Priority Development Area
Investment and Growth Strategy Update
Adopted June 12, 2017
Acknowledgments

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The SCTA Board has representatives from all ten local jurisdictions in Sonoma County.

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Sam Salmon, Town of Windsor
The SCTA would also like to thank the advisory committees that reviewed the Plan.
CHAPTER 1
INTRODUCTION

The One Bay Area Grant Program (OBAG 2) is the second round of the federal transportation funding program designed to support the implementation of Plan Bay Area, the region’s Sustainable Communities Strategy (SCS). OBAG 2 covers the five-year period from FY 2017-18 to FY 2021-22 and follows OBAG Cycle One. The One Bay Area Grant program funds transportation projects and reinvents a federal program that has been funding local projects since 1991. For more information about this fund source, see Chapter 4 Funding Priorities.

The purpose of a Priority Development Area Investment & Growth Strategy is to ensure that local transportation agencies like the SCTA have a transportation project priority-setting process for OBAG 2 funding that supports and encourages development in the region’s PDAs, and the goals of Plan Bay Area.

Policy Background

In 1990, Sonoma County residents concerned about decades of growth and the threat of sprawl into agricultural lands, voted to create the Sonoma County Agricultural Preservation and Open Space District to permanently protect the greenbelts, scenic viewsheds, farms and ranches, and natural areas of Sonoma County. In 1996, Sebastopol was the first city in Sonoma County, and the nation, to enact an Urban Growth Boundary (UGB) to protect farmland and open space on its borders from sprawl development. The UGB was locked in for 20 years with voter approval. One by one all of the cities in Sonoma County followed suit and adopted UGBs. Twenty years later they are being renewed. Other environmental concerns, including the health of wetlands and habitat for endangered species, have further steered growth to existing urban areas.

At the state and regional level, there was a shift in the early 2000’s recognizing the need to integrate land use planning and transportation investment decisions with the intention of accommodating new growth in a more compact land use pattern. The policy goal was to make it possible for more people to use transit, walk, or bike to meet their daily travel needs.

In 2006 ABAG led FOCUS, a regional development and conservation strategy to promote a more compact land use pattern for the Bay Area. By focusing growth and conserving critical open space areas, the FOCUS program sought to protect the region’s quality of life and ecological diversity. The FOCUS program was built upon the Smart Growth Strategy/Regional Livability Footprint Project. This pioneering effort, established in 2002 was the first smart growth vision for a metropolitan region in California. From the FOCUS program came the Priority Development Area (PDA) and Priority Conservation Area (PCA) Framework.

Climate Change Legislation

The need for integrated land use and transportation planning acquired new urgency upon passage of two landmark pieces of state legislation that mandated 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.

1 Sonoma County voters approved Measures A and C to create the District and enable a quarter-cent sales tax to fund District operations until 2011. In 2006, with 76% of the vote, Sonoma County residents approved Measure F to extend the quarter-cent sales tax through 2031.
A key mechanism to achieve these reductions is to directly connect the region’s primary transportation funding with regional growth projections. SB 375 required 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 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 evaluate 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 in a more compact land use pattern. For Plan Bay Area 2040, MTC/ABAG forecasts that 77% of the regions 820,000 new households will be developed in PDAs.

One Bay Area Grant

With the adoption of Resolution 4035, which created the OBAG Program in 2012, MTC integrated all these policy efforts together: the federal transportation program, the FOCUS program, PDAs and Priority Conservation Areas (PCAs), SB 375 and the Sustainable Communities Strategy. MTC prioritized transportation funding to reward jurisdictions that planned for and produced housing, both market rate and affordable units. This is a distinct change from previous rounds of federal transportation funding which were largely distributed to cities by a formula based on population and/or road miles and was primarily used for local streets and roads projects. With OBAG, MTC placed much less emphasis on geographic equity and instead focused funds on multimodal investments in areas that are willing to absorb population growth. By directing 92% of OBAG funds to PDAs in 2013, SCTA overachieved in the mission of the program. This was accomplished even though the County, with the largest number of lane miles in the region, could not meet requirements to designate an eligible PDA.

Equity concerns

The booming economy of the tech industry in the Bay Area has led to extremely uneven pockets of wealth and poverty in the core of the region. New wealth in the area has increased property values, resulting in a shortage of housing available for moderate and low incomes wage earners in Silicon Valley, San Francisco, and Alameda counties. MTC/ABAG is making a determined effort to protect existing residents in the Region, but especially in PDAs. Plan Bay Area (PBA) and the PBA Action Plan aim to find tools to ease the housing crisis. One of the tools is prioritization of housing policies in the OBAG transportation funding program.

There are concerns that development in higher density urban Priority Development Areas are displacing existing populations, an unintended consequence of the PDA framework. Sonoma County jurisdictions are grappling with the availability and affordability of housing, and with homelessness but this link between development in PDAs and displacement is not evident in Sonoma County. Low income residents are scattered throughout the county, in rural and suburban areas, with only a few identified concentrations of poverty.

Cycle 2 of the OBAG program (OBAG 2) maintains the original emphasis of rewarding jurisdictions that plan for and produce infill development (in PDAs) and adds a significant emphasis on housing policies that protect low income residents. PDA Plans developed by the cities address these issues and include policies for local adoption. Based on Resolution 4202, SCTA added housing policies to the scoring process of OBAG applications. OBAG will be discussed in more detail in Chapter 4 – Funding Priorities.

See Chapter 4 - Funding Priorities
Characteristics of a 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. See Appendix 4. 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.”

Specifically, to qualify to be a PDA an area must meet the definition as described in the “Plan Bay Area Application and Guidelines: Priority Development Area Designation”

- **Area** — means the planning area being proposed for designation as a priority development area, 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.

- **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.

The goal of 20 minute headways has had the effect of significantly limiting the number of locations in Sonoma County eligible to become PDAs outside of area served by SMART. Funding for transit operations serve as a limit to 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. Increased density in PDAs is intended to locate more people near jobs and services in an effort to reduce travel and thereby greenhouse gas (GHG) emissions.

**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, and do not qualify as PDAs in the OBAG criteria, Investment Areas are recognized as places for sustainable development.
Planning in Focused Growth Areas

Table 1, Planning for Focused Growth, targets two areas that can have a significant effect on speeding or slowing housing production in a PDA or RCIA: 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 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 focused growth areas, development of TOD is likely to be easier. These PDAs and RCIA, therefore, would be considered more ready to take on growth. Most of the plans listed below have or will include environmental analysis.

In addition to housing construction and adopted plans, it is also important to recognize PDAs and RCIA where investments and other public improvements have set the stage for new investment, housing production, and community well-being.

### Table 1–Planning for Focused Growth

<table>
<thead>
<tr>
<th>Plans for Focused Growth</th>
<th>Plan Adopted</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cotati-Downtown and Cotati Depot</td>
<td>✓</td>
<td><a href="http://www.ci.cotati.ca.us/sections/departments/plan-updates.cfm">http://www.ci.cotati.ca.us/sections/departments/plan-updates.cfm</a></td>
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<td>Petaluma-Central</td>
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<td><a href="http://cityofpetaluma.net/cmgr/sapg.html">http://cityofpetaluma.net/cmgr/sapg.html</a></td>
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<tr>
<td>Rohnert Park-Sonoma Mtn. Village</td>
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<td></td>
</tr>
<tr>
<td>Santa Rosa-Sebastopol Road Corridor*</td>
<td>✓</td>
<td><a href="http://srcity.org/371/Roseland-Area-Projects">http://srcity.org/371/Roseland-Area-Projects</a></td>
</tr>
<tr>
<td>Santa Rosa-Roseland*</td>
<td>✓</td>
<td><a href="http://srcity.org/371/Roseland-Area-Projects">http://srcity.org/371/Roseland-Area-Projects</a></td>
</tr>
<tr>
<td>Santa Rosa-Mendocino Ave/ Santa Rosa Ave Specific Plan - not a PDA plan</td>
<td></td>
<td><a href="http://srcity.org/documentcenter/view/3266">http://srcity.org/documentcenter/view/3266</a></td>
</tr>
<tr>
<td>Santa Rosa-North Santa Rosa Station</td>
<td>✓</td>
<td><a href="http://srcity.org/556/North-Santa-Rosa-Station-Area-Plan">http://srcity.org/556/North-Santa-Rosa-Station-Area-Plan</a></td>
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<tr>
<td>Santa Rosa-Downtown Station Area</td>
<td>✓</td>
<td><a href="http://srcity.org/documentcenter/view/3276">http://srcity.org/documentcenter/view/3276</a></td>
</tr>
<tr>
<td>Sebastopol Core Area</td>
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<tr>
<td>Springs RCIA Specific Plan in progress</td>
<td></td>
<td><a href="https://thesprings.specificplan.org/">https://thesprings.specificplan.org/</a></td>
</tr>
<tr>
<td>Windsor-Station Area/Downtown Specific Plan</td>
<td>✓</td>
<td><a href="http://www.townofwindsor.com/documentcenter/view/14025">http://www.townofwindsor.com/documentcenter/view/14025</a></td>
</tr>
</tbody>
</table>

* These plans were combined into the Roseland Area/Sebastopol Road Specific Plan

### Change of PDAs

Conditions in PDAs will continue to change over time. Existing PDAs will continue to evolve as communities grow and change, 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 the community 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 transportation 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.

**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 are all involved in the designation of PCAs. The goal of designating PCAs has been 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 are also considered.

