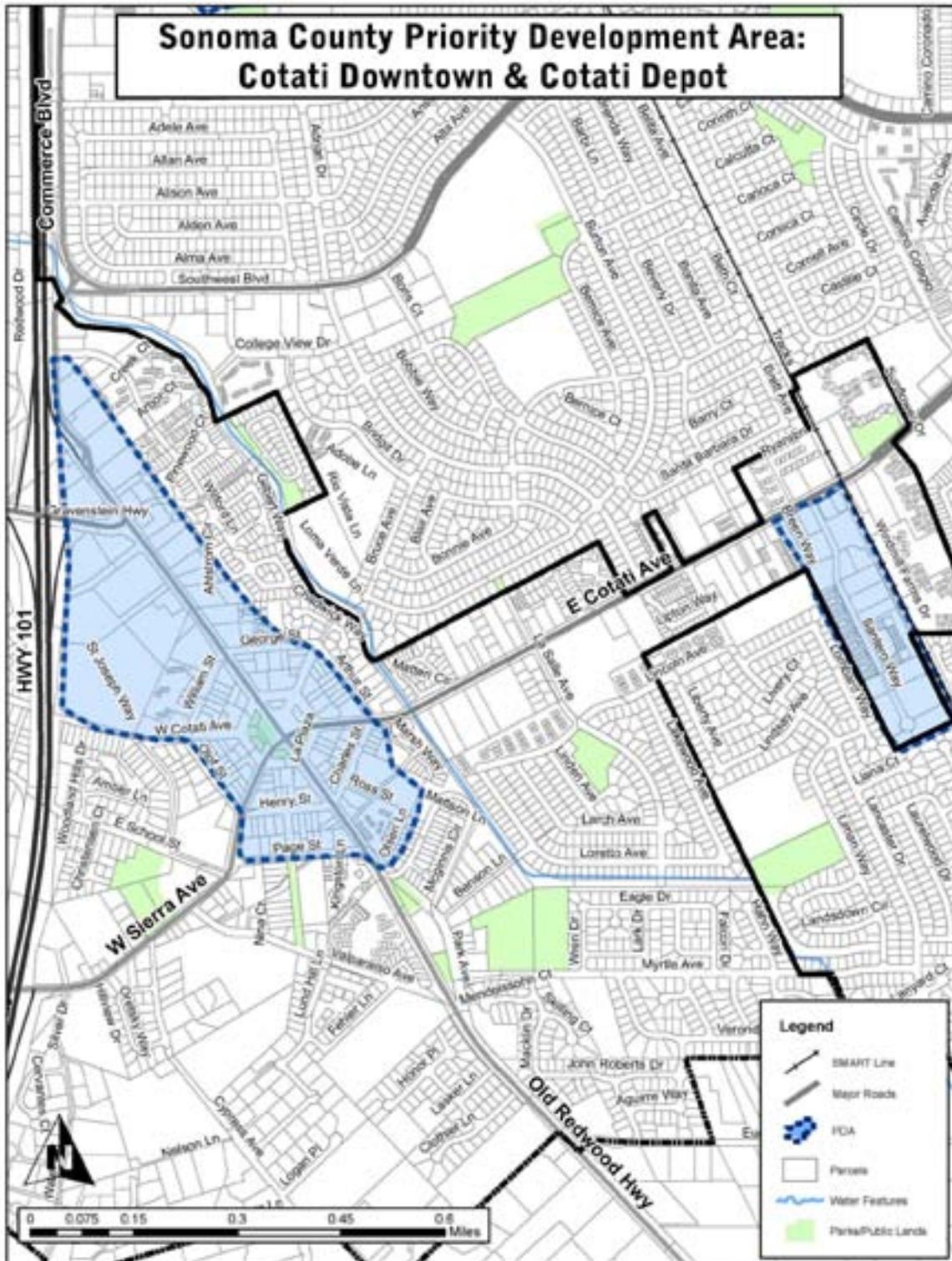
### **Area Overview**

Cotati is a small historic town located 40 miles north of San Francisco, in the southern region of Sonoma's wine country. The Downtown Cotati and Cotati Depot Priority Development Area (PDA) consist of the downtown – Old Redwood Highway from Page Street to Gravenstein Highway and Commerce Avenue from Gravenstein Highway to the Highway 101 on-ramp, and extending eastward along East Cotati Avenue to the Cotati Depot, capturing the Transit Oriented Development Area adjacent to the rail at East Cotati Avenue and Santero Way.

The area is served by Sonoma County Transit and Golden Gate Transit bus services and has a planned Sonoma Marin Area Rail Transit (SMART) station. SMART passenger rail commuter service is expected to begin in 2014. Sonoma County Transit operates four routes through the city: 10, 11, 26 and 48. These routes operate in Cotati between 6am and 8pm, with weekend service only on Route 48. Golden Gate Transit also serves Cotati with daily bus service between Santa Rosa and San Francisco. The new SMART Cotati Station will be off of East Cotati Avenue at Industrial Avenue, with access off of Santero Way. The site is also a Sonoma County Transit station and will include parking for 177 cars.

Cotati's history is rich and diverse with influence from Native Americans, Spanish, and Mexican settlers and Northern European immigrants. Cotati has retained its agricultural roots, which began with initial settling of the area and was highlighted by major poultry production during the 1920's. Downtown Cotati is one of several historic downtowns within a 20-mile radius including Sonoma, Healdsburg and Petaluma. Several improvements to and along Old Redwood Highway, which served as the primary north-south route prior to the construction of Highway 101, are needed to create a more complete community.

Map 4: Cotati Downtown & Cotati Depot PDA



**Area Vision**

The vision of the Downtown Specific Plan (DSP) has been to celebrate the existing form of the City’s original downtown and integrate it with development in the northern section of Old Redwood Highway. By regulating the development form of the underdeveloped portions of Old Redwood Highway, a denser, small-town, downtown

fabric can be fostered. The DSP assures that 331 units of new (additional) housing and 237,050 additional square feet of commercial uses will occur in a form that is compatible with the City's existing compact built form with vehicle, bicycle and pedestrian connections that promote reduced travel needs, and in a place with access to major transportation corridors. This PDA consists predominantly of multifamily housing either over commercial or on the residentially designated streets. The future downtown development is pedestrian-oriented, enhances vehicle and pedestrian connectivity, and strengthens the local economy with environmentally-responsible development.

Cotati's downtown consists of an almost two block area of existing historic mixed-use development. The buildings are one or two stories in height and are adjacent to 12 foot wide sidewalks. These sidewalks abut Old Redwood Highway, which is two lanes wide at this location. Just north of the old downtown Old Redwood Highway bisects Cotati's national historic landmark, La Plaza Park. La Plaza Park is recognized for the unusual hexagonal shape and the six streets that emanate from the Park. Continuing further north, Old Redwood Highway has been widened to 2 lanes in each direction with a center turn lane. Properties on either side remain underdeveloped and vacant.

### *Cotati Depot*

In 2001, the 20 acre Santero Way Specific Plan was adopted. The specific plan was part of the original "transit villages" work of ABAG and MTC. This Specific Plan area is located at Santero Way and East Cotati Avenue, at the site of the original Cotati train station. With adoption of the Specific Plan, land was rezoned from active heavy industrial uses to high density mixed-use, transit-oriented uses. Approximately 100 multi-family housing units and 250,000 square feet of commercial are included within the Plan Area. The City has since received a \$3,000,000 federal earmark to construct a transit station and park and ride lot.

Downtown Cotati and Santero Way (Cotati Depot) have been strategically designed to advance the benefits of compact, mixed-use development along the City's key transit corridors. They are integrated through bicycle/pedestrian planning and existing transit service.

### **Community Involvement**

In 2005, the City conducted a five-day community charrette process, which resulted in a plan concept that has become the Draft Downtown Specific Plan. Through ongoing public hearings the DSP has been designed with a system of multi-modal transportation options, mandatory mixed-use and attached housing and rules for building placement and design. The plan was adopted in August 2009, after 10 public hearings.

The Santero Way Specific Plan had more than 20 public hearings prior to being adopted by the City Council. The plan was adopted in 2001.

## **Petaluma: Central**

### **Area Overview**

The City of Petaluma is located north of the San Francisco Bay in southwestern Sonoma County. It is connected to the Bay through the Petaluma River, where city development originated and spread out along the floor of the Petaluma River Valley. The Petaluma River Valley is defined by Sonoma Mountain on the northeast and by the hills extending northward from Burdell Mountain on the west. Within this natural setting, the Central Petaluma Specific Plan (CPSP), adopted in 2003, guides development in the central portion of the city adjacent to the downtown and extending along the river. Petaluma expanded its Priority Development Area in 2009 to encompass the entire CPSP area and the ¼ mile radius around the planned downtown SMART Station.

The history of Central Petaluma has influenced its existing land uses and provides opportunities for preservation and improvements. Petaluma grew as an agricultural and industrial services center oriented to the river and rail connections, but transformed into a bedroom community once the Golden Gate Bridge was constructed in 1937. The construction of Highway 101 in the late 1950s provided improved automobile access to San Francisco and diminished the importance of rail and river transportation. Residential neighborhoods and business parks expanded east of the new highway and commercial buildings and offices were developed around thoroughfares and

highway interchanges. The *CPSP* addresses many of the underutilized lands immediately east of and adjacent to the city's historic downtown core.

Although driving Highway 101 is the primary way to reach Petaluma, alternative modes of transportation are available. Currently, Golden Gate Transit, Sonoma County Transit, and Petaluma Transit provide bus service to the area. Golden Gate Transit provides connections to destinations in San Francisco, Marin, and Sonoma Counties while Sonoma County Transit provides service to cities throughout Sonoma County, and Petaluma Transit provides services within the City of Petaluma.

A planned future alternative to driving Highway 101 is taking a train or using an adjacent bicycle/pedestrian pathway. Sonoma Marin Area Rail Transit (SMART) is a passenger rail project that will provide service along 70 miles of the Northwestern Pacific Railroad alignment. As planned, it will serve fourteen stations, from Cloverdale in Sonoma County to the San Francisco-bound ferry terminal in Larkspur.

### **Area Vision**

The Central Petaluma Specific Plan ...

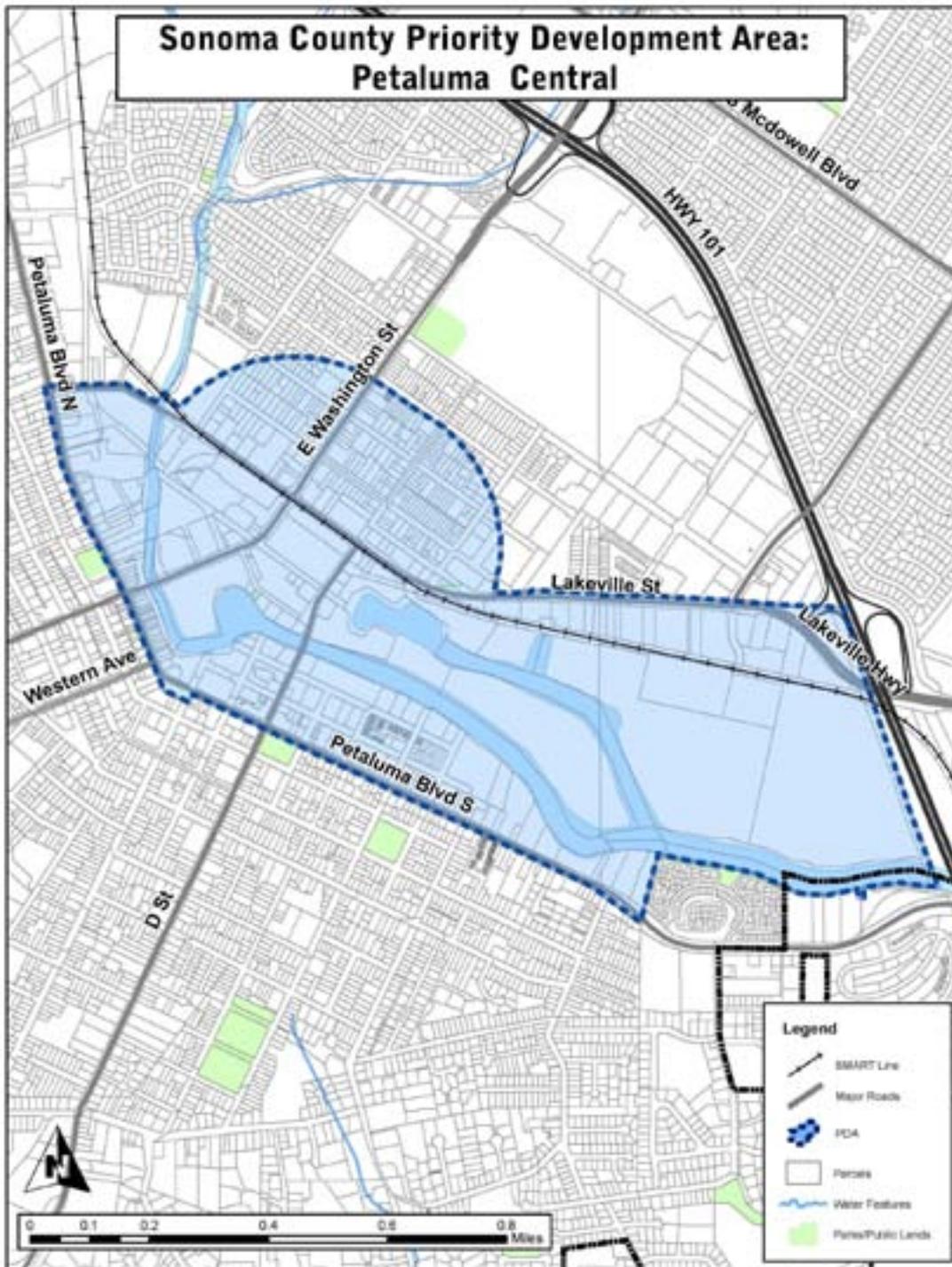
"...envisioning a reinvigorated central district that accommodates a greater diversity and intensity of activities, including the continuation of traditional industries and older residential areas that give the area identity and interest, as well as new environments for living and working in proximity to the downtown and the river. The plan supports the diversity of transportation opportunities afforded by the river, rail lines, and vehicular movement corridors; and furthers the longstanding goal of the city to improve public access and enjoyment of the Petaluma River. More specifically, the plan responds to the following major concepts:

- Redirect growth into Central Petaluma
- Reconnect the city to and along the river
- Encourage diversity in transportation modes
- Reinforce the working character of Petaluma's waterfront
- Enhance physical structure and identity
- Promote sustainable development."

The CPSP area comprises approximately 400 acres from the Highway 101 Bridge on the south to the Lakeville Bridge on the North and includes many vacant and underutilized parcels with development potential. It contains the historic train depot buildings, which have been restored and are now home to the Petaluma Visitor's Center and Petaluma Arts Center and will be the site for the downtown SMART rail station. It also contains retail uses associated with the Historic Downtown and the Golden Eagle Shopping Center, as well as the Petaluma Theater District which transformed six blocks into a mix of housing, retail, entertainment, and employment uses. The Lower Reach of the CPSP has predominantly water-dependent industrial land uses along the riverfront and primarily auto-oriented retail uses along the Lakeville Street corridor. The Plan promotes the continuation of industrial uses and mixed-use development within these areas. Except for designated industrial areas, the plan establishes a single mixed-use land use designation that allows up to 60 dwelling units per acre. The development specifics are guided by the plan's associated Smart Code.

Begun in 2011, the City of Petaluma is currently engaged in preparing the Petaluma SMART Rail Station Areas: TOD Master Plan. The Master Plan evaluates the potential for transit-oriented development within two planned Petaluma SMART Rail Station Areas. The Downtown Petaluma Station Area includes the historic rail depot adjacent to Lakeville Street and bounded by East Washington Street and East D Street; the Corona Road Station Area is proposed in the vicinity of the intersection of Corona Road and North McDowell Boulevard. Each Station Area is comprised of the area within a ½-mile radius of the respective planned SMART Rail Station.

Map 5: Petaluma Central PDA



The Petaluma Smart Rail Station Areas: TOD Master Plan (Master Plan) has six primary objectives as follows:

- Provide a framework that will guide future development and redevelopment within the Station Areas toward uses that will support transit ridership.
- Improve motorized, non-motorized, and transit connectivity between the station sites and existing adjacent commercial, employment, and residential areas.

- Develop and implement urban design standards that promote walkable and livable environments within the Station Area.
- Identify infrastructure needs and a financing plan with an emphasis on funding opportunities to incentivize future development/redevelopment.
- Inform the public and stakeholders about the Master Plan process, transit-oriented design concepts, and future opportunities within the two Station Areas.
- Create an integrated development plan that capitalizes on the Sonoma-Marin Area Rail Transit (SMART) system.

The planned Downtown Petaluma Station will be located at the renovated historic rail depot. The Downtown Petaluma Station will provide easy access to the Downtown, the Turning Basin area and the Copeland Street Transit Mall. Reflective of the greater amount of opportunity sites for transit-oriented development, the Downtown Petaluma Station area received the greater amount of focus in this planning effort.

The Master Plan incorporates an analysis of: market demand; housing; access, connectivity, and parking; infrastructure; and historic preservation. The Master Plan also includes a framework for public spaces, frontage types, building types, and phasing. Amendments to the text and figures for the SmartCode are included as part of the project to facilitate plan implementation.

Adopted 10 years ago, the original SmartCode was essentially in its ‘beta’ version. Since then, the SmartCode template has been continually updated and refined with input from practitioners from numerous disciplines. As of 2012, the SmartCode was on version 9.2. The following proposed amendments to the SmartCode are intended to ensure that the development within the Downtown Station area is consistent with the community’s vision and the Master Plan document. These amendments include:

- Refinements to address procedural issues in the existing document raised by staff, developers, and community members.
- Refinements to development standards that have been found to be impediments to development.
- Expanded regulations to provide more certainty for the community and clarity for developers on the type and form of new development.
- Refinements consistent with the updating of the SmartCode template from the version that was adopted to the current version (v.9.2)

The Central Petaluma Specific Plan area emulates many aspects of a complete community. The area seeks to reinvigorate the city’s historic downtown core by taking advantage of underutilized land in the area and redirecting development from the city’s fringes to the central core between Downtown and the historic rail depot. The area provides for a greater diversity, affordability, and intensity of development. The mix of uses and activities within this area give it identity and interest. The area also takes advantage of opportunities for multi-modal transportation options, including the station site on the SMART corridor and the adjacent transit mall, while providing limited and flexible parking requirements. The area’s proximity to the Petaluma River and the plan’s focus on reconnecting the city to and along the river promotes walkability and access to open space.

## Community Involvement

As detailed in the *Central Petaluma Specific Plan*, a 25-member Advisory Committee was appointed by the City Council to guide the formulation of planning concepts and approaches within Central Petaluma and its component sub-areas. The Central Petaluma Specific Plan Advisory Committee worked with City staff throughout the planning process. Outreach meetings began in 1996 and were held on a monthly basis to discuss objectives, listen to community views and perspectives, brainstorm potential approaches, review plan concepts and give direction on draft planning documents. The Central Petaluma Advisory Committee also hosted two community workshops to

present and receive broad community input on planning concepts. As proudly stated in the plan itself, “the Central Petaluma Specific Plan is the result of a cooperative effort among City decision-makers, staff, consultants and the community, particularly the hard work and diligence of the Citizens Advisory Committee.” The *Central Petaluma Specific Plan* now guides the implementation of the community’s vision for this area.

As part of the *Petaluma SMART Rail Station Areas: TOD Master Plan* process, the City of Petaluma appointed a 17-member Citizens Advisory Committee (CAC) to be composed of interests from both geographic areas and be of sufficient size to include diverse interests. The planning process kicked off in March 2011 and included numerous meetings of the CAC and two community-wide workshops, including a 3-day workshop in May 2011. During this multi-day workshop, the consultant team established a working studio to engage the community to participate in the planning and design process in various formats including a formal presentation, an informal process presentation (pin-up), and casual one-on-one meetings with team members, property owners, developers, and other interest groups during the open studio hours. CAC follow-up meetings were conducted to address specific topics and to refine the design concepts and content of the Master Plan. All of the CAC meetings were open to the public for input. The Master Plan is scheduled to be adopted by the end of June 2013.

## Rohnert Park: Sonoma Mountain Village

### Area Overview

Sonoma Mountain Village (SMV) is located 40 miles north of San Francisco, in Rohnert Park at the southwest corner of Bodway Parkway and Camino Colegio. The area is the former site of the Agilent Technologies office campus and was purchased by Coddling Enterprise in 2005, with the intent of redeveloping the business park into a truly sustainable mixed-use community.

SMV is located within one half mile of a planned Sonoma Marin Area Rail Transit (SMART) rail station. SMART is a passenger rail project that will provide service along 70 miles of the Northwestern Pacific Railroad alignment. As planned, it will serve fourteen stations, from Cloverdale in Sonoma County to the San Francisco-bound ferry terminal in Larkspur. Additional funding is needed for initiation of SMART service, and a sales tax increase has been placed on the November 2008 ballot for voters in Sonoma and Marin Counties to decide if they want to help fund this project.

### Area Vision

The vision for SMV is to design a One Planet Community – a community that lives within the natural resources provided by our one planet. The area will be transformed from an office park to a community centered around a village square with amenities for people to eat, gather, stroll, and enjoy other activities, such as going to the farmer’s market. As the area is transformed into a complete community, environmental stewardship and sustainable development concepts will be incorporated throughout the project. A major component of this vision is to promote walkability and the use of alternative modes of transportation. According to plans, every home will be within a five-minute walk of open spaces, and trails will connect the area to the rest of Rohnert Park.

Sonoma Mountain Village is expected to be built over the next 12 years. SMV currently has 400 to 500 people working on the site and the existing buildings are being recycled and renovated for reuse. The plan for the area is to use a small street block configuration to maximize the walkability of the community and to ensure that all residential uses are within one quarter mile from the mixed-use central core. Roadway widths are proposed to be reduced from current City standards to minimize the use of pavement and to raise the pedestrian to the top of the traffic hierarchy in place of the automobile. Core buildings will be sited at the sidewalk to provide a more “urban” feel and to maximize the use of land.

Residences are provided in a variety of densities to appeal to a wide range of homebuyers and renters, with some of the units being affordable by design. A minimum of 15 percent of the units would be affordable and deed restricted to benefit lower-income households. Densities would be highest in the mixed-use core and would decrease appropriately as one travels away from the center towards the existing neighborhoods in the vicinity and the city’s edge. Recreational opportunities are located throughout the community in order to be easily accessible to



SMV will embrace environmental stewardship and aims to set the pace for sustainable development in the Bay Area. Green Building practices that meet or exceed the City's existing standards will be incorporated into every phase of the project. The project has been accepted into the LEED-ND (Leadership in Energy and Environmental Design for Neighborhood Development) pilot program and is seeking certification to document the project's commitment to sustainable development. Areas of sensitive environmental significance within the site have been identified and will be protected to sustain environmental quality through the use of a Natural Resources Conservation and Management program. The stormwater system includes bio-swales and detention areas, and reclaimed water will be used extensively for landscape irrigation in order to conserve water supplies. A comprehensive water conservation program will also be implemented to reduce the project's demand for water. In all, SMV will be a community that will become a benchmark of conservation and environmentally sensitive standards for years to come.

