Central Rohnert Park
Priority
Development
Area Plan

City of Rohnert Park

CENTRAL ROHNERT PARK
PRIORITY DEVELOPMENT AREA PLAN

Adopted March 2016

Prepared for:

City of Rohnert Park
Development Services Department
Planning Division

Prepared by:

AECOM

And:

Mogavero Notestine Associates, Office of John Nicolaus, W-Trans & BAE Urban Economics

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Creating places with meaning

w-trans

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Logo design by Mogavero Notestine Associates

EXECUTIVE SUMMARY

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Acronyms and other Abbreviations

ADA—Americans with Disabilities Act

AFY—acre-feet per year

CAC—citizens' advisory committee

CALGreen Code—California Green Building Standards Code

CFD—community facilities district

CIP—Capital Improvement Program

City—City of Rohnert Park

FAR—floor area ratio

General Plan—*2000 Rohnert Park General Plan*

GGT—Golden Gate Transit

LID—low impact development

LID Manual—Low Impact Development Technical Design Manual

LOS—level of service

MGD—million gallons per day

mph—miles per hour

MTC—Metropolitan Transportation Commission

MUP—multi-use path

PBID—property-based business improvement district

PDA—Priority Development Area

PDA Plan—*Central Rohnert Park Priority Development Area Plan*

PFFP— Public Facilities Finance Plan

PUC—California Public Utilities Commission

RPX—Rohnert Park Expressway

SCWA—Sonoma County Water Agency

SCT—Sonoma County Transit

SR—State Route

SMART—Sonoma-Marin Area Rail Transit

Subregional System—Santa Rosa Subregional Water Reclamation System

TAC—technical advisory committee

TIGER— U.S. Department of Transportation, Transportation Investment Generating Economic Recovery

U.S.—U.S. 101

1 PRIORITY DEVELOPMENT AREA OVERVIEW

Rohnert Park was founded as a master-planned community based on the "neighborhood unit" concept of clustering homes around local schools and parks. Over time this has resulted in a strong fabric of neighborhood centers linked together with roadways and off-street trails. What Rohnert Park lacks is a downtown or a central location that can be identified by city residents as the community's "heart." Participants in the public input process for the Central Rohnert Park Priority Development Area (PDA) Plan identified the need for a downtown.

The PDA Plan establishes a vision for a vibrant mixed-use area near the new Sonoma-Marin Area Rail Transit (SMART) commuter rail station. It includes strategies to support a walkable downtown destination and transportation hub with access to a variety of jobs, housing, shopping, services, and transportation options.

In 2013, the City of Rohnert Park (City) received a PDA grant from the Metropolitan Transportation Commission to plan the Central Rohnert Park community around the Rohnert Park SMART rail station. SMART commuter rail is expected to start service in late 2016 and will connect the major cities of Sonoma and Marin Counties along U.S. Highway 101, from Cloverdale to the Larkspur Ferry Terminal. Rohnert Park is positioned midway on the SMART rail system and thus is expected to serve as a focal point for new development activity.

Placemaking

An overarching idea of the Central Rohnert Park PDA Plan is to create a place in the city that can be identified as the heart of the community. The PDA work effort included an extensive public outreach strategy to seek input from Rohnert Park residents, businesses, property owners, regional agency representatives, non-profit groups, City officials, City decision makers, and other key community stakeholders. Through this process, the community expressed the need for a downtown with the following qualities:

- **Distinctive**. Downtown should reflect the unique sense of place and traditions in Rohnert Park.
- **Compact and Walkable**. The area around the new SMART rail station should be friendly to pedestrians and transit oriented.
- **Active and Mixed Use**. Downtown should include a mix of housing options; specialty shopping; food and entertainment uses; parks, plazas, and recreation; transit services; and public amenities.
- **Accessible.** Downtown should be easily accessible to members of the surrounding community: local residents, employees, students, and visitors.
- **Business Oriented**. The Downtown should be a thriving place of business, with a focus on businesses that support an active downtown environment.

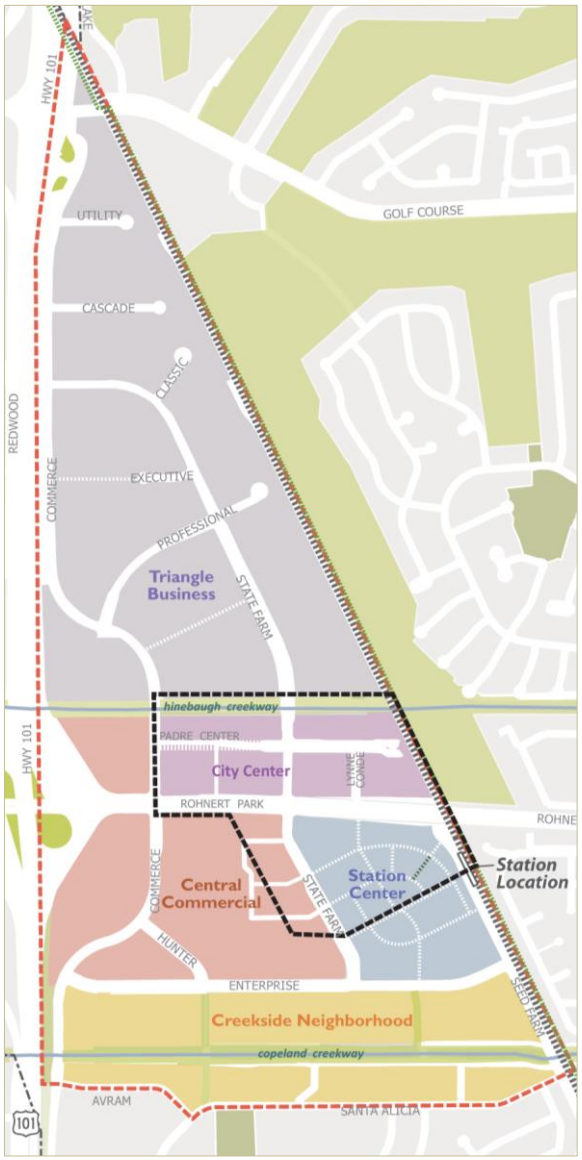
Figure 1: Central Rohnert Park Priority Development Area

Source: City of Rohnert Park, AECOM, 2013

2. Subarea Land Use and Development Concepts

For the purposes of the PDA Plan, Central Rohnert Park is composed of five subareas, each with unique characteristics. These subareas are intended to meet the community's commercial and service needs and are envisioned to be developed as distinct community places in and of themselves, connected by an improved city street grid and transit, bike, and pedestrian facilities.

Figure 2: Priority Development Area Subareas



Source: City of Rohnert Park, AECOM, 2015

Additionally, forming a downtown is envisioned to "knit together" the commercial heart of the PDA near the SMART rail station platform. A Downtown District Amenity Zone (DDAZ) is proposed to be established for Rohnert Park. The following is a summary of each subarea and the DDAZ, as illustrated to the right:

- **Triangle Business Subarea**. This subarea can be an important business and employment center for Rohnert Park, with frontage along both U.S. Highway 101 and the SMART rail line. A number of vacant properties and/or functionally obsolete or vacant buildings provide opportunities for building reuse and redevelopment.

Reuse buildings to support recreational activities in the community.

- **City Center Subarea.** The focus of earlier planning efforts, this subarea has evolved to include the City's public safety building, a library, a community plaza, and new residential and professional office uses. New mixed-use infill growth on vacant sites is expected along with redevelopment to replace obsolete, aging, or underused development.

Encourage mixed-use lofts with residential uses above neighborhood retail.

- **Station Center Subarea.** The site's close proximity to the SMART rail station suggests that a new transit-oriented, mixed-use center would be appropriate for this subarea.
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- **Creekside Neighborhood.** South of Enterprise Drive and bisected by the Copeland Creek greenway and multi-use trails, this largely residential area has a small redevelopment site at Avram Avenue.

This subarea is the southern gateway into the Central Rohnert Park area.

Downtown District Amenity Zone

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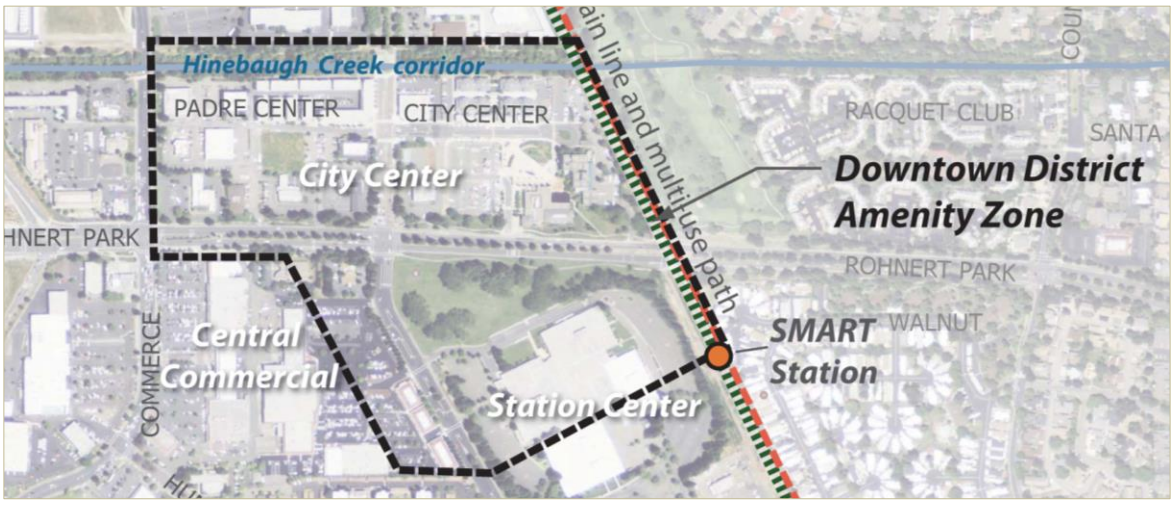
Include neighborhood-oriented infill and streetscape enhancements in the Creekside Neighborhood.

Line shops within the subarea along a commercial main street.

Figure 3: Downtown District Amenity Zone



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Urban Streetscape

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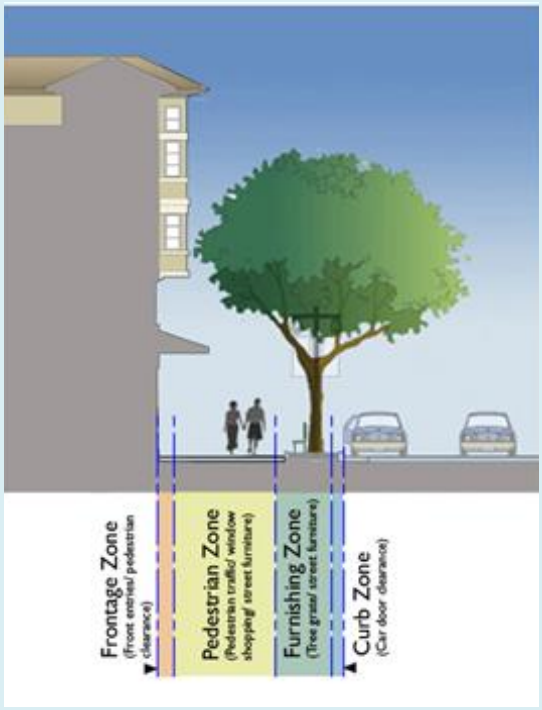


Components of a downtown street

Street furnishings should complement landscape themes in the community.

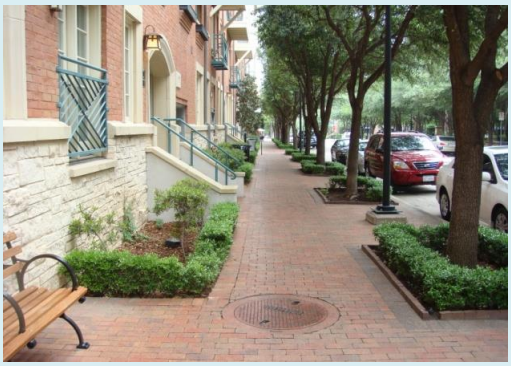
Building Orientation

When possible, ground-level storefronts and entrances should be provided along streets in the downtown. To support pedestrian activity, street edges should be defined with consistent building lines or landscaping, a condition referred to in the PDA Plan as a "street wall." Buildings along the street wall should be articulated with architectural elements such as awnings, overhangs, and arcades. Street furniture such as benches, restaurant seating areas, decorative light posts, landscaping, and other elements enhance the area adjacent to the building façades. Parking areas should be dispersed, provided on-street where possible, located within interior parcels (behind buildings), or screened.

Downtown Residential

Although the downtown is expected to be focused around a commercial core, it will also have a significant residential component. New residential rooftops have a built-in customer base that support commercial activity. Design standards presented in the PDA Plan (Chapter 6) encourage residential units to face or "front on" streets or publicly accessible spaces (e.g., courtyards, parks, or paseos). Residential neighborhoods in the City Center and Station Center subareas should reflect the desired downtown character.

The PDA Plan encourages orienting buildings to promote active relationships to the street and to open space, supporting safe community access to the SMART rail station. Public open space features that are integrated into residential neighborhoods encourage activity along the street and promote an attractive public sidewalk environment.



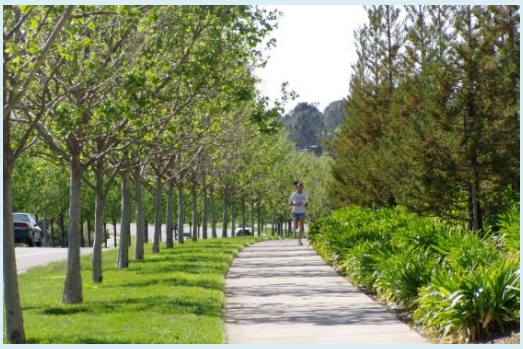
Residential street façades should include ground-floor entries and windows that overlook the street.

3. Park and Open Space Concepts

The regional open space and trail system for the PDA is established by the trails along the creek corridors (Hinebaugh and Copeland Creeks); the SMART multi-use path to be provided along the railroad tracks; and the landscape corridors along the PDA's major roadways, including Commerce Boulevard, State Farm Drive, RPX, and Enterprise Drive. New parks and trails identified in the PDA Plan will complete connections to the regional open space network and provide active and passive recreational facilities to serve the variety of community needs and activities.

The community plaza that anchors the Rohnert Park–Cotati Community Library and Rohnert Park Public Safety Building, located in the City Center subarea, serves as a focal point for the Central Rohnert Park area.

The PDA Plan will add park and open space facilities and will fill gaps in the city's regional bicycle trail network. The PDA Plan identifies an additional 8.5 acres of public parks/open space uses. New parks are required along with any new residential development, and the PDA Plan calls for integration of new parks and plazas with new commercial development. Redevelopment in the PDA also provides the opportunity to enhance connectivity between the multi-use path and the creek greenways, providing regional hikers and cyclists with opportunities to access Central Rohnert Park.



Support development of continuously landscaped roadway corridors to improve the public character of the community.

4. CIRCULATION CONCEPTS

A key component of the Central Rohnert Park PDA Plan is an interconnected multi-modal transportation network of sidewalks, bicycle and pedestrian paths, and landscaped streets and corridors. The following is a summary of the key circulation concepts:

- **Complete Streets**. Retrofitting existing streets supports safe and continuous bike and pedestrian facilities, particularly in the downtown area. On-street parking could also be considered in certain locations.
- **Connection to the SMART Rail Line.** When the new SMART commuter service starts in 2016, additional multi-modal traffic patterns are expected from buses, cars, bicycles, and pedestrians. The PDA Plan anticipates the needs of these different travel modes.
- **Enhanced Bicycle Network.** Rohnert Park has a good but incomplete network of off-street and on-street bicycle paths. The PDA Plan calls for enhancements to bicycle trails along Copeland and Hinebaugh Creeks; incorporation of the new SMART multi-use path into the City's bicycle network; enhancement of existing bicycle lanes and paths; and the creation of new bicycle facilities as new streets are constructed.
- **Pedestrian Facility Improvements**. The Central Rohnert Park area has many pedestrian destinations: grocery and other retail stores, office buildings, apartment complexes, the library, the SMART rail platform, etc. The PDA Plan calls for a more complete pedestrian system. In the downtown, additional amenities (e.g., landscaping, lighting, street furniture) would be provided to create a more pleasant environment for walking.
- **Enhanced Street Crossings.** As pedestrian and bicycling activity increases in the PDA, additional crossings for major roadways will be needed. New pedestrian crossings of RPX will be needed to connect the City Center, Station Center, and Central Commercial subareas—all areas of high pedestrian activity. The median on RPX provides opportunities to add a safe crossing, while minimizing disruption to traffic flow.

A Z-crossing is proposed at the RPX mid-block crossing.

- **Transit Enhancements.** The plan calls for improvements to existing bus service to coordinate with SMART rail service and meet the transportation demands within the PDA.
- **Street and Landscape Character.** The most striking landscape feature in the PDA is the redwood trees that line the streets of the community. The PDA Plan would maintain and enhance this existing character.

Redwoods line many Rohnert Park streets.

Parking Strategies

Automobile parking areas consume a significant amount of land. The PDA Plan acknowledges that parking will be needed, but provides creative solutions to minimize the need for large parking lots. If not used for parking, more land area is available for additional buildings, plazas, and elements that support a more vibrant urban environment. Overall parking demand is expected to decrease as the PDA establishes itself as a destination and transit service to the area becomes more convenient. New residents and businesses may choose to locate in the PDA, because of walkability and transit services offered. The PDA Plan includes the following strategies:

- **Shared Parking.** The PDA Plan encourages the use of shared parking facilities for multi-tenant buildings and adjacent private developments. Leftover spaces can be used for landscape improvements and other community facilities.
- **"Park Once" Strategy.** Parking in the PDA should be generally available for public use so that a person can park a vehicle in one location and then walk to other destinations in the PDA. This strategy works hand-in-hand with pedestrian connectivity strategies and can be implemented with the creation of common parking lots or structures.
- **On-Street Parking.** Adding on-street parking in certain locations can reduce the need for on-street parking and create a public versus private supply of parking. On-street parking also works well in downtown environments when building entries are placed at the back of the sidewalk.
- **Bicycle Parking.** Bike theft and lack of secure parking at destinations deter bicycle use. The PDA Plan encourages bicycle parking, which can reduce demand for vehicular parking spaces.

A key challenge for the PDA will be providing the appropriate balance of parking. Too much parking adds unnecessary development costs, takes up valuable land, and encourages driving. Providing inadequate parking may result in unnecessary circulation by drivers looking for a parking space, which may discourage patrons from visiting the PDA. The PDA's proximity to transit provides a strong case to support parking reductions.

On-street parking works well in mixed-use and downtown environments.

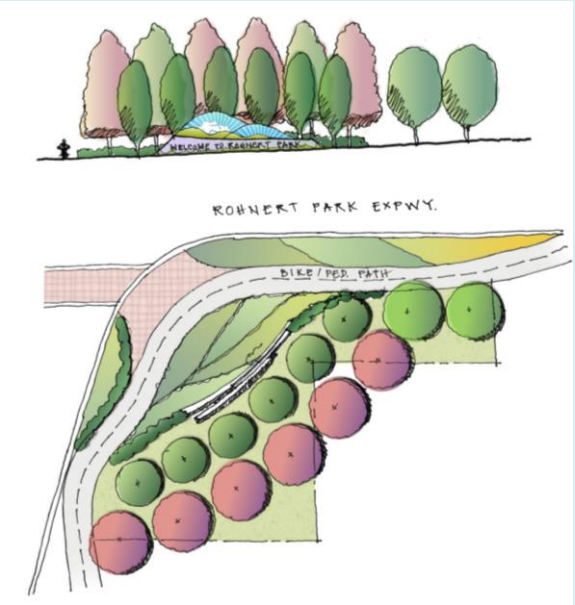
Parking structures on primary commercial streets should have ground-floor storefronts.

Short-term bicycle parking should be provided at community destinations.

5. GATEWAY AND SIGNAGE

The PDA Plan calls for a cohesive gateway and signage system, coordinated with landscape and streetscape improvements, to give a unique brand and identity to Central Rohnert Park and establish it as a destination. An integrated community gateway and signage program for the PDA Plan is proposed, including the following elements:

- **Civic or Community Gateways.** Civic gateways would be established at community entries along roadways, bikeways, railways, and highways, to contribute to the unique identity of Central Rohnert Park.
- **District Identity Signs.** District identity signs or markers should be provided at key points in the community, to distinguish the downtown and other distinct areas in Central Rohnert Park.
- **District Wayfinding Signs.** Directional signs feature place name and wayfinding information (e.g., arrows) to local destinations and should be coordinated with streetscape elements in the surrounding area. Directional signs could be mounted on freestanding posts or installed as blade signs attached to streetlight poles.
- **Open Space and Trail Signs.** A rustic landscape palette reflecting the community's rural setting, such as rock walls, open post and rail fencing, and wooden directional trail posts or markers, should be considered along the Copeland Creek and Hinebaugh Creek open space corridors and along bridges and public rights-of-way in the Creekside Neighborhood. Interpretive signs could be included along the creek corridors to provide natural or historical information.



Community Gateway

District Wayfinding Sign

Interpretive Sign

6. Utility Services

Development projects in Central Rohnert Park will be required to ensure the provision of the necessary public services: water, wastewater, and solid waste removal; storm drainage; electricity; and natural gas. The following is a description of utilities services in the PDA:

- **Water.** In general, existing sources and facilities are expected to be sufficient to provide an adequate water supply to meet the PDA's current and future demands. Site-specific improvements may be required to accommodate individual development proposals.
- **Wastewater.** The PDA is currently served by the City of Rohnert Park's sewer collection system. Build-out of the PDA will result in additional water demands of 224 acre-feet per year (AFY) (858 AFY existing; 1,082 AFY at build-out), which is an increase of approximately 4 percent in the City's 2040 demand of 6,100 AFY. City contracts and policies provide Rohnert Park with access to more than 10,000 AFY of potable-water supply and an additional 1,350 AFY of recycled-water supply. The new PDA demands can be accommodated within the City's existing allocations. Build-out of the PDA will result in additional wastewater treatment and disposal needs of 0.18 MGD. These can be accommodated within the City's existing contracts with the Subregional System.
- **Storm Drainage.** The PDA is served by the City's existing storm drainage system, which conveys stormwater to the regional (Sonoma County Water Agency) system of open channels, which in turn diverts major drainage flows west toward the Laguna de Santa Rosa. In the PDA, Hinebaugh and Copeland Creeks convey storm drainage from the east and west. Most existing storm drainage infrastructure in the PDA is operating within its design capacity, although the system's design does allow street flooding (but not building flooding) near Commerce Boulevard, Avram Avenue, and Enterprise Drive in severe storm events. All new development or site redevelopment of any scale will need to comply with the City's storm drain standards, including the City of Santa Rosa and County of Sonoma's *Low Impact Development Technical Design Manual*. Design requirements include the requirements to treat runoff generated by new development.

7. Next Steps Following Plan Adoption

Development anticipated within the PDA will include infill on vacant sites or redevelopment on existing underused sites. Development and change in the established subareas of the PDA will be more incremental than in the Station Center subarea, which is one large parcel. Considering development costs and maket conditions, build-out to achieve the vision of the PDA Plan will take many years, perhaps even greater than the 20- to 25-year horizon evaluated in this plan.

The PDA Plan serves as a framework to guide future private development and public investments. A strategic, collaborative public and private approach will be needed to take advantage of downtown and transit-oriented development opportunities in the PDA to create value that will, in turn, attract additional development and investment.

The following are some of the future actions envisioned by the PDA Plan:

- **Review for Plan Compliance**. After the PDA Plan is adopted, all subsequent development projects, public improvements, and other activities within the PDA will be reviewed for consistency with the PDA Plan.
- **Update the General Plan**. The General Plan will be updated to support downtown formation, streetscape, land use, and circulation concepts promoted by the PDA Plan.
- **Update the Zoning Ordinance**. Two properties in the Station Center subarea (the former State Farm campus and the existing City corporation yard) will need to be rezoned to be consistent with the PDA Plan. The PDA Plan also calls for the establishment of a Regional Commercial (C-R) overlay in a portion of the Triangle Business subarea.

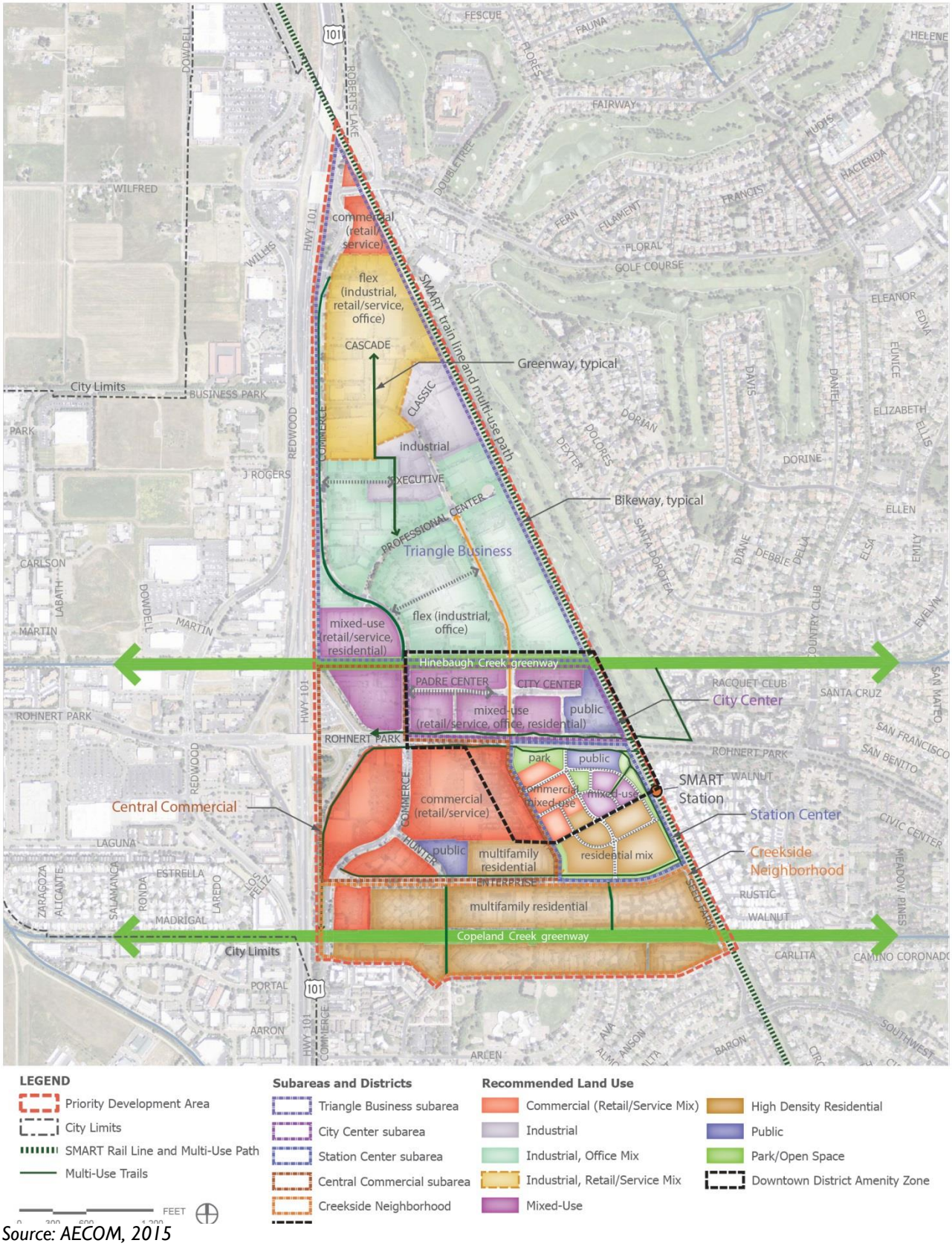
- **Establish the Downtown District Amenity Zone**. An update to the General Plan and Zoning Ordinance will implement this concept. A future downtown improvement district or similar mechanism could also be included to help fund streetscape improvements and other amenities.
- **Work with Property Owners.** The City will coordinate with property owners in the PDA to support and implement improvement projects and ensure that new development or redevelopment is consistent with the vision and policies of the PDA Plan.
- **Work with Transportation Agencies.** The City will continue to work with SMART, Sonoma County Transportation Authority, and the State Farm property owners to coordinate facility improvements, operation, and station area design for the SMART rail station. The City and transportation agencies will address pedestrian and transit amenities and support for efficient transit operations, such as exploring the feasibility of a shuttle or other type of circulator connecting the SMART rail station to community destinations and employment centers in the PDA and beyond.
- **Prioritize Infrastructure and Public Improvements**. The City will oversee a more detailed analysis to determine recommended phasing priorities for infrastructure and public improvements, in line with available funding, plan strategies, other development activities in the city, and PDA Plan priorities.
- **Relocate the City Corporation Yard**. Based on its current location in an envisioned transit-oriented downtown area, the City corporation yard has been identified for relocation from the Station Center subarea to another area in the PDA or city.
- **Prepare a Gateway and Wayfinding Signage Program**. A program for Central Rohnert Park will be created consistent with the design and development themes identified in the PDA Plan's design guidelines.
- **Complete Roadway and Streetscape Improvements**. As new roadway improvements are completed in the PDA, the designs will support multi-modal access. Specifically, they will integrate walking, biking, transit use, parking, green infrastructure, and streetscape enhancement (where appropriate), including street trees, landscaping, and stormwater management features.
- **Enhance Bicycle and Pedestrian Crossings**. Bicycle and pedestrian crossing enhancements, either mid-block or at intersections, may be constructed as part of future development projects and/or may be developed as part of roadway or community-wide public improvement projects.

8. Central Rohnert Park Plan Concept

Concepts for Central Rohnert Park conceive of five planning subareas, and a distinct downtown commercial district, with unique characteristics. These subareas support the needs of the community and are envisioned to become distinct community places in and of themselves, over time, connected by an improved city street grid and transit, bike, and pedestrian facilities. Additionally, the Downtown District is envisioned to "knit together" and serve as the commercial heart of the PDA, near the SMART rail station platform.

Figure 4 on the following page illustrates the key features and land use concepts for the subareas and proposed Downtown District; the circulation framework; and park and open space design framework intended to connect the PDA internally with adjacent community areas. Subarea concepts for land use and development, circulation, open space, and other features.

Figure 4: Plan Concept



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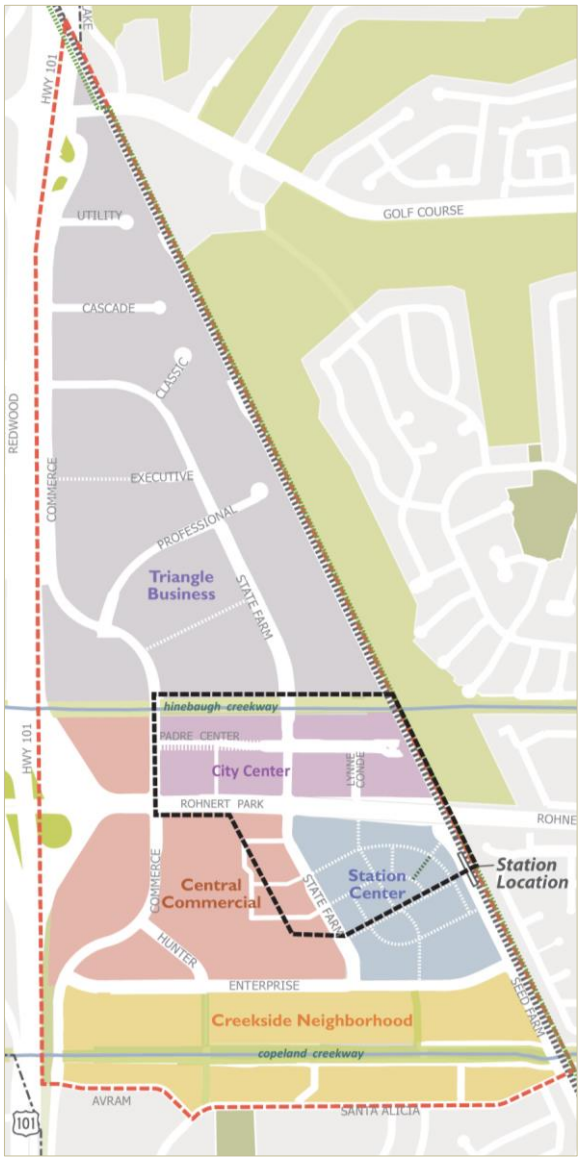

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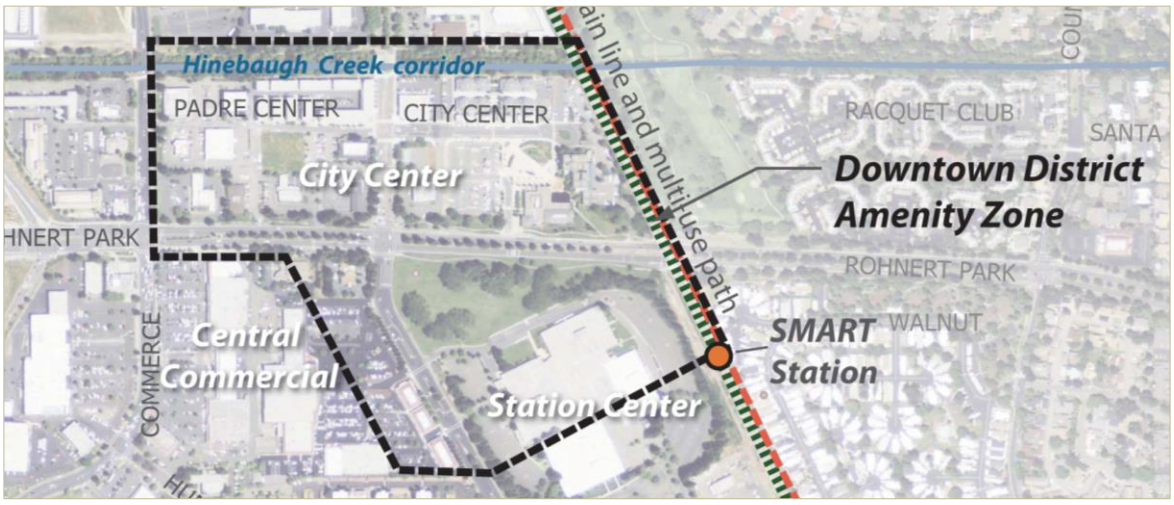

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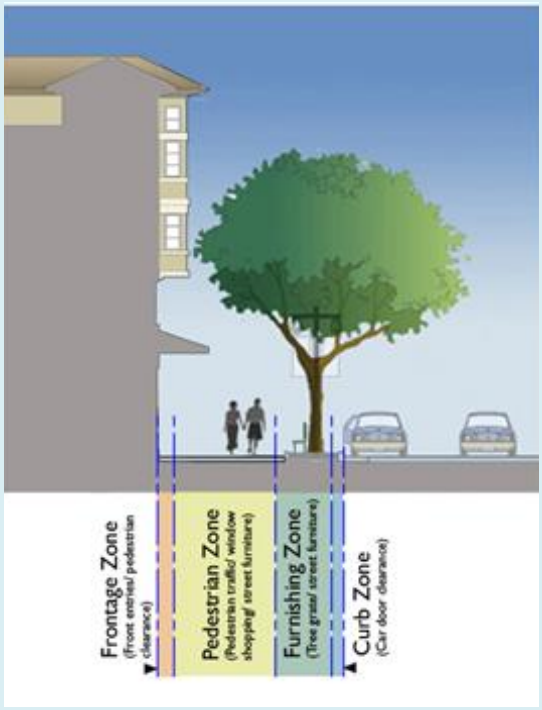
As new construction occurs in the PDA, sidewalks would be designed to support pedestrian activities. The PDA Plan contains urban streetscape guidelines in Chapter 6, "Community Design Guidelines." Urban sidewalks are organized into four zones: the frontage zone, adjacent to the building entry; the pedestrian zone, supporting pedestrian travel and entry; the furnishing zone, providing pedestrian amenities; and the curb zone, addressing activities that occur at the edge of the curb.

Urban streetscape condition



Components of a downtown street

Street furnishings should complement landscape themes in the community.

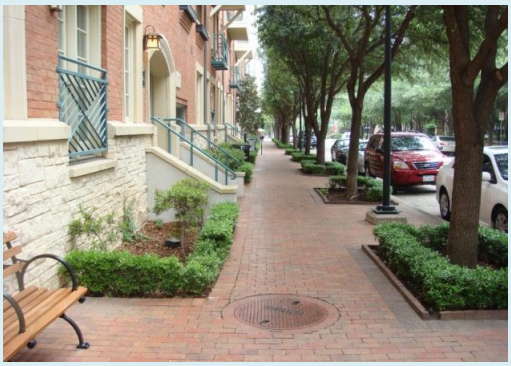
Building Orientation

When possible, ground-level storefronts and entrances should be provided along streets in the downtown. To support pedestrian activity, street edges should be defined with consistent building lines or landscaping, a condition referred to in the PDA Plan as a "street wall." Buildings along the street wall should be articulated with architectural elements such as awnings, overhangs, and arcades. Street furniture such as benches, restaurant seating areas, decorative light posts, landscaping, and other elements enhance the area adjacent to the building façades. Parking areas should be dispersed, provided on-street where possible, located within interior parcels (behind buildings), or screened.

Downtown Residential

Although the downtown is expected to be focused around a commercial core, it will also have a significant residential component. New residential rooftops have a built-in customer base that support commercial activity. Design standards presented in the PDA Plan (Chapter 6) encourage residential units to face or "front on" streets or publicly accessible spaces (e.g., courtyards, parks, or paseos). Residential neighborhoods in the City Center and Station Center subareas should reflect the desired downtown character.

The PDA Plan encourages orienting buildings to promote active relationships to the street and to open space, supporting safe community access to the SMART rail station. Public open space features that are integrated into residential neighborhoods encourage activity along the street and promote an attractive public sidewalk environment.



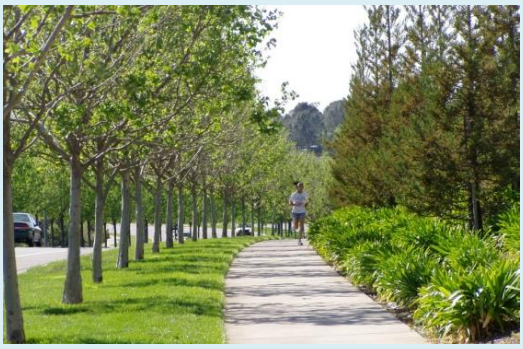
Residential street façades should include ground-floor entries and windows that overlook the street.

3. Park and Open Space Concepts

The regional open space and trail system for the PDA is established by the trails along the creek corridors (Hinebaugh and Copeland Creeks); the SMART multi-use path to be provided along the railroad tracks; and the landscape corridors along the PDA's major roadways, including Commerce Boulevard, State Farm Drive, RPX, and Enterprise Drive. New parks and trails identified in the PDA Plan will complete connections to the regional open space network and provide active and passive recreational facilities to serve the variety of community needs and activities.

The community plaza that anchors the Rohnert Park–Cotati Community Library and Rohnert Park Public Safety Building, located in the City Center subarea, serves as a focal point for the Central Rohnert Park area.

The PDA Plan will add park and open space facilities and will fill gaps in the city's regional bicycle trail network. The PDA Plan identifies an additional 8.5 acres of public parks/open space uses. New parks are required along with any new residential development, and the PDA Plan calls for integration of new parks and plazas with new commercial development. Redevelopment in the PDA also provides the opportunity to enhance connectivity between the multi-use path and the creek greenways, providing regional hikers and cyclists with opportunities to access Central Rohnert Park.



Support development of continuously landscaped roadway corridors to improve the public character of the community.

4. CIRCULATION CONCEPTS

A key component of the Central Rohnert Park PDA Plan is an interconnected multi-modal transportation network of sidewalks, bicycle and pedestrian paths, and landscaped streets and corridors. The following is a summary of the key circulation concepts:

- **Complete Streets**. Retrofitting existing streets supports safe and continuous bike and pedestrian facilities, particularly in the downtown area. On-street parking could also be considered in certain locations.
- **Connection to the SMART Rail Line.** When the new SMART commuter service starts in 2016, additional multi-modal traffic patterns are expected from buses, cars, bicycles, and pedestrians. The PDA Plan anticipates the needs of these different travel modes.
- **Enhanced Bicycle Network.** Rohnert Park has a good but incomplete network of off-street and on-street bicycle paths. The PDA Plan calls for enhancements to bicycle trails along Copeland and Hinebaugh Creeks; incorporation of the new SMART multi-use path into the City's bicycle network; enhancement of existing bicycle lanes and paths; and the creation of new bicycle facilities as new streets are constructed.
- **Pedestrian Facility Improvements**. The Central Rohnert Park area has many pedestrian destinations: grocery and other retail stores, office buildings, apartment complexes, the library, the SMART rail platform, etc. The PDA Plan calls for a more complete pedestrian system. In the downtown, additional amenities (e.g., landscaping, lighting, street furniture) would be provided to create a more pleasant environment for walking.
- **Enhanced Street Crossings.** As pedestrian and bicycling activity increases in the PDA, additional crossings for major roadways will be needed. New pedestrian crossings of RPX will be needed to connect the City Center, Station Center, and Central Commercial subareas—all areas of high pedestrian activity. The median on RPX provides opportunities to add a safe crossing, while minimizing disruption to traffic flow.

A Z-crossing is proposed at the RPX mid-block crossing.

- **Transit Enhancements.** The plan calls for improvements to existing bus service to coordinate with SMART rail service and meet the transportation demands within the PDA.
- **Street and Landscape Character.** The most striking landscape feature in the PDA is the redwood trees that line the streets of the community. The PDA Plan would maintain and enhance this existing character.

Redwoods line many Rohnert Park streets.

Parking Strategies

Automobile parking areas consume a significant amount of land. The PDA Plan acknowledges that parking will be needed, but provides creative solutions to minimize the need for large parking lots. If not used for parking, more land area is available for additional buildings, plazas, and elements that support a more vibrant urban environment. Overall parking demand is expected to decrease as the PDA establishes itself as a destination and transit service to the area becomes more convenient. New residents and businesses may choose to locate in the PDA, because of walkability and transit services offered. The PDA Plan includes the following strategies:

- **Shared Parking.** The PDA Plan encourages the use of shared parking facilities for multi-tenant buildings and adjacent private developments. Leftover spaces can be used for landscape improvements and other community facilities.
- **"Park Once" Strategy.** Parking in the PDA should be generally available for public use so that a person can park a vehicle in one location and then walk to other destinations in the PDA. This strategy works hand-in-hand with pedestrian connectivity strategies and can be implemented with the creation of common parking lots or structures.
- **On-Street Parking.** Adding on-street parking in certain locations can reduce the need for on-street parking and create a public versus private supply of parking. On-street parking also works well in downtown environments when building entries are placed at the back of the sidewalk.
- **Bicycle Parking.** Bike theft and lack of secure parking at destinations deter bicycle use. The PDA Plan encourages bicycle parking, which can reduce demand for vehicular parking spaces.

A key challenge for the PDA will be providing the appropriate balance of parking. Too much parking adds unnecessary development costs, takes up valuable land, and encourages driving. Providing inadequate parking may result in unnecessary circulation by drivers looking for a parking space, which may discourage patrons from visiting the PDA. The PDA's proximity to transit provides a strong case to support parking reductions.

On-street parking works well in mixed-use and downtown environments.

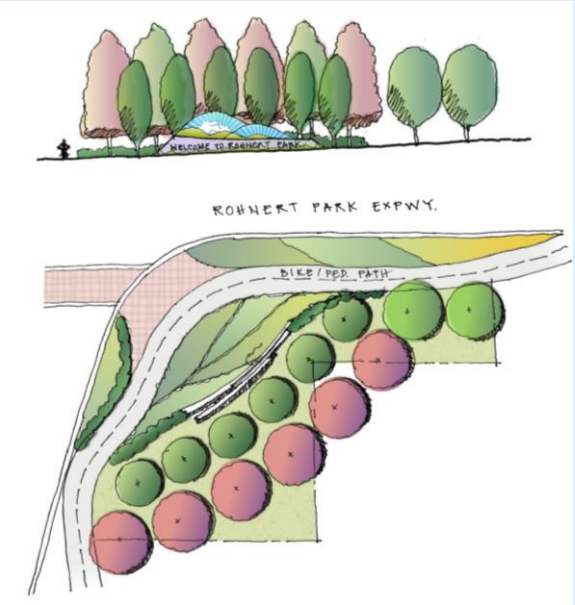
Parking structures on primary commercial streets should have ground-floor storefronts.

Short-term bicycle parking should be provided at community destinations.

5. GATEWAY AND SIGNAGE

The PDA Plan calls for a cohesive gateway and signage system, coordinated with landscape and streetscape improvements, to give a unique brand and identity to Central Rohnert Park and establish it as a destination. An integrated community gateway and signage program for the PDA Plan is proposed, including the following elements:

- **Civic or Community Gateways.** Civic gateways would be established at community entries along roadways, bikeways, railways, and highways, to contribute to the unique identity of Central Rohnert Park.
- **District Identity Signs.** District identity signs or markers should be provided at key points in the community, to distinguish the downtown and other distinct areas in Central Rohnert Park.
- **District Wayfinding Signs.** Directional signs feature place name and wayfinding information (e.g., arrows) to local destinations and should be coordinated with streetscape elements in the surrounding area. Directional signs could be mounted on freestanding posts or installed as blade signs attached to streetlight poles.
- **Open Space and Trail Signs.** A rustic landscape palette reflecting the community's rural setting, such as rock walls, open post and rail fencing, and wooden directional trail posts or markers, should be considered along the Copeland Creek and Hinebaugh Creek open space corridors and along bridges and public rights-of-way in the Creekside Neighborhood. Interpretive signs could be included along the creek corridors to provide natural or historical information.



Community Gateway

District Wayfinding Sign

Interpretive Sign

6. Utility Services

Development projects in Central Rohnert Park will be required to ensure the provision of the necessary public services: water, wastewater, and solid waste removal; storm drainage; electricity; and natural gas. The following is a description of utilities services in the PDA:

- **Water.** In general, existing sources and facilities are expected to be sufficient to provide an adequate water supply to meet the PDA's current and future demands. Site-specific improvements may be required to accommodate individual development proposals.
- **Wastewater.** The PDA is currently served by the City of Rohnert Park's sewer collection system. Build-out of the PDA will result in additional water demands of 224 acre-feet per year (AFY) (858 AFY existing; 1,082 AFY at build-out), which is an increase of approximately 4 percent in the City's 2040 demand of 6,100 AFY. City contracts and policies provide Rohnert Park with access to more than 10,000 AFY of potable-water supply and an additional 1,350 AFY of recycled-water supply. The new PDA demands can be accommodated within the City's existing allocations. Build-out of the PDA will result in additional wastewater treatment and disposal needs of 0.18 MGD. These can be accommodated within the City's existing contracts with the Subregional System.
- **Storm Drainage.** The PDA is served by the City's existing storm drainage system, which conveys stormwater to the regional (Sonoma County Water Agency) system of open channels, which in turn diverts major drainage flows west toward the Laguna de Santa Rosa. In the PDA, Hinebaugh and Copeland Creeks convey storm drainage from the east and west. Most existing storm drainage infrastructure in the PDA is operating within its design capacity, although the system's design does allow street flooding (but not building flooding) near Commerce Boulevard, Avram Avenue, and Enterprise Drive in severe storm events. All new development or site redevelopment of any scale will need to comply with the City's storm drain standards, including the City of Santa Rosa and County of Sonoma's *Low Impact Development Technical Design Manual*. Design requirements include the requirements to treat runoff generated by new development.

7. Next Steps Following Plan Adoption

Development anticipated within the PDA will include infill on vacant sites or redevelopment on existing underused sites. Development and change in the established subareas of the PDA will be more incremental than in the Station Center subarea, which is one large parcel. Considering development costs and maket conditions, build-out to achieve the vision of the PDA Plan will take many years, perhaps even greater than the 20- to 25-year horizon evaluated in this plan.

The PDA Plan serves as a framework to guide future private development and public investments. A strategic, collaborative public and private approach will be needed to take advantage of downtown and transit-oriented development opportunities in the PDA to create value that will, in turn, attract additional development and investment.

The following are some of the future actions envisioned by the PDA Plan:

- **Review for Plan Compliance**. After the PDA Plan is adopted, all subsequent development projects, public improvements, and other activities within the PDA will be reviewed for consistency with the PDA Plan.
- **Update the General Plan**. The General Plan will be updated to support downtown formation, streetscape, land use, and circulation concepts promoted by the PDA Plan.
- **Update the Zoning Ordinance**. Two properties in the Station Center subarea (the former State Farm campus and the existing City corporation yard) will need to be rezoned to be consistent with the PDA Plan. The PDA Plan also calls for the establishment of a Regional Commercial (C-R) overlay in a portion of the Triangle Business subarea.

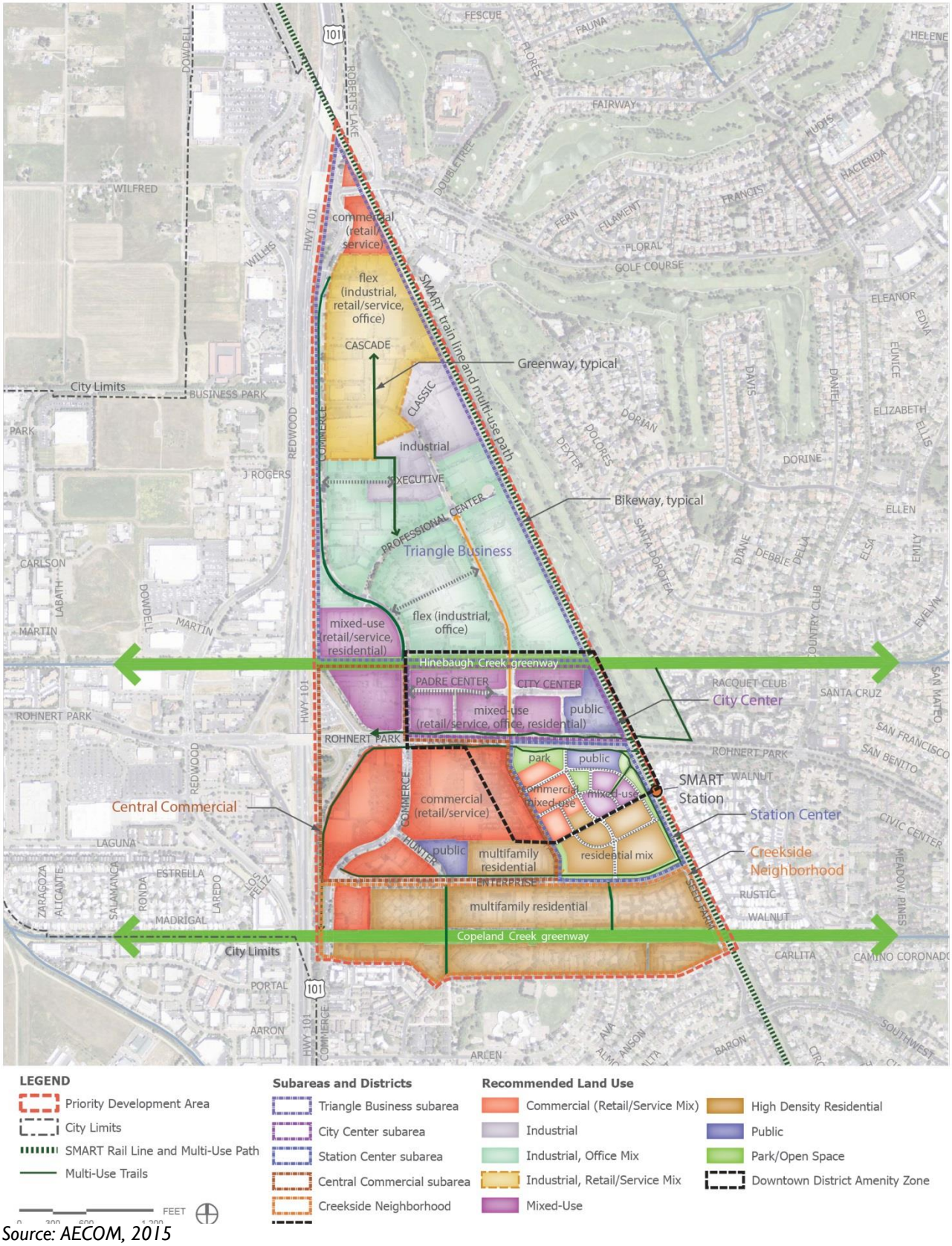
- **Establish the Downtown District Amenity Zone**. An update to the General Plan and Zoning Ordinance will implement this concept. A future downtown improvement district or similar mechanism could also be included to help fund streetscape improvements and other amenities.
- **Work with Property Owners.** The City will coordinate with property owners in the PDA to support and implement improvement projects and ensure that new development or redevelopment is consistent with the vision and policies of the PDA Plan.
- **Work with Transportation Agencies.** The City will continue to work with SMART, Sonoma County Transportation Authority, and the State Farm property owners to coordinate facility improvements, operation, and station area design for the SMART rail station. The City and transportation agencies will address pedestrian and transit amenities and support for efficient transit operations, such as exploring the feasibility of a shuttle or other type of circulator connecting the SMART rail station to community destinations and employment centers in the PDA and beyond.
- **Prioritize Infrastructure and Public Improvements**. The City will oversee a more detailed analysis to determine recommended phasing priorities for infrastructure and public improvements, in line with available funding, plan strategies, other development activities in the city, and PDA Plan priorities.
- **Relocate the City Corporation Yard**. Based on its current location in an envisioned transit-oriented downtown area, the City corporation yard has been identified for relocation from the Station Center subarea to another area in the PDA or city.
- **Prepare a Gateway and Wayfinding Signage Program**. A program for Central Rohnert Park will be created consistent with the design and development themes identified in the PDA Plan's design guidelines.
- **Complete Roadway and Streetscape Improvements**. As new roadway improvements are completed in the PDA, the designs will support multi-modal access. Specifically, they will integrate walking, biking, transit use, parking, green infrastructure, and streetscape enhancement (where appropriate), including street trees, landscaping, and stormwater management features.
- **Enhance Bicycle and Pedestrian Crossings**. Bicycle and pedestrian crossing enhancements, either mid-block or at intersections, may be constructed as part of future development projects and/or may be developed as part of roadway or community-wide public improvement projects.

8. Central Rohnert Park Plan Concept

Concepts for Central Rohnert Park conceive of five planning subareas, and a distinct downtown commercial district, with unique characteristics. These subareas support the needs of the community and are envisioned to become distinct community places in and of themselves, over time, connected by an improved city street grid and transit, bike, and pedestrian facilities. Additionally, the Downtown District is envisioned to "knit together" and serve as the commercial heart of the PDA, near the SMART rail station platform.

Figure 4 on the following page illustrates the key features and land use concepts for the subareas and proposed Downtown District; the circulation framework; and park and open space design framework intended to connect the PDA internally with adjacent community areas. Subarea concepts for land use and development, circulation, open space, and other features.

Figure 4: Plan Concept



Source: AECOM, 2015

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1.1 CHAPTER OVERVIEW

In 2013, the City of Rohnert Park (City) received a Priority Development Area (PDA) grant from the Metropolitan Transportation Commission (MTC) to plan for the Central Rohnert Park community around the Rohnert Park Sonoma-Marin Area Rail Transit (SMART) station. This Central Rohnert Park PDA Plan builds on the area's existing mixed-use character to support the vision for the PDA as a mixed-use community, with a transportation hub, walkable downtown center, and access to a variety of housing, jobs, neighborhood services, shopping, entertainment, and transportation options. The Plan prioritizes transit-oriented infill growth adjacent to the SMART station and transit, bicycle, and pedestrian facility and connectivity improvements that can help reduce vehicular trips and accompanying air emissions.

1.2 PROJECT LOCATION

1.2.1 Local Setting

The Central Rohnert Park PDA is an existing developed area within the City of Rohnert Park and located approximately 1 mile northwest of Sonoma State University (Figure 1-1). The PDA occupies a triangular planning area, formed by the boundaries of U.S. Highway 101 (U.S. 101) to the west, the SMART rail line and the multi-use path (MUP) corridor to the east, and Avram Avenue/Santa Alicia Drive to the south. Primary regional access to the PDA is from two exits off U.S. 101: the Rohnert Park Expressway (RPX) exit and the Golf Course Drive/Wilfred Avenue exit, approximately 1 mile north of the RPX exit. Two creeks, Copeland and Hinebaugh Creeks, traverse Rohnert Park (Figure 1.1).

The approximately 330-acre PDA planning area rests entirely on the western side of the SMART rail line, while east of the SMART rail station is a mobile home park and the Foxtail Golf Course (Figure 1.2). The PDA is characterized by the following:

- the vacant, former State Farm office campus site, adjacent to the Rohnert Park SMART rail station;
- a developing City Center area, north of the planned SMART rail station, at the intersection of City Center Drive and State Farm Drive;
- commercial shopping centers, accessed by Commerce Boulevard and State Farm Drive;
- an office and industrial business district, north of Hinebaugh Creek; and
- multifamily residential housing, between Enterprise Drive and Avram Avenue.