Voter approved Urban Growth Boundaries, the creation and reenactment of the Agricultural Preservation and Open Space District demonstrate the county’s commitment and willingness to prioritize protection of these lands. PCAs were created to recognize and promote these ideas at a regional level.
CHAPTER 2
SONOMA COUNTY

Sonoma County is located in Northern California approximately 50 miles north of San Francisco. The County spans an area from the San Francisco Bay to the Pacific Ocean, with mountain ranges to the north and east. Population settlement patterns and development of the transportation system have largely followed geographic constraints.

There are nine incorporated cities in the county, seven of which are located along the main north-south Highway 101 corridor. Populated areas away from this corridor are focused on the Russian River, Sonoma Valley, Dry Creek Valley, City of Sebastopol, and coastal areas, but there are other smaller unincorporated communities in throughout the county.

Sonoma County’s transportation system is diverse, including highways, local roads, public transit, a railroad, airports, and bicycle and pedestrian routes and pathways. The various components of the transportation system are described in this chapter, along with other information on existing travel characteristics and county demographics.

Sonoma County contains a diverse cross-section of landscapes and development types. It encompasses approximately one million acres of land and is the largest county in the nine-county Bay Area Region. Approximately 14 percent of the land is devoted to residential uses, three percent is used for commercial, industrial, and similar uses, with the remainder mostly consisting of agricultural lands and open space.

Sonoma County Today
Communities in Sonoma County have changed significantly over the past 60 years. The widespread availability of the automobile, significant population growth, and the creation of urban growth boundaries have been major factors shaping these changes. Since 1960, the population of the county has more than tripled as is evident in “Table 2–Sonoma County Population history”. While Santa Rosa has experienced the greatest increase in population, growth has occurred in most parts of the county. Major services, educational facilities, shopping, and nearly 70% of the population is located primarily in the cities, as are most county job centers. Development in the unincorporated areas is more dispersed and is spread over a very large geographic area.

Table 2–Sonoma County Population history

<table>
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<th></th>
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</thead>
<tbody>
<tr>
<td>Cloverdale</td>
<td>2,848</td>
<td>3,989</td>
<td>6,831</td>
<td>8,708</td>
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<td>Cotati</td>
<td>1,851</td>
<td>3,475</td>
<td>6,471</td>
<td>7,346</td>
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<td>Healdsburg</td>
<td>4,816</td>
<td>7,217</td>
<td>10,722</td>
<td>11,687</td>
</tr>
<tr>
<td>Petaluma</td>
<td>14,035</td>
<td>33,834</td>
<td>54,548</td>
<td>59,540</td>
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<tr>
<td>Rohnert Park</td>
<td>n/a</td>
<td>22,965</td>
<td>42,236</td>
<td>41,077</td>
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<tr>
<td>Santa Rosa</td>
<td>31,027</td>
<td>83,320</td>
<td>147,595</td>
<td>173,071</td>
</tr>
<tr>
<td>Sebastopol</td>
<td>2,694</td>
<td>5,595</td>
<td>7,774</td>
<td>7,507</td>
</tr>
<tr>
<td>Sonoma</td>
<td>3,023</td>
<td>6,054</td>
<td>9,128</td>
<td>10,933</td>
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<tr>
<td>Windsor</td>
<td>n/a</td>
<td>n/a</td>
<td>22,744</td>
<td>27,335</td>
</tr>
<tr>
<td>Unincorporated County</td>
<td>87,081</td>
<td>133,232</td>
<td>150,565</td>
<td>149,049*</td>
</tr>
<tr>
<td>Sonoma County Totals</td>
<td>147,375</td>
<td>299,681</td>
<td>458,614</td>
<td>496,253</td>
</tr>
</tbody>
</table>

Sources: All data from U.S. Census except for 2015 estimate from the CA Dept of Finance.
*Rohnert Park was incorporated in 1962, Windsor was incorporated in 1992. The Unincorporated County population shows a decrease after 2000 because of annexations.
Population characteristics

The population of Sonoma County, like the rest of the United States, collectively, has aged. The median age in 2015\(^3\) was 40.8 years, 10 years older than the median age in 1960. Households with children under the age of 18 peaked in 1970 at 41 percent of the total number of households. That number has declined in every census since with the 2010 census estimating that 28 percent of households included children under the age of 18. Household sizes continue to get smaller dropping from nearly 3 people per home in 1960 to 2.55 in 2010. Sonoma County households are smaller than the Bay Area average which could be attributed to the aging population and lower birth rates in the county.

Ethnically, Sonoma County is and has been predominately populated by people self-identified as White, though that is changing. In 1960, 98 percent of the population self-identified as White according to the U.S. Census, and by 2015 that number decreased to 66 percent\(^4\). Sonoma County residents identifying themselves as Hispanic has grown to 25 percent in 2010. This number was in the single digits (7 percent) as recently as 1980. The number of foreign born residents in the county has increased from 7.8 percent in 1960 to 16.6 percent in 2010, demonstrating Sonoma County’s changing diversity.

Historical Housing Growth

Although most growth in Sonoma County has historically centered on the Highway 101 corridor, a considerable amount of growth has occurred off of the corridor. The “Historical Trend for Housing Growth 1967-2015” graphic shows the peaks and valleys of single and multifamily growth over time. Rapid growth in the 1970s and 80s led to development in areas outside of urban service areas, which are not well served by transit or an adequate road network.

In an effort to limit urban sprawl and to protect the rural character of the county, Sonoma County voters approved setting Urban Growth Boundaries (UGBs) discussed in Chapter 1. UGBs have been successful in promoting city infill growth and are helping direct redevelopment to areas that can absorb higher densities. Sonoma County voters also passed and reauthorized a sales tax to fund the preservation of agricultural land and community separators. Local general plans have prioritized city centered, focused growth.

Approximately 1,500 residential building permits are issued in Sonoma County each year. Permits peaked in 2005 (3,003) and dropped off considerably after this peak due to the national housing crisis and recession. Permitting bounced back in 2013 (1,027 permits granted) after hitting a low of only 430 countywide housing permits granted in 2009. Historically, residential development in Sonoma County has been biased toward single-family detached (SFD) housing, with single family homes making up the majority of housing construction and permitting activity. This trend continued through the economic downturn, but there has recently been a shift towards multi-family unit permitting with over 50 percent of permits granted for multi-family units in 2012, and over 70 percent of permits granted for multi-family units in 2013.

Recovery in housing starts is still slow in most jurisdictions, with a noticeable up-tick in Petaluma. Rohnert Park and Santa Rosa have also seen more permitting requests, and it is anticipated that this trend will continue. Sonoma County has a high concentration of small businesses, with 65 percent of firms employing four or fewer workers, and close to 80 percent of all firms employing nine or fewer workers. An abundance of small businesses tends to indicate a healthy economy, as entrepreneurs are willing to take greater risks, and seed capital tends to become more accessible\(^5\).

\(^3\) American Communities Survey 2011 - 2015
\(^4\) Many Hispanics are White. This percentage reflects those who self identified as White and not Hispanic
The number of jobs and health of the Sonoma County economy declined sharply in 2008, leading to lower overall wages and home ownership, however, that trend is reversing. The Economic Development Board reported that “between June 2014 and June 2015, the number of jobs in Sonoma County rose by 2.2 percent. The unemployment rate is at its lowest since the recession at 4.3 percent for June 2015.”

The income bracket that is the most represented in Sonoma County is $50,000 to $74,999 in annual household income, the median household income being $63,274. This is slightly higher than the State of California median income of $61,489, but lower than any other county in the San Francisco Bay Area. Over 10 percent of Sonoma County residents live in poverty, with household incomes below the federal poverty level of $24,250 for a family of four in 2015. This is slightly higher than the Bay Area average of 9.7 percent. According to the Center for Neighborhood Technology, Sonoma County households spend 59 percent of their household incomes on housing (37 percent) and transportation (22 percent). As “Table 3–Estimated costs of driving a car (2014)” demonstrates, the price of fuel is only a part of the cost. A community is generally considered affordable when families spend up to 45 percent of their household income on housing and transportation.

**Table 3–Estimated costs of driving a car, national average (2015)**

<table>
<thead>
<tr>
<th>Cost Description</th>
<th>Cost per Year</th>
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<tbody>
<tr>
<td>Fuel/mile - based on $2.139 per gallon, 15,000 miles per year</td>
<td>$1,681</td>
</tr>
<tr>
<td>Maintenance - routine as specified by manufacturer</td>
<td>$767</td>
</tr>
<tr>
<td>Tires (one set replacement tires installed)</td>
<td>$147</td>
</tr>
<tr>
<td>Insurance (low-risk drivers with excellent driving records)</td>
<td>$1,155</td>
</tr>
<tr>
<td>License, registration, taxes (California) * $4,333 first year</td>
<td>$565</td>
</tr>
<tr>
<td>Depreciation - difference in new vehicle price and 5-year trade in value</td>
<td>$3,654</td>
</tr>
<tr>
<td>Finance charges - based on 5-year loan, 5% down, national ave interest</td>
<td>$669</td>
</tr>
<tr>
<td>Total Annual Cost</td>
<td>$8,638</td>
</tr>
</tbody>
</table>

Source: American Automobile Association except * license, registration, taxes CA DMV.

6 Ibid.
Health and Education

Changes in travel behavior that takes people out of their single occupant vehicle could have great positive impacts on health. Based on data from the California Health Information Survey (CHIS), it is understood that reducing traffic injuries has clear benefits, while the impacts of more active travel, such as biking and walking, are known to reduce the risk of cardiovascular disease and diabetes. Sonoma County Department of Health Services (DHS) is in the process of developing the Obesity Prevention Strategic Plan that is anticipated to include similar mode shift strategies.