### **Community Involvement**

A Preliminary Development Plan was submitted for the project and was approved by the Planning Commission on May 11, 2006. A Final Development Plan addressing all comments received was subsequently submitted by the proponent and an Environmental Impact Report for the project is in preparation. A SmartCode has also been devised to direct the physical development of the project. Throughout the creation and review of the planning documents, the proponents have worked with the surrounding neighborhoods and the larger community to identify the City's desires and to clarify a vision for the SMV project. Notably, a series of workshops were held by the proponents for residents and civic leaders to provide input at various stages of development of the plan. This public participation effort will continue throughout the review process. It is anticipated that the Final Development Plan would be adopted in early-to-mid 2008, at which time the development of the mixed-use components of the project can commence.

### **Rohnert Park: Central Transit Town Center**

#### **Vision for the Central Rohnert Park PDA**

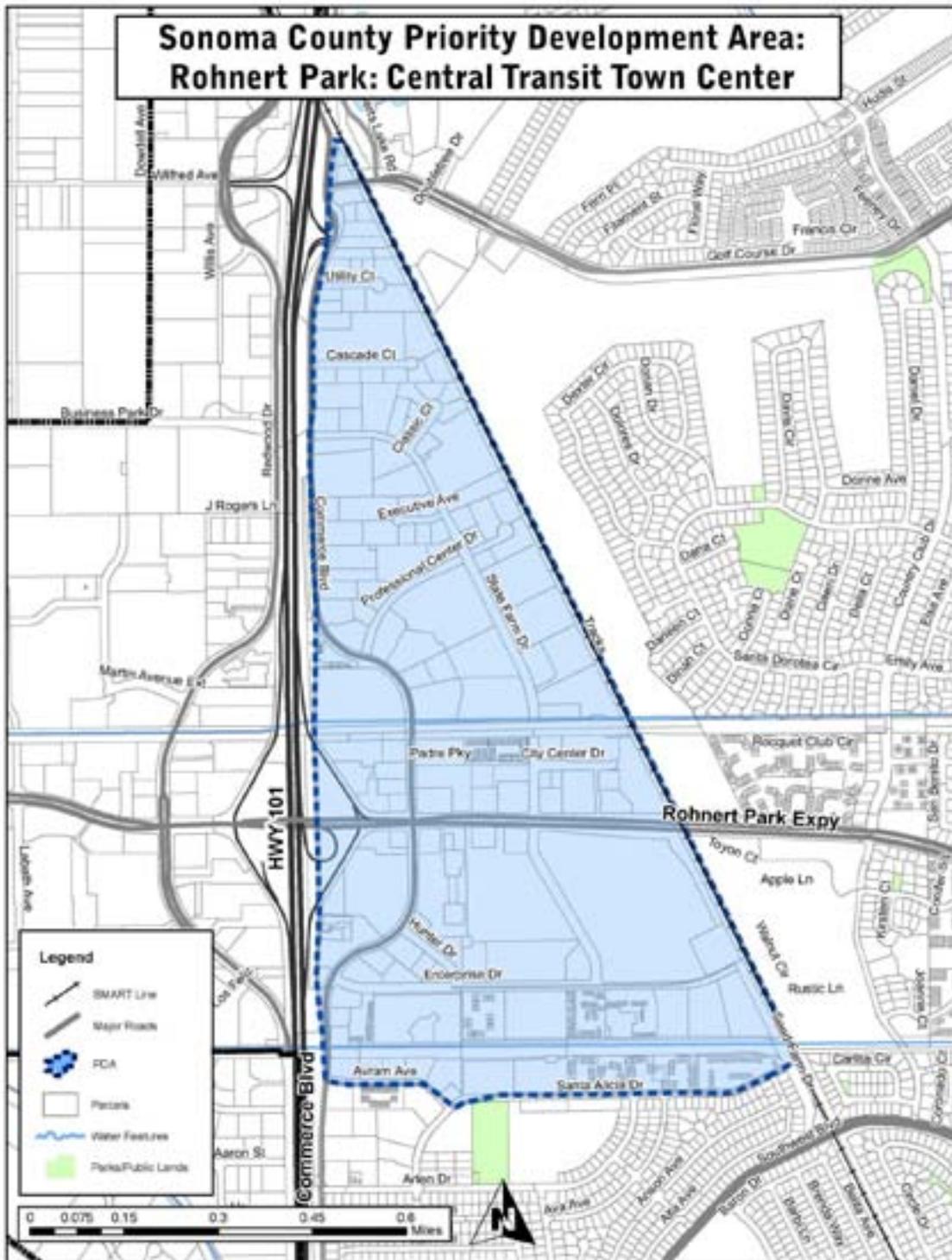
The vision for Central Rohnert Park PDA is a thriving center of economic and community activity, built upon existing infrastructure, with current and future higher-density housing within walking distance of jobs, served by multi-modal transportation, and anchored by a town center in the heart of Rohnert Park.

As a PDA, Central Rohnert Park is identified by *Plan Bay Area* as a focal point of future growth. Central Rohnert Park (*Figure 1*) already has many aspects of the "complete community." It boasts a variety of land uses for retail, housing, office, light industry, civic services, and recreation (*Figures 2 and 3*). Transit options include commuter, intercity, and local bus service (*Figures 4 and 5*). For non-motorized transportation, on- and off-street bicycle facilities criss-cross the PDA (*Figure 6*), and the Rohnert Park SMART Station on Rohnert Park Expressway at the PDA's eastern edge will be operational in late 2014.

A program-level EIR and Specific Plan would help the PDA meet the community's aspirations for a central focal area as described in the *City Center Concept Plan (2002)*; prepare for economic and demographic changes in the *Jobs Housing Connection Scenario (March 2012)*; and align with *Plan Bay Area's* long-term regional growth strategy. Specific Plan land use policies will support existing residents by preserving affordable housing, but also introduce more housing options for young families, multi-generational households, and the workforce resulting from job growth and commercial redevelopment.

Redevelopment of commercial sites that can take advantage of nearby housing and transit is key to implementing the PDA as a complete community. Existing zoning and the General Plan have already set the stage for mixed-use projects in the pipeline. (*Figure 7.*) The most recent redevelopment opportunity is the 29-acre site at State Farm Drive and Rohnert Park Expressway, a former State Farm Insurance campus up for sale. Its best future prospects lie in redevelopment into a higher density use. The Rohnert Park SMART station was also recently relocated by SMART just to the east of the former State Farm site, opening the door for the development of a cohesive transit-oriented community.

Map 7: Rohnert Park Central Transit Town Center PDA



**Central Rohnert Park PDA as Transit Town Center**

Central Rohnert Park PDA is most closely described as a “Transit Town Center” place-type. The PDA meets the housing development guideline of the Transit Town Center with the mix of land uses described above, existing housing at a current density of 25 DU/acre, and future density projected for 40 DU/acre. The job capacity in the PDA is about 8800 jobs, given zoning and allowable FAR. With 13,000 jobs possible in the PDA if higher intensity

zoning and General Plan amendments are approved, the PDA can far exceed the employment potential for a Transit Town Center. A large supply of existing building stock in commercial-office and light-industrial lots in the PDA provides ready opportunities for this growth.

### **PDA Specific Plan, Program-Level EIR and Zoning Amendment are Desired**

The City wishes to develop a Specific Plan for the Central Rohnert Park PDA that would be incorporated into the City's Municipal Code as a separate zoning district with appropriate implementing documents (e.g. design guidelines, development standards, and land use designations). The PDA Specific Plan would require the preparation and adoption of a program-level environmental impact report. There would be a clear benefit to potential developers to have this prepared by the City, as it would reduce their costs.

Prior planning efforts in the PDA area include the City Center Concept Plan approved in 2002. The City Center Concept Plan envisioned a mix of commercial retail uses, office uses residential uses and community events plaza. Implementation activities since inception have included incorporation of the Library, Public Safety Building, City Center Plaza, mixed use and live/work developments in the City Center area. A Corridor Studies Plan drafted in 2008 also looked at pedestrian and transit access issues along sections of State Farm Drive and Commerce Boulevard within the PDA area.

### **Existing Local Policies**

The City's General Plan is focused on providing city-oriented development that encourages infill construction and mixed use development. Higher-density residential development is preferred along major transportation corridors, along with mixed-use complexes at transportation nodes and within the centers of newer and redeveloped neighborhoods. These policies are implemented through various codes and ordinances contained within the City's Municipal Code and other planning documents.

The City values the provision of affordable housing to lower-income households. While the General Plan identifies appropriate expansion areas, infill residential development helped the City meet its Housing Element goals. Furthermore, the City's Growth Management Program encourages infill, particularly in areas well-suited to handle the service and transportation demands of higher density housing.

The City's Inclusionary Housing Program ensures that a minimum of 15% of all newly entitled residential units are affordable through the use of deed restrictions. Although currently not permitted for larger developments, the City is exploring the greater use of in-lieu fees by developers to satisfy a portion of their affordable housing requirements by contributing to the City's Housing Trust Fund. In addition, all new and commercial and industrial developments and significant remodels to same must pay an Affordable Housing Linkage Fee into the Housing Trust Fund, which will assist in developing additional housing units that provide residences for the increased workforce generated by these types of new developments.

While SMART will provide an important alternative to the car, the City also actively promotes the use of other transportation means. The City's bicycle/pedestrian system links the City's residential neighborhoods with major activity centers. The City has also participates in both Countywide bicycle and pedestrian planning and the Bay Area Regional Bike Plan to ensure regional connectivity. The City also uses parking policies to reduce car dependency by allowing parking reductions if a transit incentive program, rideshare, or other transportation demand management program is provided by an employer.

### **Planning Elements and Strategic Approaches**

Community Involvement Strategy – The stakeholder groups involved in the PDA are many: including existing commercial center owners, commercial/retail tenants, and service orientated businesses including banks, general service providers, medical facilities and rental housing developments. A community involvement strategy will help us all to identify relevant issues, those that are known and long-standing issues, as well as those that could reasonably emerge, including:

- Creation of a “downtown”

- **Housing:** Emerging trends of rental to ownership conversion; provision of a wider range of affordable housing for seniors, from active communities to assisted and more; affordable housing for students and young families.
- **Commercial opportunities:** existing commercial vacancies, including the former State Farm Insurance site; mixed-use and and issues around commercial/housing adjacencies; flexible zoning.
- **Transit:** Impact of the SMART rail and station; connections to bus service; connections to bike network; supportive facilities (i.e. secure bike racks and lockers, etc.).
- **Transportation:** Condition of the streets; bike and pedestrian network connectivity; bike and pedestrian safety, especially at major arterials and railroad; streetscape improvements; wayfinding.

The community involvement strategy would include creation of public outreach lists of stakeholders, informational mail outs, website link to PDA information on the City's website and use of the City's social media network. Community workshops will solicit community input and project vision.

**Alternatives Analysis** – Land use alternatives will be prepared which will consider the issues listed in the “Community Involvement Strategy” above. Impacts on the existing community of each alternative will be examined, particularly how potential job-generating land uses permitted via conditional use permits might inadvertently create an incompatible mix of neighbors, particularly in the light-industrial/office zoned northern section of the PDA where more mixed-use zoning might be envisioned. Urban design alternatives will also be prepared; some of the findings from the draft Corridor Studies that looked mostly at walkability and transit access may be incorporated. The feasibility of instituting each alternative will be included in this analysis.

The scenarios would consist primarily of drawings with supporting data that would serve as the basis for interactive discussions with the community. Community workshops and scoping meetings will be held to present alternatives and gather community input on a Preferred Plan. Meetings with decision-makers will be conducted to present the alternatives and come to decisions about a Preferred Plan.

**Market Demand Analysis** – This would be approached with an eye toward the future growth needs described in the draft *Jobs-Housing Scenario*, including major trends in residential (especially high-density), mixed-use, and retail. The Market Demand Analysis will collect data on population, employment and growth trends particular to Sonoma County and the North Bay, providing information for the development of the Specific Plan and the type of land uses that are most likely to experience strong market support within the plan area during the time frame of the project's implementation.

**Affordable Housing Strategy** – The Market Demand Analysis above would examine housing development trends to assess the likely future demand of a variety of unit types for all income levels, focusing on high-density housing opportunities. The City's current Inclusionary Housing measures would be applied to any new residential development and the Affordable Housing Linkage fee would be assessed of commercial uses to provide additional affordable housing opportunities.

**Multi-Modal Access & Connectivity** – This section would outline strategies for improving transit access and multi-modal connections and encouraging alternatives to single-occupancy vehicle travel, such as car/vanpooling and shuttles. Pedestrian and bike paths with connections to bus stops and surrounding neighborhoods and land uses would be identified. The Rohnert Park Bicycle and Pedestrian Master Plan, Bay Area Regional Bike Plan and Sonoma Countywide Bike and Pedestrian Master Plan will be consulted to also identify regional connections.

**Pedestrian-Friendly Design Standards** – The Specific Plan would include design guidelines and standards to provide graphic information on how a pedestrian-friendly environment could be created within the Specific Plan. The draft Corridor Studies may provide additional information about walkability issues identified by the community on Commerce Boulevard and State Farm Drive.

**Accessible Design** – The Specific Plan's accessibility section would identify strategies to ensure fully accessible transit stations, accessible paths of travel between the stations and surrounding areas, and visitable and habitable

housing units adjacent to the station, where feasible.

**Parking Analysis** – This would consist of an analysis of existing and future parking demand throughout the project area. It would seek to balance the provision of adequate parking with innovative strategies to provide flexibility for mixed-use development and reduced parking requirements to promote transit. This strategy would have two components: (1) a review of existing parking standards in the Zoning Ordinance and recommendations for alternative standards within the Specific Plan project area based on the preferred land use plan; and (2) recommendations for on-street parking in the vicinity of the station, based on field reconnaissance and review of City data and latest parking research and trends.

**Infrastructure Development and Budget**– This section of the Specific Plan would include a discussion of the adequacy of existing infrastructure to support the development envisioned in the Specific Plan and would identify upgrades to provide needed services to the area. The City’s Public Facilities and Financing Plan (PFFP), which outlines the infrastructure required to support all identified projects within the General Plan, would be amended to reflect additional infrastructure needs generated by the Specific Plan.

**Implementation Plan & Financing Strategy** - A list of measurable actions will be detailed, and will include a short-term implementation plan (i.e. 5-10 years) as well as a longer-term plan, a phasing plan and funding strategy. Particular emphasis will be given to development of areas nearest the SMART station, including full implementation of the City Center area of the PDA and redevelopment of the State Farm site.

### **Project Readiness/Local Commitment to the Plan and Implementation**

Current developer interest is moderate. Current activity includes tenant improvements and rehabilitation of existing commercial structures and certain infill, freestanding commercial development. There are no majority property owners – that is, owning more than 20% of property in planning area – in the PDA.

The City is committed to staffing the project to meet timelines in conjunction with the relocation of the SMART train station. Funding for the project will be allocated from the General Plan Maintenance Fund. The City of Rohnert Park was considered for funding of grant monies for Cycle 3 of the Station Area Planning Grant Program, but declined to proceed with the Station Area Plan due to the pending relocation of the station from Roberts Lake Road to the Rohnert Park Expressway location adjacent to the former State Farm site. The relocation request was subsequently approved by SMART.

The City has already demonstrated its support for the types of policies to be advanced by Plan Bay Area and continues to support infill projects such as City Center, City Hall redevelopment project and infill projects in commercial centers.

The Specific Plan process will require a focused EIR process and rezoning and general plan land use amendments. The Specific Plan will include distribution and extent of land use, the location and distribution of transportation, sewage, water drainage, solid waste disposal, energy, and other essential facilities proposed to be located in the plan. The Specific Plan will adopt standards and criteria by which development will proceed, and standards for the development and utilization of natural resources and open space. The Specific Plan will use implementation measures including regulations, programs and financing mechanisms to carry out the items listed above.

## **Santa Rosa: Downtown Station Area**

### **Area Overview**

The Downtown Santa Rosa Station Area is centered around the proposed Sonoma Marin Area Rail Transit (SMART) station site in downtown Santa Rosa. Future development in these nearly 650 acres of land will be guided by the Downtown Station Area Specific Plan, which was adopted by the Santa Rosa City Council in October 2007.

The Santa Rosa Station Area has existing and planned transportation choices. Existing choices involve riding a bus, walking, or biking. Residents can ride a bus served by Santa Rosa City Bus, Sonoma County Transit, and Golden Gate Transit bus lines, and many bus connections can be made through the Transit Mall located on Second Street

between Santa Rosa Avenue and B Street. Residents can also use the primary dedicated pedestrian and bicycle paths in the area: the Prince Memorial Greenway, which runs along the Santa Rosa Creek, and the Joe Rodota Trail, which runs parallel to Highway 12. These options will be enhanced with the planned introduction of SMART passenger rail service.

**Map 8: Santa Rosa Downtown Station PDA**



The Station Area encompasses two main areas: Railroad Square and Courthouse Square. Historic Railroad Square was the original site of passenger train service for Santa Rosa, which began over 130 years ago. Railroad Square today contains retail and warehouse structures and was placed on the National Register of Historic Places in 1979. It is adjacent to the proposed Downtown SMART Station. Courthouse Square was the original commercial center for the City of Santa Rosa. The square, which is now a public plaza, once contained a courthouse facing onto a public green and surrounded by civic and commercial uses.

Over time, several factors have contributed to the fragmentation of Santa Rosa's downtown core. Commercial services became decentralized, and the County Courthouse was relocated outside of downtown. The 1906 and 1969 earthquakes caused major damage to downtown Santa Rosa and affected its reconstruction. The construction of Highway 101 and the development of the Santa Rosa Plaza shopping mall have both contributed to divisions between Railroad Square and Courthouse Square. The Specific Plan responds to these challenges and provides a framework for development to implement the vision that citizens of Santa Rosa have for the future of the downtown area.

### **Area Vision**

The Downtown Station Area Specific Plan's vision builds on that of the Santa Rosa General Plan, which foresees downtown as a healthy, vibrant regional center with a mix of shopping and jobs, new higher-density housing, parks and open space. The area will also offer opportunities for bicyclists, pedestrians, transit users and drivers to travel on an attractive, safe network of streets. The Specific Plan's vision is to:

- enhance downtown's distinct identity and character
- encourage a diverse mix of uses
- incorporate transit-oriented development
- create additional pedestrian friendly connections

One of the main objectives of the Specific Plan is to increase the number of residents and employees within walking distance of the proposed SMART station site through the intensification of land uses in the area. The area's existing land uses are comprised of retail and office uses in the core, and residential and industrial uses along the edges. Many parcels in the industrial areas and near the rail right-of-way are vacant or underutilized and are seen as opportunity sites for development.

The number of existing housing units within the area is estimated at 2,045, and a total of 5,295 housing units are expected by 2035. Most new housing units will be concentrated in the Railroad Square, Railroad Corridor, and Courthouse Square Sub-Areas, while existing historic residential neighborhoods are not expected to change substantially. New units are anticipated in higher density, transit-oriented developments which will add to the area's existing vibrancy and visual character.

Other key changes and investments are needed to realize the vision laid out in the specific plan. Many improvements relate to improving circulation and connectivity in the area. Reconfiguration of Courthouse Square and the extension of Fourth Street through Santa Rosa Plaza are some examples. Other community amenities to be added include a new civic center and performing arts center and the daylighting of Santa Rosa Creek. Residents will have transportation and housing choices, and they can live near where they work or near alternative modes of transportation. The area will also connect to existing neighborhoods, and key connections throughout the area will be made. New parks, cultural facilities, and trail improvements are also planned that will continue to enhance the walkability of the area. With these changes and investments, the hope is to create the vibrant community envisioned in the specific plan.

### **Community Involvement**

The Downtown Station Area Specific Plan process started in early 2006 following completion of a comprehensive analysis of existing conditions. A community planning process was initiated to ensure inclusion of a broad cross-

section of viewpoints. A Technical Advisory Committee (TAC), composed of representatives from the historic, commercial and residential districts; downtown business interests; transit agencies; and elected and city officials worked with the consultant team and City staff in the development of the specific plan. To ensure citizen sentiment was reflected in the Plan, a series of four community meetings were held at key points in the planning process. The community weighed in on the type, scale and character of new development as well as public uses and circulation patterns. This input was used to generate three plan alternatives. In small groups, citizens discussed each alternative and provided feedback that evolved into the preferred alternative and Draft Downtown Station Area Specific Plan. Public hearings were held on the draft plan, which was ultimately adopted by the Santa Rosa City Council in October 2007.

## Santa Rosa: Mendocino/Santa Rosa Avenue Corridor

### Area Overview

The Mendocino/Santa Rosa Avenue Priority Development Area (PDA) has potential to be a North/South Rapid Bus Corridor along Mendocino and Santa Rosa Avenues, traveling the length of the City of Santa Rosa for approximately six miles within the City limits and eight miles within the urban growth boundary. The route passes several major institutions on the Mendocino portion of the corridor, including Santa Rosa Junior College, Santa Rosa High School and Kaiser Medical Center. The route also passes through downtown Santa Rosa, which includes the future Sonoma Marin Area Rail Transit (SMART) station. This corridor is currently the highest single serviced and traveled route in the city by bus public transit. Approximately 117 buses leave the Downtown Transit Mall and travel north along a portion or the entire length of Mendocino Avenue.

