

# Downtown Rohnert Park Form-based Code Charrette



Rohnert Park City Council

Stefan Pellegrini  
Principal, Opticos Design

Downtown Rohnert Park Form-based Code  
14 November 2017



1

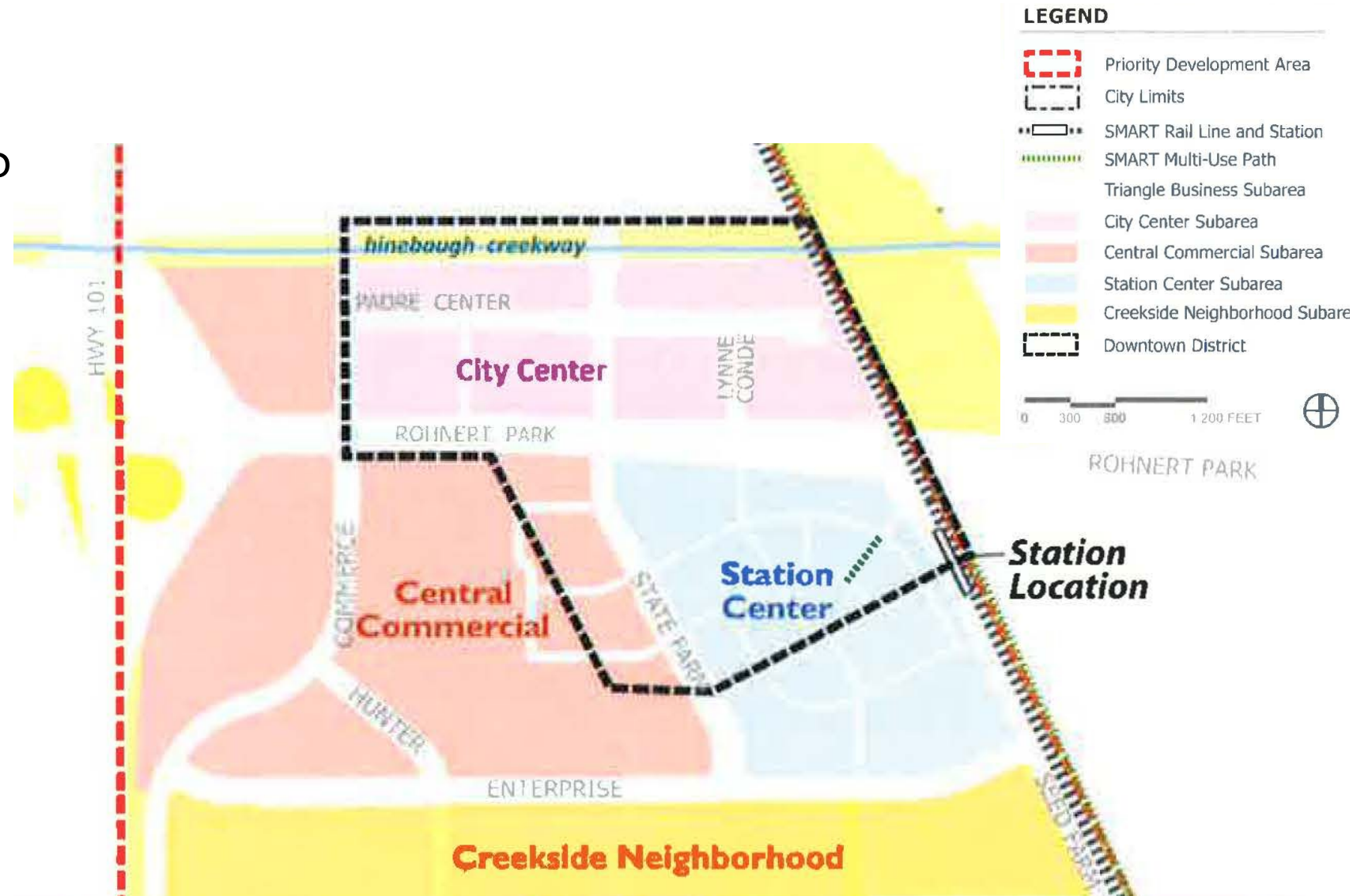
# Charrette Purpose & Overview

---

# Charrette Purpose and Overview

## Why Are We Here?

- To implement the 2016 Rohnert Park PDA Plan
- To update Zoning for the Downtown District Amenity Zone (DDAZ) and create a **Form Based Code**



## Why a Form Based Code (FBC)?

To provide **predictability** and ensure that **zoning delivers on the PDA plan's vision**