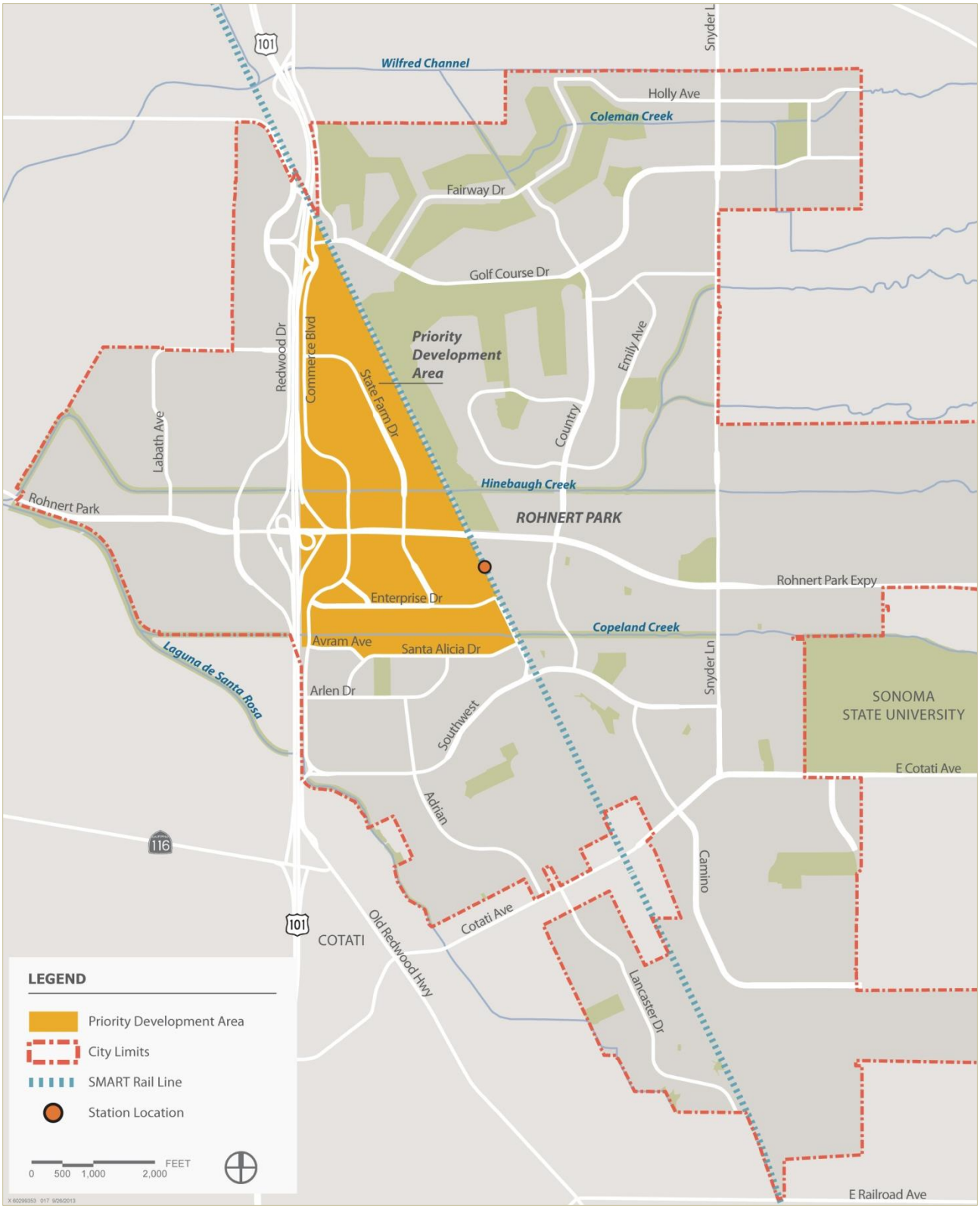
The southern border of the PDA consists of single-family residential neighborhoods and an elementary school and park. U.S. 101 and regional commercial and light industrial uses border the PDA to the west.

1.2.2 Regional Setting

As shown in Figure 1.3, Rohnert Park is located approximately 50 miles north of San Francisco. Rohnert Park is bordered by the cities of Cotati to the southwest and Santa Rosa to the north. By automobile, Rohnert Park is accessed regionally from U.S. 101 and State Route (SR) 116. The U.S. 101 freeway travels north-south through Rohnert Park, connecting the city to Mendocino County on the north and the San Francisco Bay Area to the south. The SR 116 freeway is connected to U.S. 101 and to cities and destinations including Sebastapol, the Sonoma Coast, and the Russian River to the west; Petaluma to the south; and the Sonoma Valley to the east.

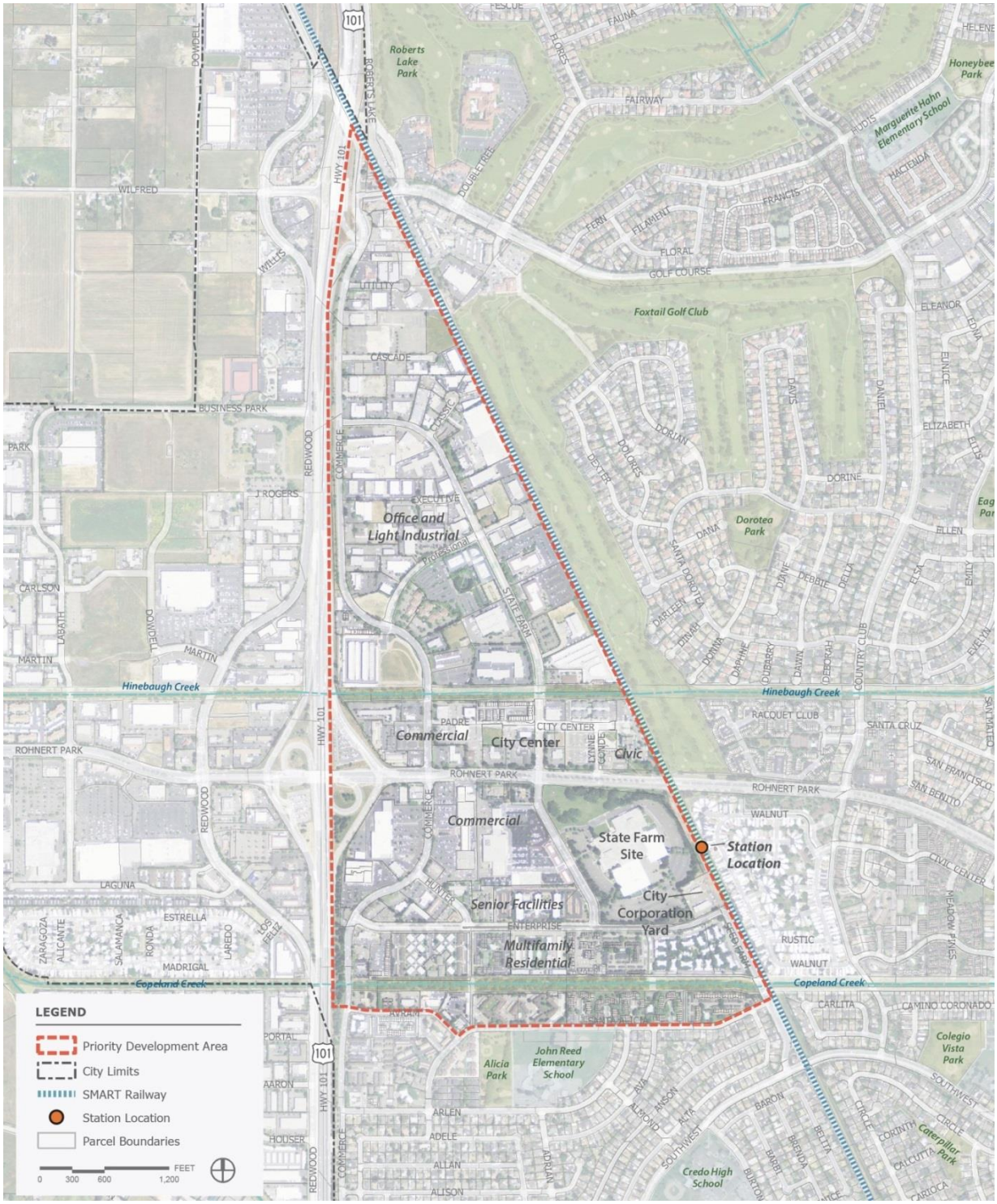
Rohnert Park has a designated stop on the SMART commuter rail line, which is expected to start service in late 2016. The SMART line will connect the major cities of Sonoma and Marin Counties along U.S. 101, from Cloverdale to the Larkspur Ferry Terminal. Rohnert Park is located approximately midway on the planned SMART rail system (Figure 1.3) and is one of 10 SMART stations planned in Sonoma County, which also include neighboring Cotati, Santa Rosa, and Petaluma.

Figure 1.1: City Context



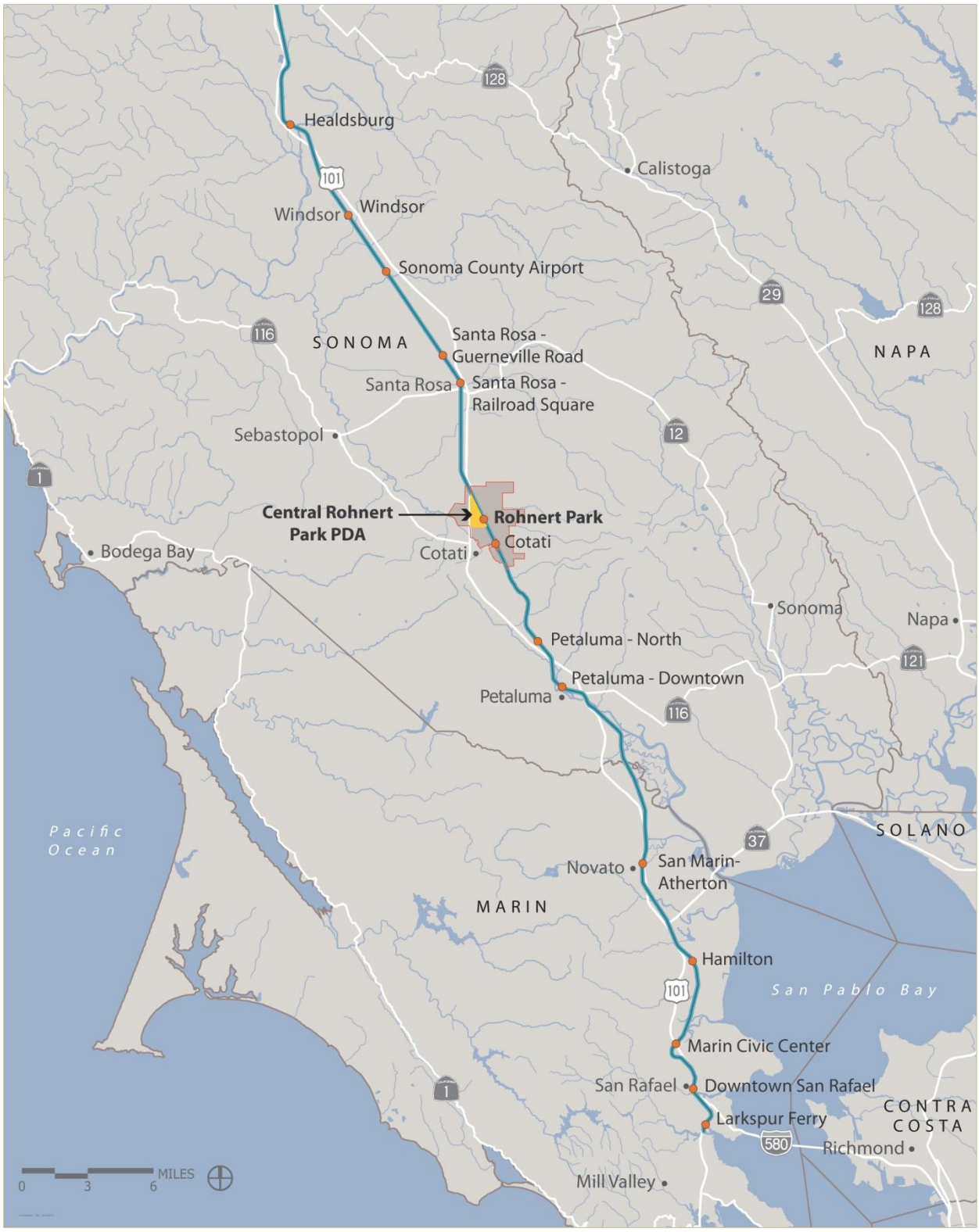
Source: City of Rohnert Park, AECOM, 2013

Figure 1.2: Priority Development Area Existing Setting



Source: City of Rohnert Park, AECOM, 2015

Figure 1.3: Location within the Region and Along the SMART Rail Line



Sources: City of Rohnert Park 2014; AECOM 2014

Running mostly parallel to the SMART tracks is the multi-use path for non-motorized forms of transportation (e.g., bicycles, pedestrians). Like the SMART rail line, the MUP will connect the major cities of Sonoma and Marin Counties along U.S. 101, via a continuous paved path. This path is expected to be popular with bicycle and pedestrian commuters and recreational users. In Rohnert Park, the MUP will add north-south connectivity to the Class I bicycle network.

Both the SMART commuter train and the MUP are intended to provide alternative forms of transportation, potentially reducing vehicular congestion on U.S. 101 and related greenhouse gas emissions.

1.3 PROJECT BACKGROUND

Modeled on the neighborhood unit concept, Rohnert Park was established in 1956 as a master-planned city without a central downtown. The neighborhood unit concept emphasized the development of cities as a series of neighborhood units, with single-family residences organized around a centrally located school and park. Commercial areas were planned at the periphery of each neighborhood unit. This pattern of growth placed commercial uses away from homes, making access to shopping areas in the community more convenient by automobile. Today, commercial shopping centers in the PDA are de facto meeting places in the community. These have developed as auto-oriented commercial centers that are not safely and easily connected or accessible for bicyclists and pedestrians from the surrounding community.

Before plans for the SMART rail station came to Rohnert Park, the community was engaged in the visioning and development of a city center that would serve as a central gathering place for the city and establish a symbolic and social center for the community. Now anchored by a new regional library, the City's public safety building, a community plaza, higher density housing, and neighborhood commercial uses, the City Center is developing as a central community destination. The City Center is a venue for a variety of community activities, including local events and farmers' markets.

Civic, commercial, and office uses along a main street and creekside open space have set the foundation and roots for envisioning Central Rohnert Park as a walkable, bikeable, and transit-friendly community place. As a result, when the State Farm office campus became available on the market in 2011, the City petitioned SMART for and was granted the opportunity to relocate the SMART rail station, then planned for Roberts Lake Road, south of the City Center. The availability of the State Farm property enabled the City to expand development of the City Center to envision a new downtown destination for Rohnert Park.

In 2013, the City received the PDA planning grant from MTC to prepare this PDA Plan and the supporting environmental document. This PDA Plan guides and sets a holistic vision for the land use, development, and circulation framework for Central Rohnert Park. It leverages the coming SMART station and MUP to support creation of a transit-oriented, pedestrian-friendly downtown for Rohnert Park. The PDA Plan also promotes infill growth supporting development of Central Rohnert Park as a complete community, with a mix of uses and greater range of transit, bicycle, and pedestrian circulation options.

1.4 PLANNING PROCESS AND COMMUNITY OUTREACH

With receipt of the PDA grant from the MTC, the City of Rohnert Park retained the services of a project consultant team to help develop this PDA Plan and supporting environmental document. Work on the PDA Plan involved several phases and community outreach activities, summarized in the following sections.

1.4.1 Phase I: Project Initiation, Visioning, and Initial Outreach

The planning process began with a project kick-off meeting in July 2013, followed by preparation of a PDA Profile report. In the PDA Profile Report, the consultant team collected information and analyzed existing physical, demographic, and market conditions in the PDA and identified project opportunities and

constraints, including potential opportunity sites within the PDA.

The team also developed a community outreach and engagement strategy to ensure broad-based community participation. This consisted of developing an identifying logo to brand all project communications and setting up a project page on the City's Web site to provide project information and announcements. The City also conducted outreach to local community groups and organizations to inform them of the planning process and recruit community representatives to participate in project outreach activities, including Focus Group interviews, service on one of the project's committees, or participation in community workshops. Informational fliers summarizing the project planning process and describing ways for the public to participate in were circulated with utility bills.

Focus Group Interviews

The consultant team conducted Focus Group interviews early in the planning process to understand the issues, views, and vision of the Central Rohnert Park community. Input from the focus group was used to understand and define the community's vision and identify issues, priorities, and ideas for the future of the PDA.

Citizens' Advisory Committee and Technical Advisory Committee Meetings

The City established a Citizens' Advisory Committee (CAC) made up of local residents and business owners to provide input during key stages of the planning process. Similarly, a Technical Advisory Committee (TAC), consisting of City staff, local agency staff, and knowledgeable professionals in various technical areas of the project, was established. The TAC provided input on local site conditions, experiences with other similar communities, and advised the consultant team on issues or ideas to be incorporated into planning concepts.

The initial CAC and TAC meetings, held in December 2013, introduced the committees to the PDA planning process, purpose, schedule, and milestones. The consultant team presented the results of the PDA Profile report, including demographic and market conditions and sought input on issues or concerns and ideas to be considered on the project.

The second CAC and TAC meetings were conducted in March 2014 to review preliminary site options in progress for opportunity sites within the PDA. Committee members shared their ideas for improving plan concepts within the PDA.

The third TAC meeting was conducted in July 2014 to review the proposed development scenarios and circulation enhancement concepts. Input gathered from these meetings was used by the consultant team to refine the concepts of the plan prior to meeting with the community to seek additional project input.

Community Workshops

The City conducted two community workshops during the project visioning process to invite community participation and input. Postcards, updates in the City Manager's monthly newsletters, e-mail, social media, and posting on the City's project website served to publicize the workshops. Notices were also published in the local newspaper and press releases sent out at key points in the planning process.

Phase 1 culminated with community workshop #1, conducted in October 2013. At this workshop, the City and consultant team introduced the community to the PDA planning process and reaffirmed the community's vision and key priorities.

Following this study, the City conducted community workshop #2 in October 2014 to present and receive input from the public on plan concepts.

1.4.2 Phase 2: Alternatives Development

Plan Alternatives Development

Following receipt of input from the initial visioning meetings with the community, the consultant team prepared several plan and opportunity site alternatives to test different land use and circulation concepts that could be developed within the PDA. The team then shared these concepts with the CAC and TAC

and other stakeholders before refining and defining the preferred plan alternative.

Planning Commission and City Council Review Workshops

In the context of the goals and guidance for PDA station areas, the consultant team presented and confirmed the preferred plan concepts at two project review meetings—one Planning Commission and one City Council study session. The City Council held a study session in August 2014, where it heard and provided public input on PDA preferred plan concepts and recommendations.

Based on input from the Planning Commission, City Council, community workshop #2, and a coordination meeting with the developer of the State Farm site, the team finalized the land use and development framework concepts for the Preferred Plan. The Preferred Plan serves as the basis for the preparation and development of subsequent planning tasks.

1.4.3 Phase 3: Strategy Memos and PDA Plan Development

A series of technical strategy memos for the PDA was drafted, based on the concepts of the Preferred Plan. Input and recommendations from the strategy memos were folded into this PDA Plan.

1.5 Purpose of the Plan

This PDA Plan is intended to guide the transition of Central Rohnert Park into a central business and downtown district for Rohnert Park. The PDA Plan identifies goals, policies, standards, and design guidelines that serve as a framework to guide future development in Central Rohnert Park. It also responds to the vision of the community; while respecting the region's goals to promote new housing and infill growth within PDAs, located adjacent to fixed transit services.

Projects funded by the PDA grant program are part of the Bay Area region's sustainable community strategy, which promotes compact and sustainable land use growth in the Bay Area to achieve state-mandated greenhouse gas emission reduction targets.

The program is coordinated by the Association of Bay Area Governments and regional partners (MTC, Bay Area Air Quality Management District, and San Francisco Bay Conservation and Development Commission). The PDA grant program supports development of complete communities, where multimodal transportation options (bike, pedestrian, and transit services) are accessible and there is a commitment to focus growth in existing or planned new community areas, with access to jobs, housing, amenities, and services.

To enable full implementation of this PDA Plan, the *2000 Rohnert Park General Plan* (General Plan) and the City's Zoning Ordinance will be updated after this plan is adopted.

1.6 PDA Objectives

The Plan objectives that follow express the vision for Central Rohnert Park that has emerged over the course of the planning process, based on the placemaking priorities described in Chapter 3, "Vision and Plan Concepts."

- Support the creation of a "downtown" for Central Rohnert Park.
- Create a "downtown" that includes the following features:
  - A distinct character that embraces the community's existing assets (including redwood tree–lined streets, creek trail corridors, neighborhood sections, and rich cultural and recreational amenities).
  - A pedestrian-oriented development pattern, with walkable blocks, compact building footprint, and plenty of open space.
  - A mix of uses, with emphasis on lifestyle and specialty retail, entertainment, urban-style living options, public spaces, and other transit-supportive (jobs, services, and retail) uses.
  - Public spaces to serve the diverse segments of the community.
- Preserve affordable housing and commercial rents to avoid displacing residents or businesses from the area.

- Build from the existing urban framework in the City Center to support districts, with unique community roles and functions.
- Promote new infill growth to support transit ridership, focused particularly within the one-half-mile radius of the SMART rail station.
- Expand transportation services, including bus or other circulator services, and improve transit facilities to support transit use and connect the community to and from the SMART rail station and other centers within the PDA.
- Support complete-street improvements that convey traffic efficiently while supporting safe transit, bicycle, and pedestrian travel modes and connections.
  - Improve the safety of crossing the SMART rail tracks and roadways (i.e., RPX and U.S. 101) that serve as community barriers.
  - Continue to improve creek corridors as major east-west routes and support their extension and connection to the planned SMART MUP.
  - Provide safe bike and pedestrian access through existing shopping, commercial, and employment centers.
- Support investment in placemaking strategies such as public plazas, interconnected sidewalks or walkways, streetscape and landscape enhancements, bike/pedestrian facility improvements, and gateway and district wayfinding signage.

1.7 PLAN ORGANIZATION

This PDA Plan consists of an Executive Summary and eight chapters, organized by the following contents:

- The **"Executive Summary"** describes the Downtown placemaking and urban design themes of this PDA Plan and highlights the Plan's key land use, circulation, park and open space, and development concepts.
- **Chapter 1, "Introduction,"** provides an overview of the project, site location, planning process, purpose, objectives, and the organization of the PDA Plan.
- **Chapter 2, "Site Context,"** describes the physical, demographic, and other existing characteristics of the PDA and project issues to be addressed by the PDA Plan.
- **Chapter 3, "Vision and Plan Concepts,"** describes the community vision and priorities for the PDA and introduces the plan concepts, establishing the general planning framework for the PDA.
- **Chapter 4, "Land Use,"** describes the land use framework and development standards and regulations, applicable to land use districts within the PDA.
- **Chapter 5, "Circulation and Connectivity,"** summarizes the proposed circulation framework, including vehicular, transit, bike, and pedestrian circulation, access, and connectivity improvements.
- **Chapter 6, "Community Design,"** provides the design guidelines for the entire Central Rohnert Park community and each of its subareas and districts.
- **Chapter 7, "Infrastructure and Community Services,"** describes the potential impacts of development on utilities and community services and strategies to mitigate the loss or deterioration of services.
- **Chapter 8, "Implementation and Financing,"** describes the administration, implementation, and financing strategies for future development within the PDA.

2.1 CHAPTER OVERVIEW

This chapter provides an overview of the physical and planning context present in the Central Rohnert Park Priority Development Area (PDA). It summarizes the project site's characteristics, development character, land use and regulatory setting, circulation, and market conditions and associated opportunities and constraints. More detailed information on existing conditions can be found in the Central Rohnert Park PDA Profile, provided as a separate attachment.

2.2 SITE CONTEXT AND CHARACTER

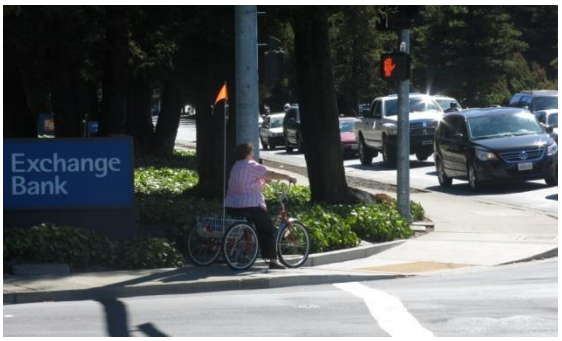
2.2.1 Block, Circulation, and Development Character

The PDA occupies approximately 330 acres in an existing built-up area of Rohnert Park, consisting of a mix of different uses and community functions. The PDA reflects an auto-oriented, suburban pattern, developed since the 1960s and generally characterized by large blocks, busy roadways, and low densities (Figure 2.1). Existing development is mostly one- and two-story, with some two-story office and three-story live-work development in the City Center.

Roadway connections are limited, in large part, because of the presence of U.S. 101 and the Northwestern Pacific Railroad (future Sonoma-Marin Area Rail Transit [SMART] rail line), which creates obstacles to connections through the community to the east and west, respectively. Hinebaugh Creek and Copeland Creek also impede north-south vehicular connections. Within the PDA, crossings of U.S. 101 and the SMART rail line occur only at Rohnert Park Expressway (RPX) and Golf Course Drive and are spaced 1 mile apart.

Private properties in many areas of the PDA are inwardly focused away from streets. In the northern part of the PDA, several local streets terminate in cul-de-sacs, rather than connecting blocks. Uncoordinated roadway and driveway connections between adjacent parcels, frequent curb cuts, and poor pedestrian connections are typical. In the commercial shopping centers along RPX, a maze of driveways leads from one parking lot to another, but does not provide safe bike and pedestrian access from the surrounding community.

Major connecting roadways within the PDA such as RPX, Commerce Boulevard, and State Farm Drive include sidewalks and bike lanes; however, pedestrian crossings of these roadways to access the shopping and employment areas in the PDA experience fast-moving traffic, long distances between intersections, and limited crossing opportunities. Jaywalking is common and expected to increase as new buildings are constructed. RPX, a major arterial designed as an "expressway," also creates a barrier to connectivity for subareas to the north and south.

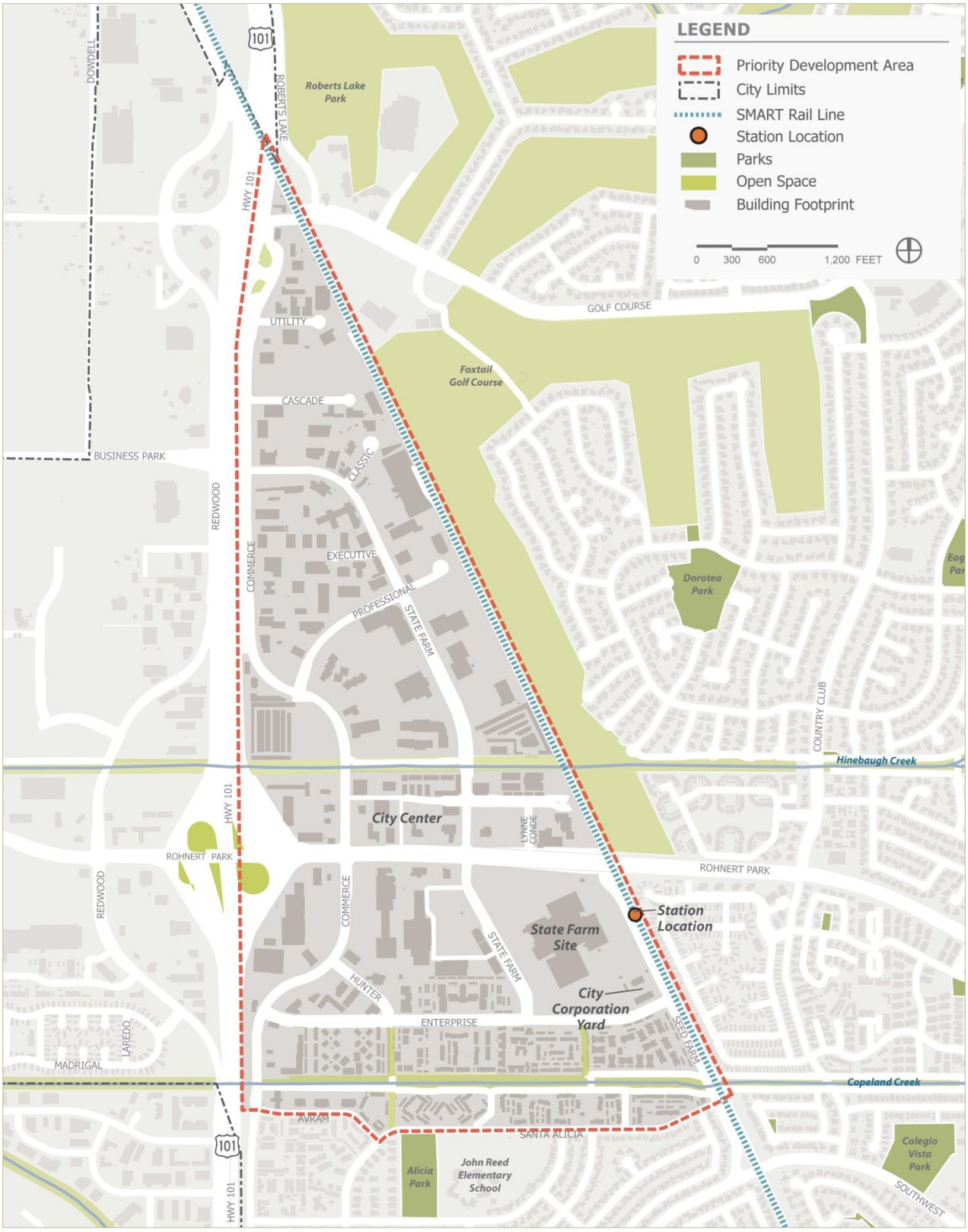


Signalized intersections have pedestrian accommodations, but conditions are daunting.

Introduction of SMART rail service to Central Rohnert Park is expected to help reverse the the predominantly auto-oriented pattern in the PDA by supporting improvements to transit and other non-vehicular travel modes, such as bike and pedestrian access and development of more walkable and transit-friendly community areas. New and infill development should be designed to enhance the street grid; establish shorter, more walkable blocks; and improve bike and pedestrian access from within and outside the PDA to the SMART rail station.

Bicycle and pedestrian enhancements should support safe community access through traffic calming features such as, narrower street widths and on-street parking; intersection crossing improvements that incorporate pedestrian refuges on busy roadways; traffic calming; and defined roadway and pedestrian paths through large shopping center parking lots.

Figure 2.1: Figure-Ground Diagram



Source: City of Rohnert Park, AECOM, 2015

2.2.2 Street, Streetscape, and Landscape Character

The most striking landscape feature in the PDA is the redwood trees that line the streets and landscaped areas of the community. They form a green corridor along key streets in the PDA, including RPX, State Farm Drive, and Enterprise Drive. Redwood trees also can be found along properties in the PDA, including at the former State Farm office campus, along the SMART rail line, and along U.S. 101. Although redwood trees are hardy and distinct, these trees are also water needy and should be balanced with other species of conifer trees, in combination with water-sensitive trees and plants that are native to Rohnert Park.

A distinct landscape identity and unifying landscape theme is recommended to support and enhance the identity of Central Rohnert Park and the area's streets and streetscapes.

Redwood trees are commonly used along the streets in the PDA, such as along Rohnert Park Expressway, shown here.

2.3 Land Use and Regulatory Context

2.3.1 Land Use and Development Characteristics

For the purposes of planning, the Central Rohnert Park PDA is proposed to be organized as five distinct subareas (Figure 2.2). These subareas, described from north to south, include:

- **Triangle Business Subarea.** North of Hinebaugh Creek and bounded by U.S. 101to the west and the SMART rail line to the east, this subarea consists of light industrial, warehousing, office, social services, and business-serving retail uses. Characterized by mostly one- and two-story development, this subarea consists primarily of light industrial and office development to the south and more service- and retail-oriented uses in the north. A number of vacant properties and/or functionally obsolete or vacant buildings provide opportunities for building reuse and redevelopment.
- **City Center Subarea.** This mixed-use area and civic center destination for Rohnert Park is bounded on the south by RPX, on the north by Hinebaugh Creek, and on the east by the planned SMART rail line. The focus of earlier planning efforts, this subarea has evolved to include the City's public safety building, a library, a community plaza, new residential and professional office uses on small parcels on State Farm Drive and City Center Drive, the existing Padre Town Center shopping center, and access from bike trails along Hinebaugh Creek. The subarea can support new infill growth on vacant sites and redevelopment to replace obsolete, aging, or underused development, including large parking areas.
- **Station Center Subarea.** This area housed the State Farm headquarters until State Farm vacated the property in 2011. The property is under new ownership, with development plans in progress. Because of the site's close proximity to the SMART rail station, it provides an important redevelopment opportunity for a new transit-oriented, mixed-use town center for the city.
- **Central Commercial Subarea.** Centered on Commerce Boulevard, between RPX and Enterprise Drive, this area includes several shopping centers that serve as local gathering places. This subarea comprises grocery stores, drugstores, restaurants, professional offices, banks, community services, and senior multifamily apartments.
- **Creekside Neighborhood.** South of Enterprise Drive and bisected by the Copeland Creek greenway and multi-use trails, this largely multifamily residential area includes a corner retail center at Enterprise Drive and Commerce Boulevard, multifamily housing accessed from Enterprise Drive and Avram Avenue/Santa Alicia Drive, the existing City Hall, and recreational uses and trails along Copeland Creek.

Figure 2.2: PDA Subareas

Source: City of Rohnert Park, AECOM, 2015

2.3.2 General Plan Goals

The *2000 Rohnert Park General Plan* supports future growth within the urban boundaries of the city. The General Plan includes specific policies related to development within the PDA, particularly with respect to development of the City Center. Land use goals applicable to the PDA include:

- **LU-4:** Develop the City Center and Sonoma Mountain Village Planned Development as mixed-use, pedestrian-oriented areas.
- **LU-30:** Prepare and adopt a City Center Concept Plan to guide development and redevelopment in the City Center area.
- **LU-31:** Allow, but do not require mixed- or multi-use development.
- **CD-40:** Use an adopted City Concept Plan as the basis for the development character of the area.

2.3.3 General Plan Designation

As shown in Figure 2.3, the General Plan Diagram reflects six land use designations within the PDA: High Density Residential, Office, Regional Commercial, Mixed-Use, Public/Institutional, and Industrial.

- **High Density Residential** permits a wide range of housing types, including single-family attached and multifamily developments at densities ranging from 12.1 to 24 units per gross acre.
- **Office** includes administrative, financial, business, professional, medical, and public, and supporting commercial uses, with a maximum floor area ratio (FAR) of 1.0.
- **Regional Commercial** permits shopping centers, typically comprising department stores, big-box stores, and other retail uses, that attract consumers from outside the city.
- **Mixed-Use** accommodates a variety of compatible businesses, stores, institutions, service organizations, and residences in a pedestrian-oriented setting, with a maximum FAR of 1.5 for a mix of nonresidential uses and a maximum FAR of 2.0 for combined residential and nonresidential uses.
- **Public/Institutional** provides for schools, government offices, transit sites, religious facilities, and other facilities with a unique public character.
- **Industrial** allows for campus-like environments for corporate headquarters, research and development facilities, offices, light manufacturing and assembly, industrial processes, warehousing, storage and distribution, service commercial, and ancillary retail uses, with a maximum FAR of 0.5, but permits up to a 1.0 FAR with discretionary review and approval.

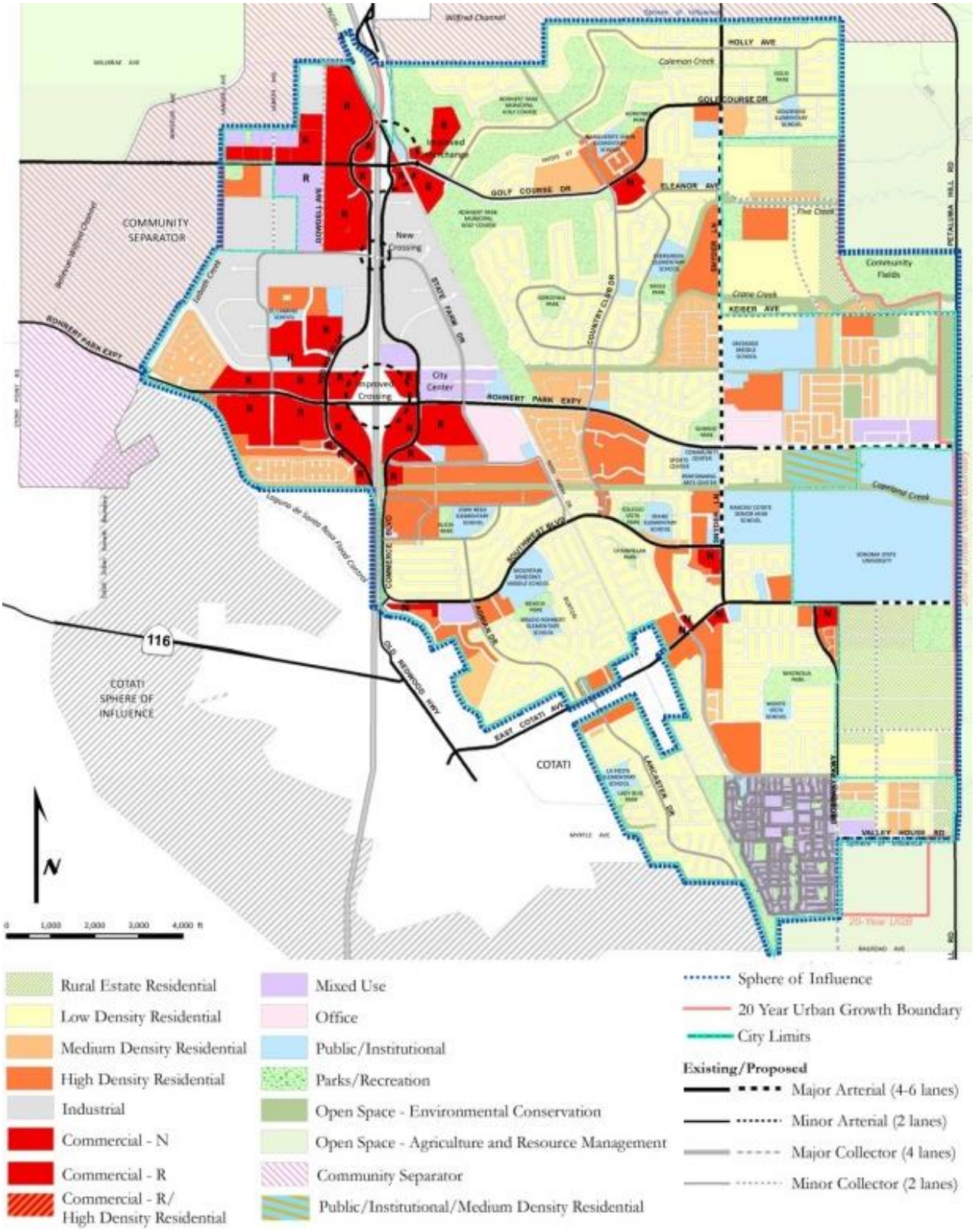
2.3.4 Zoning Designations

The City's Zoning Ordinance is required by state law to be consistent with the General Plan and implements the General Plan. Figure 2.4 shows the existing zoning map for the PDA, which consists of the following zoning districts:

- Office Commercial (C-O)
- Regional Commercial (R-C)
- Industrial (I-L)
- Industrial/Office Overlay (I-L/O)
- Mixed-Use (M-U)
- Open Space–Environmental Conservation (OS-EC)
- Public/Institutional (P/I)
- High Density Residential

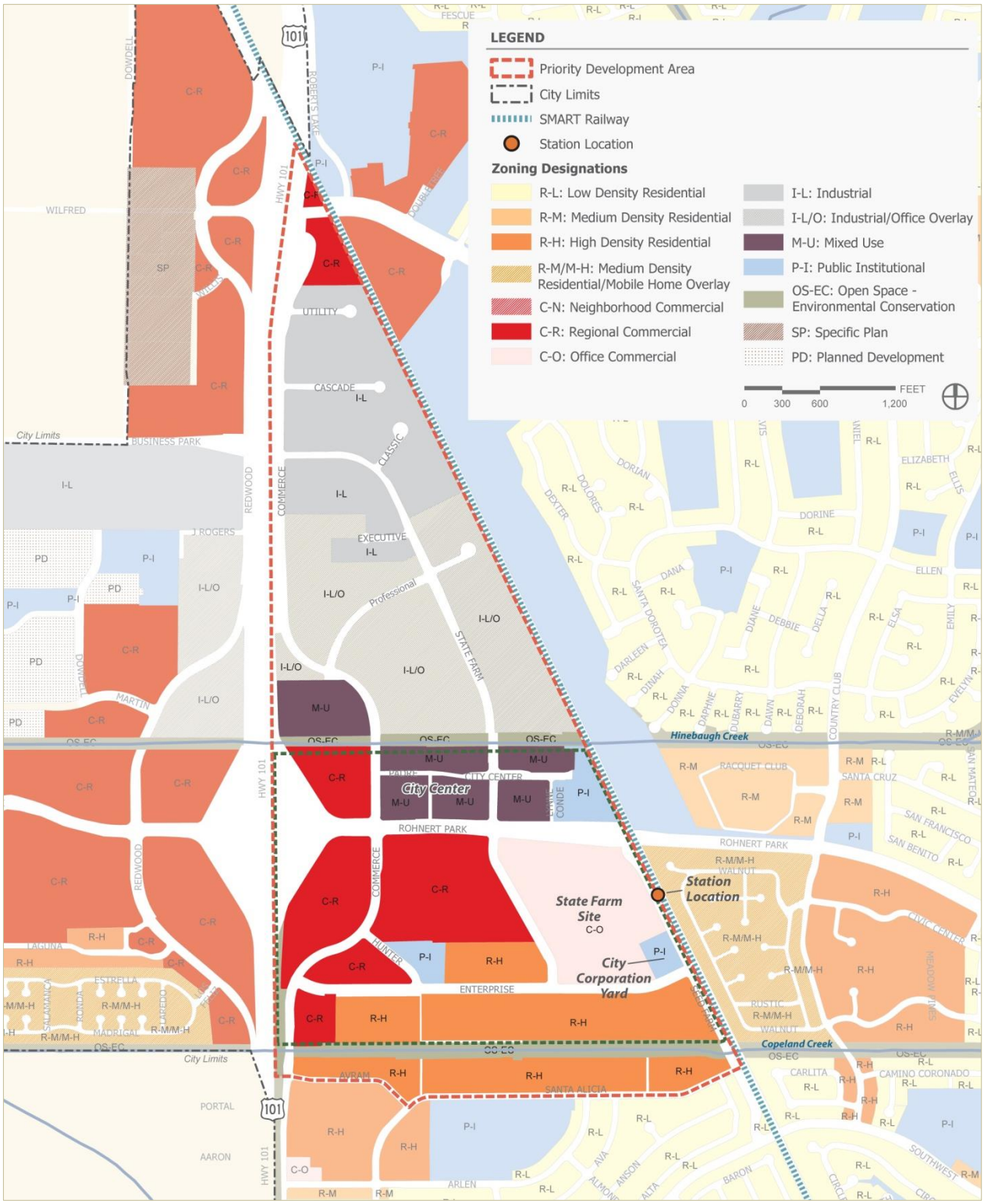
Table 2.1 summarizes the purpose and approximate size and allocation of each of the zoning districts and corresponding General Plan land uses within the PDA. To implement this PDA Plan, some zoning changes will be needed, as addressed in Chapter 4.

Figure 2.3: General Plan Diagram



Source: City of Rohnert Park, 2015

Figure 2.4: Zoning Diagram



Source: City of Rohnert Park, AECOM, 2013

Table 2.1: Existing General Plan and Zoning Designations

Zoning Designations	Corresponding General Plan Designations	Maximum Residential Density (units/acre)	Maximum Intensity (FAR)	Maximum Building Coverage (%)	Zoned Area (gross acres)	Percentage of the PDA (%)
Office Commercial (C-O)	Office	-	1.0	50%	29.9	9.0%
Regional Commercial (C-R)	Regional Commercial	-	0.4 [1]	60%	60.2	18.1%
Industrial (I-L)	Industrial	-	0.5 [2]	60%	52.7	15.9%
Industrial/Office Overlay (I-L/O)	Industrial	-	0.5 [2]	60%	73.1	22.0%
Mixed-Use (M-U)	Mixed Use	24		80%	29.0	8.7%
Open Space–Environmental Conservation (OS-EC)	Open Space–Environmental Conservation	[3]	[3]	N/A	16.6	5.0%
Public/Institutional (P-I)	Public/Institutional	-	0.5	50%	10.7	3.2%
High Density Residential (R-H)	High Density Residential	24	1.15	40%	60.3	18.1%
				Total	**332.5**	**100.0%**

Notes:

CMU = Commercial Mixed-Use; FAR = floor area ratio; PDA = Priority Development Area; RMU = Residential Mixed-Use

[1] An FAR of 1.5 is allowed for hotel and motel uses in the C-R district.

[2] An FAR of 1.0 is allowed for industrial projects, approved by the Planning Commission and meeting criteria set forth in City of Rohnert Park–approved design guidelines.

[3] A density of 1 unit per acre is allowed in the developable portion of any property within the OS-EC district.

Source: City of Rohnert Park, AECOM, 2015

2.4 Circulation and Connectivity

2.4.1 Vehicular Circulation

As described previously, most vehicular access and circulation in the community is concentrated on the arterial and major collector roadways: RPX, Commerce Boulevard, State Farm Drive, and Golf Course Drive. Beyond this level, the existing network of internal streets in the PDA is discontinuous, with streets terminating either in parking lots of private businesses and properties, at cul-de-sacs, or in circuitous parking lot driveways (Figure 2.5).

Recent roadway improvements in the PDA include interchange improvements completed in 2012 at the Golf Course Drive/Wilfred Avenue interchange, which now directly links Golf Course Drive to Wilfred Avenue, underneath U.S. 101. In 2013, roadway striping improvements to enhance traffic flow were completed along RPX between U.S. 101 and Commerce Boulevard. As part of that project, a second northbound left-turn lane was constructed at the U.S. 101 northbound off-ramp at Rohnert Park Expressway. In addition, enhanced green bicycle lanes were striped through the interchange between Redwood Drive and Commerce Boulevard to improve bicycle circulation and driver awareness of bicycle facilities. The City also has recently implemented coordinated signal timing along the Golf Course Drive and RPX corridors.

U.S. 101 and the SMART rail corridor represent barriers to establishing additional east-west routes in Central Rohnert Park. With respect to the SMART corridor, the California Public Utilities Commission (PUC) regulates at-grade roadway/rail crossings, and is charged with minimizing the number of such crossings to the greatest degree possible. Aside from the challenges to gaining approval for a new road/rail crossing from PUC, the presence of the Foxtail Golf Course along the east side of the tracks and the development pattern of the residential subdivisions beyond that make establishing new roadways east of the PDA infeasible.

RPX is currently a major impediment to north-south bicycle and pedestrian connectivity in the PDA. The character, function, and expectations of this expressway within the PDA would need to change for RPX to support walkability and transit-oriented development goals. Changing certain functional characteristics of the roadway, such as reducing the number of vehicular access points, would ensure effective regional access. The roadway's characteristics also create connectivity barriers at the block level, with block lengths approaching 1,000 feet or more.

Jaywalking is prevalent along RPX, as evidenced by makeshift pedestrian crossings. The median along the length of RPX provides pedestrian refuge that enables midblock crossings. Because of the extreme distance between signalized crossings, jaywalking will likely persist. Thus, RPX needs to be studied to support additional safe bicycle and pedestrian crossings that will better connect the centers to the north and south.

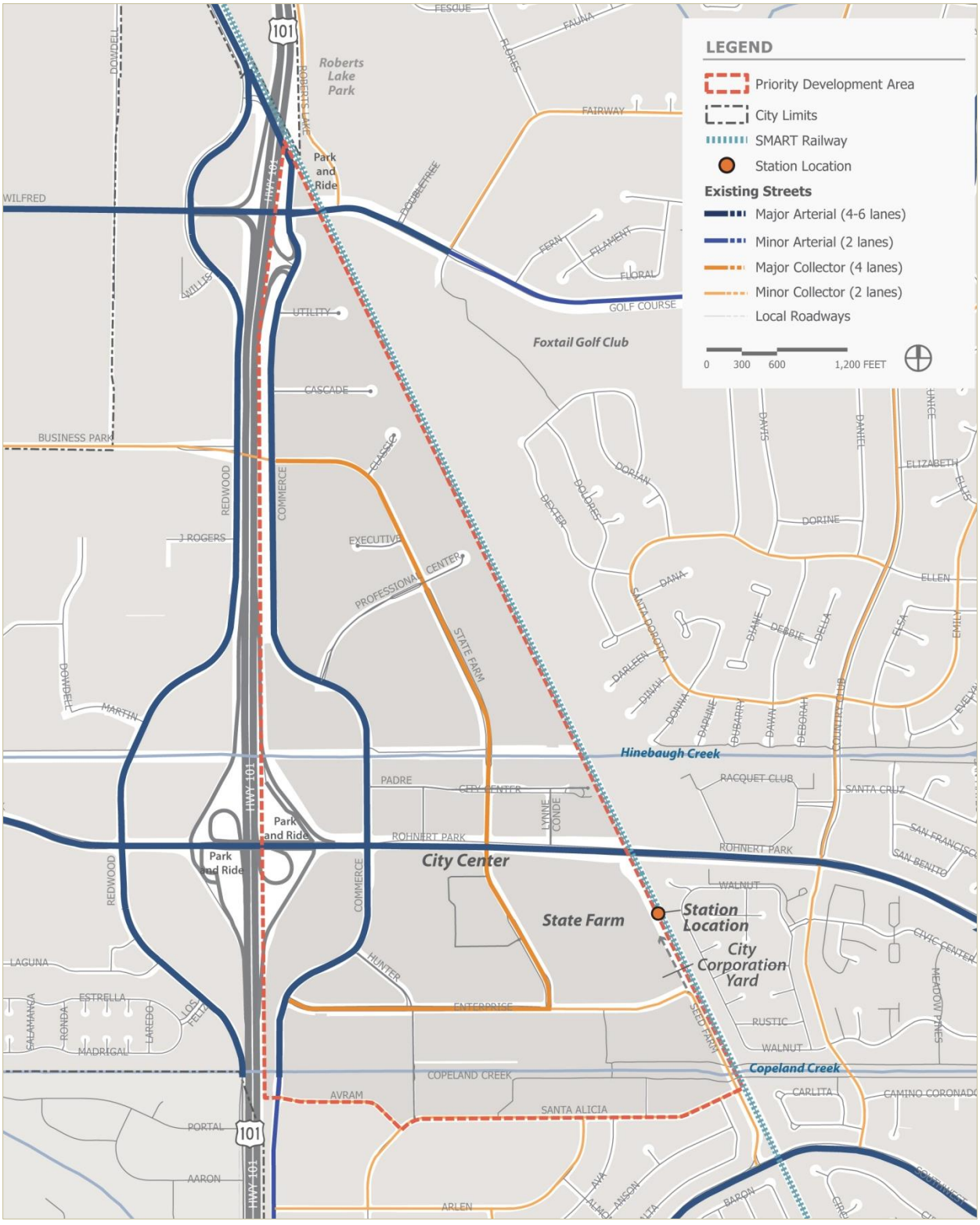
2.4.2 Bike Circulation

Figure 2.6 identifies the existing and planned bicycle and pedestrian facilities for Rohnert Park.

Most streets in the PDA have Class 2 bike lanes. Class 1 trails parallel and cross Hinebaugh Creek and Copeland Creek. These greenway corridors are convenient and well used by both pedestrians and bicyclists, but are not well marked or lit. The Hinebaugh Creek and Copeland Creek trails are largely hidden from view because they are located behind apartment complexes and single-family homes. Landscaping along the trail is overgrown in places, further reducing visibility. These trails are reasonably well connected to the communities east and west of the SMART rail line and connect to the Sonoma State University campus. The community has expressed a need and identified opportunities in the PDA to provide additional connectivity, with better north-south connections, better maintenance more visibility and security along community trails, and safe crossings of U.S. 101.

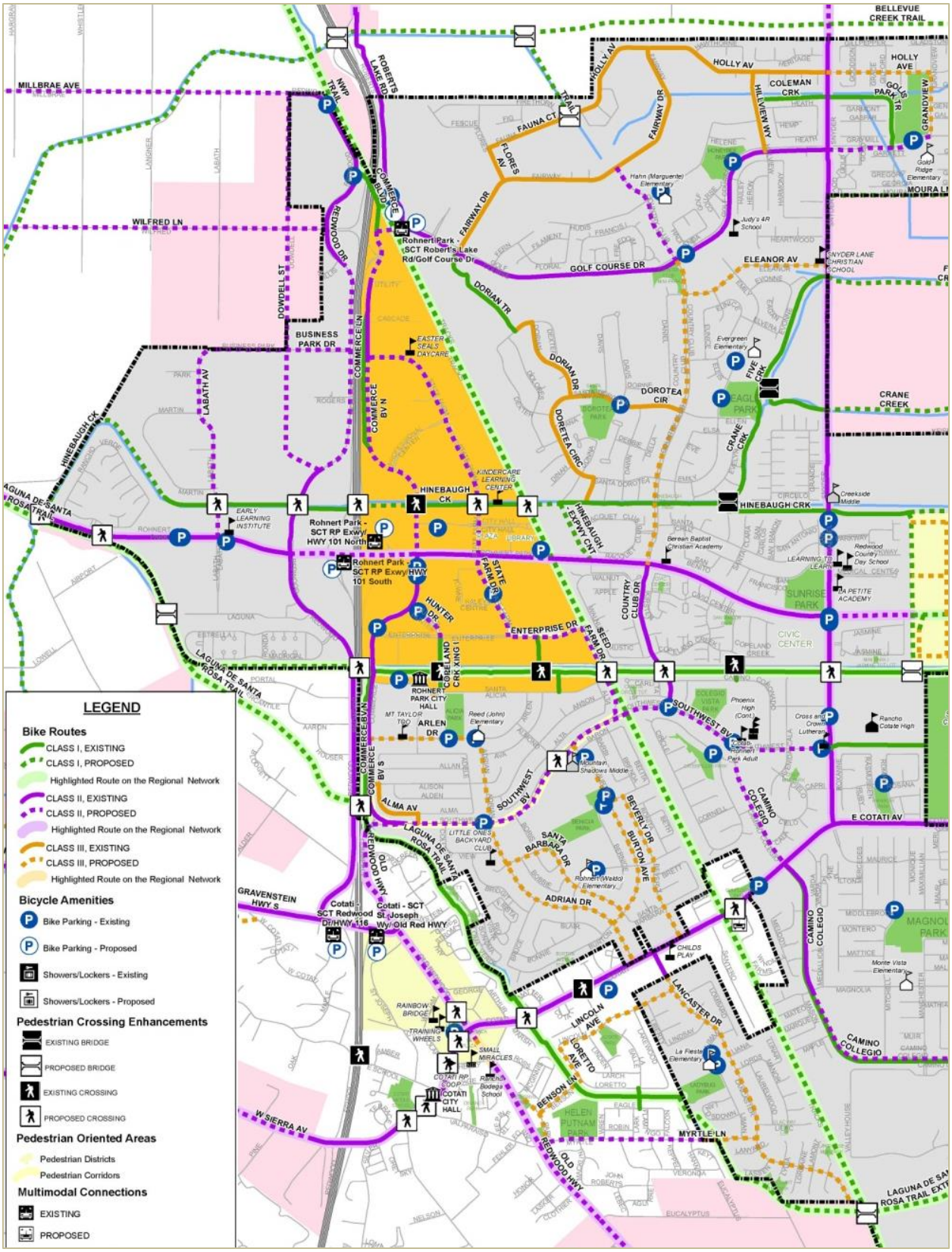
North-south Class I trails are generally lacking, but when constructed, the SMART multi-use path (MUP) will provide an important Class I trail through the community. The MUP is planned for the east side of the railroad tracks, entering the PDA from the south, and crosses to the west side of the railroad tracks at Golf Course Drive/Wilfred Avenue. Pedestrians and bicyclists traveling between the SMART rail station and areas to the south will access the MUP by crossing the tracks at either RPX or Copeland Creek.

Figure 2.5: Vehicular Roadways



Source: City of Rohnert Park, AECOM, 2013

Figure 2.6: Pedestrian and Bicycle Facilities



Source: SCTA, 2013

The MUP will provide a north-south Class I bicycle route that intersects the existing east-west trails along Copeland Creek and Hinebaugh Creek. The MUP also will help connect the Sonoma Mountain Village PDA to the city's bicycle network and provide a Class I connection under U.S. 101 at the northern edge of the city, at Redwood Drive, north of Golf Course Drive.

2.4.3 Pedestrian Circulation

Sidewalks are generally continuous within the PDA, except along frontages on two undeveloped parcels—one on Commerce Boulevard west of Professional Center Drive and another on State Farm Drive north of Professional Center Drive. Signalized intersections of city streets have marked crosswalks on all intersection legs and pedestrian buttons, with some providing countdown signals.

For pedestrian safety, signalized intersections at freeway ramps have crosswalks on only two or three legs. High-visibility crosswalk markings and pedestrian crossing signs are provided at the intersection of State Farm Drive and City Center Drive, where adjacent mixed-use and civic functions generate higher levels of pedestrian activity.

2.4.4 Transit

SMART Commuter Rail

The SMART commuter rail system is a 70-mile rail line, planned to run from Cloverdale in Sonoma County to Larkspur, where the Golden Gate Ferry connects Marin County with San Francisco. Along this path, located along the historic Northwestern Pacific Railroad line, SMART will have 15 stations along the major population and job centers in Sonoma and Marin County, including Rohnert Park. The system will operate an estimated 14 round-trip trains on weekdays and four round-trip trains on weekends.

Headways during morning and evening commute periods will be 30 minutes, with longer headways during midday, evening, and weekend periods. SMART is planning to initiate rail service in late 2016 on its initial operating segment, which will run from North Santa Rosa to the Downtown San Rafael Transit Center.

The SMART rail station in Rohnert Park is planned south of RPX. The station will include a park-and-ride lot with approximately 130 vehicle parking spaces, bicycle parking including lockers, an elevated train platform, and pedestrian pathways and access from surrounding streets.

Vehicular access to the station will occur via the Enterprise Drive/Seed Farm Drive intersection. A vehicular connection to RPX has been discussed as a possible unsignalized eastbound right-in/right-out connection or a new signalized intersection. However, the proximity of the resulting intersection to the SMART rail crossing on RPX presents operational and safety challenges to this scheme.

Bus Service

Bus routes with direct connections to the SMART station platform have not been finalized at this time, but several options have been explored, including drop-offs near the platform on RPX and/or State Farm Drive and/or direct connections into the SMART station parking area. If the Station Center subarea (former State Farm campus) is developed, bus drop-offs could occur at that site as well.

Numerous transit lines currently operate in the PDA. Sonoma County Transit and Golden Gate Transit provide bus service. Sonoma County Transit (SCT) is the principal transit service in Rohnert Park, providing daily local and intercity service. SCT local routes 10, 12, and 14 provide transit access to destinations on both the east and west sides of U.S. 101. Each local route operates with approximately 90- to 120-minute headways between 6:00 a.m. and 6:00 p.m. on weekdays, and 9:30 a.m. and 3:00 p.m. on Saturdays; no local service is provided on Sundays.

SCT Routes 26, 44, and 48 provide intercity service to Rohnert Park. Route 26 provides service between Rohnert Park and Santa Rosa between approximately 6:30 a.m. and 5:30 p.m., with two runs 1 hour apart for the morning and evening commutes and one run during the middle of the day. Routes 44 and 48 provide service between Petaluma and Santa Rosa. Routes 44 and 48 operate with approximately 40- to 120-minute headways between 6:30 a.m. and 8:30 p.m. on weekdays, with a combined headway of 30–60 minutes. On weekends, SCT Routes 44 and 48 operate with approximately 2- to 4-hour headways between 7:00 a.m. and 8:00 p.m. and a combined headway of 1–2 hours.

Figure 2.7: SMART Commuter Rail Service

Source: SMART, 2015

The nearest SCT bus stops serving the PDA are located at RPX and Commerce Boulevard, Raley's Town Center on State Farm Drive between RPX and Enterprise Drive, the Senior Center on Hunter Drive, and Chase Bank on RPX between Commerce Boulevard and State Farm Drive. On weekdays, the PDA is served by SCT Routes 10, 12/14, 26, and 44/48. On weekends, the PDA is served by SCT Routes 10/12 and 44/48.