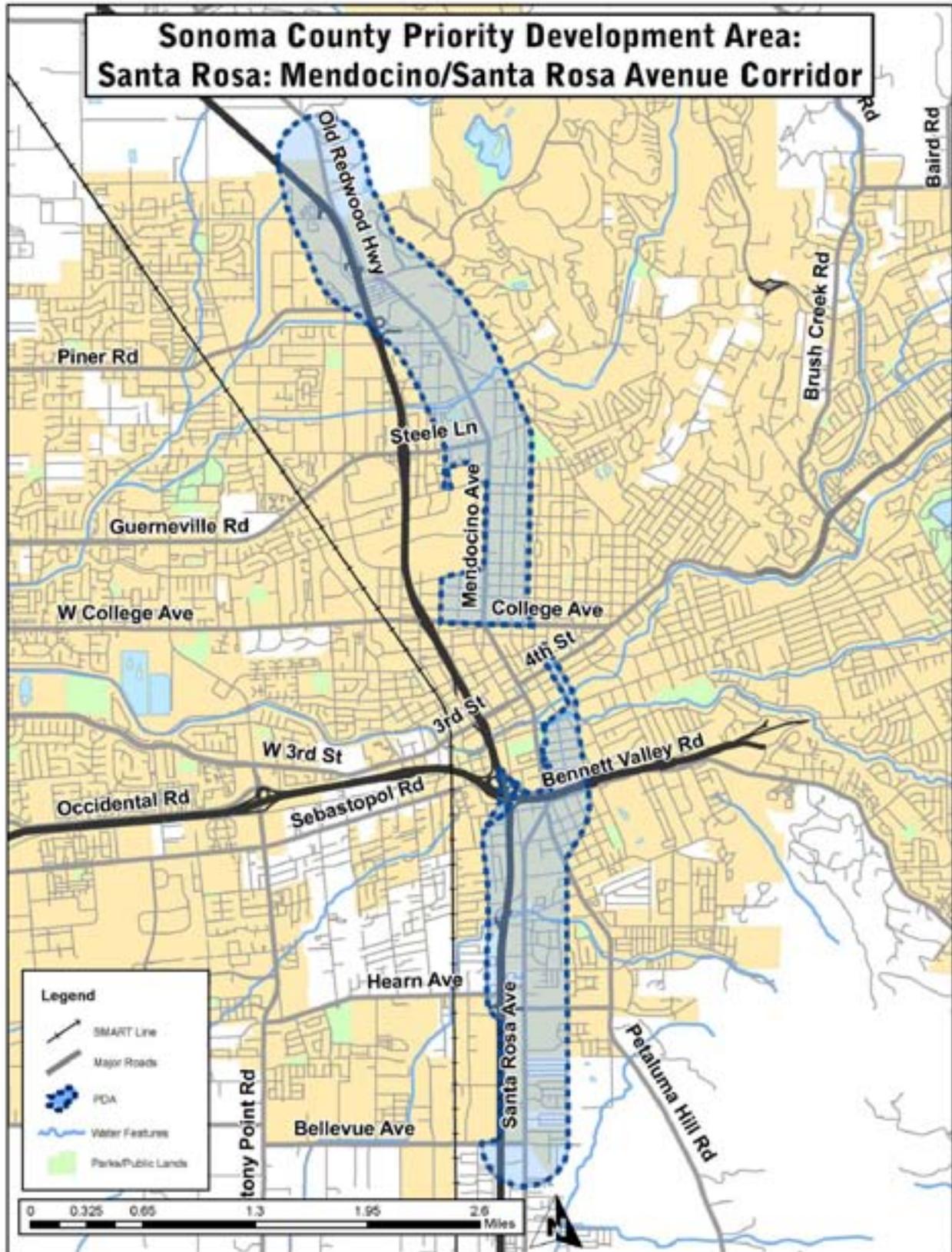
### Area Vision

The objectives of the *Mendocino Avenue Corridor Plan* are to improve the safety and function of the street, provide a pedestrian friendly environment, and be consistent with the Complete Streets concept. The plan was adopted in 2008, and addresses streetscape and design features from College Avenue to Steele Lane. The *Santa Rosa Avenue Corridor Plan*, adopted in 2011, addresses multi-modal transportation, pedestrian safety, creation of pedestrian-oriented environments, and aesthetic issues for the corridor from Highway 12 to Sonoma Avenue. Transit oriented development would support a future Rapid Bus Corridor project along the corridor. As such development occurs, along with commercial infill, and as the residents and employees utilize the bus transit system, and walk and bicycle as a means of transport, the city will have created an environment that will produce fewer greenhouse gas emissions than would otherwise be the case if lower intensity uses were to develop.

### Community Involvement

Community workshops were conducted in the development of the *Mendocino Avenue Corridor Plan*, and the *Santa Rosa Avenue Corridor Plan* to ensure public input and participation in the plans

Map 9: Santa Rosa Mendocino/Santa Rosa Ave Corridor PDA



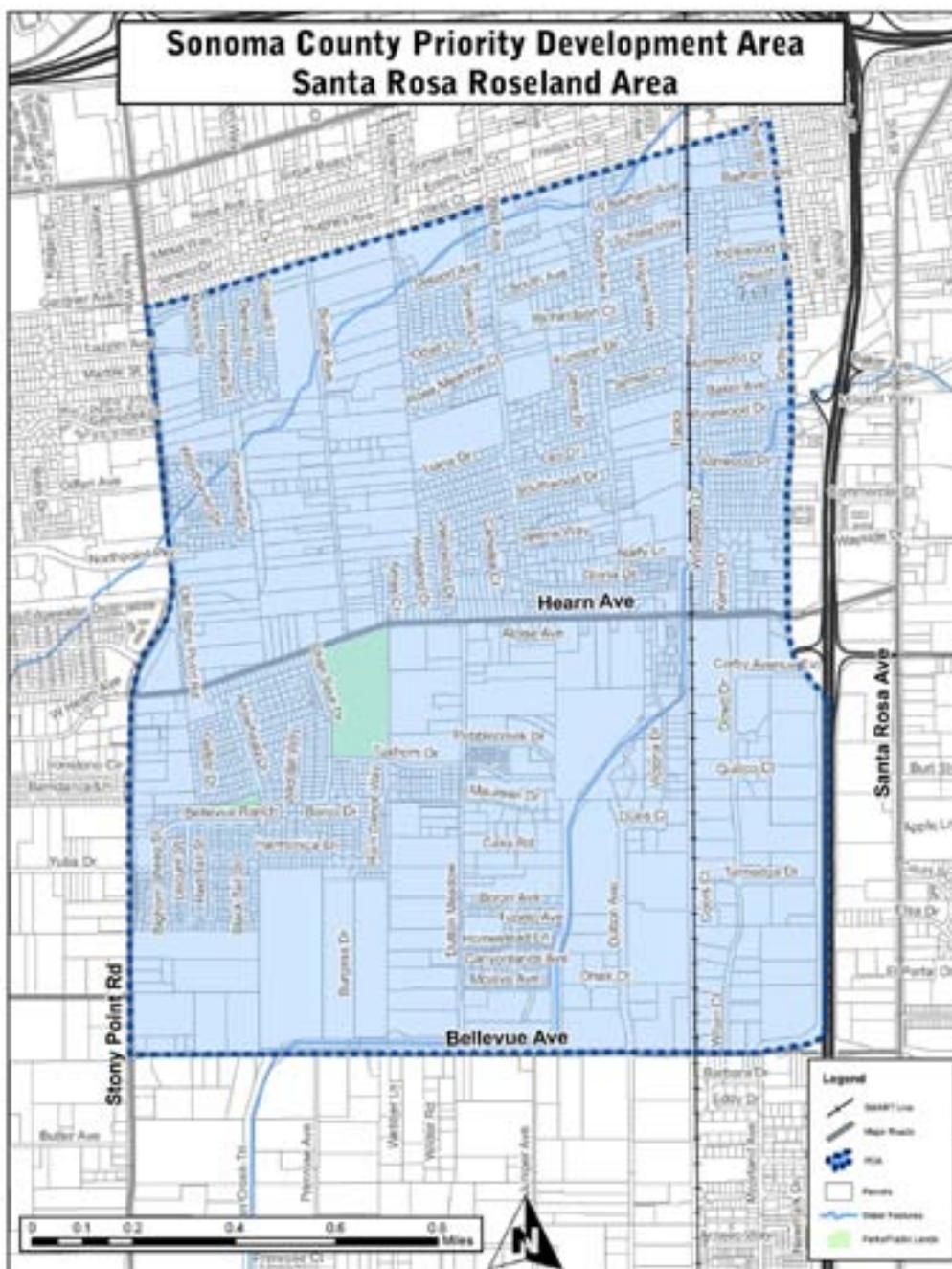
**Santa Rosa: Roseland Area**

**Vision**

The Roseland area is a culturally diverse part of Santa Rosa, located southwest of downtown. Its main commercial hub is Sebastopol Road, which is part of the Sebastopol Road Mixed Use Corridor Priority Development Area. The proposed Priority Development Area boundary contains both incorporated and unincorporated lands, with all new development built consistent with city standards.

The Roseland area contains a variety of housing types and non-residential uses. Older and newer subdivisions exist side by side with multifamily housing throughout the area. Both retail and industrial uses are part of the fabric of the area.

**Map 10: Santa Rosa Roseland Area PDA**



Building on the diversity of uses and population, the Roseland area is envisioned as a neighborhood with a mix of residential housing types with proximate supportive retail uses. An extensive network for pedestrians and bicyclists is also planned, with links to downtown, community destinations such as parks and schools, and the nearby rural countryside. Expanded, frequent transit service from the bus transfer center and local stops is key to connecting the area with the rest of Santa Rosa and beyond.

The PDA encompasses a significant portion of the Roseland census tract identified as a 2011 “Communities of Concern” by MTC. According to MTC, 72% of this census tract’s residents are members of minority groups, and 54% are low-income.

The area is a Transit Neighborhood as defined by the Station Area Planning Manual. Roseland currently has approximately 3,600 dwellings, with potential for about 3,000 additional units, meeting the development guidelines for the transit neighborhood place type. Much of the vacant land in the area is designated to accommodate multifamily apartments and townhomes, which will increase the overall density of the area. Approximately 1,400 additional jobs will be realized in this area given existing city general plan land use designations.

### **Implementation**

The PDA boundary includes the area approximately one half mile around the existing Southside Transfer Center transit hub at Southwest Community Park on Hearn Avenue, and generally abuts the existing Sebastopol Road and Mendocino /Santa Rosa Avenue Priority Development Areas. While the area is mostly developed, there is vacant land, which will allow for additional development in the area, both of new units and job-generating uses. Over the last five years, several single family subdivisions have been constructed, along with a higher density affordable housing development.

As the vision is realized, with more bicycle and pedestrian facilities and more frequent transit service in the area, along with new development of higher density residential uses, the area will provide a good example of smart growth in the Bay Area.

## **North Station Area**

### **Vision**

A new transit station supporting the arrival of commuter rail service. Attractive streets and public spaces. Increased residential densities, including affordable dwellings. A mix of transit supportive uses. A walkable, bikable community with connections between neighborhoods, shopping, the transit station, and educational facilities. This is the broad vision for the area surrounding the proposed northern Sonoma Marin Area Rail Transit (SMART) station on Guerneville Road.

The North Station Area is a Suburban Center Place Type as defined by the Station Area Planning Manual. The North Station Area Specific Plan will guide the development of a mix of low-rise and mid-rise developments, as well as townhomes in the area. Approximately 2,700 new residential units will be added, for a total of approximately 6,700 residences. Roughly 6,000 new jobs will be created as a result of the Specific Plan, for a total of approximately 13,900 jobs in the study area.

### **Implementation**

The study area, which encompasses the area approximately one-half mile around the proposed SMART station on Guerneville Road, is mostly developed, though there are a few large, vacant parcels, which afford unique opportunities for transit supportive development.

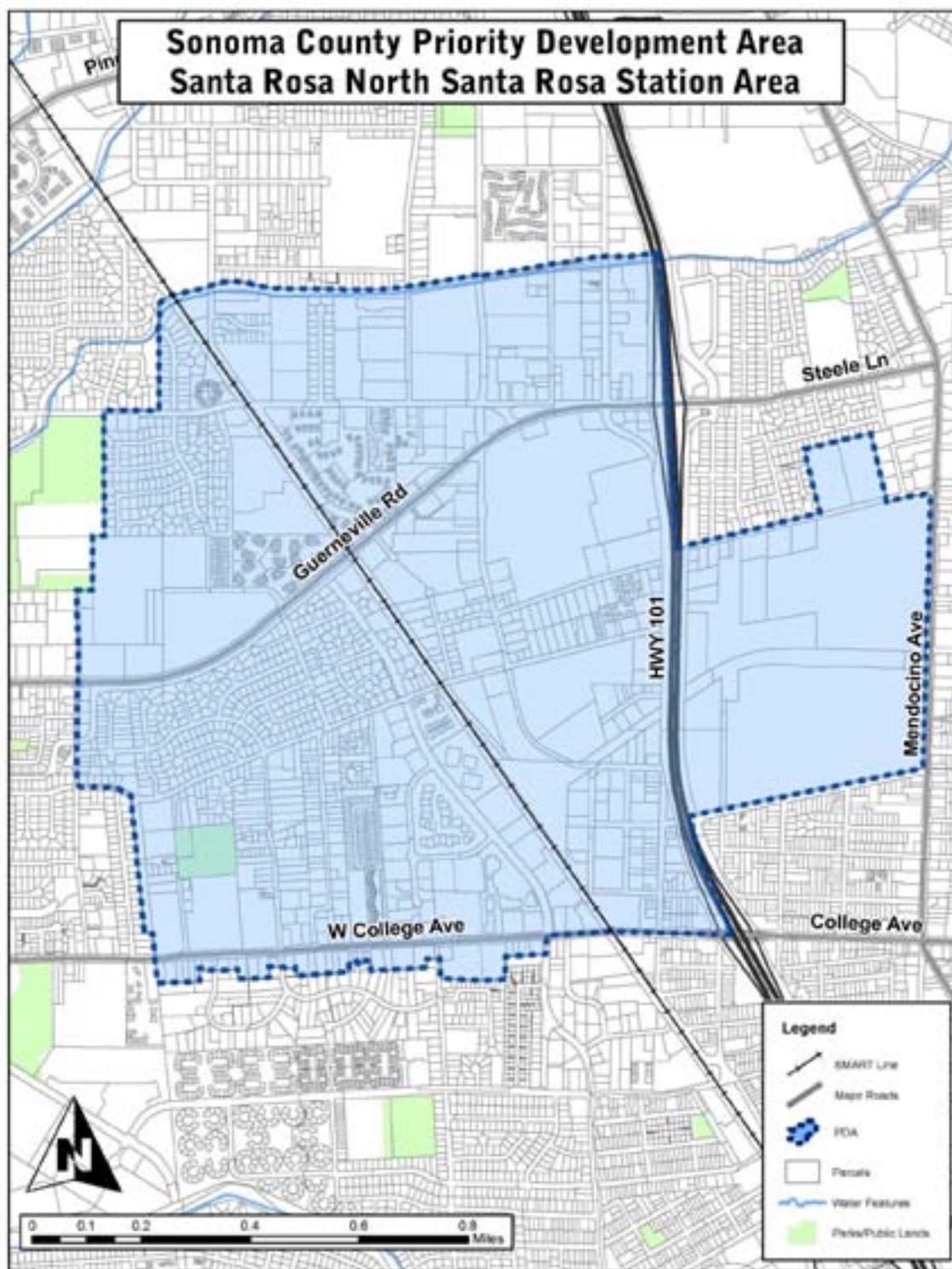
In the mid – 2000s, several high density affordable and market rate housing projects were developed in the area, as well as some new retail establishments. In addition, Coddington Mall, which is located just east of the proposed SMART station, is undergoing façade improvements, as well as re-tenanting with new restaurants and retailers.

To fully realize the vision for the study area, as well as to meet the goals of the Metropolitan Transportation

Commission (MTC) Suburban Center place type, the City of Santa Rosa adopted the North Santa Rosa Station Area Specific Plan in September 2012.

The Specific Plan will allow the City to comprehensively address land use and transportation issues in the area and will ensure that opportunities for transit supportive uses are not lost. The Specific Plan will allow development of an integrated plan which focuses on appropriate building intensities, transit-oriented design, and connectivity for all modes of transportation.

**Map 11: Santa Rosa North Station Area PDA**



## Community Involvement

Community involvement has been an important aspect of the North Station Area Plan process. A Community Involvement Strategy was developed at the outset of the project, which outlined the plan for involving as many members of the community as possible. The strategy included three meetings with a Technical Advisory Committee (TAC), five Community Workshops, a project website, media alerts, and targeted stakeholder outreach.

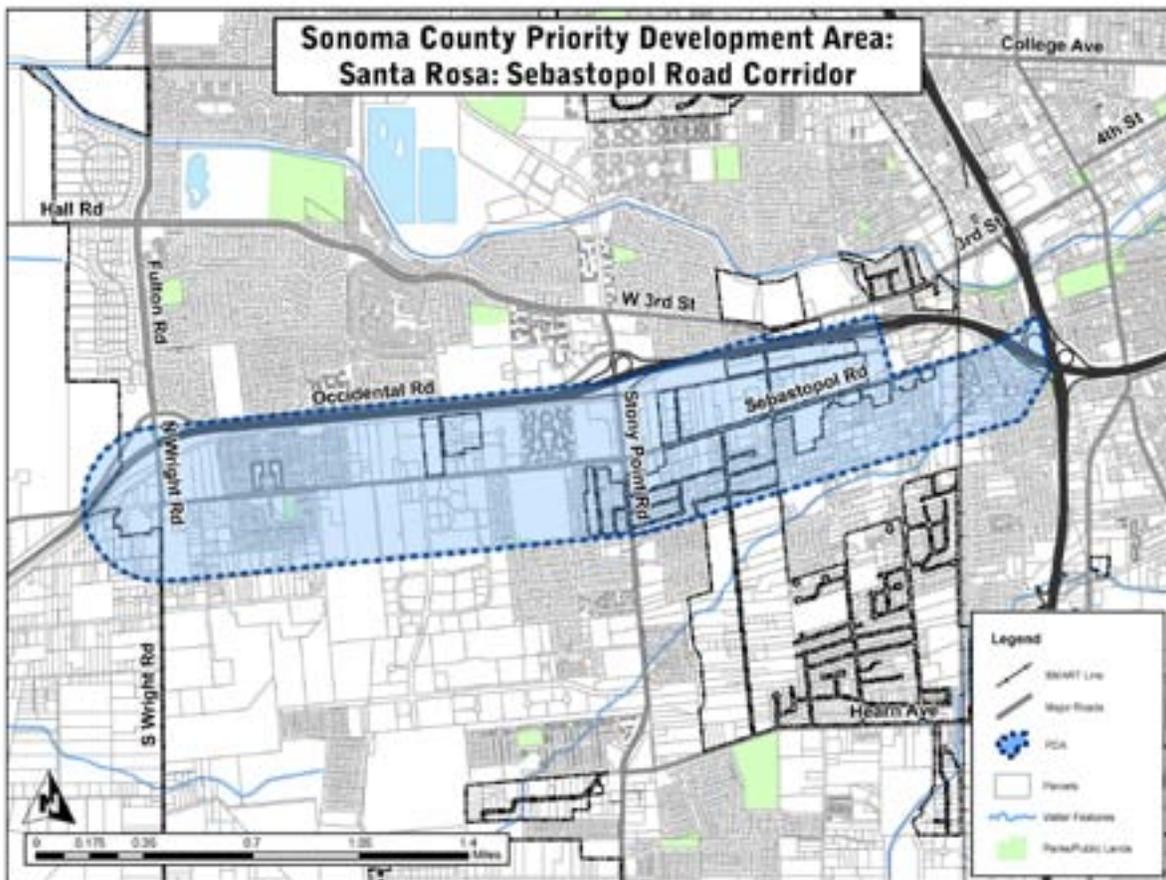
Flyers for the workshops were prepared in both English and Spanish, and distributed to all businesses and property owners within the 987 acre study area, as well as those located 300 feet beyond the boundaries, which includes approximately 4,200 notices. The flyers were also e-mailed to a large distribution list developed throughout the course of the project. The flyers were posted in various locations including the local newspaper, City website, City Hall, local community centers and more. The workshops were well attended, attracting between 60 and 100 participants. An additional workshop was conducted with Spanish translation in the Apple Valley neighborhood. The stakeholder outreach has resulted in numerous one-on-one meetings between City staff and individual business and property owners in the study area, as well as community and neighborhood groups who have shown an interest in the project.

## Santa Rosa: Sebastopol Road Corridor

### Area Overview

Sebastopol Road is a retail corridor, which serves a large residential population, including culturally diverse Roseland. Local and chain businesses serve the area, and many patrons walk and bicycle along the corridor. A large community shopping center site, the Roseland Village Shopping Center, has been mostly vacant for many years.

Map 12: Santa Rosa Sebastopol Road Corridor PDA



The Sebastopol Road Corridor Priority Development Area is designated a Mixed Use Corridor. It abuts the Downtown Station Area Specific Plan PDA, which includes the future downtown Sonoma Marin Area Rail Transit Station. Sebastopol Road has the potential to be an East/West Rapid Bus Corridor. Such an East/West Rapid Bus Corridor would travel from the Second Street Transit Mall downtown, past the Railroad Square area and the future SMART station, continuing along Sebastopol Road until the end of the urbanized area (Wright Road). The length of the route along Sebastopol Road is 3.6 miles.

The Sebastopol Road Rapid Bus Corridor project has also been included in the Metropolitan Transportation Commission's Regional Transportation Plan (Transportation 2035) and the Sonoma County Transportation Authority's Comprehensive Transportation Plan (CTP).

### **Area Vision**

The vision for the Sebastopol Road corridor is for an active, mixed-use community shopping center at the Roseland Village Shopping Center site with new development along the corridor oriented to the street and pedestrian friendly. The center would focus on commercial activity and neighborhood services for the Roseland area, and is to include a plaza with a gathering place facing Sebastopol Road, along with an international marketplace. Creation of a pedestrian and bicycle friendly streetscape with distinctive ambiance is also a goal.

### **Community Involvement**

The City of Santa Rosa and Sonoma County jointly prepared and adopted the Sebastopol Road Urban Vision Plan in June 2007. This plan focuses on the area between Dutton Avenue and Stony Point Road. A subsequent plan, the Sebastopol Road Corridor Plan, prepared and adopted by the City of Santa Rosa in June 2007, addresses streetscape improvements along the length of the corridor from Olive Street to Stony Point Road. Four interactive public workshops with Spanish translation were held for the Urban Vision Plan and two workshops, which built on the UVP meetings, were held for the corridor plan. From these meetings, as noted above, a vision for the partially vacant Roseland Village Shopping Center emerged which included a public plaza, surrounded by shops and an international marketplace offering crafts, food and wares of many ethnic groups living nearby.

There was also great interest in mixed-use buildings fronting Sebastopol Road with an interactive relationship with the street. Streetscape standards emerged which focus on a more pleasant street, with landscaping, a median, wider sidewalks and bicycle lanes to enhance walking and bicycling experiences along the corridor.