FBC will provide an opportunity to consider and codify

- Vision and Policy of the PDA plan
- Street and Block network
- Form and Character of Streets and Civic spaces
- Form, character, and intensity of buildings

2

## Charrette and Public Input Summary

---

## What happened at the Charrette?

- Multi-day, collaborative planning event
- Community Input at open houses
- Stakeholder and Property Owner meetings
- Design, land use, mobility, public amenities, open-space, economic development
- Develop and Evaluate Alternatives
- Preferred Plan developed

Rohnert Park Downtown FBC Charrette Schedule

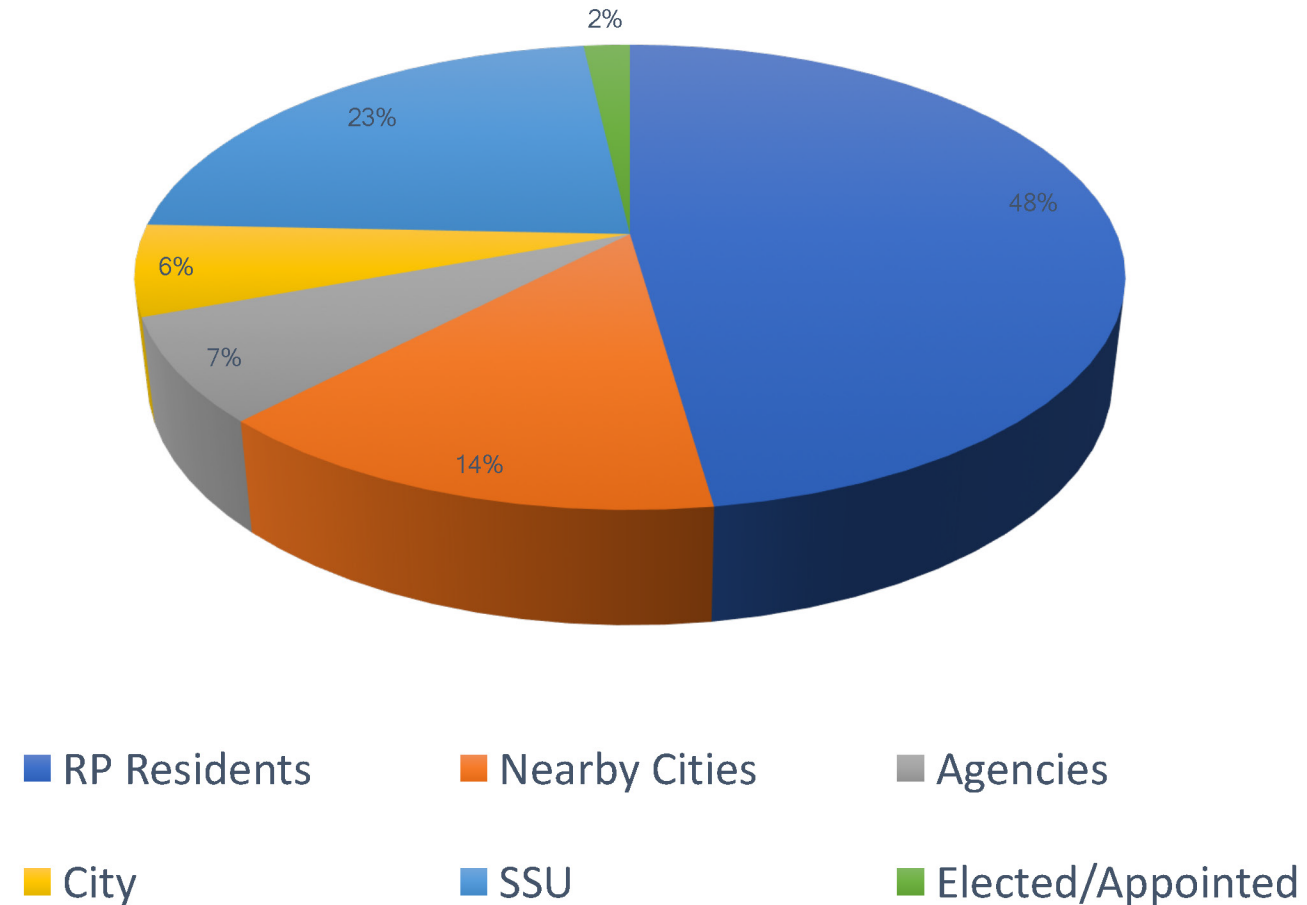
	Monday, November 6	Tuesday, November 7	Wednesday, November 8	Thursday, November 9
8:00 AM	Team Arrives: Begin Studio Setup			
9:00 AM	Team Meeting	Team Meeting	Team Meeting	Team Meeting
10:00 AM	Interview with Vice Mayor Stafford (Stefan)	Set Up Model and Studio (ODI, City)	Code Testing and FBC Components	Meetings/ Technical Review
11:00 AM	Interview with Mayor Mackenzie (Stefan)			
	Interview with GM Callinan (Stefan)	Active Users Group Skchldr Mtg (Stefan, City, LWC)		Production/ Final Presentation
		Bill Sumski/Padre Center Owner (Stefan, City)	Lunch brought in for Team	
12:00 PM	Review Opening Presentation with Staff	Lunch Brought in for Team	FBC Discussion with City Staff as needed	Lunch Brought in for Team
