GENERAL PLAN POLICIES

Key General Plan goals and policies that guide development and improvements in the project area include the following:

HOUSING ELEMENT

GOAL H-A: MEET THE HOUSING NEEDS OF ALL SANTA ROSA RESIDENTS.

Policy H-A-3: Promote conservation and rehabilitation of the existing housing stock and discourage intrusion on incompatible uses into residential neighborhoods which would erode the character of established neighborhoods or lead to use conflicts.

GOAL H-B: MAINTAIN AND REHABILITATE, AS NEEDED, THE EXISTING AFFORDABLE HOUSING SUPPLY.

Policy H-C-11: Provide opportunities for higher density and affordable housing development on regional/arterial streets and near the rail transit corridor for convenient access to bus and rail transit.

LAND USE AND LIVIBILITY ELEMENT

GOAL LUL-A: FOSTER A COMPACT RATHER THAN A SCATTERED DEVELOPMENT PATTERN IN ORDER TO REDUCE TRAVEL, ENERGY, LAND, AND MATERIALS CONSUMPTION WHILE PROMOTING GREENHOUSE GAS EMISSION REDUCTIONS CITYWIDE.

Policy LUL-A-1: As part of plan implementation — including development review, capital improvements programming, and preparation of detailed area plans — foster close land use/transportation relationships to promote use of alternative transportation modes and discourage travel by automobile.

Policy LUL-A-2: Annex unincorporated land adjacent to city limits and within the Urban Growth Boundary, when the proposal is timely and only if adequate services are available. Ensure that lands proposed for annexation provide a rational expansion and are contiguous to existing urban development.

GOAL LUL-E: PROMOTE LIVABLE NEIGHBORHOODS BY REQUIRING COMPLIANCE WITH GREEN BUILDING PROGRAMS TO ENSURE THAT NEW CONSTRUCTION MEETS HIGH STANDARDS OF ENERGY EFFICIENCY AND SUSTAINABLE MATERIAL USE. ENSURE THAT EVERYDAY SHOPPING, PARK AND RECREATION FACILITIES, AND SCHOOLS ARE WITHIN EASY WALKING DISTANCE OF MOST RESIDENTS.

GOAL LUL-F: MAINTAIN A DIVERSITY OF NEIGHBORHOODS AND VARIED HOUSING STOCK TO SATISFY A WIDE RANGE OF NEEDS.

Policy LUL-F-2: Require development at the mid-point or higher of the density range in the Medium and Medium High Density Residential categories. Allow exceptions where topography, parcel configuration, heritage trees, historic preservation or utility constraints make the mid-point impossible to achieve.
GOAL LUL-G: PROMOTE MIXED USE SITES AND CENTERS.

GOAL LUL-I: MAINTAIN VIBRANT, CONVENIENT, AND ATTRACTIVE COMMERCIAL CENTERS.

GOAL LUL-J: MAINTAIN THE ECONOMIC VITALITY OF BUSINESS PARKS AND OFFICES, AND SANTA ROSA’S ROLE AS A REGIONAL EMPLOYMENT CENTER.

GOAL LUL-K: PROTECT INDUSTRIAL LAND SUPPLY AND ENSURE COMPATIBILITY BETWEEN INDUSTRIAL DEVELOPMENT AND SURROUNDING NEIGHBORHOODS.

NOISE AND SAFETY ELEMENT

GOAL NS-B: MAINTAIN AN ACCEPTABLE COMMUNITY NOISE LEVEL TO PROTECT THE HEALTH AND COMFORT OF PEOPLE LIVING, WORKING AND/OR VISITING IN SANTA ROSA, WHILE MAINTAINING A VISUALLY APPEALING COMMUNITY.

Policy NS-B-1: Do not locate noise-sensitive uses in proximity to major noise sources, except residential is allowed near rail to promote future ridership.

PUBLIC SERVICES AND FACILITIES ELEMENT

GOAL PSF-A: PROVIDE RECREATIONAL FACILITIES AND PARKS FOR ALL SECTORS OF THE COMMUNITY.

TRANSPORTATION ELEMENT

GOAL T-A: PROVIDE A SAFE AND SUSTAINABLE TRANSPORTATION SYSTEM.