## **Sebastopol: Core Area**

### **Area Overview**

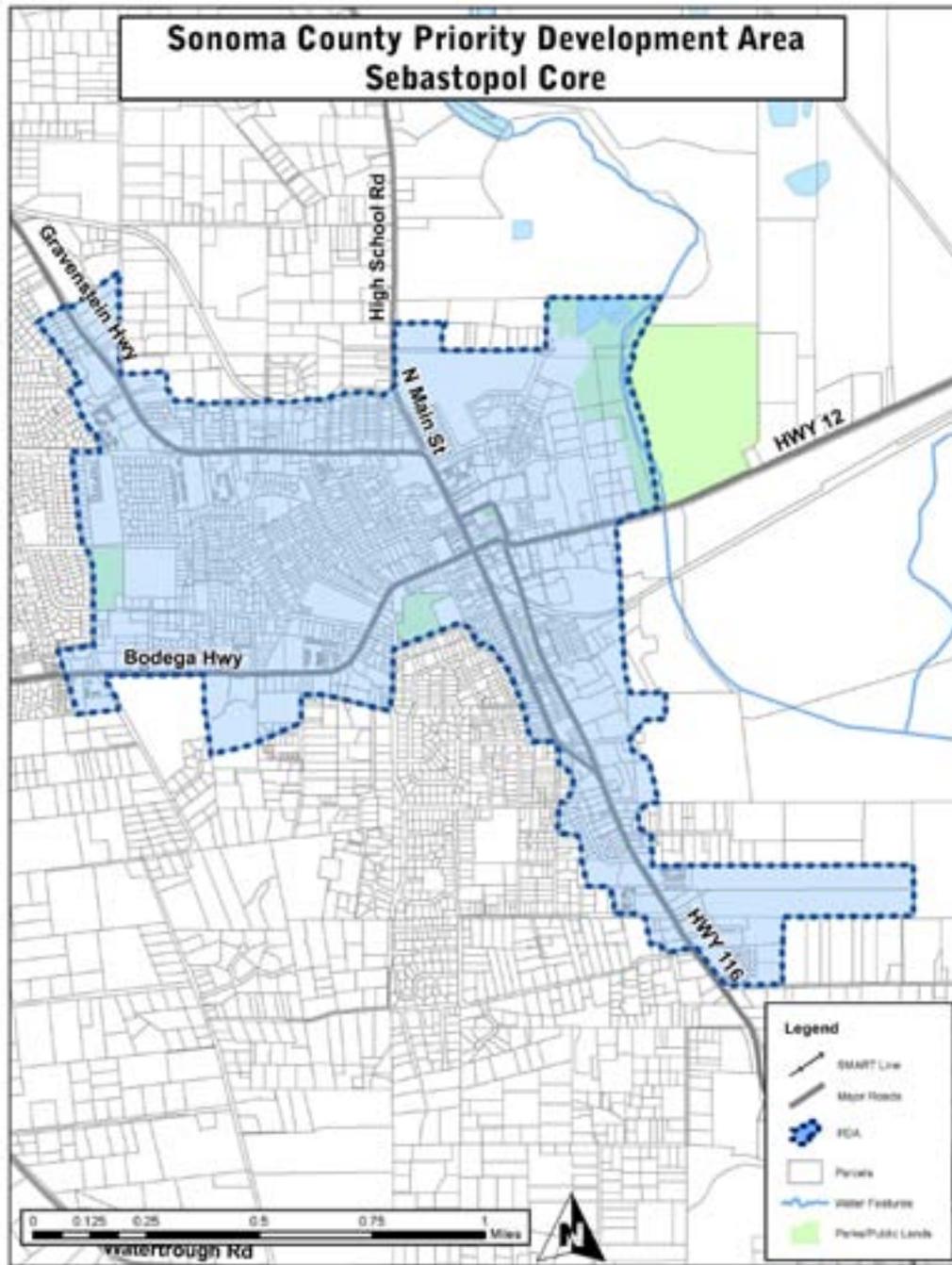
Located in Sonoma County, the City of Sebastopol lies north of San Francisco, and west of Santa Rosa and Highway 101 where Highways 12 and 116 intersect. As an alternative to driving, bus service is offered in Sebastopol by Sonoma County Transit that provides connections throughout Sonoma County and express service to Santa Rosa.

The Sebastopol Core Area consists of the Downtown Core, the City's mixed industrial area, key highway commercial corridors and higher-density residential areas, and the Laguna de Santa Rosa Wetlands Preserve. The downtown core is the heart of Sebastopol, containing traditional downtown commercial uses, residential uses, the Town Plaza, City Hall, and local library. The downtown extends into the City's industrial area, which includes a mix of existing uses, and where the zoning allows a wide range of uses, including commercial and residential. The Laguna Preserve is a protected open space area east of the developed areas of Sebastopol.

Several planning efforts have occurred in the Sebastopol Core Area. In the 1990s, the Sebastopol General Plan and zoning were updated for the downtown. A new street (Laguna Park Way), new Town Plaza, and new streetscape infrastructure were the resulting improvements from this effort. In 2008, a draft *Northeast Area Specific Plan* was released. While this Plan was not adopted, several major elements of it were enacted as City policy, including physical extension of one street in the area to enhance connectivity, and a significant policy change in the form of a reduced and uniform parking standard intended to recognize and promote mixed-use development. Lastly, the

Laguna de Santa Rosa Wetlands Preserve was created pursuant to the 1992 *Laguna Park Master Plan* and has been the focus of multiple phases of restoration planting and trail development.

**Map 13: Sebastopol Core PDA**



**Area Vision**

The vision of the Sebastopol Core Area is to maintain, improve, and expand the special character of Sebastopol and its downtown by promoting private and public investment, and fostering improved open space connections. The General Plan envisions a wide variety of high-density residential, commercial, and civic uses in a lively downtown district. The objectives of the plan are to strengthen Sebastopol’s core, improve circulation, facilitate alternatives to the automobile, expand goods and services for the community, improve access to open space, and support the concepts of sustainable development and a sustainable local economy.

Multiple actions are needed to realize the Sebastopol Core Area vision. Review of General Plan and Zoning Ordinance provisions to focus development in the area, promote higher densities, and achieve a higher level of urban design is planned. Landowners in the area will need to initiate development applications and the City will need to implement projects to both spur and support redevelopment of the area. Those projects include infrastructure, park, housing, circulation, way finding, and streetscape improvements. Implementation of the plan will also include ensuring green building techniques, housing affordability, and environmental sustainability. Development of a downtown streetscape plan, a comprehensive way finding sign program, and renovation of a major downtown park (Ives Park) are also planned.

The City is also engaged in implementation efforts for components of its Bicycle and Pedestrian Master Plan, which includes bike lanes in the Core Area. Lastly, enhanced connections to the Laguna de Santa Rosa Preserve and continued native landscape restoration are needed.

### **Community Involvement**

Extensive public involvement occurred in the formulation of the existing policy framework covering the Sebastopol Core Area. During the planning process for the 1992 *Laguna Park Master Plan*, a citizen advisory committee was actively engaged. The 1994 *General Plan* was the result of a three-year public participation process, which included a General Plan Advisory Committee. The Committee held over thirty meetings and workshops. The plan includes numerous progressive policies that support infill and mixed-use development, affordable housing, environmental protection, and a high quality of life. The *Northeast Area Specific Plan* included workshops, public forums, and public meetings at the City Council, Planning Commission, and Design Review Board. A downtown streetscape plan, way finding sign plan, and the Ives Park Renovation Master Plan also included numerous public involvement opportunities. In addition, a comprehensive Bicycle and Pedestrian Master Plan proposes bike lanes in the Core Area and was developed with public input. Additional opportunities will occur with future General Plan and Zoning Ordinance amendments and an update of the City's design guidelines.

## **Windsor: Redevelopment Area**

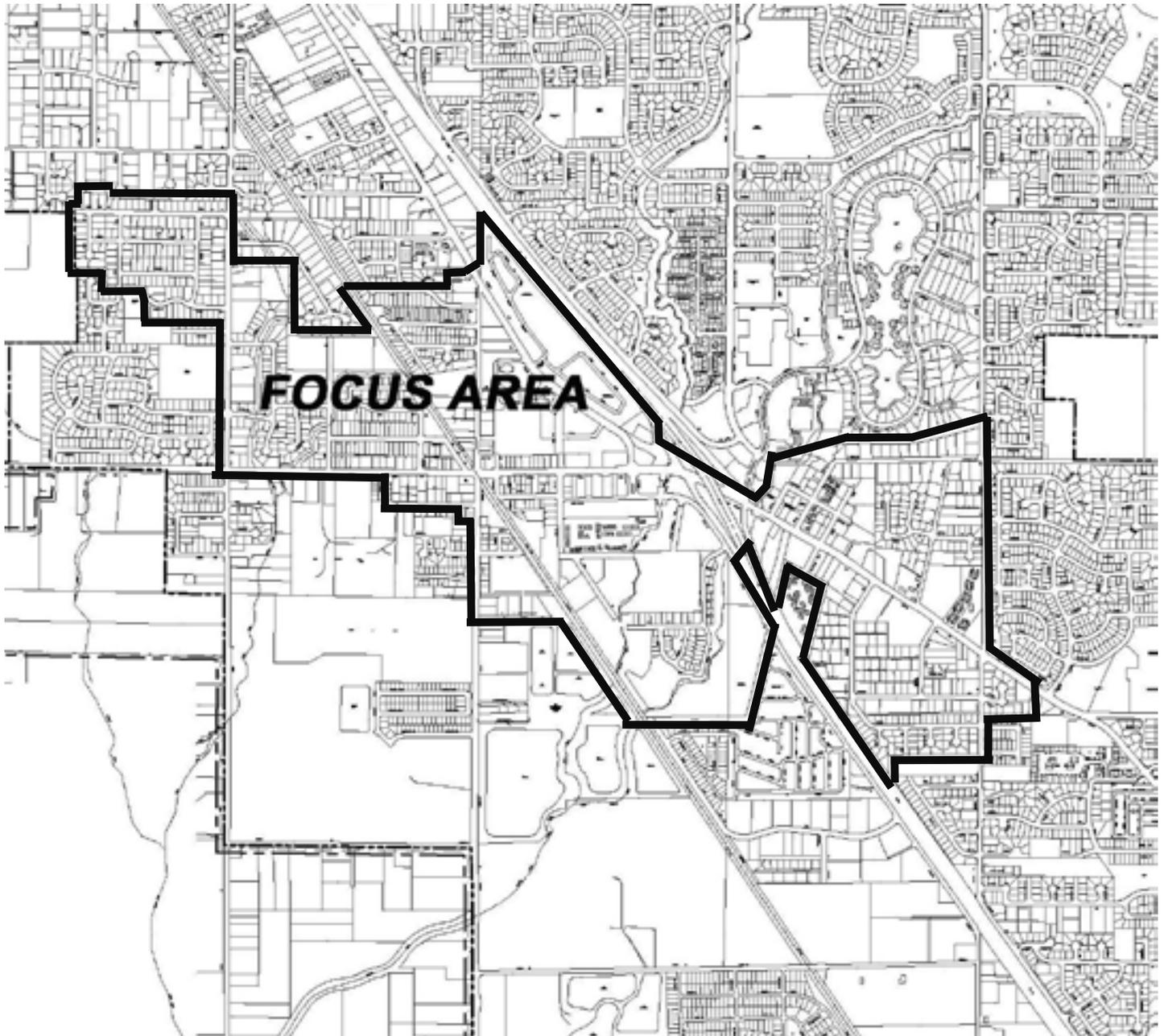
### **Area Overview**

The Town of Windsor is located in the central portion of Sonoma County, approximately seven miles north of the City of Santa Rosa and east of the Russian River. The Windsor Redevelopment Area, which includes the downtown, is bisected by U.S. Highway 101 and the Old Redwood Highway and the Northwest Pacific Railroad also passes through the area. Passenger rail service is expected to begin operating in the year 2014, according to the Sonoma Marin Area Rail Transit agency. Local bus service is also provided to and from the area by Sonoma County Transit.

Windsor historically was primarily an agricultural community throughout the 1900s and the rail line allowed for easy transport of the crops grown. Over the years the historic downtown experienced a rapid decline in business activity. Many buildings had been vacated or allowed to deteriorate, and the remaining commercial uses were of insufficient variety and quality to create the critical mass of activities that is essential to a viable commercial center. The town had grown in size with the housing boom occurring throughout San Francisco during the 1980s and became incorporated in 1992. The community had a desire to improve the downtown, and a Downtown Plan was adopted in 1997 that provided a framework for the development and conservation of the area.

### **Area Vision**

The Town has established a clear vision for its PDA as a city-centered, high density, diverse housing, transit oriented, culture hub of Town. This vision is reflected in the General Plan, Downtown and Redevelopment plans and is supported by Town Council actions. The past five years have seen tremendous change in the PDA area. The most notable project is the Town Green Villages, a multiple-phased mixed use, transit oriented development project. The Town Green Village is 12 acres within the Windsor Downtown area with a total of 191 residential units and 112,530 square feet of commercial floor space.

**Map 14: Windsor Redevelopment Area PDA**

The Sonoma County Transit intermodal rail station will accommodate Sonoma Marin Area Rail Transit (SMART), providing the PDA with regular commuter rail service between Cloverdale and Larkspur with a bus link to San Francisco and the greater Bay Area. Surrounding the intermodal station is mixed use, high density housing and commercial uses. Sonoma County Transit also connects Windsor to the surrounding area with Route 60.

The Windsor intermodal transit station is located downtown near the intersection of Windsor Road and Windsor River Road. The new transit center building reflects the historic flavor of downtown Windsor and needs only the addition of boarding platforms to be ready to add SMART service. Local bus operators are already using the station with Route 66. The SMART project includes expanding nearby parking to 400 spaces.

Most recently, the Town received a grant from the American Institute of Architects to complete the “Old Red is Going Green” project. The goal of this planning effort is to incorporate sustainable practices into a practical plan for the transformation of Old Redwood Highway, much of which is in the Town’s proposed PDA. This project involved

extensive public input in a weeklong charrette.

Through its planning efforts, the Town of Windsor has been incorporating the concepts of a complete community by providing residents with housing and transportation choices and creating an environment that is walkable and has access to parks and other amenities. Other projects are underway to continue advancing the vision for the area.

### **Community Involvement**

All of these projects, along with the Town adopted documents received extensive public input through public hearings and workshops. Charrettes have also been used as a vehicle for obtaining citizen input on planning projects.

## **Rural Investment Areas**

### **Guerneville - Rural Community Investment Area**

**Existing Conditions.** Guerneville is located along River Road and the Highway 116 Corridors in western Sonoma County. The core of this community is served by public sewer and water, and contains a mixture of residential, office, retail and recreation uses. Guerneville was established between the turn of the century and World War II primarily as vacation and summer home resort community served by rail and residents were supported by the timber industry. Now Guerneville is primarily a year round residential community with tourism as a major base of the local economy. Much of the proposed RCIA is in the former Russian River Redevelopment Area.

The area within the proposed RCIA boundary is approximately 158 acres and contains 216 housing units. Reports from the US Census Local Employment Dynamics website indicate that in 2010 there were 67 employed residents within this proposed RCIA, and the RCIA contained 309 jobs. People that live in the RCIA area travel primarily to the east and south for jobs.

Currently, growth is constrained in this area by flood plain issues. The majority of the proposed RCIA is outside the 100 year flood elevation, however, some new development in the floodplain would be required to be constructed above flood levels – particularly the easterly River Road strip of the PDA, which serves as the main entrance into Guerneville from the east.

**Area Vision & Place Type.** The place type that best describes this area is Rural Community Investment Area. The vision for the area is to: 1) maintain the historical main street area character that is mixed use and pedestrian friendly; 2) preserve the rural character of the outlying residential areas; 3) improve opportunities for safe bike and pedestrian travel within Guerneville; 4) create a more complete community by incentivizing mixed use and non-residential or cottage industry along the main corridors. While the General Plan now has relatively low densities for this area through the Year 2020, it is possible that by the Year 2040 a doubling of units could occur. With a 2% job growth rate, the area could gain another 250 jobs.

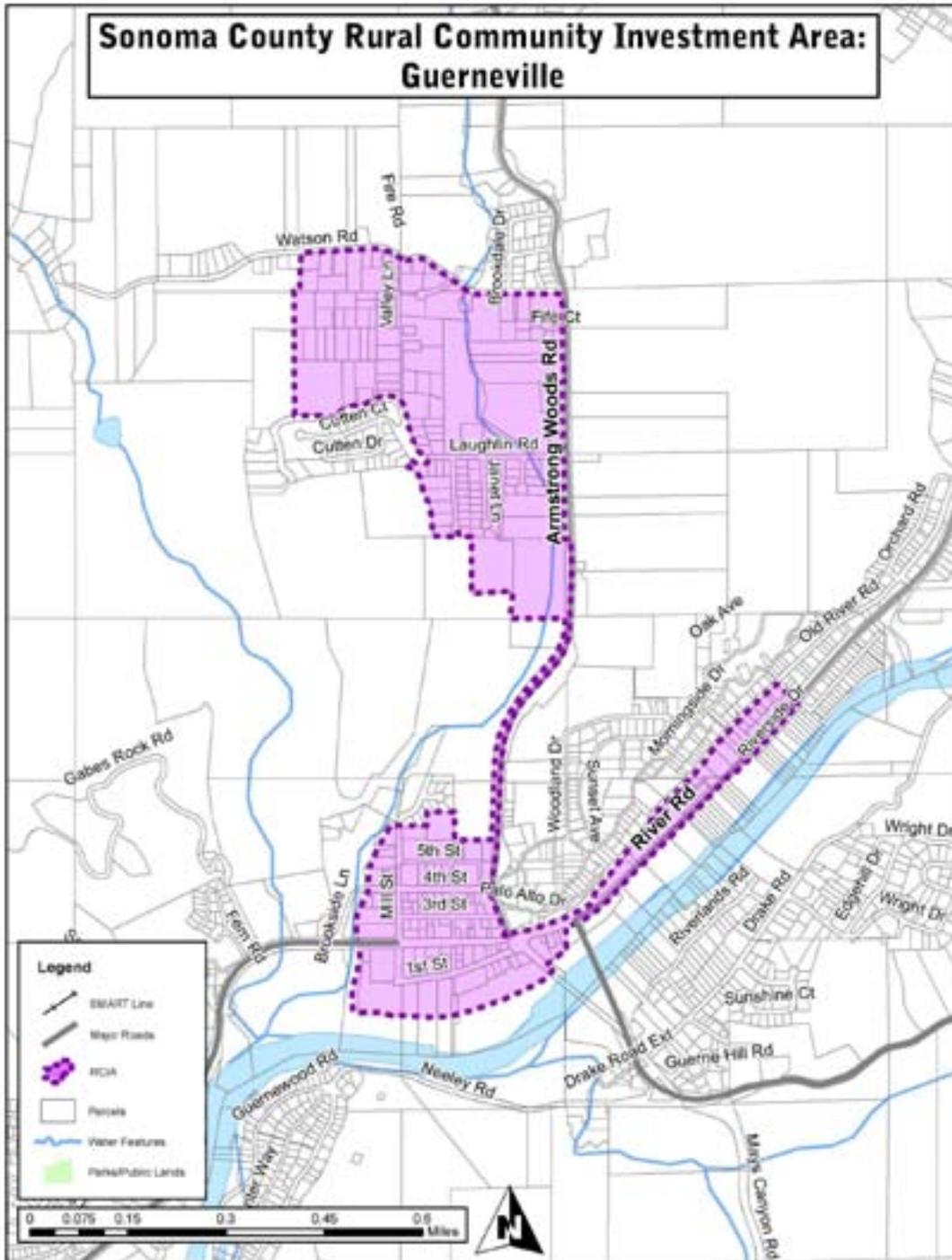
**Implementation.** The Sonoma County General Plan 2020 contains policies calling for the preparation of Local Area Development Guidelines (Policy LU-1a), which will update Specific Plans prepared in the late 70's and early 80's for the Russian River area. In the past five years plans, programs or activities near this RCIA area have included:

- Guerneville Pedestrian Bridge/Community Plaza
- Completion of an Affordable Housing Strategy and Site Inventory
- Construction of 48 unit Affordable Housing Project in Guerneville
- Adoption of the Lower Russian River Community Based Transportation Plan

- Adoption of the Russian River Design Guidelines

The County is in the process of reviewing and adopting a Complete Neighborhood Overlay Zone to be used in areas such as Guerneville to identify opportunities and constraints, and create a plan for future infill development and improvements that result in more sustainable, less auto-dependent communities. The process associated with the Complete Neighborhood Overlay Zone would identify the specific environmental constraints and infrastructure needs associated with alternative growth scenarios. The ability to access programs and funding opportunities at the regional, state, and federal levels will help Sonoma County implement these goals for its Urban Service Area communities that are designated Priority Development Areas.

Map 15: Guerneville Rural Community Investment Area



**Community Participation/Relevant Planning Processes.** Community involvement in the Russian River Area has involved the former Russian River Redevelopment Oversight Committee (<http://www.sonoma-county.org/cdc/rrrocmmain.htm>), a local group authorized by the Board of Supervisors to actively participate and vote on proposed redevelopment projects associated with the Redevelopment Plan and 2008 – 2013 Implementation Plan ([http://www.sonoma-county.org/cdc/pdf/rd/rr/rr\\_implementation\\_plan.pdf](http://www.sonoma-county.org/cdc/pdf/rd/rr/rr_implementation_plan.pdf)). Community Involvement also occurred with the preparation of the affordable housing strategy for Redevelopment Agency (<http://www.sonoma-county.org/cdc/pdf/rrsiteassessment.pdf>). MTC has designated the Russian River area as a “Community of Concern”, and as a result the Lower Russian River Community Based Transportation Plan (CBTP) has recently been adopted ([http://www.sctainfo.org/reports/Lower%20Russian%20River%20Community%20Based%20Transportation%20Plan/Lower\\_Russian\\_River\\_Community\\_Based\\_Transportation\\_Plan.pdf](http://www.sctainfo.org/reports/Lower%20Russian%20River%20Community%20Based%20Transportation%20Plan/Lower_Russian_River_Community_Based_Transportation_Plan.pdf)). This CBTP, prepared by the Sonoma County Transportation Authority, involved community outreach, a survey and a priority list for community needs. The development of any new plans for these areas will include community outreach and participation – particularly with regard to any new Local Area Development Guidelines or Urban Design Standards.

### Smart Growth Potential

This area could be a small scale example of transforming a rural area into a more vibrant and complete community by developing an infill strategy with the community that calls for new development to have a Main Street and rural village character that enhances the rural character reflected in the Russian River Design Guidelines. New development would also provide opportunities to improve the pedestrian and bike paths within Guerneville, and improve the appearance and vitality of the easterly entrance into Guerneville.

### Forestville

**Existing Conditions.** Forestville is located at the Highway 116 and Mirabel Road corridors in western Sonoma County. The core of this community is served by public sewer and water, and contains a mixture of residential, retail, industrial/warehousing and recreation uses. Forestville evolved prior to World War II as a rural hamlet surrounded by agricultural land and served by a rail corridor that provided processing, warehouse, and distribution facilities for agricultural products grown in the immediate area. The abandoned rail corridor has been reclaimed for a multi-use bike and pedestrian trail that now links the Russian River to Santa Rosa. Southern Forestville contains a core of commercial uses.

The area within the proposed RCIA boundary is 158 acres and contains 132 housing units. Reports from the US Census Local Employment Dynamics website indicate that in 2010 there were 59 employed residents within this proposed RCIA, and the RCIA contained 71 jobs.

Currently, growth is constrained in this area by wastewater issues.

**Area Vision & Place Type.** The place type that best describes this area is Rural Community Investment Area. The vision for the area is to: 1) to create a town plaza area away from truck traffic on Highway 116; 2) encourage new development along Highway 116 and Mirabel Road that is mixed use and pedestrian friendly; 3) preserve the rural character of the outlying residential areas while accommodating infill growth; 4) improve opportunities for safe bike and pedestrian travel within Forestville; 5) create a more complete community by incentivizing mixed use and non-residential or cottage industry along the main corridors. While the General Plan now has relatively low densities for this area through the Year 2020, it is possible that by the Year 2040 a doubling of units could occur. With a 2% job growth rate, the area could gain another 60 jobs.