Many variables factor in the likelihood of long life in Sonoma County. DHS reports in Portrait of Sonoma County that the level of education is a strong predictor of long life, while income is less closely tied to life expectancies in Sonoma County. The report states that “better-educated people have more access to health care and are more likely to comply with treatment regimens, use safety devices such as seat belts and smoke detectors, and embrace new laws and technologies.”

Educational attainment, as reported by the U.S. Census, has steadily increased in the County over time. In 2010, 11 percent of the population had earned a graduate or professional degree, 20 percent had a Bachelor’s degree, and 21 percent had graduated from high school. High school graduation rates vary widely across the county ranging from a low of 54 percent in the Roseland neighborhood to more than 99 percent in the community of Oakmont.

The report did not find broad geographical patterns, but noted that extreme disparities in basic social and economic outcomes are often found within small geographical areas. The cost of transportation, long commutes, dependence on the single occupant vehicle are identified as important economic factors in the report and are also addressed in the CTP Goals.

March Median Home Prices (1992 - 2017)

![March Median Home Prices Graph](source)

Source: Pacific Union, Press Democrat monthly housing reports
The High Cost of Housing

Housing availability and affordability are critical to meeting housing needs and creating sustainable communities. County median home price increased to $639,000 in March 2017. The March Median Home Prices chart shows the trend in pricing and the upward, unprecedented housing costs. Still, Sonoma County home prices are still affordable when compared to other parts of the Bay Area, which pushes Bay Area workers to Sonoma County and results in long commutes back to work in the core urban areas. The ripple effects of a booming Bay Area housing market has serious consequences on Sonoma County housing prices and availability.

Rents are also rising dramatically, and the availability of rentals is low. Families still struggling due to job loss or underemployment are finding it more difficult to find suitable housing. Seniors face serious challenges finding affordable, appropriate housing, while first time home buyers are competing for a limited supply of affordable homes in an expensive market.

Local Measures to address affordability

Local governments in Sonoma County are engaging in stabilization strategies to assist prospective home-owners and renters. Officials are planning now for additional housing which will be required to house the estimated 100,000 additional people that will live in Sonoma County by 2040. Zoning and other current and future planning efforts provide opportunities to ensure that new development does not displace existing low-income residents and provides housing options for all Sonoma County residents. Likewise, every city has policies aimed at easing the housing crisis. A summary of housing policies enacted to address the issues of affordability can be found in Table 4–Sonoma County Housing Policies on page 12. Ultimately, the solution is more housing and better wages locally, solutions over which local governments have only marginal control.

Santa Rosa voters recently declined to pass the Residential Rent Stabilization and Other Tenant Protections Ordinance, which would have reset rents to Jan 1, 2016, capped rent increases, and provided protections such as just cause evictions on a certain category of properties in the city.

The City will continue its focus to the Housing Action Plan that advocates the following:

“fundamental changes in the City’s existing plans, practices, and performance, including: 1) reforms to City plans and development regulations; 2) improvements to “on-time” performance and certainty in development review; 3) a higher level of interdepartmental cooperation and commitment to mission objectives; 4) an increased involvement in facilitating housing development; 5) increased direct investments in affordable housing production.

The Santa Rosa City Council established five specific priorities to better focus efforts derived from broad goals that were established for fiscal year 2015 through 2017. City staff and resources will be directed toward these priorities through at least the term of the current Council.

1. Reduce homelessness through a comprehensive strategy
2. Develop a comprehensive housing strategy – “Housing for All”
3. Create a plan to address infrastructure and deferred maintenance throughout the community
4. Pursue current opportunities for medical cannabis cultivation, lab testing, and employment development. Prepare for the impacts of prospective legalized recreational marijuana law in California
5. Complete Roseland annexation and move to implementation”

8 Santa Rosa Housing Action Plan http://www.srcity.org/DocumentCenter/View/3981
### Table 4–Sonoma County Housing Policies - compiled by ABAG

#### Sonoma County Housing Policies for Jurisdictions with Priority Development Areas (PDAs)

Compiled by the Association of Bay Area Governments, February 2016 update
Updated by jurisdictions May 2017

<table>
<thead>
<tr>
<th>Affordable Housing Policies and Programs</th>
<th>Cloverdale</th>
<th>Cotati</th>
<th>Healdsburg*</th>
<th>Petaluma</th>
<th>Rohnert Park</th>
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<th>Sebastopol</th>
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<td>Has Group Homes? (Y/N)</td>
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</table>

ABAG tracked thirty housing policy and program types that represent the most prevalent and important strategies for fostering development of both market rate and affordable housing units. ABAG Staff compiled a summary of policies adopted by each jurisdiction based on the jurisdiction’s certified 2007-2014 housing element, and sent the summary to local staff for verification. We have indicated instances in which we were not able to verify or obtain information.

**Legend:**

- * Data compiled by ABAG staff
- UC: The policy or program is currently under consideration by the jurisdiction
- N/A: Indicates information was unavailable for jurisdiction
Identifying Disadvantaged Communities in Sonoma County

State, regional, and local planning efforts have focused on addressing transportation equity in recent years. These efforts have identified geographic concentrations of socioeconomically disadvantaged or vulnerable populations and have highlighted transportation issues facing these populations. These areas are termed by MTC as “Communities of Concern” (CoC). CoCs have special mobility needs associated with access to reliable transportation, proximity to pollutants, and safety. In Sonoma County, these areas are currently defined by SCTA as census block groups in which 30 percent or more of families have incomes between 0–200 percent of the federal poverty level or $21,660–$74,020 total household income depending on family size. CoCs have been used to prioritize funding in an effort to improve conditions in disadvantaged areas.

The following methods have been used to identify areas or communities with specific transportation needs in Sonoma County and the San Francisco Bay Area. See the online map at [http://scta.ca.gov/planning/comprehensive-transportation-plan/sonoma-disadvantaged-communities/](http://scta.ca.gov/planning/comprehensive-transportation-plan/sonoma-disadvantaged-communities/) to see the detailed differences in the approach to determining disadvantaged communities.

- SCTA defined Communities of Concern using poverty level, income, and detailed census geographies to identify areas with special transportation needs. Using detailed census block groups allowed more accuracy when identifying pockets of poverty in Sonoma County, especially in areas that are located in very large census tracts, or that are adjacent to very affluent areas. SCTA has used locally defined CoCs to allocate transportation funding.

- MTC Adopted Communities of Concern: MTC identified regional communities of concern using demographic variables including ethnicity, income, English proficiency, senior population, disabled population, single-parent households, zero-vehicle households, and overburdened renters using Census Tract data from the 2010 U.S. Census. These CoCs were adopted as part of Plan Bay Area, and are currently being revised as part of the Plan Bay Area update that is underway. These areas have been used to prioritize regional transportation funding.

- 2017 Caltrans Active Transportation Program Disadvantaged Communities: Caltrans ATP grants are awarded in order to encourage increased use of active transportation modes. ATP applications are granted extra points if a project or program would serve a disadvantaged community. ATP defines disadvantaged communities using income, tribal lands, and proximity to disadvantaged schools.

- CalEnviroScreen 2 — SB 535 Disadvantaged Communities: Senate Bill 535 requires that at least 25 percent of State Cap and Trade proceeds allocated through the Greenhouse Gas Reduction Fund (GGRF) benefit disadvantaged communities and that at least 10 percent of these programs be located within these identified communities. CalEnviroScreen uses a combination of population characteristics and pollution exposure rates to identify the most disadvantaged communities in the state at the census tract level. No disadvantaged communities have been identified in Sonoma County using these criteria.

- Portrait of Sonoma County Priority Places: Portrait of Sonoma County provides an in-depth look at the life expectancy, education, and income of county residents. These variables were combined into a single Human Development Index (HDI) which can be used to identify disadvantaged communities and disparities between Sonoma County neighborhoods. The 20 census tracts with the lowest HDI have been included in the online disadvantaged communities map.
Map 1–Communities of Concern

Legend
- Sonoma County Communities of Concern - Census Block Groups with 30% and over households with income below 2x the Federal Poverty Level using estimates from the 2010 US Census.
- Sonoma County Priority Development Areas, Rural Investment Areas, and Employment Investment Areas
- Building footprints located within Communities of Concern included to illustrate population concentrations in these areas.
Sonoma County in 2040, Forecasts

Future population, housing, and employment growth are forecasted at the regional level by the Association of Bay Area Governments and Metropolitan Transportation Authority. The California Department of Finance and Economic Development Department provide additional estimates of future population, housing, and employment growth. The forecasts provided by these agencies provide the best estimate or picture of how Sonoma County will grow and develop through 2040. These forecasts can help guide decisions about how the transportation system can be maintained and improved, and how these decisions can help meet countywide transportation goals. These forecasts were developed using the most recent planning, economic, and transportation data available, including local general plans, more detailed area specific plans, economic trend analysis, and transportation system usage data such as traffic counts, transit ridership, and traveler surveys.

Projected Population Growth in Sonoma County

Sonoma County population forecasts are developed by ABAG by considering job growth forecasts, existing population, labor force participation rates, birth and death rates, local general plans, and migration. Sonoma County population is predicted to grow by 24 percent by 2040, increasing from 483,878 residents in 2010 to 598,460 residents in 2040. Cloverdale, Santa Rosa, and the Town of Windsor are projected to grow the fastest during this time period (26-33 percent growth rates over the 30 year period), with the Cities of Healdsburg, Sonoma, and Petaluma expected to experience the slowest local growth rates (9-16 percent growth rates over the 30 year period).
**2040 Demographics**

The Sonoma County population continues to age with the median age rising from 37.5 in 2000 to 39.9 in 2010. The senior population (ages 65 and over) is projected to increase from 14 percent (2010) to 22 percent of the total population by 2040.