All SCT buses are wheelchair lift–equipped and can transport two wheelchair passengers at a time. SCT allows bikes on all of its buses. Buses are equipped with a front-loading bike rack that accommodates either two or three bicycles. When the front-loading rack is full, bus drivers may allow up to two bikes inside the bus.

Golden Gate Transit (GGT) provides daily interregional service along the U.S. 101 corridor between Santa Rosa and San Francisco. Route 72 provides weekday commuter service between Santa Rosa and San Francisco, with a southbound stop at RPX and northbound at U.S. 101 and RPX. Route 72 operates with 20- to 30-minute headways on weekdays only, with service between Rohnert Park and San Francisco. Routes 70/71/80 and 101 operate daily along the U.S. 101 corridor between Santa Rosa and San Francisco, with a stop on Commerce Boulevard at RPX. On weekdays and weekends, GGT Route 70/71/80 and 101 have 1-hour headways. All GGT buses are handicap accessible and equipped with a front-loading bike rack that accommodates either two or three bicycles. On express buses, storage space for bicycles is provided under the coach.

Park-and-ride lots serving GGT and SCT users are provided along the U.S. 101 corridor. A 150-space lot exists on the western side of the RPX interchange and a 180-space lot is provided on the eastern side. Sidewalks connect the park-and-ride lots to pedestrian facilities along RPX. In the northern part of the PDA, a 180-space lot is located on Roberts Lake Road, just north of Golf Course Drive.

Dial-a-Ride Paratransit Service

Dial-a-ride, also known as Paratransit or door-to-door service, is available for those who are unable to independently use the transit system because of physical or mental disability. Sonoma County Paratransit is designed to serve the needs of individuals with disabilities in Sonoma County. Service days are Monday through Friday from 5:00 a.m. to 11:00 p.m., and Saturday and Sunday from 7:00 a.m. to 9:00 p.m.

2.5 Market Overview

2.5.1 Employment Conditions and Job Trends

According to U.S. Census Local Economics Dynamics data, there were approximately 5,300 jobs in the PDA in 2002, accounting for 39% of all employment in Rohnert Park. By 2011, however, the PDA had approximately 2,000 fewer jobs. This decrease occurred in part because of the departure of two major employers in Rohnert Park within the past 10 years. Agilent Technologies closed the company's Rohnert Park manufacturing plant in 2005 and State Farm Insurance closed its Rohnert Park office in 2011. The resulting employment losses from these two large employers are reflected in the industry data, which show the greatest employment losses in Rohnert Park between 2002 and 2011 occurring in the finance and insurance industry (with a loss of 1,700 jobs) and the manufacturing industry (with a loss of 1,400 jobs).

In contrast, employment in the educational services industry doubled in Rohnert Park between 2002 and 2011, making this the new largest employment industry in Rohnert Park and accounting for 20% of all employment in Rohnert Park in 2011. According to the City's Comprehensive Annual Report for the 2011–2012 fiscal year Sonoma State University was the largest employer in the city in 2012, with 1,000 employees, followed by the Rohnert Park/Cotati Unified School District, with 492 employees.

Other significant industries in the PDA include health care and social services, accounting for 19% of PDA employment, and retail trade and finance and insurance, both accounting for approximately 11% of employment, as summarized in the Market Conditions Strategy Memo.

Based on unemployment data for Rohnert Park between 2000 and 2012, unemployment in Rohnert Park generally varied between 3% and 4% between 2000 and 2007 and peaked in 2010, reaching 10.3%. Unemployment decreased to 6.9% in 2013, suggesting a steady but ongoing recovery from the recent recession.

2.5.2 Office Market Conditions

In Sonoma County, Santa Rosa serves as the primary node for office-based employment, with approximately 4.3 million square feet of office space, according to data provided by Cornish & Carey Commercial, a commercial brokerage. Petaluma and Rohnert Park have smaller inventories of office space, totaling approximately 1.3 million square feet in Rohnert Park and 2.0 million square feet in Petaluma. Within the PDA, office uses consist largely of service commercial tenants including financial, real estate, and medical services.

Table 2.2 shows office market conditions in Rohnert Park, Santa Rosa, and Petaluma in 2013 when the first set of market data was analyzed. Table 2.3 shows the market conditions in the third quarter of 2015. As shown, approximately one-third (38%) of office space in Rohnert Park was vacant as of the second quarter of 2013. More recent data from the third quarter of 2015 (Table 2-3) suggests the office market is improving, with a 26% vacancy rate in Rohnert Park, 13% in Petaluma, and 14% in Santa Rosa.

Although the office vacancy can be attributed in large part to closure of the Rohnert Park State Farm office (adding approximately 320,000 square feet of vacant office space in 2013), the market for office space in Rohnert Park is limited. The average asking rent for office space in Rohnert Park was $1.62 per square foot per month in the second quarter of 2013 and has changed very little since, averaging $1.63 per square foot per month in the third quarter of 2015. This is lower than the averages for Petaluma ($1.89 per square foot per month) and Santa Rosa ($1.72 per square foot per month) in 2015.

The future market for office space in Rohnert Park and in the PDA shows signs of improving as the office market continues to recover in primary Bay Area office markets, such as San Francisco and San Jose, pushing demand to secondary and tertiary markets in the region and is expected to increase with enhanced transit improvements resulting from the planned SMART station. However, in the near term, the large existing inventory of vacant office space in the city is likely to limit the potential for new office development in the PDA until this vacant inventory is absorbed, redeveloped, or removed from the market.

2.5.3 Retail Market Conditions

Data on the retail real estate market in Sonoma County were provided by the commercial brokerage firms, Keegan & Coppin and Terranomics (now DTZ Retail). Keegan & Coppin provides inventory and vacancy data for individual cities in Sonoma County and includes a larger inventory of retail space, but does not provide absorption or rental rate data. Terranomics inventories a smaller subset of properties (generally shopping centers of 50,000 square feet or more) and does not provide data for individual cities in Sonoma County, but does provide data on absorption and rental rates at the county level. Table 2.3 presents retail real estate market data from the second quarter of 2013, when the real estate market analysis was prepared. Table 2.4 presents more recent retail market data from the second quarter of 2015.

As with the office market, the primary node of retail activity in Sonoma County is in Santa Rosa. However, Rohnert Park serves as a subregional node for retail activity. According to Keegan & Coppin, Sonoma County had 17.9 million square feet of retail space in the second quarter of 2013, 44% of which was in Santa Rosa. The retail inventory in Rohnert Park totaled 3.4 million square feet, accounting for 19% of the retail inventory in the county.

The retail real estate market in Sonoma County reflects the continuing negative effects of the recession, including ongoing high unemployment and underemployment on retail spending in the area.

Although occupancy rates are strong, recent negative absorption and low asking rents suggest limited demand for retail real estate in the county. In the second quarter of 2013, the retail vacancy rate was relatively low at 5.1% countywide. The vacancy rate in Rohnert Park was higher at 8.8%, but still in a relatively healthy range.

Recent data from the second quarter of 2015 (Table 2.4) indicates that retail vacancy rates are decreasing, with a 6.3% vacancy rate in Rohnert Park, 3.8% in Petaluma, and 3.3% in Santa Rosa. The declining vacancy rate figures are also reflected in the trends in Sonoma County for retail, office, and industrial uses between the second quarter of 2013 and 2015, as presented in Figure 2-8, based on data provided by Keegan & Coppin. Figure 2.9 illustrates the retail market vacancy rate by the type of retail space in the City.

Existing retail spending patterns in Rohnert Park indicates that the city is adequately served by community-serving retail uses. Although a detailed leakage analysis would be needed to fully analyze potential retail leakage and injection in Rohnert Park, this data suggests that Rohnert Park residents are generally able to meet basic retail needs with the offerings supplied within the city limits and that some residents living elsewhere in Sonoma County regularly go to Rohnert Park for purchases.

In the PDA, there is a cluster of retail shopping centers along RPX between U.S. 101 and State Farm Drive. Because of this concentration of retail centers, the PDA is particularly well served by community-serving uses, such as grocery stores, banks, fitness centers, and restaurants. Grocery stores in the PDA include Raley's, Safeway, Grocery Outlet, and La Perla Market, a grocery store specializing in Mexican food products.

Table 2.2: Office Market Overview, Second Quarter 2013

Location	Inventory (sq. ft.)	Vacancy Rate	Net Absorption Q2 2013 (sq. ft.)	Average Asking Rent (per sq. ft./mo)
Rohnert Park	**1,345,533**	**37.8%**	**(16,657)**	**$1.62**
Class A	655,885	52.8%	6,005	$1.74
Class B	689,648	23.6%	(22,662)	$1.37
Petaluma	**2,001,881**	**26.3%**	**(11,235)**	**$1.84**
Class A	1,271,753	32.0%	(8,780)	$1.94
Class B	730,128	16.3%	(2,455)	$1.67
Santa Rosa	**4,285,531**	**18.2%**	**23,676**	**$1.65**
Class A	1,858,746	23.4%	(53,702)	$1.80
Class B	2,426,785	14.1%	77,378	$1.47

Sources: Cornish & Carey Commercial Newmark Knight Frank, BAE; 2013.

Table 2.3: Office Market Overview, Third Quarter 2015

Location	Inventory (sq. ft.)	Vacancy Rate	Net Absorption Q3 2015 (sq. ft.)	Average Asking Rent (per sq. ft./mo.)
Rohnert Park	**1,457,946**	**26.13%**	**(7,707)**	**1.63**
Class A	831,065	34.30%	(15,274)	1.71
Class B	626,881	15.30%	7,567	1.41
Petaluma	**2,053,869**	**19.02%**	**(85)**	**1.89**
Class A	1,320,852	23.12%	(899)	1.94
Class B	733,017	11.64%	984	1.71
Santa Rosa	**4,389,926**	**14.25%**	**39,472**	**1.72**
Class A	1,750,128	17.68%	26,704	1.79
Class B	2,639,798	11.97%	12,768	1.66

Sources: Cornish & Carey Commercial Newmark Knight Frank, AECOM; 2015.

Table 2.4: Retail Market Overview, Second Quarter 2013

Location	Inventory (sq. ft.)	Vacancy Rate	Q2 2015 Net Absorption (sq. ft.) (a)	Average NNN Asking Rent (per sq. ft./mo.) (a)
Rohnert Park	3,356,391	8.8%	N/A	N/A
Petaluma	2,764,537	5.4%	N/A	N/A
Santa Rosa	7,889,377	4.0%	N/A	N/A
Elsewhere in Sonoma County	3,925,677	3.8%	N/A	N/A
Sonoma County Total	**17,935,982**	**5.1%**	**(108,092)**	**$1.43**

(a) Net absorption and average asking rent figures were provided by Terranomics, which takes a smaller number of properties than Keegan and Coppin and does not provide data for individual cities in Sonoma County. All other data were provided by Keegan and Coppin.

Sources: Keegan and Coppin Company, Inc., Terranomics, BAE; 2015.

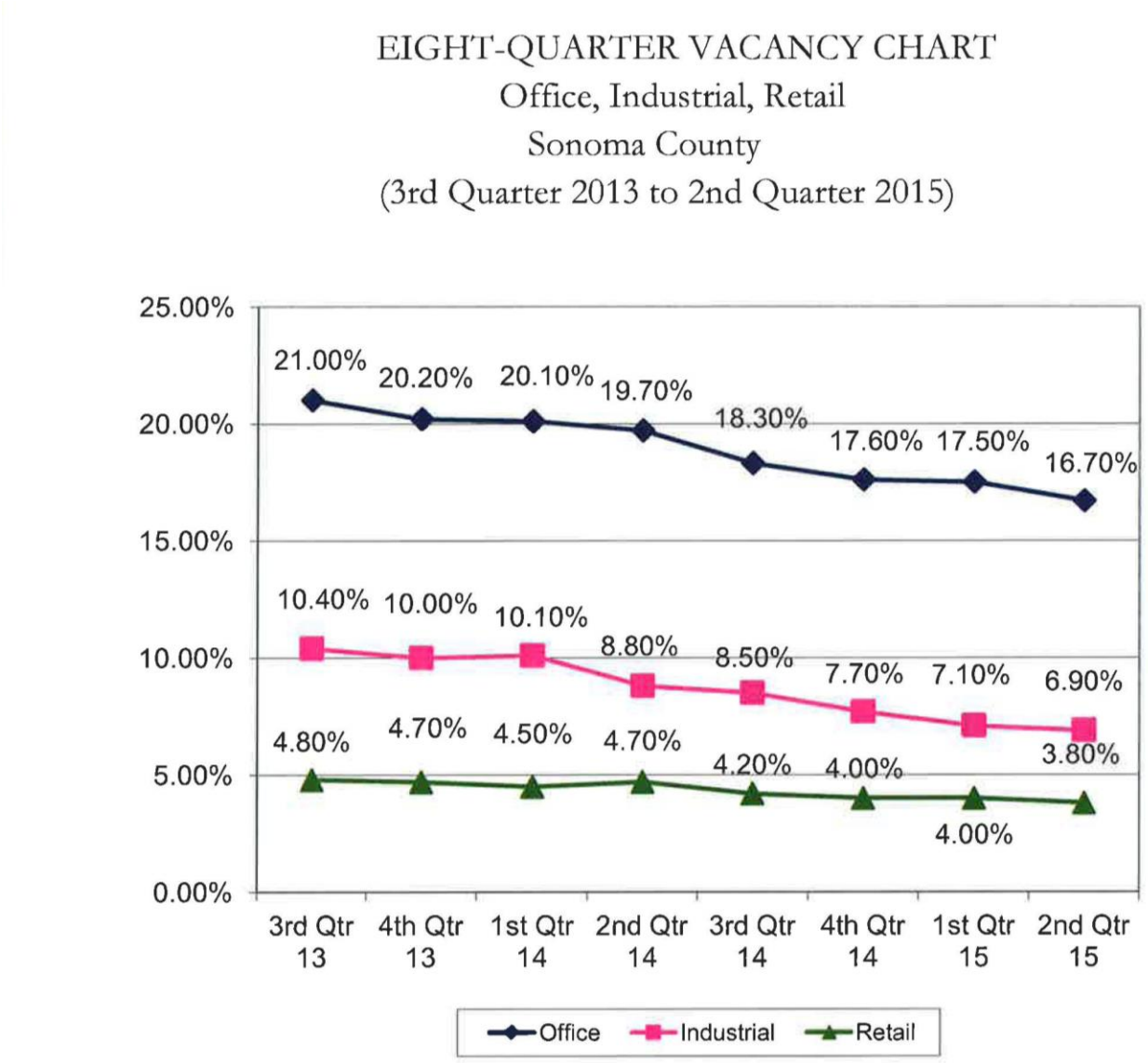
Table 2.5: Retail Market Overview, Second Quarter 2015

Location	Inventory (sq. ft.)	Vacancy Rate	Q1 2015 Net Absorption (sq. ft.) (a)	Average NNN Asking Rent (per sq. ft./mo.) (a)
Rohnert Park	3,358,592	6.3%	N/A	N/A
Petaluma	3,412,623	3.8%	N/A	N/A
Santa Rosa	7,961,743	3.3%	N/A	N/A
Elsewhere in Sonoma County	3,929,487	2.8%	N/A	N/A
Sonoma County Total	**18,662,445**	**3.8%**	**(18,256)**	**$1.52**

(a) Net absorption and average asking rent figures were provided by DTZ Retail, which takes a smaller number of properties than Keegan and Coppin and does not provide data for individual cities in Sonoma County. All other data were provided by Keegan and Coppin.

Sources: Keegan and Coppin Company, Inc., Terranomics, AECOM; 2015.

Figure 2.8: Sonoma County Eight Quarter Vacancy Chart for Office, Industrial, and Retail Uses (Third Quarter 2013 to Second Quarter 2015)



Source: Keegan & Coppin Company, Inc., ONCOR International

Figure 2.9: Retail Vacancy Estimate by Type of Retail

Total Existing Retail Vacancy Estimates
2nd Quarter, 2015
Sonoma County
Breakdown by Type of Retail Location

	Total GLA	Existing Vacancy	Vacancy %	Planned 1 Year
(1) Regional Mall				
Wal-Mart Plaza - Rohnert Park	400,000	0	0.0%	0
Expressway Mall - Rohnert Park	1,000,000	10,400	1.0%	0
Coddingtown Mall - Santa Rosa	960,000	0	0.0%	0
Montgomery Village - Santa Rosa	300,000	0	0.0%	0
Santa Rosa Plaza - Santa Rosa	695,000	55,000	7.9%	0
Santa Rosa Town Center	172,320	27,135	15.7%	0
Santa Rosa Marketplace - Santa Rosa	565,000	0	0.0%	0
Shiloh Center/Windsor	297,000	5,800	2.0%	0
Sub Totals	**4,389,320**	**98,335**	**2.2%**	**0**
(2) Neighborhood & Above Centers				
Cloverdale	107,044	5,358	5.0%	900
Healdsburg	218,234	3,500	1.6%	15,000
Petaluma	2,242,284	110,753	4.9%	9,345
Rohnert Park/Cotati	934,885	104,889	11.2%	145,000
Santa Rosa	2,125,116	60,523	2.8%	285,000
Sebastopol	216,976	1,000	0.5%	0
Sonoma	317,353	3,800	1.2%	0
Windsor	690,209	44,114	6.4%	30,500
Sub Totals	**6,852,101**	**333,937**	**4.9%**	**485,745**
(3) Other Retail Space				
Healdsburg	377,080	26,483	7.0%	0
Petaluma	1,170,339	20,427	1.7%	0
Rohnert Park/Cotati	1,023,707	95,695	9.3%	0
Santa Rosa	3,144,307	121,990	3.9%	0
Sebastopol	383,990	8,640	2.3%	0
Sonoma	830,189	5,800	0.7%	0
Windsor	491,412	5,800	1.2%	0
Sub Totals	**7,421,024**	**284,835**	**3.8%**	**0**
Totals of All Retail Categories				
Cloverdale	107,044	5,358	5.0%	900
Healdsburg	595,314	29,983	5.0%	15,000
Petaluma	3,412,623	131,180	3.8%	9,345
Rohnert Park/Cotati	3,358,592	210,984	6.3%	145,000
Santa Rosa	7,961,743	264,648	3.3%	285,000
Sebastopol	600,966	9,640	1.6%	0
Sonoma	1,147,542	9,600	0.8%	0
Windsor	1,478,621	55,714	3.8%	30,500
GRAND TOTALS	**18,662,445**	**717,107**	**3.8%**	**485,745**

Source: Keegan & Coppin Company, Inc., ONCOR International

2.5.4 Housing Conditions

According to building permit data provided by the U.S. Census Bureau, building permit activity in Rohnert Park and Sonoma County decreased sharply in 2006, and has not yet returned to previous levels. Rohnert Park issued permits for an average of 188 units per year between 2003 and 2005, mostly in buildings with five or more units. Since 2006, Rohnert Park has issued building permits for a total of only 24 units, all of which were permitted in 2007. These data indicate that residential development activity in Rohnert Park has not returned to levels seen before the recession.

For-Sale Housing

Home sale data were compiled from DataQuick, which collects data from the Sonoma County Assessor. In 2005, the median home sale price in Rohnert Park was approximately $515,000 (Table 2.6). In 2012, the city's median sale price was $249,000, approximately 50% to 60% of the 2005 median.

More recent data indicate that home prices in Rohnert Park overall have increased in recent months, similar to price increases in many locations throughout the Bay Area, suggesting that the local housing market is beginning to recover. In Rohnert Park, the median home sale price was $320,000 in July 2013, up 28% from $250,000 in July 2012.

Recent sales of single-family homes in Rohnert Park have consisted largely of units with three or more bedrooms, with sale prices between $300,000 and $450,000. In comparison, condominiums recently sold in Rohnert Park typically had a lower sale price and a smaller number of bedrooms.

Condominiums sold in Rohnert Park between February and July 2013 had a median sale price of $184,750, and 94% had either two or three bedrooms. Almost all (96%) sold for less than $300,000. These current condominium sale prices are not conducive to new condominium construction. However, it is anticipated as the for-sale market recovers in Sonoma County and across the Bay Area, the market for transit-oriented for-sale product types is likely to improve, as evidenced by recent selling trends in other infill areas in the Bay Area.

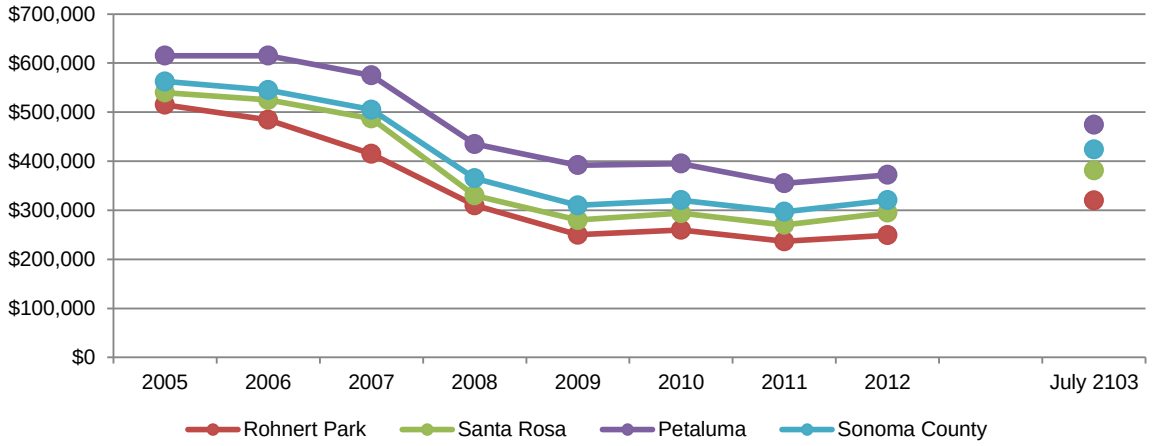
Rental Housing

According to figures provided by RealFacts, which collects data on multifamily rental developments with 50 units or more, the multifamily rental market in Rohnert Park consists of fairly small units on average. Among properties in Rohnert Park that are included in the RealFacts inventory, half are one-bedroom units. The typical square footage of these units is also fairly small, averaging less than 900 square feet for most unit types.

To a greater extent than the for-sale market, the rental residential market in Rohnert Park has shown indications of a recovery in recent years, with rents higher than 2005 levels, as indicated by data from RealFacts. Average rents decreased in Rohnert Park between 2008 and 2010, but have increased quickly in more recent years (Table 2.7). Overall, average rents increased by 20% between 2005 and 2013, reaching $1,263 by the second quarter of 2013.

Occupancy rates in rental properties in Rohnert Park have also seen similar trends, with occupancy rates reported by RealFacts to vary between 93% and 98% in 2013. Occupancy rates higher than 95% typically indicate a shortage of available rental housing on the market, which suggests that there could be a market for additional rental housing in Rohnert Park once rents rise sufficiently to justify new development.

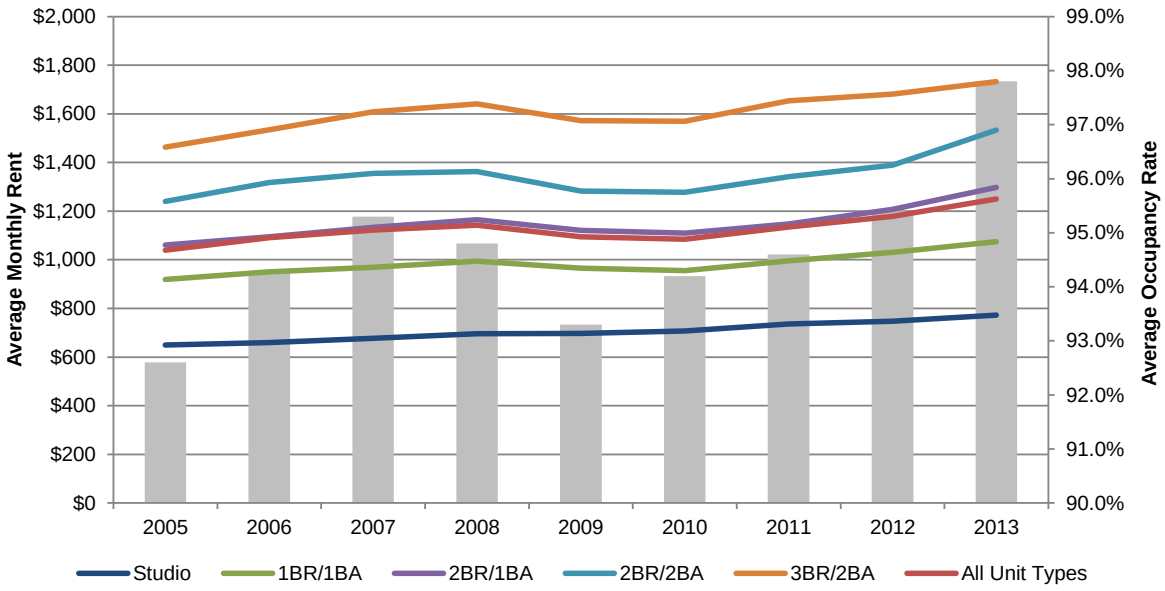
Table 2.6: Median Home Sale Prices, 2005–2012



Location	2005	2006	2007	2008	2009	2010	2011	2012	July 2103
Rohnert Park	$515,000	$484,500	$415,000	$310,000	$250,000	$260,000	$236,500	$249,000	$320,000
Santa Rosa	$540,000	$525,000	$487,000	$330,000	$280,000	$294,000	$270,000	$295,000	$381,000
Petaluma	$615,000	$615,000	$575,000	$435,000	$392,000	$395,000	$355,000	$372,000	$474,500
Sonoma County	$562,500	$545,000	$505,000	$365,000	$310,000	$320,500	$297,000	$320,500	$424,250

Sources: DataQuick, 2013; BAE, 2013.

Table 2.7: Rental Market Housing Trends, 2005–2013



Note:
(a) Data captures rental housing complexes with more than 50 units in Rohnert Park.
Sources: RealFacts; BAE, 2013.

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3.1 Chapter Overview

This chapter provides an overview of the community vision and preferred plan concepts for the Central Rohnert Park Priority Development Area (PDA). The information presented here reflects input received from the community and stakeholders in workshops and meetings conducted during the planning process. This chapter summarizes the community's placemaking priorities, land use and development concepts, circulation and connectivity concepts, and open space concepts that serve as the development framework for Central Rohnert Park. Subsequent chapters of this PDA Plan provide details on how to carry forth individual elements and themes of this vision.

3.2 Central Rohnert Park Placemaking Priorities

As summarized below, several placemaking priorities emerged from the project visioning process and serve as key themes for the PDA.

1. Create a Downtown for Rohnert Park

Participants in the planning process stated that there is no center in the city. They described their vision for "downtown" as follows:

- **Distinctive.** Downtown is designed with quality architecture, landscaping, and public spaces. Downtown should not be the "flavor of the day," but rather reflect the unique sense of place and traditions and values in Rohnert Park.
- **Compact and Walkable.** Downtown is a compact, walkable district with high-density residential and commercial development. It is pedestrian- and transit-oriented and accessible from the Sonoma-Marin Area Rail Transit (SMART) rail station and the surrounding community.
- **Active and Mixed-Use.** Downtown is an active place, with a mix of housing options; specialty shopping; food and entertainment uses; parks, plazas, and recreation; transit services; and public amenities. Like other downtowns, it should balance parking demand with a creation of a vibrant place. Patrons can park in one place and walk to Downtown and other areas of the community.
- **Accessible.** Downtown is easily accessible by car, bikeway, pedestrian paths, and transit. It provides services and amenities for the diverse population and users in the community, including local residents, employees, students, and visitors.
- **Business-Oriented.** Downtown is an economic center and thriving place of business, where businesses (shops and services) choose to locate.

Design downtown with quality landscaping, architecture, and public spaces.

Activate commercial main streets with landscaping and wide sidewalks.

2. Support Connections in Central Rohnert Park

- **Establish a Transit District Providing Intermodal Bus and Commuter Rail Services.** The community's current transit orientation, with buses clustered in several locations near the SMART rail station, supports the establishment of a transit district, where the timing of transit services is coordinated with SMART rail service. The central location of the SMART station should be leveraged to support foot traffic and convenient circulator service through the downtown and adjacent shopping centers.
- **Improve Local Access.** Many of the city's arterial and collector roadways are designed to accommodate efficient vehicular flow. These roadways, however, need to be designed to also support safe community access, particularly bike and pedestrian circulation, with safe street crossings and slowing traffic speeds through the heart of the downtown area; improved parking area circulation; and other bike and pedestrian amenities.
- **Expand Regional Access.** The PDA Plan promotes roadway enhancements; transit, bike, and pedestrian connections within and outside the PDA to the SMART rail station and other community destinations–regional parks, open space, and trails. The Plan supports completion of regional bike trail system gaps through the community to connect residential neighborhoods in the city to the SMART station and other destinations in Central Rohnert Park.

3. Enhance the District Identity of Central Rohnert Park

- **Establish a Uniform Streetscape and Landscape Theme.** A common landscape theme is used to bring identity to Central Rohnert Park and establish unique districts such as downtown within the community. Landscape and streetscape features unify and help to establish the unique character and conditions of the community, drawing from the native landscape features of the Santa Rosa Plain.
- **Strengthen the Architectural Character in the Community.** Consistent with the character of newer developments in the city, a mix of architectural styles common to the Sonoma County region–a blend of traditional, Mediterranean, Tuscan, and rustic or rural design elements and sustainable development features are encouraged in Central Rohnert Park.
- **Provide Gateway and Wayfinding Signage.** A gateway and wayfinding signage program for Central Rohnert Park, coordinated with streetscape and landscape themes and materials used in the community supports the unique sense of place of downtown and Central Rohnert Park as the center of community life in Rohnert Park.

Coordinate gateway and wayfinding signage with landscape themes in the PDA.

4. Green the Community

- **Expand and Enhance Established Landscaping and Open Space Features.** Existing open space and landscape features, including the creek open space corridors and trails; street corridors, with views to the Sonoma Mountains; and landscaped greenbelts at the edge of the community are existing assets that are integrated in the landscape and open space network of the community, as a unique feature enhancing the livability and identity of Central Rohnert Park and expanding the green infrastructure in the city.
- **Support the Creation of a Seamless Open Space Network Connecting the Region.** Central Rohnert Park is a stop providing for the recreational needs of the community along a seamless open space and bike and pedestrian trail network that will connect the City to the Sonoma and Marin County regions along the SMART multi-use path.

Encourage the development of new parks, plazas, and open space connections.

- **Promote Sustainable Design.** Sustainable landscaping and building design best practices, including repurposing/reusing existing buildings; orienting development for passive heating and cooling opportunities; employing climate-appropriate landscaping; and demonstrating low-impact development features, such as bioretention planters, permeable pavers, and green roofs are encouraged and rewarded.

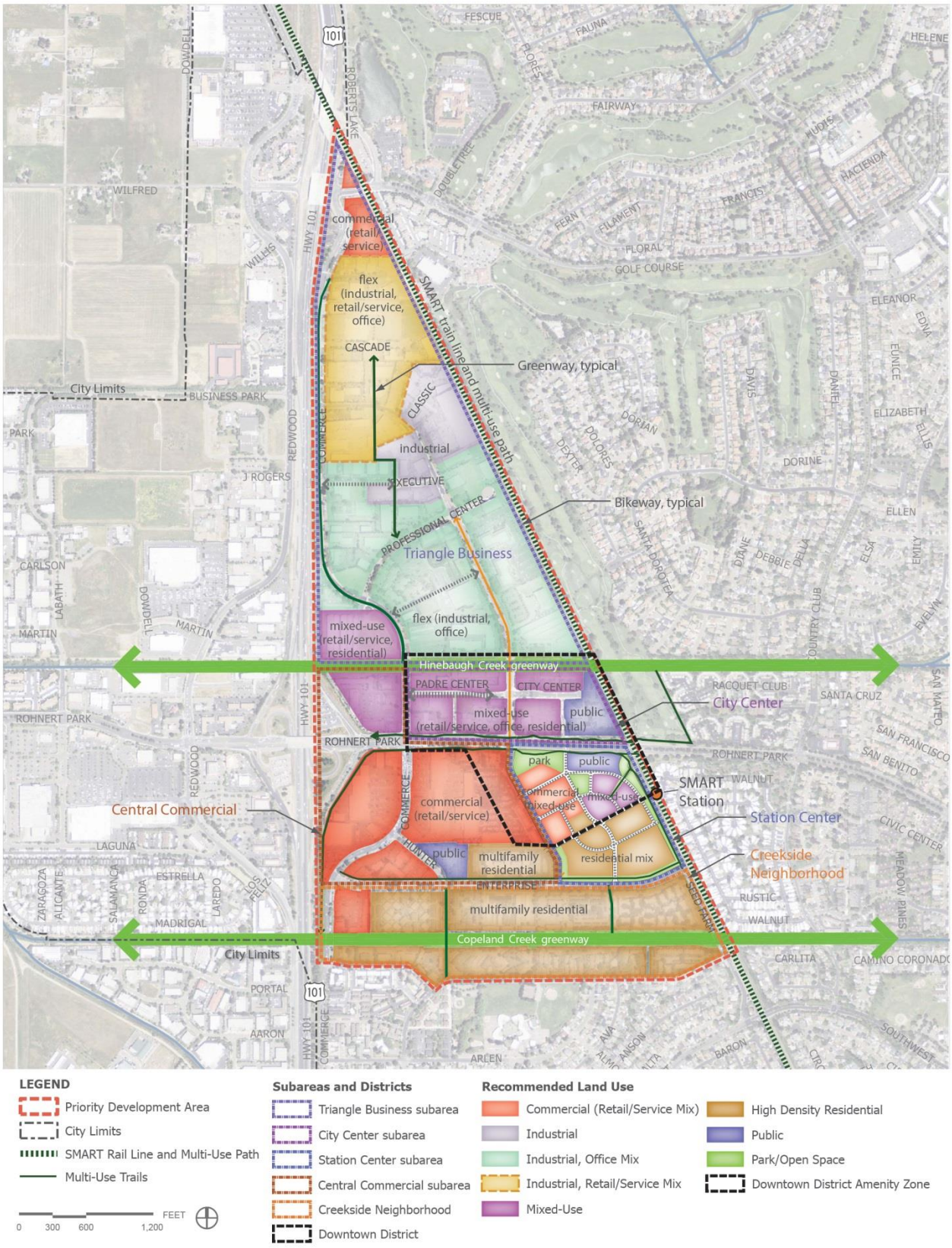
3.3 THE PLAN

Central Rohnert Park is envisioned as the social and economic heart of the city. The PDA already supports a mix of shopping, employment, residential, and mixed-use development, and a walkable city center. Arrival of the SMART rail system to Rohnert Park provides additional opportunities to create a walkable downtown for the city, adjacent to transit.

Concepts for Central Rohnert Park conceive of five planning subareas, and a distinct downtown commercial district, with unique characteristics as summarized in the following sections. These subareas support the needs of the community and are envisioned to become distinct community places in and of themselves, over time, connected by an improved city street grid and transit, bike, and pedestrian facilities. Additionally, the Downtown District is envisioned to "knit together" and serve as the commercial heart of the PDA, near the SMART rail station platform.

Figure 3.1 illustrates the key features and land use concepts for the subareas and proposed Downtown District; the circulation framework; and park and open space design framework intended to connect the PDA internally with adjacent community areas. Subarea concepts for land use and development, circulation, open space, and other features are also described in the following sections.

Figure 3.1: Central Rohnert Park Plan Concept



Source: AECOM, 2015

3.4 Subarea Land Use and Development Concepts

3.4.1 Triangle Business Subarea

The Triangle Business subarea, located north of Hinebaugh Creek, has the potential to be an important business and employment center for Rohnert Park, with frontage both along U.S. 101 and the SMART rail line. Consisting of office, light industrial, and warehouse space, this subarea is envisioned to transform into a more cohesive, mixed-use business district through infill development, redevelopment of underused sites, building reuse, and landscape improvements. Redevelopment of private properties in this subarea should be supported by public roadway and district wayfinding improvements.

The southern end of the Triangle Business subarea includes a 9-acre parcel zoned Mixed-Use. Approximately half of this parcel has been developed as a self-storage facility and the other half of the parcel remains vacant. The mixed-use zoning permits residential or commercial development, but high-density residential development is most likely to occur on the property.

Priorities for this subarea are to support existing businesses at affordable rents; attract diverse new tenants, higher paying office jobs, new retail and service uses, and a high-quality hotel that could benefit from freeway presence on U.S. 101; and provide opportunities to creatively reuse the existing buildings for new uses such as a brewery, artist studio, or flexible mixed-use spaces.

To reduce the amount of impervious surface in this subarea, sustainable stormwater management approaches and open space and paseos should be encouraged as new development or redevelopment occurs. Within one-half mile of the planned SMART rail station, street improvements along major roadways in the subarea are recommended to improve bike and pedestrian access and parking and enhance the landscape character and identity of the subarea, as described in Chapters 4 and 5.

Beyond the concepts of this PDA Plan, this subarea is recommended for additional study, in coordination with private property owners and businesses in the subarea, to address subarea improvement opportunities.

These plans should build from the framework established in this PDA Plan, to address:

- streetscape improvements that enhance the subarea's identity and support bike and pedestrian access and connections;
- the potential for shared-use driveways and parking between adjacent properties to reduce curb cuts on the street and support streetscape, circulation, and open space improvements;
- coordination with private property owners and businesses to improve the organization of driveways, walkways, parking, and open space connections;
- façade and landscape improvements that contribute to the public identity of the community; and
- opportunities to reduce overall impervious surface area through streetscape and landscape improvements and development of common open space as properties redevelop in the subarea.

Reuse buildings to support recreational activities in the community.

3.4.2 CITY CENTER SUBAREA

This mixed-use area and civic center destination for Rohnert Park is bounded on the south by Rohnert Park Expressway (RPX), on the north by Hinebaugh Creek, and on the east by the planned SMART rail line. The City Center subarea is anchored by a civic plaza and uses that include a library and the City's public safety building on one end and a neighborhood commercial center on the other. Vacant and underused properties in the subarea have potential to support compact infill development and redevelopment on small parcels that can support smaller businesses and tenants, in-line office and service tenants, and mixed-use development and lofts that complement the existing character of the City Center.

Link subareas and centers to the adjacent neighborhoods via pedestrian paths.

The City Center subarea is envisioned as a walkable, self-sufficient community center, within the Downtown District and in proximity to the SMART rail station. Apart from portions of Civic Center Drive, the existing street grid within this suabarea is not well defined, but expected to change over time as new development occurs. Along Civic Center Drive, broad sidewalks and landscaped tree wells create a pleasant walking experience and support a walkable, mixed-use, pedestrian-oriented center. These improvements should be supported by new uses that build on the area's neighborhood character and more refined urban street grid pattern.

Additionally, bike and pedestrian circulation improvements should be implemented to connect the subarea to employment uses in the north, east-west community creek trails along Hinebaugh Creek, and the SMART station to the south.

Consider future opportunities to relocate City Hall to complete the Civic Center.

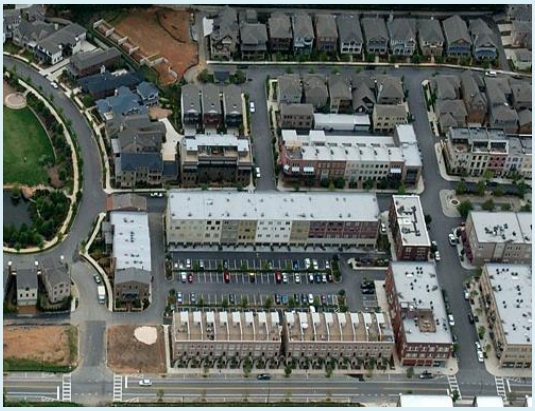
Activate commercial areas with small plazas and seating places.

Encourage mixed-use lofts with residential uses above neighborhood retail.

Much of the City Center subarea already exhibits the qualities desired for downtown (e.g., walkability, activity centers, plazas, street furniture). These features and qualities are envisioned to be extended south to expand and establish a larger downtown district for Rohnert Park, described in Section 3.4.6.

3.4.3 STATION CENTER SUBAREA

The Station Center subarea is envisioned to complement the progress in the City Center by establishing a downtown destination in Rohnert Park for dining, entertainment, retail shopping, services, and recreational activities. The Station Center subarea redevelops the State Farm office campus and relocates the City corporation yard to support the development of a retail-focused downtown area that serves the local community and draws regional visitors that may arrive along the SMART rail line. This downtown area includes or is adjacent to transit-supportive housing, office, civic, and other community-oriented uses.



Establish the Station Center subarea as a compact, walkable community.

The Station Center subarea incorporates a walkable street grid and continuous bike, pedestrian, and open space connections, integrated with the existing park/open space system in the city. This subarea preserves the existing, mature redwood trees, encircling the property and incorporates trails and paths that connect the community to the SMART station, to uses and destinations in the community, and other regional open space and trail systems.

The north portion of the Station Center subarea is part of the Downtown District, envisioned to extend north across RPX to include the City Center and west across State Farm Drive to include portions of the Central Commercial subarea. Within the Station Center, the Downtown District includes a commercial main street lined with shops, a central community green, a transit plaza north of the SMART rail station platform, and potential for bus and passenger drop-off and transfer to the SMART station.

Line shops within the subarea along a commercial main street.

The southern half of the Station Center subarea is envisioned with a variety of high-density multifamily housing and residential mixed-use development, located within a cohesive residential community, connected by walking paths.

Provide a diversity of housing types and styles with shared common space.

To improve connectivity, at-grade intersection crossing improvements include pedestrian refuges, pedestrian-activated crosswalk signals, roundabouts, and rail crossing safety arms that support vehicular flow, while ensuring safe pedestrian crossings of RPX, State Farm Drive,

and other roadways, and the SMART rail corridor. A bike/pedestrian bridge overcrossing of RPX to connect the Downtown District between the Station Center and City Center subareas has also been considered.

3.4.4 CENTRAL COMMERCIAL SUBAREA

Bounded by and accessed via Commerce Boulevard, State Farm Drive, and Enterprise Drive, the Central Commercial subarea includes the grocery stores, post office, banks, and restaurants that support the daily retail and service needs of the community. Although primarily auto-oriented, the Central Commercial subarea is located near existing residences in the Creekside Neighborhood and planned new residences in the Station Center subarea.

Provide safe pedestrian passage connecting shopping areas to adjacent neighborhoods.

This subarea is composed of several large shopping centers that are separated by busy roadways and not well connected to one another or internally for pedestrian mobility. The Raley's and Safeway shopping centers are located "back to back" and, though adjacent lack safe pedestrian facilities. A key challenge is to support connectivity from these shopping centers to the nearby community and reduce reliance on the automobile for short internal trips within the PDA.

As redevelopment of these shopping centers occurs, pedestrian facilities and amenities should be added to support a more pedestrian-friendly shopping experience and improve local community access by bicycle or foot. Such improvements could include parking lot landscaping and shading; outdoor seating, dining, or gathering places; new defined vehicular routes and separated pedestrian walkways; bicycle facilities; and wayfinding or directional signage that facilitates community access.

Support development of local gathering places in commercial shopping centers.

The northern portion of the Raley's shopping center is envisioned as part of the Downtown District, further described and identified below in Section 3.4.6. Within this area of the community, streetscape improvements and new infill growth is needed to shape the streetscape character and appearance of the Downtown District on both sides of State Farm Drive.

The subarea should also be improved with safe vehicular access along Commerce Boulevard, State Farm Drive, and surrounding area roads and safe bike and pedestrian access to the SMART rail station and adjacent neighborhoods.

Improve community/pedestrian access n large commercial parking lots.

3.4.5 CREEKSIDE NEIGHBORHOOD

The Creekside Neighborhood, located south of Enterprise Drive, is a multifamily residential area bisected by the Copeland Creek greenway. This subarea includes City Hall and a corner shopping center at the intersection of Enterprise Drive and Commerce Boulevard. Although the Creekside Neighborhood is largely built out, portions of this subarea are within a 5- to 10-minute walk of the SMART rail station, making the neighborhood accessible by foot or bicycle to transit and providing a local built-in population to patronize the shops and services in the commercial and mixed-use subareas north of the neighborhood.

Include neighborhood-oriented infill and streetscape enhancements in the Creekside neighborhood.

The Creekside neighborhood has potential for some residential and commercial infill growth, but remains a primarily multifamily residential area. Continuing to improve Copeland Creek as a back yard open space amenity and regional trail connector for the community is a key priority of this subarea. Bike and pedestrian trail access enhancements, as well as lighting, trail signage, and regular maintenance are envisioned to maintain and improve the creek corridor as a local amenity and support safe access to the SMART multi-use path and other destinations in the community.

The entrances to Copeland Creek are currently not well marked and are largely hidden from view. Enhancements to trail intersections on Commerce Boulevard and Seed Farm Drive would improve their visibility, wayfinding, safety, and overall quality. Trail entrances from Enterprise Drive should be enhanced with signage and other improvements.

Enhance the Copeland Creek corridor as an important local community resource.

3.4.6 Downtown District

As described in the community priorities, a key theme that has emerged is the need for a downtown in the PDA. A Downtown District Amenity Zone overlay is proposed to realize the vision for downtown as...

- a distinct place and vibrant mixed-use commercial core;
- a compact and walkable environment; and
- transit-oriented district that is internally connected across RPX and State Farm Drive and accessible from the SMART station and surrounding neighborhoods.

Downtown should possess the following qualities, as introduced in Chapter 1:

- A distinct and cohesive design character that respects the local Sonoma County landscape and the artistic, cultural, and sustainability values of the community.
- A pedestrian-oriented development pattern, with walkable streets and blocks, compact building footprint, and generous open space.
- A mix of uses, with emphasis on lifestyle and specialty retail; entertainment; urban-style living options; public space; and transit-supportive (job, service, and retail) uses.
- Public space catering to the diverse segments of the community.

A new Downtown District Amenity Zone overlay is proposed to implement the Downtown District, as addressed in greater detail in Chapter 4, "Land Use and Development."

3.5 Circulation Concepts

Multi-modal transportation options (vehicular, transit, bicycle, and pedestrian travel modes) through a network of sidewalks, bicycle and pedestrian paths, and landscaped streets and corridors weave and connect the PDA.

Bicycle and pedestrian paths provide north-south and east-west connections to the SMART rail station, creek corridors, and residential neighborhoods in the community. These paths connect to regional open space and trail systems and complete the community's circulation network.

Buses and a community circulator are provided and timed to coordinate with SMART rail service to serve commuters and transport them to employment centers, subareas, and other destinations in the community such as Sonoma State University and Graton Rancheria Casino.

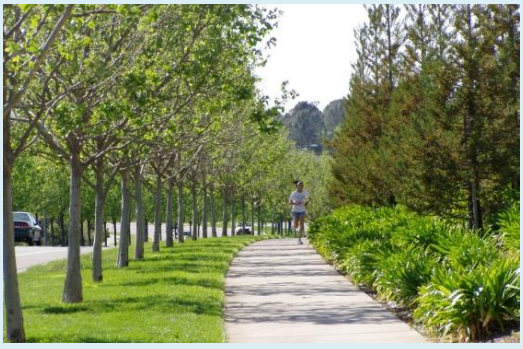
Support development of continuous bicycle and pedestrian facilities as an alternative to vehicular travel modes.

3.6 Park and Open Space Concepts

Open space through the community currently comprises the east-west Copeland Creek and Hinebaugh Creek open space corridors, redwood tree-lined landscaped corridors on major roadways, landscape open space buffers along the SMART rail line and U.S. 101, and community spaces on private property.

The regional open space and trail system for the PDA is established by the creek corridors; SMART multi-use path; and landscape corridors on the major roadways in the PDA, including Commerce Boulevard, State Farm Drive, RPX, and Enterprise Drive. New park, open space, and trail connections focus on completing connections to the regional open space network and providing active and passive recreational facilities to serve the variety of needs and activities in the community.

Park and open space features envisioned in the PDA include unified and landscaped roadway corridors with consistently spaced shade trees; new north-south and east-west landscape paseos and trails, connecting to the SMART multi-use path and regional trail networks; and new or improved public and private parks, plazas, and gathering spaces that contribute to the public character and livability of streets and community areas in the PDA.



Support development of continuously landscaped roadway corridors to improve the public character of the community.

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4.1 CHAPTER OVERVIEW

This chapter describes the land use framework for the Central Rohnert Park Priority Development Area (PDA)—specifically, the land use designations, associated development standards, and development potential to support the preferred plan concepts introduced in Chapter 3. This chapter should be referenced in coordination with the circulation concepts described in Chapter 5 and the design guidelines addressed in Chapter 6.

4.1.1 Downtown Creation

A central theme organizing the land use and design features of the PDA Plan is the desire to create a downtown for Rohnert Park. The plan concepts, provided in Appendix A, tested the development potential of the City Center and Station Center subareas to create a downtown adjacent to the SMART station based on the community's vision and typical features of most downtowns in suburban communities. These typical features include:

- A distinct character, as described in Chapter 5, inspired by the valley setting in Rohnert Park and surrounded by hills and agricultural land that allows downtown to take advantage of natural views in the community; support a mix of architectural styles, consistent with the region's vernacular character; and incorporate sustainable design elements.
- A pedestrian scale at the block, site, and building levels, as in other traditional downtowns that emphasizes walkable blocks, a compact form, and pedestrian-oriented architectural features.
- A mix of uses that support downtown development and transit use, with dining and entertainment, lifestyle and specialty retail, office, civic, and public uses, and housing .
- Densities/intensities that support a vibrant downtown commercial area and transit ridership—typically multi-story buildings, some with street-facing retail and/or commercial uses and two or more levels of housing above.
- Buildings designed to address the street, with pedestrian-oriented sidewalk features and buildings placed at the back of the sidewalk.
- Slower speeds and enhanced crossings on downtown area streets, including on-street parking along less busy collector streets (such as, State Farm Drive).
- Quality landscape and building design, accented with distinct gateways, signage, and public amenities that improve the pedestrian experience of downtown.
- Areas adjacent to downtown that contribute to downtown enhancements with safe vehicular, bike, and pedestrian connections, streetscape and landscape improvements, and public amenities leading into the downtown.

Creation and expansion of a downtown environment will occur as properties develop and public- and private-sector investment occurs. Although not large enough to be considered a "downtown," the City Center subarea already has many components of a typical downtown (e.g. public buildings, mixed-use buildings, urban plazas and sidewalks, etc.) and establishes a good starting point for a future downtown environment.

To facilitate the creation of a downtown for the city, a Downtown District Amenity Zone (DDAZ) is proposed adjacent to the SMART rail station. The DDAZ is the proposed location to focus public and private investments, such as the features noted above. This proposed land use overlay zone is further described later in this chapter.

4.1.2 Planning Subareas and Districts

The PDA has been organized into five distinct planning subareas and a Downtown District (Figure 4.1), which serve as the basis for evaluating characteristic uses in the community.

Figure 4.1: Priority Development Area Subareas and District

Source: AECOM, 2015

Subarea Character and Emerging Roles

The Triangle Business subarea is a mixed-use employment center with freeway presence near the SMART rail line.

The City Center subarea is emerging as a civic center hub and walkable neighborhood.

The former State Farm campus in the Station Center subarea is an opportunity site for a new town center in the city.

The Downtown District is to be a central retail and entertainment core for the PDA that is envisioned as pictured.

The Central Commercial subarea is a cluster of centers providing retail and services to the community.

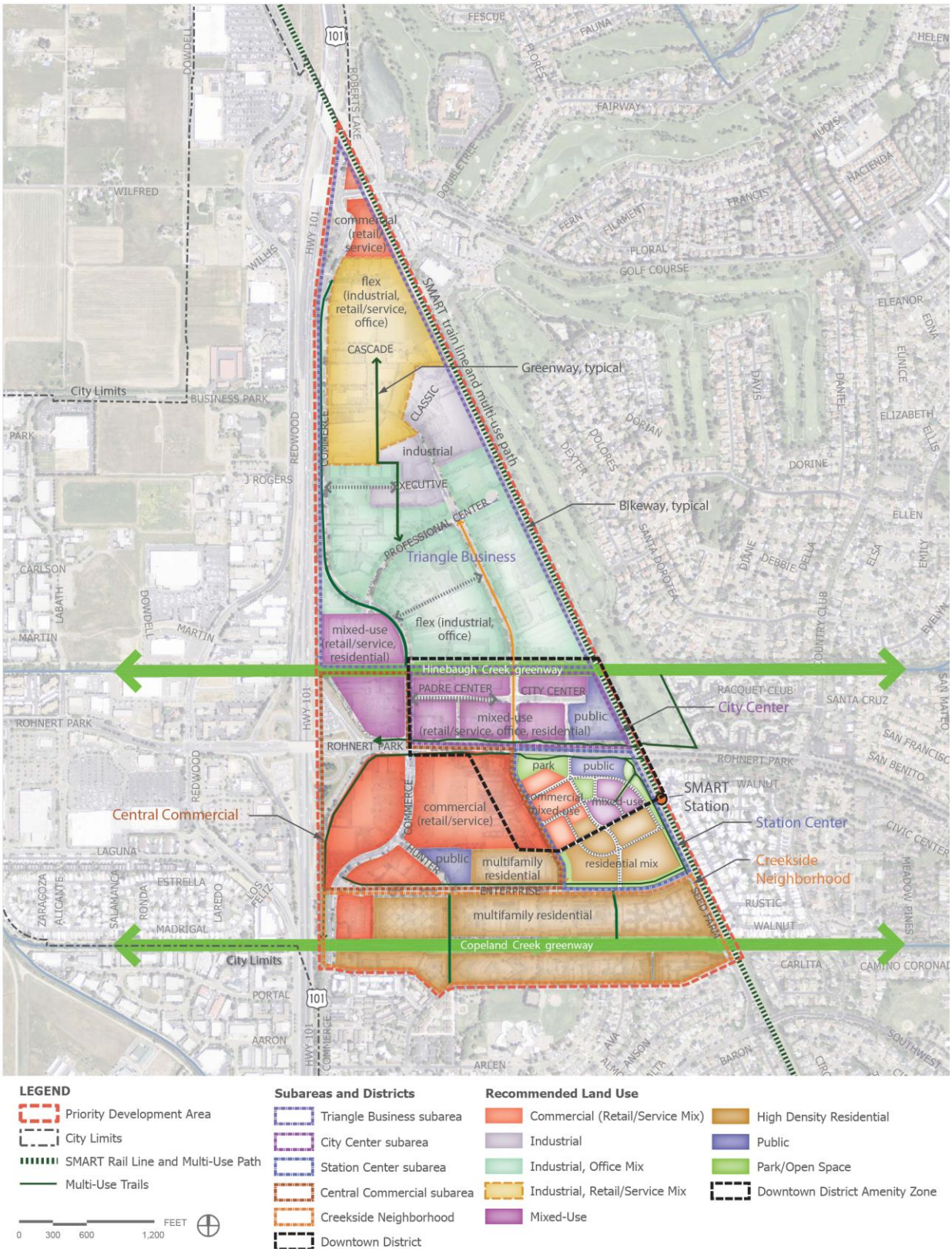
The Creekside subarea is a multifamily residential area centered on Copeland Creek.

- **Triangle Business subarea**, a business subarea transitioning from industrial uses, with frontage along U.S. 101 and the SMART rail line.
- **City Center subarea**, a current civic center and neighborhood-oriented mixed-use area, with potential for infill growth that complements the existing land use and circulation framework in the area.
- **Station Center subarea**, a new mixed-use, transit-oriented community adjacent to the SMART rail station, with a town center, housing, parks, plazas and open space.
- **Central Commercial subarea**, the City's primary retail and service shopping area, including grocery stores, a post office, banks, and restaurants.
- **Creekside Neighborhood subarea**, an established multifamily residential neighborhood area, centered along Copeland Creek.

Subareas are intended primarily to help divide the PDA Plan into meaningful study areas, but are not intended to establish regulatory controls. Established General Plan designations and zoning districts, with some modifications, will help implement the PDA subarea concepts. Planned new land uses build off the existing assets and character of each subarea to enhance their roles in the broader PDA.

A DDAZ that ties together the subareas in terms of walkability is intended to help focus investments into downtown, including amenities (e.g., benches, plazas, signage, and lighting). The subareas and DDAZ for the PDA support the community's needs for diverse retail experiences, jobs, services, housing, and attractive places to live, work, and play. Figure 4.2 illustrates the composition and mix of land uses, envisioned in each subarea and in the DDAZ.

Figure 4.2: Land Use Concept Diagram



Source: AECOM, 2015

4.2 Land Use and Development Goals and Policies

In addition to the goal, policies, and standards of the General Plan and Zoning Code, the PDA shall be subject to the goals and policies listed below. See Chapter 5 for related circulation goals and policies and Chapter 6 for community design goals and policies.

General Land Use and Development

Goal L-1: Establish Central Rohnert Park as a complete community, with distinctive mixed-use areas and places.

Policy L-1.1: Take advantage of the relatively close proximity and mixed-use character of each of the PDA subareas to support a one-stop destination for the community's shopping, employment, living, and recreational needs.

Policy L-1.2: Support new art and entertainment venues in the PDA.

Policy L-1.3: Implement a Regional Commercial Overlay zone to support opportunities for a variety of regional commercial uses in the Triangle Business subarea, particularly within vacant and underused portions of the Triangle Business subarea, fronting U.S. 101 (as identified in Figure 4.2).

Policy L-1.4: Implement a Downtown District on both sides of Rohnert Park Expressway and State Farm Drive and encompassing the SMART rail station.

Goal L-2: Promote high-quality, compact infill growth in the PDA that enhances the character of existing neighborhoods, complements the identity of subareas, and improves the bike, pedestrian, and transit orientation in the PDA.

Policy L-2.1: Design new development to reinforce and enhance the unique qualities of each subarea.

Policy L-2.2: Support creation of a pedestrian-oriented downtown, adjacent to the SMART rail station.

Policy L-2.3: Build on development in the City Center as a civic and cultural destination, with smaller shops and services, mixed-use lofts, and neighborhood-oriented uses.

Policy L-2.4: Promote infill development to activate State Farm Drive, a key roadway connecting all subareas in the PDA.

Policy L-6.1: Support and market available employment parcels within walking distance of the SMART rail line or local transit stop. Connect these centers with bicycle and pedestrian facilities.

Policy L-2.5: Provide transitions to established neighborhood areas by ensuring appropriate setback standards and stepbacks for upper-story levels of multi-story structures, adjacent to residential uses.

Housing and Anti-displacement

Goal L-4: Encourage variety in new housing development to serve the diverse segments of the community, including students, working professionals, families, and senior citizens.

Policy L-4.1: Provide a variety of housing types and densities.

Policy L-4.2: Focus the development of new housing in the City Center and Station Center subareas, at densities sufficient to support transit use and with access to employment and community services in the region.

Policy L-4.3: Increase minimum density limits for higher density housing near transit (particularly within one-half mile of the SMART rail station).

Goal L-5: Ensure an adequate supply of affordable rents and home ownership opportunities, avoiding indirect displacement of existing residents.