			Brown Bag Lunch Presentation: Economic Development with MJB	Review Closing Presentation with Staff
1:00 PM	Meeting with Argonaut/Raley's Towne Center Group (Stefan, City)	Development Standards Framework	Technical Advisory Group Stakeholder Meeting (Stefan, City, LWC)	Lunch Brought in for Team
2:00 PM	State Farm Property Owner Meeting (Stefan, City)		Open time for Additional Meetings with Property Owners as needed (MJB, City, Stefan)	
3:00 PM	Community Users Group Skchldr Mtg (Stefan, LWC, City) (SSI, Rotary, Chamber of Commerce, SMART)		Code Testing and FBC Components	Production of Final Presentation Materials, FBC testing
4:00 PM			Sonoma State Students at Open Studio (Megan, City)	
5:00 PM	Setup for presentation	Set up for Open House		Set up for Open House
6:00 PM	Opening Presentation (Materials: Projector and screen, Display boards, Model, Chairs for community member)	Public Open House (Materials: Model, Display Boards with Complete Streets, Frontages, Building Types, and What is an FBC)	Team Meeting/ Debriefing	Dinner Brought in for Team
7:00 PM			Team Meeting/ Debriefing	Dinner on own
8:00 PM	Team Meeting/ Debriefing	Dinner on own	Late Night Studio Work	Debriefing/ Clean up and pack up studio
				Dinner on own