Aging of the population could have significant impacts on local employment trends, demand for goods and services, especially those oriented towards care and service of the senior population, and travel patterns. Retirees will make up a larger proportion of the population, resulting in a reduction of the local workforce, which could trigger a need to import more labor from surrounding counties to fill Sonoma County jobs. Senior travel patterns can also be quite different from the rest of the population. With no need to commute to work or drop children off at school, some travel could shift to off-peak periods, taking some pressure off of the busy and congested peak period travel times.

The Sonoma County population is projected to become more racially and ethnically diverse by 2040. The Latino and Asian population shares will increase significantly by 2040, and together will make up 42 percent of the total Sonoma County population. Population growth of these ethnic groups is expected to impact housing preferences and household formations rates. According to the California Department of Finance, these populations have a historically high preference for multifamily housing and form multi-generational households at a higher rate.

**Projected Housing Growth in Sonoma County**

ABAG develops housing production forecasts based on expected household income and demand, historic housing production rates and local planning (general plans and zoning). Housing growth assumptions also account for changes in housing type preferences due to aging populations, changes in the ethnic makeup of populations, and housing preference changes in younger populations. Higher shares of housing growth have been allocated to Priority Development Areas as part of the regional Sustainable Communities Strategy.

Housing is predicted to increase by 18 percent, or over 34,000 units, from 2010 to 2040. A higher proportion of constructed housing is expected to be focused on multi-family housing including town-homes, condominiums, and apartments, especially in the urban core of Sonoma County. This shift is expected because of the aging population, housing affordability, growth in the Latino and Asian populations, and changing housing preferences for younger age groups. Housing growth is projected to be the highest in and around the largest cities including Santa Rosa, Petaluma, and Rohnert Park. Healthy housing growth is also projected for the Town of Windsor, the Sonoma Valley, and Russian River areas of unincorporated Sonoma County. ABAG anticipates housing growth to be concentrated in PDAs or Rural Investment Areas.

**Projected Employment Growth in Sonoma County**

ABAG forecasts regional employment by industry sector based on forecasts provided by the Center for Continuing Study of the California Economy (CCSCE). This analysis considered employment and job growth trends, national population and economic forecasts, housing supply, and characteristics of the work force (education, training, etc.).

This forecast projects that over 60,000 additional jobs are expected to be added to the Sonoma County economy by 2040 (65,430 from 2010 – 2040). Job growth from 2010 to 2020 is predicted to be particularly healthy, accounting for a rebound and recovery from the job loss experienced during the recession that began in 2007. Geographically, the majority of job growth is projected to occur in the cities, urbanized areas, and business parks in the unincorporated areas. Cloverdale, Rohnert Park, and Santa Rosa employment markets are forecasted to grow the fastest. Job growth is expected to be heavily biased towards health, education, recreation, financial, and professional services sectors. Agricultural, natural resource, industrial (manufacturing and warehousing), and transportation/distribution sectors are expected to stay about the same with retail, government, and other job sectors expected to grow at a slower rate. The impact of the cannabis industry on the employment growth is yet unknown, but it is likely to be a factor.
Growth Impacts on the Transportation System

Population and employment growth have a significant impact on travel in Sonoma County. The additional people and new jobs and destinations that attract employees and travelers increase total countywide travel and congestion. Growth is a primary factor behind increases in Sonoma County travel and congestion.

Vehicle miles traveled (VMT) is a commonly used measure of travel activity. VMT is a function of population, vehicle ownership, how often people travel, and where they are going. The Sonoma County Travel Model estimates a 36% increase in VMT from 2010-2040 based on population and employment growth. This represents an increase from 11 million VMT per day in 2010 to 15 million VMT per day in 2040. VMT is predicted to grow at a greater rate than population and employment. Forecasts indicate that employment growth will outpace population growth. This factor, along with the continued aging of the Sonoma County workforce, means that labor may need to be imported from outside of the County and in-commuting from neighboring counties and the region is expected to increase accordingly. As shown in the Commute Patterns 2010 - 2040 graphic below, the greatest change is in in-commute trips from Napa/Solano. These in-commute trips are longer than in county commute trips and contribute to the increased VMT growth rate.

Commute Patterns 2010 - 2040

Where do Sonoma County residents work?
The out of county commute is expected to decline slightly by 2040.

Where do Sonoma County workers live?
More workers are expected to commute into the county as the number of jobs grows and the Sonoma County workforce gets older.
### Table 5–Development Place Types

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

Following the lead of the Bay Area’s regional governments (ABAG and MTC), communities in Sonoma County are using the framework of Priority Development Areas (PDAs) to identify areas for future population and employment growth. Cities recognize PDAs or other related place-types in their communities and use local land use authority to steer higher density growth to those areas. As of 2016, Sonoma County jurisdictions have designated 19 specific areas as priority locations for new development—12 PDAs, 6 Rural Community Investment Areas (RCIAs) and 1 Employment Center.

These different designations acknowledge the differences in the existing uses and services and the varying expectations for development in each of these areas. See Table 5–Development Place Types on page 18 for descriptions of these different location types with Sonoma County communities. Regionally, it is anticipated that PDAs will house 80 percent of new growth. Additional growth forecasted by ABAG in many of the PDAs is considered to be ambitious given the cost and availability of land and historic market trends. Growth is planned in other, non PDA areas around the County and within the cities. Given urban growth boundaries, and infill development policies, much of the planned growth will be in cities or urban service areas, served by existing transportation corridors. The housing forecasts developed by MTC/ABAG as shown in Appendices 2 and 3 are not in complete alignment with local assessments.

The anticipated density of development, land use mix, and community character varies across PDAs, reflecting local needs and development goals, access to transit, and a host of other factors. Employment adds a significant component to the PDA structure. In addition to impacting the 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 job numbers.

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.

The PDA framework is not a perfect fit for the North Bay currently. It does not identify PDAs within Unincorporated Sonoma County, yet existing and planned uses show similar concentrations of housing and job growth in rural locations such as the Russian River communities, the Springs area of Sonoma Valley, and the Airport Industrial Area.

Sonoma County Focused Growth Areas Inventory

What follows is a description of each PDA and Rural place-type in Sonoma County. Descriptions were provided by the jurisdictions.
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 bus transit to navigate the city and the bus bridge from the SMART Station at Airport Blvd in Santa Rosa to the Cloverdale Station.

Map 2–Cloverdale: Downtown & SMART Transit Station PDA
**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 provides options to address obstacles that isolate the station from the rest of the community, 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.

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.

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 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 Areas consists 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 SMART station. Sonoma County Transit and Golden Gate Transit serve Cotati with daily bus service locally and between Santa Rosa and San Francisco. The new SMART Cotati Station is on East Cotati Avenue at Industrial Avenue, with access off of Santero Way. The site is also a Sonoma County Transit station and includes 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.

**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 housing and 237,050 additional square feet of commercial uses will occur compatibly 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. 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.
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 ten 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 (CPSM), 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 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. The Downtown SMART Station is a hub for passenger rail and bus transit, and the proposed Corona Road Station will increase access to SMART. When complete, the SMART pathway will provide continuous north south bicycle/pedestrian access.

Area Vision

The Central Petaluma Specific Plan was approved in June, 2003.

“...envision 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 as shown on Map 3–Petaluma: Central on page 25. 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.

Map 4–Petaluma: Central
In 2013, the City of Petaluma adopted the Petaluma SMART Rail Station Areas: TOD Master Plan (Master Plan). The Master Plan evaluates the potential for transit-oriented development within two 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 SMART Rail Station.

The Master Plan incorporates an analysis of: market demand; housing; access, connectivity, and parking; infrastructure; and historic preservation. It also includes a framework for public spaces, frontage types, building types, and phasing.

The Petaluma Smart Rail Station Areas: 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 Downtown Petaluma Station is 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 the CPSP. 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) composed of interests from both geographic areas and 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.

**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 Codding Enterprises 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 the Cotati Santero Way SMART rail station.

**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 in phases over the next few decades. 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 will be provided in a variety of densities to appeal to a wide range of home-buyers and renters, with some of the units being affordable by design. A minimum of 15 percent of the units will be affordable and deed restricted to benefit lower-income households. Densities will 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 will be located throughout the community in order to be easily accessible to all residents and visitors. SMV is located within one half mile of a proposed SMART rail station and will be a transit ready community.

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. In 2011, the project achieved LEED for Neighborhood Development Certification from the U.S. Green Building Council. 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 Final Development Plan and related Environmental Impact Report was approved by the City in 2011. A SmartCode has also been devised to direct the physical development of the project and incorporated in the City of Rohnert Park Municipal Code (zoning ordinance). The proponents worked with the surrounding neighborhoods and the larger community to clarify a vision for the SMV project. Notably, during the project development phase 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.

**Map 5–Rohnert Park: Sonoma Mountain Village**
With all of the planning entitlements now in place, SMV has been actively remodeling and finding new tenants for the existing buildings on the site and the construction of new buildings on the site is expected within the next few years.

**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. Transit options include commuter, inter-city, and local bus service. For non-motorized transportation, on- and off-street bicycle facilities criss-cross the PDA, and the Rohnert Park SMART Station on Rohnert Park Expressway at the PDA's eastern edge will be operational in 2017.