Policy L-5.1: Support and encourage the provision of housing to a broad range of income levels, including market-rate and affordable housing.

Policy L-5.2: New development shall be required to comply with the City's inclusionary housing ordinance.

Policy L-5.3: Affordable housing should be encouraged, based on implementation of City programs and policies, identified in the City's Housing Element Update and as recommended for the PDA, as summarized in Section 4.2.3.

Economic Growth

Goal L-6: Support the PDA as a thriving business and employment district.

Policy L-6.1: Implement corridor landscape improvements that beautify and improve vehicular, transit, bike, and pedestrian access to businesses within the PDA.

Policy L-6.2: Support and market infill development opportunities on vacant and underused sites that can attract small and large tenants and a variety of users.

Policy L-6.3: As new development occurs, provide incentives and assistance to existing small businesses for property improvements that support their vibrancy and viability.

Policy L-6.4: Encourage existing property owners in the suburban commercial and business centers in the Central Commercial and Triangle Business subareas to upgrade their properties to support new public places and improve the pedestrian orientation and character along the street or retail frontages.

Environmental Conservation and Sustainability

Goal L-7: Preserve, protect, and restore sensitive natural resources in the PDA.

Policy L-7.1: In new development, use site preparation, grading, and construction techniques that prevent contamination and sedimentation of creeks and streams**.**

Policy L-7.2: Avoid adverse impacts on ecologically sensitive habitat and wildlife in planning, construction, and maintenance of creek corridor paths.

Policy L-7.3: Protect native and heritage trees that meet the definition of a "protected tree" under the City's Zoning Ordinance.

Policy L-7.4: Plant native vegetation in parks, public areas, and creek open space corridors.

Goal L-8: Encourage new development to incorporate sustainable building principles.

Policy L-8.1: Promote site and building design that improves energy efficiency by designing for natural cooling and passive solar heating. This can be achieved through the addition of building and site development features such as extended eaves, window overhangs, and awnings; tree placement for natural cooling; and orientation of buildings and windows to take advantage of passive solar heating.

Policy L-8.2: Support the use of green or sustainable building materials, including recycled-content materials that are consistent with the style and character of buildings.

Policy L-8.3: New project development will be required to comply with applicable greenhouse gas reduction strategies in the *Sonoma County Climate Action Plan* and the *Rohnert Park Greenhouse Gas (GHG) Emissions Reduction Plan*.

Policy L-8.4: Prior to obtaining building permits, projects within the PDA will need to be evaluated against the Bay Area Air Quality Management district's thresholds of significance for project-level impacts and comply with applicable control measures in the *Bay Area 2010 Clean Air Plan*. Potentially significant GHG impacts will need to be mitigated to a less-than-significant level through alteration of project details or construction methods.

4.3 SUBAREA LAND USE AND IMPROVEMENT CONCEPTS

The land use and development concepts described in the following sections serve as the basis for the land use and development standards described in the latter parts of this chapter.

4.3.1 Triangle Business Subarea

Based on the vision and development concepts tested for opportunity sites in the Triangle Business subarea, provided under separate attachment, the following changes are recommended in this subarea:

- Roadway and streetscape improvements that enhance the subarea's aesthetics and identity. Adjacent private-ownership parcels are encouraged to share driveways and internal connections should be made to reduce street curb cuts and allow more continuous sidewalks.
- Accompanying private-property improvements to façades and landscaping of front yards.

- Additional new landscaping with opportunities to incorporate low-impact development features such as infiltration planters, bioswales, and curb extensions that reduce impervious surface area, manage stormwater flows, and "green" the streets, parking lots, and other landscaped areas.
- Open space features, such as common space, greens, pedestrian walkways, or paseos. These features are encouraged and should be added as sites redevelop, to improve bike and pedestrian connectivity.
- Multimodal circulation and streetscape improvements, as described and illustrated in the street sections in Chapter 5.

To support a greater mix of uses in the Triangle Business subarea than currently allowed by existing zoning, a Regional Commercial Overlay zone is proposed (Figure 4.3). This overlay zone is proposed on the existing properties zoned Industrial (I-L), fronted or served by Commerce Boulevard, Cascade Court, and State Farm Drive, from one parcel deep north of Utility Court to several parcels deep south of State Farm Drive.

Figure 4.3: Proposed Regional Commercial Overlay Zone Boundary

The proposed Regional Commercial Overlay zone would attract and support a variety of new businesses and enhance the area's interface with passing traffic on U.S. 101. Methods to improve traffic flow and access to U.S. 101 may need to be considered to accommodate additional commercial activity in this area.

The southwest corner of the Triangle Business subarea includes a Mixed-Use (M-U) zoning designation that could accommodate 100–150 additional residential units.

Applying the Regional Commercial Overlay zone would still permit the uses allowed by the Industrial zone, such as manufacturing, warehousing, research and development, and auto repair, to remain (per Section 17.06.100 of the City's Zoning Ordinance). However, the overlay zone would also allow a variety of retail, hotel, and service uses, as permitted in the Regional Commercial (C-R) zone designation (per Section 17.06.060 of the City's Zoning Ordinance).

- Based on maximum average feasible floor area ratio (FAR) assumptions for the zoning district, up to 166,800 square feet of retail and service commercial, 153,000 square feet of office, and 182,000 square feet of industrial uses are proposed in the Triangle Business subarea to support new infill and redevelopment. About 1.5 acres of open space are proposed to support a central pedestrian paseo for the PDA.

4.3.2 City Center Subarea

Infill growth is proposed in the City Center subarea to implement the framework established in the *City Center Concept Plan* (2002), but this PDA Plan updates the vision in the concept plan to reflect changes that have occurred in the area and potential development opportunities that may result from the arrival of the Rohnert Park SMART rail station.

The City Center subarea will continue to grow and evolve as a mixed-use civic and neighborhood commercial center, supporting commercial retail and service and office development in the Padre Shopping Center, west of State Farm Drive. This subarea will support additional residential mixed-use infill (such as residential lofts above ground-floor commercial uses), civic uses, and neighborhood commercial uses on the underused parking parcels adjacent to the new civic center area, west of State Farm Drive.

Projections indicate that this subarea will support an additional 115 residential units and up to approximately 103,500 square feet of residential mixed-use area, 56,500 square feet of retail or service development, 32,500 square feet of office uses, and 50,000 square feet of public-institutional or civic development. Siting and planning of parking structures in the City Center subarea is also encouraged, to accommodate future growth in the PDA. Such structures should be constructed as feasible, based on parking demand.

Existing zoning in this subarea has been updated to support mixed-use opportunities in the City Center subarea that implement the *City Center Concept Plan*. Thus, zoning in this subarea is proposed to remain unchanged, except to promote and encourage high-density housing in a compact fashion near the SMART rail station. An increase in the allowable residential density in the existing Mixed-Use zone designation to 45 dwelling units per acre is proposed.

4.3.3 Station Center Subarea

Land use concepts for the Station Center subarea involve relocating the City corporation yard and redeveloping the State Farm campus as a pedestrian- and transit-oriented community, with a town center shopping and entertainment center; a community park along Rohnert Park Expressway (RPX); a transit plaza adjacent to the SMART rail station; and a mix of new residential, residential mixed-use, civic, and neighborhood commercial and office uses. A continuous street, landscape, and park and open space framework provides unity and identity to the subarea.

Proponents of future development projects in the Station Center subarea should submit a Planned Development application to allow the subarea to define its own unique set of land use and zoning standards, consistent with the vision of this PDA Plan. Development projections for the Station Center subarea, described in Section 4.4, envision up to 415 residential units, including about 122,000 square feet of residential mixed-use area; 171,600 square feet of retail or service development; 65,300 square feet of civic uses; and up to 6 acres of open space.

A parking benefit district that serves the Station Center and City Center subareas and the adjacent commercial centers is recommended as a long-term community improvement to efficiently serve future parking demand, as this demand increases over time, with new development.

4.3.4 Central Commercial Subarea

The Central Commercial subarea, containing the major shopping and grocery stores in the city, is developed primarily with shops and is operating successfully. Improvements recommended for this subarea include new infill uses to break up large surface parking areas at the commercial shopping centers and tenant façade and streetscape improvements to enhance vehicular and pedestrian safety.

- New infill commercial opportunities are encouraged to hold street edges and activate and improve the area's interface with the Station Center and City Center subareas along State Farm Drive. The following connectivity improvements supporting pedestrian and vehicular safety are encouraged: detached single-family and multifamily housing, at densities ranging from 12.1 to 30 units per gross acre.

To support the transformation and greater range of uses in the Triangle Business subarea, a Regional Commercial Overlay zone is proposed in the area zoned I-L. This will allow uses and development standards applying to light industrial uses to remain the same, but also permit greater flexibility in the types of commercial uses allowed, similar to uses permitted in the C-R zone.

- north-south and east-west pedestrian connections within and between centers and subareas;
- walkway and landscape improvements within commercial centers to connect commercial shops and services internally and provide external connections to the surrounding community, transit stops, and public sidewalks;
- driveway and streetscape improvements to ensure safe vehicular access and bike and pedestrian crossings; and
- mid-block and intersection crossing improvements, as addressed in Chapter 5, to support safe pedestrian access between subareas and from transit stops in the Central Commercial subarea to the planned SMART rail station, particularly in the initial phases of the rail line's operation.

As a centrally located shopping and convenience center, this subarea is envisioned to continue its function as a major community shopping destination. Infill projections indicate that the Central Commercial subarea will support an additional 74,000 square feet of retail or service development and approximately 12,500 square feet of public-institutional uses.

Existing zoning designations in this subarea include Regional Commercial, Public/Institutional, and High Density Residential. No changes to existing zoning are proposed because development standards in place already support the envisioned infill development potential in the subarea.

4.3.5 Creekside Neighborhood Subarea

The Creekside Neighborhood subarea is an existing, largely built-out multifamily residential area. This subarea contains the highest density of housing development in the city. Some infill growth may occur in this subarea, permitting a maximum development potential of 30 dwelling units per acre in the R-H zone. However, this subarea is otherwise not anticipated to see much land use change. Projections for the Creekside Neighborhood permit the potential infill development of an additional 155 residential units and up to 17,500 square feet of commercial retail or service uses.

No zoning changes are identified for this subarea; however, improvements to bike and pedestrian trail connections in the subarea are highly desired. The Copeland Creek greenway and connecting area trails are envisioned to be improved and enhanced to support safe access and connections from the community to the future SMART rail station and multi-use path and to the commercial and mixed-use areas to the north.

The Copeland Creek corridor and north-south greenways in the subarea should be enhanced through regular maintenance to ensure the safety and visibility of trails. Lighting and interpretive and wayfinding signage should be incorporated to direct people to community destinations and streets and support interpretation of natural features along the creek trail, such as native or riparian trees and other habitats.

4.3.6 Downtown District Amenity Zone

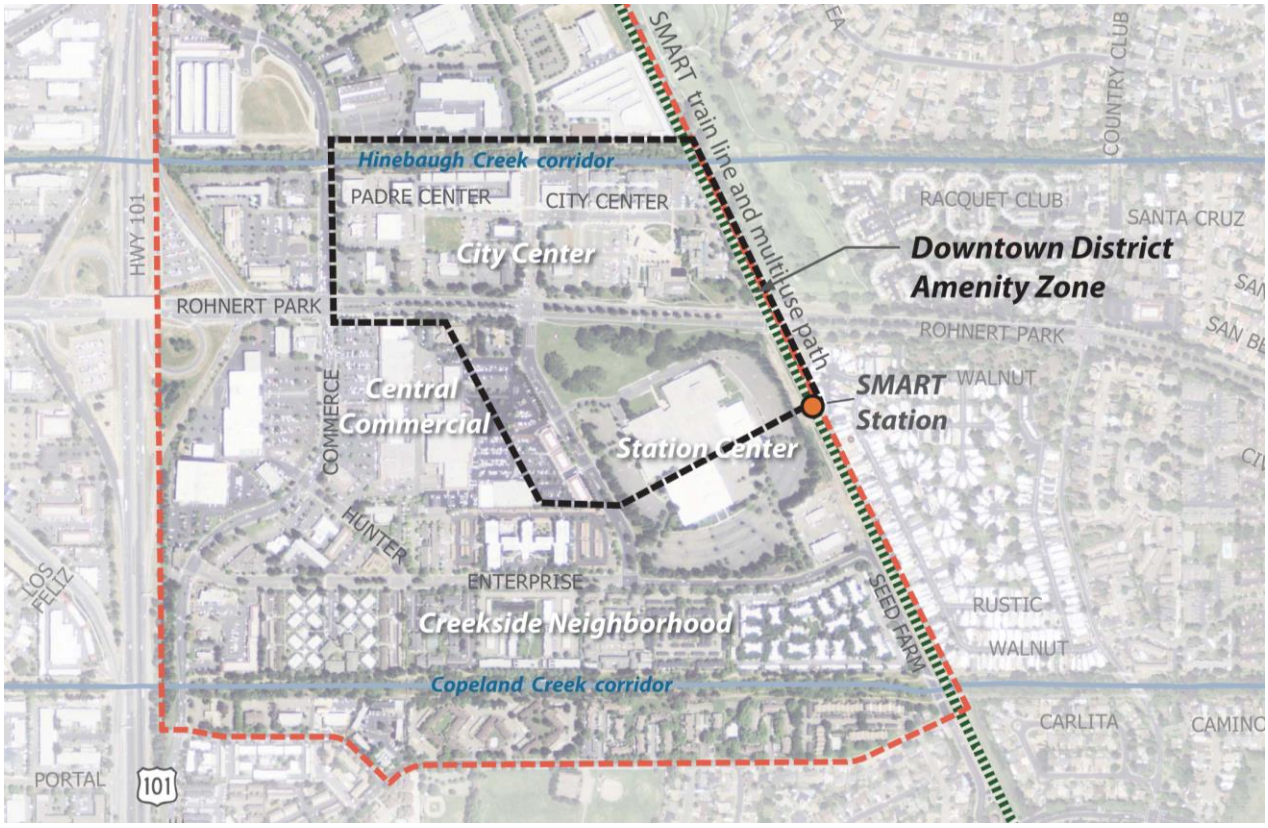
The DDAZ is to be implemented as a new overlay zone, designed to help focus investment within the Downtown District and facilitate the development of a compact, walkable commercial district that is unique to Rohnert Park. The DDAZ encompasses the SMART rail station and the existing or planned commercial areas immediately surrounding this. It will build from and extend the urban streetscape environment already established in the City Center south across RPX to include the downtown commercial area envisioned in the Station Center subarea; and west to encompass the portions of the Central Commercial subarea fronting State Farm Drive and RPX (Figure 4.4).

The DDAZ is proposed to include land use and development standards that support the creation of a walkable dining, entertainment, retail, and civic district within a unique, urban, mixed-use environment.

A minimum amount of retail and service uses are required within the DDAZ to create the active commercial environment desired by the city. Based on research of downtowns in surrounding communities a minimum of 275,000 sf of active retail and services uses in the DDAZ would the minimum amounted needed. The PDA as a whole could support up to 430,000 sf of new retail or service commercial (see Table 4.2, PDA Site Development) for requirements for each subarea).

In addition to the amount of new development the character of the new development is particularly important to create a downtown environment. A critical factor is the placement of new buildings. New buildings built in the DDAZ will be required to have primary entrances facing the public sidewalk to create an active streetscape. Building heights of two stories or taller are desired to help frame the sidewalk and create a minimum level of development intensity.

Figure 4.4: Proposed Downtown District Amenity Zone Overlay Boundary



Source: AECOM, 2015

4.4 Land Use and Development Potential

4.4.1 Zoning and Land Use Designations

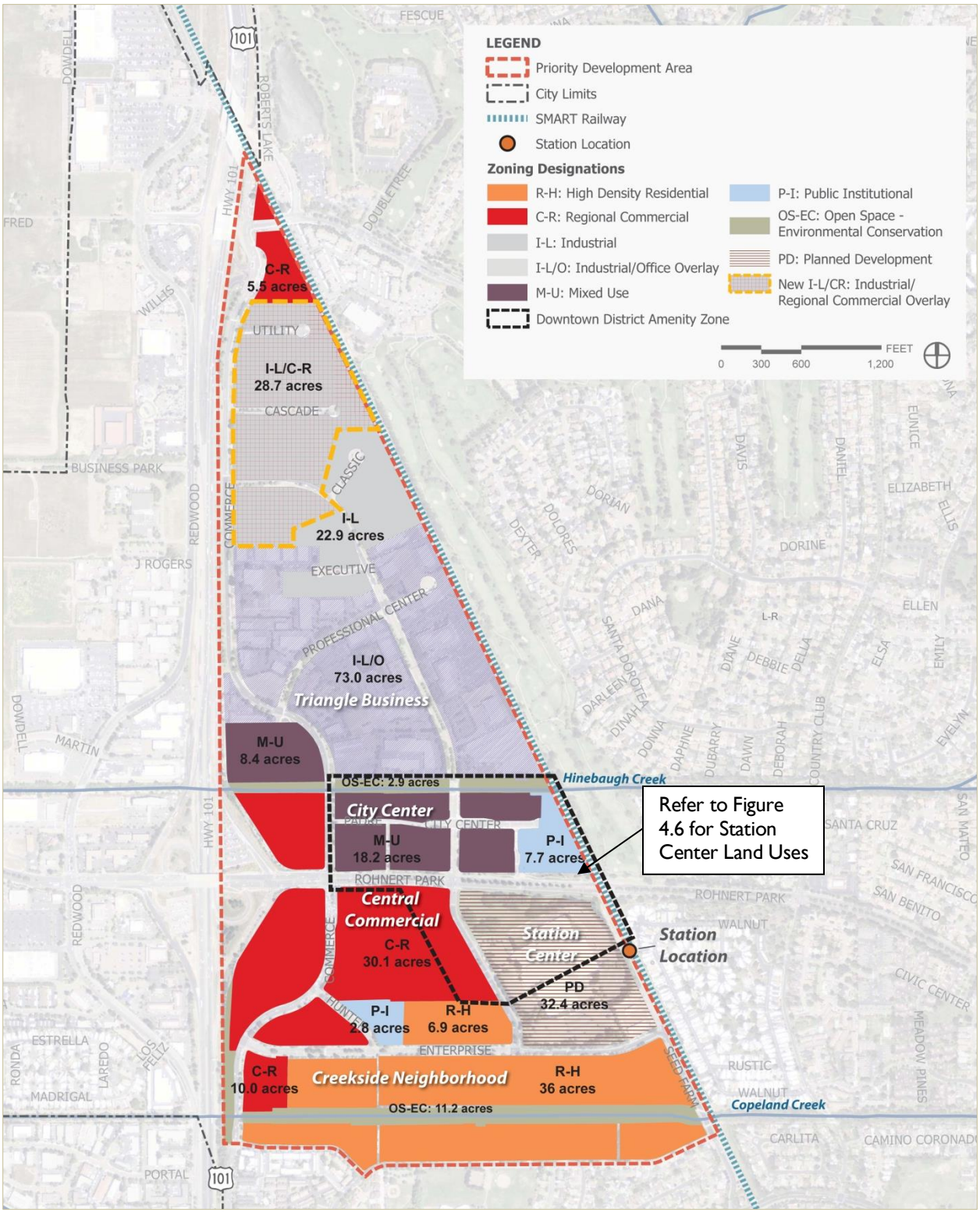
This section describes the zoning and land use designations that will govern development in the PDA. Figure 4.4 shows the proposed zoning diagram for the PDA. Established areas in the PDA are expected to see some incremental infill growth, but implementing the vision for these subareas is not expected to require major land use changes. Thus, the PDA shall continue to be governed by the City's existing zoning designations, as shown in Figure 4.5, with the following exceptions:

- A new Regional Commercial Overlay zone is proposed over the base Industrial zone in the Triangle Business subarea to help facilitate redevelopment of several vacant and underused sites, as represented by the orange dashed boundary in Figure 4.5.
- The Station Center subarea is proposed for rezoning to a Planned Development designation. This new designation will allow establishment of unique land use and development standards for the area shown in Figure 4.5 that could support higher density/intensity transit-oriented land uses than currently permitted by existing zoning standards.
- The DDAZ is proposed to facilitate the creation of a downtown for Rohnert Park by focusing public improvements and amenities in a walkable, commercial, mixed-use district.

The following existing zoning designations shall continue to govern in the PDA. Table 4.1 summarizes zoning designations and development standards applicable to the PDA.

- **Regional Commercial (C-R)** zone, located in the Triangle Business, Creekside Neighborhood, and Central Commercial subareas. This zone permits shopping centers and other retail uses that attract customers from outside the city. This zone permits a maximum FAR of 0.4, with a maximum FAR of 1.5 for hotel and motel uses (Table 4.1).
- **Industrial (I-L)** zone, found in the Triangle Business subarea, allows for campus environments for corporate headquarters, research and development facilities, offices, light manufacturing, assembly, industrial processes, warehousing, storage, distribution, service commercial, and ancillary retail uses. This zone allows a maximum FAR of 0.5, but an FAR of up to 1.0 may be permitted and approved by the Planning Commission.
- **Industrial with Office Overlay (I-L/O)** zone, also located primarily in the Triangle Business subarea. This zone permits the same uses as the I-L zone, but also allows administrative, financial, business, professional, medical, public office, and supporting commercial uses (as permitted in the Office Commercial [C-O] district). Development is subject to the same standards as the I-L zone.
- **Mixed-Use (M-U)** zone, located in the City Center and Triangle Business subareas. This zone accommodates compatible businesses, retail stores, service and institutional organizations, and residences. Up to a 1.5 FAR is permitted for nonresidential uses, while a 2.0 FAR is allowed for residential-commercial mixed uses. Maximum density will increase to 45 units per acre in keeping with the vision for this zone.
- **Public/Institutional (P-I)** zone, which applies in the City Center and Central Commercial subareas. This zone allows for schools, government offices, transit sites, religious facilities, and other facilities with a public character. This district permits a maximum FAR of 0.5.
- **High Density Residential (R-H)** zone, in the Creekside subarea, permits a wide range of detached single-family and multifamily housing, at densities ranging from 12.1 to 24 units per gross acre.
- **Open Space–Environmental Conservation (OS/EC)** zone includes sites with environmental and/or safety constraints, such as riparian corridors, sensitive habitats, and wetlands.

Figure 4.5: Zoning Diagram



Source: AECOM, 2015

Table 4.1: Zoning Designations and Development Standards

Zoning/ Land Use Designations	Residential Density Range (units/acre)	Assumed Residential Density (units/acre)	Allowed Maximum Intensity (FAR)	Assumed Intensity (FAR)	Maximum Building Coverage (%)/Building Height (feet)	Zoned Area (gross acres)	Percentage of the PDA (%)
Existing Zoning Districts within the PDA Plan Area, with Modifications							
Regional Commercial (C-R)			0.4 [1]	0.325	60%/65	60.2	18.1%
Industrial (I-L)			0.5 [2]	0.30	60%/45	23.4	7.0%
Industrial/Office Overlay (I-L/O)			0.5 [2]	0.325	60%/45	72.3	21.7%
Open Space–Environmental Conservation (OS-EC)	[3]	[3]				18.3	5.5%
Public/ Institutional (P-I)			0.5	0.35	50%/45	11.2	11.2%
Proposed New Zoning Designations							
Downtown Mixed-Use (DTM-U)	12.1-45	35	1.5 (CMU) 2.0 (RMU)	0.45 (City Center) 0.3 (Triangle)	80%	26	7.8%
Downtown High Density Residential (DTR-H)	12.1 to 30	30			40%	60.3	18.1%
Industrial/Regional Commercial Overlay (I-L/CR)			0.5 [2]	0.325	60%/45	28.4	8.5%
Downtown District Amenity Zone Overlay (DDAZ)	N/A (overlaps with other zones)						
Station Center District Planned Development (PD)						32.4	9.7%
Commercial Mixed-Use			1.5	0.60	80%/65		
Residential Mixed-Use	15–35	35	2.0	1.00	80%/65		
High Density Residential	12–75	35			60%/65		
Office or Civic			1.0	0.60	70%/65		
Parks/Open Space	[3]	[3]					
					Total	**332.5**	**100.0%**

Notes:
CMU = Commercial Mixed-Use; FAR = floor area ratio; PDA = Priority Development Area; RMU = Residential Mixed-Use
[1] An FAR of 1.5 is allowed for hotel and motel uses in the C-R district.
[2] An FAR of 1.0 is allowed for industrial projects, approved by the Planning Commission and meeting criteria set forth in City of Rohnert Park–approved design guidelines.
[3] A density of 1 unit per acre is allowed in the developable portion of any property within the OS-EC district.

Source: AECOM, 2015

To support the transformation and greater range of uses in the Triangle Business subarea, a Regional Commercial Overlay zone is proposed in the area zoned I-L. This will allow uses and development standards applying to light industrial uses to remain the same, but also permit greater flexibility in the types of commercial uses permitted, as allowed by the C-R zone.

The proposed DDAZ supports creation of a walkable downtown environment through urban design standards and guidelines that allow buildings to be built to the edge of the sidewalk; supports wide sidewalks and pedestrian amenities along commercial streets; promotes compact, multi-story development, on-street parking, and transit use; and may incentivize features desired in a downtown setting through parking reductions, density bonuses, or project streamlining.

The Station Center subarea is recommended to be developed as a Planned Development zoning district. In keeping with the vision for this subarea, a unique set of land use and development standards is proposed (Table 4.1 and Figure 4.5). Planned new land uses in this subarea include:

- **Station Center–Residential Mixed-Use**, which permits residences, organized in a pedestrian-oriented environment in a horizontal or vertical mixed-use configuration, with residential densities of 15–45 dwelling units per acre and maximum 2.0 FAR. Compatible businesses and retail and services are proposed to be permitted, preferably at ground level. Open space or community amenities for the public and residents are encouraged in this subarea.
- **Station Center–Commercial Mixed-Use** supports a variety of service, retail, and civic uses organized in a pedestrian-oriented environment, in a horizontal or vertical mixed-use configuration, and encourages new civic and open space uses. This district permits a maximum 1.5 FAR.
- **Station Center–Office** allows for all types of administrative, financial, business, professional, medical, public office, and/or public institutional uses, such as government or nonprofit offices. This district permits a maximum 1.0 FAR.
- **Station Center–High Density Residential** permits a wide range of single-family to multifamily housing, at densities ranging from 12 to 45 units per acre, with an assumed density of 30 units per acre.
- **Station Center–Parks/Open Space** is subject to the same uses as the existing OS-EC district, except that it permits a maximum development potential of one percent of the total land use area to provide opportunities for small retail pavilions and other neighborhood or transit services.

4.4.2 Site Development Potential and Requirements

By testing opportunity sites for subareas (included in Appendix A) and considering reasonable market opportunities, a maximum average development cap was established for each subarea. Table 4.2 summarizes the existing and added development potential, establishing the parameters for future land use intensification at build-out in the PDA.

Additional development potential is expressed as a development cap, under the assumed densities and intensities identified in Table 4.1. Based on average densities and intensities, this PDA Plan assumes and analyzes an added development potential in the PDA of:

- 835 dwelling units;
- 429,936 sf. retail or service commercial uses;
- 205,232 sf. of office uses;
- 62,807 sf. of public/institutional uses; and
- 129,315 sf. of industrial uses.

Minimum development within the DDAZ of the PDA will be required to create the type of active retail environment desired by the city. The requirement for each subarea:

- Station Center, 150,000 sf.
- City Center, 100,00 sf. (50, 000 sf. feet additional)
- Central Commercial, 25,000 sf. (along State Farm frontage)

Figure 4.6: Station Center Subarea Land Use Designations

Source: AECOM, 2015

Although individual projects can achieve the maximum densities and intensities permitted for each zoning district (Table 4.1), the total overall development cap for each category of land use (Table 4.2) cannot be exceeded in the PDA without triggering the requirement for additional environmental analysis.

Table 4.2: PDA Site Development Potential and Requirements

Subarea	Land Uses						
	Open Space (acres)	Residential Units	Building Area (net square feet)				
			Retail or Service Commercial	Office	Public-Institutional	Industrial	Total Non-residential
***Existing Development* [1]**							
Triangle Business	2.9	0	76,882	742,540	251	768,429	1,588,102
City Center	2.6	143 units	50,500 [7]	0	135,005	0	185,505
Station Center	0	0	0	283,230	7,168	0	290,398
Central Commercial	0	240 units	544,111	44,410	14,528	0	603,049
Creekside Neighborhood	11.2	1007 units	29,235	11,600	11,600	0	50,360
Total	**16.7**	**1,390 units**	**700,728**	**1,081,780**	**166,477**	**768,429**	**2,717,414**
***Additional Development Potential* [2] and Requirements**							
Triangle Business	2.5	150 units	120,881	91,415	0	129,315	341,611
City Center	0	115 units	56,581[7]	32,560	50,362	0	139,503
Station Center	6.0	415 units	171,626 [8]	65,340	0	0	236,966
Central Commercial	0	0	74,264 [9]	0	12,445	0	86,709
Creekside Neighborhood	0	155 units	17,534	0	0	0	17,534
Total	**8.5 [5]**	**835units**	**429,926**	**205,232**	**62,807**	**129,315**	**822,324**
***Total Development Potential* [3]**							
Triangle Business	5.4	150 units	197,763	833,955	251	897,744	1,929,713
City Center	2.6	258 units	107,081[7]	32,560	185,367	0	325,008
Station Center	6.0	415 units	171,626	65,340 [4]	0 [4]	0	236,966
Central Commercial	0	240 units	618,375	44,410	26,973	0	689,758
Creekside Neighborhood	11.2	1,162 units	46,769	11,600	9,525	0	67,894
Total	**25.2**	**2,225 units**	**1,141,614**	**987,865**	**222,116**	**897,744**	**3,249,337 [6]**

Notes:

[1] Existing development is based on assessor's parcel data, verified through aerial maps, and adjusted where needed.

[2] See Table 4-1 for land use assumptions used in determining the PDA's additional development potential.

[3] Total development potential is the sum of existing development plus the assumed additional development potential.

[4] Existing uses in the Station Center subarea are proposed for removal and redeveloped with new uses.

[5] Identifies dedicated public park/open space, based on proposed land use concepts studied for the PDA. Additional open space to be provided for new development, as required by the Zoning Code, is not reflected in the project area totals.

[6] Non-residential project area totals also support the addition of up to 500 hotel rooms.

[7] 50,000 square feet of additional active retail or services uses are required within the DDAZ portion of this subarea for a total required minimum of of 100,000 square feet.

[8] 150,000 square feet of active retail or services uses are required within the DDAZ portion of this subarea.

[9] 25,000 square feet of active retail or services uses are required within the DDAZ portion of this subarea.

Source: Assessor's Parcel Data, modified by AECOM in 2015

4.5 Affordable Housing and Anti-displacement

This section summarizes the analysis of the Affordable Housing and Anti-displacement Strategy Memo, prepared by Bay Area Economic, to plan for the PDA's affordable-housing needs.

4.5.1 Housing Affordability

Housing affordability is typically measured by the percentage of household income that is spent on housing costs. Housing is typically considered affordable to a given household when total housing costs equal 30 percent of gross household income or less. As analyzed in the PDA Profile for Rohnert Park in 2013, PDA households had a median income of approximately $31,600, compared to a median income of $57,000 in Rohnert Park overall.

The PDA has very few households compared to the rest of the community, mostly in apartment complexes concentrated in the Creekside Neighborhood subarea. The City Center has some more recent residential development, constructed after 2000. As envisioned by this PDA Plan, additional residential development could occur in the Station Center, City Center, Triangle Business, and Creekside Neighborhood subareas.

The City's Housing Element provides information about the affordability of for-sale and rental housing in Rohnert Park, demonstrating that the housing in the city is generally unaffordable to lower income households with incomes equal to the PDA's median income.

For-Sale Homes

Data and analysis on home sales prices presented in the Rohnert Park Housing Element indicate that home sale prices for two- and three-bedroom housing units are generally unaffordable for very-low-income households and some low-income households. As indicated in Table 4.3, households earning the PDA's median annual income (approximately $31,600 in 2013) would be unable to afford the median sales price for a home in Rohnert Park.

Rental Affordability

Like for-sale prices, average rental rates in Rohnert Park are unaffordable to lower-income households. Table 4.4 shows the maximum affordable rent for households at various income levels and sizes compared to the average market-rate rent in Rohnert Park, based on data and calculations presented in the City's 2015–2023 Housing Element. As shown, market-rate rents exceed the affordability threshold for very-low-income households and for two-, three-, and four-person low-income households. Based on the PDA's median income of $31,600 per year in 2013, the average market-rate rent in Rohnert Park exceeds the affordability threshold for PDA households by more than $600 per month.

The current cost of market-rate housing in Rohnert Park suggests that market-rate rents for units in new development will exceed the affordability thresholds for lower income households. Although some existing for-sale units are affordable to households earning 70 percent of the area's median income and some rental units are affordable to households earning less than 100 percent of the area's median income, new-construction units built at current market prices are expected to generate higher rents and sale prices than the existing units in the city. The City has begun to address this need in the Housing Element by identifying sites for new affordable units in the PDA and other places in the city.

Table 4.3: Affordability of Market-Rate For-Sale Housing, Rohnert Park, 2013

	Household (Unit) Size			
	1 Person (2 Bedrooms)	2 Person (2 Bedrooms)	3 Person (2 Bedrooms)	4 Person (3 Bedrooms)
2013 Median Sale Price (a)	$165,500	$165,500	$165,500	$277,500
Maximum Affordable Monthly Rent				
Extremely Low Income (30% AMI)				
Household Income (b)	$17,400	$19,850	$22,350	$24,800
Max. Affordable Sale Price (c)	$71,393	$81,445	$91,703	$101,755
Amount Above (Below) Median Sale Price	($94,107)	($84,055)	($73,797)	($175,745)
Very Low Income (50% AMI)				
Household Income (b)	$28,950	$33,050	$37,200	$41,300
Max. Affordable Sale Price (c)	$118,783	$135,605	$152,633	$169,455
Amount Above (Below) Median Sale Price	($46,717)	($29,895)	($12,867)	($108,045)
Low Income (70% AMI)				
Household Income (b)	$40,450	$46,250	$52,050	$57,800
Max. Affordable Sale Price (c)	$165,968	$189,765	$213,563	$237,155
Amount Above (Below) Median Sale Price	$468	$24,265	$48,063	($40,345)
Median Income (100% AMI)				
Household Income (b)	$57,800	$66,100	$74,350	$82,600
Max. Affordable Sale Price (c)	$237,155	$271,211	$305,061	$338,911
Amount Above (Below) Median Sale Price	$71,655	$105,711	$139,561	$61,411
Moderate Income (110% AMI)				
Household Income (b)	$63,600	$72,700	$81,750	$90,850
Max. Affordable Sale Price (c)	$304,445	$348,006	$391,327	$434,887
Amount Above (Below) Median Sale Price	$138,945	$182,506	$225,827	$157,387

Notes:
(a) Median sale price from www.trulia.com, Rohnert Park Trends, February 2014, as reported in Table 9-23 of the Draft Rohnert Park 2015-2023 Housing Element, September 2014. 2-bedroom unit size used for households with one to three persons because prices are not available for smaller home sizes, likely due to a shortage of available homes for sale in this size range.
(b) Household income per City of Rohnert Park, <http://www.ci.rohnert-park.ca.us/Modules/ShowDocument.aspx?documentid=797>, accessedon December 27, 2013, as reported in Table 9-22 of the Draft Rohnert Park 2015-2023 Housing Element, September 2014.
(c) Assumes that 30 percent of income (or 35 percent for moderate-income) is available for or mortgage payment, taxes, mortgage insurance, and homeowners insurance. Also assumes 95 percent loan at 5 percent annual interest rate and 30-year term; assumes taxes, mortgage insurance, and homeowners insurance account for 21 percent of total monthly payments. Figures reported are as shown in the Table 9-22 of the Draft Rohnert Park 2015-2023 Housing Element, September 2014.
Sources: Draft Rohnert Park 2015-2023 Housing Element, September 2014, as cited in notes above; BAE, 2015.

Table 4.4: Affordability of Market-Rate Rental Housing, Rohnert Park, 2013

	Household (Unit) Size			
	1 Person (Studio)	2 Person (1 Bedroom)	3 Person (2 Bedrooms)	4 Person (3 Bedrooms)
Average Market-Rate Monthly Rent (a)	$775	$1,109	$1,446	$1,757
Maximum Affordable Monthly Rent				
Extremely Low Income (30% AMI)				
Household Income (b)	$17,400	$19,850	$22,350	$24,800
Max. Affordable Monthly Rent (c)	$435	$496	$559	$620
Amount Above (Below) Market Rate Rent	($340)	($613)	($887)	($1,137)
Very Low Income (50% AMI)				
Household Income (b)	$28,950	$33,050	$37,200	$41,300
Max. Affordable Monthly Rent (c)	$435	$496	$559	$620
Amount Above (Below) Market Rate Rent	($340)	($613)	($887)	($1,137)
Low Income (60% AMI)				
Household Income (b)	$34,700	$39,650	$44,600	$49,550
Max. Affordable Monthly Rent (c)	$868	$991	$1,115	$1,239
Amount Above (Below) Market Rate Rent	$93	($118)	($331)	($518)
Median Income (100% AMI)				
Household Income (b)	$57,800	$66,100	$74,350	$82,600
Max. Affordable Monthly Rent (c)	$1,445	$1,653	$1,859	$2,065
Amount Above (Below) Market Rate Rent	$670	$544	$413	$308
Moderate Income (110% AMI)				
Household Income (b)	$63,600	$72,700	$81,750	$90,850
Max. Affordable Monthly Rent (c)	$1,855	$2,120	$2,384	$2,650
Amount Above (Below) Market Rate Rent	$1,080	$1,011	$938	$893

Notes:
(a) Average market-rate monthly rent per RealFacts Annual Trend obtained December 2013, as reported in Table 9-25 of the Draft Rohnert Park 2015-2023 Housing Element, September 2014.
(b) Household income per City of Rohnert Park, <http://www.ci.rohnert-park.ca.us/Modules/ShowDocument.aspx?documentid=797>, accessedon December 27, 2013, as reported in Table 9-22 of the Draft Rohnert Park 2015-2023 Housing Element, September 2014.
(c) Assumes that 30 percent of income (or 35 percent for moderate-income) is available for monthly rent, including utilities. Figures reported are as shown in the Table 9-22 of the Draft Rohnert Park 2015-2023 Housing Element, September 2014.
Sources: Draft Rohnert Park 2015-2023 Housing Element, September 2014, as cited in notes above; BAE, 2015.

Affordable-Housing Needs

The Housing Element is the primary tool used to plan for and address affordable-housing needs in California. This projected need is determined through the Regional Housing Needs Allocation (RHNA) process, which distributes project regional housing needs to individual cities and counties by income level. The RHNA allocation for Rohnert Park during the current planning period, between 2015 and 2023, identifies a need for 899 units in the city; 46 percent should be affordable to households earning 120 percent of the average area median income (AMI) or less, as shown in Table 4.5.

Table 4.5: Citywide Regional Housing Needs Allocation, 2015–2023 Planning

	RHNA	
Income Category	**Number**	**Percent**
Very Low (<50% of AMI)	181	20.1%
Low (50-80% of AMI)	107	11.9%
Moderate (81-120% of AMI)	127	14.1%
Above Moderate (>120% of AMI)	484	53.8%
Total	**899**	**100.0%**

Sources: ABAG Final Regional Housing Needs Allocation, 2013, as cited in the Draft 2015-2023 Rohnert Park Housing Element, September 2014; BAE, 2015.

Recent changes in state law require local jurisdictions in California to plan to accommodate larger shares of their project housing need in areas accessible to transit, beginning in the current planning period. To meet these goals, the region's Job-Housing Connection Strategy, adopted in May 2012, anticipate that new housing development is emphasized in PDAs, thus making PDAs important locations to plan for housing affordable to households of all income levels.

Based on the estimated affordable-housing needs citywide and income distribution for Rohnert Park during the current 2015–2023 planning cycle, 835 new residential units is the projected affordable housing need in the PDA Plan, distributed among income categories (Table 4.6). This analysis suggests a project need for approximately 168 units affordable to very-low-income households, 99 units affordable to low-income households, and 118 units affordable to moderate-income households.

Table 4.6: Affordable-Housing Needs in the PDA, 2015–2040

Income Category	**Percent of New Units**	**Total New Units**
Very Low (<50% of AMI)	20.1%	168
Low (50-80% of AMI)	11.9%	99
Moderate (81-120% of AMI)	14.1%	118
Above Moderate (>120% of AMI)	53.8%	450
Total	**100.0%**	**835**

Sources: ABAG Final Regional Housing Needs Allocation, 2013, as cited in the Draft 2015-2023 Rohnert Park Housing Element, September 2014; AECOM, 2015; BAE, 2015.

These calculations provide an estimate of housing needs for the current planning cycle and a general guideline for affordable-housing needs in the PDA to ensure the planned SMART rail station and PDA amenities are available to all segments of Rohnert Park's current and future populations. Changes to the future RHNA requirements, the rate of affordable-housing production, and the actual rate of development in the PDA will result in different incomes.

Housing price data indicate that although some existing rental and for-sale housing in the PDA is affordable to low-income households, new market-rate construction in the PDA is likely to be more expensive and unaffordable to low-income households, requiring public funding sources and strategies to facilitate production of new affordable housing to meet the participated housing needs.

Based on input of staff from Burbank Housing, a developer of affordable housing active in Sonoma County, affordable-housing projects typically require between $100,000 and $140,000 per unit in local funding to make projects feasible.

This presents a challenge for local governments. Additional new funding sources are anticipated to be needed to continue to fund affordable-housing programs. Chapter 8 of this PDA Plan describes potential additional sources of funding to support the development of affordable housing in the PDA.

4.5.2 Anti-displacement

Enhanced transit accessibility and public and private investments in the PDA may increase the demand for housing, which can result in both direct and indirect displacement of existing residents.

Direct displacement can occur as rents and sale prices in the area increase, potentially allowing property owners to gain more value from properties through redevelopment and causing owners of some older residential properties to demolish existing buildings to rebuild larger and newer projects that can achieve higher current market rental rates.

Because development in the PDA is anticipated to occur incrementally over time through infill growth and does not propose changes that would result in demolition of existing residential units, direct displacement of existing residents in not expected.

Indirect displacement may result as the area's housing prices increase, causing increasing rents for existing units, which can make these units unaffordable for existing households. The higher cost of land acquisition in areas with high property values can present a barrier to the construction of affordable new units by increasing the costs of housing production, resulting in an overall shortage of housing proximate to the transit station for new or existing households with low or moderate incomes.

In part, displacement can be prevented by producing new units in the PDA that are affordable to low- or moderate-income households. Other actions that can be used to address displacement are summarized in the tables in Section 4.5.3.

4.5.3 Affordable Housing and Anti-displacement Programs and Strategies

The 2015–2023 Housing Element includes a set of policies and programs that the City will implement during the 2015–2023 Housing Element cycle. Among the policies and programs detailed in the Housing Element are:

- identification of opportunity sites for residential development, including sites in the PDA;
- ensuring an adequate supply of land zoned for residential uses at sufficient densities to accommodate existing and future housing needs;
- requiring residential ownership projects to include affordable units in accordance with the City's Inclusionary Housing Ordinance;
- working with nonprofit and other affordable housing developers to facilitate the production of affordable housing;
- minimizing governmental constraints to the provision of affordable housing;
- participation in the Mortgage Credit Certificate Program for first-time homebuyers;
- planned adoption of a residential in-lieu fee subject to a future fee study;
- providing incentives such as expedited application processing, fee deferrals, modifications to development standards, or financial assistance to developers that provide affordable units;
- pursuing state and federal funding for affordable housing and supporting partner applications for state and federal funding for affordable housing;
- monitoring affordable units at risk of conversion to market rate, working with owners of properties at risk of conversion to examine strategies to preserve or replace the units, and assisting tenants displaced by conversions in finding affordable housing;
- partnering with the Sonoma County Community Development Commission on housing rehabilitation programs for low- and moderate-income households; and
- continued implementation of the City's Density Bonus Ordinance.

In addition to these policies and programs, complementary actions that can be implemented to facilitate the production of new affordable housing and prevent displacement of existing residents in the PDA are summarized in Tables 4.7 and 4.8.

Table 4.7: Potential Affordable Housing Programs/Strategies

Program Type	Program Strategy
Housing Impact Fees	A housing impact fee could be adopted and charged to developers of market-rate rental residential projects to generate revenue for affordable housing. This fee would be similar to the in-lieu fee that the City plans to adopt for ownership units, but would allow the City to collect revenue from developers of market-rate rental units. To adopt a housing impact fee, the City would first need to prepare a nexus study to determine the maximum fee rate. However, the City could choose to adopt a fee that is lower than the maximum established by the nexus study to account for development feasibility or other considerations. The fee could be waived for developers that provide affordable units according to City policy, making the impact fee program similar to an inclusionary housing ordinance with an in-lieu fee alternative. Because housing impact fees would be collected from all development in the city, funds generated from projects outside the PDA may be available to support development of affordable housing in the PDA. The allocation of these funds to specific affordable-housing developments will be based on future City decisions in response to specific requests by affordable-housing developers.
Dedication of New General Fund Revenues	New development in the PDA will increase property values in the area and generate additional property tax revenues to the City. Rohnert Park could adopt a policy to dedicate a portion of its increase in General Fund revenues to production of affordable housing, essentially a set-aside fund giving the City discretion, while relying on state law.
Community Benefits Plan	In general, a community benefits plan would require that developers of new projects provide a community benefit in exchange for an increase in density for the project, and could be implemented as a modification to the City's existing density bonus ordinance. This approach would need to be studied to determine the benefits to be provided and the density increases to be permitted for the PDA. Potential community benefits could include affordable housing, public open space, or community-serving uses such as child care, senior centers, or community centers, which would help to create a neighbor-hood that serves the needs of a variety of households at all income levels. Benefits could be provided directly or through financial contributions that support the provision of community benefits.
Affordable-Housing Incentives	Rohnert Park has a density bonus ordinance and offers various incentives to developers that provide affordable units. The City could adopt additional incentives tied to the provision of affordable housing. Incentives could be offered citywide or in an affordable-housing overlay area defined by the City. The incentives offered, the number of affordable units required, and the required affordability levels would be determined based on further study.
Small and Scattered Site Acquisition and Land Banking	A policy could be adopted to direct a portion of the City's affordable-housing resources to acquisition of small and scattered sites and land banking efforts in the PDA. Land banking could be furthered by requiring or encouraging developers of market-rate units to dedicate land to the City for future affordable-housing projects. The land acquired through these efforts could be provided to affordable-housing developers to build new affordable units in the PDA.
Community Land Trust and Cooperative Ownership Models	Rohnert Park has a history of working with nonprofit housing developers to encourage the development of affordable housing in the city. To diversify affordable housing options and create additional opportunities for affordable housing production, the City could adopt a policy to work with nonprofits to establish community land trusts and limited-equity cooperative housing developments in the PDA.

Notes: City = City of Rohnert Park; PDA = Priority Development Area.

Source: BAE, 2015

Table 4.8: Anti-displacement Programs/Strategies	
First-Time Homebuyer Program	Some funds could be targeted as available to provide first-time homebuyer assistance to lower income PDA renter households, potentially allowing these residents to purchase homes and remain in the area.
Rent Stabilization	A rent control ordinance could be adopted to limit allowable residential rent increases. The rent control ordinance would be subject to a number of state laws, which would allow for decontrol of rents at termination of tenancy and apply rent control only to units constructed before 1995, and would likely apply citywide rather than in the PDA only. Rent control would help to stabilize rents for existing tenants, thereby helping to avoid displacement.
Condominium Conversion Control	A condominium conversion ordinance could be adopted to regulate the conversion of rental units to condominiums and reduce the potential impacts on the City's rental housing inventory.
Relocation Assistance	Developers could be required to provide relocation assistance to lower income residents displaced by the redevelopment of residential properties. Although this PDA Plan does not anticipate demolition and redevelopment of existing residential properties in the PDA, requirements for relocation assistance would mitigate the impacts of displacement if future market conditions enhance the redevelopment potential of existing properties and lead to demolition of existing units.
Right of First Return	An ordinance could be adopted that requires developers of projects that will displace existing lower income residents to offer new units to these residents at the same rental rate that the residents are charged in the property to be demolished. (These rents would be below market for new units but may be above affordable rents calculated based on household Income figures.)
One-to-One Replacement	One-to-one replacement of demolished residential units could be required.
Source: BAE, 2015	

5.1 CHAPTER OVERVIEW

This chapter describes the circulation systems in and around the Central Rohnert Park Priority Development Area (PDA), including vehicular roadways, regional and local transit services, and bicycle and pedestrian travel routes connecting the PDA. Arrival of the Sonoma-Marin Area Rail Transit (SMART) commuter rail station will be an opportunity to shape future development by creating a transportation hub in the city, supported by a new town center in the Station Center subarea and coordinated with regional and local bus service.

Circulation and connectivity concepts for the PDA focus on enhancements to the city's existing roadways and potential for new roadways that support and improve: overall multi-modal connectivity in the PDA; efficient utilization of roadway right-of-way; and safe vehicular connections and continuous bike and pedestrian access to destinations in the PDA and surrounding neighborhoods.

To this end, circulation and connectivity goals and policies for the PDA are summarized in the next section and supported by recommended roadway, transit, and bike and pedestrian design concepts and improvements that follow in this chapter.

5.2 CIRCULATION AND CONNECTIVITY GOALS AND POLICIES

In addition to addressing transportation goals and policies in the General Plan, development in the PDA will be subject to the following circulation and connectivity goals and policies, guiding PDA improvements.

Roadway Design

Goal C-1: Balance the need of arterial and collector roadways to efficiently carry traffic, with establishing Central Rohnert Park as a walkable, bikable community, with pedestrian-oriented streets, centers, and mixed-use subareas.

Policy C-1.1: Implement recommended intersection improvements identified in Table 5.1.

Policy C-1.2: To support safe bike and pedestrian access to the SMART station and where a pedestrian-friendly town center atmosphere is desired within and in the vicinity of the City Center and Station Center subareas, allow for lower level of service (LOS) standards (than LOS C), called for in General Plan policy TR-1, for the following arterial and collector roadway intersections within the PDA, where no other feasible improvements exist to improve LOS:

- At the intersection of Rohnert Park Expressway (RPX) and Commerce Boulevard (already operating at LOS D during PM peak hours, under existing conditions);
- At the intersection of Rohnert Park Expressway and State Farm Drive (already operating at LOS D during PM peak hours, under existing conditions);
- At the intersection of Commerce Boulevard and State Farm Drive; and
- At the intersection of Enterprise Drive and State Farm Drive.

(It should also be noted with recommended intersection improvements, these intersections are projected to operate acceptably, based on General Plan Policy TR-1).

Policy C-1.3: Recognize that future development of the PDA Plan will contribute to unacceptable operation on U.S. 101. The type of transit-supportive, pedestrian-oriented development pattern envisioned by the Plan plays an important role in reducing regional traffic impacts through smart growth.

Goal C-2: Design streets that integrate walking, biking, transit use, and green infrastructure.

Policy C-2.1: Retrofit existing streets as complete streets, in addition to providing vehicular access that supports safe and continuous bike and pedestrian facilities and landscape improvements.

Policy C-2.2: As recommended in the street sections in Section 5.3 of this Plan, retrofit or design new roadways and/or landscape right-of-ways to incorporate low impact development features such as, stormwater management curb extensions, infiltration planters, bioswales, and other similar measures.

Bike and Pedestrian Connectivity and Universal Access

Goal C-3: Connect Central Rohnert Park to the existing roadway, bike, and pedestrian networks in the City.

Policy C-3.1: Expand bike and pedestrian connections within the PDA, including connections to the SMART station and multi-use path through:

Off-Street Bicycle/Pedestrian Trail Improvements

- Adding bicycle trails and bicycle boulevards within new development in the Station Center subarea.
- Completing trail gaps along the Copeland Creek and Hinebaugh Creek corridors.
- Improving the meandering sidewalks along RPX to a wider, meandering bike/pedestrian multi-use path.
- Extending the bike/pedestrian multi-use path from Enterprise Drive to Rohnert Park Expressway.
- Planning and implementing new east-west and north-south walkways or paseos, as shown in Figure 5.12, in association with the development of new roadways or as separate facilities, integrated with new development in the Triangle Business Subarea.

On-Street Bike Facility Improvements

- Completing gaps to on-street bicycle lanes along Commerce Boulevard.
- Improving bicycle facilities along Professional Center Drive, with potential for an at-grade connection across the SMART rail tracks to connect to the SMART multi-use path.
- Coordinating with property and business owners to establish a new multi-use path on the northern end of Enterprise Drive to help facilitate safe east-west bike and pedestrian access from the SMART station to commercial and mixed-use centers in the PDA.
- Adding enhanced or protected bicycle lanes along busy arterial and collector roadways, including State Farm Drive, Commerce Boulevard, and Rohnert Park Expressway.
- Continuing and adding bicycle lanes on Enterprise Drive (see Figures 5.8 and 5.9) and Hunter Drive.

Pedestrian Facility Improvements

Adding and providing more defined north-south walkways in the City Center subarea that connect to Hinebaugh Creek.

Establishing defined pedestrian walkway and landscape improvements in the Central Commercial subarea that support safe pedestrian access from adjoining residential areas and neighborhoods.

Policy C-3.2: Improve at-grade street crossings for intersections throughout the PDA, particularly at busy traffic intersections, that will support active or high volume bike or pedestrian use, as suggested in Figure 5.13.

Policy C-3.3: Establish midblock crossings on:

- Rohnert Park Expressway, at the SMART MUP and as a pedestrian link between the City Center and Station Center subareas, at Lynne Conde Way, with pedestrian refuges in the median and the potential for a pedestrian hybrid beacon or HAWK signal, coordinated with the timing of signals along RPX, SMART rail gate operations, and fire station emergency signals.

- Enterprise Drive to connect with existing trail links or greenways to Copeland Creek. This crossing should be coordinated with future roadway networks in the Station Center subarea and designed with bulb-outs, a median refuge, high visibility markings, and if needed a pedestrian signal.

Policy C-3.4: Consider the feasibility of grade separated pedestrian crossings at the following locations, as indicated in Figure 5.1:

a. Provide an undercrossing of the greenway trail along the southern side of Hinebaugh Creek at the SMART rail tracks to connect the PDA to the SMART multi-use path and neighborhoods east of the PDA.

b. Examine the feasibility and location for an overcrossing of Rohnert Park Expressway to improve access to the SMART station and connect the City Center and Station Center subareas.

c. Consider the future feasibility of an over-crossing or undercrossing of U.S. 101 along Hinebaugh Creek.

Transit Facility Improvements

Goal C-4: Coordinate transit improvements to connect the SMART rail station to surrounding land uses, PDA subareas, and residential communities.

Policy C-4.1: Plan for improvements to existing bus services or other future circulation modes within the PDA to coordinate with SMART rail service to meet the transportation demands in Rohnert Park, including:

- Coordinate with the Sonoma County Transit and the property owners for the Station Center subarea to plan for expansion of existing bus transit lines and facilities to serve the SMART rail station and adjacent Station Center subarea, as shown in Figure 5.14.
- Work with the Sonoma County Transit**,** SMART, and private property owners in the PDA to ensure safe and convenient access to bike and pedestrian facilities that support transit use and needs of cyclists and pedestrians, who may choose to continue their journey in Rohnert Park by bicycle or foot.
- As transit demand warrants, plan for development of a community circulator such as a shuttle service that travels to key destinations in the community, including Sonoma State University and the Graton Rancheria Casino.

Parking

Goal C-5: Ensure appropriate levels of parking, associated with new development.

Policy C-5.1: Provide parking in the PDA at the parking ratios shown in Table 5-2.

Policy C-5-2: Encourage use of shared parking facilities within multi-tenant buildings and between adjacent private developments, particularly on larger development sites. Use leftover spaces for landscape improvements and to provide other community facilities.

Policy C-5.3: To the extent feasible, encourage private parking entities to allow public parking after typical business hours.

Policy C-5-4: Facilitate a "park once" strategy in the PDA by implementing pedestrian connectivity strategies and promoting the development of a parking district and common parking lots or structures within the Station Center and City Center subareas, as parking demands warrant.

Policy C-5.5: Develop a parking management plan to consider long-range parking strategies that may be needed to support a "park once" strategy in the PDA in the long-term. As part of this Plan, consider implementation of programs that support flexibility in meeting the City's parking needs, including through:

- In-lieu fees;
- Metered or paid parking;
- Unbundled parking;
- Off-site parking strategies;
- Wayfinding and other necessary public and private improvements, relevant to the conditions and issues in the PDA.

Policy C-5.6: Encourage car share or bike share programs within the PDA through partnership with car sharing or bike sharing entities.

5.3 Roadway Design Concepts and Improvements

5.3.1 Roadway Design Concepts

The following design concepts provide an overview of the envisioned improvements to the roadway types in the PDA, ranging from arterial to local roadways. Consistent landscape treatment, coordinated within distinct subarea landscape themes and wayfinding, is recommended for roadways in the PDA. Refer to Chapter 6 for additional streetscape and landscape design guidance. Roadway and intersection design improvements are intended to "self-mitigate" for potential traffic impacts, as identified in Section 5.3.2 and represented by the street sections that follow in Section 5.3.3.

Figure 5.1 identifies the roadway classification and locations of major roadway improvements suggested in the PDA. These improvements (from north to south) include the following:

1. Add east-west (roadway or paseo) connections between State Farm Drive and Commerce Boulevard, to incorporate landscaping and improve bike and pedestrian access in the Triangle Business subarea.
2. Retrofit of State Farm Drive as a distinct north-south connector and complete street, with protected bicycle lanes and the potential for on-street parking and stormwater curb extensions in the Triangle Business subarea, as described in more detail in Section 5.3.3.
3. Redesign of Professional Drive, to support the Triangle Business subarea with improved bike and pedestrian access and the potential for on-street parking on one side of the street, as described in Section 5.3.5.
4. Retrofit of Commerce Boulevard, to support business access, improve bicycle and pedestrian connectivity and safety, and enhance the streetscape identity and access function of this major arterial road through the city.
5. Formalize Padre Center Drive from a shopping center driveway to a street that extends the streetscape improvements begun along City Center Drive, as described in Section 5.3.6.
6. Enhance bike and pedestrian access and crossing and gateway signage improvements along RPX, as described in Section 5.3.1
7. Adopt a walkable street grid in the Station Center subarea, to support multi-modal circulation and transportation access.