## Participation

More than 125 attendees, including:

- Rohnert Park Residents, Business Owners, Operators, Property Owners
- Nearby Cities
- Agencies (fire, police, ABAG, MTC, SMART)
- City Staff
- Sonoma State University Students
- Elected/Appointed Officials

Rohnert Park Downtown FBC  
Charrette Participation



## General Observation

The Community was:

- Interested and engaged
- Open to sharing ideas/generous
- Thoughtful in their responses and well informed
- Motivated to continue to participate
- Open to change – they want a **DOWNTOWN**
- Respectful of the process and timeframe





# Community Engagement

## Opening Presentation and Community Visioning Exercise



## What We Heard?

### Map Exercise & Comments

- Connected
- Accessible
- Vibrant Plaza/Park
- Active & Mixed Use
- Destination for Local, Student, and Regional Community
- Congestion and Traffic Speed
- Vibrancy



## Stakeholder Meetings

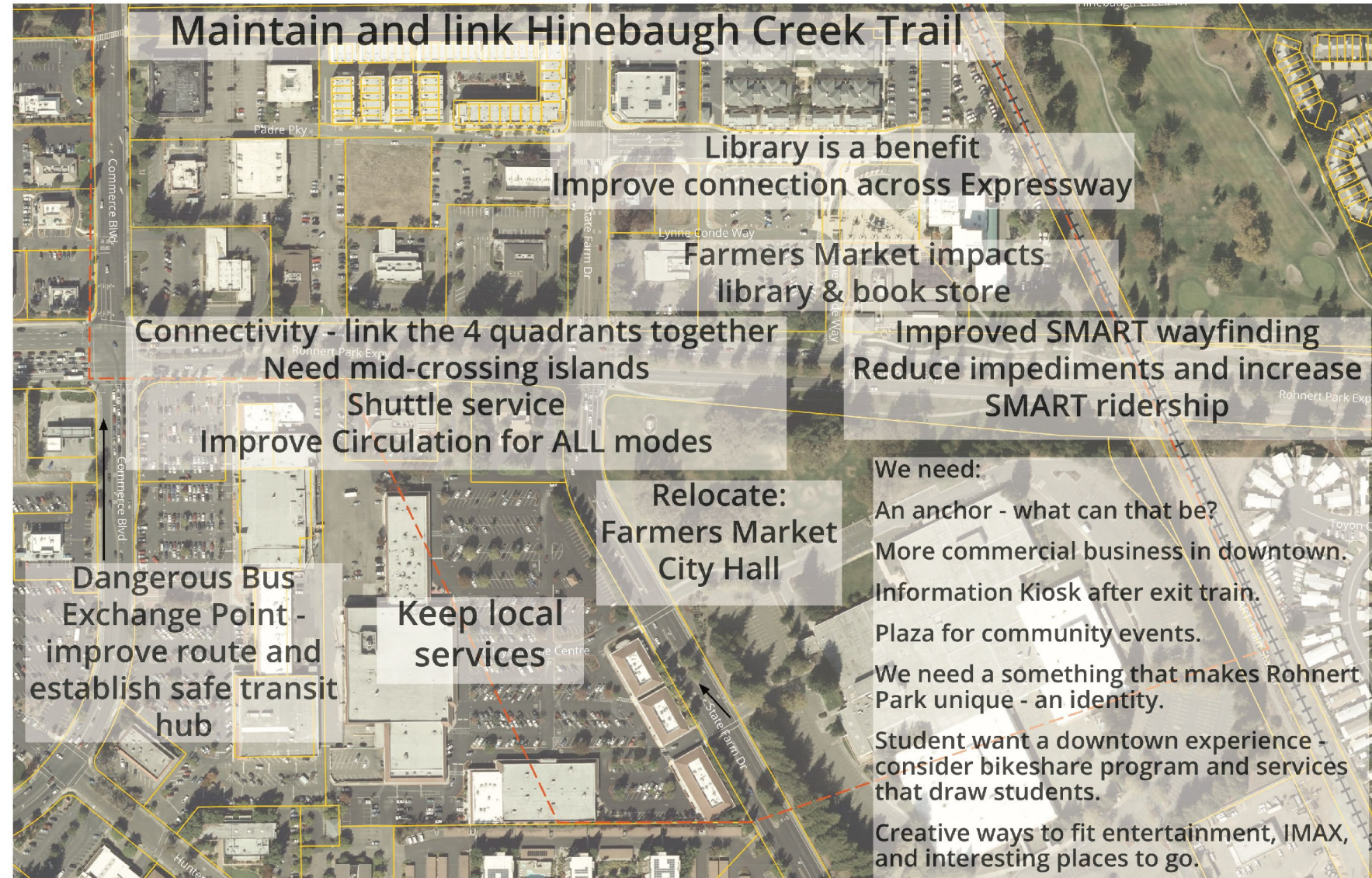
- Active Users Group
- Community Users Group
- Technical Advisory Group
- Individual Meetings with Property Owners



## What We Heard?

### User Groups

- Distinctive Identity
- Improve Multimodal Performance
- Civic Space
- Connected and Accessible
- Business Oriented