A plan for the PDA area has been adopted along with a focused EIR, to help realize 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 the plan with Plan Bay Area’s long-term regional growth strategy. Land use policies were incorporated into the General Plan to 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. The most recent redevelopment opportunity is the 29-acre site at State Farm Drive and Rohnert Park Expressway, a former State Farm Insurance campus. 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 town center.

**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. Prior to the amendments to the General Plan (GPA) and zoning ordinance related to the PDA, the job capacity was about 8800 jobs. It is estimated that with the approved GPA and zoning amendments, 13,000 jobs are possible. At build-out, the PDA far exceeds 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.

**Approved Entitlements** In 2016, the City approved a detailed Central Rohnert Park, Priority Development Area Plan and related Environmental Impact Report (EIR), General Plan Amendments (GPAs), and zoning amendments. The PDA document includes design guidelines, development standards, and land use designations.

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.

**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.

**Map 6—Rohnert Park: Central Transit Town Center**
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. 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 planning effort were many: including existing commercial center owners, commercial/retail tenants, and service orientated businesses including banks, general service providers, medical facilities and rental housing developments. During the development of the PDA document, a community involvement strategy was followed to identify relevant issues, including:

- **Creation of a “downtown”**: Rohnert Park lacks a formal city center or downtown area. Throughout the community involvement process the desire for a downtown area was expressed.
- **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 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 included 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 were held to solicit community input and project vision. A Citizen’s Advisory Committee and a Technical Advisory Committee were formed to help guide the PDA plan development process.

Market Demand Analysis – This PDA plan was developed with an eye toward the future growth needs described in the Plan Bay Area 2040 including major trends in residential (especially high-density), mixed-use, and retail development. Data was collected on population, employment and growth trends particular to Sonoma County and the North Bay. This analysis helped identify 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 examined 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 on commercial uses to provide additional affordable housing opportunities.

Multi-Modal Access & Connectivity – The PDA plan identifies 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 were be identified. The Rohnert Park Bicycle and Pedestrian Master Plan, Bay Area Regional Bike Plan and Sonoma Countywide Bike and Pedestrian Master Plan were consulted to also identify regional connections.

Pedestrian-Friendly Design Standards – The PDA Plan includes design guidelines and standards to provide graphic information on how a pedestrian-friendly environment could be created.

Accessible Design – The PDA Plan’s accessibility section identifies strategies to ensure fully accessible transit stations, accessible paths of travel between the stations and surrounding areas, and accessible housing units adjacent to the station, where feasible.

Parking Analysis – The PDA plan includes an analysis of existing and future parking demand throughout the project area. It seeks to balance the provision of adequate parking with innovative strategies to provide flexibility for mixed-use development and reduced parking requirements to promote transit.

Infrastructure Development and Budget – This section of the Plan includes a discussion of the adequacy of existing infrastructure to support the development envisioned in the Specific Plan and identifies upgrades to provide needed services to the area.

Implementation Plan & Financing Strategy – A list of measurable actions are detailed in the PDA plan, and includes 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 was 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 planning process required a focused EIR process and rezoning and general plan land use amendments. The PDA Plan included 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 PDA Plan adopted standards and criteria by which development will proceed, and standards for the development and utilization of natural resources and open space. The PDA Plan uses 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 on 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.

Map 7–Santa Rosa: Downtown Station Area
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 Santa Rosa 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.

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 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 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, 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 a SMART station. This corridor is currently the highest 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 to 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 during 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 8–Santa Rosa: Mendocino/Santa Rosa Avenue Corridor

this gap is included in the Santa Rosa Downtown PDA
Santa Rosa: North Station Area

Vision
The North Station PDA represents a new transit station supporting the commuter rail service. Attractive streets and public spaces. Increased residential densities, and is focused on providing affordable dwellings. The Plan promotes mix of transit supportive uses, a walkable, bikeable community with connections between neighborhoods, shopping, the transit station, and educational facilities. This is the broad vision for the area surrounding the 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 town-homes 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.

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 included 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.
Map 9–North Santa Rosa Station Area
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.

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 town-homes, 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.

Roseland Area/Sebastopol Road Specific Plan

On October 18, 2016, the Santa Rosa City Council adopted the Roseland Area/Sebastopol Road Specific Plan, which includes the entire Roseland PDA, as well as a portion of the Sebastopol Road PDA. The Specific Plan area, which is bounded by Highway 12 to the north, Bellevue Avenue to the south, Highway 101 to the east, and Stony Point Road to the west, contains approximately 1,800 acres.

The Specific Plan focuses on making the physical environment better for residents and employees; establishing a land use and policy framework to guide future development in the area toward transit supportive land uses and a healthy community; improving connections, particularly for bicycling and walking, to the bus transfer center, Sebastopol Road, the downtown Sonoma Marin Area Rail Transit (SMART) station, and other key destinations; and promoting community health and equity.
Map 10–Roseland Area/Sebastopol Road Specific Plan
Community Involvement

Community Engagement was a major component of the Roseland Area Projects, with a goal of involving all members of the community, including residents and business owners. The input received was critical to development of the Specific Plan. Outreach methods included attendance at numerous local events to distribute project information and answer questions, and bilingual meetings held with stakeholders in the project area. A Steering Committee was also developed, which was made up of Plan area residents, business owners and community members charged with leading the engagement and outreach, and four bilingual community workshops were held to gain an understanding of the community’s vision for land use and circulation in the area.

Project Flyers and Notice. Thousands of flyers were distributed throughout the community, and media alerts were sent out to local newspapers and radio stations, which resulted in a front page article in the Press Democrat, as well as three interviews on the radio station KSRO (including El Patron), and interviews on Wine Country Radio/Exitos and KBBF. Posts about the workshops were placed on various City Facebook pages and the La Voz Facebook page, tweets were sent out via the City’s Twitter account, and posts were added to the front page of La Voz and the Latino Service Providers regular newsletter. A project website was created (www.srcity.org/roseland), which provided bilingual information about the Specific Plan, and an e-mail distribution list was created, to send out project information and notifications.

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.

The Sebastopol Road Corridor Priority Development Area is designated as 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 which is 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. 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 follow-up 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.

**Map 11–Sebastopol Road 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. Two regional bike paths, the Joe Rodota Trail, and the West County Trail, provide connects to the east and west.

The downtown core is the heart of Sebastopol, containing traditional downtown commercial uses, residential uses, the Town Plaza, City Hall, and local library.

Map 12–Sebastopol Core Area
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 new Barlow development includes substantial artisan industrial uses as well as commercial uses. 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. And, 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. A new General Plan, adopted in late 2016, expanded development allowances in the Core Area, including higher densities, and called for review of circulation patterns.

The City is also working with Caltrans on a cooperative effort to install bike lanes on the length of Highway 116 in the City limits, expanding bicycle infrastructure.

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. Implementation of new 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, 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.

As noted, the City is also engaged in implementation efforts in collaboration with Caltrans for components of its Bicycle and Pedestrian Master Plan, which includes bike lanes in the Core Area. This includes bike lanes on Highway 116 in the City limits, and construction of bike lanes, sharrows, and other bike improvements on local streets throughout the City. 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. A new General Plan was adopted in late 2016 following an extensive public process, which included a citizen advisory committee, public workshops, and public hearings. Additional opportunities will occur with future Zoning Ordinance amendments and an update of the City’s design guidelines.

Windsor: Downtown 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 Downtown PDA is located on the west side of U.S. Highway 101 in central Windsor. Old Redwood Highway and the Northwest Pacific Railroad are major transportation corridors passing through the area. Passenger rail service is expected to begin operating in the next few years. 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 Bay Area 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
Since adoption of the 1997 Downtown Plan, the Town has refined the vision for its downtown PDA as a city-centered, high density, diverse housing, transit oriented, culture hub of Town. This vision is reflected in the Windsor Station Area/Downtown Specific Plan, adopted in 2012. The past five years have seen tremendous change in the PDA area, including continued development of the Town Green Villages project, a multi-phased mixed use, transit oriented development project, completion of the Bell Village commercial center, anchored by Oliver’s Market, a local independent grocery store, and several significant residential development proposals that would bring over 800 units of new housing to the PDA area.

The Sonoma County Transit intermodal rail station will accommodate SMART, providing the PDA with regular commuter rail service between Cloverdale and Larkspur with a bus/ferry 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.

Community Planning Efforts in the PDA
The Town of Windsor has been incorporating the concepts of a complete community by providing residents with transportation choices and creating an environment that is walkable and has access to parks and other amenities. Planning efforts that have been completed or are underway include:

• “Old Red is Going Green” Plan (Completed) – A plan to incorporate sustainable practices into the transformation of Old Redwood Highway, a main boulevard through town that links areas to the north and south of the PDA.
Map 13–Windsor: Downtown Area
• Windsor Station Area/Downtown Specific Plan (Completed) – A specific plan that establishes a cohesive transit-oriented community with links to the town and the region. The specific plan sets forth the framework for the next era of Downtown’s development with an expanded core, re-orienting it around the Town Green. The specific plan was funded through a grant received from the Metropolitan Transportation Commission’s (MTC) Station Area Planning Grant program.

• Civic Center Visioning Study (Completed) – A plan for improvement of the Town’s Civic Center Area in the central portion of the PDA to expand active/pedestrian-oriented uses along the northern side of the Town Green, improving connectivity between the Civic Center Area and adjacent residential areas, and for development of higher density housing in the northern portion of the Civic Center Area.