GOAL T-B: PROVIDE A SAFE, EFFICIENT, FREE-FLOWING CIRCULATION SYSTEM.

GOAL T-D: MAINTAIN ACCEPTABLE MOTOR VEHICLE TRAFFIC FLOWS.

GOAL T-H: EXPAND THE EXISTING TRANSIT NETWORK TO REDUCE GREENHOUSE GAS EMISSIONS AND TO PROVIDE CONVENIENT AND EFFICIENT PUBLIC TRANSPORTATION TO WORKPLACES, SHOPPING, SMART STATIONS, AND OTHER DESTINATIONS.

GOAL T-J: PROVIDE ATTRACTIVE AND SAFE STREETS FOR PEDESTRIANS AND BICYCLISTS.

GOAL T-K: DEVELOP A SAFE, CONVENIENT, AND CONTINUOUS NETWORK OF PEDESTRIAN SIDEWALKS AND PATHWAYS THAT LINK NEIGHBORHOODS WITH SCHOOLS, PARKS, SHOPPING AREAS, AND EMPLOYMENT CENTERS.

GOAL T-L: DEVELOP A CITYWIDE SYSTEM OF DESIGNATED BIKEWAYS THAT SERVES BOTH EXPERIENCED AND CASUAL BICYCLISTS, AND WHICH MAXIMIZES BICYCLE USE FOR COMMUTING, RECREATION, AND LOCAL TRANSPORT.
OPEN SPACE & CONSERVATION ELEMENT

GOAL OSC-E: ENSURE LOCAL CREEKS AND RIPARIAN CORRIDORS ARE PRESERVED, ENHANCED, AND RESTORED AS HABITAT FOR FISH, BIRDS, MAMMALS AND OTHER WILDLIFE.

GOAL OSC-F: CONSTRUCT TRAIL CORRIDORS AND OTHER RECREATIONAL OPPORTUNITIES ALONG LOCAL WATERWAYS.

GOAL OSC-G: PROVIDE EDUCATIONAL OPPORTUNITIES ALONG THE WATERWAYS IN THE CITY.

GOAL OSC-K: REDUCE ENERGY USE IN EXISTING AND NEW COMMERCIAL, INDUSTRIAL, AND PUBLIC STRUCTURES.

URBAN DESIGN ELEMENT

GOAL UD-D: AVOID STRIP PATTERNS OF COMMERCIAL DEVELOPMENT. IMPROVE THE APPEARANCE AND FUNCTIONING OF EXISTING COMMERCIAL STRIP CORRIDORS, SUCH AS SANTA ROSA AVENUE AND SEBASTOPOL ROAD.

GOAL UD-E: CREATE A FRAMEWORK OF PUBLIC SPACES AT THE NEIGHBORHOOD, CITY, AND REGIONAL SCALE.

GOAL UD-G: DESIGN RESIDENTIAL NEIGHBORHOODS TO BE SAFE, HUMAN-SCALED AND LIVABLE BY ADDRESSING COMPACT DEVELOPMENT, MULTI-MODAL CONNECTIVITY AND REDUCING ENERGY USE.

Policy UG-G-2: locate higher density residential uses adjacent to transit facilities, shopping, and employment centers, and link these areas with bicycle and pedestrian paths.

ECONOMIC VITALITY ELEMENT

GOAL EV-A: MAINTAIN A POSITIVE BUSINESS CLIMATE IN THE COMMUNITY.

Policy EV-A-1: Continue to promote Santa Rosa as the North Bay’s premier location for technology, clean/green technologies, and entrepreneurial businesses, which create new products and business models that will attract national and international markets.

Policy EV-B-7: Focus business attraction efforts on filling vacancies in commercial and industrial structures. With the Redevelopment Agency and Economic Development and Housing Department, develop incentives for those efforts such as low cost loans for tenant improvements, façade improvements, and new business incubation.

GOAL EV-D: MAINTAIN THE ECONOMIC VITALITY OF THE DOWNTOWN, BUSINESS PARKS, OFFICES AND INDUSTRIAL AREAS.