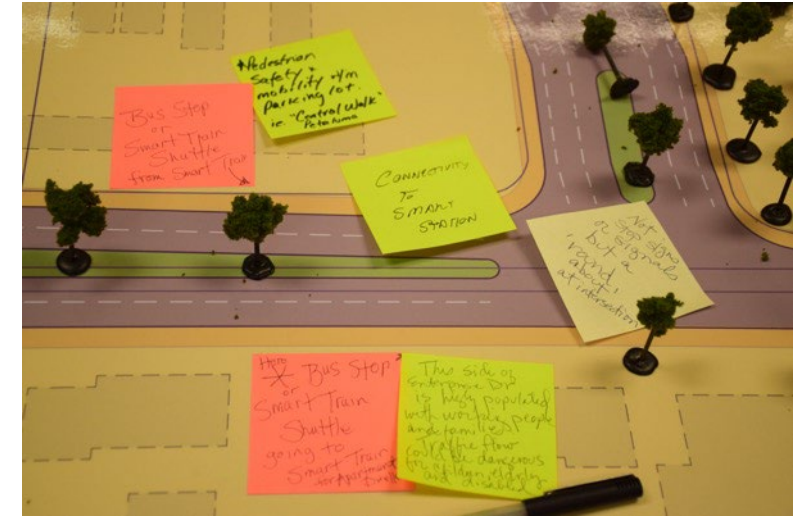
## Brown Bag Lunch

- Economic Development & Retail
- Led by Michael Berne



## Community Open Houses

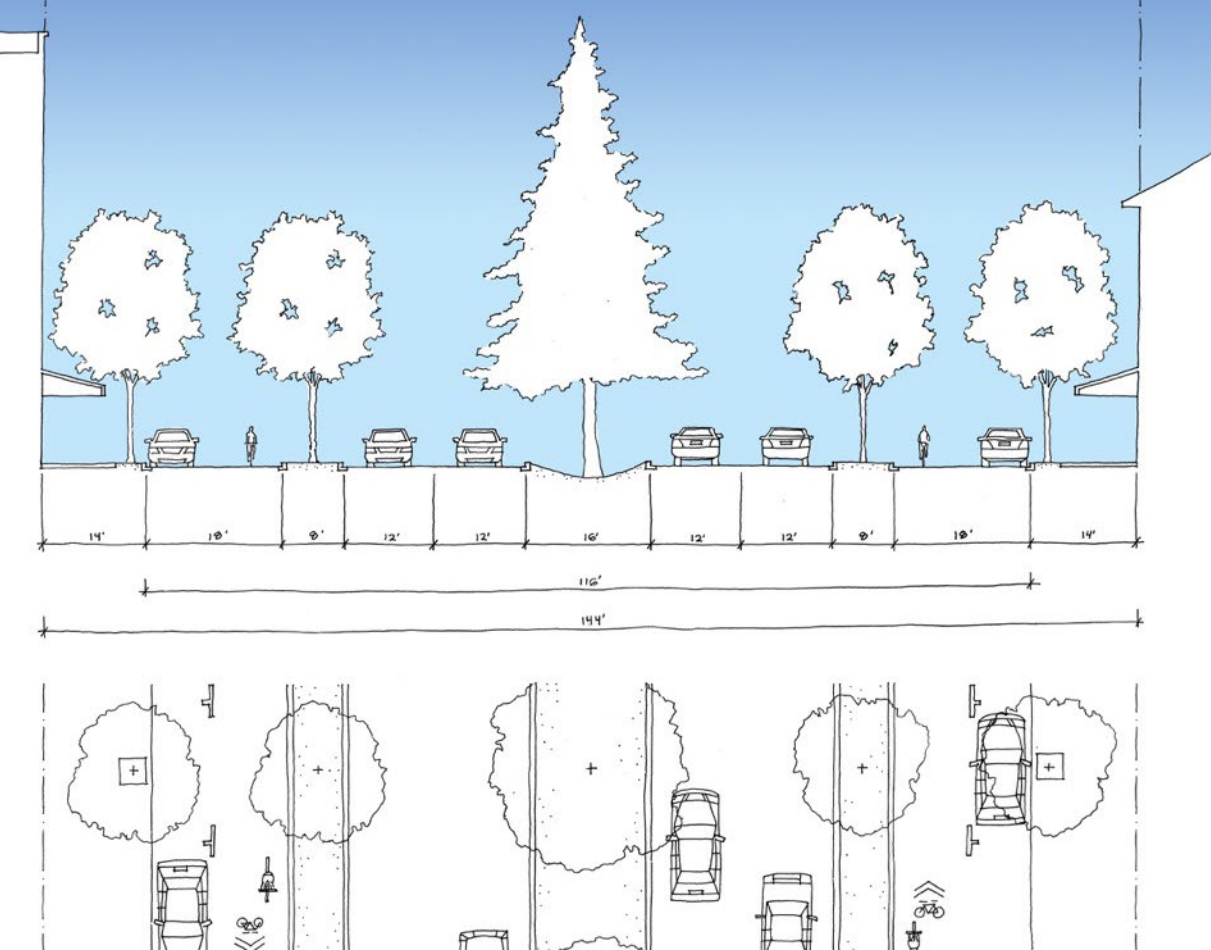
- Tuesday 5:30pm to 7:30pm
- Thursday 5:30pm to 7:30pm



3

## Key Design Features: Making a Downtown

## Rohnert Park Expressway





# Key Design Features

## Street and Block Network

- Improved connectivity to Transit and Civic Spaces
- Parking located at center of blocks
- Emphasize north-south corridor



14 November 2017



Rohnert Park Downtown Form-based Code

© 2017 Opticos Design, Inc. | 18

## Plaza and Civic Spaces

- Mixed-Use Retail Plaza at Rohnert Park Expressway
- Station Square
- Network of Green Spaces throughout Plan