• Connecting Central Windsor Study (In Process) – A study focusing on improvement of bicycle and pedestrian access and safety at the Highway 101 crossing in central Windsor. This effort will serve to remove perceived and actual travel barriers with the goal of uniting the east and west sides of the highway and strengthening linkages into the central PDA area. This study is being funded through a $250,000 Measure M grant from SCTA.

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.

Residential Development Activity in the PDA

The Town is experiencing a high level of development interest in the PDA area. This summer, construction is expected to begin on the Vintage Oaks on the Town Green project, a 387-unit multi-family development located at the eastern edge of the PDA area. The Richardson Street Mixed Use project, a four-story mixed-use development project featuring 30 multi-family units above 4,200 square feet of commercial space, has also been approved and is anticipated to begin construction in 2018. In addition to these projects there are several other residential development projects within the PDA area that are in various stages of the planning process. These include:

• Mill Creek (formerly Windsor Mill) – a 360-unit multi-family development project just south of the SMART Commuter Rail Station site.
• Rident Park – a 16-unit residential living facility for the developmentally disabled.
• Oak Park – a 50-unit veterans housing development project.
• Duncan Village – a 16-unit Habitat for Humanity self-help project.
• Telfer Properties – development of 40 small-lot single-family detached homes.

Infrastructure Improvements in the PDA

Significant improvements to Old Redwood Highway (ORH), a main north-south boulevard passing through the eastern portion of the Town’s PDA have been completed. This stretch of ORH now features green bike lanes, wide sidewalks, two roundabouts, reverse angle parking, elevated walkways to protect large Oak trees and pedestrian activated Rapid Rectangular Flashing Beacons at crosswalks. The project was awarded the 2017 Outstanding Local Streets and Roads Awards Program winner in the Complete Streets Projects category, through an awards program sponsored by the California State Association of Counties, the League of California Cities and the County Engineers Association of California. The project was made possible through a Public-Private Partnership between the Town of Windsor and local developer Oakmont Senior Living.
Forestville Rural Community Investment Area

**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 was 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.

**Map 14–Forestville Community Investment Area**
The area within the proposed Rural Community Investment Area (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 RCIA, and 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) which 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 of 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 Calltrans for a round-about in downtown Forestville

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 is participating with Sonoma County government and staff ([http://www.forestvillefpa.org/index.html](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 Rural Community Investment Area

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 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 RCIA, and 412 jobs.

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

Area Vision & Place Type. The vision for Rural Community Investment 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) which 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 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. 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.
Map 15–Graton Rural Community Investment Area
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 a 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 RCIA is in the former Russian River Redevelopment Area.

The area within the 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 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 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 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 a 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 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 Focused Growth Areas.

**Community Participation/Relevant Planning Processes.** Community involvement in the Russian River Area has involved the former Russian River Redevelopment Oversight Committee 10, 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 11. Community Involvement also occurred with the preparation of the affordable housing strategy for the Redevelopment Agency 12. MTC 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 13. This CBTP, prepared by

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10 http://www.sonoma-county.org/cdc/rrrocmain.htm
13 https://scta.ca.gov/reports/Lower_Russian_River_Community_Based_Transportation_Plan.pdf
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 which 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.

**Map 16–Guerneville Rural Community Investment Area**
Larkfield Rural Community Area & Airport Employment Area

**Existing Conditions.** The Larkfield 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 RCIA boundary is approximately 159 acres and contains 255 housing units. Reports from the US Census Local Employment Dynamics website indicate that in 2010 there were 238 employed residents and 226 jobs within this RCIA.

**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 the mandatory relocation of Sutter Hospital due to seismic safety issues
- Adoption of the 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 preparing an Airport Area Specific Plan for the nearby SMART Station near the Sonoma County Airport. One 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.** A Larkfield Area citizens planning group has recently been convened, and will review development or update of any plan for Larkfield. 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 17–Larkfield Rural Community Investment Area & Airport Employment Area**
Penngrove Rural Community Investment Area

Existing Conditions. The Penngrove RCIA is located just north of the City of Petaluma. The area 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 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 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 which 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.
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 are served by public sewer and water, and contain a mixture of residential, office, retail and recreational uses. The 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 RCIA 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 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 277 jobs.

**Area Vision & Place Type.** The place type that best describes this area is RCIA. 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
- Preparation of the Springs Specific Plan, which calls for up to 300 additional housing units
- Partial construction of Highway 12 improvements to provide bike lanes and sidewalks
- Construction of an 80 unit affordable housing project & approval of an additional 100 units of affordable senior housing as part of the same 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 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. The action plan is intended to prioritize redevelopment activities associated with the former Redevelopment Plan for this area. 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 prepared a Community Based Transportation Plan that involved substantial community involvement.

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. The Sonoma County General Plan 2020, adopted in 2008, involved several years of community participation.

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16 [https://scta.ca.gov/reports/The_Springs_Community_Based_Transportation_Plan_06-03-2010.pdf](https://scta.ca.gov/reports/The_Springs_Community_Based_Transportation_Plan_06-03-2010.pdf)
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.

**Map 19–The Springs Rural Community Investment Area**
Sonoma County Priority Conservation Areas
While the focus of this Investment and Growth Strategy is on Priority Development Areas, Sonoma County also has 15 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, funding was set aside for PCA transportation projects. The specific types of projects that may be eligible for this funding 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.

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 savanna, 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 the coastal area, 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 converge 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. Numerous 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 separa-
tor 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.
CHAPTER 4
FUNDING PRIORITIES

One Bay Area Grant

As discussed in Chapter One, MTC and ABAG adopted Resolution 4202 updating the One Bay Area Grant (OBAG) program in 2015, which provides guidance for the allocation of the Federal Surface Transportation Program (STP) and Congestion Mitigation and Air Quality (CMAQ) funds for the next four fiscal years (FY 2017-18 to FY 2021-22). 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 been in keeping with Sonoma County jurisdictions as their policies 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 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 Goals of the CTP, adopted in 2017, guide SCTA funding priorities.

Comprehensive Transportation Plan Goals and Targets

<table>
<thead>
<tr>
<th>Goals</th>
<th>Performance Targets</th>
</tr>
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<tbody>
<tr>
<td>Goal 1: Maintain the System</td>
<td>Roadway Condition – Improve countywide Pavement Condition Index (PCI) for arterial and collector streets to 80 (very good condition) by 2040. Improve countywide PCI for residential streets to 65 (good condition) by 2040.</td>
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<td>Transit System Condition – Reduce the average transit fleet age by 25% below 2010-2012 average fleet age by 2040 (7.5 years for 2010-2012).</td>
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<tr>
<td>Goal 2: Relieve Traffic Congestion</td>
<td>Congestion Reduction - Reduce Person Hours of Delay (PHD) by 20% below 2005 levels by 2040.</td>
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<tr>
<td>Goal 3: Reduce Greenhouse Gas Emissions</td>
<td>Active Transportation - Increase active transportation mode share (bike, walk, and transit) to 15% by 2040 (2010 – 8.38%). Safety – Reduce total daily collisions by 1by 2040.</td>
</tr>
<tr>
<td>Goal 4: Plan for Safety and Health</td>
<td>Active Transportation - Increase active transportation mode share (bike, walk, and transit) to 15% by 2040 (2010 – 8.38%). Safety – Reduce total daily collisions by 1by 2040.</td>
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<tr>
<td>Goal 5: Promote Economic Vitality</td>
<td>Reduce transportation costs for business and residents - Reduce average peak period travel time per trip by 10% by 2040 (2010 – 11.31 minutes). Provide equitable access - CTP projects should serve Communities of Concern. Average monthly household transportation costs have also been calculated and summarized for different projects and transportation policies/measures.</td>
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</tbody>
</table>
**2013 OBAG Cycle Two**

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 4202\(^{17}\) provides guidance for the second cycle of 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 of Directors, all of which were noticed and open to the public.

SCTA issued a Call for Projects on November 15, 2016, for the second cycle of federal funding made available from MTC through the OBAG process. Applications were submitted to SCTA by January 15, 2017, and were required to have several elements in order to be eligible for consideration. Eight cities, two county departments and Sonoma Marin Area Rail Transit submitted 19 projects for evaluation. The application form and instructions are included in the appendix. All applications and scoring are available at: [http://scta.ca.gov/projects/funding/](http://scta.ca.gov/projects/funding/)

The application, including scoring criteria, was approved by the SCTA Board of Directors on May 9, 2016 with input from the SCTA Planning Advisory Committee (PAC) and Technical Advisory Committee (TAC). Scoring criteria were developed to balance project type, ability to meet Regional Transportation Plan (RTP) goals, housing policy goals, and an emphasis on Priority Development Areas (PDAs). The MTC process is outlined in their OBAG 2 Resolution 4202 located at: [http://mtc.ca.gov/sites/default/files/RES-4202_approved_1.pdf](http://mtc.ca.gov/sites/default/files/RES-4202_approved_1.pdf).