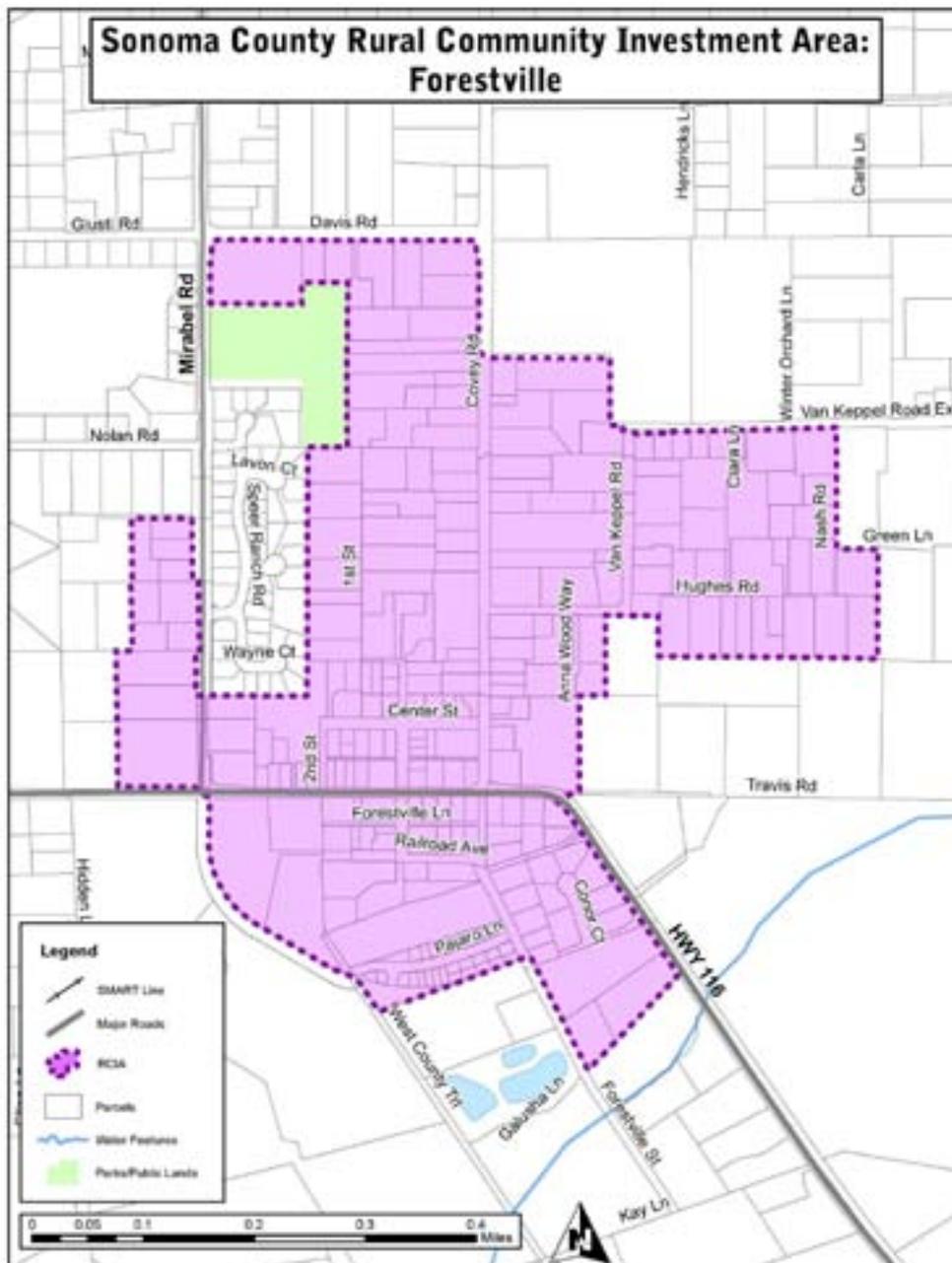
**Implementation.** The Sonoma County General Plan 2020 contains policies calling for the preparation of Local Area Development Guidelines (Policy LU-1a) that will update Specific Plans prepared in the late 70’s and early 80’s such as the Lower River Area Plan, of which Forestville is a part of. Parcels fronting on Highway 116 are also subject to the Highway 116 Scenic Corridor Design Guidelines. In the past five years plans, programs or activities in this area have included:

- Completion of segments for the West County Bike Trail connecting Santa Rosa to the communities of Sebastopol, Graton, Forestville, and the Russian River

- Planning review for a new private mixed use project in downtown Forestville
- Planning with Sonoma County Transportation and Public Works and Cal-trans for a round-about in downtown Forestville

The County is in the process of reviewing and adopting a Complete Neighborhood Overlay Zone to be used in areas such as Forestville to identify opportunities and constraints, and create a plan for future infill development and improvements that result in more sustainable, less auto-dependent communities. The process associated with the Complete Neighborhood Overlay Zone would identify the specific environmental constraints and infrastructure needs associated with alternative growth scenarios. The ability to access programs and funding opportunities at the regional, state, and federal levels will help Sonoma County implement these goals for its Urban Service Area communities that are designated Priority Development Areas.

Map 16: Forestville Rural Community Investment Area



**Community Participation/Relevant Planning Processes.** Forestville has an actively involved citizenry that is pro-active in planning and transportation issues and participating with Sonoma County government and staff (<http://www.forestvillefpa.org/index.html>). The community was involved with the design and approval of an approved mixed use project in downtown Forestville that will create a new town plaza, and with the design of new roundabout near the town center to calm traffic and improve the character of downtown Forestville. The development of any new plans for Forestville will include community outreach and participation – particularly with regard to the establishment of any Complete Neighborhood Overlay zoning district.

**Smart Growth Potential.** This area could be a small scale example of transforming a rural area into a more vibrant and complete community by developing an infill strategy with the community that calls for new development to have a Main Street and rural village character which enhances the existing rural character and setting. New development would also provide opportunities to improve the appearance and vitality of commercial areas and increase the future local jobs base.

## Graton

**Existing Conditions.** Graton is located along the Graton Road and West Sonoma County bike trail corridors in western Sonoma County. The core of this community is served by public sewer and water, and contains a mixture of residential, retail, industrial/warehousing and recreation uses. Graton evolved prior to World War II as a rural hamlet surrounded by agricultural land and served by a rail corridor that provided processing, warehouse, and distribution facilities for agricultural products grown in the immediate area. The abandoned rail corridor has been reclaimed for a multi-use bike and pedestrian trail that now links the Russian River to Santa Rosa. Within the last 10 – 15 years, Graton has experienced a very successful revitalization of its main street retail area through the private restoration of pre-World War 2 retail buildings and re-occupancy with art galleries, niche retail and restaurants that are popular with both locals and tourists. Graton also has agricultural processing and light industrial uses located along the former railroad corridor.

The area within the proposed RCIA boundary is approximately 154 acres and contains 254 housing units. Reports from the US Census Local Employment Dynamics website indicate that in 2010 there were 305 employed residents within this proposed RCIA, and the RCIA contained 412 jobs.

Currently, growth is constrained in this area by wastewater issues.

**Area Vision & Place Type.** The place type that best describes this area is Rural Community Investment Area. The vision for the area is to: 1) to maintain the vibrant and pedestrian friendly “main street” retail area; 2) encourage live work opportunities in the warehouse district along the former rail line; 3) preserve the rural character of the outlying residential areas; 4) improve opportunities for safe bike and pedestrian travel throughout Graton; 5) create a more complete community by incentivizing mixed use and non-residential or cottage industry along the main corridors. While the General Plan now has relatively low densities for this area through the Year 2020, it is possible that by the Year 2040 a doubling of units could occur. With a 2% job growth rate, the area could gain another 300 jobs.

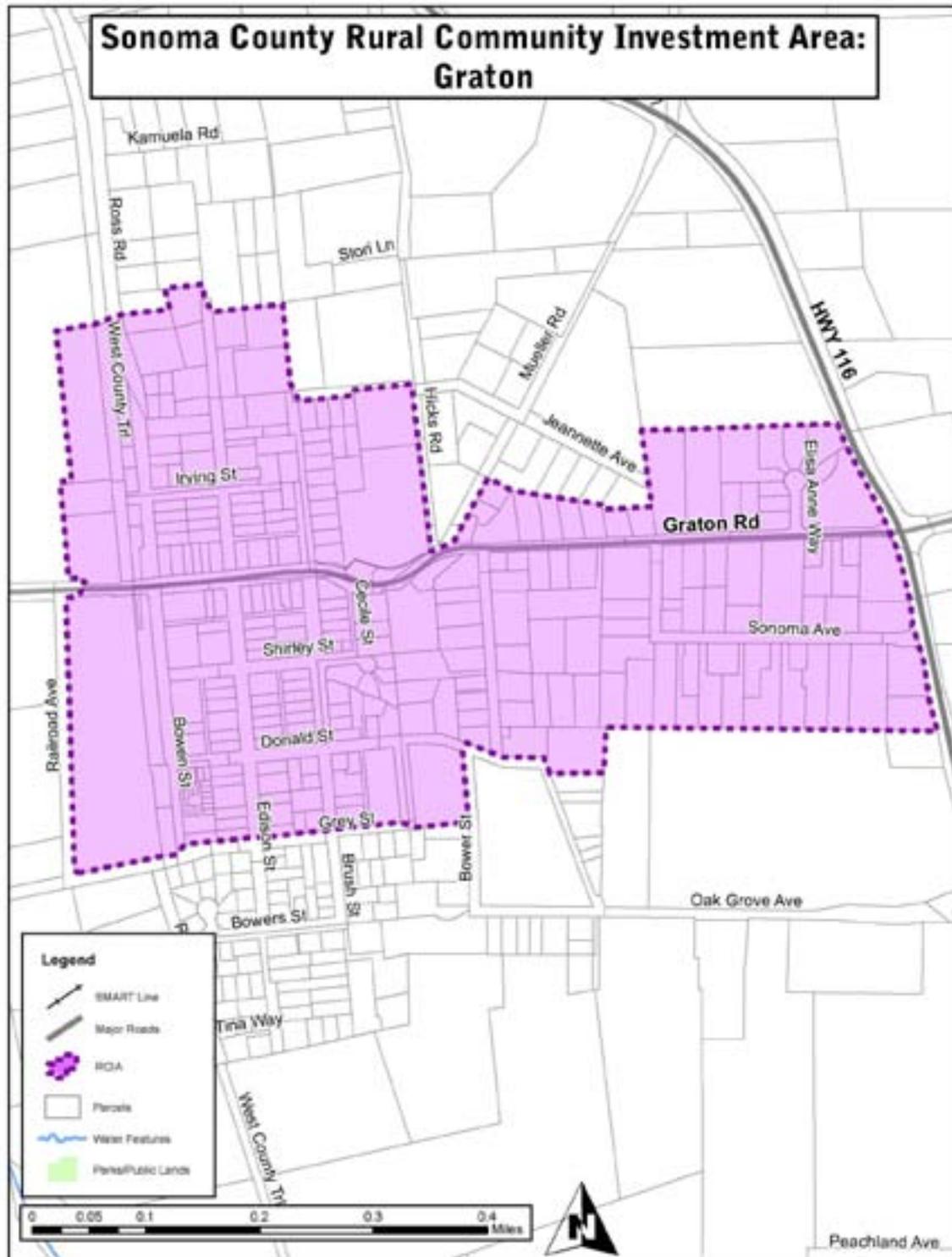
**Implementation.** The Sonoma County General Plan 2020 contains policies calling for the preparation of Local Area Development Guidelines (Policy LU-1a) that will update Specific Plans prepared in the late 70’s and early 80’s such as the West Sebastopol Specific Plan, of which Graton is a part of. Parcels fronting on Highway 116 are also subject to the Highway 116 Scenic Corridor Design Guidelines. In the past five years plans, programs or activities in this area have included:

Completion of segments for the West County Bike Trail connecting Santa Rosa to the communities of Sebastopol, Graton, Forestville, and the Russian River.

The County is in the process of reviewing and adopting a Complete Neighborhood Overlay Zone to be used in areas such as Graton to identify opportunities and constraints, and create a plan for future infill development and improvements that result in more sustainable, less auto-dependent communities. The process associated with the

Complete Neighborhood Overlay Zone would identify the specific environmental constraints and infrastructure needs associated with alternative growth scenarios. The ability to access programs and funding opportunities at the regional, state, and federal levels will help Sonoma County implement these goals for its Urban Service Area communities that are designated Priority Development Areas.

Map 17: Graton Rural Community Investment Area



**Community Participation/Relevant Planning Processes.** There have been no recent community participation or planning processes in Graton. However, the development of any new plans for Graton will include community outreach and participation – particularly with regard to the establishment of any Complete Neighborhood Overlay zoning district.

**Smart Growth Potential.** This area could be a small scale example of transforming a rural area into a more vibrant and complete community by developing an infill strategy with the community that calls for new development to have a Main Street and rural village character which enhances the existing rural character and setting. New development would also provide opportunities to improve the appearance and vitality of commercial areas and increase the future local jobs base.

**Area Vision & Place Type.** The place type that best describes this area is Rural Community Investment Area. The vision for the area is to: 1) to create a town plaza area away from truck traffic on Highway 116; 2) encourage new development along Highway 116 and Mirabel Road that is mixed use and pedestrian friendly; 3) preserve the rural character of the outlying residential areas while accommodating infill growth; 4) improve opportunities for safe bike and pedestrian travel within Forestville; 5) create a more complete community by incentivizing mixed use and non-residential or cottage industry along the main corridors. While the General Plan now has relatively low densities for this area through the Year 2020, it is possible that by the Year 2040 a doubling of units could occur. With a 2% job growth rate, the area could gain another 60 jobs.

**Implementation.** The Sonoma County General Plan 2020 contains policies calling for the preparation of Local Area Development Guidelines (Policy LU-1a) that will update Specific Plans prepared in the late 70's and early 80's such as the Lower River Area Plan, of which Forestville is a part of. Parcels fronting on Highway 116 are also subject to the Highway 116 Scenic Corridor Design Guidelines. In the past five years plans, programs or activities in this area have included:

- Completion of segments for the West County Bike Trail connecting Santa Rosa to the communities of Sebastopol, Graton, Forestville, and the Russian River
- Planning review for a new private mixed use project in downtown Forestville
- Planning with Sonoma County Transportation and Public Works and Cal-trans for a round-about in downtown Forestville

The County is in the process of reviewing and adopting a Complete Neighborhood Overlay Zone to be used in areas such as Forestville to identify opportunities and constraints, and create a plan for future infill development and improvements that result in more sustainable, less auto-dependent communities. The process associated with the Complete Neighborhood Overlay Zone would identify the specific environmental constraints and infrastructure needs associated with alternative growth scenarios. The ability to access programs and funding opportunities at the regional, state, and federal levels will help Sonoma County implement these goals for its Urban Service Area communities that are designated Priority Development Areas.

### **Community Participation/Relevant Planning Processes.**

Forestville has an actively involved citizenry that is pro-active in planning and transportation issues and participating with Sonoma County government and staff (<http://www.forestvillefpa.org/index.html>). The community was involved with the design and approval of an approved mixed use project in downtown Forestville that will create a new town plaza, and with the design of new roundabout near the town center to calm traffic and improve the character of downtown Forestville. The development of any new plans for Forestville will include community outreach and participation – particularly with regard to the establishment of any Complete Neighborhood Overlay zoning district.

**Smart Growth Potential.** This area could be a small scale example of transforming a rural area into a more vibrant and complete community by developing an infill strategy with the community that calls for new development to have a Main Street and rural village character which enhances the existing rural character and setting. New development would also provide opportunities to improve the appearance and vitality of commercial areas and

increase the future local jobs base.

## Larkfield

**Existing Conditions.** The Larkfield proposed RCIA is located between the cities of Santa Rosa and Windsor, and near several regionally important uses: the Sonoma County Airport, the Airport Industrial Area business park, The Wells Fargo Performing Arts Center, and the relocated Sutter Hospital. The RCIA area contains portions of the Larkfield residential community that have infill potential along the Old Redwood Highway Corridor from Mark West Springs Road to Airport Boulevard.

The area within the proposed RCIA boundary is approximately 159 acres and contains 225 housing units. Reports from the US Census Local Employment Dynamics website indicate that in 2010 there were 238 employed residents within this proposed RCIA, and the RCIA contained 226 jobs.

**Area Vision & Place Type.** With infill growth through 2040, the RCIA could provide as much as 300 additional units consisting of units in redeveloped mixed use areas, additional live-work units along Old Redwood Highway, and infill on existing lots such as second dwelling units and new single family homes with second dwelling units above garages. There are several larger vacant or underdeveloped parcels that could accommodate townhouse or courtyard style homes. The vision for the area is to: 1) make Larkfield a more complete community with a mix of residential and non-residential infill development; 2) provide more bike/pedestrian paths and transit opportunities to link Larkfield to the Airport Industrial Area one mile to the west and to the cities of Windsor and Santa Rosa to the north and south.

**Implementation.** In the past five years plans, programs or activities near this area have included:

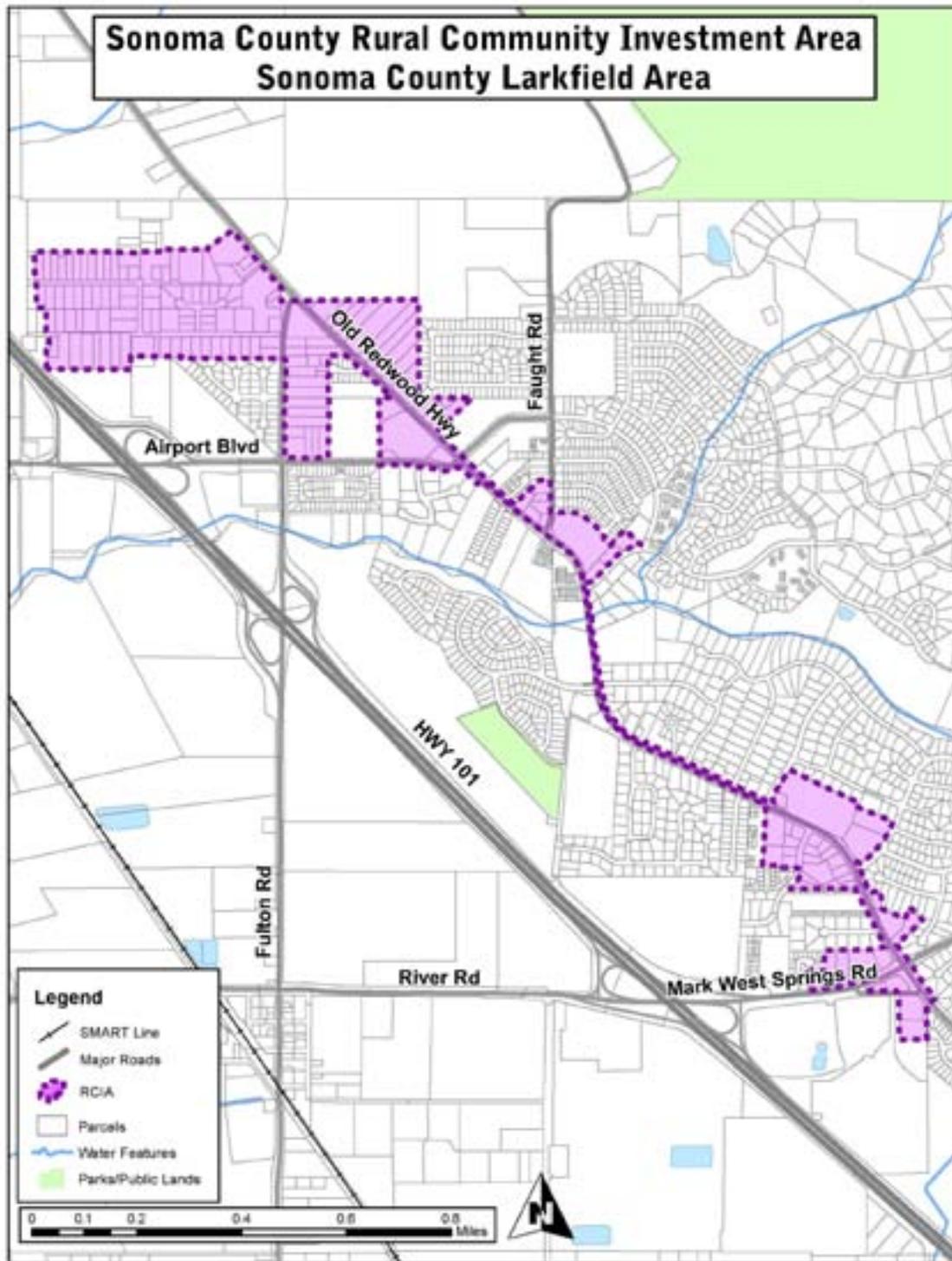
- Initiation of construction for mandatory relocation of Sutter Hospital due to seismic safety issues
- Adoption of Sonoma County Bicycle and Pedestrian Plan identifying needed improvements along Old Redwood Highway

Implementing this vision will also require more detailed planning studies for better connection of the Larkfield community with the Airport Industrial Area. The County is in the process of reviewing and adopting a Complete Neighborhood Overlay Zone to be used in areas such as Larkfield to identify opportunities and constraints, and creation of a plan for future infill development and improvements that result in more sustainable, less auto-dependent communities. Another need for this community is a transit feasibility study that assesses transit alternatives for linking Larkfield residents to jobs in the Airport Industrial Area across Highway 101. Because of the planned expansion of the Sonoma County Airport, the relocation of one of Sonoma County's largest hospital facilities to the area, and the future availability of passenger rail service in this area, updating land use and transportation strategies for this area could result in a substantial reduction in vehicle miles traveled in Sonoma County. The ability to access programs and funding opportunities at the regional, state, and federal levels will help Sonoma County implement these goals for its Urban Service Area communities.

**Community Participation/Relevant Planning Processes.** There have been no major recent community involvement programs pertaining to long range planning efforts in the Larkfield community in recent years. The Larkfield area had developed over the last several decades in accordance with the Larkfield/Wikiup Area Plan that was repealed in 2008. The development or update of any plan for Larkfield will include community outreach and participation – particularly with regard to implementation of a Complete Neighborhood Overlay Zone. The Sonoma County General Plan 2020, adopted in 2008, involved several years of community meetings conducted before a Citizen's Advisory Committee. This process resulted in the retention of the County's existing growth policies calling for new development to occur in a compact, sustainable manner within Urban Service Area boundaries where public sewer and water exist. Sonoma County General Plan Land Use Element goals align with ABAG's FOCUS program to promote planning for "complete communities" that have a variety of homes, jobs, shops, services and amenities; that encourage accessibility by walking, biking, taking transit, and reducing commute times; and that improve social and economic equity.