5.3.2 Recommended Vehicular Circulation Improvements

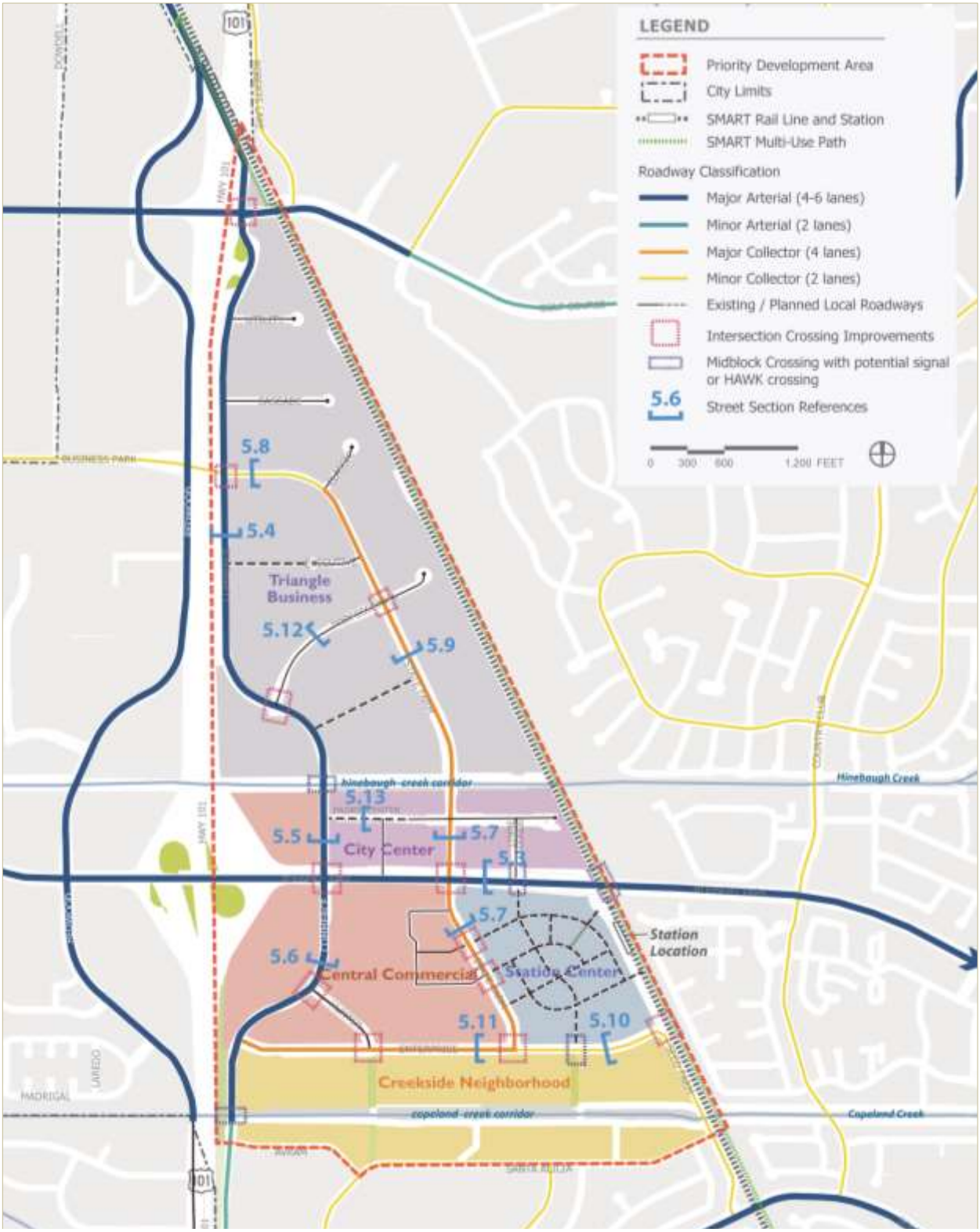
The PDA Plan proposes improvements to the street network that will help accommodate both existing traffic and additional traffic as development occurs, and will allow the project to self-mitigate for potential traffic impacts. Refer to Figure 5.1 for an illustration of the proposed vehicle circulation network.

Build-out of the PDA is projected to add an estimated 1,352 vehicle trips to the study area during the AM peak hour and 1,973 vehicle trips during the PM peak hour. A traffic analysis incorporating these additional vehicle trips was performed for 17 intersections, as shown in Figure 5.2.

After build-out of the PDA, 7 of the 17 intersections studied (study intersections shown in Figure 5.2) will need to be improved to meet General Plan policies and ensure traffic operation that does not significantly affect safety or emergency response times. These intersections and their proposed improvements are listed in Table 5.1. Several additional street intersections should also be improved to "self-mitigate" potential impacts, enhance traffic operation, and support safe bike and pedestrian crossings, as identified under: "Other Recommended Intersection Improvements," shown in Table 5.1.

Figure 5.1: Proposed Roadway and Vehicular Circulation Improvements

[this graphic will be amended to be consistent with City Council direction on March 22, 2016. State Farm to be a minor collector from RPX to Enterprise. The text calls for Enterprise to be a minor collector – this will be corrected as well]



Source: City of Rohnert Park, AECOM, 2015

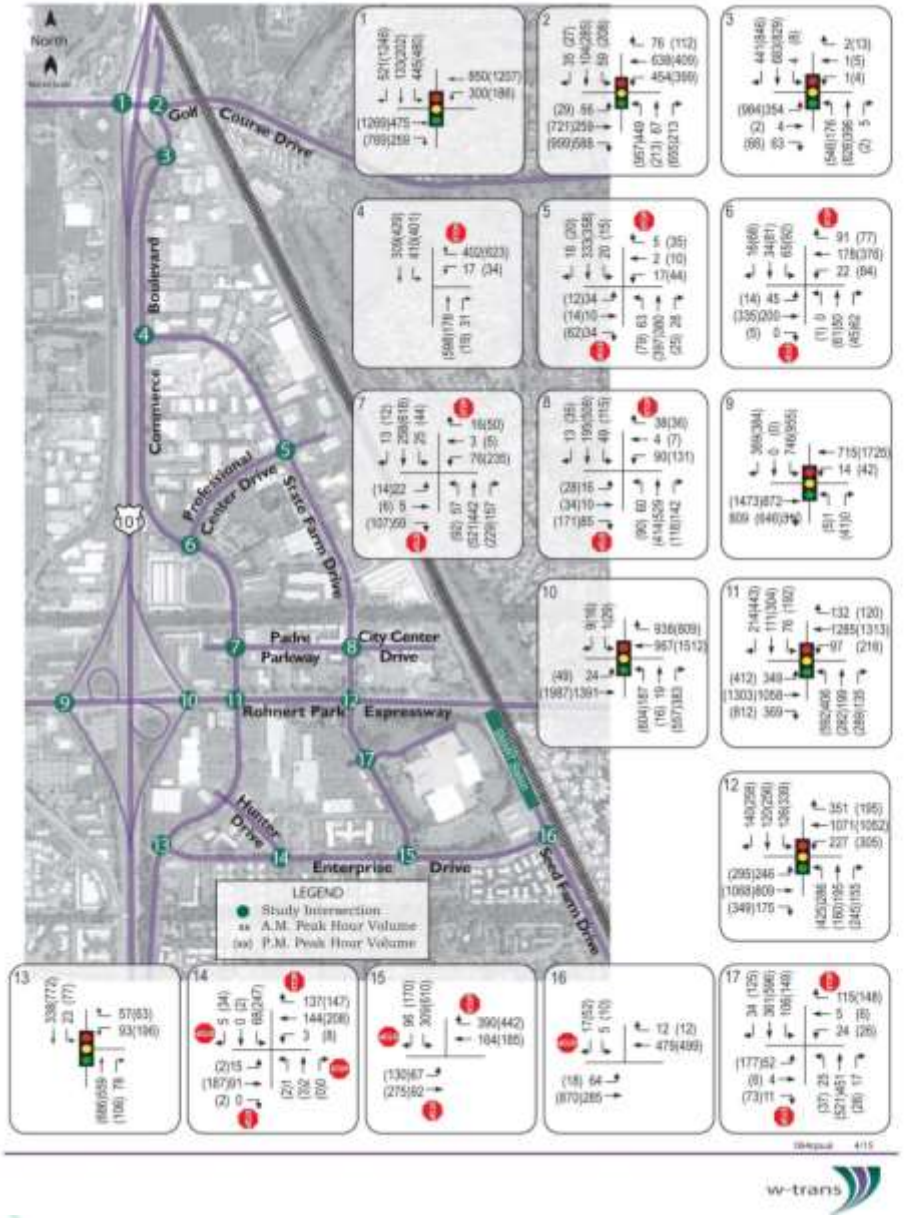
Table 5.1: Required and Recommended Intersection Improvements at Build-Out

Intersection	Improvements
Required Intersection Improvements at Plan Build-Out	
Commerce Boulevard/State Farm Drive	Signalize with SB left-turn protected phasing and WB right-turn overlap; add WB right-turn pocket
Commerce Boulevard/Padre Parkway	Signalize with protected phasing NB/SB and permitted phasing EB/WB; modify NB from L-T-TR to L-T-R and SB from L-T-TR to L-TR
State Farm Drive/City Center Dr.	Signalize with protected phasing NB/SB and permitted phasing EB/WB; modify NB from L-T-TR to L-T-R and SB from L-T-TR to L-TR
RPX/Commerce Boulevard	Convert Commerce to protected phasing and add NB right-turn overlap; modify SB from L-LT-T-R to L-T-T-R; add bulb-out NW corner; extend EB left lanes to 350 feet and WB left lane to 225 feet
RPX/State Farm Drive	Convert State Farm to protected phasing; add right-turn overlaps all approaches; modify SB from L-LT-R to L-L-T-R and NB from L-LT-T-R to L-L-T-R
Enterprise Drive/State Farm Drive	Signalize with two-phase operation; modify WB from T-TR to T-R
State Farm Drive/Town Center Drive	Signalize with protected phasing NB/SB and permitted phasing EB/WB; modify NB and SB from L-T-TR to L-T-R; modify EB/WB from LTR to LT-R
Other Recommended Intersection Improvements	
State Farm Drive/Professional Center Drive	Modify NB and SB from L-T-TR to L-TR
Enterprise Drive/Hunter Drive	Convert EB from LT-TR to L-TR and WB from LT-TR to LT-R
RPX/Lynne Conde Way	Add protected pedestrian crossing on RPX (pedestrian signal or HAWK signal); continue to restrict side street movements to right turns on/off of RPX
RPX/SMART multi-use path	Add protected pedestrian crossing on RPX (pedestrian signal or HAWK signal)

Note: NB=Northbound; SB=Southbound; EB=Eastbound; WB=Westbound; L=left-turn lane; T=through lane; R=right-turn lane; lanes shown as grouped (e.g., L-T-TR is a three-lane approach with one left-turn lane, one through lane, and a shared through-right turn lane); RPX=Rohnert Park Expressway

Source: W-Trans, Traffic Impact Study 2015

Figure 5.2: Future Plus Project Traffic Volumes at Study Intersections



Traffic Study Intersections

1. Golf Course Drive West / US 101 South Ramps
2. Golf Course Drive / Commerce Boulevard
3. Commerce Boulevard / US 101 North Ramps
4. Commerce Boulevard / State Farm Drive
5. State Farm Drive / Professional Center Drive
6. Commerce Boulevard / Professional Center Drive
7. Commerce Boulevard / Padre Parkway
8. State Farm Drive / City Center Drive
9. Rohnert Park Expressway / US 101 South Ramps
10. Rohnert Park Expressway / US 101 North Ramps
11. Rohnert Park Expressway / Commerce Boulevard
12. Rohnert Park Expressway / State Farm Drive
13. Commerce Boulevard / Enterprise Drive
14. Enterprise Drive / Hunter Drive
15. Enterprise Drive / State Farm Drive
16. Enterprise Drive / Seed Farm Drive
17. State Farm Drive / Town Center

5.3.3 Typical Roadway Design Sections

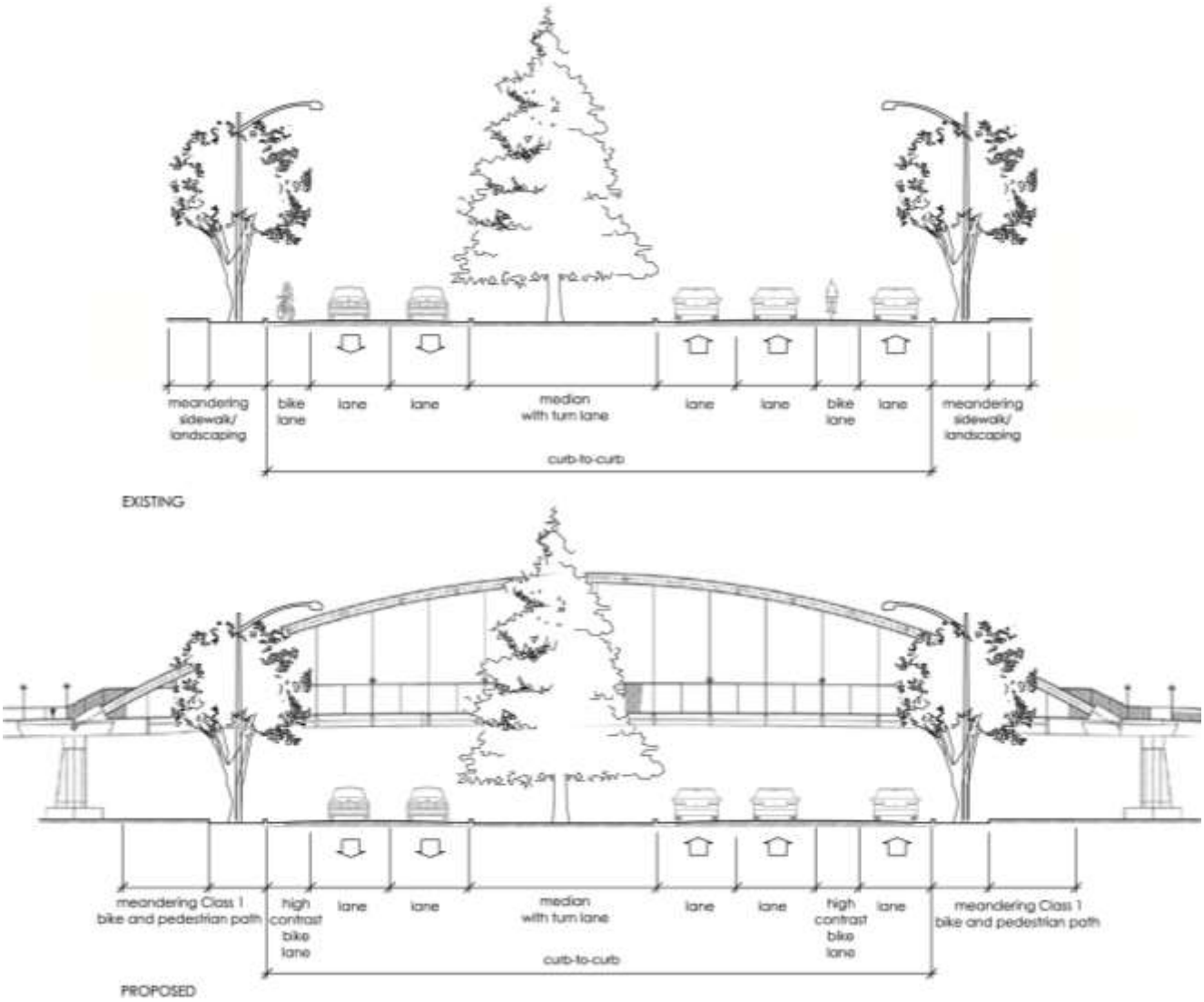
Rohnert Park Expressway

RPX serves as the major east-west arterial for Rohnert Park, connecting residences, primarily on the east, to commercial development in the PDA. RPX is one of two exits, providing access to the PDA from U.S. 101. In the PDA, RPX consists of two lanes in each direction, center turning lanes at State Farm Drive and Commerce Boulevard, green-colored bicycle lanes from the U.S. 101 ramp to Commerce Boulevard, striped on-street bicycle lanes east of Commerce Boulevard, and sidewalks on both sides of the street. Posted speed limits for RPX are 35 miles per hour (mph) between Redwood Drive and State Farm Drive, and 40 mph east of State Farm Drive.

A typical street section for RPX is shown in Figure 5.3 and is proposed to include:

- Continuing the green-colored bicycle lanes on RPX, between Commerce Boulevard and the crossing of the SMART multi-use path.
- Retrofitting existing meandering sidewalks on both sides of RPX to a Class I multi-use path, with potential to incorporate low impact development (LID) landscape features, along the roadway.
- Creating mid-block pedestrian crossings that employ the landscape median on RPX as a refuge island, as described in Section 5.4.3.
- ~~Creating a future bike and pedestrian overcrossing of RPX, connecting the City Center to Station Center subareas.~~

Figure 5.3: Rohnert Park Expressway Street Section **[this graphic will be amended to remove the overcrossing from the RPX graphic]**



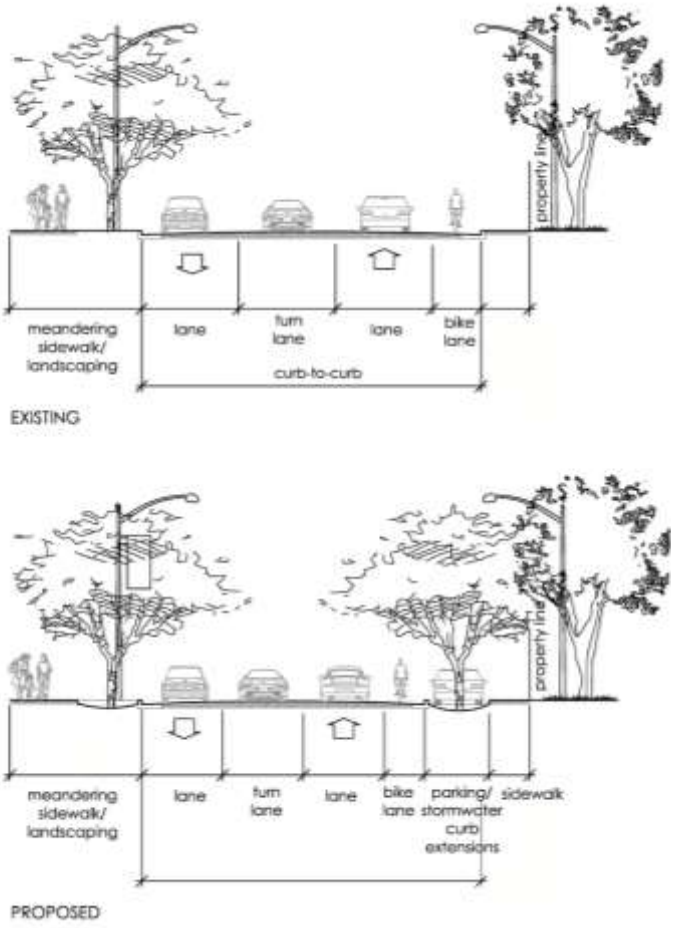
Commerce Boulevard (Major Arterial)

Commerce Boulevard is identified as a major arterial street in the Rohnert Park General Plan and extends from SR 116 in Cotati to just north of Golf Course Drive, where it turns west, crosses under U.S. 101, and connects with Redwood Drive. Street improvements for Commerce Boulevard are represented by typical street sections at three locations: in the Triangle Business, City Center, and Central Commercial subareas, as shown in Figures 5.4 through 5.6.

Proposed improvements to Commerce Boulevard in the Triangle Business subarea (as shown in Figure 5.4) include:

- Encouraging the use of shared driveways to reduce curb cuts on Commerce Boulevard.
- Maintaining Commerce Boulevard as a three-lane roadway, with one lane in each direction and a center left-turn lane, but reducing travel lanes from 12 to 10 feet wide.
- Providing a continuous on-street bicycle path on the east side of the street, including completing gaps in the bicycle path.
- Maintaining and completing gaps in the off-street multi-use trail on the west side of Commerce Boulevard, to connect from the Hinebaugh Creek greenway to the intersection of the SMART multi-use trail at the northern tip of the PDA.
- Incorporating stormwater features, such as bioswales or infiltration planters in the landscape parkway along the multi-use trail.
- Incorporating on-street parking, alternating with stormwater curb extensions on the west side of the street, north of Executive Drive.

Figure 5.4: Commerce Boulevard Street Section at the Triangle Business Subarea



Proposed improvements to Commerce Boulevard in the City Center subarea (as shown in Figure 5.5) include:

- Maintaining Commerce Boulevard as a two-lane roadway in each direction, with a center left turn lane and bicycle lanes on both sides of the street.
- Adding a landscaped median and lighting, while providing the necessary left-turn lanes.
- Extending the green-colored bike lanes on RPX along this stretch of Commerce Boulevard to the Hinebaugh Creek greenway.

Proposed improvements to Commerce Boulevard in the Central Commercial subarea (as shown in Figure 5.6) include:

- Maintaining Commerce Boulevard in this section of the PDA as a two-lane roadway in each direction, with a center left turn lane, and bicycle lanes on both sides of the street.
- Reconfiguring and aligning driveway access on both sides of Commerce Boulevard, to support safer vehicular access.
- Allowing the addition of a landscaped median to control turning movements and restrict dangerous left-turn driveway access, but allowing right-turn only access, especially where driveways are closer than 150 feet from primary roadway intersections. Potential candidate locations include the driveway north of Hunter Drive into the Safeway shopping center and the driveway adjacent to the northwest intersection of Enterprise Drive.
- Adding high contrast bike lanes that extend between RPX and Enterprise Drive.

State Farm Drive

State Farm Drive is classified as a major collector street (four lane configuration) and a portion of the roadway could be reclassified as a minor collector (two lane configuration). It provides internal circulation through the PDA between Commerce Boulevard and Enterprise Drive. South of Hinebaugh Creek, State Farm Drive generally includes four lanes, left-turn lanes, and sidewalks on both sides of the street. North of Professional Center Drive~~Hinebaugh Creek~~, the roadway includes one lane in each direction, on-street parking, and continuous sidewalks. On-street bicycle lanes are striped south of RPX. State Farm Drive has a posted speed limit of between 30 and 35 mph.

Based on the traffic analysis that was completed for the Plan, an opportunity exists to reduce the number of through travel lanes from two in each direction to one in each direction of State Farm Drive. The corridor still will widen to include turn lane pockets at intersections, as needed. A four lane segment may still be need north of Hinebaugh Creek to accommodate truck traffic in this more industrial area. Improvements to State Farm Drive, represented by typical street sections for the Triangle Business, City Center, and Station Center subareas, shown in Figures 5.7 through 5.9, propose replacing a travel lane in each direction, or reducing lane widths, to allow for enhanced or protected bike lanes and on-street parking, alternating with stormwater curb extensions.

At the narrowest section of State Farm Drive (as shown in Figure 5.8), bike lanes are proposed to be added from the intersection of Commerce Boulevard to the internal north-south bike paseo, proposed in the Triangle Business subarea.

Figure 5.5: Commerce Boulevard Street Section at the City Center Subarea

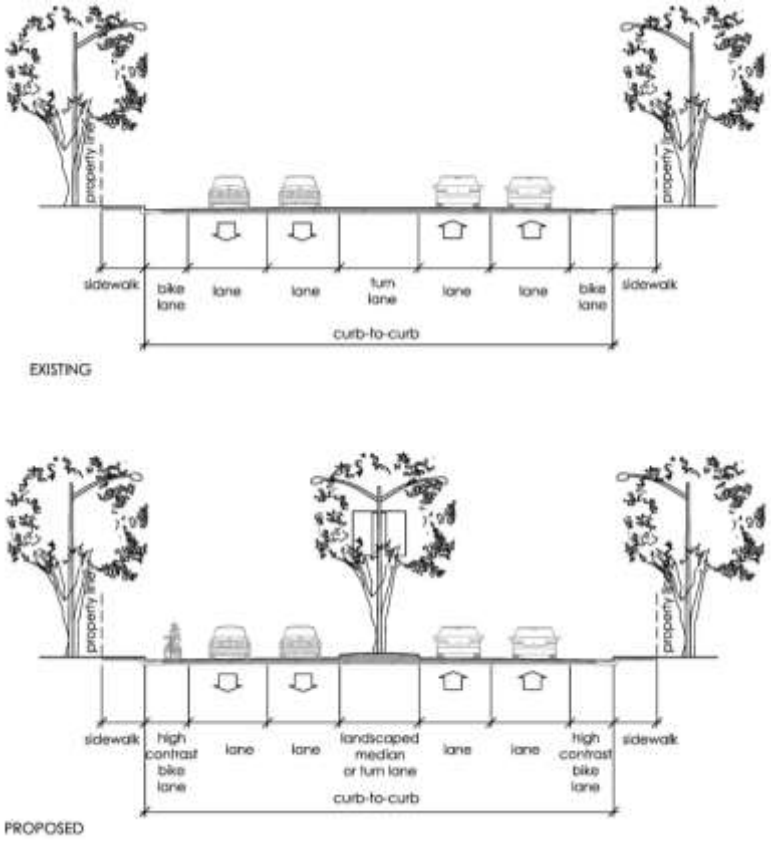


Figure 5.6: Commerce Boulevard Street Section at the Central Commercial Subarea

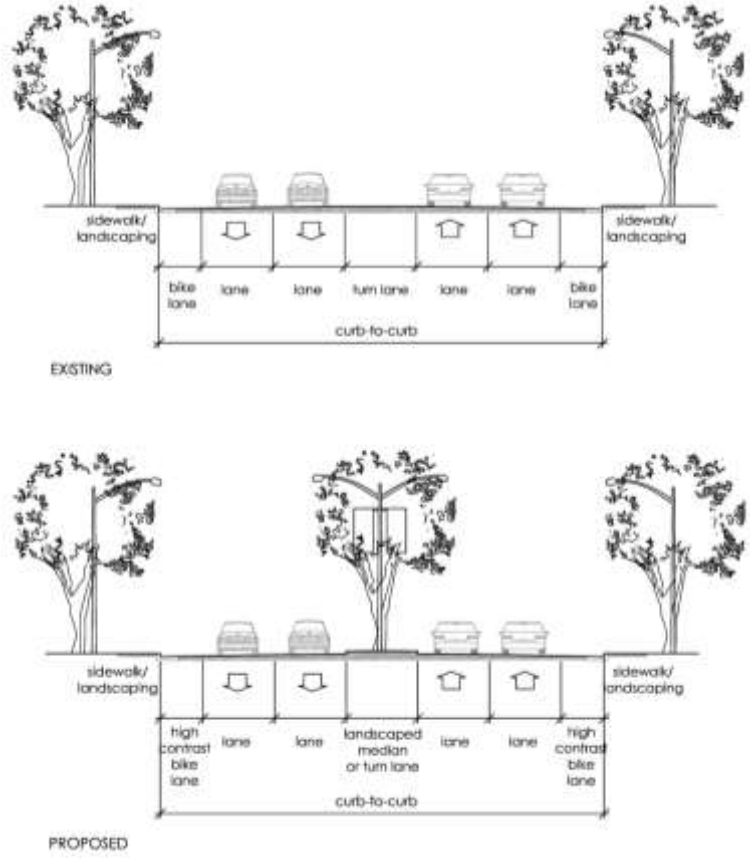


Figure 5.7: State Farm Drive Street Section in the Downtown District

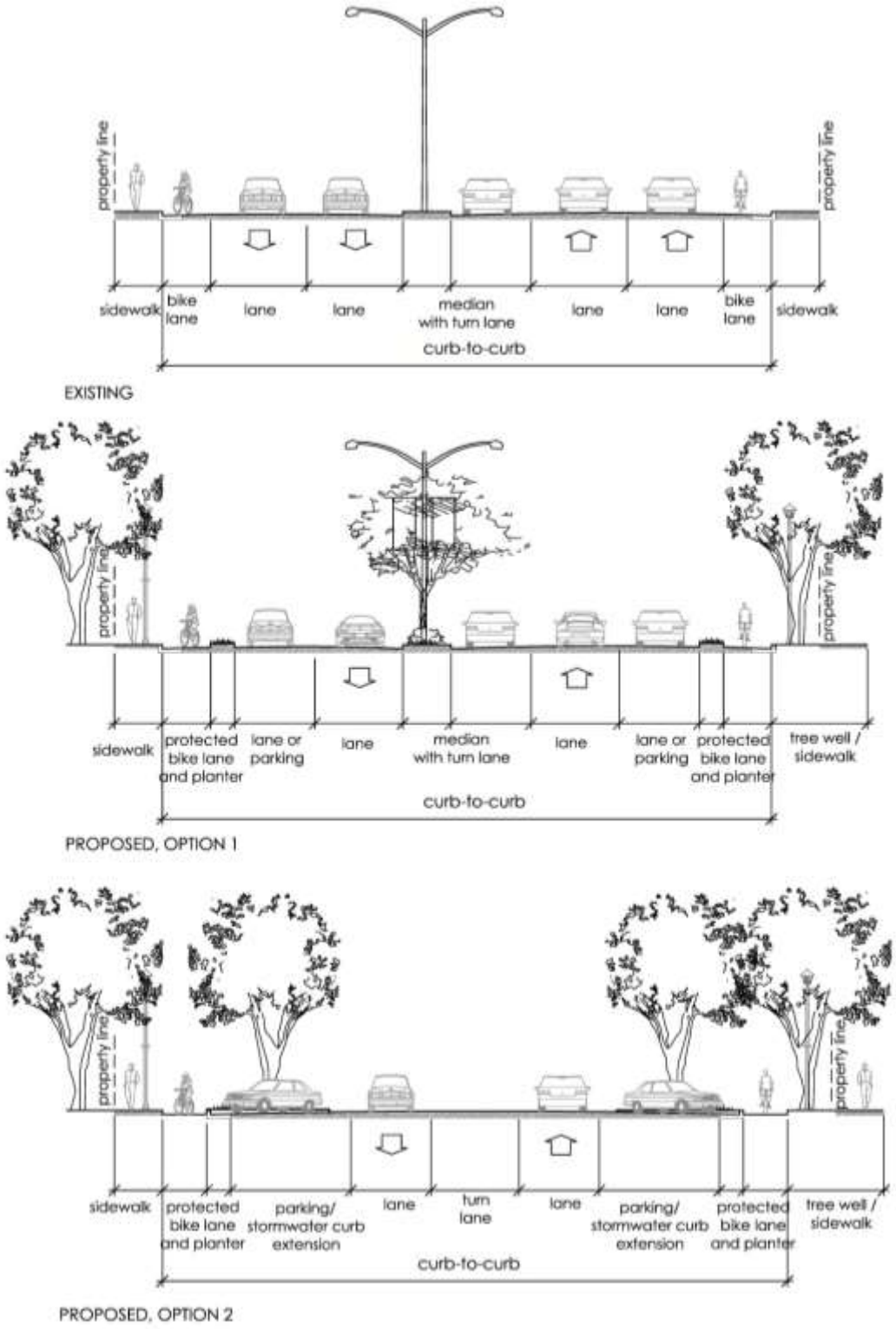


Figure 5.8: State Farm Drive Street Section in the Triangle Business Subarea, Near the Intersection of Commerce Boulevard

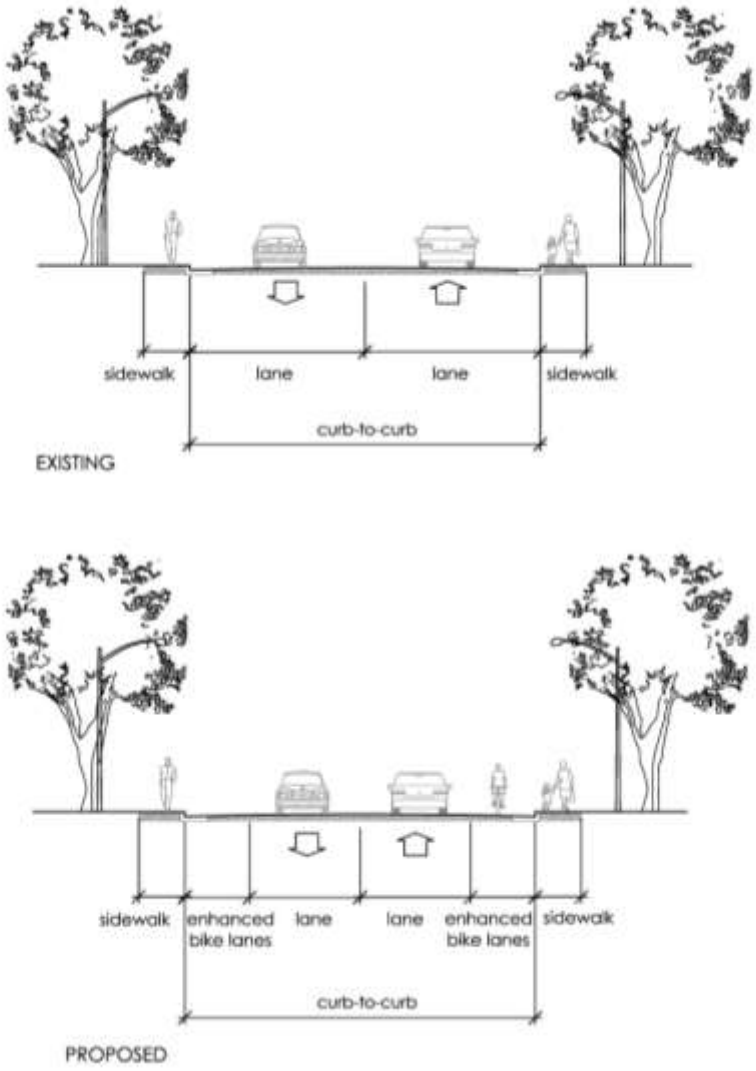
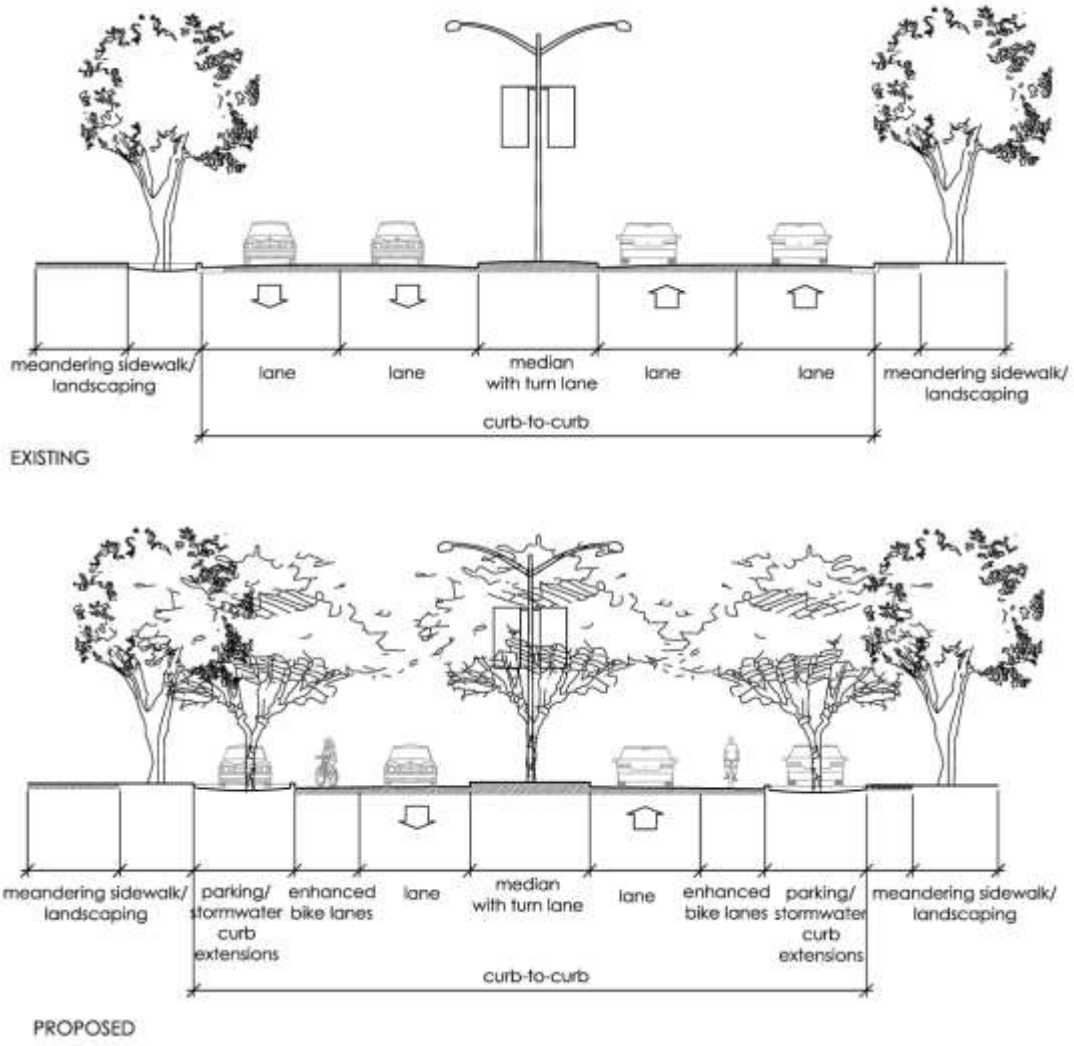


Figure 5.9: State Farm Drive Street Section in the Triangle Business Subarea, South of Professional Drive **[this graphic to be amended to only show a bicycle lane along State Farm in this section – keep four-lane configuration as directed by the City Council on March 22, 2016]**



Enterprise Drive

Enterprise Drive is a collector that provides internal circulation along the southern part of the PDA. The corridor is identified in the Rohnert Park General Plan as a major collector west of State Farm Drive, and as a minor collector east of State Farm Drive. Enterprise Drive, west of State Farm Drive generally includes four lanes, left-turn pockets for minor street approaches and driveways, and sidewalks on both sides of the street. East of State Farm Drive, Enterprise Drive includes two travel lanes, a two-way left-turn lane, on-street bicycle lanes, and sidewalks on both sides of the street. Enterprise Drive has a posted speed limit of 30 mph.

Street improvements for Enterprise Drive are represented by typical street sections, adjacent to the Station Center subarea and Central Commercial subarea, as shown in Figures 5.10 and 5.11.

Proposed improvements to Enterprise Drive adjacent to the Station Center subarea (as shown in Figure 5.10) include:

- Adding a center median, allowing necessary turning movements.
- Widening the on-street bike lane on the south side of the street to 6 feet.
- Removing the on-street bike lane and replacing the sidewalk on the north side of the street with a bike/pedestrian multi-use path, in coordination with private property owners.

Proposed improvements to Enterprise Drive west of State Farm Drive and adjacent to the Central Commercial subarea (as shown in Figure 5.11) include:

- Replacing the travel lane on the south side of the street with a bike lane and green gutter.
- Replacing one travel lane on the north side of the street with on-street parking.
- Working with private property owners to replace the sidewalk on the north side of the street with a bike/pedestrian multi-use path, shared with the public right-of-way and private property.

Example of a green gutter.

Figure 5.10: Enterprise Drive Street Section, Adjacent to Station Center Subarea

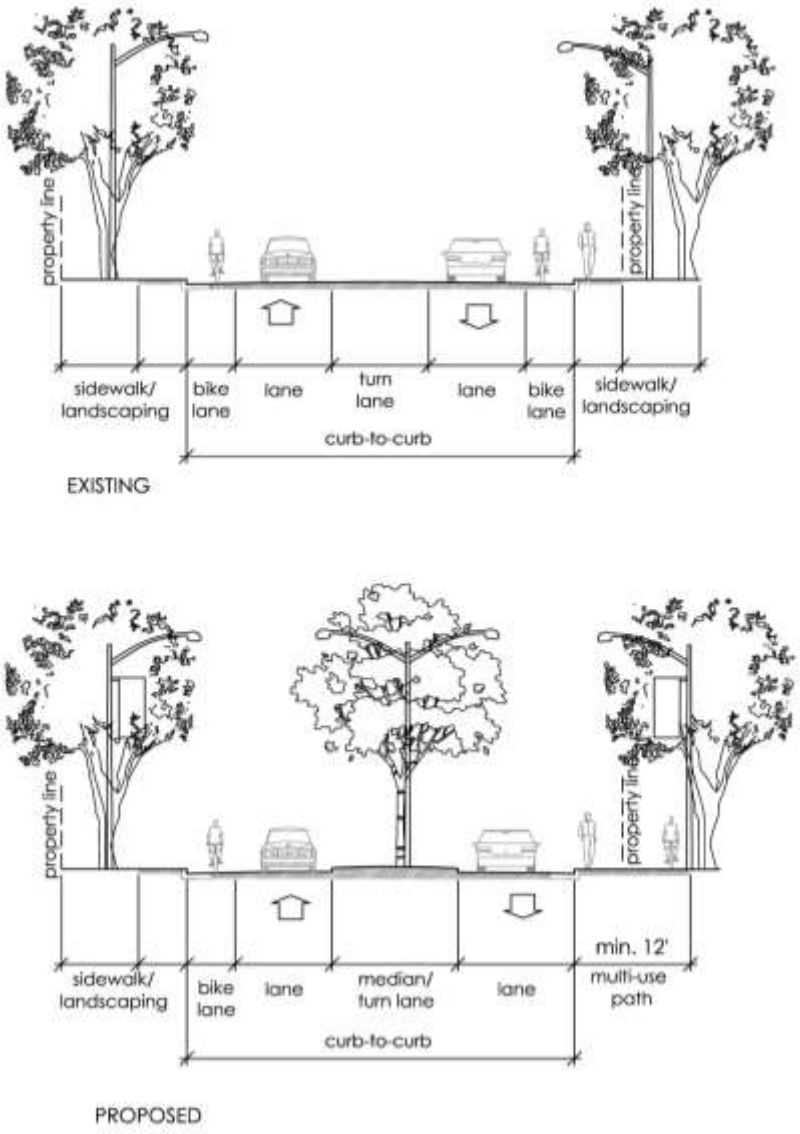
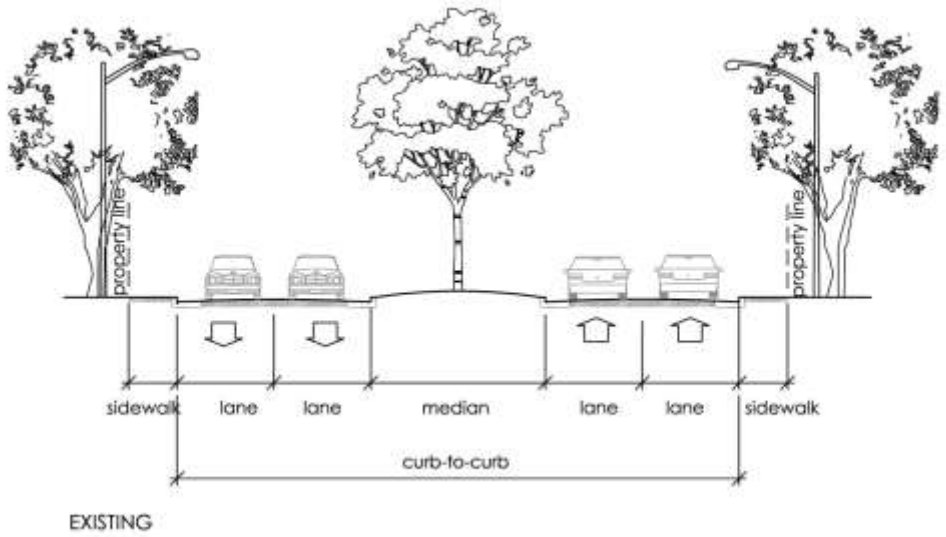
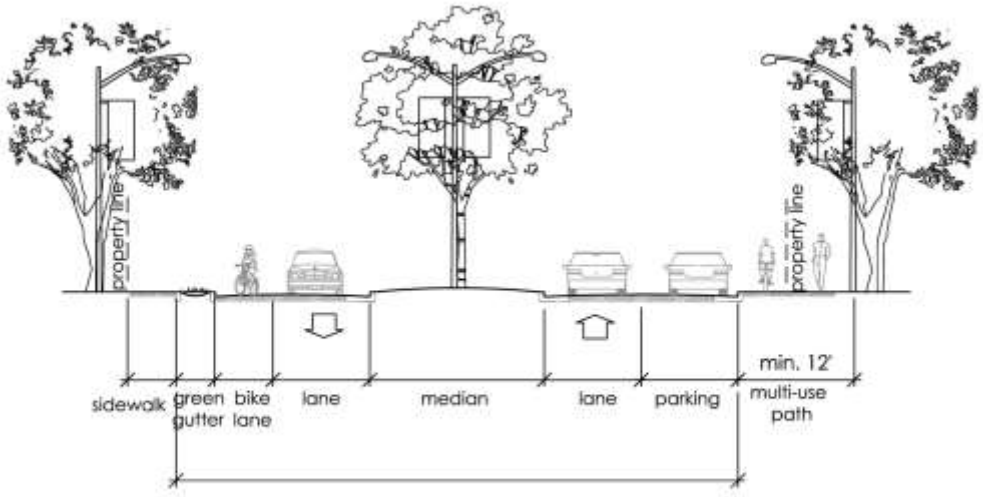


Figure 5.11: Enterprise Drive Street Section, Adjacent to Central Commercial Subarea



EXISTING



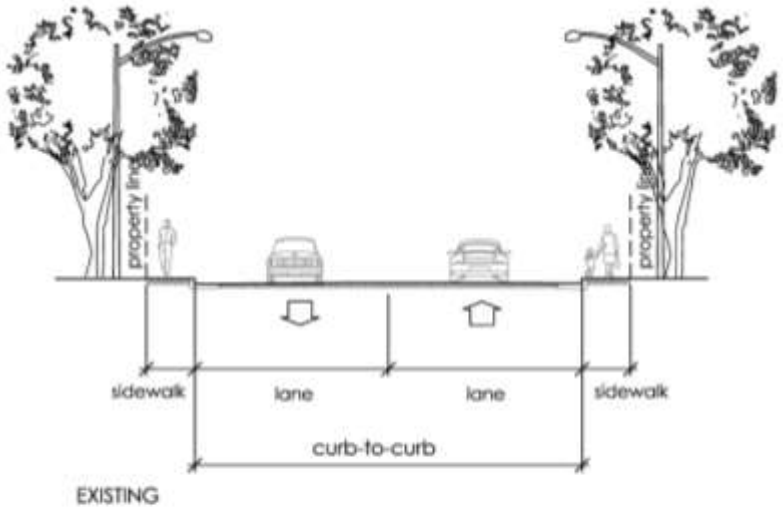
PROPOSED

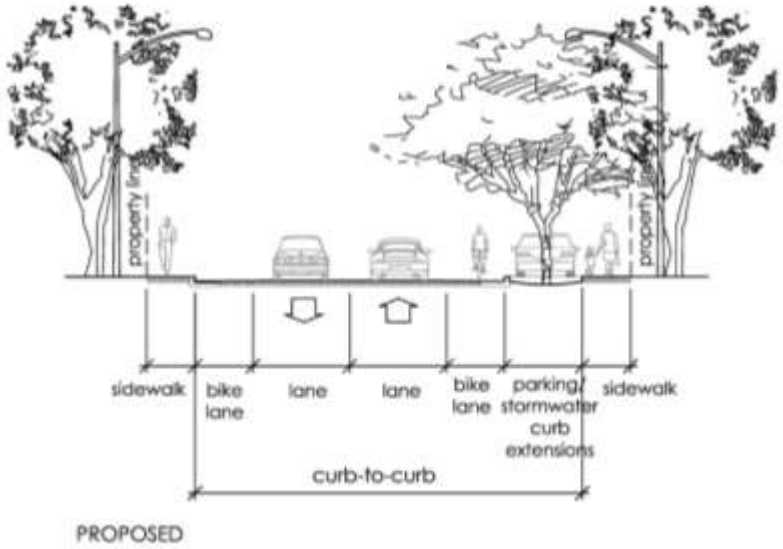
Professional Center Drive

Professional Center Drive is a local east-west corridor, connecting Commerce Boulevard to State Farm Drive, and provides access to some of the businesses in the Triangle Business subarea. Professional Center Drive currently consists of 20-foot-wide travel lanes in each direction and 5-foot-wide sidewalks on either side of the street.

Professional Center Drive is proposed to be improved with 10-foot-wide travel lanes and 6-foot-wide bike lanes on each side of the street, and on-street parking, alternating with stormwater curb extensions along the south side of the street, as shown in Figure 5.12.

Figure 5.12: Professional Center Drive Street Section



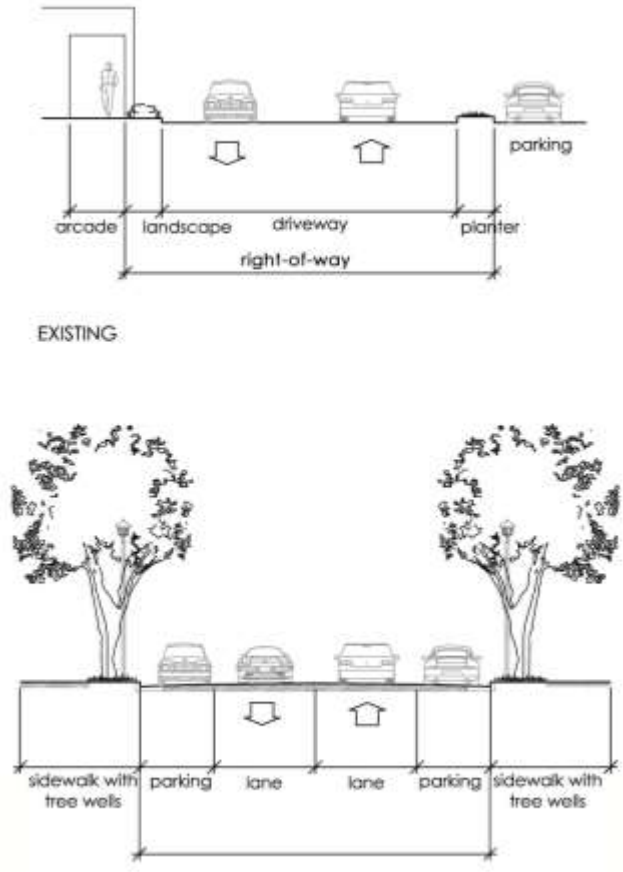


Padre Center Drive

Padre Center Drive currently serves as a narrow driveway, providing access to the Padre Center shopping center. However, this driveway also often is used as an access point from Commerce Boulevard to City Center Drive and to the destinations east of the Padre Center shopping center.

Padre Center Drive is proposed to be enhanced as a formal roadway, with broad sidewalks and the addition of street trees that continue and complement the streetscape pattern begun east of Padre Center, along City Center Drive, as shown in Figure 5.13.

Figure 5.13: Padre Center Drive Street Section



New Streets

Including Padre Center Drive, several potential new streets were identified in the PDA Plan, as shown in Figure 5.1. Most significantly, redevelopment of the Station Center subarea will include a grid street network, to support internal circulation and enhance connectivity to the SMART station.

Streets in this network will be designed with a distinct character with priorities for vehicular, bicycle, and pedestrian circulation and access that match the planned function of the street and activities in the area. The types of streets envisioned in this subarea include a main street with diagonal parking, central bicycle boulevard streets, residential streets, and commercial service roads. Refer to Section 6.2.2 for streetscape character and design conditions recommended within the PDA, including guidelines for the minimum width of sidewalks to support planned activities in the Downtown District.

New east-west roadways are also proposed to improve connectivity, serve business uses, and distribute traffic in the Triangle Business subarea, as redevelopment in this area occurs.

5.4 Bicycle and Pedestrian Design Concepts and Improvements

Creating a safe environment for bicycle and pedestrian circulation is essential to encourage walking and bicycling in the PDA and minimize the number of automobile trips. New and enhanced on- and off-street bicycle and pedestrian facilities (shown in Figure 5.14) have been designed to enhance bike and pedestrian connectivity in Central Rohnert Park, connect to regional bike and pedestrian networks, and support development of safe, comfortable, and convenient facilities. These connections are intended to complement and implement regional facility improvements, identified in the *Rohnert Park Bicycle and Pedestrian Master Plan*. The planned bike and pedestrian facilities will reduce block sizes in the PDA, minimizing the distances pedestrians and cyclists must travel from one point to another, including to the SMART station.

5.4.1 Bicycle Facilities

The Central Rohnert Park PDA consists of Class I off-street bicycle trails and Class II on-street bicycle lanes. Class I multi-use paths occur along the west side of Commerce Boulevard, between Cascade Court and Professional Center Drive, along Hinebaugh Creek east of Commerce Boulevard, along Copeland Creek east of Commerce Boulevard, and south of Enterprise Drive/Hunter Drive, connecting the intersection to the Copeland Creek Class I multi-use path.

Class II on-street bicycle lanes are provided along Golf Course Drive; Commerce Boulevard south of Utility Court; RPX; State Farm Drive, south of RPX; Enterprise Drive, east of State Farm Drive; and Seed Farm Drive.

To complete the bicycle network in the PDA, Class I and Class II bicycle facilities are planned or proposed.

Planned Class I-Off-Street Bicycle Trails

Proposed Class I improvements in Central Rohnert Park include:

- Adding the SMART corridor multi-use path, planned on the east side of the SMART rail line.

Example of the proposed SMART multi-use path.

- Extending the Hinebaugh Creek multi-use path eastward, with an undercrossing at the SMART rail tracks connecting to the SMART multi-use path; continuing trail connections around the Foxtail Golf Course; and following Hinebaugh Creek to serve residences east of the PDA.
- Extending the Hinebaugh Creek multi-use path between Commerce Boulevard and Redwood Drive.
- Replacing the meandering sidewalks on RPX with a meandering Class I multi-use path.
- Creating a north-south pedestrian and bicycle paseo through the Triangle Business subarea, linking Professional Drive to Cascade Court (see Figure 5.14).
- Completing trail gaps in the multi-use path along Commerce Boulevard, north of Hinebaugh Creek.
- Extending the Commerce Boulevard multi-use path northward from Enterprise Drive to RPX.

- Adding a multi-use path to the north side of Enterprise Drive, between the SMART corridor and Commerce Boulevard.

Example of an urban bike, pedestrian multi-use path.

Planned Class II-Bicycle Lanes

Planned or proposed new bicycle lanes in the PDA (as shown in Figure 5.14) include:

- Filling gaps to on-street bicycle lanes, on the east side of Commerce Boulevard between Hinebaugh Creek and Golf Course Drive, as shown in Figure 5.14 and described in the roadway improvements for Commerce Boulevard in Section 5.3.
- Adding new east-west bicycle facilities, to enhance the street grid in the Triangle Business subarea and connect Commerce Boulevard to State Farm Drive.
- Providing bicycle facilities along Cascade Court and Professional Center Drive, connecting Commerce Boulevard to the SMART corridor multi-use path.
- Providing enhanced bike lanes on Commerce Boulevard between Hinebaugh Creek and Copeland Creek.
- Adding bicycle lanes on State Farm Drive, connecting Commerce Boulevard to the internal north-south paseo in the Triangle Business subarea.
- Providing protected or enhanced bicycle lanes on State Farm Drive between Enterprise Drive and Professional Drive, as described for the roadway improvements for State Farm Drive in Section 5.3.
- Adding bicycle lanes on Hunter Drive and on Enterprise Drive between Commerce Boulevard and State Farm Drive.
- Adding new bicycle facilities in coordination with the new roadways in the Station Center subarea, including bicycle lanes, central bicycle boulevards, and a Class I multi-use path adjacent to the SMART rail line.

5.4.2 Pedestrian Facilities

Pedestrian facilities include sidewalks, paths, crosswalks, pedestrian signals, curb ramps, curb extensions, and various streetscape amenities, such as lighting and benches. Sidewalks generally are attached, located adjacent to vehicular roadways and continuous throughout most of the PDA, except along the frontages of several undeveloped parcels, including on Commerce Boulevard at the northeast corner of Professional Center Drive and on State Farm Drive, northeast of Professional Center Drive.

All signalized intersections include marked crosswalks and pedestrian signal heads. Marked crosswalks are provided on major streets with unsignalized intersections, with the exception of the intersection of State Farm Drive/Professional Center Drive, where crossings on State Farm Drive are unmarked.

Figure 5.14: Bike and Pedestrian Circulation Concept

Source: City of Rohnert Park, AECOM, 2015

Pedestrian sidewalks are proposed to:

- Enhance north-south connections to Hinebaugh Creek in the City Center subarea.
- Establish defined pedestrian walkways and landscape improvements in the Central Commercial subarea and Triangle Business subarea, to support safe pedestrian access from adjoining residential neighborhoods or subareas.
- Complete sidewalk gaps that serve as a barrier to providing continuous travel connections.

Grade separated bike/pedestrian crossings are also proposed, including:

- An undercrossing of the SMART rail line along Hinebaugh Creek, connecting to the SMART multi-use path and Rohnert Park neighborhoods to the east.
- ~~A future bicycle/pedestrian bridge over RPX east of the SMART rail line, linking the Station Center subarea to the City Center subarea.~~[graphic to be removed along with text]

A bicycle/pedestrian bridge is proposed to connect the Station Center and City Center subareas.

5.4.3 Bike and Pedestrian Intersection and Crossing Improvements

An integral component to improving pedestrian and bicycle connectivity is creating public street crossings that are comfortable to use and carefully designed to accommodate all users in a safe manner. The proposed enhancements will increase driver awareness of crossing areas with high-visibility markings and pedestrian/bicyclist-activated warning lights; will reduce pedestrian crossing distances with the use of bulb-outs and median refuges; and will provide pedestrian-scale lighting to support pedestrian safety.

Pedestrian crossing improvements will be implemented at the intersections and crossings of the major arterials, collector streets, and high-use bike or pedestrian crossings, in the locations conceptually shown in Figure 5.13. Crossing improvements will be designed to respond to the type of activities programmed in the PDA, as demonstrated by the examples that follow.

Mid-block bike and pedestrian crossings are proposed at the following locations:

- Along RPX, where current block/ intersection distances vary between 940 and 1,200 feet, with two new signalized, mid-block pedestrian crossings, one serving the SMART multi-use path and the other creating a pedestrian linkage between the City Center and Station Center subareas at Lynne Conde Way.
- On Enterprise Drive between the Station Center subarea and the existing trail linkage leading to the Copeland Creek trails, potentially at a mid-block location and/or with a pedestrian signal, such as a newer type of device called a pedestrian hybrid beacon (HAWK signal), if appropriate.

Bike and Pedestrian Intersection Crossing Examples

SMART rail line crossing.

Street crossing of a bike and pedestrian multi-use path.

Paved, high contrast intersection crossing.

Intersection crossing with corner bulb-outs.

Roundabout intersection crossing.

Mid-block rail line crossing, with pedestrian signals.

Rohnert Park Expressway Mid-Block Crossings

New mid-block crossings identified for RPX will be designed carefully, to improve pedestrian connectivity while minimizing disruption to through traffic and providing user safety. Both locations will be designed primarily for pedestrians, with no provisions for passenger vehicle left-turn lanes from RPX onto side streets and vice versa. Because of traffic levels on RPX, it will be necessary for these crossings to be signalized, using either conventional traffic signals or a HAWK signal. Both types of devices can be integrated into the coordinated signal timing that exists on RPX, effectively minimizing disruption to through-traffic by activating pedestrian crossings to occur in between the "platoons" of through-traffic, created by signal coordination.