### OBAG 2 Projects SCTA - May 2017

<table>
<thead>
<tr>
<th>Jurisdiction</th>
<th>Project Name</th>
<th>Amount</th>
<th>Fund Type</th>
<th>Serving PDA?</th>
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<tbody>
<tr>
<td>Windsor</td>
<td>Windsor River Rd at Windsor Rd Intersection</td>
<td>$3,000,000</td>
<td>CMAQ</td>
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<td>Petaluma</td>
<td>Petaluma Boulevard South Road Diet</td>
<td>$2,916,000</td>
<td>STP/CMAQ</td>
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<td>SMART</td>
<td>Pathway - Payran to Southpoint</td>
<td>$400,000</td>
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<td>Healdsburg</td>
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<td>STP/CMAQ</td>
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<td>Highway 101 Bicycle and Pedestrian Bridge (Design Only)</td>
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<td>Santa Rosa</td>
<td>Pavement Rehabilitation of Various Streets in SR</td>
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<td>County</td>
<td>2019 Rehabilitation of Various Roads in Sonoma County</td>
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<td>County</td>
<td>Crocker Bridge Bike and Pedestrian Passage</td>
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<td>PCA/STP</td>
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<td>County</td>
<td>Joe Rodota Trail Bridge Replacement</td>
<td>$770,000</td>
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<td>Cotati</td>
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<td>Sebastopol</td>
<td>Bodega Avenue Bike Lanes and Pavement Rehabilitation</td>
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<td><strong>$20,218,000</strong></td>
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<td>64%</td>
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</table>

### MTC Policy 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).

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\(^{17}\) 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)
• Project sponsors must address complete streets policies at the local level through the adoption of a complete streets policy resolution that complies with the Complete Streets Act of 2008.

• Project sponsors (that are not charter cities) must comply with the State Surplus Land Act

• Half of OBAG funding must go to projects located in PDAs or that provide proximate access to a PDA

**SCTA Scoring for Land Use Policies**

The application for OBAG 2 funds included the following criteria regarding land use:

• 8a. Is the project located in high impact area?

• 8b. Is the project located in Community of Concern as defined by MTC?

• 8c. Is the project in a PDA?

• 8d. Does the project represent an investment that is consistent with the Air District’s Planning Healthy Places guidelines?

• 8e. Is the project located in PDAs that overlap or are co-located with 1) populations exposed to outdoor toxic air contaminates, as identified in the Air District’s Community Air Risk Evaluation (CARE) Program and / or 2) freight transport infrastructure?

• 8f. Does the sponsor employ any of the anti-displacement land use policies and regulations?:
  • Condominium Conversion Regulations
  • Mobile Home Conversion Regulations
  • Living Wage Ordinance
  • Inclusionary Policy: Housing Element
  • In Lieu Fee for Affordable Housing
  • Commercial Linkage Fee
  • Preservation of Affordable Housing Projects
  • Rent Control or Stabilization
  • Single Room Occupancy Preservation Policies
  • Other - explain

**Public Outreach Efforts  -May 2016-April 2017**

The following summarizes outreach activities for the Sonoma County Transportation Authority implementation of the One Bay Area Grant Cycle 2 (OBAG2) program to date.

• Presentation of OBAG2 efforts to the Sonoma County Transportation Authority public meetings
  • Sonoma County Transportation Authority Board of Directors and standing committees
  • Sonoma County Transportation Authority Advisory Committees
    • Technical Advisory Committee
    • Planning Directors /Planning Advisory Committee
    • Citizens Advisory Committee
    • Countywide Bicycle and Pedestrian Advisory Committee

• Publication of OBAG2 efforts on Sonoma County Transportation Authority website

• OBAG2 schedule of key decision making points and notice of intent to release Call for Projects 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 OBAG2 implementation activities
• Outreach to Federally recognized Native American Tribes in Sonoma County*
• Circulation for review and comment of all received application’s Complete Streets Checklists to Countywide Bicycle and Pedestrian Advisory Committee and the Planning Directors Advisory Committee.
• All projects reviewed and a list of proposed awards recommended for approval by Technical Advisory Committee on March 23 to the SCTA Board of Directors (for consideration at May 8 Board meeting)
• Publication of all submitted applications on the SCTA Website

**2013 OBAG Cycle One**

In the 2013 funding cycle all but one of the following capital projects and programs were located within or proximate to PDAs for a total of 92% of funding being directed to PDAs. That exception was the City of Sonoma, with an award of $250,000 for local streets and roads preservation. It is worth noting that many areas of the county are not eligible for PDA status because they do not meet the transit headway requirements.

### OBAG 1 Projects SCTA - 2013

<table>
<thead>
<tr>
<th>Jurisdiction</th>
<th>Project Name</th>
<th>Amount</th>
<th>Fund Type</th>
<th>PDA?</th>
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<td>Sustain Existing Transit Corridor Pavement St Enhancements</td>
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<td>Jaguar Way/Windsor Road Traffic Signal and Sidewalk</td>
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<td>Conde Ln/Johnson Street Signal and Ped Enhancements</td>
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<td>Bell Rd/Market Street/Windsor River Rd Signal and Ped Enhancements</td>
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<td>Purchase of Rail Cars</td>
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</table>

| Total        | $20,366,000  | 93%      |
**Historical use of Federal Funds**

With the passage of the Clean Air Act Amendments of 1990, Congress made efforts to attain the National Ambient Air Quality Standards (NAAQS). The 1990 amendments required further reduction in the amount of allowable vehicle tailpipe emissions, initiated more stringent control measures in areas that still failed to meet the NAAQS-known as non-attainment areas-and provided for a stronger, more rigorous link between transportation and air quality planning. Further establishing this link, one year later, the Congress passed the Intermodal Surface Transportation Efficiency Act (ISTEA) of 1991. This far-reaching legislation brought transportation into the multi-modal arena and also set the stage for an unprecedented focus on environmental programs. Part of this approach was the newly authorized Congestion Mitigation and Air Quality Improvement (CMAQ) Program.

The CMAQ Program directs funds towards transportation projects in Clean Air Act non-attainment areas for ozone and carbon monoxide. These projects will contribute to meeting the attainment of national ambient area air quality standards. The Surface Transportation Program (STP) is a block grant type program to be used by the States and localities for any roads (including the National Highway System) that are not classified as local or rural minor collectors. With STP these roads were now collectively referred to as Federal-aid roads. Bridge projects paid for with STP funds are not restricted to Federal-aid roads but may be on any public road. Transit capital projects were also eligible under this program.

Prior to OBAG the following are projects funded by STP and CMAQ in years 2003 - 2009 in Sonoma County. These projects met Federal and SCTA Goals and the transportation needs of the local communities.

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<th>Project Name</th>
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<th>Amount</th>
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<td>06/07</td>
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<td>Cotati - West Sierra / East Cotati Ave Rehab</td>
<td>06/07</td>
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<td>Cotati - West Sierra / East Cotati Ave Rehab</td>
<td>07/08</td>
<td>150,000</td>
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<td>Healdsburg Foss Creek Bicycle/Ped Pathway</td>
<td>08/09</td>
<td>149,000</td>
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<td>Healdsburg - Matheson Street Rehabilitation</td>
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<td>Date</td>
<td>Cost</td>
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<td>------------</td>
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<td>Windsor - Conde Lane and Hembree Lane Rehab</td>
<td>07/08</td>
<td>35,000</td>
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<td>Caltrans</td>
<td>Son 101 HOV - SR 12 to Steele Lane</td>
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<td>Son 101 HOV - SR 12 to Steele Lane</td>
<td>05/06</td>
<td>1,500,000</td>
</tr>
</tbody>
</table>
Appendix 1–MTC Resolution No. 4202

Appendix A-8: 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 2 funding that supports and encourages development in the region’s PDAs, recognizing that the diversity of PDAs will require a range of 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. Understand the needs of both groups and share information with MTC and ABAG.
- Encourage community participation throughout the development of the Investment and Growth Strategy, consistent with the OBAG 2 Call for Projects Guidance (Appendix A-7).
- The CMA governing boards must adopt the final Investment & Growth Strategy.
- 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. Look for opportunities to support planning processes with technical or financial assistance.

(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.

The second round of PDA Investment & Growth Strategies will assess local jurisdiction success approving sufficient housing at all income levels. They will also, where appropriate, assist local jurisdictions in implementing local policy changes to facilitate achieving these goals. The locally crafted policies should be targeted to the specific circumstances of each PDA. For example, if the PDA currently has few moderate- or low-income households, 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.

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1 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.
MTC and ABAG staff will distribute a technical memo to guide this task by October 1, 2016, including data to identify jurisdictions’ challenges (e.g. RHNA performance and current affordability) and a listing of the Bay Area’s best housing policies that are intended to address a range of housing challenges. This section should identify planning costs needed to address policy changes and other barriers to creating or maintaining affordability.

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

- **Projects located in high impact project areas.** Favorably consider projects in high impact areas, defined as:
  a. PDAs taking on significant housing growth in the SCS (total number of units), including RHNA allocations, as well as housing production, especially those PDAs that are delivering large numbers of very low, low and moderate income housing units,
  b. Dense job centers in proximity to transit and housing (both current levels and those included in the SCS) especially those which are supported by reduced parking requirements and TDM programs,
  c. Improved transportation choices for all income levels (reduces VMT), proximity to quality transit access, with an emphasis on connectivity (including safety, lighting, etc.)

- **Projects located in Communities of Concern (COC) –** favorably consider projects located in a COC as defined by MTC or as defined by CMAs or Community Based Transportation Plans.

- **PDAs with affordable housing preservation, creation strategies and community stabilization policies –** favorably consider projects in jurisdictions with affordable housing preservation, creation strategies and community stabilization policies.

- **Projects that protect public health during construction and operation –** Favorably consider projects that implement the Best Practices in the Air District’s Planning Healthy Places, or projects located in jurisdictions that have demonstrated a commitment to adopt, as policies and/or enforceable ordinances, best practices to reduce emissions of and exposure to local air pollution.

- **PDAs that overlap or are co-located 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.