**Smart Growth Potential.** This multi-modal area with nearby airport, rail, highway, transit and bike facilities serving a major county employment center and an adjacent residential community could benefit immensely from the assessment and implementation of alternatives to single occupancy commute travel patterns. A major opportunity exists to reduce VMT by providing a viable alternative to single occupant vehicular trips along Airport Boulevard by connecting Larkfield residents to jobs within the Airport Industrial Area approximately a mile away. Larkfield would also benefit from planning efforts to make a more “complete” community that reduces dependence on automobile trips to Santa Rosa or Windsor for goods and services to accommodate day to day needs.

**Map 18: Larkfield Rural Community Investment Area**



## Penngrove

**Existing Conditions.** The Penngrove proposed PDA is located just north of the City of Petaluma. The proposed PDA is bisected by Petaluma Hill Road and Old Redwood Highway. The SMART railroad right of way runs parallel through the area. Penngrove has a compact retail core surrounded by large lots with future infill potential through the Year 2040.

The area within the proposed RCIA boundary is approximately 160 acres and contains 140 housing units. Reports from the US Census Local Employment Dynamics website indicate that in 2010 there were 107 employed residents within this proposed RCIA, and the RCIA contained 128 jobs.

Currently, growth is constrained in this area by traffic, sewer, water and drainage limitations. Infrastructure improvements are needed prior to the area receiving a substantial amount of new growth.

**Area Vision & Place Type.** The place type that best describes this area is Rural Community Investment Area. The vision for the area is to: 1) encourage development along the core Main Street area that is mixed use, pedestrian friendly and of a high quality “Main Street” character; 2) preserve the rural character of the outlying residential areas; 3) improve opportunities for safe bike and pedestrian travel within Penngrove; 4) enhance and restore the riparian corridor for habitat and recreational benefit; 5) create a more complete community by incentivizing mixed use and non-residential or cottage industry uses particularly between Old Redwood Highway and the railroad right of way when not in conflict with riparian habitat restoration goals. While the General Plan now has relatively low densities for this area through the Year 2020, it is possible that by the Year 2040 a doubling or tripling of units could occur through the Year 2040. With a 2% job growth rate, the area could gain another 100 jobs.

**Implementation.** In the past five years plans, programs or activities in this area have included:

- Adoption of the Penngrove Main Street Design Guidelines

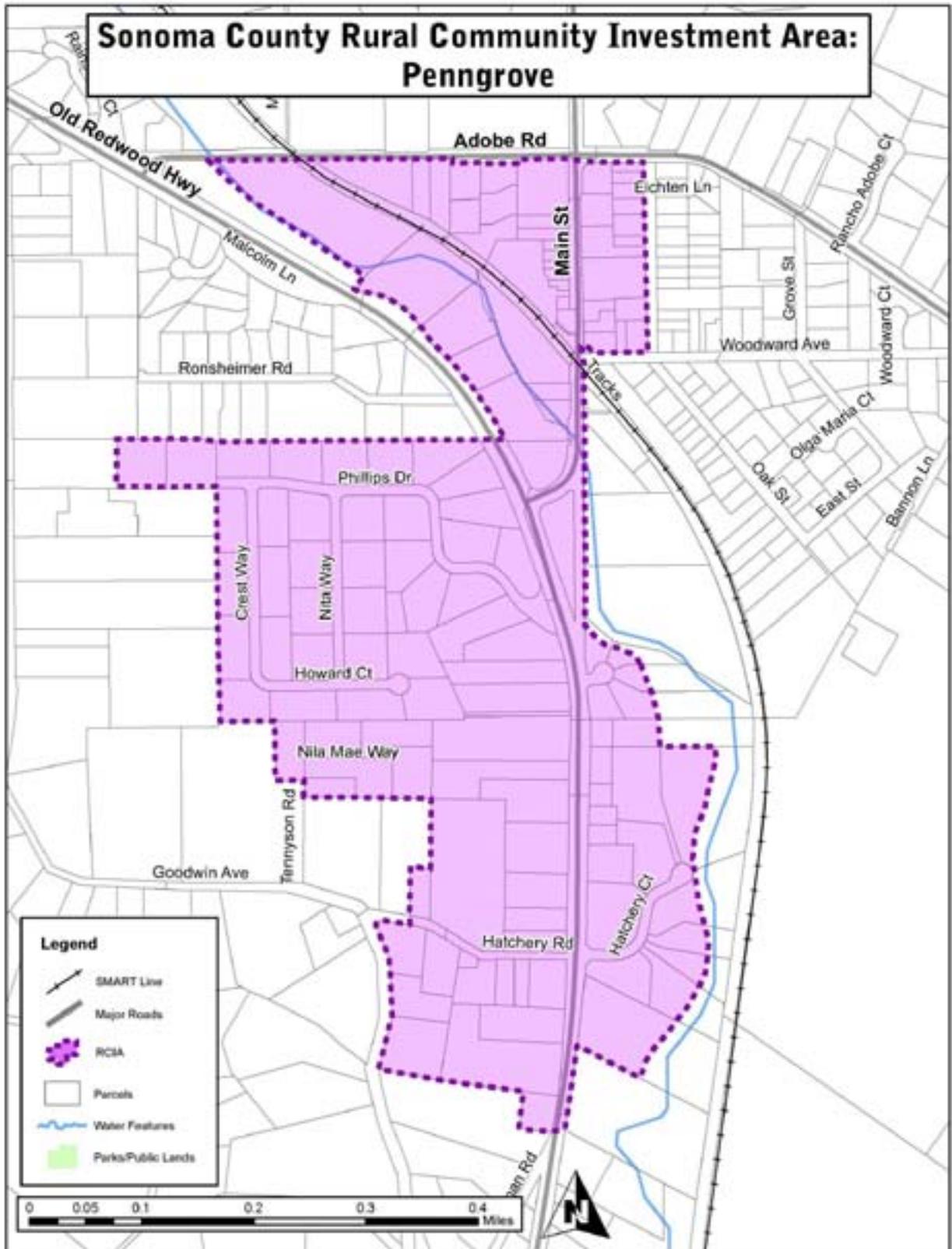
Implementing this vision will require further construction of bike lanes and pedestrian paths and a focused planning effort with the community. The County is in the process of reviewing and adopting a Complete Neighborhood Overlay Zone to be used in areas such as Penngrove to identify opportunities and constraints, and create a plan for future infill development and improvements that result in more sustainable, less auto-dependent communities. The process associated with the Complete Neighborhood Overlay Zone would identify the specific environmental constraints and infrastructure needs associated with alternative growth scenarios.

The ability to access programs and funding opportunities at the regional, state, and federal levels will help Sonoma County implement these goals for its Urban Service Area communities that are designated Priority Development Areas.

**Community Participation/Relevant Planning Processes.** The Penngrove Area Plan is in effect for this area and is in need of update. Within the last two years, public meetings were held leading up to the adoption of the Penngrove Main Street Design Guidelines – applicable to the core area of Penngrove. The Sonoma County General Plan 2020, adopted in 2008, involved several years of community meetings conducted before a Citizen’s Advisory Committee. This process resulted in the retention of the County’s existing growth policies calling for new development to occur in a compact, sustainable manner within Urban Service Area boundaries where public sewer and water exist. Sonoma County General Plan Land Use Element goals align with ABAG’s FOCUS program to promote planning for “complete communities” that have a variety of homes, jobs, shops, services and amenities; that encourage accessibility by walking, biking, taking transit, and reducing commute times; and that improve social and economic equity.

**Smart Growth Potential.** This area could be a small scale example of transforming a rural/suburban area into a more vibrant and complete community by developing an infill strategy with the community that calls for new development to have a Main Street and rural village character which enhances the rural character that Penngrove residents desire. New development would also provide opportunities to improve the pedestrian and bike paths within Penngrove, and restore the riparian habitat adjacent to the railroad corridor.

Map 19: Penngrove Rural Community Investment Area



## The Springs, Sonoma Valley, Urban Service Area

**Existing Conditions.** “The Springs” communities of Boyes Hot Springs, Fetters Hot Springs, El Verano, and Agua Caliente are historical turn of the century hot springs resort communities initially connected to Santa Rosa and the Bay Area by railroad. “The Springs” communities are now a contiguous urbanized area located along the Scenic Highway 12 Corridor immediately northwest of the City of Sonoma. The core of these communities is served by public sewer and water, and contains a mixture of residential, office, retail and recreation uses. The proposed PDA boundary encompasses portions of the Sonoma Valley Urban Service Area that have the greatest potential for infill growth, and also portions of The Springs Redevelopment Area boundary.

“The Springs” area is ethnically diverse and located within a former redevelopment area in the heart of the Sonoma Valley wine grape production area. Job opportunities in the area surrounding the proposed PDA include retail and service sector jobs in the City of Sonoma, and agricultural and winery related jobs in the Sonoma Valley.

The area within the proposed RCIA boundary is approximately 160 acres and contains 451 housing units. Reports from the US Census Local Employment Dynamics website indicate that in 2010 there were 430 employed residents within this proposed RCIA, and the RCIA contained 277 jobs.

**Area Vision & Place Type.** The place type that best describes this area is Rural Community Investment Area. The vision for the area is to: 1) make The Springs a more complete community with a mix of residential and non-residential infill development; 2) provide more bike/pedestrian paths and transit opportunities to link The Springs residential areas to non-residential areas and the City of Sonoma for job opportunities. The area has infill potential for up to an additional approximately 250 units through the Year 2040. With a 2% job growth rate the area could gain another 200+ jobs.

**Implementation.** In the past five years plans, programs or activities in this area or nearby have included:

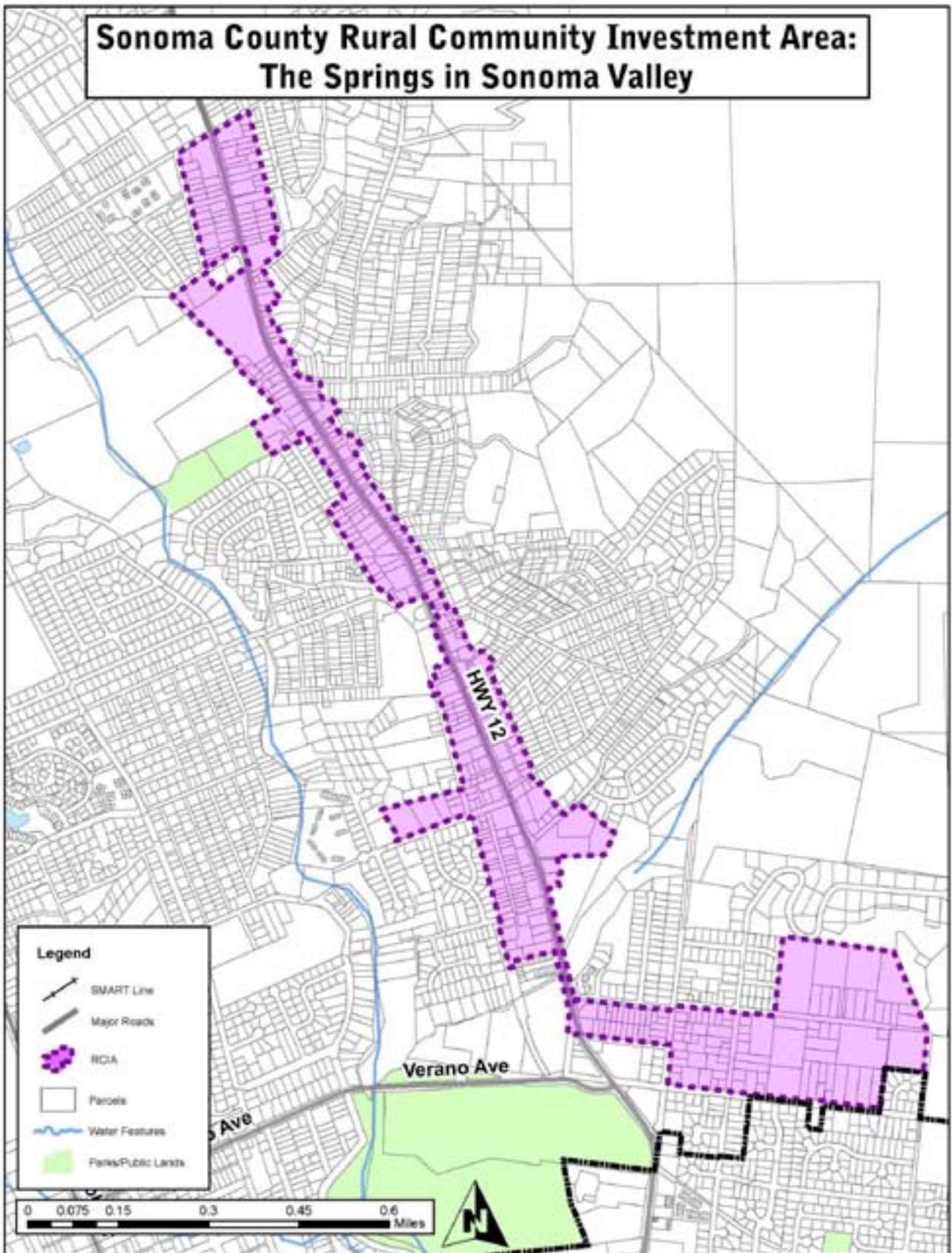
- Amendment of The Springs Redevelopment Plan
- Partial construction of Highway 12 improvements to provide bike lanes and sidewalks
- Construction of an 80 unit affordable housing project
- Planning for segments of the Central Sonoma Valley Trail Project

Implementing this vision will also require further construction of bike lanes and pedestrian paths particularly along Highway 12 from Agua Caliente Road to Boyes Boulevard. The County is in the process of reviewing and adopting a Complete Neighborhood Overlay Zone to be used in areas such as The Springs to identify opportunities and constraints, and creation of a plan for future infill development and improvements that result in more sustainable, less auto-dependent communities.

The ability to access programs and funding opportunities at the regional, state, and federal levels will help Sonoma County implement these goals for its Urban Service Area communities that are designated RCIA.

**Community Participation/Relevant Planning Processes.** Community involvement in The Springs Area has resulted in the preparation of The Springs Redevelopment Area Strategic Action Plan ([http://www.sonoma-county.org/cdc/rd\\_sv\\_strategicplan.htm](http://www.sonoma-county.org/cdc/rd_sv_strategicplan.htm)). The action plan is intended to prioritize redevelopment activities associated with the former Redevelopment Plan for this area ([http://www.sonoma-county.org/cdc/rd\\_sv\\_redevelopment\\_plan.htm](http://www.sonoma-county.org/cdc/rd_sv_redevelopment_plan.htm)). The Springs area has developed over the last several decades in accordance with the North Sonoma Valley Specific Plan and the South Sonoma Valley Area One Specific Plan and Highway 12 Design Guidelines. The Springs Area is an MTC identified “Community of Concern”. Additionally, the Sonoma County Transportation Authority has recently prepared a Community Based Transportation Plan that involved substantial community involvement ([http://www.sctainfo.org/reports/The\\_Springs\\_Community\\_Based\\_Transportation\\_Plan/DRAFT\\_The%20Springs%20CBTP%20060310.pdf](http://www.sctainfo.org/reports/The_Springs_Community_Based_Transportation_Plan/DRAFT_The%20Springs%20CBTP%20060310.pdf)).

Map 20: The Springs, Sonoma Valley, Rural Community Investment Area



The General Plan Land Use Element calls for updating of the North Sonoma Valley and South Sonoma Valley Area One area plans. The development or update of these plans will include community outreach and participation. This area also is suitable for rezoning to the Complete Neighborhood Overlay Zone. The Sonoma County General Plan 2020, adopted in 2008, involved several years of community meetings conducted before a Citizen's Advisory Committee. This process resulted in the retention of the County's existing growth policies calling for new development to occur in a compact, sustainable manner within Urban Service Area boundaries where public sewer and water exist. Sonoma County General Plan Land Use Element goals align with ABAG's FOCUS program to promote planning for "complete communities" that have a variety of homes, jobs, shops, services and amenities; that encourage accessibility by walking, biking, taking transit, and reducing commute times; and that improve social and economic equity.

**Smart Growth Potential.** The Springs area would benefit from planning efforts and neighborhood improvement projects to make a more "complete" community that reduces dependence on automobile trips to Santa Rosa and Sonoma for goods and services to accommodate day to day needs.



## Chapter 3

### Sonoma County PCAs

While the focus of this Investment and Growth Strategy is on Priority Development Areas, Sonoma County also has 18 Priority Conservation Areas (PCAs) which are also eligible for funding as part of the One Bay Area Grant (OBAG) Program. PCAs are areas of regional significance that provide important agricultural, natural resource, historical, scenic, cultural, recreational, and/or ecological values and ecosystem functions. Sonoma County's PCAs include natural open space areas, major multi-use trails, and agricultural areas that not only contribute to local and regional ecological and environmental health and sustainability, but also provide important recreational and economic opportunities for the County's residents and visitors.

As part of the FOCUS Program in 2007, ABAG asked local governments, public agencies and non-profit organizations to nominate potential PCAs. Final PCA designations were made based on the following three criteria: level of consensus, regional significance (in terms of providing important agricultural, natural resource, historical, scenic, cultural, recreational, and/or ecological values and ecosystem functions) and urgency for protection.

Land trusts, open space districts, parks and recreation departments, local jurisdictions and other organizations were all involved in the designation of PCAs. The goal of designating PCAs was to accelerate protection of key open space areas, agricultural resources, and areas with high ecological value to the regional ecosystem. Historical, scenic, and cultural resources were also considered.

Under the OBAG program, \$10 million was set aside for PCAs. Half of these funds will go to a PCA pilot program in the North Bay; the remaining \$5 million will be available to PCA projects outside of the North Bay through a competitive grant process requiring a 3:1 ratio of matching funds. The specific types of projects that may be eligible for this funding are still being determined, but may include multi-use trails, "farm-to-market" and local food system infrastructure improvements that facilitate local agricultural production and other activities related to open space conservation and habitat protection.

### Priority Conservation Areas

#### Sonoma County Gateway

The Sonoma County Gateway area lies in the San Antonio Valley south of the City of Petaluma to the Marin County border. The lands contain dairy and ranch lands and create a scenic corridor seen from Highway 101. This area provides an open space buffer between the City of Petaluma in Sonoma County and the City of Novato in Marin County. Land conservation in this area presents an opportunity to maintain large parcels of land for agricultural uses and the rural heritage of Sonoma County.

#### San Francisco Bay Trail – Bay Area Ridge Trail

The San Francisco Bay Area has two significant and complementary long-distance trails: the San Francisco Bay Trail hugs the shoreline and the Bay Area Ridge Trail runs along the ridgelines overlooking the Bay. These trails connect people and communities to each other, to parks and open space, to home, work and recreation, and to countless areas of cultural and historic interest. They also provide opportunities for solitude and passive and active recreation, which fosters healthy lifestyles. Furthermore, both trails increase transportation options and offer untold opportunities to observe, learn about, and care for the environment. Lastly, the bay and ridge trails offer economic benefits, such as increased tourism and increased property values. The regional trail alignments are not yet completed. Continued coordination with local and regional entities to close existing gaps is needed. Completion of these regional trails will continue to enhance the quality of life for Bay Area residents and offer an alternate means for people to enjoy the outdoors and get to various destinations within a network of connected, permanently-protected open space corridors and urban center

## Petaluma Watershed Southeastern Portion

The Petaluma Watershed Southeastern Portion is an area southeast of the City of Petaluma that extends to San Pablo Bay. The area hosts a diverse mosaic of agricultural and grazing lands, tidal marsh, and sloughs bordering the eastern banks of the Petaluma River. The agricultural complex is part of the Sonoma-Marin Dairy Belt and possesses significant cultural, open space, scenic, and local economic value. Medium-sized family farms provide agricultural products and present substantial opportunities for cooperative land stewardship and conservation. The western banks of the watershed drain into smaller tributaries and creeks, which feed into the Petaluma River. Protection of these working lands and habitat can minimize impacts on the river and the downstream tidal slough and marsh complex, while maintaining agriculture in the region.

## Sonoma Baylands

The Sonoma Baylands area extends from the San Pablo Bay in Sonoma County north to State Route 121. The area is a mosaic of salt marshes, sloughs, estuaries, and wetlands. These ecological systems play a critical role in holding and filtering water while also providing habitat for a multitude of bird, fish, and plant species. Agricultural activity also abounds in this region. Land conservation efforts in this area would protect habitat, create wildlife education and recreational opportunities, and provide opportunities for cooperative land stewardship and conservation.

## Sonoma Mountain

Sonoma Mountain is located in Sonoma County between the cities of Sonoma, Petaluma, Cotati, Rohnert Park, and Santa Rosa. Its location between five of the nine cities in the county make it a visible geographic feature in the county's rural landscape. It also provides recreational opportunities for nearby residents. The area is composed of oak woodlands, grassland savannah, and redwood forests providing a refuge for wildlife from surrounding urban environments. Land conservation in this area would ensure that habitat corridors are maintained between Sonoma Mountain and neighboring natural areas, that trails connect people to outdoor recreation opportunities, and that large areas are maintained for viable agricultural uses.

## Upper Mark West Watershed

The Upper Mark West Watershed is located northeast of the City of Santa Rosa in Sonoma County. The land and water resources in this area serve fish, wildlife, and human needs. Preservation of lands within this area would maintain an intact riparian resource that provides in-stream and riparian habitat for a variety of species, such as coho salmon, and would provide a range of outdoor and environmental education opportunities to connect people with nature.

## Coastal Access and Resource Protection

The Coastal Access and Resource Protection area in Sonoma County highlights the importance of protecting this regional and state resource, while ensuring that residents and visitors have access to it. Sonoma County has four major rivers that empty into the Pacific Ocean along its coast. These marine estuaries act as transition zones between fresh and salt water environments, providing a specific type of habitat for the species that depend on it. The wide mouths of the creeks and rivers that convene at the coast offer recreational opportunities that include wildlife viewing. Protection of this resource would ensure the viability of the area's ecological systems and the continued opportunity for future generations to enjoy this resource.

## Coastal Agriculture

The Coastal Agriculture area is between Bodega Bay and the City of Petaluma in Sonoma County. The area contains large, active dairies and ranches, and grasslands in this area provide grazing land for cows and sheep. The area creates a scenic landscape and acts as a community buffer separating urban centers from this rural area. Numer-

ous creeks and rivers also flow through this area providing riparian corridor and coastal estuary habitat and water filtration functions. Conservation of land in this area provides an opportunity to maintain the agricultural heritage and integrity of the landscape

### **Coastal Sonoma to Armstrong Redwoods**

The Coastal Sonoma to Armstrong Redwoods area extends along the northern Sonoma County coast inland to Armstrong Redwoods State Park. The area contains core conifer forestland, core oak woodland, a major groundwater basin and natural recharge area, important recreation connections, and key river access points. Land conservation in this area would create landscape linkages between old-growth redwood parks, protect land along the Russian River, and provide regional trail connections.