A conventional traffic signal will be activated at all times, whereas a HAWK signal will activate only when a pedestrian or bicyclist wishes to cross the corridor. Both devices can be designed to communicate with railroad crossing signaling systems, so that any queues downstream from the rail crossing are cleared before arrival of a train, and both can be programmed to accommodate emergency vehicle pre-emption. Both of these parameters are particularly important at these locations on RPX, because of the proximity of the SMART rail line and existing fire station emergency signal.

The choice of signalization option (conventional versus HAWK) as well as a more detailed evaluation of appropriate signal timing and pre-emption schemes for these two signals will need to be completed before installation, and preferably after detailed development details for future development in the Station Center subarea are known.

A Z-crossing is proposed at the RPX mid-block crossing.

As an alternative, an L-crossing may be considered for the midblock crossing on RPX.

Pedestrian refuge islands and bus pull-outs are proposed to be provided on RPX.

Enterprise Drive Crossing Improvements

The new pedestrian crossing on Enterprise Drive (shown in Figure 5.13) will be adjacent to an existing pathway that links the south side of the street to trails along Copeland Creek. How this new crossing will be accommodated will depend on how the Station Center subarea on the north side of the street ultimately develops. If the Station Center subarea development includes a public street at this location, the crossing will not be considered "mid-block" and can accommodate pedestrians and cyclists effectively by using components such as bulb-outs, median refuge areas, high-visibility pavement parking, and if warranted, pedestrian warning lights or signals.

If the crossing occurs at a mid-block location, similar techniques may be used, although this will need to include warning lights or use of a signal becomes more of a necessity to ensure public safety.

For either scenario, it will be necessary to evaluate the types of crossing amenities warranted when the development proposal moves forward and the surrounding circulation context is known.

Example of a mid-block crossing, with a HAWK signal.

Example of a high contrast, mid-block crossing, appropriate along Enterprise Drive.

5.5 ROUNDABOUTS

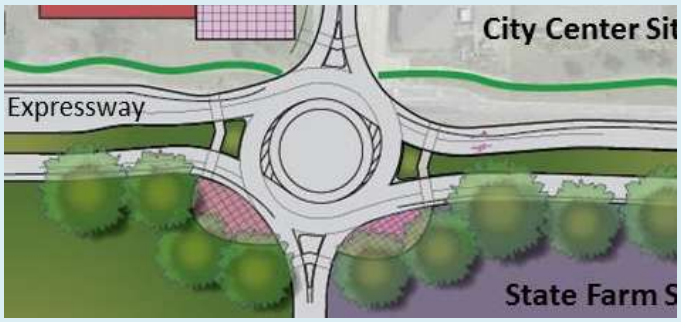
Roundabouts were discussed during the PDA planning process as a way to enhance pedestrian connectivity with minimum disruptions to vehicle flow. A key advantage to roundabouts is that stoplights are not needed so vehicles need not stop unless a pedestrian is in a cross-walk. Pedestrian safety is increased since the curvature of the roundabout results in a natural slowing of vehicles and creates gaps in traffic flow allowing pedestrian to cross within designated areas.

A disadvantage of roundabouts is that they can require a significant amount of right-of-way to construct, so before a roundabout could be considered within the PDA area, more study would be required. Since roundabouts are not commonly used in California, the installation can face political opposition. For example, due to a controversial roundabout proposal the voters of neighboring Cotati adopted a "roundabout ban" in 2012.

Within the PDA, roundabouts could be effectively used at:

1. Major intersections. Roundabouts can be an effective replacement for stoplights. For example, a multi-lane roundabout could be installed at the intersection of State Farm Drive and Rohnert Park Expressway allowing the free flow of traffic. Median refuge islands would allow for safe pedestrian crossings.

2. Mid-block crossings. Roundabouts can be used effectively at midblock locations along major thoroughfares to allow for access to minor perpendicular roadways and facilitate pedestrian crossing. This can be accomplished without stopping traffic along the major thoroughfare with a stop light or pedestrian activated signal.



Roundabout Conceptual Design (Lynne Conde Way/RPX)

Example of a roundabout

The conceptual design of a mid-block roundabout is depicted in the image above. This illustrates that a modest roundabout fits within the right-of-way. Using a roundabout at this particular location has multiple advantages. A roundabout would allow for vehicular access from all directions – creating connectivity to the north and south which does not currently exist. Also, a midblock pedestrian connection would be created. It is expected that pedestrian traffic will increase significantly when the new SMART station is open and this would be a logical place for pedestrians to cross. The unique characteristics of a roundabout could be a good fit at this location. This is within the future downtown area of Rohnert Park and this would a good location for a special feature or focal point.

5.6 TRANSIT DESIGN CONCEPTS AND IMPROVEMENTS

The PDA is served by several Sonoma County Transit (SCT) bus routes that provide local service to adjacent Sonoma County communities. Regional bus service, connecting communities from Santa Rosa to San Francisco, are provided by Golden Gate Transit. All transit routes converge at the Central Commercial subarea, with stops on Commerce Boulevard and Enterprise Drive. Several SCT routes also operate on RPX and State Farm Drive.

The transit concept diagram (shown in Figure 5.15) identifies several locations where new transit stops and a new circulator route serving the SMART station, via new streets in the Station Center subarea, would be beneficial.

The conceptual street network for the Station Center subarea will allow flexibility for transit operators to determine routing, including the ability to continue serving existing stops in the vicinity by diverting from existing routes after the SMART station and Station Center subarea development are completed.

Policies of the PDA Plan support transit use, by concentrating development around existing and planned transit facilities and accommodating new or diverted bus routes that directly interface with the planned SMART rail station. The PDA Plan also focuses development in an area that has an existing concentration of local and regional bus routes, with timed stops on Commerce Boulevard and Hunter Drive.

Figure 5.15: Transit Concept Diagram

Source: City of Rohnert Park, AECOM, 2015

5.7 ACCESSIBILITY

Circulation goals and policies will improve mobility in the PDA for all users, including those with physical disabilities. Disabled access for new or renovated development is governed by California's Title 24 and the Americans with Disabilities Act (ADA) accessibility guidelines. These standards are enforced by the City.

Each project will be designed to accommodate ADA access, including any public infrastructure projects, such as enhancements to sidewalks, new roadways, street crossings, and wayfinding signage; site planning or design of private developments; and building design and construction.

As new transportation infrastructure facilities are constructed, the design of facilities within the public right-of-way and on private property will need to comply with the requirements set forth by the ADA. Also, as facilities are designed, upgraded, and improved, they will include replacement of non-ADA compliant design features, such as curb ramps and narrow or missing sidewalks.

5.8 PARKING

5.8.1 Parking Context

Existing parking in the PDA includes public on-street parking and off-street parking in public and private parking lots. On-street parking is prohibited on most streets, including RPX, Commerce Boulevard, and State Farm Drive, but is allowed on most local streets. Retail and office uses provide their own on-site parking places, in quantities generally meeting or exceeding City Code. Residential parking in the PDA generally is provided by on-site parking lots. Newer residential development in the City Center subarea includes a combination of surface and tuck-under parking.

The City's parking requirements are contained in Chapter 17.16.030 of the Zoning Code and are required at the following ratios:

- Multi-family Residential:
  - 1 space per studio or 1-bedroom unit;
  - 2 spaces per 2-bedroom unit;
  - 2.5 spaces per 3-bedroom unit;
  - 1 additional space per bedroom for units greater than or equal to 4 bedrooms; and
  - 1 guest space for every 4 units.
  - Office (Governmental, Business, and Professional): 1 space per 250 square feet of gross floor area.
- Shopping Centers: 1 space per 300 square feet of gross floor area.

In addition Chapter 17.16.040 of the Zoning Code allows parking reductions of:

- Up to 25 percent for shared parking, where a combination of uses can demonstrate and make the finding that the uses share a common parking area and demand for parking occurs over different time periods, making the full parking requirement unnecessary; and
- Up to 10 percent, permitted by the Planning and Community Development Director or designee for providing a rideshare, transit incentive, or other transportation system management program.

Off-site parking also is permitted, subject to the requirements of Chapter 17.16.070, if off-site spaces are within 300 feet of the use(s) they are intended to serve.

5.8.2 Parking Analysis

Conventional Parking Analysis

Analysis of the parking requirements in the Parking Strategy Memo for Central Rohnert Park, available as a separate attachment, was conducted for the City Center and Station Center subareas, where shared parking lots and potential future parking structures are envisioned, in close proximity to the SMART rail station. Based on strict interpretation of Code requirements, not accounting parking reductions, a need for approximately 3,461 total parking spaces will occur, assuming an average of two spaces per unit in multi-family residential development. These requirements were developed based on sites with a single use, at typical suburban sites.

However, this standard will not necessarily be applied in the City Center and Station Center subareas, which will encourage compact, mixed-use development that will take advantage of shared parking opportunities for different uses that often experience peak parking demand at different times of the day or even longer periods. Using a shared parking approach for the Station Center and City Center subareas or between adjacent properties can substantially improve the efficiency and costs of projects, when considering the goals of the community to support transit-oriented development patterns and non-vehicular modes of travel, housing affordability, and efficient use of urban land. The costs of excessive parking will be great, when considering that the space required and costs of structured parking can range from $15k to $30k, per space.

Shared Parking Analysis

Using a shared parking approach based on the Urban Land Institute's shared parking model, which provides adjustments for local mode splits for vehicular, transit, and walking or bicycling trips, the hourly parking demand profile for uses in the City Center and Station Center were estimated for weekday and weekend periods. Based on the cumulative parking demand profile of the mixed uses in the City Center and Station Center subareas at build-out, a peak demand of 2,572 parking spaces is projected (refer to the Parking Strategy Memo for more information).

Findings

The difference in parking demand between the application of single-use parking standards (calling for approximately 3,461 spaces) and the same mix of uses, accounting for efficiencies created by shared parking, was just over 25 percent. This is consistent with City requirements, allowing a parking reduction of 25 percent for shared parking, where it can be shown such efficiencies exist.

A key challenge for the PDA will be providing the appropriate balance of parking. Too much parking will add unnecessarily to development costs, will take up valuable land, and will encourage driving. Providing inadequate parking may result in unnecessary circulation by drivers looking for a parking space, which may discourage patrons from visiting the PDA. The PDA's proximity to transit provides a strong case to support parking reductions. However, many potential visitors to the PDA may not consider transit as a viable travel mode, because of the lack of access and/or convenience, so determining the needs of likely community users is a key consideration.

Overall parking demand is expected to decrease on a per unit basis, as the area establishes itself as a destination and transit service to the area becomes more attractive and convenient. New residents also are expected to choose to live in and businesses choose to relocate to Central Rohnert Park, because of walkability and transit services offered. Thus, development in latter project phases gradually can be expected to reduce the need for parking spaces, with implementation of transit and other non-vehicular transit alternatives. The City already allows reduced parking for projects that demonstrate the ability to share parking or provide a transit incentive or other transportation management program.

5.8.3 Recommended Parking Approach and Standards

Recommended Parking Standards

The parking ratios (as shown in Table 5.2) are recommended in the PDA. Employing the recommendations of the shared parking analysis conducted for the City Center and Station Center subareas, an automatic parking reduction of 25 percent above existing City Code standards is proposed in the City Center and Station Center subareas. Through this standard, reserved spaces or spaces dedicated to a single use are minimized, beyond the requirement of one reserved space per residential unit. Parking reductions will need to work along with pedestrian connectivity enhancements throughout the PDA area, to fully implement the "park once" concept.

Outside the City Center and Station Center subareas, development in the PDA could be granted a 25 percent parking reduction, as currently permitted by the City Code. To qualify for this reduction, development would be required to utilize shared parking practices.

Up to an additional 10 percent parking reduction also may be permitted for large developments, at the discretion of the Development Services Director for providing a ride-share, transit incentive, or other transportation system management program that demonstrates a higher transit mode share split than allowed by shared parking reductions.

Parking Strategies

In addition, the following parking strategies will be considered in the PDA's subareas and centers.

A variety of types of parking development will be needed to fill parking demand in the PDA and likely will consist of:

- **Private parking** may be used for individual development projects on surface lots, and occasionally in parking structures where shared parking approaches are to be encouraged to the extent feasible to avoid overdevelopment of parking that promotes auto dependency.
- Recommended in the City Center and Station Center subareas, **common parking facilities** can occur on lots or in structures that can be constructed by the City to help manage parking for public use or by private developers who allow shared use of parking facilities.

  Public lots or structures can be funded through the creation of a parking district, such as in downtown Santa Rosa, where developers will pay fees to the district, in lieu of providing some or all of their required parking. In this case, business owners may opt to pay in-lieu fees through a parking district or similar mechanism and absorb the cost of parking on behalf of their patrons or employees.

  Larger, shared-use lots also can be privately constructed, to serve the parking demand generated by multiple parcels. The City's Zoning Code allows for this type of off-site parking to be used, as long as the lot or structure is within 300 feet of the use it is intended to serve.

  Whether common lots are public or private, these facilities need to be planned and placed in central locations, to allow the greatest possible shared parking efficiencies.
- **Unbundled parking** for residential developments will separate the cost of parking from the housing, meaning that residents with no vehicles will realize a cost savings by not needing to lease a space.

Table 5.2: Parking Standards

Subarea	Parking Ratios by Land Use				
	Multi-family Residential	Retail	Office or Public		Industrial
Station Center	Studio or 1 BR: 1 space/unit 2 BR: 1.5 spaces/unit 3+ BR: 2 spaces/unit Guest space: 0.2 spaces/unit	2.5 spaces/1,000 gsf	3 spaces/1,000 gsf		
City Center					
Triangle Business		Shopping Center: 3.3 spaces/1,000 gsf [1]	Governmental, Business, Professional: 4 spaces/1,000 gsf [1]		2.5 spaces per 1,000 gsf
Central Commercial					
Creekside Neighborhood					
Total Units at Build-Out of PDA Plan (units and per 1,000 nsf)	**2,225 units**	**1,141.6k**	**987.8k (office)**	**222.1k (public)**	**898.0k (industrial)**
Triangle Business	150 units	197.8k	834.0k	0	898.0k
City Center	258 units	107.1k	32.5k	185.3k	
Station Center	415 units	171.6k	65.3k	0	
Central Commercial	240 units	618.3k	44.4k	27.0k	
Creekside Neighborhood	1,162 units	46.8k	11.6k	9.5k	
Parking Spaces Required	**4,039 [2]**	**3,543**	**3,854**	**702**	**2,245**

Notes:
[1] No change to current Zoning Code standards.
[2] Based on an assumed average of 2 bedrooms per unit.
BR = Bedroom; gsf = gross; nsf = net square feet

Source: AECOM, 2015

Correspondingly, residents wishing to lease more than one reserved space can pay to do so. Unbundled parking may be used in the PDA as a means of increasing housing affordability and supporting the use of transit, while simultaneously maximizing use of the reserved parking spaces required at residential developments.

- **Paid parking** in the PDA may be beneficial as a long-term strategy to affect parking behavior. Although installing meters or charging for parking may not be needed as a parking management tool, based on current conditions (i.e., to improve parking turnover or reduce illegal overtime parking), and because parking demand generally is met by current supply, this strategy will be evaluated for implementation over the life of the PDA Plan, in lieu of constructing additional parking garages or to help fund construction of new parking facilities.

  A paid parking program will be recommended when parking demand levels are consistently high (e.g., routinely above 85 percent), and scarce parking resources will need to be managed through various means, such as shared parking in public or private lots, designated employee and patron parking, and metered parking. Parking rates need to be scaled to influence the location of short-term and long-term parking.

  With a paid parking program, the user pays for his/her own parking. Business owners also can elect to validate parking for their patrons or employees. The fee structure and level of enforcement help organize the parking to achieve the desired distribution of parking across the available resources.

  Money generated by paid parking can be used to maintain the parking resources, for enforcement of parking regulations, to fund additional parking resources, or for localized improvements (e.g., streetscape improvements). When paid parking is in place, employers also can be encouraged to provide a parking cash-out or transit benefits for their employees, in lieu of providing parking. This will have a dual benefit of reducing parking demand while encouraging transit use.

6.1 Chapter Overview

The Community Design Guidelines presented in this chapter address the envisioned urban form and expectations for streetscape, site planning, and building design in the Central Rohnert Park Priority Development Area (PDA). Community design guidelines implement the vision for high-quality site and building development that is responsive to market conditions.

These Community Design Guidelines are organized into three sections:

- Section 6.1, "Chapter Overview," provides an overview of the goals and policies of these Design Guidelines and community qualities to inform the character of the PDA.
- Section 6.2, "Community-Wide Design Elements," summarizes the park and open space; streetscape/landscape design; building relationship to the street; and gateway and signage features that knit the community together and contribute to the public realm identity of the PDA.
- Section 6.3, "Subarea and Neighborhood Design Guidelines," provide more specific guidance for the subareas, the downtown, and neighborhoods in the PDA.

The Guidelines supplement Rohnert Park's citywide *Design Guidelines for Commercial, Mixed-Use, and Multi-family Buildings* (Rohnert Park Design Guidelines). Where the Guidelines are in conflict with the Rohnert Park Design Guidelines, these design guidelines apply. Site, landscape, and architectural design guidelines for Central Rohnert Park should be referenced in coordination with the land use and development standards in Chapter 4, and the proposed circulation improvements, identified in Chapter 5.

6.1.1 Community Design Goals and Policies

Goal CD-1: Support improvements to the pedestrian orientation of the PDA.

Policy CD-1.1: Establish a zero foot building setback that allows buildings to be located at the back of the sidewalk for commercial areas in the Downtown District Amenity Zone, as indicated in Figure 6.5.

Policy CD-1.2: Support public realm enhancements that improve bike and pedestrian connectivity, comfort, and access from neighborhoods and destinations in the PDA to the SMART rail station.

Policy CD-1.3: Encourage new development to provide public plazas, gathering places, and pedestrian amenities that contribute to the character of the street and public realm.

Policy CD-1.4: Focus public and private investments inside the Downtown District Amenity Zone to create an urban downtown streetscape and facilitate pedestrian and bicycle crossings of Rohnert Park Expressway (RPX) and State Farm Drive.

Goal CD-2: Create a consistent character and identity for Central Rohnert Park, in downtown and its subareas.

Policy CD-2.1: Develop a streetscape palette, based on recommendations in Section 6.2.2, that accents the identity for downtown and each of the subareas and enhances the character and role of the street.

Policy CD-2.2: Promote sustainable development practices that result in more energy- and water efficient development, responsive to the mild climate conditions in the Sonoma Valley.

Policy CD-2.3: Allow diverse building types and styles that are compatible and consistent with the character of development in Sonoma County.

Goal CD-3: Ensure the quality of new development.

Policy CD-3.1: Use high quality landscaping and building materials at the SMART station.

Policy CD-3.2: Support high quality architecture, streetscape, and landscape design features in the Downtown District.

6.1.2 Community Character

A priority of the community is to reflect the desired sense of place for Rohnert Park, drawing from the local landscape and traditional centers and downtowns in the Sonoma Valley. This sense of place should build from the mixed-use character of the PDA; urban improvements that have occurred in the City Center over the past several years; and the opportunities with the SMART rail line to put Central Rohnert Park on the map as a downtown destination. Existing community assets that should guide the character and identity of Central Rohnert Park include:

- **Historic rural landscape.** Established by the distant views of the Taylor and Sonoma Mountains, working landscapes, open space community separators at the City's edge, and tree-lined creeks, swales, and mature oaks are valued resources in the community. This natural, rural setting should be highlighted within broadly landscaped roadway corridors, views to the mountains, the connected system of neighborhood greenbelts, and building and landscape materials that draw from the native landscape and resources in Sonoma County.
- **Planned neighborhood form.** The community form of Rohnert Park draws from the "neighborhood unit" town planning concept of the early twentieth century. Neighborhoods in the city were organized around a central park and school. Bike and pedestrian trails, separated from vehicular traffic, and connect the community. The City has embraced the walkability concepts of its planning origins and continues to focus on the tradition of creating quality public spaces and walkable neighborhoods.
- **Redwood trees.** Planted within the street medians and landscape setbacks in the city's rights-of-way, redwood trees are a defining landscape feature, framing many of the streets and landscape corridors in Rohnert Park. They are a recognized landscape symbol for the city, to be preserved but also to be supplemented and replaced when necessary, with native tree species that are climate appropriate and require less water and other resources to maintain.
- **Vernacular style.** The local vernacular, as defined in the Rohnert Park Design Guidelines, is characterized by its informal design, asymmetrical compositions, neutral color palette, low roofs, and deep set eaves, reflected in the variety of styles in the city, ranging from the historic farm buildings at the edge of the city, the mid-century modern expression of the city's historic landmark sign, to Mediterranean-themed commercial centers and contemporary civic buildings. A sustainable design emphasis, with focus on climate-appropriate design and quality outdoor public spaces, should be recognized as a norm for large new projects.

Central Rohnert Park, as a place, should grow and build from these influences. The organic forms and asymmetric patterns that are part of the city's landscape should give and inspire the landscape and architectural design identity of the PDA. A contemporary urban design, timeless character, and traditional, high quality materials (e.g., wood, concrete, metal, and locally available stone or rock) should be used in establishing a new downtown for Rohnert Park.

Existing Community Character

Mountain views along RPX

Creek open space trails

City mid-century modern welcome sign

6.2 Community-Wide Design Elements

6.2.1 Parks and Open Space Design

The City has a well-defined open space network, including community open space separators, creek corridors, recreational facilities (i.e., Roberts Lake and the Foxtail Golf Course), and linear landscaped street corridors that frame its open space views. The PDA includes trails along Copeland and Hinebaugh Creeks, key east-west connections to regional area trails. Regional trail improvements stop short in the PDA, and thus need to be planned to integrate with regional trail systems, including the SMART multi-use path. Figure 6.1 shows the proposed park, open space, and trail opportunities in the PDA to establish a well-connected park and open space network, accessible to the entire community.

The PDA lacks park and plaza spaces, with the exception of City Center plaza and common spaces, associated with private residential or business developments. Additional parks, plazas, and open space, accessible to the public, should be added, conditioned with new development or encouraged within existing developments to expand the supply in the city, as addressed in Chapter 7. Park or open space, dispersed within a walkable distance to different areas of the community, should be targeted, as conceptually shown in Figure 6.1. A central north-south bike/pedestrian paseo is proposed to connect the Triangle Business subarea.

6.2.2 Landscape/Streetscape Design

Landscapes/streetscapes can enhance the livability of Central Rohnert Park and can help to establish an attractive, cohesive character of defined subareas, neighborhoods, and streets. Landscaping should accentuate view corridors, complement existing features of the community, provide stormwater treatment, soften the built environment, and provide appropriate transitions to adjacent uses.

Figure 6.2 shows the landscape and streetscape design features in Central Rohnert Park, reflecting the location of the creek corridors, the potential for landscaped roadway corridors with continuous street tree canopies, new landscaped gateways, and landscaped buffer and stormwater drainage areas along U.S. 101 and the western edge of the SMART rail line. Private property improvements should complement public landscape and streetscape design themes to enhance the livability of the community.

Pedestrian refuges in the medians of arterial and collector streets with striped, textured, or colored pavement should be used to provide and enhance safe bike and pedestrian crossings, as shown in Figure 6.2.

Streetscape Design Character

Streetscape design, which addresses the public realm between the street and the building face, encompasses the selection of landscaping, street trees, and pedestrian amenities, such as lighting and street furniture.

Several streetscape design conditions are prevalent in Central Rohnert Park, including "urban" patterns that occur in the commercial and mixed-use areas in the City Center; "attached sidewalk" conditions, prevalent along most of the existing older streets in the PDA; and "parkway" conditions, where sidewalks are separated by a landscape buffer that exist outside the PDA but may be developed along newer streets in the community.

Figure 6.1: Park and Open Space Design

Source: AECOM, 2015

Figure 6.2: Landscape/Streetscape Design

Source: AECOM, 2015

Urban Streetscape Condition

The urban streetscape condition, characterized with trees placed in landscaped planter wells at the back of the sidewalk, occurs in the City Center. This condition also is proposed as the typical streetscape condition for mixed-use areas in the Station Center and City Center subareas (see street sections in Chapter 4). Tree wells should be a minimum of 5 feet by 5 feet in size, to support small or medium-sized trees.

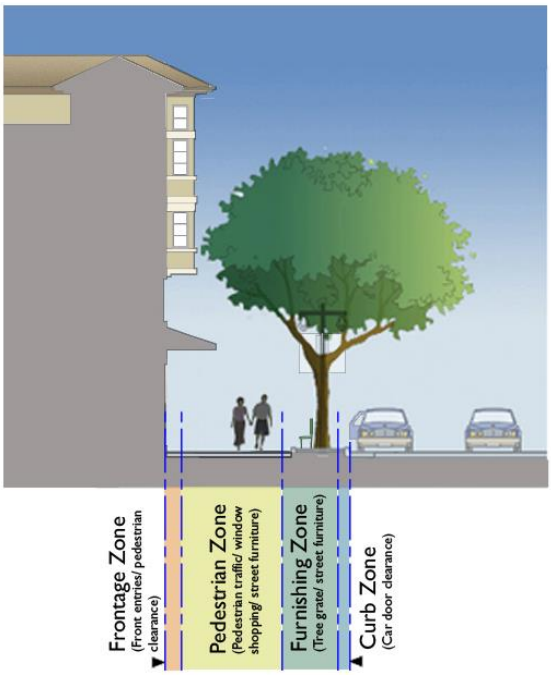
Sidewalks should be designed to support the type of pedestrian activities planned on site. Table 6.1, "Urban Streetscape Guidelines," suggests the minimum widths to support various sidewalk activities. As shown in Figure 6.3, these activities are organized into four zones: the frontage zone adjacent to the building entry; the pedestrian zone supporting pedestrian travel and entry; the furnishing zone providing pedestrian amenities; and the curb zone addressing activities that occur at the edge of the curb.

Table 6.1: Urban Streetscape Guidelines

	Minimum Width
Sidewalk Width	10 feet (with street tree planters) 15 feet (with outdoor dining)
Frontage Zone	
Pedestrian clearance/ Front entrance	2 feet
Pedestrian Zone	
Pedestrian traffic Window shopping ADA turning radius	5 feet 3 feet from building 5 feet
Furnishing Zone	
Street furniture Tree wells Tree spacing Back of bus bench Back of bus shelter	2-3 feet 5 feet x 5 feet 20 feet 5 feet from curb 7.5 feet from curb
Curb Zone	
Open car door clear. Bus drop-off	1.5 feet 8 feet

Urban streetscape condition

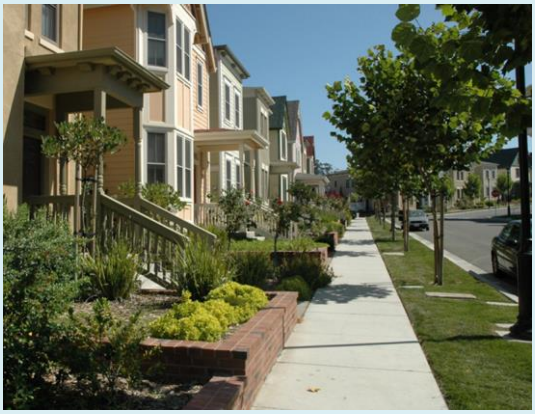
Figure 6.3: Urban Streetscape Zones



Parkway Condition

The parkway condition includes street trees in landscaped planting strips that create a buffer between the sidewalk and the street. The parkway design should incorporate a minimum 5-foot-wide sidewalk, with a minimum 6-foot-wide landscape strip.

Parkway conditions are recommended within planned new residential areas in the Station Center subarea and also are recommended along busy arterial or collector roadways, where feasible, in the Central Commercial and Triangle Business subareas.



Parkway condition

Attached Sidewalk Condition

Attached sidewalks are the typical existing condition but are not recommended in more pedestrian-oriented areas, such as the Station Center and City Center, or along busy arterial or collector roadways with high traffic volumes.

Where the potential exists along key access roadways, such as State Farm Drive, Commerce Boulevard, Enterprise Drive, and Professional Drive, bike lanes or multi-use paths and on-street parking, alternating with landscape planters or stormwater curb extensions, are recommended to support parking and landscape improvements that provide a buffer to walkways. Refer to street sections in Chapter 5 for proposed streetscape improvements.

Attached sidewalk condition on Enterprise Drive

Street Trees

Street trees are a key component of the overall PDA landscape and should support an attractive street environment that facilitates walking and bicycle use. General guidelines for the selection of trees and proposed planting methods are discussed next.

General Guidelines for Street Trees

Street trees and trees in parks, open space, paseos, and other landscape areas in the PDA should be chosen from the recommended tree lists in Tables 6.2 and 6.3, respectively. Trees that are not listed in the tables also may be selected, if they are acceptable to the City and are consistent with the following guidelines:

- Trees should be chosen to provide shade, seasonal color, and variety of form.
- Within existing landscaped areas, an appropriate mix of tree species should be selected that are compatible with existing landscaping and trees, but should be limited to five or six different tree species to reinforce and enhance the character of the street.
- Similarly, a variety of tree species, with a cohesive landscape palette, should be selected for new development areas in the Station Center to support a cohesive streetscape character and unique town center environment.
- Primary street trees should be large canopy species, chosen from Table 6.2, that create a dense green environment at maturity. These trees should be planted with sufficient spacing to allow for full growth and spatial continuity.
- Street trees should be selected to avoid long-term damage to streets, sidewalks, and other infrastructure. Root barriers should be used as needed.
- Accent trees, planted in clusters, as recommended in Tables 6.2 and 6.3, should be used at key community intersections or to highlight important community destinations, as suggested in Figure 6.2.

Table 6.2: Recommended List of Street and Accent Trees		
Botanical Name	**Common Name**	**Locations; Unique Characteristics**
Large Deciduous Street Trees		
Celtis australis	*European Hackberry*	Downtown district; shiny green foliage
Cercis canadensis	*Eastern Redbud*	Downtown district; small, red foliage
Gleditsia triacanthos	*Sunburst Honey Locust*	Triangle Business subarea; green-gold foliage
Pistachia chinensis	*Chinese Pistache*	Anywhere
Platanus acerfolia	*London Planetree*	Commerce Blvd. or State Farm Dr.; durable trees
Platanus racemosa	*California Sycamore*	
Quercus lobata	*Valley Oak*	Broad landscape areas; large, dry or wet
Quercus rubra	*Red Oak*	Broad landscape corridors; large
Large Evergreen Street Trees		
Populus Nigra	*Lombardy Poplar*	Screening, community gateways; vertical
Magnolia grandiflora	*Southern Magnolia*	Broad landscape areas; large evergreen
Quercus agrifolia	*Coastal Live Oak*	Screening and in broad landscape corridors; large
Quercus ilex	*Holly Oak*	
Sequoia sempervirens	*Redwood*	
Small/Medium Accent Trees		
Acer buergeranum	*Trident Maple*	Downtown district; ornamental
Acer rubrum	*Red Maple*	Downtown district; red
Cercis occidentalis	*Western Redbud*	Anywhere; small, red accent, round
Quercus suber	*Cork Oak*	Anywhere, medians, planters
Malus 'Prairie Rose'	*Flowering Crabapple*	
Nyssa sylvatica	*Sour Gum*	
Prunus cerasifera	*Thunder Cloud Flowering Plum*	Downtown gateway, medians; purple foliage
Pyrus calleryana 'Aristocrat,' 'Autumn Blaze,' 'Capital'	*Ornamental Pear*	Downtown gateway, medians; green foliage
Tilia Cordata	*Little Leaf Linden*	Anywhere; small, green foliage

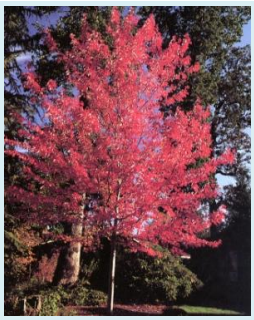
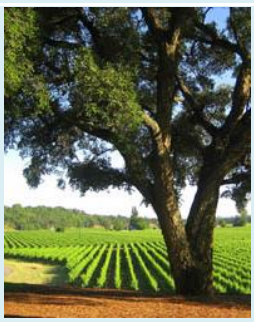
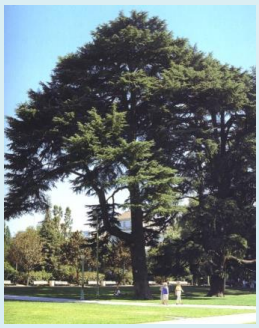
Street Trees *(large to small)*	 ***London Plane Tree***	 ***Sunburst Honey Locust***	 ***Eastern Redbud***
Accent Trees *(large to small)*	 ***Red Maple***	 ***Sour Gum***	 ***Cork Oak***

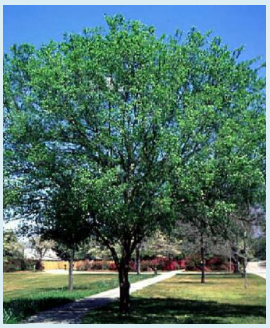
Table 6.3: Recommended List of Trees for Parks, Paseos, and Open Space		
Botanical Name	**Common Name**	**Recommended Locations; Unique Characteristics**
Large Canopy Trees		
Acer pseudoplatanus	*Red Maple*	Parks or open space; large
Cedrus deodara	*Deodar cedar*	Downtown district
Cercis canadensis	*Eastern Redbud*	Downtown district; red
Gleditsia triacanthos	*Sunburst Honey Locust*	Central Commercial and Triangle Business subarea
Juglans californica	*California Black walnuts*	
Pistachia chinensis	*Chinese Pistache*	Downtown district
Quercus douglasii	*Blue oak*	Multi-use paths; large
Quercus lobata	*Valley oak*	Multi-use paths; large, dry/wet, flat soil
Quercus rubra	*Red oak*	Open space; large oak
Ulmus varieties	*Elms*	Open space in Downtown district; large green foliage
Riparian Trees		
Acer macrophyllum	*Big leaf maple*	Along creek corridors
Acer negundo	*Box elder*	Along creek corridors
Alnus rhombifolia	*White alder*	Along creek corridors
Crastaegus douglasii	*Black hawthorn*	Along creek corridors
Fraxinus Americana	*White ash*	Along creek corridors
Salix gooddingii	*Goodding's willow*	Creek edge
Salix lasiandra	*Red Willow*	Creek edge
Small / Medium Accent Trees		
Quercus suber	*Cork Oak*	Downtown district; plazas
Acer buergeranum	*Trident Maple*	Downtown district, plazas
Arctostaphylos glauca	*Big berry manzanita*	Parks or open space areas
Cercis occidentalis	*Western Redbud*	Downtown district; plazas
Heteromeles arbutifolia	*Toyon*	Station Center or Creekside Neighborhood; accent
Lagerstroemia indica	*Crape Myrtle*	Along open space paseo; plazas
Nyssa sylvatica	*Sour Gum*	Gateways or plazas
Cupressus sempervirens	*Italian Cypress*	Gateways or screening
Populus nigra	*Lombardy Poplar*	Gateways or screening



Deodar Cedar

White Alder

Southern Magnolia



Elm Tree varieties

Source: AECOM, 2015

Street Furnishings and Lighting

A uniform style of street furniture and lighting is recommended in Central Rohnert Park for a cohesive design and development theme, as suggested by the images below. Street furnishings may include kiosks, benches, newspaper racks, bike racks, bus shelters, lighting, planters, trash cans, benches, café tables, and chairs to encourage activity on the street.

Lighting should be selected to support the safety, security, and pedestrian quality of the PDA subareas. A single, distinctive light fixture should be used for all major arterial and collector roadways in Central Rohnert Park. Street lighting on local streets may be ornamental or decorative pedestrian light fixtures, not to exceed 16 feet in height and should be coordinated in style and materials with street furnishing to establish a consistent design theme for the community. Landscape lighting should be used for gateway entry features, signage, and other pedestrian areas. Uplighting of trees or landscaping may be used to identify special entries, destinations, or landmarks.

Landscape design details, such as shading, paving, screening, traffic calming, and other specific pedestrian-oriented design features in the PDA are further addressed in the design guidelines that follow in the next section.

Street Furnishing Character

6.2.3 Building Setbacks

Figure 6.4 shows recommended building setbacks in the PDA. Commercial and mixed-use buildings in the City Center and Station Center subareas have zero-foot setbacks (e.g., buildings typically located at the back of the sidewalk). Building setbacks may vary from the build-to-line, to allow additions to the public realm, such as plazas or outdoor spaces (including outdoor seating/dining areas). Setbacks adjacent to residential uses should have greater setbacks, to allow private entryways into individual units and support transitions from public to private space.

Existing building footprints are identified by the dark shaded blocks in Figure 6.4. Buildings along major arterial roadways, such as those along RPX and Commerce Boulevard, tend to have greater setbacks. Appropriate architectural or landscape treatments that will provide a buffer to traffic noise should be considered on these roadways. Setbacks for commercial, industrial, or office uses in the Central Commercial, Triangle Business, and Creekside Neighborhood subareas are varied. Development in these areas should be compatible with existing average, adjacent setbacks on the same block, except where infill growth is recommended closer to the street, as shown in Figure 6.5. Setbacks should be landscaped to coordinate with the streetscape design themes, established in the PDA. Building setback variations are recommended to support pedestrian courts and plazas, integrated into site development plans, where possible.

6.2.4 Building Orientation

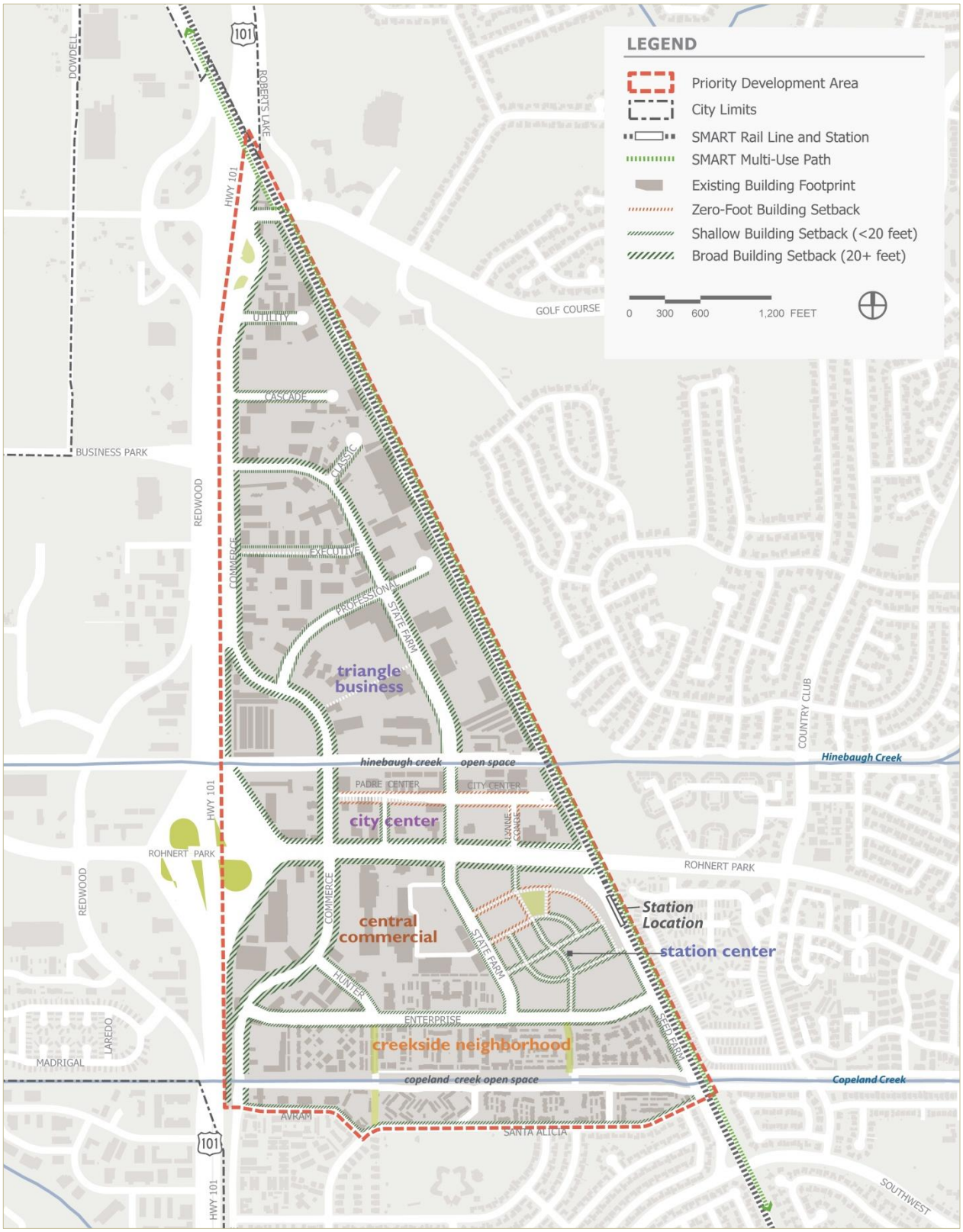
When possible, ground-level storefronts and entrances should be concentrated along pedestrian routes, as shown in Figure 6.5, consistent with the development standards discussed in Chapter 4. Street edges should be defined with consistent building lines or landscaping, to support pedestrian activity.

Mixed-use development should be defined by buildings or landscaping along City Center Drive, Padre Center Drive, and on east-west local access roadways, leading to the Station Center subarea. Landscaping should be positioned at the back of the sidewalk, to establish an attractive streetwall. Buildings along the streetwall should be articulated with architectural elements, such as awnings, overhangs, and arcades. Parking areas should be dispersed, provided on-street, located within interior parcels, or screened.

Residential uses should front on streets or publicly accessible spaces (e.g., courtyards, parks, or paseos). If applicable, accessory commercial uses and common space should be located on the ground floor.

In the Triangle Business and Central Commercial subareas, non-residential infill development is encouraged, to define the street and support opportunities for new plazas or other pedestrian amenities. Buildings should have storefronts and/or articulated facades and public entrances along the street.

Figure 6.4: Building Setback Diagram



Source: City of Rohnert Park, AECOM, 2015

Figure 6.5: Streetwall Diagram

Source: City of Rohnert Park, AECOM, 2015

6.2.5 Gateway and Signage System

A cohesive gateway and signage system, coordinated with landscape and streetscape improvements, can help to give a unique brand and identity to Central Rohnert Park and establish it as a destination. Community gateways and signage should identify the boundaries of the city, brand Central Rohnert Park, and support development of local subareas.

An integrated community gateway and signage program for the PDA Plan is proposed, including:

- Civic community gateways
- District or neighborhood identity markers
- District wayfinding signs
- Open space and trail signs

A description of each of these signage themes is presented next. The proposed location for each of these types of signs is shown in Figure 6.6.

Civic or Community Gateways

Civic gateways should be established at community entries along roadways, bikeways, railways, and highways, to contribute to the unique identity of Central Rohnert Park. These gateways may consist of landscaping, art, monument signs, and/or other types of markers, placed at key entry locations into Rohnert Park (e.g., off the RPX exit of U.S. 101, as shown in Figure 6.7).

The SMART train station also should be thought of as a special gateway into the community and should be identified with a special iconic landmark feature, plaza area, urban landscaping, and coordinating street furniture. Gateway signage should be accompanied by landscaping and may incorporate public art that expresses the community's vision. Community gateway concepts for Central Rohnert Park are provided in the aspirational images below and are suggested in the site design concepts for a community gateway on RPX in Figure 6.7, entering the PDA from U.S. 101, on the west.

Community Gateway Character Examples and Themes

Local materials

Asymmetric landscape patterns

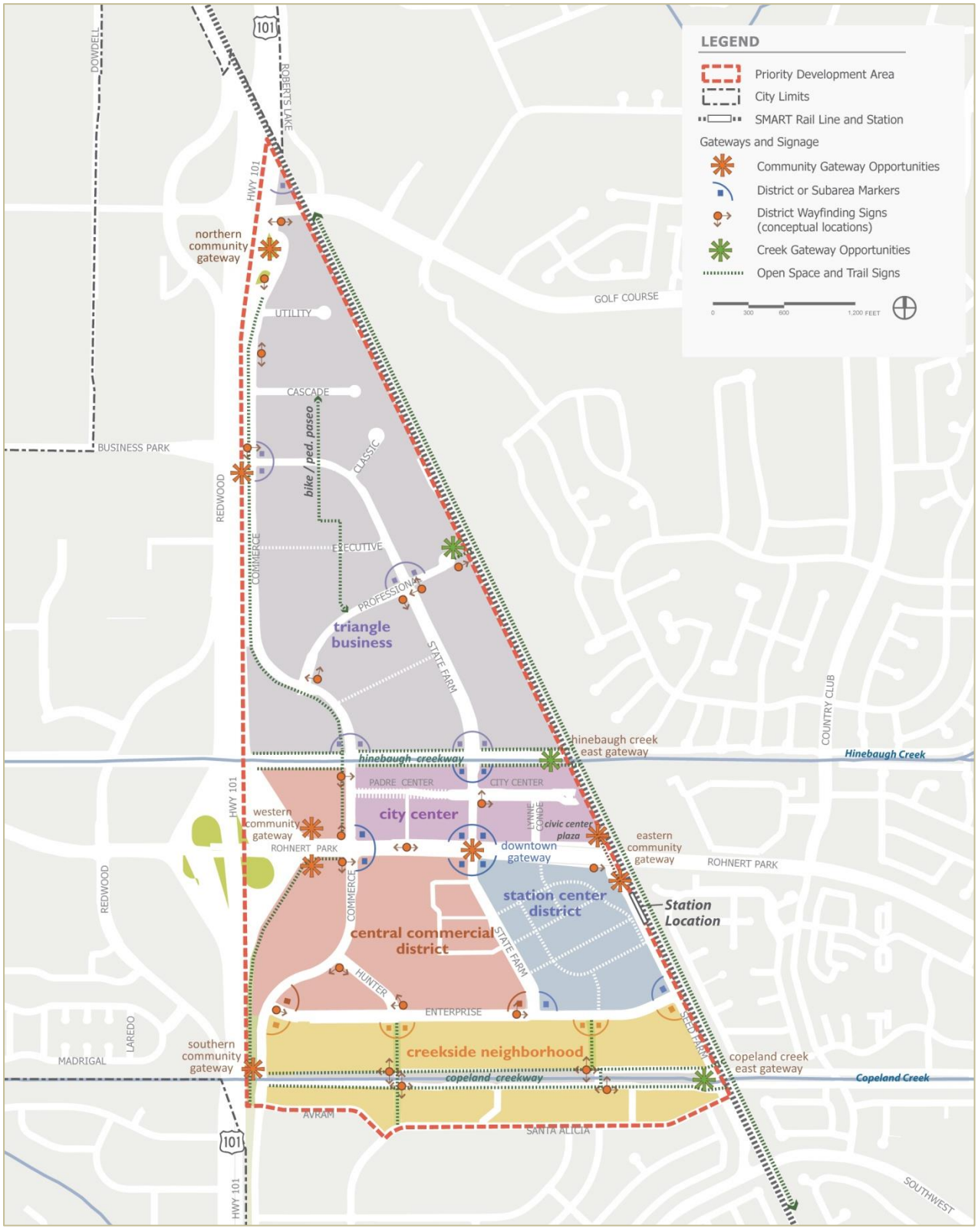
Organic lines

Artistic community gateway example

Transit gateway example

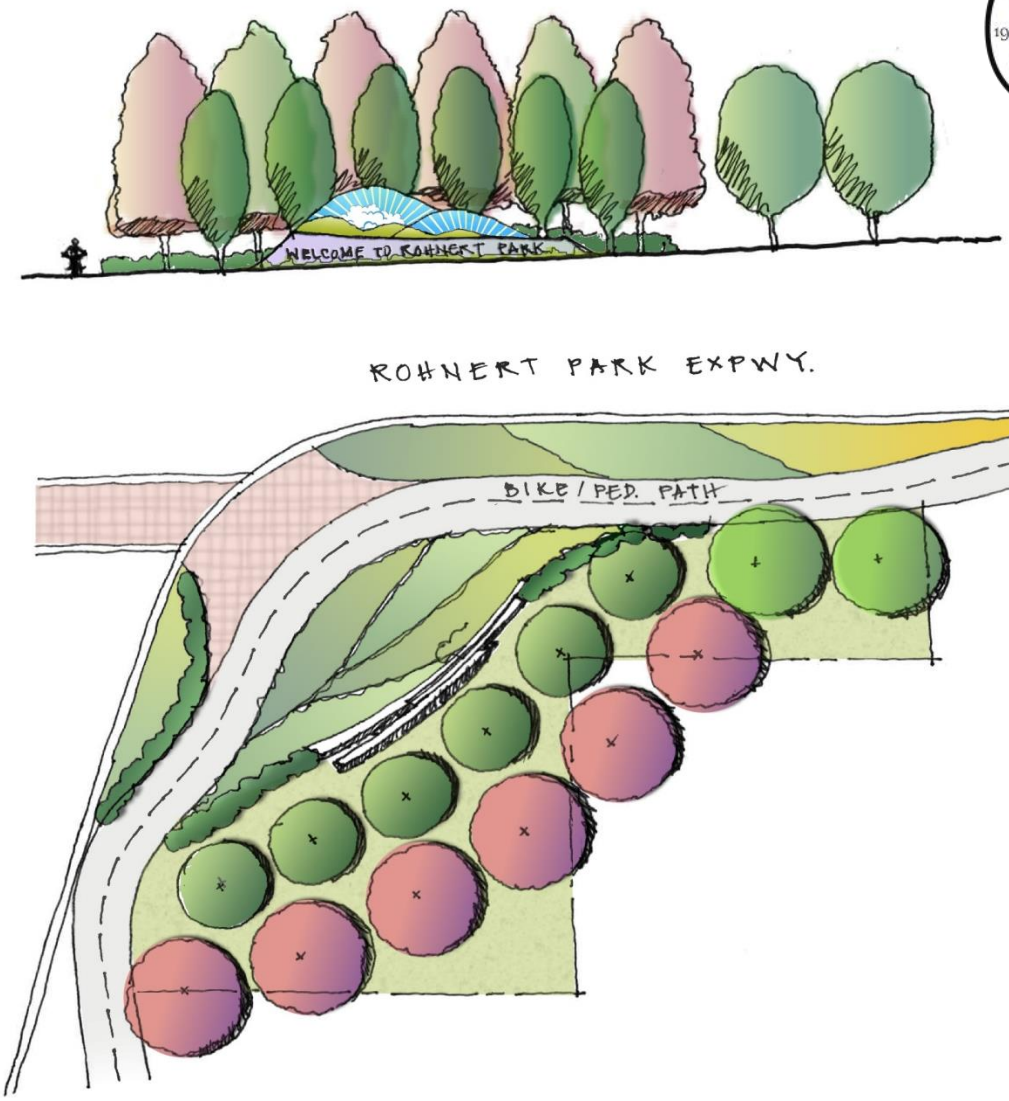
Existing city median sign

Figure 6.6: Gateway and Signage System



Source: City of Rohnert Park, AECOM, 2015

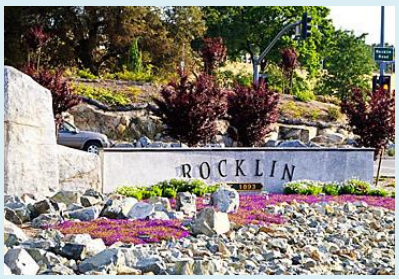
Figure 6.7: Community Gateway Concept



Source: AECOM, 2015

Community Gateway Character Concepts

Sonoma Mountain landscape influence



Locally available materials

Unique landscape identity

District Identity Signs

District identity signs or markers should be provided at key points in the community, to distinguish the ~~d~~Downtown and other distinct areas in Central Rohnert Park. Signs should incorporate district-specific elements or art. District signs may be provided in a variety of forms, such as gateway features, identification markers, or banners mounted on street light poles, as suggested in the examples below and in the gateway entry concept for the City Center shown in Figure 6.8.

District Wayfinding Signs

Directional signs feature place name and wayfinding information (e.g., arrows) to local destinations and should be coordinated with streetscape elements in the surrounding area. Directional signs may be mounted on freestanding posts or may be located on blade signs attached to streetlight poles, as shown in the character concepts below. District orientation signs should identify the name of the area, destinations, parking, and public facilities, and should be placed in areas with high pedestrian volumes (e.g., at the SMART station, along Town Center Drive, and on the main street in the Station Center subarea).

District Identity and Wayfinding Signage Character Examples

District gateway

District identity themes

District identification markers

District wayfinding sign

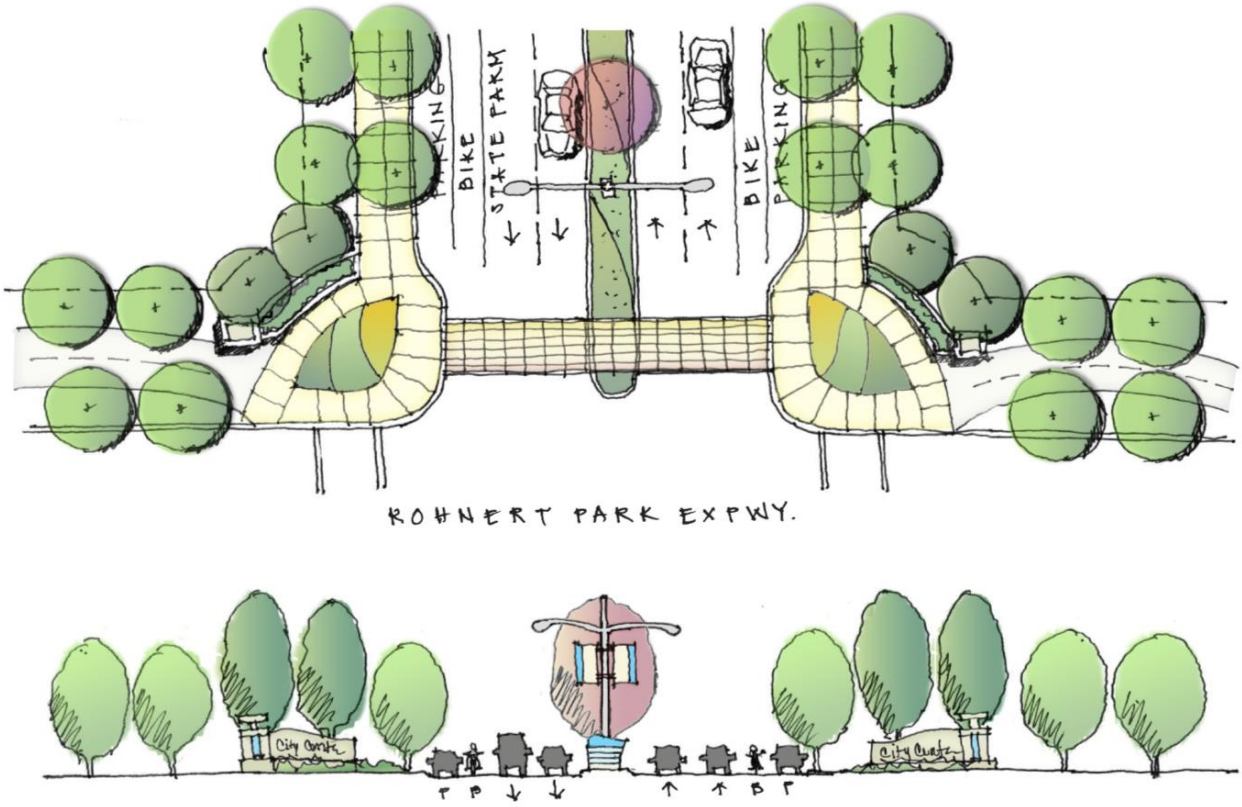
District wayfinding sign

District wayfinding sign

District orientation sign

Street post mounted

Figure 6.8: City Center/Downtown Gateway Concept



District Gateway Character Concepts

District color themes/accents

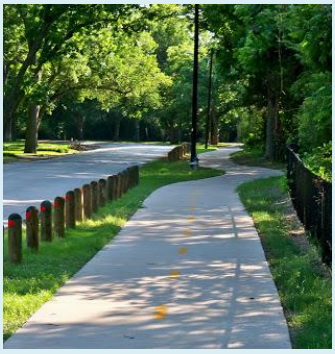
Asymmetric landscape features

Neutral color tones, organic lines

Open Space and Trail Signs

A unique identity should be provided for the creek corridor open space. A rustic landscape palette, reflective of the rural setting of the community, such as rock walls, open post and rail fencing, and wooden directional trail posts or markers should be considered in the Copeland Creek and Hinebaugh Creek open space corridors and along bridges and public right-of-ways in the Creekside Neighborhood. Interpretive signs should be sited carefully, to give natural or historical information along the creek corridors.

Open Space and Trail Sign Character Examples and Themes



Rustic landscape palette

Trail sign

Interpretive trail sign

6.3 Subarea and Neighborhood Design Guidelines

6.3.1 Commercial and Commercial Mixed-Use Infill Guidelines

The following guidelines apply to new commercial and commercial mixed-use infill development, additions, and renovations in the Central Commercial, Creekside Neighborhood, and Triangle Business subareas.

Commercial and mixed-use centers in Central Rohnert Park are regional and neighborhood-serving. They provide the community with basic goods and services, and in some areas, function as local gathering places. These centers should focus on public and private improvements that support safe community access, add public space, and support pedestrian and landscape improvements.

A. Public Spaces and Pedestrian Amenities

Commercial and commercial mixed-use areas in Central Rohnert Park should enhance the public realm through building improvements along the street, the addition of plazas and gathering spaces, and landscape improvements, including clearly delineated walkways or passages, shading, and pedestrian amenities (i.e., lighting seating, bicycle facilities, and wayfinding signage).

Design Guidelines

- Public spaces, such as plazas, courtyards, and outdoor dining spaces, should support commercial patronage and enhance the vitality of commercial areas.
- Active uses, such as building entries, storefront display windows, common areas, restaurants, and outdoor dining spaces, should support activity within centers and placed on the ground floor that front onto public spaces.
- Public spaces, plazas, and courtyards should be enhanced with pedestrian furniture, lighting, public art, and landscaping, to create comfortable and inviting places.
- Landscaping should be provided along walkways at building frontages or parking areas, to provide a buffer for outdoor spaces.
- Landscaping in commercial centers should feature hardy, drought tolerant plants, adapted to urban conditions, to reduce watering requirements and provide for the long-term health and survival of the plants.
- Setback areas, including internal side setbacks, should be landscaped to support an attractive and varied public realm.
- Street furnishings and landscaping, including planters or tree grates and potted plants, should be provided along walkways, to support a pleasant urban retail street experience.
- Water features serve as natural gathering places and should be considered in public gathering places such as plazas, where suitable, to mitigate the effects of the local climate during warm summer months and serve as focal points.

Landscaping should be provided along walkways at building frontages.

Active uses, such as at restaurants in outdoor dining areas, should be encouraged.

- Public art is recommended to enhance the appearance of the public realm and may draw from contextual influences in the city, such as views of the Sonoma Mountains.
- New open space, circulation, and greening opportunities, such as picnic areas or paseos, should be considered in setback areas, shared between adjacent properties or businesses, particularly in established community areas.

B. Circulation and Parking

The design of shopping centers should be organized to support safe activity and circulation for all modes of travel. Internal circulation should be efficient and should include well-defined pedestrian and bicycle paths.