2 Guidance and maps have been developed in partnership with BAAQMD, CMAs, ABAG, and city staff, please see: [http://www.baaqmd.gov/plans-and-climate/planning-healthy-places](http://www.baaqmd.gov/plans-and-climate/planning-healthy-places).
**Process/Timeline**
CMAs will develop a new PDA Investment & Growth Strategy every four years, consistent with the update of the Regional Transportation Plan/Sustainable Communities Strategy. The Investment & Growth Strategy must be adopted by the CMA Board (new for OBAG 2). CMAs will provide a status report update every two years.
## Sonoma County Housing Production and Regional Housing Need Allocation (RHNA) 1999-2006

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<th>Low</th>
<th>Moderate</th>
<th>Above Moderate</th>
<th>Low and Moderate Income</th>
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<td></td>
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<td>Permits Issued</td>
<td>Percent of RHNA Met</td>
<td>RHNA</td>
<td>Permits Issued</td>
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<td>104</td>
<td>109%</td>
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<td>90</td>
<td>68</td>
</tr>
<tr>
<td>Windsor</td>
<td>430</td>
<td>161</td>
<td>37%</td>
<td>232</td>
<td>171</td>
</tr>
<tr>
<td>Sonoma County Totals</td>
<td>1,311</td>
<td>650</td>
<td>50%</td>
<td>1,116</td>
<td>339</td>
</tr>
<tr>
<td>County Totals</td>
<td>4,411</td>
<td>2,310</td>
<td>52%</td>
<td>3,029</td>
<td>2,800</td>
</tr>
</tbody>
</table>

1 No data available permits issued in Sonoma County.
2 Data provided by local staff. Building permits finalized.
3 Data from RHNA 3 (1999-2007) Housing Element.
4 No data available for this jurisdiction.
5 Data is for Certificates of Occupancy issued.
6 Jurisdiction did not specify very low income units; ABAG counted all units affordable to below 80% AMI as low income.
### Sonoma County Regional Housing Needs Allocation 2007-2014

#### Sonoma County Housing Production and Regional Housing Need Allocation (RHNA) 2007-2014

<table>
<thead>
<tr>
<th>Very Low Income</th>
<th>Low Income</th>
<th>Moderate Income</th>
<th>Above Moderate</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>RHNA Permits Issued</td>
<td>319</td>
<td>217</td>
<td>136</td>
<td>715</td>
</tr>
<tr>
<td>Percent of RHNA Met</td>
<td>31%</td>
<td>41%</td>
<td>22%</td>
<td>2%</td>
</tr>
<tr>
<td>Permits Issued</td>
<td>170</td>
<td>100</td>
<td>55</td>
<td>261</td>
</tr>
<tr>
<td>Percent of RHNA Met</td>
<td>113%</td>
<td>136%</td>
<td>88%</td>
<td>110%</td>
</tr>
</tbody>
</table>

### Data

1. No data available for 2013 or 2014.
2. Data provided by local staff. Building permits finalized.
4. No data available for this jurisdiction.
5. Data is for Certificates of Occupancy issued.
6. Jurisdiction did not specify very low income units; ABAG counted all units affordable to below 80% AMI as low income.
8. Data is available for 2014.
APPLICATION GUIDELINES FOR PRIORITY DEVELOPMENT AREA DESIGNATION

I. Priority Development Area Overview

For over a decade, local governments and regional agencies have been working together to encourage the growth of jobs and production of housing in areas supported by amenities and infrastructure. In 2008, the Association of Bay Area Governments (ABAG) and the Metropolitan Transportation Commission (MTC) created a regional initiative to support these local efforts called FOCUS. In recent years, this initiative has helped to link local community development aspirations with regional land use and transportation planning objectives. Local governments have identified Priority Development Areas (PDAs) and Priority Conservation Areas (PCAs) as critical land-use organizing concepts, which form the implementing framework for Plan Bay Area, the Bay Area’s long-range integrated transportation and land use/housing strategy.

On July 18, 2013, the Plan was jointly approved by the Association of Bay Area Governments (ABAG) Executive Board and by the Metropolitan Transportation Commission (MTC). The Plan includes the region’s Sustainable Communities Strategy and the 2040 Regional Transportation Plan and represents the next iteration of a planning process that has been in place for decades. More information about Plan Bay Area is available at http://www.onebayarea.org/regional-initiatives/plan-bay-area/final-plan-bay-area.html.

PDAs are areas where new development will support the day-to-day needs of residents and workers in a pedestrian-friendly environment served by transit. While PDAs were originally established to address housing needs in infill communities, they have been broadened to advance focused employment growth. Local jurisdictions have defined the character of their PDAs according to existing conditions and future expectations as: regional centers, city centers, suburban centers or transit town centers, among other place types. PCAs are regionally significant open spaces for which there exists broad consensus for long-term protection but nearer-term development pressure. PDAs and PCAs complement one another because promoting development within PDAs takes development pressure off the region’s open space and agricultural lands.

From January 1, 2014 through June 30, 2015, applications will be accepted on a rolling basis for Priority Development Area designation. Local governments who meet the application criteria are invited to submit an application for an area within their jurisdiction. Participation in this designation process is voluntary.

The designation of Priority Development Areas informs regional agencies where incentives and assistance are needed to support local efforts in creating complete communities. Regional agencies have developed programs for technical assistance and planning grants for which these areas are eligible to apply. This designation helps connect those jurisdictions with funding opportunities, but many of the funding programs are still highly competitive. Those jurisdictions with Priority Development Area goals closely aligned with program criteria can be more successful than other areas.

II. Eligibility for Applicants and Areas

Any town, city, or county government within the nine county San Francisco Bay Area can apply as the lead applicant for PDA designation. Multiple jurisdictions can submit a joint application for an area. As part of the application, the lead applicant will need to provide a copy of a resolution adopted by the town/city council or board of supervisors showing support for PDA designation. Private and other public entities cannot be lead applicants but can partner with or show support for the lead applicant.

Applicants must demonstrate that an area proposed for designation as a Priority Development Area meets all of the following criteria:

- The area is within an existing community.
- The area is near at least one public transit route that has minimum 20-minute headways.
- The area is planned or is planning for more housing.
## Appendix 5–MTC/ABAG Housing Forecasts

### MTC/ABAG Housing Forecasts - Priority Investment Areas

<table>
<thead>
<tr>
<th>Priority Development Areas</th>
<th>Units in 2010</th>
<th>Units in 2040</th>
<th>Additional Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cloverdale</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>3,200</td>
<td>4,900</td>
<td>1,700</td>
</tr>
<tr>
<td>PDAs</td>
<td>800</td>
<td>2,400</td>
<td>1,600</td>
</tr>
<tr>
<td>Cotati</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>3,000</td>
<td>4,100</td>
<td>1,100</td>
</tr>
<tr>
<td>PDAs</td>
<td>350</td>
<td>1,300</td>
<td>950</td>
</tr>
<tr>
<td>Healdsburg</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>4,400</td>
<td>4,600</td>
<td>200</td>
</tr>
<tr>
<td>PDAs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Petaluma</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>21,700</td>
<td>24,500</td>
<td>2,800</td>
</tr>
<tr>
<td>PDAs</td>
<td>510</td>
<td>1,200</td>
<td>690</td>
</tr>
<tr>
<td>Rohnert Park</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>15,800</td>
<td>21,000</td>
<td>5,200</td>
</tr>
<tr>
<td>PDAs</td>
<td>1,300</td>
<td>5,100</td>
<td>3,800</td>
</tr>
<tr>
<td>Santa Rosa</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>63,600</td>
<td>80,000</td>
<td>16,400</td>
</tr>
<tr>
<td>PDAs</td>
<td>16,700</td>
<td>30,000</td>
<td>13,300</td>
</tr>
<tr>
<td>Sebastopol</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>3,300</td>
<td>3,800</td>
<td>500</td>
</tr>
<tr>
<td>PDAs</td>
<td>2,000</td>
<td>2,600</td>
<td>600</td>
</tr>
<tr>
<td>Sonoma</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>5,000</td>
<td>5,300</td>
<td>300</td>
</tr>
<tr>
<td>PDAs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Unincorporated County – see below</td>
<td>57,000</td>
<td>60,000</td>
<td>3,000</td>
</tr>
<tr>
<td>Windsor</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>9,000</td>
<td>10,800</td>
<td>1,800</td>
</tr>
<tr>
<td>PDAs</td>
<td>1,100</td>
<td>2,300</td>
<td>1,200</td>
</tr>
</tbody>
</table>

### MTC/ABAG Housing Forecasts - Rural County Investment Areas/Employment Centers

<table>
<thead>
<tr>
<th>Rural County Investment Areas/Employment Centers</th>
<th>Units in 2010</th>
<th>Units in 2040</th>
<th>Additional Units</th>
</tr>
</thead>
<tbody>
<tr>
<td>Forestville RCIA</td>
<td>300</td>
<td>600</td>
<td>300</td>
</tr>
<tr>
<td>Graton RCIA</td>
<td>254</td>
<td>500</td>
<td>246</td>
</tr>
<tr>
<td>Guerneville RCIA</td>
<td>216</td>
<td>400</td>
<td>184</td>
</tr>
<tr>
<td>Larkfield RCIA</td>
<td>225</td>
<td>550</td>
<td>325</td>
</tr>
<tr>
<td>Penngrove RCIA</td>
<td>140</td>
<td>414</td>
<td>274</td>
</tr>
<tr>
<td>The Springs RCIA</td>
<td>451</td>
<td>700</td>
<td>249</td>
</tr>
<tr>
<td>Airport Business Park Employment Center</td>
<td>10</td>
<td>10</td>
<td>0</td>
</tr>
</tbody>
</table>