### **Laguna de Santa Rosa**

The Laguna de Santa Rosa is a 22-mile long wetland and creek complex that runs through central Sonoma County between headwater tributaries originating on the northwest slope of Sonoma Mountain above Cotati and its confluence with the Russian River at Forestville. It is the largest tributary to the Russian River and the second largest freshwater wetland in coastal Northern California, and is believed to be the most biologically diverse region of California's second-most biologically diverse county. It provides many beneficial functions including flood control, water filtration, wildlife habitat, outdoor recreation and learning opportunities, community separation, and mitigation areas for impacts to endangered species by development within urban centers. It is recognized as an important stop on the Pacific Flyway for migrating birds. The area also has a system of outdoor recreation trails planned that will be a recreational amenity close to urban centers. Preservation of lands in this area would have multiple benefits throughout Sonoma County and beyond.

### **Northern Mayacamas**

The Northern Mayacamas area is located in northwestern Sonoma County and encompasses a portion of the southern range of the Mayacamas Mountains. The area contains important, intact oak and conifer woodlands, chaparral, grasslands, and streams that are home to rare plants, birds, fish, and other species. Continued preservation of lands in this area presents an opportunity to retain an intact landscape that provides a variety of ecosystem functions that benefit both wildlife and human

### **Pitkin Marsh – Atascadero Creek Watershed**

The Pitkin Marsh-Atascadero Creek Area is located approximately 3 miles north of the city of Sebastopol in Sonoma County. It is within the Atascadero Creek Watershed and forms a system of riparian and wetland areas. The area contains unique biotic communities that include rare plants, known only from this location. The area also provides drinking water to downstream communities, such as Graton, and improves water quality overall. The conservation and stewardship of this region represents a unique opportunity to preserve and enhance its biological richness and maintain its watershed functions

### **Russian River Access**

The Russian River Access area extends the entire length of the Russian River in Sonoma County. The Russian River enters Sonoma County just north of the City of Cloverdale and winds its way south to Healdsburg where it bears west all the way to the Pacific Ocean. The river is a popular vacation and recreation destination for visitors and California residents. Land conservation efforts to improve public access along the Russian River can improve the connections between hiking trails and navigable water areas and help relieve congestion and over-use of existing public facilities along the river.

### **Santa Rosa Plain**

The Santa Rosa Plain is located between the Laguna de Santa Rosa and the Cities of Santa Rosa and Rohnert Park, and constitutes the upland complex of habitat on broad, low-gradient alluvial plains just above the floodplain of the Laguna de Santa Rosa wetland and creek complex. The area has valley oak woodland habitat and a high concentration of vernal pools, which contribute to the area's high biological diversity. The plain also provides water filtration, a wildlife corridor for species movement, and a natural and rural urban separator between the Cities of Sebastopol and Santa Rosa. Preservation of lands within this area would enhance the role of the Santa Rosa Plain in fulfilling the ecological and social functions it provides.

### **The Cedars**

The Cedars area is located forty minutes north of downtown Cazadero in Sonoma County. This area straddles the East Austin, Upper Austin Creek, and Gualala River Watersheds. The headwaters of Big Austin Creek and East Austin Creek, both tributaries to the Russian River, and tributaries to the Gualala River are located here. The Cedars area has a diverse geology that provides a foundation for the development of a mosaic of habitat types, flora, and fauna. It is one of the few places where the Earth's mantle is exposed on land, which provides a special opportunity for study and observation of the processes that occur here. Preservation of lands within this area would protect water quality and the unique geology and living organisms abounding here.

## Chapter 4

### Funding Priorities

As discussed in Chapter One, MTC and ABAG adopted the One Bay Area Grant (OBAG) program as Resolution 4035 in 2012. OBAG provides guidance for the allocation of the Cycle 2 Federal Surface Transportation Program (STP) and Congestion Mitigation and Air Quality (CMAQ) funds for the next four fiscal years (FY 2012-13 through FY 2015-16). The SCTA is responsible for distribution of these funds in Sonoma County.

MTC and ABAG have developed eligibility requirements for receipt of OBAG funds that reflect the goals of Plan Bay Area. Meeting these requirements has not proven to be difficult, as Sonoma County jurisdictions have implemented policies that largely concur with the OBAG guidelines. With that said, it should be emphasized that funding priorities are not recreated with every new funding source and cycle. Since it often takes years to amass funding needed for a particular project, the list of priorities is often unchanged over time. The 2004 Comprehensive Transportation Plan established a prioritized list of projects that was used as a basis for the Measure M sales tax measure and for subsequent funding cycles. Many of these projects are still unfunded and continue to be outstanding needs.

The following Goals, Objectives and Policies were adopted in 2009 and make up the core of the current CTP.

- **Goal 1. Maintain the system**
  - Objective: Protect the investment in public transportation infrastructure.
    - Policy 1A: Pavement Management: Maintain streets and roads at a standard within the range of 70-80 Pavement Condition Index (PCI) – the equivalent of good to excellent on the PCI scale. Include the maintenance of bicycle routes along roadways as part of this measure.
    - Policy 1B: Bus Fleet Management: Ensure that all revenue vehicles and all bus stop facilities and transfer stations are properly maintained and all maintenance personnel are properly trained.
- **Goal 2. Relieve Traffic Congestion**
  - Objective: Reduce person hours of delay 20% below 2005 levels by 2035 through strategic improvements, technology and changes in driving habits.
    - Policy 2A: Implement strategic transit and roadway capacity expansion to meet current and future needs
    - Policy 2B: Expand rideshare, carpool, van pool, travel demand management, and telecommute programs.
    - Policy 2C: Implement new technologies to monitor and control traffic flow.
    - Policy 2D: Implement pricing strategies to help relieve congestion and make progress in attaining goals related to reducing GHG and maintaining the transportation system.
- **Goal 3. Reduce Greenhouse Gas Emissions**
  - Objective: Meet the targets to reduce GHG emissions 25% below 1990 levels by 2015, and 40% below 1990 levels by 2035 by working with government agencies and the public.
    - Policy 3A: Reduce vehicle miles of travel (VMT) per capita by 10% below 2005 levels by 2035.
    - Policy 3B: Increase transit use and productivity.

- Policy 3C: Improve accessibility and safety for pedestrians at and around activity centers.
- Policy 3D: Implement 2008 Countywide Bicycle and Pedestrian Master Plan
- Policy 3E: Support development and deployment of new technologies to reduce transportation emissions.
- **Goal 4. Planning for Safety and Health**
  - Objective: Increase safety and emphasize health aspects of transportation planning strategies
    - Policy 4A: Planning for Transportation Safety -Adopt State of California goals to minimize traffic related fatalities.
    - Policy 4B: Planning for Public Health - Plan neighborhoods that encourage walking, biking and physical activity, and connect residential areas, workplaces, schools, commercial centers and community facilities

SCTA has a responsibility to prioritize these policies and use them as guidance for funding decisions.

## Regional Transportation Plan

In 2011 The Metropolitan Transportation Commission (MTC) released a Call for Projects for inclusion in the Regional Transportation Plan – the Transportation element of the Sustainable Communities Strategy (SCS). SCTA approval of the Sonoma County transportation project list was discussed at a public meeting the evening of March 28, 2011. It was reviewed at SCTA Advisory Committees and Board meetings (providing an opportunity for public input) and eventually considered by MTC as part of the Sonoma County program of projects.

## One Bay Area Grant

The One Bay Area Grant (OBAG) is a grant of federal funding sources (STP, CMAQ) administered by MTC over a four year span. MTC Resolution 4035<sup>1</sup> provides guidance for OBAG that includes overlays of the SCS goal of GHG reduction made possible by development of PDAs. In the process of programming these funds the SCTA brought information for review to the Advisory Committees and Board, all of which were noticed and open to the public.

**Table 5: OBAG Available Funds**

Type of Funding	Amount
Surface Transportation Program	\$11,755,000
Congestion Mitigation/Air Quality Program	\$9,888,000
Transportation Alternatives	\$1,396,000
<b>Total OBAG</b>	<b>\$23,039,000</b>

## Overall Public Outreach Activities

The following summarizes outreach activities and a month by month schedule for the Sonoma County Transportation Authority Implementation of the One Bay Area grant Program.

- Presentation of OBAG efforts to the Sonoma County Transportation Authority public meetings Sonoma County Transportation Authority and standing committees

<sup>1</sup> Metropolitan Transportation Commission – Resolution 4035 [http://www.mtc.ca.gov/funding/onebayarea/RES-4035\\_approved.pdf](http://www.mtc.ca.gov/funding/onebayarea/RES-4035_approved.pdf)

- Executive Committee
- Sonoma County Transportation Authority Advisory Committees
  - Technical Advisory Committee
  - Planning Directors /Planning Advisory Committee
  - Citizens Advisory Committee
  - Transit Technical Advisory Committee
  - Bicycle and Pedestrian Advisory Committee
  - Transit/Paratransit Coordination Committee
- Publication of OBAG efforts on SCTA Website
- OBAG schedule of key decision making points distributed to all above Advisory Committees and all Federally Recognized Native American Tribes in Sonoma County
- Outreach to Sonoma County Community and Technical Advisory Groups involved in the development of the Comprehensive Transportation Plan
- Press Releases at key milestones to inform media of Sonoma County OBAG implementation activities
- Outreach to Federally recognized Native American Tribes in Sonoma County

The SCTA took comments from committee members and public comments in the development of the OBAG application and guidance. For more information on Local Engagement see Appendix C

Guidelines developed by SCTA incorporated the goals of the fund source and the SCS and included prioritization based on the following criteria.

### Funding Requirements

- Project sponsors are required to produce a Housing Element from their General Plans certified by the California Department of Housing and Community Development (HCD).
- Project sponsors must address complete streets policies at the local level through the adoption of a complete streets policy resolution no later than January 31, 2013. A jurisdiction can also meet this requirement through a general plan that complies with the Complete Streets Act of 2008.
- Half of OBAG funding must go to projects located in PDAs or that provide proximate access to a PDA

### Preference is given to:

- Projects that are in Communities of Concern
- Projects that address the goals of the SCS
- Project sponsors that demonstrate ability to deliver projects according to Federal requirements.

The application was vetted through the Advisory Committees at regularly noticed meetings through the summer of 2012. It was approved by SCTA at its October 2012 meeting.

### Call For Projects

The SCTA released its Call for Projects to program projects for FFYs of 2013-14, 2014-15 and 2015-16. Applications to fund 31 projects were received. . The OBAG application is included as Appendix D. Project applications received by the SCTA are available in their entirety online at the SCTA website <http://sctainfo.org/resources.htm>.

### Project submission

All of the jurisdictions submitted at least one application for funding. Of those 31 projects 26 were in PDAs and an additional 2 provided proximate access to PDAs. Fourteen of the applications were to fund Bicycle/Pedestrian projects.



## Appendices

Appendix A – Guidelines for the PDA Investment and Growth Strategy  
MTC Resolution 4035 - Appendix A-6

Appendix B – Housing in Sonoma County – Production and Policy

Appendix C – Local Engagement

Appendix D – OBAG Application & Instructions – Sonoma County

## Appendix A-6: PDA Investment & Growth Strategy

The purpose of a PDA Investment & Growth Strategy is to ensure that CMAs have a transportation project priority-setting process for OBAG funding that supports and encourages development in the region's PDAs, recognizing that the diversity of PDAs will require different strategies. Some of the planning activities noted below may be appropriate for CMAs to consider for jurisdictions or areas not currently designated as PDAs if those areas are still considering future housing and job growth. Regional agencies will provide support, as needed, for the PDA Investment & Growth Strategies. From time to time, MTC shall consult with the CMAs to evaluate progress on the PDA Investment and Growth Strategy. This consultation may result in specific work elements shifting among MTC, ABAG and the CMAs. Significant modifications to the scope of activities may be formalized through future revisions to this resolution. The following are activities CMAs need to undertake in order to develop a project priority-setting process:

### (1) Engaging Regional/Local Agencies

- Develop or continue a process to regularly engage local planners and public works staff. Encourage community participation throughout the planning process and in determining project priorities
- Participate as a TAC member in local jurisdiction planning processes funded through the regional PDA Planning Program or as requested by jurisdictions. Partner with MTC and ABAG staff to ensure that regional policies are addressed in PDA plans.

### (2) Planning Objectives – to Inform Project Priorities

- Keep apprised of ongoing transportation and land-use planning efforts throughout the county
- Encourage local agencies to quantify transportation infrastructure needs and costs as part of their planning processes
- Encourage and support local jurisdictions in meeting their housing objectives established through their adopted Housing Elements and RHNA.
  - *Short-term:* By May 1, 2013, receive and review information submitted to the CMA by ABAG on the progress of local jurisdictions in implementing their housing element objectives and identify current local housing policies that encourage affordable housing production and/or community stabilization.
  - *Long-term:* Starting in May 2014 and in all subsequent updates, PDA Investment & Growth Strategies will assess local jurisdiction efforts in approving sufficient housing for all income levels through the RHNA process and, where appropriate, assist local jurisdictions in implementing local policy changes to facilitate achieving these goals<sup>1</sup>. The locally crafted policies should be targeted to the specific circumstances of each PDA. For example, if the PDA currently does not provide for a mix of income-levels, any recommend policy changes should be aimed at promoting affordable housing. If the PDA currently is mostly low-income housing, any needed policy changes should be aimed at community stabilization. This analysis will be coordinated with related work conducted through the Housing and Urban Development (HUD) grant awarded to the region in fall 2011.

(3) Establishing Local Funding Priorities - Develop funding guidelines for evaluating OBAG projects that support multi-modal transportation priorities based on connections to housing, jobs and commercial activity. Emphasis should be placed on the following factors when developing project evaluation criteria:

- **Projects located in high impact project areas.** Key factors defining high impact areas include:
  - a. Housing – PDAs taking on significant housing growth in the SCS (total number of units and percentage change), including RHNA allocations, as well as housing production

<sup>1</sup> Such as inclusionary housing requirements, city-sponsored land-banking for affordable housing production, “just cause eviction” policies, policies or investments that preserve existing deed-restricted or “naturally” affordable housing, condo conversion ordinances that support stability and preserve affordable housing, etc.

- b. Jobs in proximity to housing and transit (both current levels and those included in the SCS),
- c. Improved transportation choices for all income levels (reduces VMT), proximity to quality transit access, with an emphasis on connectivity (including safety, lighting, etc.)
- d. Consistency with regional TLC design guidelines or design that encourages multi-modal access: [http://www.mtc.ca.gov/planning/smart\\_growth/tlc/2009\\_TLC\\_Design\\_Guidelines.pdf](http://www.mtc.ca.gov/planning/smart_growth/tlc/2009_TLC_Design_Guidelines.pdf)
- e. Project areas with parking management and pricing policies
- **Projects located in Communities of Concern (COC)** – favorably consider projects located in a COC as defined by MTC (see: <http://geocommons.com/maps/110983> ) or as defined by CMAs according to local priorities
- **PDAs with affordable housing preservation and creation strategies** – favorably consider projects in jurisdictions with affordable housing preservation and creation strategies or policies
- **PDAs that overlap or are colocated with: 1) populations exposed to outdoor toxic air contaminants as identified in the Air District’s Community Air Risk Evaluation (CARE) Program and/or 2) freight transport infrastructure** –Favorably consider projects in these areas where local jurisdictions employ best management practices to mitigate PM and toxic air contaminants exposure.

**Process/Timeline**

CMA's develop PDA Investment & Growth Strategy	June 2012 – May 2013
PDA Investment & Growth Strategy Presentations by CMAs to Joint MTC Planning and ABAG Administrative Committee	Summer/Fall 2013
CMAs amend PDA Investment & Growth Strategy to incorporate follow-up to local housing production and policies	May 2014
CMAs submit annual progress reports related to PDA Growth Strategies, including status of jurisdiction progress on development/adoption of housing elements and complete streets ordinances.	May 2014, Ongoing

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**Sonoma County Housing Production Review**

	2010-2040 Project Housing Unit Growth		Difference		Median Sales Price in \$ (trulia.com)		Difference		Median Housing Value in \$		Median HH Income		Affordability		Housing Element certification		Housing Production					
	Local Input	Total	%	Total	Apr-Jun 12	1 year prior	%	2010 ACS 5-year estimates	2010 ACS 5-year estimates	2010 ACS 5-year estimates	(Median Housing Value/Regional Median Housing Value)	(Yes/no - date expected)	Units Permitted (Year)	Very Low	Low	Mode rate	Above	Permits within PDA				
<b>Cloverdale</b>	790	n/a			278,000	233,750	0	446,500	54,309	0.70	Yes	2007	2	1	1	0	0					
Downtown/ SMART Transit Area	729	760	4%	31								2008	0	0	37	0		*2 Restricted Units/37 Unrestricted				
<b>Cotati</b>	510	n/a			271,000	227,750	0	439,700	64,107	0.69	Yes	2007	0	0	0	1	0					
Downtown & Cotati Depot	401	433	8%	32								2008	0	0	0	0	0	0				
<b>Healdsburg</b>	200	n/a			415,000	330,000	0	591,600	62,550	0.93	Yes	2007	0	3	1	28						
												2008	0	6	3	19						
												2009	60	13	1	2		N/A				
												2010	0	0	0	3						
												2011	0	1	0	1						
												2012	0	0	0	1						



**Sonoma County Housing Production Review**

	2010-2040 Project Housing Unit Growth		Difference		Median Sales Price in \$ (trulia.com)		Difference	Median Housing Value in \$	Median HH Income	Affordability	Housing Element certification	Housing Production				
	Jobs-Housing Connection Strategy	Local Input	Total	%	Apr-Jun 12	1 year prior	%	2010 ACS 5-year estimates	2010 ACS 5-year estimates	(Median Housing Value/Regional Value)	(Yes/no - date expected)	Units Permitted (Year)	Very Low	Low	Mode	Above
<b>Sebastopol</b>	420	n/a			499,000	481,000	0	579,500	53,008	0.91	Yes					
Core Area	386	400	14	4%								2007	37	25	9	0
												2008	1	2	0	0
												2009				8
												2010				4
												2011				16
												2012				4
<b>Sonoma</b>	300	n/a			340,000	370,000	0	627,800	65,728	0.99	No- 2013					
												2007	0	20	16	7
												2008	4	2	1	17
												2009	0	1	3	8
												2010	0	1	0	1
												2011	0	0	2	6
<b>Windsor</b>	1,910	2,788	878	46%	300,000	315,000	0	468,800	73,709	0.74	Yes					
Redevelopment Area	1,204	1,300	96	8%								2007	0	0	0	0
												2008	0	0	0	0
												2009	52	13	0	0
												2010	0	33	0	0
												2011				
<b>Unincorporated</b>	5,430	n/a														
Forestville	403	416	13	3%								2007	1	38	44	325
Granton	438	453	15	3%								2008	3	0	16	88
Guerneville	411	425	14	3%								2009	0	1	20	58
Penngrove Urban Service Area	375	388	13	3%								2010	34	19	17	25
The Springs	1,089	1,125	36	3%								2011	0	11	33	90

No Data Provided

\* 2 Restricted/95 Unrestricted Moderate Units

**Sonoma County Housing Policies**

	<b>Inclusionary Housing</b>	<b>Land Banking</b>	<b>Just Cause Evictions</b>	<b>Rent Control</b>	<b>Other Preservation Strategies</b>	<b>Condo Conversion</b>	<b>Impact Fees</b>	<b>Other Affordable Housing Policies</b>
<b>Cloverdale</b>	5+ units, 15%, moderate/lower income			Mobile homes	Purchasing units at risk of converting, rehab & tax credit properties			Density bonus, flexible design standards, subsidies in-lieu fee, land dedication, affordable housing fund, second units, SRO
<b>Cotati</b>	Any project, 20%, very low, moderate	Currently working with Housing Land Trust of Sonoma County to develop workforce housing with restrictions in perpetuity.						Density bonus, fee waiver, flexible design standards, subsidies
<b>Healdsburg</b>	7+ units/lots, 15%, very low, moderate							Density bonus
<b>Petaluma</b>	3+ units, 15-30%, low, moderate		Contact with nonprofit to provide tenant/landlord negotiations	Six mobile home parks only.	Rehab/Resyndication of Tax Credit properties	Housing Element Policy	Some exemptions/some reductions with City Council approval	Density bonus, subsidies
<b>Rohnert Park</b>	5+ units, 15%, low, moderate			Mobile Home Park Ord. RPMC 9.70 Rent Stabilization	Mobile Home Park Conversion Ord. RPMC 17.23. Flood Plain Mgt RPMC 15.48	New Condo development- up to 35% density bonus.		Density bonus, fee deferral, flexible design standards, subsidies, Mixed Use zoning, 2nd units, SROs, fast track processing, Homeless shelters allowed in churches, high density & commercial zones.
<b>Santa Rosa</b>	1+ units, fee payment			Mobile Homes Only	Preservation strategy of purchasing units at risk of converting to market rate but funds are very limited	Yes, but applicable only to projects built or permitted prior to 1979	Fees for affordable housing	Density bonus, flexible design standards
<b>Sebastopol</b>	3+ units/lots, 10-50%, very low, low, senior	Have used in past for affordable housing projects utilizing redevelopment funding	For condominium conversions	For mobile home parks		Yes	Housing linkage fee for non-residential development	Density bonus. Flexible design standards, subsidies, fee deferral and reduction

**Sonoma County Housing Policies**

	<b>Inclusionary Housing</b>	<b>Land Banking</b>	<b>Just Cause Evictions</b>	<b>Rent Control</b>	<b>Other Preservation Strategies</b>	<b>Condo Conversion</b>	<b>Impact Fees</b>	<b>Other Affordable Housing Policies</b>
<b>Sonoma</b>	5+ units, 20%, low, moderate							clustering of IH units, density bonus, flexible design standards
<b>Windsor</b>	5+ units/lots, 10-20%, very low, low, moderate							Density bonus, flexible design standards, subsidies, fee deferral, reduction and waiver
<b>Unincorporated</b>	Yes	No	No	Mobile Home Park Spaces Only		Policy Only	Inclusionary in-lieu fee; workforce development in-lieu fee	State density bonus program and 3 county density bonus programs, second units, SROs