Design Guidelines

- Service areas and loading functions should be integrated into the circulation system and should be designed to minimize conflicts with vehicles and pedestrians.
- Vehicular access on Commerce Boulevard and State Farm Drive should be improved as follows:
  - When possible, new commercial access driveways should be designed to align with existing driveways.
  - Shared parking arrangements and shared driveway access between adjoining commercial properties is recommended.
  - Future streetscape improvements should support safe vehicular turning movements and safety at pedestrian crossings.
- Traffic calming or pedestrian improvements, such as wider sidewalks and clearly delineated pedestrian paths, should be considered in existing commercial centers, when necessary to provide safe bicycle or pedestrian access.
- Pedestrian pathways should be enhanced as properties redevelop to support safe and convenient pedestrian access.
- On-site amenities for bicycle parking should be provided at each center, with safe and convenient access to adjoining bicycle path systems.
- Clearly marked walkways, delineated with a change of paving material or color, should be provided at parking lots, to define safe pedestrian routes and link commercial areas to public transit stops and nearby neighborhoods.
- Parking along building frontages for short-term retail users is recommended.
- Open space trails along Copeland and Hinebaugh Creeks and connecting paseos should be designed with consideration for security and safety, including lighting, visibility, wayfinding, and access control.

Pedestrian crossings should be delineated with a change in paving in shopping center parking lots.

Pedestrian paths should link centers to adjacent neighborhood areas.

- Parking lots should incorporate centrally located walkways and landscaped areas with large shade trees of sufficient size and spacing to provide shade to surrounding parking spaces.
- Street and surface parking design should channel and slow stormwater run-off through low impact development (LID) techniques, such as bioswales, stormwater curb

extensions, infiltration planters, roof gardens, and other LID techniques.

Parking lots should incorporate stormwater infiltration planters.

C. Loading and Service Areas

Design Guidelines

- Loading and service areas should be screened to reduce noise and visual blight, with fencing, walls, landscaping, or a combination of these elements.
- Loading and trash areas should be located away from residential and public areas whenever possible.

Service areas should be screened with fencing, walls, and/or landscaping.

- Loading areas should be functionally separated from parking and walkways, to provide convenient access for delivery trucks.

D. Lighting

Lighting fixtures should complement and enhance the architectural style of buildings or lighting styles within overall commercial centers and contribute to the safety and security of the commercial centers.

Design Guidelines

- Lighting should be high quality, durable, vandal resistant, and selected to be compatible with buildings and surrounding development.
- Distinct accent lighting may be used on buildings to highlight individual tenants.
- Hoods or other design elements should be incorporated into lighting fixtures to avoid light spillover and comply with the City's dark sky standards.
- Pedestrian-scaled lighting (not to exceed16 feet) is recommended along walkways.

Distinct accent lighting on buildings should be used to identify tenants.

E. Paving

Paving materials should be used to enhance pedestrian safety, clearly define pedestrian access ways, and improve the appearance of the ground plane. Textured or colored pavement should be used to highlight special areas of the community.

- Textured or colored pavement is recommended to distinguish civic, office, or commercial gathering places.
- Key intersection of arterial or collector streets should incorporate textured or colored pavement to highlight walkways across the street.
- Textured or colored pavement may be used to articulate different sidewalk areas and activities.
- Alternative surface paving materials that help treat stormwater run-off on site is recommended, to minimize the need for supplementary irrigation.
- Enhanced pedestrian crosswalks should be used at roadway intersections, at mid-block crossings, and along access routes to common public spaces. Enhancements can include any combination of special striping, colors, raised pavement, and other techniques that increase pedestrian visibility within crosswalks.

Enhanced crosswalks should be used at roadway intersections of pedestrian routes.

F. Signage

Attractive, well proportioned, and carefully located signs can enhance the identity of a tenant or commercial area and support streetscape enhancements along the public right-of-way.

Design Guidelines

- Business identification signs should be simple and legible.
- Signs should be in scale with buildings and the surrounding pedestrian environment.
- Signs should be used for orientation and wayfinding and should contribute to the identity of overall streetscape improvements.

Commercial center signs coordinated with the site development can enhance the streetscape environment.

Business identification signs should be simple and legible.

G. Building Orientation

Many of the commercial centers in Central Rohnert Park consist of in-line, multi-tenant buildings or single tenant users on commercial building pads, with parking that predominates along the street frontages on Commerce Boulevard and State Farm Drive. Buildings should be oriented towards major roadways (including U.S. 101), to promote a positive visual image of the community. To support pedestrian improvements, new infill development and redevelopment should ensure that new buildings front onto commercial access streets or internal walkways.

Design Guidelines

- New buildings should be developed along street edges, particularly as identified in the street wall diagram shown in Figure 5.4.
- Commercial infill development should be oriented close to the public right-of-way along Commerce Boulevard and State Farm Drive, to support the vision for a connected town center environment on both sides of State Farm Drive and RPX.
- All commercial buildings should be designed to have visually attractive building and landscape elements facing toward major roadways.
- If not fronting onto a public street, commercial or mixed-use centers should be clustered to support a pedestrian-friendly shopping environment.
- Site improvements should support safe pedestrian access and should include public outdoor space and amenities.
- Buildings should face the street and be designed with access to plazas, seating areas, trails, transit, and pedestrian amenities.
- Commercial frontages should provide a transparent façade area along the street, consisting of windows, entries, and storefront displays.

H. Building Massing

Design Guidelines

- New building façades or façade improvements, especially along pedestrian frontages, should be articulated through one of the following methods:
  - Windows, entries, and other openings facing a public street;
  - Varied roof heights, setbacks, and use of building materials, colors, and architectural elements;
  - Moldings and building lines, such as columns, pilasters, or horizontal bands, to accentuate various floors or levels and break up the façade;
  - High quality ground floor material treatments that anchor the building to the ground plane; and
  - Covered walkways and detailed entry treatments.

This clustered shopping center arrangement features a shared plaza area.

This façade renovation incorporates covered walkways and features façade articulation.

- Individual tenants in a multi-tenant structure should be easily distinguished, using architectural features, including:
  - columns, piers, or pilasters placed between building bays;
  - building setback variations for recessed entrances, niches for landscaping, outdoor seating or dining, or other pedestrian amenities;
  - arcades and roof overhangs; and
  - changes in building or roof heights between adjacent tenants.

Color and different architectural treatments distinguish individual tenants in this multi-tenant building.

6.3.2 Mixed-Use Guidelines for the Downtown District

The following design guidelines apply to development downtown, including the Station Center and City Center subareas and the portions of the Central Commercial subarea in the Downtown District Amenity Zone. Land uses in the Triangle Business subarea are addressed separately in Section 6.3.3, and commercial uses in the Central Commercial subarea addressed in Section 6.3.1.

Retail, office, civic, and other uses in the City Center and Station Center subareas should be designed with active relationships to the street. Buildings and landscaping should be designed to support development themes of the community, emphasizing use of contemporary and high quality materials, and the local Sonoma County vernacular influence, to create inviting outdoor spaces and vibrant places.

A. Public Spaces and Pedestrian Amenities

Public spaces are important to the development of the downtown as a walkable area that benefits from being adjacent to the SMART rail line. The guidelines for "Public Spaces and Pedestrian Amenities" in Section 6.3.1 also apply and should be referenced for commercial and mixed-use development downtown.

B. Building Orientation

The following building orientation guidelines will support and contribute to the urban identity and pedestrian- and transit-oriented quality of the subareas, with commercial retail, office, and mixed-use buildings placed near the pedestrian right-of-way.

Design Guidelines

- New neighborhood blocks should be no greater than 600 feet in length. However, pedestrian access connections should be spaced no further than 400 feet apart.
- Development should be oriented to take advantage of views of the mountains and should support public access to the SMART station.
- To nurture a pedestrian-focused community, setbacks should be landscaped and buildings should be oriented to activate common spaces and public rights-of-way, with court-yards, plazas, seating, and other public amenities.

Buildings should be oriented to activate pedestrian plazas or other public spaces.

- Building should be oriented to face parks, plazas, pedestrian spaces, and streets, rather than parking lots and service areas.

Buildings should front onto parks, plazas, or other pedestrian spaces.

C. Circulation

Design Guidelines

- Public spaces, such as the SMART station and bus stops, should be linked through a continuous pedestrian circulation system.
- Pedestrian amenities, such as comfortable seating, shelter, and route and schedule maps, should be provided at the SMART station, bus stops, and future shuttle stops, to encourage transit use.

Pedestrian amenities should be provided at transit stops, to encourage transit use.

- Clearly delineated walkways should connect streets, transit facilities, and parking facilities to main building entrances.
- Bicycle lanes and routes should be clearly marked with paving striping or color and signage.
- On-site amenities for bicycle parking should be provided, with safe and convenient access to adjoining bicycle path systems.

D. Parking

Parking may be a combination of on-street, off-street surface parking, and parking structures. Development should be designed to integrate structured parking and additional density and commercial intensity, as market conditions allow.

Design Guidelines

- Large expanses of surface parking lots should be avoided in favor of on-street parking, smaller parking lots, and structured parking.
- The visibility and location of parking lots should be secondary to that of commercial, office, or other development.
- Surface parking lots should be located behind building and should be accessible from alleys or side streets, wherever feasible.

Parking lots should be located behind buildings and accessible from alleys.

- Landscape buffers should be located between parking areas and sidewalks.
- The collection and channeling of stormwater run-off, based on LID principles, is encouraged.
- Parking lots should incorporate centrally located walkways and landscaped areas, with large shade trees of sufficient size and spacing to provide shade to parking spaces.

Parking lots should incorporate centrally located walkways and landscaped areas.

- Parking structures should be designed with architectural features that complement commercial, office, or mixed-use buildings in the vicinity.
- Parking structures located on primary commercial streets should be designed with ground floor retail, office, or other uses.
- Parking structures should be designed to incorporate passive safety design features, such as open or glass stairways and interior lighting, to provide secure facilities.
- Automobile entries and exits should be placed to support safe vehicular access and should be located mid-block towards service areas rather than on primary pedestrian streets.
- Pedestrian entries and exits should be clearly marked and should open onto primary pedestrian streets and routes.
- Short-term bicycle parking should be provided for patrons of all commercial/retail buildings, major offices, and civic or entertainment destinations.

Short-term bicycle parking should be provided at community destinations.

Parking structures on primary commercial streets should have ground floor storefronts.

E. Street Furnishings and Lighting

Street furnishings and lighting should complement landscape themes in dDowntown or within the broader Rohnert Park community. Building lighting fixtures should complement and enhance the architectural style of buildings and contribute to the safety and security of the community.

Design Guidelines

- New street furniture and lighting must be attractive, comfortable, easy to maintain, high-quality, and vandal resistant.
- Opportunities for seating and spontaneous gathering areas integrated into site developments is recommended and may include low walls, steps, fountains, and similar landscape features.
- Light fixtures should be selected to reflect the overall building and landscape theme. Creative fixture designs should promote the individual expression of businesses.

Street furnishings should complement landscape themes in the community.

- Use of specialized lighting is appropriate for entries, tower elements, public art, water features, and other unique architectural elements.
- Light fixtures should be placed at the appropriate scale and location to avoid light spillover and glare into surrounding areas.

F. Paving

Paving materials should enhance pedestrian safety, define pedestrian access ways, and improve the appearance of the ground plane. Textured or colored pavement should be used to highlight special areas of the community.

- Textured or colored pavement is recommended at civic, office, or commercial gathering places.
- Textured or colored pavement should be used to highlight the crosswalks of key arterial or collector street intersections.
- Textured or colored pavement may be used to articulate different sidewalk areas and activities.
- Alternative surface paving materials that help treat stormwater run-off on-site is recommended.
- Enhanced pedestrian crosswalks should be used at roadway intersections, at mid-block crossings, and along access routes to common public spaces. Enhancements can include any combination of special striping, colors, raised pavement, and other techniques that increase pedestrian visibility within crosswalks.

Textured or colored pavement should be used to highlight walkways.

G. Signage

Attractive, well proportioned and carefully located signs can enhance the identity of individual businesses as well as improve the overall character of commercial areas or districts.

Design Guidelines

- Signs should be in scale with buildings and the surrounding pedestrian environment and should be integrated into the building's architectural design.
- Signs should be simple and legible, and should not create visual clutter.
- Unique signs or monuments that incorporate public art to identify gateways or special community destinations are recommended.

Signs should be simple, legible, and in scale with buildings and surroundings.

H. Loading and Service Areas

Design Guidelines

- Service areas and loading functions should be integrated into the circulation system and designed to minimize conflicts with vehicles and pedestrians.
- Loading and trash areas should be located away from residential and public areas, to the extent feasible.
- Loading areas should be functionally separated from parking and walkways, to allow safe and convenient access for delivery trucks.
- Service areas of buildings should be screened to reduce noise and visual blight with fencing,

walls, landscaping, or a combination of these elements.

Loading and service areas should be screened with fencing, walls, or landscaping.

I. Building Massing

To support inviting and attractive façade at the ground floor, buildings should be designed with the following features.

Design Guidelines

- Commercial storefronts and ground floor common areas should provide a transparent façade along the street, consisting of windows, entries, and storefront displays.

Commercial storefronts and common areas should provide a transparent façade along the street.

- Doors, windows, cornice lines, floor lines, signage, and overhangs should be incorporated into the building design to support interesting building façades.
- Individual tenants in multi-tenant structures should be easily identifiable by using the following architectural techniques:
  - columns, piers, or pilasters placed between building bays;
  - building setback variations for recessed entrances, niches for landscaping, outdoor seating or dining, or other pedestrian amenities;
  - arcades and roof overhangs; and
  - changes in building or roof heights between adjacent tenants.
- Main public entries should have a strong relationship with the primary pedestrian street. Secondary entries should be clearly visible and accessible to pedestrians.
  - Building entries should be defined with signage, lighting, and architectural details.
  - Overhangs and awnings, designed to fit the building design, should shade and protect building entries from the weather and enhance the pedestrian experience.

Individual tenants in multi-tenant structures should be easily identifiable.

J. Materials, Colors, and Finishes

- High-quality materials should be used on the ground floor, to enhance the pedestrian experience.
- Durable exterior material should be used on all sides of buildings.
- A complementary color palette using neutral shades or otherwise, in colors compatible with adjacent and nearby buildings, should be used as the predominant color on a building.

- Accent colors or materials, such as brick, stone, or wood, should highlight certain architectural features or elements. Other typical accent materials in traditional downtowns include stone, metal, or textured concrete.

Accent colors or materials should be used to highlight architectural building features.

K. Sustainable Design

Sustainable design features should be integrated in new development or redevelopment.

- Employ site, landscape, and building design that promotes energy conservation through the following:
  - Site and orient buildings to consider passive heating and cooling opportunities. Trees and architectural elements such as awnings, shading devices, and pergolas may be used to shade the south and west sides of buildings to reduce cooling and heating loads.
  - Use light colored roofs or special glazing to reduce heat gain.
  - Use energy efficient lighting fixtures, such as light emitting diodes, high pressure sodium fixtures, or other energy efficient technologies, replacing older fixtures, as appropriate.
  - Incorporate walkways, parking lots, and other non-roof hardscape surfaces with high-reflectivity materials and finishes to reduce the urban heat-island effect.
- Promote water conservation through strategies that include:
  - Using climate sensitive irrigation systems.
  - Designing streets and parking lots to channel and slow stormwater runoff through LID techniques, such as bioswales, stormwater curb extensions, infiltration planters, roof gardens, and other LID techniques.

Architectural elements, such as shaded canopies and pergolas, should be used to shade the south and west sides of buildings.

Incorporate LID features, such as bioswales, into parking lots, to slow stormwater run-off.

6.3.3 Triangle Business Subarea Guidelines

The following design guidelines apply to development in the Triangle Business subarea, which consists primarily of office and light industrial uses, with some retail and social services. Future redevelopment of office and industrial uses in this subarea should be designed to open and connect to more of an office park or industrial park setting that thrives from being adjacent to a variety of uses, rather than in individual secured and controlled lots.

Frontage improvements and additional landscaping and common space should be provided as properties are improved or redeveloped, to beautify and provide places for employees to gather. New circulation and open space connections should support safe alternative travel means to the automobile.

A. Site Design

Site design of buildings, circulation, and parking in the Triangle Business subarea should support the functional needs of businesses and patrons. Site activities and buildings should be designed to provide an attractive appearance along public rights-of-way, to the extent feasible, while minimizing potential impacts on adjacent uses. Landscape plantings should enhance the built environment, soften and augment building development, help support business identity, and screen and buffer objectionable uses.

Design Guidelines

- A theme, character, and identity should be established for each new project, compatible with the overall character of the subarea.
- Landscaped setbacks with trees, shrubs, and groundcover are recommended along the public street frontage to contribute to the continuity and character of the street.
- Setback areas shared by multiple properties should be treated as unified, planted, and landscaped areas, designed to contribute to the broader open space and circulation systems in the subarea, such as the proposed central north-south paseo.
- When possible, buildings should be clustered to provide gathering areas, such as courtyards, patios, or small open space. Employee amenities, including seating, eating, and recreational activities, also are recommended.
- Plant materials should be native, drought tolerant, and adapted for the intended location and function to be low maintenance and reduce water demand.
- Landscape screening, consisting of trees or shrubs, should be considered within private landscape setback areas next to the SMART rail line, to support the privacy of businesses and establish an interesting linear open space character along the line and multi-use path.

Buildings should be designed to provide an attractive appearance along public rights-of-way.

Shared setback areas may be used to provide connections to regional open space and circulation networks.

- Undesirable site elements, such as service bays and loading areas, should be located away from the public or should be screened with landscaping, fencing, or walls.
- Landscaping should be used to help screen parking areas along public rights-of-way.

B. Circulation and Parking

These circulation guidelines address safe vehicular, transit, bike, and pedestrian travel ways and are intended to promote options for alternative travel modes. Parking guidelines are provided to manage expected parking needs while fostering a more walkable business environment.

Design Guidelines

- Clearly marked walkways should connect streets, transit stops, parking areas, main building entrances, and other community destinations.
- Large-canopy shade trees should be provided along street corridors, to shade road surfaces and walkways.
- Shared access drives between adjacent parcels should be provided to reduce curb cuts, particularly along Commerce Boulevard and State Farm Drive, to support better circulation and internal connectivity for businesses.
- Circulation patterns should help minimize conflicts between vehicles and pedestrians, between visitors and employee traffic, and shipping, service, and delivery vehicles.
- Businesses should consider bike and pedestrian connections from building to planned bicycle paths and trails.
- Open space trails along Hinebaugh Creek and paseos should be designed to consider security and safety, including access control, lighting, visibility, and wayfinding.
- Smaller parking courts, shared parking, and on-street parking are preferred.
- To reduce stormwater runoff and heat gain in large parking lots, open space or landscaped setbacks should be provided between parking lots and sidewalks, and should incorporate drought tolerant landscaping or low impact development features to reduce water use and help collect and channel stormwater runoff from parking lots.

Drought tolerant landscaping should be used in parking lots, to reduce water use.

- Permeable materials, such as porous asphalt-concrete, grasscrete, or interlocking modular pavers should be used in parking lots with low traffic that can support such materials (and soil conditions allow).
- Short-term bicycle parking should be located in clearly visible and accessible locations for patrons and should be grouped in clusters, shared by multiple businesses or tenants.
- Long-term bicycle parking should be located in visible, secure, and well-lit locations.
- Showers and changing facilities for bicyclists should be easily accessible from long-term bicycle parking areas. On-site amenities for bicycle parking should be provided, with safe and convenient access to adjoining bicycle path systems.

C. Loading and Service Areas

Design Guidelines

- Service areas of buildings should be placed and screened to reduce noise and visual impacts.
- Loading and service areas should be located behind or to the side of buildings, away from public areas, and should be screened from public view with fencing, walls, and landscaping, or a combination of these elements.
- Loading areas should be designed to allow convenient access by delivery trucks.

D. Street Furnishings and Lighting

Design Guidelines

- Outdoor furnishings should be compatible with the design aesthetics, material quality, and color of the site development.

Outdoor furnishings should be coordinated with building and landscape design themes of the site development.

- Lighting should be provided to ensure sufficient illumination levels for safe vehicular and pedestrian orientation.
- Light fixtures should be high quality, attractive, vandal resistant, and consistent with the building design.
- Light fixtures should be adequately spaced and scaled to illuminate the intended surfaces or spaces and should avoid light spillover to adjacent properties.

E. Signage

- Signs should be organized to have a consistent style and clearly identify businesses.

Signs should be designed with a consistent style and should clearly identify businesses.

- Signage should be used for business identification, information, and wayfinding, but not for advertising.
- Signs should be durable, legible, and vandal resistant.

F. Building Orientation

Design Guidelines

- Buildings oriented toward public open space should incorporate active ground floor uses when appropriate, visible from and oriented toward the open space. Active uses may include common area breakrooms, building lobbies, or conference facilities.
- Building entries should be clearly visible to pedestrians and should have a defined relationship with public streets and/or pedestrian-oriented landscaped paths.

G. Building Massing

The following building massing guidelines will support the creation of well-proportioned buildings that contribute to the creation of a pedestrian-scaled environment.

Design Guidelines

- Massing of large office or industrial buildings should be broken into smaller components, varying building facades, roof lines, wall planes, and heights to avoid large expanse of blank walls.
- Large expanses of undifferentiated street façades should be broken up with architectural features, such as columns, joints, and variations of wall surface depths and/or materials, and should be articulated with windows, entries, awnings, trellises, arcades, and changes in material to reduce building scale.
- Architectural features should be designed to a pedestrian scale and not simply used as adornment.

H. Materials, Colors, and Finishes

- Building elements and materials should be selected that respond to the climate conditions in Rohnert Park.

- Color should be used to create visual interest and enhance the appearance of buildings from the street.
- On large office sites, colors should be used to bring together materials used on the site and complement the building architecture. The predominant color of buildings should be compatible with color schemes in the subarea.

Colors should bring together materials on site and should complement building architecture.

- Within multi-tenant building complexes, colors also should be used to give distinct character to different buildings and tenants.
- Highly reflective building materials, such as mirrored glass, should not be used.

I. Sustainable Design

The sustainable design guidance provided in Section 6.3.2, "Mixed-Use Guidelines for the Downtown," also is applicable to development in the Triangle Business subarea. In addition to the recommendations in Section 6.3.2, the following are suggested:

- Incorporate outdoor spaces, such as landscaped courtyards, for employees to step outside during breaks.
- Promote reuse of existing buildings to support unique community attractions, such as breweries or artist lofts.
- Use permeable or porous pavement and landscaping to treat and attenuate stormwater flows, where feasible.

Outdoor spaces, such as landscaped courtyards, should be provided for employees.

LID features, such as infiltration planters, should be used to treat and attenuate stormwater flows.

- Consider a transportation demand management program in the Triangle Business subarea that may include:
  - Shared and safe, covered bicycle parking areas near building entrances for visitors and in buildings for employees.
  - Pedestrian and bicycle amenities (e.g., showers, locker rooms, repair services).
  - Shared parking and other parking management approaches.
  - Traffic calming features to support safe bike and pedestrian access.
  - Designated carpool and vanpool spaces near building entrances for large office developments.
  - Access to rental or car-sharing services (e.g., taxi, ZipCar, Uber, Lyft).
  - Parking cash-out programs.

6.3.4 Residential Guidelines (Station Center and City Center Focus)

The following design guidelines apply primarily to new residential development proposed in the Station Center and City Center subareas. However, these guidelines are also applicable to residential neighborhood infill developments that may occur in the Creekside Neighborhood. Residential neighborhoods in the City Center and Station Center subareas should reflect the urban character of these areas and respect the existing context and character of established neighborhood areas.

Buildings should be oriented to promote active relationships to the street and to open space, supporting safe community access to the SMART station. Public open space features should be integrated into residential neighborhoods to encourage activity along the street and promote an attractive public realm. Semi-public spaces of residential development should be landscaped along the edges or defined by walls or fences, along side and back yard areas. These spaces should be visible and connect to public streets, pedestrian paths or paseos, and/or common open space areas. Common open space should be located interior to development or provided nearby to support safe play areas and community recreation.

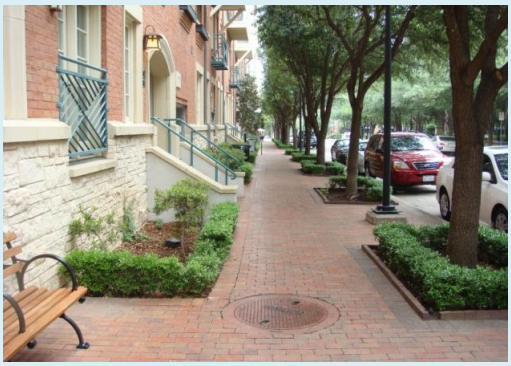
A. Neighborhood Organization and Building Orientation

Residential development should be integrated with mixed-use development in the community to support a balanced mix of uses and help support the urban character of these subareas. Residential development should be organized as walkable blocks that help to define the street edge and encourage walking, biking, and use of transit.

Design Guidelines

- Neighborhood areas in the Station Center subarea should be organized around parks, landscaping, and open space, where feasible.
  - Small open space areas for seating and informal gathering should be provided.
  - Lots, blocks, and walkways should be designed to encourage residents to walk to nearby amenities, such as transit stop, open spaces, and shopping areas provided in the subarea.
  - Streets should be laid out in a pattern that allows motorists access to internal connections between neighborhood uses without having to drive via arterial or collector streets.
- Pedestrian circulation systems should be continuous and should link residences to adjacent uses and transit facilities.
- Street façades of residential buildings should be defined by ground floor entries and windows that overlook the street from active living spaces (such as living rooms and kitchens).

Lots and walkways should be designed to support residential connections to surrounding neighborhood amenities.



Residential street façades should include ground floor entries and windows that overlook the street.

B. Common Facilities and Open Space

Design Guidelines

- Universal design concepts should be incorporated into the design of residential communities to ensure development is accessible, understandable, and navigable to people with a wide range of abilities that affect one or more of the senses, motor skills, reach, range of motion, and/or general mobility. Design characteristics to consider to ensure the physical environment is accessible to all users include:
  - Design building features that require minimum to no physical force to use.
  - Ensure essential information on wayfinding signage, building numbering, and information displays are effectively designed to communicate to all users, regardless of their sensory abilities, including these should be designed to be viewed from either a seated or standing position.
  - Appropriately size building features to be functional to users of all abilities.
- Common open space should help foster a sense of community by encouraging residents to access and use them, incorporating seating, shade trees or structures, ornamental landscaping, and pedestrian amenities, such as seating, lighting, and trash receptacles.

Common open space should help foster a sense of community.

- Private open space may consist of porches or patios at the entries of ground floor units or balconies and overhangs above the ground floor. Private open space areas should be designed to overlook common open space areas or streets.
- Common facilities should be centrally located and should be accessible along walkways.
- Mailbox facilities should be conveniently located in central locations.

C. Street Furnishing and Lighting

Design Guidelines

- Street furnishings and lighting should complement the landscape themes in the subarea or community.
- Residential pedestrian lighting should be coordinated with lighting found in or proposed for the subarea.
- Lighting fixtures should clearly illuminate entryways and building addresses.

Street furnishings and lighting should complement landscape themes in the district.

D. Fencing, Walls, and Entry Monuments

Walls and fences may be used to distinguish private property from the public realm. Selection of walls and fenced should be perceived as an enhancement and not a barrier, and should complement the style of the development while supporting pedestrian access.

Design Guidelines

- The style, materials, and placement of entry monuments and walls should contribute to the overall experience of the public realm.

- High-quality materials, including wood, metal, and stucco walls, are desirable. Combining materials in an attractive fashion may add visual interest to the community.
- Front and side yard fences, where provided, should not exceed a height of 3 feet and should have a minimum 50 percent transparency.

Front and sideyard fences, where used, should be transparent.

- Backyard fencing, where applicable to separate private open space from publicly accessible open space areas, should be tubular black metal fencing to promote visibility and safety.

E. Building Form and Massing

To support a pedestrian environment, buildings should be articulated along the street.

Design Guidelines

- Buildings should be articulated to reduce the appearance of mass, using architectural features including:
  - Porches or other entry features;
  - Balconies and other private open space integral to the design of the buildings;
  - Protruding or recessed building façades with varied setbacks;
  - Overhangs and varying roof heights that add interest to the roofline;
  - Horizontal elements, such as cornices, horizontal bands, and window lintels;
  - Variations in window design;
  - Two or more complementary colors for each elevation; and
  - Special architectural details, such as trims, moldings, sills, trellises, and lattices.
- Building facades should be designed with entry porches and other architectural elements that provide a transition from public to private space.

High-density residential buildings should be articulated to reduce appearance of mass.

Building facades should be designed with entry porches and other elements, providing transition from public to private space.

- Taller building heights and forms should be located on corners to accent intersections.

F. Materials, Colors, and Finishes

Design Guidelines

- Building materials and colors should be complementary and compatible with the building style.
- Use of stones and other masonry materials, particularly as accents, is recommended, to give a timeless quality to the building façade and neighborhood.

- A primary building material should be used on all building sides. Accent materials and details should be focused on street side façades.
- Accent materials should be used to add visual interest to the building design and may include brick, tile, stone, wood, and stucco.

G. Entry Features and Windows

Entry features and windows help break up a building façade and add visual interest.

Design Guidelines

- Ground floor units should include entries with direct access to adjoining walkways.
- Active living spaces should face streets or public spaces and common areas. Buildings should include windows and openings that permit occupants to see out to public streets, common areas, sidewalks, and open space, supporting natural surveillance in the community.
- Multi-pane windows with divided lights and casing add interest to buildings and are recommended when appropriate to the design and style of a building.
- Residential street numbers should be clearly identified near the entryway of each unit and should be clearly visible from public streets or walkways, as applicable.

Residential street number should be clearly identified near the entryway and visible from the street.

H. Parking

Parking for single family and multi-family units may be provided by parking garages, surface parking, tuck-under parking, or structured parking. Shared parking opportunities with commercial uses in the City Center and Station Center subareas are encouraged.

Design Guidelines

- Surface parking lots should be designed as follows:
  - Surface parking lots should be located behind residential units rather than along street frontages, on small lots.
  - Convenient and direct access should be provided from parking areas to homes.
  - Parking lots should be landscaped and screened from adjoining uses and streets.
- Parking garages should be designed as follows:
  - Garages should be accessible from alleys or parking courts, through a shared courtyard entry.
  - Garages or carports should be clustered.
  - Small landscaped planter areas and paving treatments along alleys are recommended to soften the appearance of rows of garages along the alley.

Garages should be accessible from alleys or parking courts.

- Parking structures should include the following features:
  - Parking structures should be designed to complement architectural features of

primary residential buildings.

- Parking structures should incorporate passive safety design features, such as open or glass stairways and interior lighting to ensure a secure facility.
- Automobile entries and exits should be placed mid-block or in service alleys, rather than accessed along pedestrian-oriented streets.
- Pedestrian entries and exits should be clearly marked and open onto primary pedestrian streets and routes or to the residential portions of the building.

Parking structure entries and exits should be placed mid-block to support safe access.

I. Service Areas and Mechanical Equipment

Service areas, such as trash receptacles and storage, should be easy for residents to access, but they should be screened from view. Mechanical equipment also should be screened from view, when possible.

Design Guidelines

- Trash and recycling containers should be screened from view with an enclosure made of durable materials, such as brick, concrete, or stucco that complements the design of the development.
- Trash and recycling areas should be located so that noise and odors are not detectable from nearby residents.
- Curbs and other impediments to removal of trash and recycling receptacles should be avoided.
- Mechanical equipment should be incorporated in the design of the buildings or screened with a solid enclosure and landscaping.
- Exterior utility equipment should be placed in low traffic areas and should be screened with landscaping.

Trash and recycling enclosures should be screened with a solid enclosure and landscaping.

J. Sustainable Design

The sustainable design guidance provided in Section 6.3.2, "Mixed-Use Guidelines for the Downtown" also are appropriate to residential uses. In addition to those strategies presented in Section 6.3.2, the following additional strategy is recommended:

- Where residential units are accessible from garages in rear-loaded alleys, trees or climbing plants should be planted at suitable locations in rear yards and adjacent to driveways, to minimize heat gain and improve the appearance of the alley.

Trees or climbing plants should be planted adjacent to garage driveways, along rear-loaded alleys.

7.1 INTRODUCTION

This chapter summarizes the major utilities and community services needed to support development envisioned for the Central Rohnert Park Priority Development Area (PDA) and its associated goals and policies.

7.2 UTILITIES AND COMMUNITY SERVICES GOALS AND POLICIES

The following goals and policies ensure the provision of quality public services that meet the project demands generated in the PDA.

Utilities

Goal U-1: Anticipate and plan for utility improvements, including water, wastewater, recycled water, and storm drainage demands of development in the PDA.

Water:

Policy U-1.1: Ensure that adequate water supply is available to serve existing and new development projected in the PDA.

Policy U-1.2: Ensure that water infrastructure facilities are in place before project development.

Policy U-1.3: Require new development in the PDA to install water-saving devices, consistent with the California Green Building Standards Code and implement best management practices as outlined in the City's water conservation program.

Wastewater:

Policy U-1.4: Maintain existing levels of wastewater service and ensure that sewer capacity is available to serve existing and new development projected in the PDA.

Policy U-1.5: Ensure that sewer infrastructure facilities are in place before project development.

Storm Drainage:

Policy U-1.6: Require new development and capital improvement projects to reduce pollution and runoff affecting creeks in the PDA by following the adopted *Low Impact Development Technical Design Manual*.

Policy U-1.7: Require new development to upgrade or install storm drainage facilities, including on-site facilities, as needed to serve the project. Improvements shall be designed to be consistent with the City's storm drain standards, including the *Low Impact Development Technical Design Manual.*

Solid Waste:

Policy U-1.8: Ensure solid waste disposal needs of existing and new development projected in the PDA can be met by the city's solid waste disposal services.

Goal U-2: To ensure the public's safety, restrict groundwater use at known contamination sites.

Policy U-1.9: New groundwater wells intended for potable use or for non-potable landscape irrigation shall not be permitted at any of the sites within the PDA where contaminated groundwater plumes are present.[1]

Community Services

Goal CS-1: Provide recreational and cultural facilities serving residents and visitors.

Policy CS-1.1: Condition new development to provide park and open space facilities, in accordance with parkland requirements in the City's General Plan, or provide an in-lieu fee to support development of new park and open space facilities.

Policy CS-1.2: Allow development that provides additional community amenities and complies with PDA standards to density bonus incentives.

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[1] Information on contaminated sites is available on the State Water Resource Control Board Geotracker Web site: http://geotracker.waterboards.ca.gov/.

Policy CS-1.3: Use the City's Capital Improvement Program, Public Facilities Fee Program, federal and state grant funds, and other funding sources to implement community-wide or area-wide improvements that cannot be conditioned as part of private development projects.

Policy CS-1.4: Utilize business improvement districts or other types of land-secured financing districts to provide a long-term revenue source for maintaining PDA amenities.

7.3 UTILITY SERVICES

Development projects in Central Rohnert Park will be required to ensure the provision of the necessary public services—water, wastewater, and solid waste removal; storm drainage; electricity; and natural gas—associated with development in coordination with the City of Rohnert Park and applicable service providers.

7.3.1 Water

Water Supply

The City has three water sources: Sonoma County Water Agency (SCWA) supply, local groundwater, and recycled water. The City manages these supplies using a "conjunctive use" strategy, drawing on SCWA and recycled-water supplies first and using its local groundwater to manage peak demands. The total supply available to the City through these three sources is 11,427 acre-feet per year (AFY), including 10,077 AFY of potable water and 1,350 AFY of recycled water.

The City's contract for water supply with SCWA is the Restructured Agreement for Water Supply. Under this contract, the City has access to as much as 7,500 AFY, although a number of conditions can limit the SCWA supply. Over the past 10 years, the City has used between 2,500 and 5,000 AFY of SCWA supply, which is significantly less than its maximum allocation.

The City's local groundwater supply is from the Santa Rosa Plain Subbasin of the Santa Rosa Valley Groundwater Basin. The City manages its groundwater supply in accordance with its 2004 Water Policy Resolution, which limits groundwater pumping to 2,577 AFY. The City's 2004 City-wide Water Supply Assessment provides the technical support for this maximum pumping rate. The City participates actively in the implementation of the *Santa Rosa Plain Watershed Groundwater Management Plan*. Modeling and monitoring data collected by the City and others indicate that groundwater levels are generally rising around the City's well field, an indication of stable supply. Over the past 10 years the City has used between 350 and 1,600 AFY of groundwater, which is significantly less than its policy limitation on groundwater use.

The City's tertiary-treated recycled-water supply is produced by the Santa Rosa Subregional Water Reclamation System (Subregional System). The City and the Subregional System have recently entered into a producer/distributor agreement that provides the City with access to 1,350 AFY of recycled water. The City uses recycled water primarily for irrigation purposes; demand for recycled water has varied between 800 and 1,100 AFY over the past 10 years.

The City has recently completed its 2015 Urban Water Management Plan Water Demand and Water Conservation Measures Update. This analysis, which is based on Association of Bay Area Governments population and job projections, including projections for both the Central Rohnert Park and Sonoma Mountain Village PDAs, projects the City's potable water demands through 2040. This demand is expected to range between 5,600 and 6,100 AFY, depending on the level of water conservation undertaken by the City. This projected demand is significantly less than the City's available water supplies. This analysis also indicates that the City has the potential to secure approximately 500 AFY (the difference between 5,600 and 6,100 AFY) by undertaking more aggressive water conservation activities.

Water Delivery Infrastructure

The City's SCWA water supply is delivered through 13 turnout connections from the SCWA aqueduct system. There are five aqueduct turnouts in the Central Rohnert Park PDA and a City-owned, 12-inch aqueduct pressure transmission main runs along the Hinebaugh Creek channel through the PDA.

The City's groundwater is supplied by a well field consisting of 42 municipal supply wells, 29 of which are active. The City's wells are connected directly to the distribution system.

In the PDA, the water distribution system consists primarily of 6- and 8-inch water mains (Figure 7.1). The City has a planned capital improvement project that will parallel the 4-inch distribution mains at the north end of Central Rohnert Park with an 8-inch distribution main to improve the overall performance of the distribution system.

Recycled water is delivered through the City's high-pressure system, which consists of a 24-inch backbone transmission pipe running along the Copeland Creek channel. Two turnouts from the recycled-water system are located in the Central Rohnert Park PDA. One turnout runs south to serve City Hall (located in the Creekside Neighborhood subarea) and the second turnout runs north, parallel to the Sonoma-Marin Area Rail Transit (SMART) rail line right-of-way, and serves the City Center subarea. Recycled-water service was historically provided to the Station Center subarea, but this service is no longer active.

Summary

In general, the existing water supply sources and facilities are expected to be sufficient to provide an adequate supply of water to meet the PDA's current and future demands. A planned capital improvement project will remove the one restriction in the distribution system that serves the PDA. Although the overall distribution system for both potable and recycled water is adequate, site-specific improvements may be required to accommodate individual development proposals.

7.3.2 Wastewater

The PDA is currently served by the City of Rohnert Park's sewer collection system. This system consists of 77 miles of gravity sewers, 7.5 miles of force mains, 16 inverted siphons, and three pump stations that convey sewage to the treatment facility. Most facilities were installed between 1956 and 1980 and the average age is estimated to be 30 years.

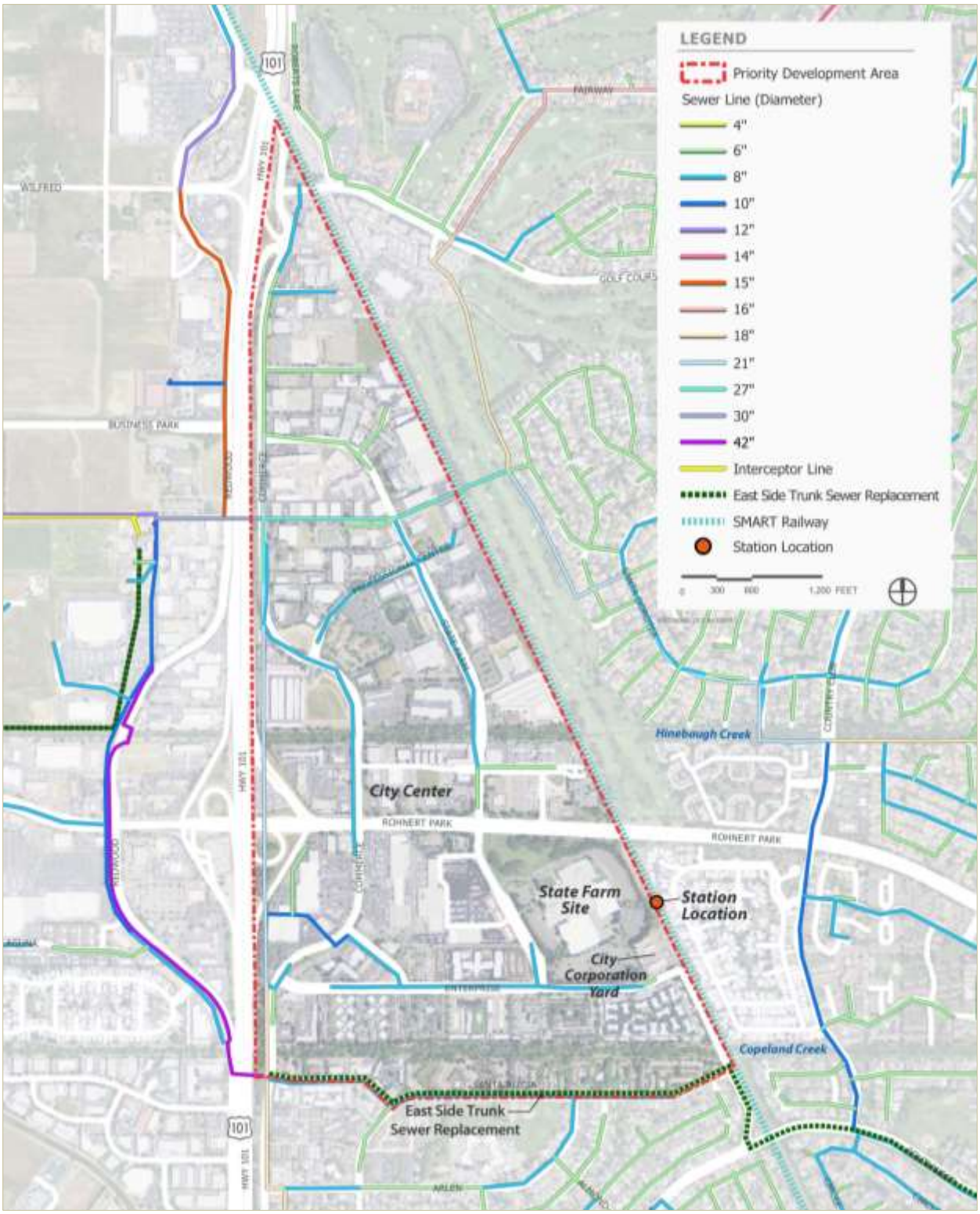
Pipe sizes within the PDA range from 4 inches to 42 inches (Figure 7.2). The City's two main interceptor sewers cross the PDA. In the northerly portion of the PDA, the 27-inch College Trunk Sewer crosses through the Triangle Business subarea near Executive Court, collects effluent on the east side of U.S. 101 at Commerce Boulevard, and continues west under the freeway and follows the road alignment of J Rogers Lane. At the southern edge of the PDA, the 27- to 42-inch Eastside Trunk Sewer traverses Santa Alicia Drive and Avram Avenue, collects effluent at the east side of U.S. 101 at Commerce Boulevard, continues west under the freeway and follows Redwood Boulevard to the terminal pump station. The Eastside Trunk Sewer was designed both to provide capacity for new development in eastern Rohnert Park and to resolve capacity problems in the College Trunk Sewer and other portions of the collection system. The construction of the Eastside Trunk Sewer rerouted some flow that historically drained to the 27-inch-diameter sewer that parallels U.S. 101 along the western border of the PDA, resolving the PDA's only known capacity problem. Together, the two trunk sewers provide a high degree of capacity and flexibility for serving development within the Central Rohnert Park PDA, although localized collection system infrastructure may require improvements to serve specific development proposals.

Wastewater treatment and disposal is provided by the Santa Rosa Subregional Water Reclamation System, which also serves the cities of Santa Rosa, Sebastopol, and Cotati. Wastewater from the Subregional System is treated at the Laguna Water Reclamation Plant, located about 2 miles northwest of Rohnert Park. The City owns capacity rights to 3.43 million gallons per day (MGD) at the Laguna Water Reclamation Plant and has an agreement with the City of Santa Rosa to use up to 4.46 MGD of capacity rights. Under the Subregional System's approved Incremental Recycled Water Program, Rohnert Park can acquire up to 5.15 MGD of capacity. Rohnert Park's current capacity needs are approximately 3.0 MGD, demonstrating that significant wastewater treatment and disposal capacity is available to serve new development.

Figure 7.1: Existing Water Infrastructure

Source: City of Rohnert Park, AECOM, 2013

Figure 7.2: Existing Sewer Infrastructure



Source: City of Rohnert Park, AECOM, 2013

To document the utility infrastructure anticipated to serve the PDA, conceptual infrastructure demands for domestic water and wastewater were developed for existing land uses, based on current usage rates. These usage rates do not account for future reductions in existing developed uses from the City's water conservation activities. Water usage rates for new development were calculated by applying the savings anticipated from implementation of the California Green Building Standards Code (CALGreen Code) to the existing usage pattern.

Implementation of the CALGreen requirements will result in savings of approximately 18 percent for nonresidential uses and approximately 30 percent for residential uses. Table 7.1 shows estimated water consumption rates.

Applying these water consumption rates to the existing and proposed land uses, illustrated in Table 7.2, results in relatively conservative water demand estimates for build-out of the PDA, because the estimates take into account the impacts of the CALGreen Code but do not account for efficiency improvements in the existing development. Sewer flows are estimated based on the assumption that they are 90 percent of water demand (sewer demands are lower than water demands because they do not include irrigation demands). Table 7.3 summarizes the results of these calculations.

Build-out of the PDA will result in additional water demands of 224 AFY (858 AFY existing; 1,082 AFY at build-out), which is an increase of approximately 4 percent in the City's 2040 demand of 6,100 AFY. As described above, the City's contracts and policies provide it with access to more than 10,000 AFY of potable-water supply and an additional 1,350 AFY of recycled-water supply. The new PDA demands can be accommodated within the City's existing allocations. As also noted above, the City's recent 2015 Urban Water Management Plan Water Demand and Water Conservation Measures Update, demonstrates that the City has the potential to secure approximately 500 AFY of supply by undertaking more aggressive water conservation activities. Build-out of the PDA will result in additional wastewater treatment and disposal needs of 0.18 MGD. These can be accommodated within the City's existing contracts with the Subregional System.

7.3.3 Storm Drainage

The PDA is served by the City's existing storm drainage system, which conveys stormwater to SCWA's system of open channels, which in turn diverts major drainage flows west toward the Laguna de Santa Rosa. In the PDA, Hinebaugh and Copeland Creeks convey storm drainage from the east and west. Most of the existing storm drainage infrastructure in the PDA is operating within its design capacity, although the system's design does allow street flooding (but not building flooding) near Commerce Boulevard, Avram Avenue, and Enterprise Drive in severe storm events.

No portions of any parcel in the PDA have been designated as being located in a Federal Emergency Management Agency Flood Hazard Zone that may be subject to localized flooding during a 100-year or 500-year storm event. The May 29, 2009, technical memorandum "Storm Water System Model Study–Phase IV" recommended improving the Copeland Creek culverts and channel to reduce modeled flooding for a 100-year storm event. As an option to culvert and channel improvements, the memorandum also suggested reducing the peak 100-year discharge by constructing a detention pond in the upper reach of the watershed. The City is currently partnering with SCWA on the design and implementation of the upstream detention basin.

Although some of the land within the PDA is currently underused, the area is largely developed and paved, and implementing this PDA Plan is not expected to result in significant changes in runoff volume or velocity. However, all new development or site redevelopment of any scale will need to comply with the City's storm drain standards, including the City of Santa Rosa and County of Sonoma's *Low Impact Development Technical Design Manual* (LID Manual). Design requirements include the requirements to treat all runoff generated by the 85th percentile, 24-hour storm and to ensure that the volume of runoff from the site in the 85th percentile, 24-hour storm does not increase as a result of

Table 7.1: Estimated Water Consumption Rates				
	Residential	**Retail**	**Office or Public**	**Industrial**
Existing Development	129.6 gpd/unit	0.11 gpd/sf	0.04 gpd/sf	0.62 gpd/sf
New Development	92 gpd/unit	0.09 gpd/sf	0.03 gpd/sf	0.51 gpd/sf

Notes:
gpd/sf = gallons per day per square foot; gpd/unit = gallons per day per unit
Consumption rates are from Appendix I, "Utilities and Service System Data," of the *City of Rohnert Park Northwest Specific Plan* and generally follow the City's 2010 Urban Water Management Plan and the AWWA Research Foundation's "Commercial and End Uses of Water" (2000).

Table 7.2: Land Use Summary		
Land Use*	**Existing**	**Project Build-Out***
Residential	1,390 units	2,225 units
Retail and Services	700,700 sf	1,141,600 sf
Office	1,081,800 sf	987,900 sf
Public-Institutional	166,500 sf	222,100 sf
Industrial	768,400 sf	897,800 sf

Notes:
* Also permits up to a 500-room hotel within the PDA.
sf = square feet

Table 7.3: Estimated Water/Sewer Demand by Land Use in Gallons per Day				
Land Use	**Existing Water**	**Existing Sewer**	**Build-Out Water**	**Build-Out Sewer**
Residential	180,144	162,130	256,964	231,268
Retail and Services	77,000	69,300	125,499	112,949
Office	43,272	38,945	40,485	36,437
Public-Institutional	6,600	5,994	8,328	7,495
Industrial	476,408	428,767	556,636	500,972
PDA Totals (GPD)	**783,484**	**705,136**	**987,912**	**889,121**
PDA Totals (MGD)		**0.71**		**0.89**
PDA Totals (AFY)	**858**		**1,082**	

Notes:
AFY = acre-feet per year; GPD = gallons per day; MGD = million gallons per day

development or redevelopment. The LID Manual includes a menu of best management practices that can be used to capture, infiltrate, and/or reuse stormwater on-site. Some of the LID Manual's best management practices are also incorporated in the design guidelines for the PDA.

7.3.4 Solid Waste

The City contracts with the North Bay Corporation for curbside collection of solid waste, yard waste, and recyclables and processing at their processing facilities in Santa Rosa. This service is anticipated to continue to serve the PDA.

7.3.5 Gas and Electric

The Pacific Gas and Electric Company supply gas and electric service to the PDA. This service is anticipated to remain available to serve new development in the PDA.

7.3.6 Cable and Telecommunications

AT&T and Comcast provide telecommunications, cable television, and Internet services to the PDA in both belowground and aboveground facilities on utility poles.

7.4 COMMUNITY SERVICES

As shown in Figure 7.3, several community facilities exist in and near the PDA. The following community facilities are located within the PDA:

- Rohnert Park–Cotati Community Library
- Rohnert Park Public Safety Building
- Senior Center
- Post Office
- City Hall
- City Corporation Yard

7.4.1 Public Safety Facilities

Public safety facilities consist of police, fire protection, and emergency services. These services are fulfilled in the PDA by the Department of Public Safety, which provides police, fire, and related services. Personnel are cross-trained to provide police and fire services.

The Rohnert Park Main Public Safety Station is located in the City Center subarea of the PDA on Lynne Conde Drive, next to the library. Although the proximity of the Main Public Safety Station helps ensure adequate response time in the PDA, development of the PDA may require additional public safety staff and equipment to serve the incremental increase in resident population and employees. The City's General Plan provides that the new development will contribute to the cost of service it needs.

7.4.2 Educational Facilities

Schools

The PDA is located in the Cotati–Rohnert Park Unified School District. This district operates 15 schools: nine elementary schools, three middle schools, one high school, and two continuation high schools.

The school district and the City work closely together to support park and recreational facilities adjacent to schools. In addition, the City maintains parks as part of its regular maintenance and the district reimburses the City for those services.

Based on General Plan Table 5.3-1, which provides the estimated enrollment and projected school needs, there is excess capacity in elementary schools to serve General Plan build-out and, by deduction, the additional units anticipated in the City Center and Station Center subareas, which were not previously considered in the General Plan. Middle school enrollment was expected to increase slightly; thus, capacity and enrollment were expected to balance out. The high school student population is expected to increase and exceed the school's existing capacity. According to the General Plan, additional space may be necessary and should be studied as part of future residential development proposals.

Libraries

The Rohnert Park–Cotati Community Library is located in the City Center subarea of the PDA, along City Center Drive and Lynne Conde Drive. This library was recently constructed with a civic plaza. Library patrons benefit from its central location for current events and activities in the city. It is also within walking distance of the planned SMART rail station.

7.4.3 Park, Open Space, and Recreational Facilities

Rohnert Park is known for its abundant land area for recreational open space within the city limits. Open space community separators are maintained in the city as a buffer and transition between Rohnert Park and the adjacent cities of Santa Rosa and Cotati. The Foxtail Golf Course and Roberts Lake Park also serve as major open space amenities for the residential areas east of the PDA. The residential neighborhoods north, east, and south of the PDA are characterized by schools and parks that serve as a focal point and center for each community.

Few public parks currently exist within the PDA. The PDA's current center and focal point is the community plaza that anchors the Rohnert Park–Cotati Community Library and Rohnert Park Public Safety Building, in the City Center subarea. The Copeland Creek and Hinebaugh Creek greenways serve as valuable open space and recreational amenities for the PDA and the city, providing drainage and important east-west community connections through Central Rohnert Park, and serving as key trail segments for regional area trails connecting Sonoma County. SMART will also be constructing its multi-use path along the eastern edge of the PDA beginning in 2016.

The PDA will add park and open space facilities that will fill gaps in the regional bicycle trail network in the city. An additional 8.5 acres of public parks/open space uses are proposed in the PDA based on opportunity site concepts that have been studied for the PDA. Approximately 6 acres have been assumed and recommended as part of the redevelopment of the Station Center subarea and 2.5 acres of open space are suggested for an approximately 25-foot-wide paseo between Professional Drive and Utility Court and for additional open space in the Triangle Business subarea.

Beyond Plan recommendations for open space improvements, parks and open space uses will be required for new development, based on the City standard of 5 acres of parkland per 1,000 residents. Based on the assumption of 2 persons per household for multifamily residential development identified in the City's Zoning Code and an additional 835 new residential units proposed in the PDA, a minimum of 8.4 acres of parkland is required to serve new development in the PDA.

With 8.5 acres of park/open space assumed in the PDA, the project would satisfy the City's parkland requirements for new residential units. Additional park and open space required for new development by the City's Zoning Code is not reflected in the park and open space totals, provided in Table 4.2 in Chapter 4 of this Plan.

Figure 7.3 shows the proposed location of additional conceptual park and open space uses and plazas. Park and open space features are encouraged to be dispersed within the PDA, as development opportunities become available to provide convenient community access or new recreational and open space uses. Redevelopment in the PDA should enhance connectivity between the multi-use path, the creek greenways, and the PDA proper, providing regional hikers and cyclists opportunities to access Central Rohnert Park.

In the implementation of the Downtown District Amenity Zone, greater flexibility should be provided for the provision of parks and open features, allowing a variety of urban open space features, such as plazas, courtyards, green roofs, and landscaped corridors to satisfy park and open space requirements. Movable landscaping, wide sidewalks, and outdoor dining areas should be encouraged. Incentives should also be considered for the provision of park or open space features and bike and pedestrian amenities, beyond minimum Code requirements, such as through parking reductions or project streamlining opportunities.

Figure 7.3: Conceptual Park and Open Space Diagram

8.1 CHAPTER OVERVIEW

This chapter describes the process and steps to implement the PDA Plan. It also summarizes the land use and regulatory updates, physical (infrastructure and facility) improvements, and funding sources needed to implement identified actions for the PDA Plan.

As an existing development area in the city, development anticipated in the PDA will include infill on vacant sites or redevelopment on existing underused sites. With the exception of the Station Center subarea, development and change in the other, more established subareas of the PDA will be more incremental. Considering development costs and market conditions, build-out to achieve the vision of the PDA Plan will take many years, perhaps even greater than the 20- to 25-year horizon evaluated in this Plan.

Because the PDA Plan serves as a framework to guide future private development and public investments, future programs and actions will be needed to implement the vision of the PDA, as summarized in this chapter. A number of investments within the PDA planning area will be necessary to help create more of a downtown environment. Due to both public and private sector resource limitations, it is not possible to create a downtown environment overnight, but over time one can emerge as properties develop and as public and private sector investment occurs.

Physical improvements, associated with site development and infrastructure to support the development capacity and community services required in the PDA also will be key to implementing the Plan. A strategic and collaborative public and private approach will be needed to take advantage of station area development opportunities to create value that will attract additional development and investment.

This PDA document identifies a zone, the Downtown District Amenity Zone (DDAZ) where future regulations are applied, financial resources are invested, and/or different designs are used to create a more urban, downtown environment within the PDA. The recommended boundary for the DDAZ would include multiple properties on both sides of State Farm Drive and Rohnert Park Expressway, as described in Chapter 4.

As properties redevelop, property owners could be asked to help the City install certain streetscape improvements or these amenities could be funded by the City as funds become available. This chapter identifies potential funding sources, including the creation of a property-based business improvement district (PBID) or a business improvement district (BID) to help finance improvements to the Downtown District.

In conjunction with the policies of the PDA Plan, this chapter has been organized to represent the sequential steps needed to implement the Plan, including:

- Identifying **planning and regulatory actions** to update and support on-the-ground implementation;
- Identifying **physical improvements**, including circulation, parking, infrastructure, and other improvements to support the development envisioned;
- Identifying **funding and financing sources** available or to be considered;
- Based on the recommended improvements and funding source above, prioritizing and studying the **feasibility of specific plan or project proposals**; and
- Establishing the **Action Plan** for public improvements and related financing to begin implementation.

Thus, implementation and financing goals for the PDA Plan can be summarized as follows:

Goal IM-1: Identify the actions and funding mechanisms to implement and fund PDA Plan improvements.

Policy IM-1.1: Partner with private and non-profit housing developers and other stakeholders to implement the envisioned improvements in the PDA. **Policy IM-1.2:** Seek grants and other funding opportunities to support public and

community service improvements that can help facilitate new development in the PDA.

Policy IM-1.3: Use the City's Capital Improvement Program (CIP), public facilities fees, available grant funds, and other potential funding sources to implement community- or area-wide improvements that cannot be conditioned as part of private development projects.

8.2 PLAN ADMINISTRATION

After the PDA Plan is adopted, all subsequent development projects, public improvements, and other activities that occur within the PDA will be reviewed for consistency with the PDA Plan and associated environment document. Applicable General Plan provisions and zoning ordinance requirements also apply.