Central Retail Plaza



Station Plaza

## Retail/Mixed Use Approach

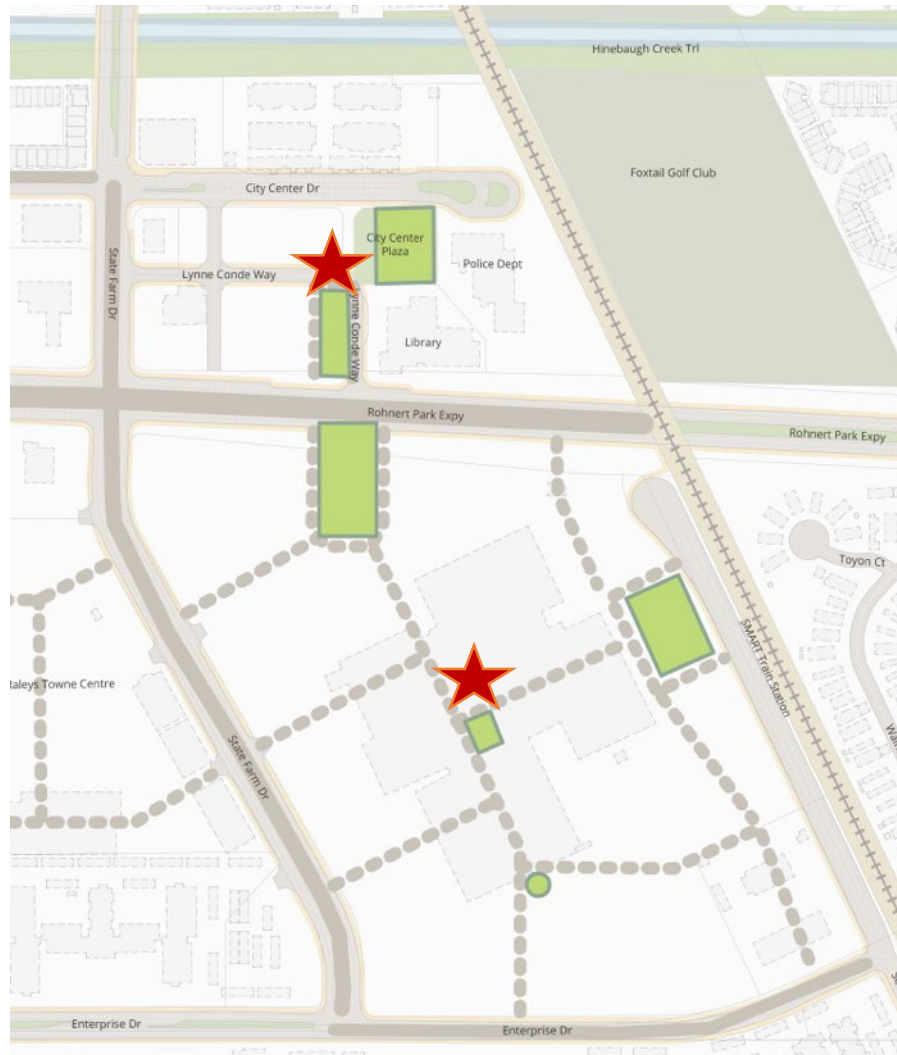
- Retail at main plaza and along north-south street
- Flexible Mixed-Use frontage along State Farm Dr., Station Square, and other key locations



# Key Design Features

## City Hall

- Potential Location across from main plaza
- Second opportunity site for Civic building on State Farm Site



4

## Zoning Implementation Strategy

---

## Code Update Components

- Regulating Plan
- Form Standards by Zone
- Use Standards by Zone
- Zone Intent Illustrations
- Review and Modification Process

## Desired Form

Detached or Attached Buildings:  
Primarily Attached

Lot Width:  
Medium to Large

Footprint:  
Medium to Large

Setbacks:  
Buildings at back of sidewalk

Building Height  
Up to 5-7 stories

Elevated Ground Floor:  
At ground level

Frontages:  
Gallery, Shopfront

Streetscape:  
Street Trees with Tree Wells

## General Use

Primarily Ground Floor Commercial  
with Residential and/or Office on upper  
stories  
Civic Uses  
Vertical Mixed Use