**Sonoma County One Bay Area Grant Program Outreach Schedule**

Date	Outreach Audience	Subject	Public Meeting(s)	Website	Publication	Media	Event	Email Outreach	US Post Outreach	Phone call
July – Dec 2011	<ul style="list-style-type: none"> <li>SCTA Technical Advisory Committee (TAC)</li> <li>Partner agencies and stakeholders</li> </ul>	One Bay Area Grant Proposal	✓	✓				✓		
January-March 2012	<ul style="list-style-type: none"> <li>SCTA Board of Directors</li> <li>SCTA TAC</li> <li>Partner agencies and stakeholders</li> <li>Citizens Advisory Committee (CAC)</li> <li>Native American Tribal Outreach</li> </ul>	<ul style="list-style-type: none"> <li>One Bay Area Grant Update</li> <li>OBAG funding opportunities</li> </ul>	✓	✓			✓			
April 2012	<ul style="list-style-type: none"> <li>SCTA TAC</li> <li>Partner agencies and stakeholders</li> <li>Planning Directors/Planning Advisory Committee (PAC)</li> </ul>	<ul style="list-style-type: none"> <li>One Bay Area Grant Planning Requirements</li> <li>OBAG Revisions</li> </ul>	✓	✓				✓		
May 2012	<ul style="list-style-type: none"> <li>SCTA Board of Directors</li> <li>SCTA TAC, PAC, CAC</li> <li>Partner agencies and stakeholders</li> <li>Transit Technical Advisory Committee (TTAC)</li> </ul>	<ul style="list-style-type: none"> <li>Announcement of MTC's release of Grant</li> <li>Proposed Decision Milestone Schedule</li> <li>Proposed Call for Project Schedule</li> <li>Begin Development PDA Growth Strategy</li> </ul>	✓	✓				✓		
June 2012	<ul style="list-style-type: none"> <li>SCTA Board of Directors</li> <li>Partner agencies and stakeholders</li> <li>SCTA TAC, PAC</li> <li>Native American Tribal Outreach</li> </ul>	<ul style="list-style-type: none"> <li>PDA list verification/Growth Strategy Discussion</li> <li>OBAG Schedule</li> <li>Draft OBAG application and instructions</li> </ul>	✓	✓				✓	✓	
July 2012	<ul style="list-style-type: none"> <li>SCTA Countywide Bicycle and Pedestrian Advisory Committee (CBPAC), TAC</li> <li>Partner agencies and stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>Draft OBAG application and instructions</li> <li>Distribute Complete Streets Policy Resolution Guidance</li> </ul>	✓	✓				✓		
August 2012	<ul style="list-style-type: none"> <li>Federally recognized Native American Tribal Governments in Sonoma County</li> </ul>	<ul style="list-style-type: none"> <li>Follow-up to initial outreach</li> </ul>						✓	✓	✓

**Sonoma County One Bay Area Grant Program Outreach Schedule**

Date	Outreach Audience	Subject	Public Meeting(s)	Website	Publication	Media	Event	Email Outreach	US Post Outreach	Phone call
September 2012	<ul style="list-style-type: none"> <li>SCTA Board of Directors</li> <li>Partner agencies and stakeholders</li> <li>TAC, CAC, PAC</li> </ul>	<ul style="list-style-type: none"> <li>Overall OBAG approach</li> <li>OBAG Schedule and milestones</li> <li>PDA Growth Strategy and Planning Support</li> <li>OBAG Application Approval for use</li> </ul>	✓	✓				✓		
October 2012	<ul style="list-style-type: none"> <li>SCTA Board of Directors</li> <li>Partner agencies and stakeholders</li> <li>TAC, CAC, PAC, CBPAC, TTAC</li> <li>Transit Paratransit Coordinating Committee (TPCC)</li> <li>Federally recognized Native American Tribal Governments in Sonoma County</li> </ul>	<ul style="list-style-type: none"> <li>OBAG Call for Projects</li> <li>Complete Streets Workshop</li> <li>Jurisdictions develop OBAG applications</li> </ul>	✓	✓	✓	✓	✓	✓	✓	✓
November 2012	<ul style="list-style-type: none"> <li>Potential OBAG project sponsors</li> </ul>	<ul style="list-style-type: none"> <li>OBAG Applications due to SCTA</li> </ul>	✓	✓				✓	✓	
December 2012/January 2013	<ul style="list-style-type: none"> <li>TAC, CAC, PAC, TTAC, CBPAC, TPCC</li> <li>Partner agencies and stakeholders</li> <li>Federally recognized Native American Tribal Governments in Sonoma County</li> </ul>	<ul style="list-style-type: none"> <li>Draft OBAG Program and Projects</li> <li>Workshop for Complete Streets Best Practices implementation</li> </ul>	✓	✓			✓	✓		
February 2013	<ul style="list-style-type: none"> <li>TAC, CAC, PAC, TTAC, CBPAC, TPCC</li> <li>Partner agencies and stakeholders</li> <li>Federally recognized Native American Tribal Governments in Sonoma County</li> </ul>	<ul style="list-style-type: none"> <li>Update on proposed programming</li> <li>Finalize draft program of projects for Board approval</li> </ul>	✓	✓				✓		✓
March 2013	<ul style="list-style-type: none"> <li>SCTA Board of Directors</li> <li>TAC, CAC, PAC, CBPAC, TTAC, TPCC</li> <li>Partner agencies and stakeholders</li> <li>Federally recognized Native American Tribal Governments in Sonoma County</li> </ul>	<ul style="list-style-type: none"> <li>Final Board Approval of OBAG programming</li> </ul>	✓	✓				✓		✓
April-July 2013	<ul style="list-style-type: none"> <li>SCTA Board of Directors</li> <li>TAC, CAC, PAC, CBPAC, TTAC, TPCC</li> <li>Partner agencies and stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>Submission of OBAG programming to MTC</li> </ul>	✓	✓				✓		

**Required Attachments: FOR INTERNAL SCTA USE ONLY**

- General Plan (GP) Circulation Element Amendment or Complete Streets Policy Resolution
- Housing & Community Development (HCD) Certification for General Plan Housing Element
- Complete Streets Checklist
- Project Map (including Priority Development Area (PDA) boundaries)
- Transit District: GP and HCD Exempt
- Project on Tribal Lands: GP and HCD Exempt

**Please complete the requested fields below:**

**Project Sponsor:**

**Single Point Contact:**

**Email/Phone:**

**Project Title:**

**Project Location/Description:**

**Project Type:** *Check all that apply; indicate percentage of each if there is more than one element*

- |                          |   |         |
|--------------------------|---|---------|
| <input type="checkbox"/> | Transit Improvements                                | _____ % |
| <input type="checkbox"/> | Bicycle and Pedestrian Improvements <sup>1</sup>    | _____ % |
| <input type="checkbox"/> | Local Streets and Roads Preservation <sup>2</sup>   | _____ % |
| <input type="checkbox"/> | Safe Routes to Schools or Transit <sup>1</sup>      | _____ % |
| <input type="checkbox"/> | Transportation for Livable Communities <sup>1</sup> | _____ % |
| <input type="checkbox"/> | Priority Conservation Areas (Pilot Program)         | _____ % |

<sup>1</sup> Is project within the Bay Area Air Quality Management District (BAAQMD)? Y  N

<sup>2</sup> Roads must be eligible for federal aid.

See Attachment A of Metropolitan Transportation Commission (MTC) Resolution 4035 Cycle 2 Program Project Selection Criteria and Programming Policy for details on the above.

**RTP ID#:**

- Transportation for Livable Communities: 21011
- Regional Bicycle Program: 22247
- Local Streets and Roads Maintenance: 230700
- Other:

**RTP Goals:** *Please describe the relationship of project to meeting goals of the MTC Proposed Regional Transportation Plan (RTP):*

Check which goals apply:

- |  |   |
|--|---|
| <input type="checkbox"/> Climate Protection  | <input type="checkbox"/> Adequate Housing   |
| <input type="checkbox"/> Reduce Premature Death from Particulate Matter                      | <input type="checkbox"/> Reduce # of Injuries and Fatalities from Collisions          |
| <input type="checkbox"/> Increase Average Daily Walking and Biking for Transportation by 60% | <input type="checkbox"/> Open Space and Agricultural Preservation                     |
| <input type="checkbox"/> Equitable Access  | <input type="checkbox"/> Economic Vitality  |
| <input type="checkbox"/> Decrease Average Per Trip Travel Time                               | <input type="checkbox"/> Maintain the Transportation System in a State of Good Repair |

Please answer the following questions regarding the proposed project:

- |  |                            |                            |
|--|----------------------------|----------------------------|
| 1. Does Sponsor have Complete Streets Act of 2008 compliant General Plan (GP)? (attach reference or resolution)  | Y <input type="checkbox"/> | N <input type="checkbox"/> |
| 2. Does Sponsor have a Housing and Community Development (HCD) certified GP Housing Element? (attach certification letter, or see below)<br><i>In order to waive the above requirement GP Housing element must already be submitted to HCD for consideration. Date submitted to HCD:</i> | Y <input type="checkbox"/> | N <input type="checkbox"/> |
| 3. Is there a Complete Streets Checklist attached to this application?   | Y <input type="checkbox"/> | N <input type="checkbox"/> |
| 4. Has the sponsor failed to comply with regional or state delivery milestones in the past 3 years?  | Y <input type="checkbox"/> | N <input type="checkbox"/> |
| 5. Is there a Project Map attached to the current application?   | Y <input type="checkbox"/> | N <input type="checkbox"/> |
| 6. Is the proposed project inside the boundaries of an approved Priority Development Area (PDA)?   | Y <input type="checkbox"/> | N <input type="checkbox"/> |
| 7. Is the project directly connected to a PDA?   | Y <input type="checkbox"/> | N <input type="checkbox"/> |
| 8. Does the project provide proximate access to a PDA?   | Y <input type="checkbox"/> | N <input type="checkbox"/> |
| 9. If the project provides proximate access to a PDA, please explain how:  |                            |                            |
| 10. Does the project serve a Community of Concern?   | Y <input type="checkbox"/> | N <input type="checkbox"/> |
| 11. Did sponsor do public outreach to develop this project specifically?   | Y <input type="checkbox"/> | N <input type="checkbox"/> |

Please provide documentation of the public outreach process including dates and times of meetings held, number of participants and notification process:

**12. Funding Estimates:** Round to nearest thousand for programming purposes

Project Cost:

Grant Request:

Total Project Cost:

Phase	FFY 13/14		FFY 14/15		FFY 15/16	
	Federal Fund	Local Match	Federal Fund	Local Match	Federal Fund	Local Match
Preliminary Engineering	\$	\$	\$	\$	\$	\$
Right-of-Way	\$	\$	\$	\$	\$	\$
Construction	\$	\$	\$	\$	\$	\$
Construction Engineering	\$	\$	\$	\$	\$	\$

Indicate source(s) of matching funds here:

Source						
Amount	\$	\$	\$	\$	\$	\$

**13. Complete Streets Components:** Please indicate all the complete streets elements proposed as part of this project:

11a. Choose an item.	11b. Choose an item.
11c. Choose an item.	11d. Choose an item.
11e. Choose an item.	11f. Choose an item.
11g. Choose an item.	11h. Choose an item.
11i. Choose an item.	11j.

**14. Schedule:** Please provide project development schedule:

Phase	Begin MO/YR	End MO/YR
Scoping		
ENV		
PSE		
R/W		
CON		

*Please indicate the dates sponsor anticipates achieving the following milestones:*

**14a.** Resolution of Local Support for project:

**14b.** FMS Application:

**14c.** Field Review:

**14d.** Disadvantaged Business Enterprise Local Assistance Procedures Manual Form 9-B:

**14e.** Request for Authorization: *(Please indicate both PE and CON phases if seeking funding for both):*

**14f.** Receipt of Authorization (E-76):

**15.** If a Local Streets and Roads Preservation (LSRP) project, please indicate the federal aid classification of each road proposed:

**16.** If a LSRP, please indicate the number of lane miles to be improved (include street name, length and Pavement Condition Index [PCI] of each segment):

**17.** If LSRP project, what type?

- Pavement Rehabilitation (<70 PCI),
- Preventative Maintenance( $\geq$ 70 PCI),
- Non-Pavement

**18.** Does sponsor have a current, certified Pavement Management Program?

Y

N

**18a.** Please indicate the date of last certification:

**Required Attachments:** *If an agency is submitting multiple applications, an application for each project should be submitted, however, it is not necessary to provide multiple copies of the required elements. Please submit ONE copy of required elements.*

**Project Sponsor:** Please indicate the Agency sponsoring the project. Agency must have a master agreement with Caltrans to be eligible to receive federal transportation funds.

**Single Point of Contact:** Agencies must choose ONE single point of contact for all Federal Highway Administration (FHWA) funded projects, per MTC project and delivery monitoring requirements.

**Email/Phone:** Please provide the email address and primary phone number for the single point of contact listed above.

**Project Title:** Please provide the project title. If project is a LSRP project please use “Rehabilitation of Various Streets in X jurisdiction” for the title. Use the expanded project location category below to outline street names and segments. When projects are programmed into MTC’s Fund Management System (FMS) this will facilitate minor scope changes to project without the need for a full Federal Transportation Improvement Program (FTIP) amendment.

**Project Location/Description:** Please provide an expanded project description of your proposed project, including if applicable, street names, PDA name, how project focuses growth of PDA and proposed improvements. See page 6 for PDA map, contact SCTA staff to request a larger map.

**Project Type:** Please indicate the Project Type by checking the appropriate box listed. Please also indicate the percentage of each project type if you are applying for more than one. The fund sources available are Surface Transportation Program (STP), Congestion Mitigation and Air Quality Improvement Program (CMAQ), and Transportation Enhancement Funds (TE). If applying for a project to be funded with CMAQ, please indicate if the project is located within the Bay Area Air Quality Management District (BAAQMD) boundaries. If applying for STP/CMAQ funds for roadway improvements, projects must be Federal Aid eligible roadways. Bicycle and Pedestrian improvements do not need to be located on federal aid eligible roadways, however, they must be included in the Countywide Bike Plan. CMAQ funds may NOT be used for routine maintenance of bicycle and pedestrian facilities. CMAQ funds may be used if substantially upgrading bicycle and pedestrian facilities where improvements will substantially increase use (dirt path to paved pathway, etc). TE funds may be used for maintenance of existing bicycle and pedestrian facilities in addition to other eligible uses listed in the link below. Please see these links for more information on STP, CMAQ, and TE eligibility criteria:

STP: [http://www.dot.ca.gov/hq/LocalPrograms/lam/prog\\_g/g04stp.pdf](http://www.dot.ca.gov/hq/LocalPrograms/lam/prog_g/g04stp.pdf)

CMAQ: [http://www.dot.ca.gov/hq/LocalPrograms/lam/prog\\_g/g05cmaq.pdf](http://www.dot.ca.gov/hq/LocalPrograms/lam/prog_g/g05cmaq.pdf)

TE: [http://www.dot.ca.gov/hq/transprog/ocip/stip2008\\_te.html](http://www.dot.ca.gov/hq/transprog/ocip/stip2008_te.html)

**RTP ID#:** Please identify the RTP identification number. See pages 87-129 in this link:

[http://www.mtc.ca.gov/planning/2035\\_plan/](http://www.mtc.ca.gov/planning/2035_plan/)

**RTP Goals:** Please identify the relationship of the proposed project to meeting the goals of the MTC Regional Transportation Plan ([Change in Motion Transportation 2035](#)). See Chapter 4 in above link. Also please check all the boxes of the listed RTP goals that apply to the proposed project.

### Guidance to questions 1-18

1. Please indicate (Yes or No) if sponsor jurisdiction has a Complete Streets Act of 2008 compliant General Plan. If yes, please attach the page number and reference of the Complete Streets Act compliant General Plan Circulation element to this application. The answer to this question may be “no” only if a Council/Board approved Complete Streets Policy Resolution is attached to this application in place of the above referenced GP Circulation Element. Also acceptable is a legal counsel opinion that sponsor jurisdiction’s General Plan is compliant with the Complete Streets Act of 2008. A Complete Streets Policy Resolution from sponsor’s governing body will commit sponsor jurisdiction to implementing Complete Streets in planning, designing, operating and maintaining safe mobility for all users, including bicyclists, pedestrians, transit vehicles, truckers, and motorists, appropriate to the function and context of its’ facilities.
2. Please indicate (Yes or No) if sponsor jurisdiction has a Housing and Community Development certified General Plan Housing Element. Please provide a copy of the certification letter from HCD for sponsor jurisdiction’s General Plan Housing Element. If sponsor jurisdiction has not yet received certification from HCD on its’ GP Housing Element, please provide the date the Housing Element was submitted to HCD for consideration. In the latter case, sponsor jurisdiction will need to apply for a waiver from MTC to this project screening criteria. If sponsor jurisdiction does not have an HCD certified GP Housing Element or the ability to obtain a waiver, it is not eligible to receive OBAG funds.
3. Please indicate (Yes or No) if a Complete Streets Checklist is attached to the current OBAG application. Complete Streets Checklists can be found here <http://completestreets.mtc.ca.gov/projects>. Attach a printed copy of the completed checklist to this application. To log-in: User Name: SCTA; Password: k64m3g . Applications without a completed “Complete Streets Checklist” will be rejected.
4. Please indicate (Yes or No) if sponsor agency has failed to meet regional delivery deadlines (as defined in MTC Resolution 3606) in the last three years.
5. Please indicate (Yes or No) if a Project Map is attached to the current OBAG application. Project Map (including Priority Development Area (PDA) boundaries) should show the project location, including street names and boundaries of any PDA, if being served. Applications without a project map will be rejected.

6. Please indicate (Yes or No) if the proposed project is located within an Association of Bay Area Governments (ABAG) approved Priority Development Area (PDA) boundary (see page 6 for PDA Map). If yes, skip to #10.
7. If the proposed project is not within an approved PDA boundary, please indicate (Yes or No) if the project is directly connected to a PDA.
8. If the project is not within an approved PDA boundary, please indicate (Yes or No) if the proposed project would provide proximate access to an approved PDA. If no, skip to #10.
9. . If the answer to #8 is yes, explain how proximate access is provided, in detail.
10. Please indicate if the project serves a Community of Concern (as defined by SCTA in the attached map page 7. (Contact SCTA for an interactive map of the Communities of Concern).
11. Please indicate (Yes or No) per Title VI, if any public outreach was done as part of project development by sponsor agency specifically for the proposed project. Please attach documentation in the form of a MS Word document or Adobe pdf that include dates of any meetings held, the number of participants that attended the meetings, whether alternative language services were included and what the public notification process entailed (local newspaper public notice, web posting, radio spots, bus advertisements etc.).
12. **Funding Estimates:** please provide project total cost (rounded to the nearest thousand dollars). Please indicate the federal fiscal year (FFY) and phase in which sponsor jurisdiction is requesting the funding be programmed (in the appropriate column). Federal fiscal year runs from October 1 through September 30. Please note that ONLY Preliminary Engineering funds will be programmed in FFY 13/14 unless a jurisdiction can demonstrate federal environmental compliance and 100% completed Design and Right-of-Way phases. See number 14 below for more on phases. For FFY 13/14 the deadline for completing a field review with Caltrans Local Assistance is October 30, 2013. Preliminary Engineering consists of scoping, environmental and design (or PS&E) phases. Right-of-Way, and Construction/Construction Engineering are programmed separately. Field reviews should be completed or scheduled with Caltrans in 2013 even if funding is not programmed until subsequent fiscal years. This is to allow adequate time for project development and completion of the environmental process. The deadline for submitting a COMPLETE request for authorization (RFA) package to Caltrans Local Assistance is December 1, 2013. The deadline for receiving authorization to proceed (E-76) from the Federal Highway Administration (FHWA) is March 31, 2014. For FFY 14/15 the deadline for submitting a COMPLETE request for authorization package to Caltrans Local Assistance is December 1, 2014. The deadline for receiving authorization to proceed from the Federal Highway Administration (FHWA) is March 31, 2015. For FFY 15/16 the deadline for submitting a COMPLETE request for authorization package to Caltrans Local Assistance is December 1, 2015. The deadline for receiving authorization to proceed from the Federal Highway Administration (FHWA) is March 31, 2016. Please also note that all OBAG projects will require a minimum 11.47% local match. In order to determine the amount of federal funding requested and the amount of match, please estimate the total project cost, then multiply by 11.47% to determine the minimum match amount. ONLY funds expended AFTER federal authorization to proceed is received are eligible for reimbursement\*.

*\*Unless "Advanced Construction" is secured. See Local Assistance Procedures Manual for details*

**2013 Deadlines:**

- Field Review October 31, 2013\*
- Submit RFA to Caltrans December 1, 2013
- Receive Authorization to Proceed (E-76) March 31, 2014

**2014 Deadlines**

- Submit RFA to Caltrans December 1, 2014
- Receive Authorization to Proceed (E-76) March 31, 2015

**2015 Deadlines**

- Submit RFA to Caltrans December 1, 2015
- Receive Authorization to Proceed (E-76) March 31, 2016

**\*Regardless of program year, all SCTA approved projects will need Field Review by this deadline.**

Please also indicate the amount of matching funds per source. Be specific about the source of matching funds (EXAMPLE: Flowerfield Apartment Mitigation Funds \$20K, or General Fund allocation \$500K).

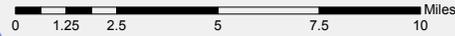
13. **a. through j. Complete Streets Components:** Please use the pull down menus to indicate all the applicable complete streets elements included as part of your proposed project. Options include sidewalks, ADA ramps, crosswalks, bulb outs, bike lanes, signage, signals, street furniture, bus stops, bus pull outs, bus routes, truck routes. Use box 11i to indicate "other" and 11j to list other elements not listed in the above pull-down menu.
14. **Schedule:** Please indicate the month and year beginning and end of each developmental phase Preliminary Engineering (Scoping, Environmental or ENV, Design or PSE), Right-of-Way or R/W, and Construction or CON (and Construction Engineering ) of proposed project. If proposed project does not conform to the standard infrastructure milestones, please use the Construction phase (CON) to indicate your project implementation beginning and end.
  - a. through f. Please indicate the dates upon which your agency anticipates achieving the listed milestones: Resolution of Local Support (must be completed by the time the FMS application is submitted to MTC), FMS application (to be submitted after SCTA approval of Program of Projects for OBAG), Field Review (see deadlines listed above in number 10), Request for Authorization (see deadlines listed above in number 10), Receipt of Authorization to Proceed or E-76 (see deadlines listed above in number 10).
15. If the proposed project is a Local Streets and Roads Preservation project, please indicate the federal classification of each road proposed. If not LSRP project skip to number 18.
16. If an LSRP project, please indicate the number of lane miles of each road segment to be improved, including street name, length, and Pavement Condition Index of each segment.

17. If an LSRP project, please check the appropriate box to indicate which type of LSRP project is being proposed.
18. Transit Districts and Non-infrastructure projects may skip this question. Please indicate (Yes or No) if sponsor agency has an approved certified Pavement Management Program (PMP). Proposed LSRP projects from agencies without a certified PMP are ineligible for OBAG funding. Please provide the date of the last MTC certification of the PMP.

# Sonoma County PDAs, Rural Investment Areas, and Employment Investment Areas

Author: Sonoma County Transportation Authority  
Date: March 29, 2013  
Revised:  
Projection & Coordinate System: CA State Plane, Zone 11, NAD 83, US Survey Feet, Lambert Conformal Conic Projection.  
Project Source: s:\SCTA\SCTA Modeling Program\PROJECTS\PDA\_2012\portrail.mxd  
Sources: Sonoma County Transportation Authority, Association of Bay Area Governments, Sonoma County GIS

This map is for illustrative purposes only, and though care has been taken to ensure that data is accurate, maps and represented data are provided without warranty of any kind.



**Legend**

- Priority Development Areas (Blue)
- Rural Investment Areas (Orange)
- Employment Investment Areas (Red)
- Air District Boundary (Dashed Blue Line)
- Urban Footprint (Grey)