If the City determines additional environmental review is required, the project applicant will be required to submit additional studies or environmental analysis in compliance with the California Environmental Quality Act, to analyze potential project impacts.

The PDA Plan may need to be amended, from time to time, in response to new policy direction, market conditions, and regulatory changes. Development proposals not found to substantially conform to the Plan will need to submit an amendment. An amendment will require review and approval by the Planning Commission and City Council, using the same procedures under which the Plan was adopted. Such amendments will require an application and deposit to be submitted to the City Development Services Department, stating in detail the reasons for the proposed amendment.

8.3 IMPLEMENTATION ACTIONS

8.3.1 Planning and Regulatory Actions

To achieve the project vision, a regulatory framework has been established in the Plan to guide and support the type of uses desired in the PDA. For Central Rohnert Park, as described in Chapter 4, this includes identifying land use and development regulations to:

- Support mixed-use, infill development in the more established areas of the PDA, including the Creekside Neighborhood, Triangle Business, Central Commercial, and City Center subareas;
- Support the development of a Downtown District in the PDA, adjacent to the SMART rail station; and
- Permit residential, commercial, and mixed-use development in the Station Center subarea, at higher densities and intensities that support transit use and facilitate redevelopment of the former State Farm office campus to a new transit-oriented, mixed-use community.

Generally, the City's existing zoning standards allow for development envisioned in the PDA Plan, with few necessary updates. However, the City's 2020 General Plan, adopted in 2000, is reaching the end of its useful life and should be amended or updated to reflect more recent changes in the city, including the arrival of SMART to Rohnert Park and the city's rebound from the recent recession.

The following summarizes the land use and regulatory actions recommended for the PDA.

A. Update to Regulatory Documents

Following adoption of the PDA Plan, the City will identify and coordinate changes to existing regulatory documents, necessary to implement the vision and policies of the PDA Plan, as follows:

1. **Update the General Plan** to support land use, circulation, and other related changes, recommended by the PDA Plan, not already addressed in the General Plan. Such changes will include:
    a. Updates to the City's Land Use, Transportation, Urban Form/Community Design, Housing, and Park and Open Space elements to recognize Central Rohnert Park as a community planning area, support development around the SMART train, and address transit-oriented and complete street improvements in the PDA Plan.
    b. Updates to the table of roadway improvement priorities, in coordination

with SMART rail development and circulation improvements recommended in the PDA Plan.

2. **Make Land Use and Zoning Changes.** Zoning changes recommended for the PDA include:

   a. Rezoning the two properties within the Station Center subarea from Office Commercial and Public/Institutional to a "Planned Development" or "Specific Plan" zoning designation.

   b. Adopting the "Regional Commercial Overlay zone" in the Triangle Business subarea to provide greater flexibility in the subarea, allowing for creative building reuse opportunities and a wide range of commercial and business uses along the U.S. 101 frontage (refer to Chapter 4 for a description of the Regional Commercial Overlay zone).

   c. Adopting the "Downtown District Amenity Zone" as a mechanism to regulate and support development of a cohesive and walkable downtown environment, encompassing the SMART rail station; portions of RPX and State Drive; and commercially-oriented, mixed-use subareas.

   d. Investigate the use of a form-based code and/or other regulary tools to help create the urban form desired in the PDA plan area.

3. **Streamline Project Review.** Consider opportunities and mechanisms to streamline project review.

   a. Allow infill projects, consistent with land use and development standards in the PDA Plan to a simpler, more expedited development review process that may be administratively approved by the Development Services Director and involves more limited noticing for non-controversial projects.

   b. Establish a subsequent environmental review process for the PDA Plan, which allows project in the PDA to tier from the Plan's environmental document and establishes a short list of project criteria that when demonstrated, in accordance with CEQA standards, supports an expedited environmental review process.

B. Plan Coordination

On-going coordination with property owners and community or agency partners will be needed to implement the Plan, including:

1. **Work with Property Owners.** The City will coordinate with property owners in the PDA to support and implement improvement projects and ensure new development or redevelopment is consistent with the vision and policies of the PDA Plan.

2. **Work with Transportation Agencies.** The City will continue to work with SMART, SCTA, and the State Farm property owners to coordinate the SMART rail station facility improvements, operation, and station area design, including pedestrian and transit amenities and supporting efficient transit operations such as, exploring the feasibility of a shuttle or other type of circulator to connect the SMART rail station to community destinations and employment centers, within and outside of the PDA.

C. Future Studies or Projects

Additional project level studies may be needed to successfully implement project development or improvements, including:

1. **Prioritize Infrastructure and Public Improvements.** The City will oversee more detailed analysis to determine recommended phasing priorities for infrastructure and public improvements, in line with available funding, plan strategies, other development activities occurring in the City, and PDA Plan priorities.

2. **Relocate the City Corporation Yard.** Due to its current location, within an envisioned transit-oriented Downtown District, the City corporation yard has been identified for and is proposed to be

relocated from the Station Center subarea to other areas of the PDA.

3. **Relocate City Hall.** Consistent with the goals for the Downtown District, the community has voiced interest in relocating the City Hall from its current location to this future district.

4. **Prepare a Streetscape Improvement Study.** To guide and support uniform streetscape improvements in the PDA, City staff, in coordination with property owners, and with consultant assistance, is advised to prepare a streetscape improvement study for Central Rohnert Park that specifies the streetscape palette, including the type of street trees, plants, and landscaping to be used for roadway corridors within the PDA (as guided by Chapter 6 of the PDA Plan. The improvement plan would identify the desired design character, style, and/or recommended specifications for benches; trash and recycling receptacles; news racks; bicycle racks; tree grates; and other street furniture that contribute to creating a consistent public realm character within the Downtown District and in the Central Rohnert Park community. Design themes should draw from the local landscape and vernacular character in the community.

5. **Prepare a Gateway and Wayfinding Signage Program.** Once significant investment has occurred in downtown, City staff, with consultant assistance, should engage the community in development of a coordinated gateway and wayfinding signage program for Central Rohnert Park, based on design and development themes identified in the City's design guidelines and Chapter 6 of the PDA Plan.

6. **Study the Potential for a Downtown Improvement District.** The City could work in coordination with local property and business owners to study the potential for implementing a business- or property-based improvement district, as a means to fund the installation or maintenance of public improvements and investments desired to support the creation of downtown and beautify the streets and districts in the community. Public improvements that can be funded through an improvement district are summarized in Section 8.5 that follows.

7. **Prepare a Parking Management Study.** As a long-term strategy for addressing inherent parking demands associated with new growth, develop a Parking Management Study that supports a "park once" strategy in the PDA.

8.3.2 Physical Improvements

Physical improvements will be necessary to support implementation of the Plan. Physical improvements have been organized under the following categories: circulation improvements, parking improvement, and infrastructure and community-wide improvements. These improvements should not be thought of as isolated actions, but should build on one other to implement the vision for the PDA Plan and, thus, should be carefully considered and sequenced.

D. Circulation Improvements

Circulation improvements are recommended to enhance mobility and access for all users, including pedestrians, bicyclists, transit users, and drivers.

1. **Roadway and Streetscape Improvements.** Roadway improvements within the PDA should be designed to support multimodal access, integrating walking, biking, transit use, parking, green infrastructure and streetscape enhancement (where appropriate), including street trees, landscaping, and stormwater management features. Roadway and streetscape improvements may be constructed as part of planned public roadway and intersection improvements initiated by the City or as part of future private development projects. Refer to Chapter 5 for roadway improvements recommended along RPX, Commerce Boulevard, State Farm Drive, Enterprise Drive, Professional Center Drive, Padre Parkway, and for new streets in the Station Center.

2. **Intersection Operation Improvements.** Table 5.1 in Chapter 5 identifies 11 street intersections requiring improvement needed with build-out of the PDA Plan to support the efficient operation of traffic, based on level of service criteria identified in the City's General Plan. Improvements to these intersections will be coordinated with bike and pedestrian crossing improvements, identified in Chapter 5 (Policies C-3.2 and C-3.3).

3. **Bicycle and Pedestrian Improvements.** Improvements to bicycle and pedestrian facilities, as summarized in Policy C-3.1 in Chapter 5, should be implemented to support safe and convenient community access and walkability to the SMART station, downtown, and other community subareas and destinations. These projects may be constructed as part of future private development projects or as part of community- or area-wide bike and pedestrian improvement projects.

4. **Bicycle and Pedestrian Crossing Enhancements.** Bicycle and pedestrian crossing enhancements, mid-block or at intersections, as identified in Policy C-3.2 and C-3.3 may be constructed as part of future development projects and/or may be developed as part of roadway or community-wide public improvement projects.

5. **Grade Separated Crossings Improvements.** Grade separated crossings are proposed along the Hinebaugh Creek corridor to cross the SMART multi-use path and to connect both sides of RPX.

    a. Seek financing to design and construct an undercrossing of the SMART rail line along the south side of Hinebaugh Creek, to connect the PDA to the neighborhood areas east of it.

    b. Study the feasibility, location, financing, and design of an overcrossing of RPX to connect the City Center and Station Center subareas and improve community access to the SMART rail station.

6. **Transit Facilities Improvements.** The City will plan and seek financing to support transit improvements in the PDA, phased to respond to transportation demands, as described in Chapter 5 and summarized below:

    a. In coordination with SMART, Sonoma County Transit, and the Station Center subarea property owner, plan for future expansion of existing bus transit lines and facilities to serve the SMART rail station and adjacent Station Center subarea.

    b. Coordinate with SMART and other stakeholders to provide bike and pedestrian facilities near transit facilities that support intermodal trips.

    c. Study the feasibility, funding, and opportunities to support a community circulator, such as a shuttle to serve commercial, business, and other key destinations in the community, including Sonoma State University and Graton Rancheria Casino.

7. **Car Share or Bike Share Program.** The City will study the feasibility to implement car share and bike share programs at the SMART rail station or City Center, through partnership with car-sharing or bike-sharing entities.

E. Parking Improvements

1. **Provide On-Street Parking.** The City will support on-street parking, as part of proposed street/streetscape improvements, identified in Chapter 5, to accommodate future parking demands.

2. **Parking Standards.** The City will require projects to comply with the parking standards, outlined in Table 5-2 and implement recommendations developed in a future Parking Management Study for the PDA.

3. **Parking Management Program.** As parking demands warrant, the City will implement parking management programs, particularly in the Downtown District, such as metered parking, collection of in-lieu fees, unbundled parking, off-site parking, shared

parking between adjacent developments, and parking areas that may include common private or public parking lots or structures, as guided by a parking management study.

F. Infrastructure and Service Improvements

Infrastructure improvements will be provided as outlined in Chapter 7, "Utilities and Community Services," of this PDA Plan and supported by the following actions.

1. **Implement a Water Conservation Program.** As part of implementation of a water conservation program in the city, all new development projects shall be required to implement water conservation, consistent with the requirements of the CalGreen Building Code and best management practices, outlined in the City's water conservation program.

2. **Implement Low Impact Development Technical Design Manual.** All new development projects, requiring post-construction storm water treatment, shall be required to reference the best management practices in the Sonoma County Low Impact Development Technical Design Manual.

3. **Implement the Urban Water Management Plan.** All new development projects shall be required to ensure adequate water supplies to meet the project's demands, as addressed in the City's 2015 Urban Water Management Plan Water Demand and Water Conservation Measures Update.

G. Community-Wide Improvements

Community-wide improvements, including the following, should be implemented to enhance the community and Downtown District identity in Central Rohnert Park:

1. **Install Streetscape Elements.** Install a uniform palette of street furnishings, including benches, trash and recycling recycle rack, and tree grates or guards that reinforce or enhance the community's identity.

2. **Construct Gateway and Wayfinding Signage.** Construct improvements to gateway and wayfinding signage to destinations in the community, as guided by the gateway and wayfinding signage program, identified in action C.4.

3. **Install Public Art.** Commission and install public art that is representative of the unique character of the community, in coordination with the gateway and wayfinding signage program.

8.4 FUNDING AND FINANCING STRATEGIES

This section describes the available and potential funding sources to fund improvements associated with implementation of the PDA Plan.

8.4.1 Private Financing of Development Projects

The major source of funding for development projects to proceed in the PDA is private financing through private developer equity and commercial bank financing. Development of one or more parcels may require construction of off-site infrastructure improvements, which may be greater than what is needed to just serve the proposed development. In these instances, if the City does not have funds available to pay for the additional infrastructure capacity, the developer may agree through a development agreement to pay for the full cost of off-site infrastructure improvements, to be repaid as additional development occurs. The development agreement will stipulate the terms of the repayment.

The City may require new development in the PDA to construct and dedicate frontage improvements, consistent with applicable City standards. These may include curbs, sidewalks, street trees, drainage, and other improvements. Whether construction or a fair share contribution to a fee program will be required will depend on the timing of the development, relative to broader public improvement projects.

8.4.2 Funding for Public Improvements

Various funding opportunities are available for public improvements in the PDA, including infrastructure and community service improvements. New development will fund some of these required public improvements. Other sources of funding may include:

- **Capital Improvement Program.** The City's CIP is adopted each year as part of the City's budget. The CIP identifies priority capital projects that the City will build in the near-term. Funding for CIP projects comes from a variety of sources, identified in the CIP. Public improvements in the PDA, such as roadway and streetscape improvements, bike or pedestrian facility improvements, infrastructure, parking, wayfinding signage, and other improvements will qualify for inclusion in the CIP, when funding sources become available.
- **Development Impact Fees.** The City charges development impact fees, pursuant to the 2011 Update of the Public Facilities Finance Plan (PFFP). The City may amend the 2011 PFFP, subsequent to adoption of the PDA Plan, which may impose additional impact fees to cover capital improvement costs, identified in the PDA Plan.
- **Assessment Districts.** Assessment districts can be used to finance construction of public improvements on public property, rights-of-way, or easements. The public must pay for the portions of improvements that will provide general benefit to the public, while properties that receive a special benefit may be assessed for those costs, proportional to the benefit received.

  Three different provisions of State Law authorize the assessment: the Improvement Bond Act of 1915 (Streets and Highway Code Section 8500 et seq.), the Improvement Act of 1911 (Streets and Highway Code Section 5000 et seq.), and the Municipal Improvement Act of 1913 (Streets and Highway Code Section 10000 et seq.). The assessment district must be approved by a vote and can be repealed through an initiative process, unless it has been formed to repay a specified debt.

  Assessment districts are used to finance construction of physical improvements and cannot pay for operations and maintenance or other services. Possible applications of assessment districts include local streets, parking facilities, infrastructure improvements, parks, lighting, landscaping, and sidewalks.
- **Community Facilities Districts.** A community facilities district (CFD) may be established to help fund the planning, design, construction, or improvement of capital facilities, with a life of 5 years or more, such as parks, recreation, and open space facilities; schools; childcare facilities; storm drainage and flood protection facilities; and governmental facilities. A CFD also may be used to fund the provision of public services, such as public safety, maintenance of park, recreation, and open space facilities, including trails; recreational programs; and landscape maintenance and lighting.

  The Mello-Roos Community Facilities Act of 1982, Section 53111 et seq. of the Government Code (the "Mello-Roos Act") enables cities and other entities to establish community facilities districts. Under this act, an annual special maximum tax may be levied on land within the boundaries of the CFD. The proceeds from a bond sale by the CFD can be used for direct funding of improvements, to acquire facilities constructed by the developer, and/or to reimburse developers for advance funding of improvements.

  An annual maximum special tax can be used toward bond debt service or to build infrastructure as needed. The proceeds of the Mello-Roos special tax can be used for direct funding of facilities and/or to pay off bonds. The proceeds of the Mello-Roos special tax for services can be used to fund such services in perpetuity.
- **Property-Based Improvement District.** Property-based business improvement districts (PBIDs) allow local property owners to tax themselves for specific activities that

are clearly detailed in their PBID service plans. PBIDs are self-assessed and self-governed by the affected property owners. A PBID is an enhancement of City services and may not be used to replace services already provided by the City. A PBID normally become a means to improve business conditions by acting as a collective marketing and maintenance district, although it can support capital improvements as well. With a PBID, monies can be earmarked for capital improvements, consistent with an adopted management plan. (The formation of a PBID is contingent on property owners' interest in paying for the physical improvements and service improvements envisioned.) Normally, formation of a PBID can take from 1 to 2 years.

- **Business Improvement Districts.** A business improvement district is similar to a PBID; however, rather than assessing property owners, it assesses the owners of businesses located in the district. Improvement programs typically funded by a business improvement district can include parking districts, streetscape improvements and maintenance, coordination of public events, business retention and development, and marketing efforts.

8.4.3 Grants Sources

A variety of federal, state, and regional grants may be explored to help fund construction of public improvements in the PDA. General Plan policies and this PDA Plan will help the City to compete for grant funding that is tied to bicycle and pedestrian mobility, transit and transit-oriented development, infill, and related issue, pertinent to the PDA. The City of Rohnert Park already has been awarded a Metropolitan Transportation Commission One Bay Area grant for pedestrian and streetscape improvements, to prepare for and support the planned arrival of SMART to the city.

Some potential types of grant sources for the PDA include the following list.

Transportation Grants

- **Tiger Grants.** Funded by the U.S. Department of Transportation, Transportation Investment Generating Economic Recovery (TIGER) grants are intended for transportation projects of regional significance. TIGER II grants also can be used for transit projects and bicycle facility planning. TIGER II planning grants are available for the planning phase of transportation projects.
- **Caltrans Transportation Planning Grants.** These grants are available to jurisdictions and can be used for planning or feasibility studies. The maximum funding available per project is $300,000.
- **Highway Safety Improvement Program Grants.** This core federal-aid program aims to reduce traffic fatalities and serious injuries on public roads. Caltrans administers the program in California; in its most recent grant cycle (July 2012), Caltrans awarded $111 million to 221 projects. Highway Safety Improvement Program funds can be used for projects such as operation and maintenance of streetscape improvements, bike lanes on local roadways, improvements to Class I multi-use paths, pedestrian safety improvements, or traffic calming measures. Applications that identify a history of incidents and demonstrate a project's potential improvement to safety are most competitive for funding.
- **Cap and Trade Program Grants.** California's greenhouse gas emissions Cap and Trade Program, which went into effect in 2013, generates revenues for investments that advance the State's long-range climate goals. Sustainable Communities and Clean Transportation is one of three categories in which the State focuses investments. This category includes funding for "complete streets" improvements, bicycle and pedestrian infrastructure, projects to increase transit mode share, and other types of infrastructure contributing to the implementation of local and regional sustainable communities' strategies.
- **One Bay Area Grant Program.** The One Bay Area Grant Program, operated by the Metropolitan Transportation Commission, establishes programs and policies for investing

funds authorized by Congress in the Moving Ahead for Progress in the 21st Century. This grant program for the San Francisco Bay Area region provides funding for projects in several categories of transportation improvement:

- Preservation of local streets and roads
- Bicycle and pedestrian improvements
- Transportation for livable communities
- Safe routes to school
- Priority conservation areas
- Congestion management agency planning activities

Funding is distributed to counties making progress toward achieving local land use and housing policies, including rewarding jurisdictions who accept housing allocations through the Regional Housing Needs Allocation process and produce housing with the transportation funds and support the Sustainable Communities Strategy through PDAs and Priority Conservation Areas.

Affordable Housing Grants

- **Proposition 1C Grants.** The California Department of Housing and Community Development administer Proposition 1C funding. Programs funded by Proposition 1C are intended to support the development of affordable housing. Funds can be used to pay for water, sewer, storm drainage, other utility, and transportation improvements required for affordable housing projects. Housing projects for lower income individuals and persons with disabilities are suitable for funding. This funding source is highly competitive and historically has been available to projects of area-wide or regional significance.
- **Community Development Block Grants.** The Community Development Block Grants program provides communities with resources to address a wide range of unique community development needs. Administered by the California Department of Housing and Community Development, the State awards grants annually to larger cities and urban counties that carry out community development activities, principally for low- and moderate-income residents. Community development block grant funds can be used for streetscape and infrastructure improvement projects. Projects that benefit low-income communities and provide for suitable living environments or expand economic opportunities are suitable candidates.
- **Multi-family Housing Program Grants.** Administered by the California Department of Housing and Community Development, the Multi-family Housing Program provides deferred loans for acquisition, rehabilitation, and new construction of housing, and the conversion of nonresidential structures to rental housing. Possible applications of funding provided by this program include infrastructure improvements, transit-oriented development, affordable housing, and conversion of underused commercial and industrial buildings to residential uses.

8.5 Implementation Action Plan

Implementation action priorities and funding sources for desired public improvements, described in Sections 8-3 through 8.5, are summarized in the Table 8.1 action matrix.

Table 8.1: Action Matrix			
Action	**Time Frame**	**Responsibility**	**Potential Funding Source**
Planning and Regulatory Actions			
A. **Update to Regulatory Documents**			
1. Update the General Plan	Short-Term	City	City
2. Make Land Use and Zoning Changes	Short-Term	City	City
3. Streamline Project Review	Short- to Medium-Term	City	City
B. **Plan Coordination**			
1. Work with Property Owners on public-private improvements	Ongoing	City, Property Owner	City
2. Work with Transit Agencies to implement transit improvements	Ongoing	City, SMART, Developer	City
C. **Future Studies or Projects**			
1. Prioritize Infrastructure and Public Improvements	Short-Term	City	City
2. Relocate the City Corporation Yard	Medium-Term	City, Consultant	City, Private
3. Relocate City Hall	Medium-Term	City, Consultant	City, Private
4. Prepare a Streetscape Improvement Study	Medium-Term	City, Consultant	Grants, City
5. Develop a Gateway and Wayfinding Signage Program	Medium-Term	City, Consultant	Grants, City
6. Study the Potential for a Downtown Improvement District	Medium- to Long-Term	City, Property and Business Owners	City, Private
7. Prepare a Parking Management Study	Long-Term	City, Consultant	Grants, City
Physical Improvements			
D. **Circulation Improvements**			
1. Roadway/Streetscape Improvements	Ongoing	Public, Private	CIP, Grants, Private
2. Intersection Operation Improvements	Ongoing	Public, Private	CIP, Grants, Private

Notes:
Action items generally are organized by sequence of priorities.
Short-Term = 0–5 years; Medium-Term = 5–10 years; Long-Term = 10+ Years
Source: Compiled by AECOM, 2015

Table 8.1: Action Matrix			
Action	**Time Frame**	**Responsibility**	**Potential Funding Source**
Physical Improvements			
D. Circulation Improvements (continued)			
3. Bicycle and Pedestrian Improvements	Ongoing	Public, Private	CIP, Grants, Private
4. Bicycle and Pedestrian Crossing Enhancements	Ongoing	Public, Private	CIP, Grants, Private
5. Grade-Separated Crossings	Medium- to Long-Term	Public	CIP, Grants
6. Transit Facility Improvements	Medium-Term	City, Transit Agencies, Private	Transit Agency, Grants
7. Car Share or Bike Share	Long-Term	Public, Private	City, Private
E. Parking Improvements			
1. Provide On-Street Parking	Medium-Term	Public, Private	CIP, Grants, Private
2. Parking Standards	Short-Term	Public	City
3. Parking Management Program	Long-Term	Public	CIP, Grants, BID
F. Infrastructure and Service Improvements			
1. Implement a Water Conservation Program	Ongoing	Public, Private	CIP, Private
2. Implement the Low Impact Development Technical Design Manual	Ongoing	Public, Private	CIP, Private
3. Implement the Urban Water Management Plan	Ongoing	Public, Private	CIP, Private
G. Community-Wide Improvements			
1. Install Streetscape Elements	Long-Term	Public, Private	CIP, Grants, BID
2. Construct Gateway and Wayfinding Signage	Long-Term	Public	CIP, Grants, BID
3. Install Public Art	Long-Term	Public	CIP, Grants

Notes:
Action items generally are organized by sequence of priorities.
Short-Term = 0–5 years; Medium-Term = 5–10 years; Long-Term = 10+ Years
Source: Compiled by AECOM, 2015

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APPENDIX A

Opportunity Site Concept Studies

APPENDIX A | OPPORTUNITY SITE CONCEPT STUDIES

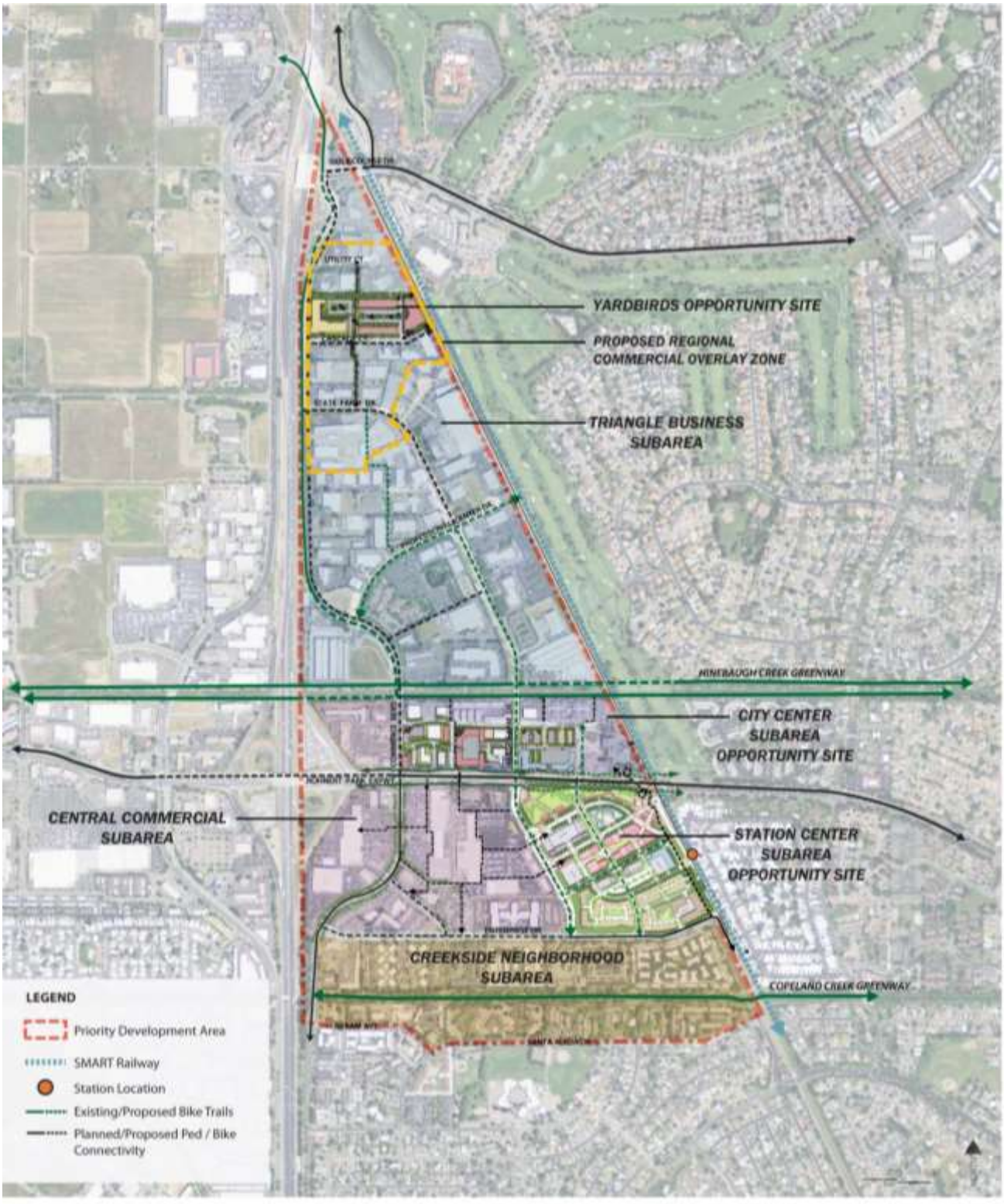
A.1 OVERVIEW

This appendix summarizes the site plan concepts presented at Public Workshop #2, to support goals for transit-oriented development, while creating a downtown place through infill and investment in the areas surrounding the Sonoma-Marin Area Rail Transit (SMART) rail station. Site plan concepts were studied to test the type of land uses, connectivity, and development potential of key opportunity sites in the Central Rohnert Park Priority Development Area (PDA). They served to help the community visualize the character, type, and organization of uses, densities, and circulation patterns in the PDA, with implementation of plan objectives.

Since this concept development was shared with the community, ongoing coordination between the City of Rohnert Park (City) and property owners has resulted in further refinement of downtown concepts for Rohnert Park. However, the fundamental concepts and development potential shown in these studies remain applicable to the land use and development assumptions in the PDA Plan.

Figure A.1illustrates the study locations and development concepts for the subareas within the PDA and proposed improvements to vehicular and bike/pedestrian connections in the community.

Figure A.1: Priority Development Area Opportunity Site and Connectivity Concepts



A.1.1 Yardbirds Opportunity Site in the Triangle Business Subarea

The Yardbirds site, the location of a former home improvement store and adjacent opportunity parcel on Cascade Court (both now vacant), is one of several opportunity sites in the Triangle Business subarea. To test the site's redevelopment potential, two site options were studied: an entirely commercial retail and service option (Figure A.2) and a mixed-use development option, including commercial and hotel uses (Figure A.3). Surface parking was assumed in both site options. An estimate of the development potential of each site option is provided in the respective figures.

Based on the study of the Yardbirds opportunity site, the following land use and development recommendations have been identified to support enhancements in the Triangle Business subarea:

- The mix of land uses and businesses should be enhanced to support the proposed development program. A mix of commercial, hospitality, and other office, retail, and entertainment activities should be permitted to support new placemaking opportunities in the Triangle Business subarea, above and beyond what is allowed in the existing industrial zoning district. Thus, a Regional Commercial overlay zone is proposed for an underutilized portion of the Triangle Business subarea, with frontage on U.S. Highway 101.
- The many separate driveways and parking lot access points serving individual parcels in the subarea need consolidation to promote shared internal connections, parking, and driveways between adjacent private parcels. Such sharing will allow the development of more continuous sidewalks, common open space areas, and landscape improvements.
- Streets should be designed as multi-modal circulation systems, integrating bike lanes, on-street parking, and stormwater management to efficiently serve business circulation and parking needs through the following improvements:
  - Adding new east-west roadway or bike and pedestrian connections to reduce block sizes and establish a more walkable and bikeable community.
  - Providing an additional bike/pedestrian paseo connection, midblock between State Farm Drive and Commerce Boulevard, to reduce block sizes and support open space and continuous improvements to bike and pedestrian trail access.
  - Retrofitting State Farm Drive, Professional Drive, and Commerce Boulevard as complete streets with bike facility, sidewalk, and landscape improvements and potential for new on-street parking and stormwater curb extensions where feasible, as presented in Chapter 5 of this plan.
  - Linking circulation improvements to the City's regional bike and pedestrian network, emphasizing safe paths of travel and bike/pedestrian crossings.
- As sites redevelop, shared open space features should be developed, such as a proposed north-south bike/pedestrian paseo. Development of these features will require the cooperation of private property owners willing to dedicate the right-of-way along parcel lines of adjacent properties, as shown in Figures A.2 and A.3.
- Site-integrated low impact development stormwater control measures should be employed as new development occurs in this area. Such measures include infiltration planters, bioswales, stormwater curb extensions, and other features to green the streets, parking lots, and other site surfaces and reduce impervious surface area.

Figure A-2: Yardbirds Site, All Commercial Option

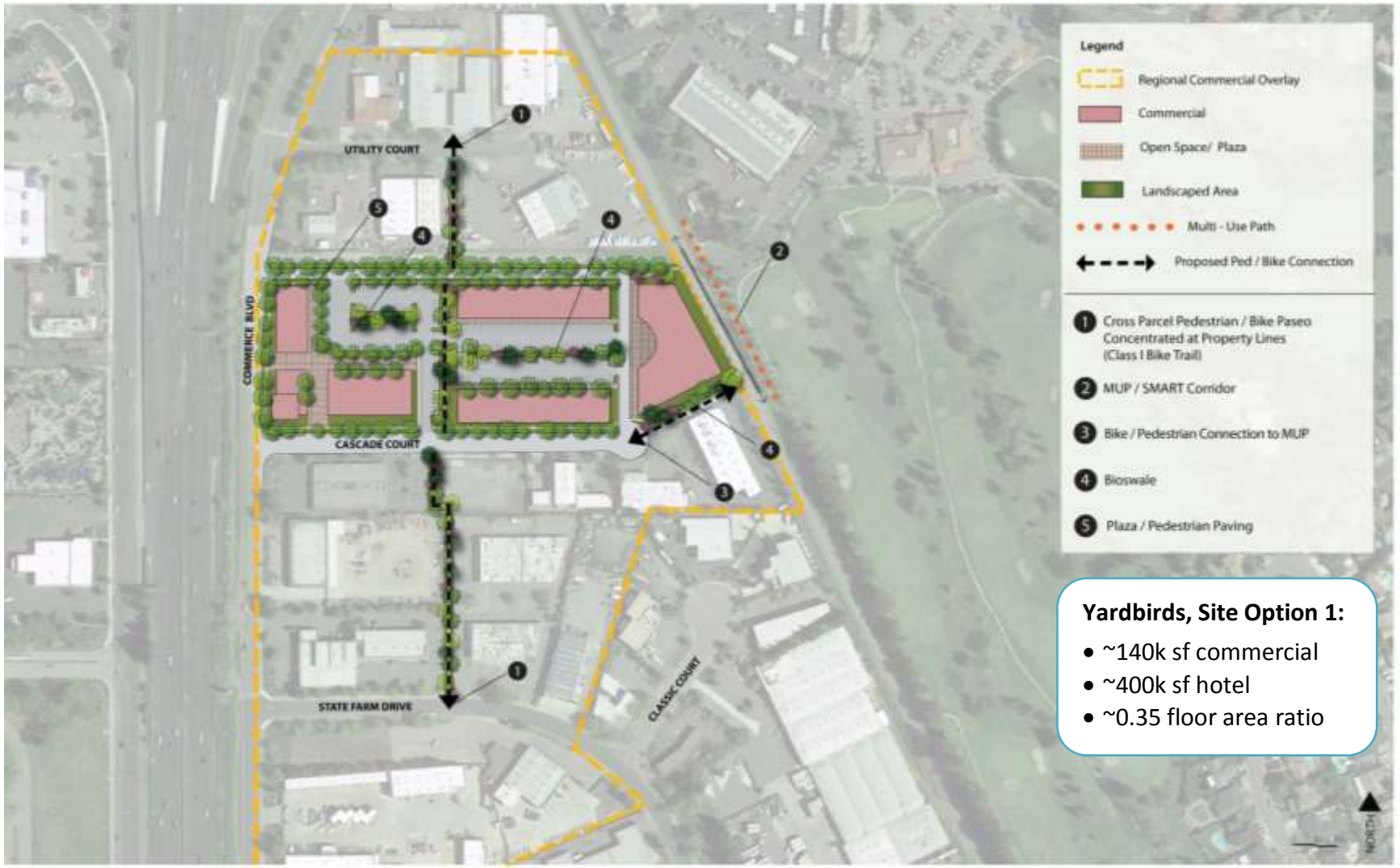


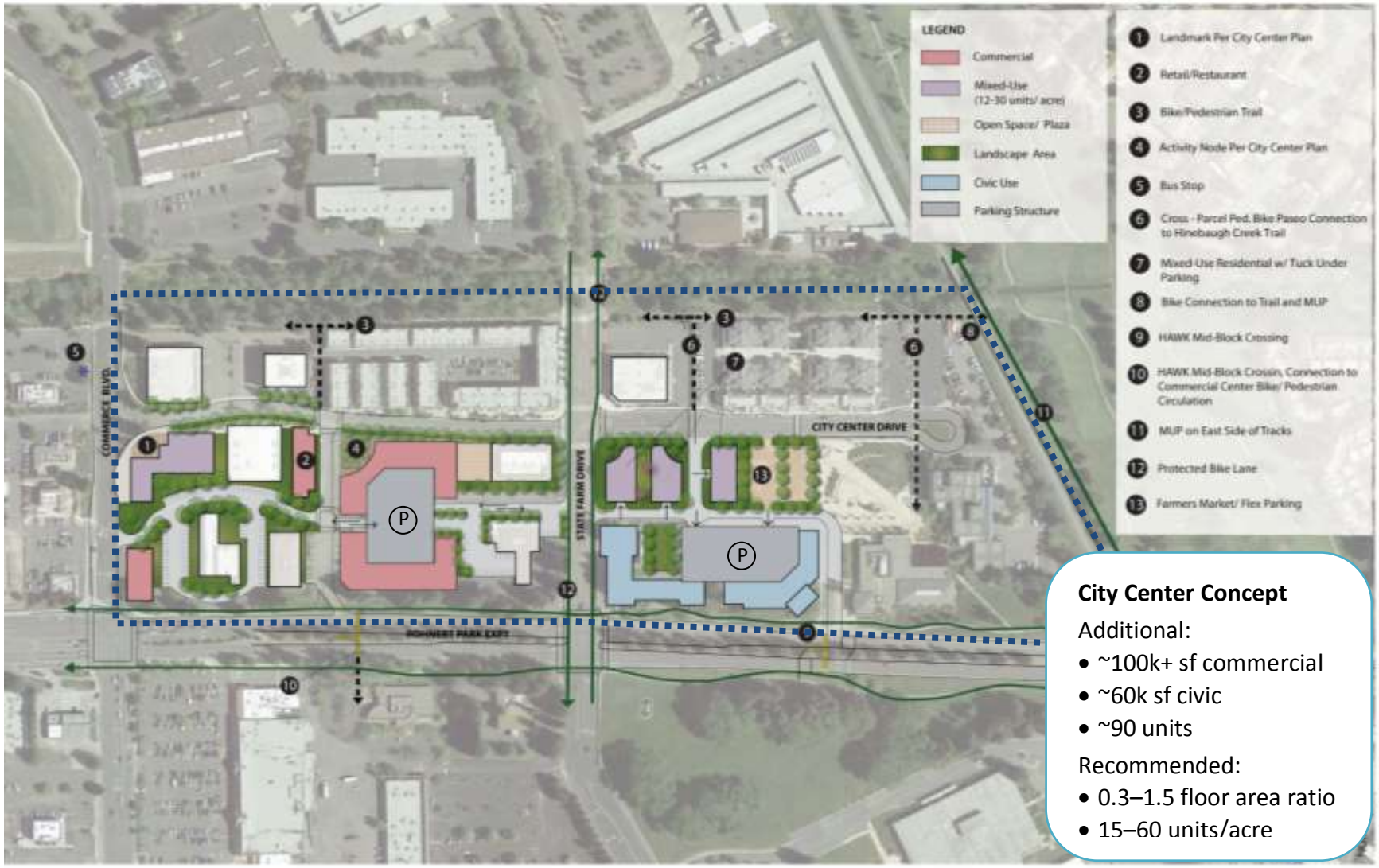
Figure A-3: Yardbirds Site, Commercial and Hotel Option

A.1.2 City Center Subarea Site Opportunities

Concepts for the City Center subarea are proposed to be updated to plan for arrival of the SMART rail station nearby (within a one-half-mile radius of the area) and to promote infill growth in the envisioned civic center area east of State Farm Drive and reinvestment in the Padre Center commercial area west of State Farm Drive. The following land use and development features have been recommended for the City Center opportunity site (Figure A-4):

- An urban street grid pattern, with defined pedestrian and vehicular paths and shaded streets and trails.
- A pedestrian orientation along City Center Drive and State Farm Drive, with buildings and landscaping lining and defining City Center Drive, State Farm Drive, and Rohnert Park Expressway (RPX).
- New plaza and open space focal points.
- West of State Farm Drive, new commercial and mixed-use infill in the Padre Center and adjacent commercial areas to support a more vibrant neighborhood mixed-use shopping center, focused on:
  - new infill development on vacant properties and underutilized building or parking areas with new compatible one-, two-, and three-story commercial mixed-use infill development and residential lofts above commercial uses, and new plaza focal points; and
  - formalizing Padre Center Drive as a public street, with improved vehicular driveways, broader sidewalks, and sidewalk and landscape improvements extended along City Center Drive.
- East of State Farm Drive, new mixed-use infill residential development and civic uses, redeveloping the large underutilized parking lot adjacent to the community library, to support:
  - a new City Hall or other civic use and supporting parking structure and open space;
  - new residential mixed-use development served by tuck-under parking; and
  - a flexible parking/open space area, west of the community plaza, to support short-term parking needs and occasionally extend the community plaza space for farmers' markets and other community events.
- Flexible parking standards supporting opportunities for shared parking, district parking, and parking reductions.
- Parking and service functions, designed to be internally accessed by alleys or streets located midway between City Center Drive and RPX and as real estate and additional commercial space demands warrant. Central parking structures should replace surface parking lots to more efficiently serve the uses and businesses in the Padre Center and Civic Center, as suggested in the locations marked (P) in Figure A-4.
- Bike and pedestrian connections, as conceptually shown in Figure A-4. Green lines indicate bike/pedestrian paths or trails and black dashed lines indicate pedestrian walkway improvement opportunities, including:
  - protected bike lanes on State Farm Drive;
  - enhancement of RPX as a bike and pedestrian multi-use path (MUP);
  - MUP connections along the Hinebaugh Creek greenway and to the SMART MUP, including a proposed undercrossing of the SMART rail tracks along the Hinebaugh Creek trail to connect with the SMART MUP; and
  - north-south and east-west pedestrian walkway improvement through the City Center.

Figure A-4: City Center Concept



City Center Concept

Additional:

- ~100k+ sf commercial
- ~60k sf civic
- ~90 units

Recommended:

- 0.3–1.5 floor area ratio
- 15–60 units/acre

A.1.3 Station Center Subarea Site Opportunities

Concepts prepared for the Station Center opportunity site propose relocating the City corporation yard and redeveloping the State Farm campus as a pedestrian-oriented shopping and entertainment destination, with a new community park and residential, office, mixed-use, and neighborhood commercial and service uses. Continuous street tree, landscape, and park and open space features unify and give identity to the Station Center subarea. The following envisioned features of the Station Center are conceptually shown in Figure A-5:

- Preservation of existing open space on the corner of RPX and State Farm Drive to support development of a community green, with shaded open space, retail kiosks, promenade walkways, and other community amenities.
- Preservation and enhancement of the existing redwood trees that form an open space greenbelt surrounding the perimeter of the site, with bike and pedestrian trails.
- Development of a transit plaza adjacent to the SMART rail station to include retail kiosks and intermodal transportation facilities, including bus stops, bicycle parking, seating and pedestrian furniture, and other bicycle and pedestrian facilities.
- One- to three-story commercial development in the northern half of the subarea:
  - a central shopping area with a pedestrian-oriented atmosphere, with commercial, entertainment, and retail uses;
  - two- and three-story neighborhood-oriented, residential mixed-use development (lofts over commercial shops) and one- to two-story office or public uses; and
  - parking structures (up to three levels) to serve the parking demand on-site, based on a recommended parking ratio for non-residential uses in the Station Center subarea of one space per 400 square feet of building area.
- In the southern half of the subarea, a mix of high-density housing types, with densities of 15–75 units per acre in an integrated community setting, with shared common space, landscaped greenways or buffers, parks, and a continuous street tree canopy.
- Additional long-term commuter parking provided in the blocks adjacent to the SMART rail station platform.
- A continuous network of bicycle connections, established by new bicycle trails and paths along streets and greenways, including high-contrast bike lanes and the conversion of the existing sidewalks along RPX into Class I trails, as shown in Figure A-6.
- A connected and walkable street grid, with a variety of street types and features:
  - a northern entry street with roundabout, aligned with the entry driveway to the Central Commercial subarea (as indicated in the section in Figure A-7);
  - boulevard streets, centrally located north-south and east-west, with broad sidewalks, on-street bike lanes, and axial views to the SMART rail station and Sonoma Mountain; and
  - separate alleys and roadways for service and parking access.
- Improvements to State Farm Drive to make it a complete street, with vehicular travel lanes and turn lanes; a landscaped median; protected bike lanes; separated sidewalks; and a roundabout at the existing Raleys/Safeway shopping center entry, as depicted in Figures A-7 and A-8.
- New bus stops (four proposed in the Station Center) and transit improvements to serve ridership from the SMART rail station and support the demands of new development as it occurs in and adjacent to the subarea.

Figure A-5: Station Center Concept

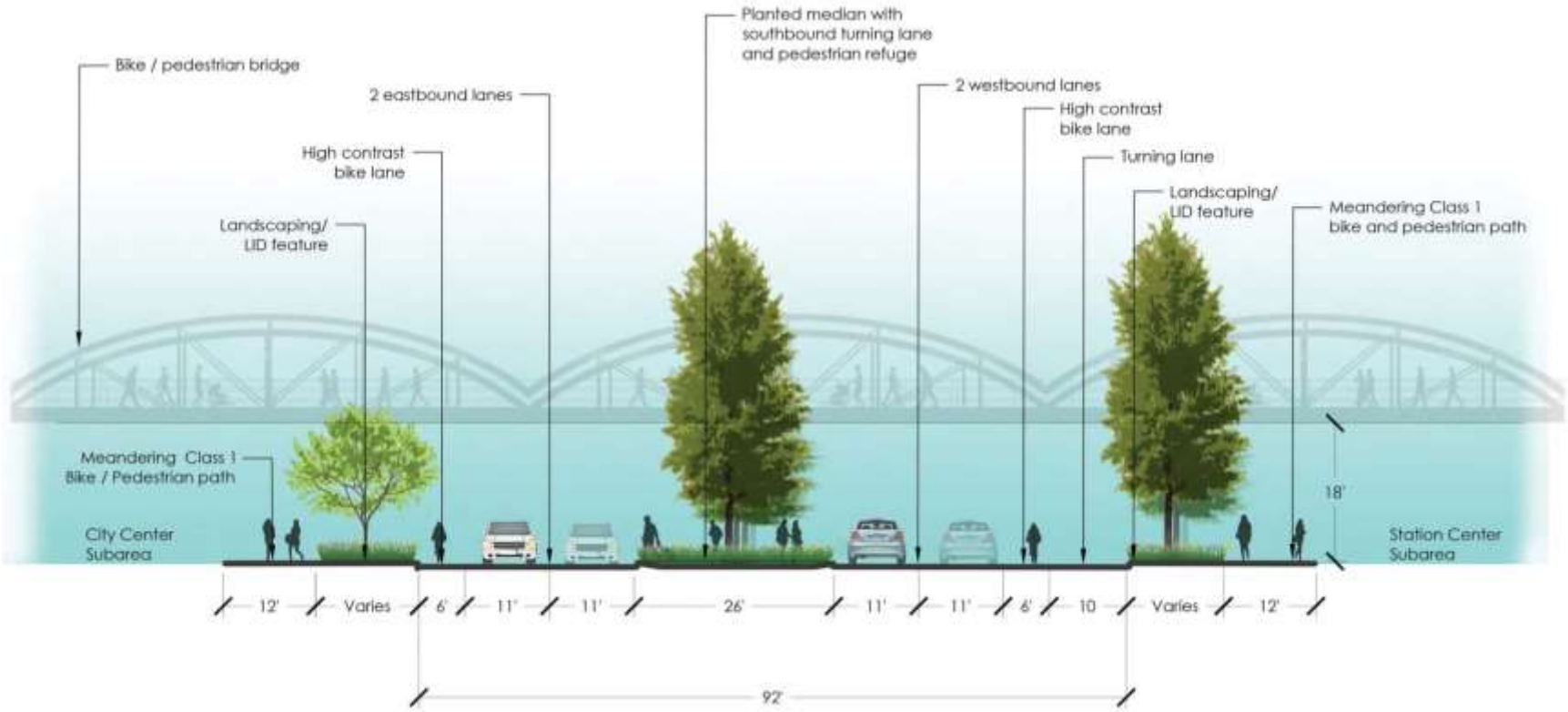
Station Center Concept

- ~180k+ sf commercial
- ~80k sf civic or office
- 400+ units

Recommended:

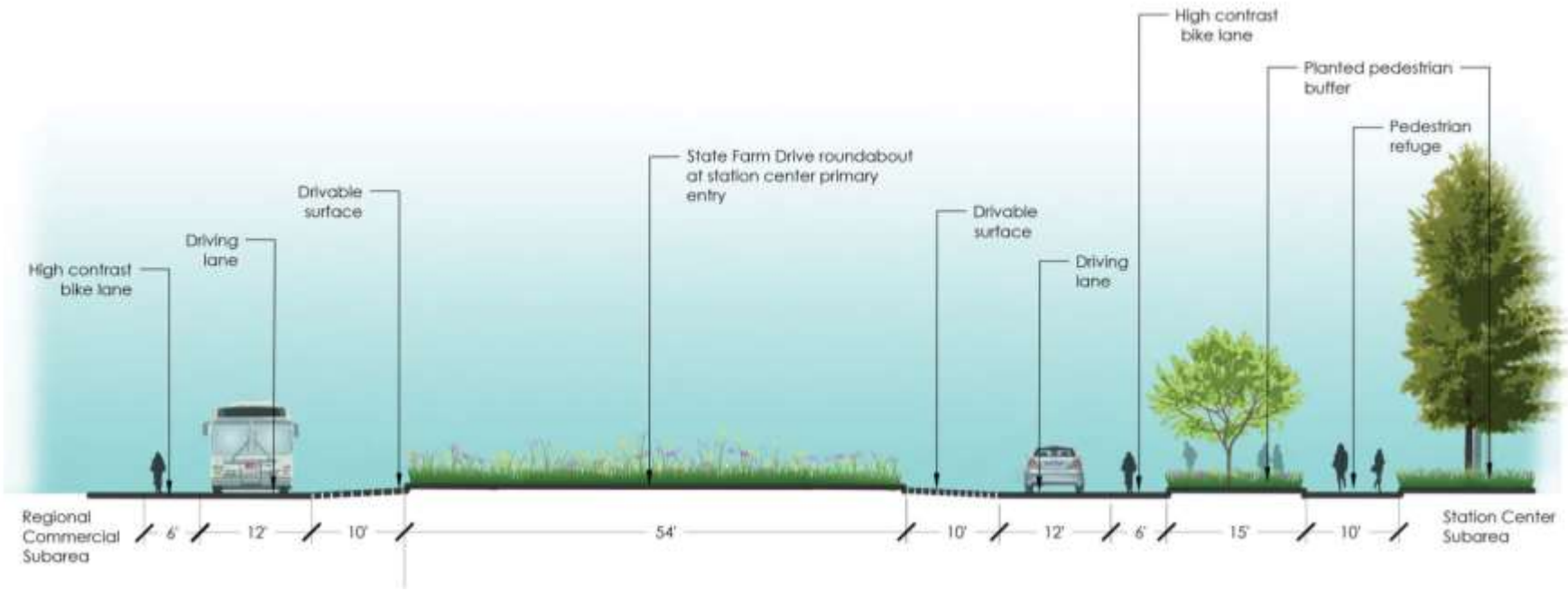
- 0.3–2.0 floor area ratio
- 15–75 units/acre

Figure A-6: Rohnert Park Expressway Redesign Concept



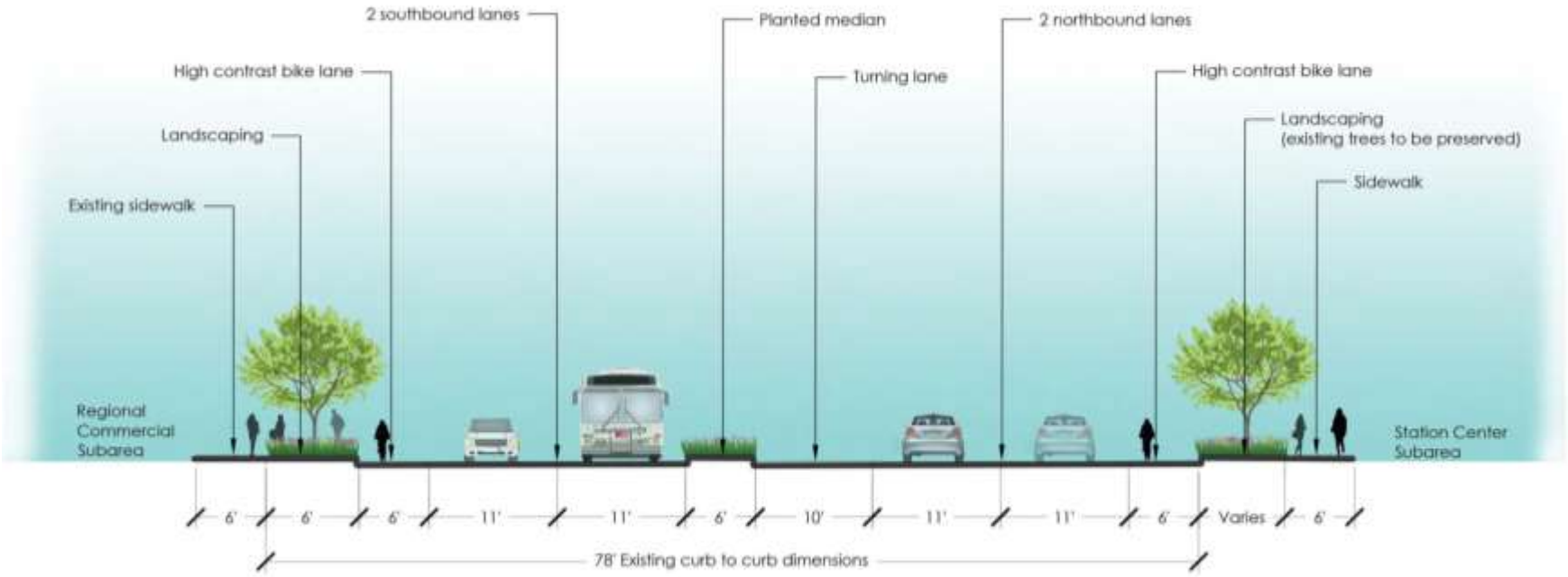
Looking East

Figure A-7: State Farm Drive Roundabout Concept



Looking North

Figure A-8: State Farm Drive Typical Section Concept



Looking North

Source: Office of John Nicolaus, 2014

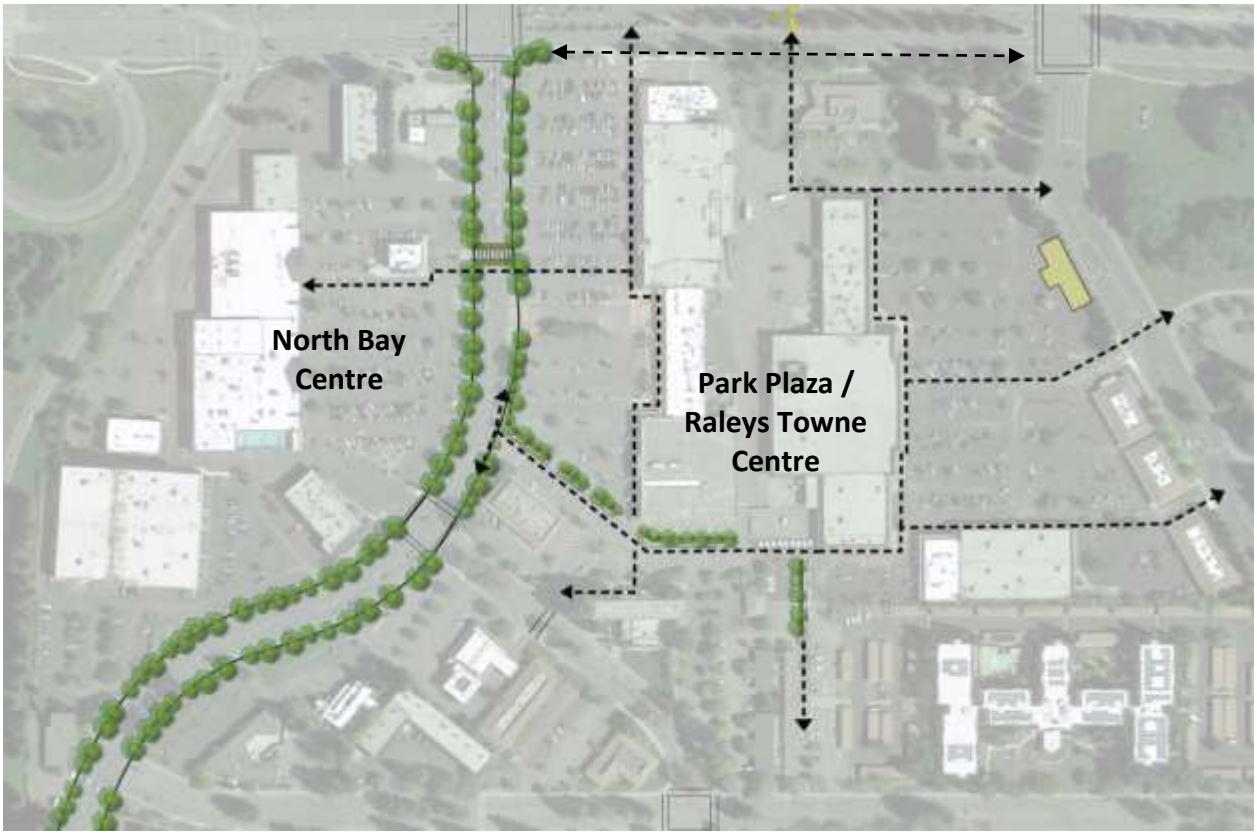
A.1.4 Central Commercial Subarea Site Opportunities

The Central Commercial subarea is primarily a developed shopping area that is widely used by the community. Opportunities exist in this subarea to support infill uses that break up the large parking areas and enhance the streetscape frontage along existing streets. Infill commercial opportunities that bring buildings closer to the street and define the street edge are proposed to complement and support the urban character planned in the Station Center subarea.

Land use changes are not proposed in this area, but connectivity improvements to internal pedestrian connections within and between shopping centers are recommended. Pedestrian path and landscape improvements, particularly in the Park Plaza/Raleys Towne Centre parking lots, are suggested to convert the maze of driveways that act as internal streets in the center, to support safe vehicular and pedestrian access to adjacent uses to the south (including the senior center and Altamont senior housing). Improved north-south and east-west pedestrian connections and midblock crossing and intersection improvements (where shown by the dashed lines in Figure A-9) are needed in the center.

Additionally, Commerce Boulevard and adjacent streets should be designed to ensure safe vehicular, transit, bike, and pedestrian access by closing off dangerous driveway access points; providing shade along the street; and adding comfortable transit and pedestrian facilities such as connecting walkways and signage from the street to shops and other uses in the subarea.

Figure A-9: Central Commercial Subarea Connectivity Concepts



Source: MNA, 2014

A.1.5 Creekside Neighborhood Subarea Site Opportunities

Since the Creekside Neighborhood subarea is a largely built-out residential neighborhood, primary recommendations for this subarea focus on improvements to bike and pedestrian trail connections from the neighborhood to the commercial areas to the north, Copeland Creek, and the SMART MUP and other regional trails. The Copeland Creek corridor and north-south greenways through this neighborhood can be improved to ensure trail safety and visibility through regular maintenance; new lighting; and interpretive and wayfinding signage. Interpretive signs are encouraged to provide community direction and interpretation of natural creek features, such as native or riparian trees or other habitat along the creek trails.