## Downtown Main Street Zone



## Neighborhood Main Street Zone



### Desired Form

Detached or Attached Buildings:  
Primarily Attached

Lot Width:  
Small to Medium

Footprint:  
Small to Medium

Setbacks:  
Buildings at/near back of sidewalk

Building Height  
Up to 4.5 stories

Elevated Ground Floor:  
At or raised from ground level

Frontages:  
Shopfront, Dooryard, Terrace, Forecourt

Streetscape:  
Street Trees with Tree Wells

### General Use

Commercial and Service, Residential,  
Civic  
Vertical and Horizontal Mixed Use



## Desired Form

Detached or Attached Buildings:  
Mix of Attached and Detached

Lot Width:  
Small to Medium

Footprint:  
Small to Medium

Setbacks:  
Buildings uniformly set back from  
sidewalk

Building Height  
Up to 3.5 stories

Elevated Ground Floor:  
Raised from ground level

Frontages:  
Dooryard, Stoop, Porch, Forecourt

Streetscape:  
Street Trees with Tree Wells

## General Use

Residential, Civic, with some Service  
Primarily Horizontal Mixed Use

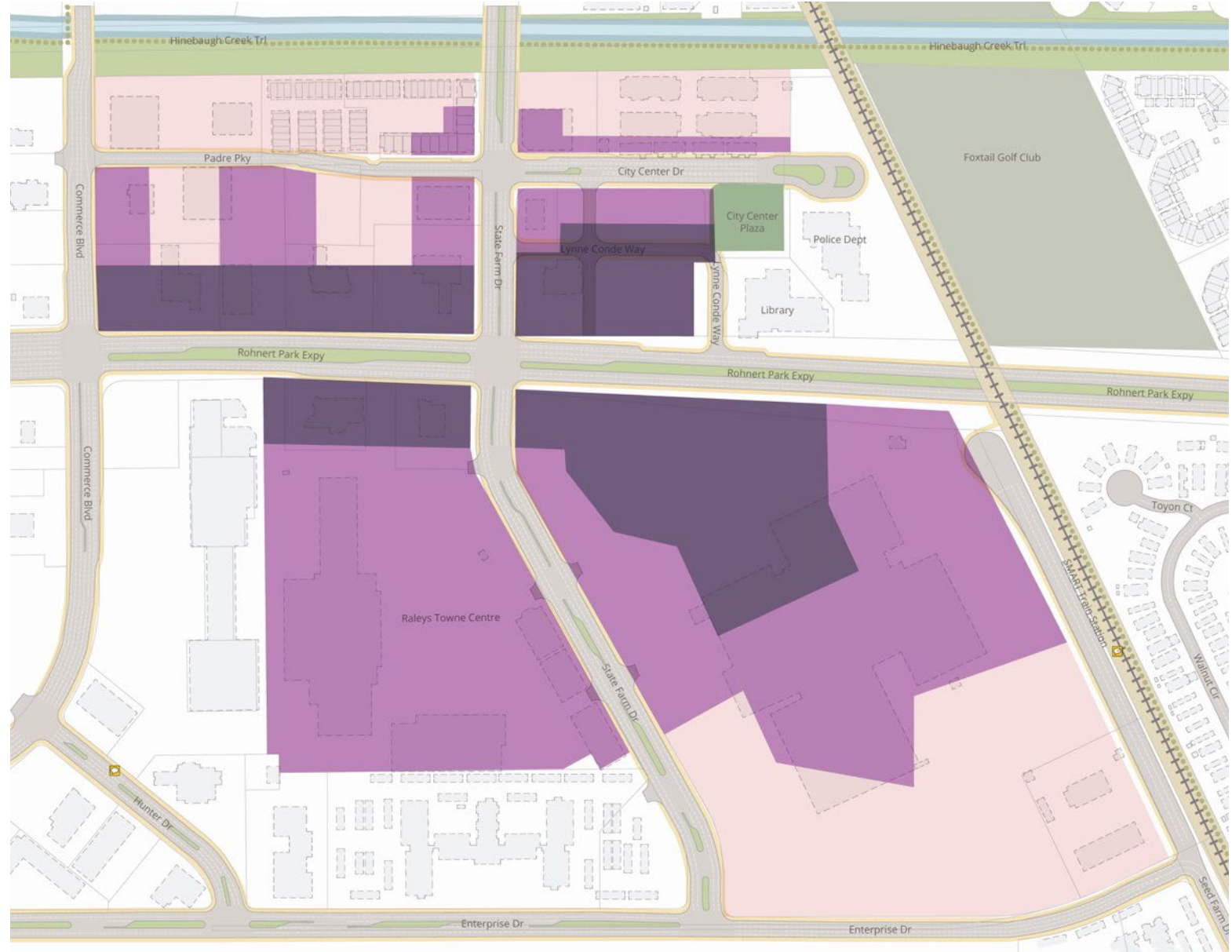
## Downtown Neighborhood Zone



# Zoning Implementation Strategy

## Draft Regulating Plan

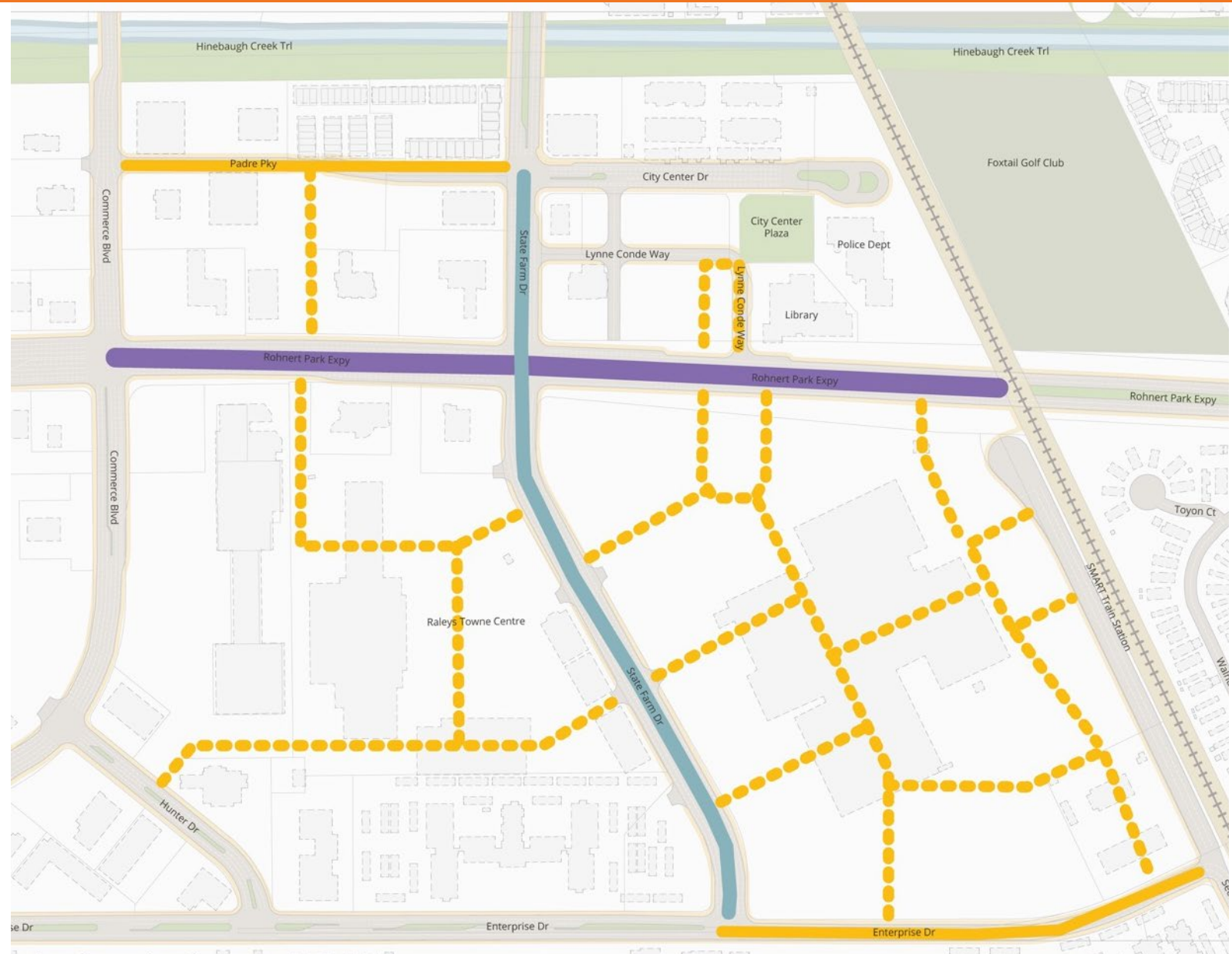
-  Downtown Main Street
-  Neighborhood Main Street
-  Downtown Neighborhood



# Zoning Implementation Strategy

## Thoroughfare Plan

-  Multiway Boulevard (Rohnert Park Expressway)
-  State Farm Drive (Streetscape Improvements)
-  Neighborhood Streets (Streetscape Improvements)
-  Neighborhood Streets (Flexible Location)



# Zoning Implementation Strategy

Civic and  
Open Space  
Community Plazas  
Attached Greens  
Pocket Plazas



5

## Questions & Discussion

---

Admin Draft - January 2018

Public Review Draft – February 2018

Thank you!