

# City of Santa Rosa 1 Year Later

## Rebuilding and Beyond



DAVID GUHIN

ASSISTANT CITY MANAGER AND DIRECTOR OF PLANNING AND ECONOMIC DEVELOPMENT

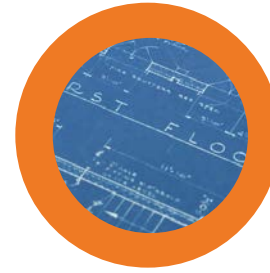
BAY AREA PLANNING DIRECTORS ASSOCIATION

NOVEMBER 2, 2018

# City of Santa Rosa

**1,336**  
Homes in the  
Rebuild Process

as of 10/31/18



In Plan Review

**273**



Under Construction

**748**



Approved

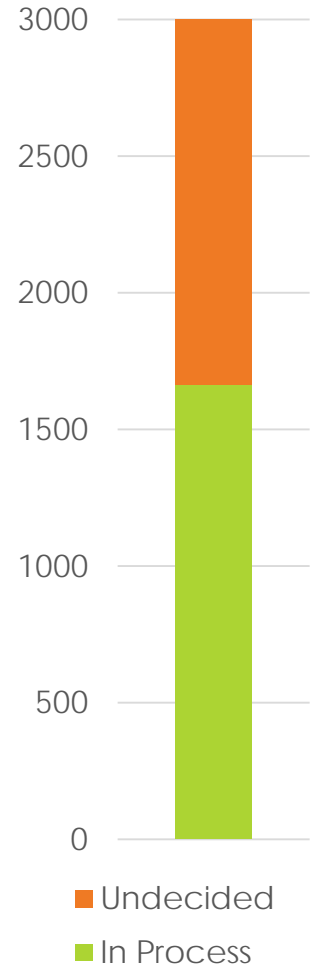
**281**



Complete

**34**

2





# 1 Year of Rebuild and Recovery

## Fountaingrove



Photo Credit: Press Democrat (Kent Porter)



# 1 Year of Rebuild and Recovery

## Coffey Park

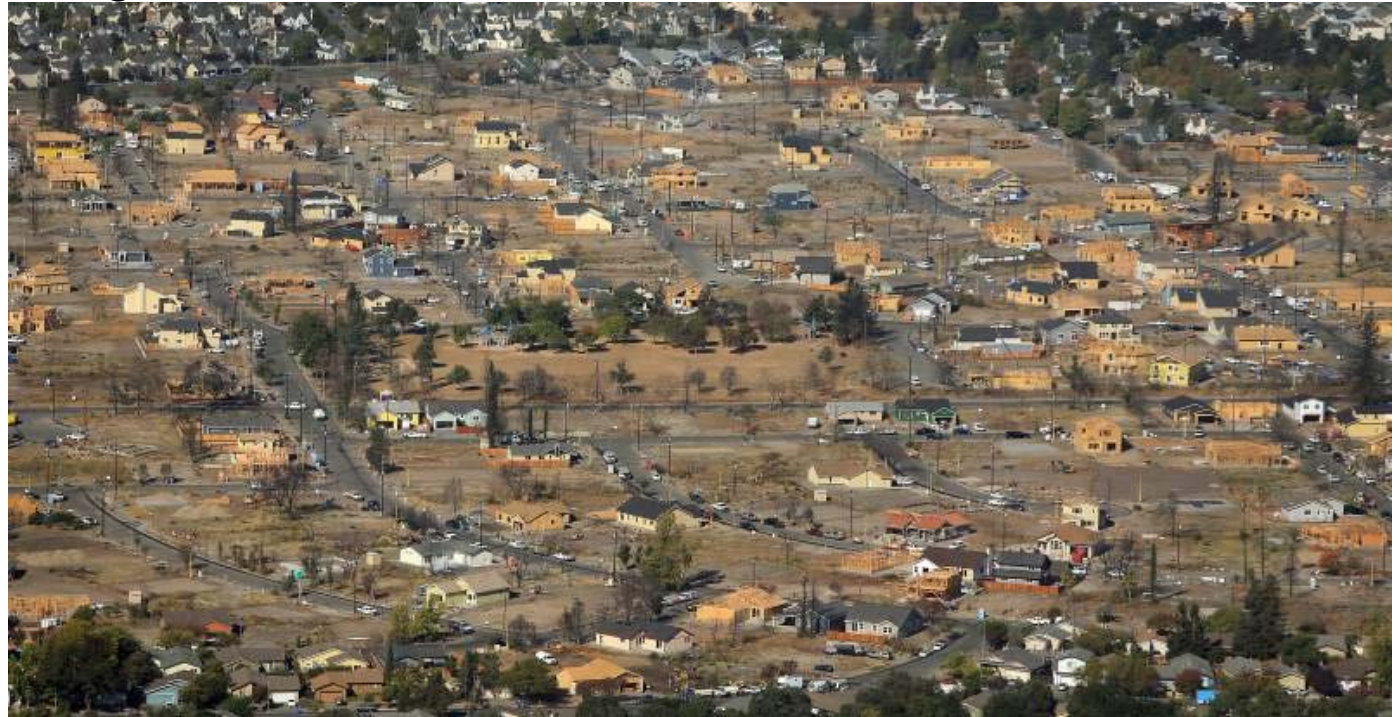
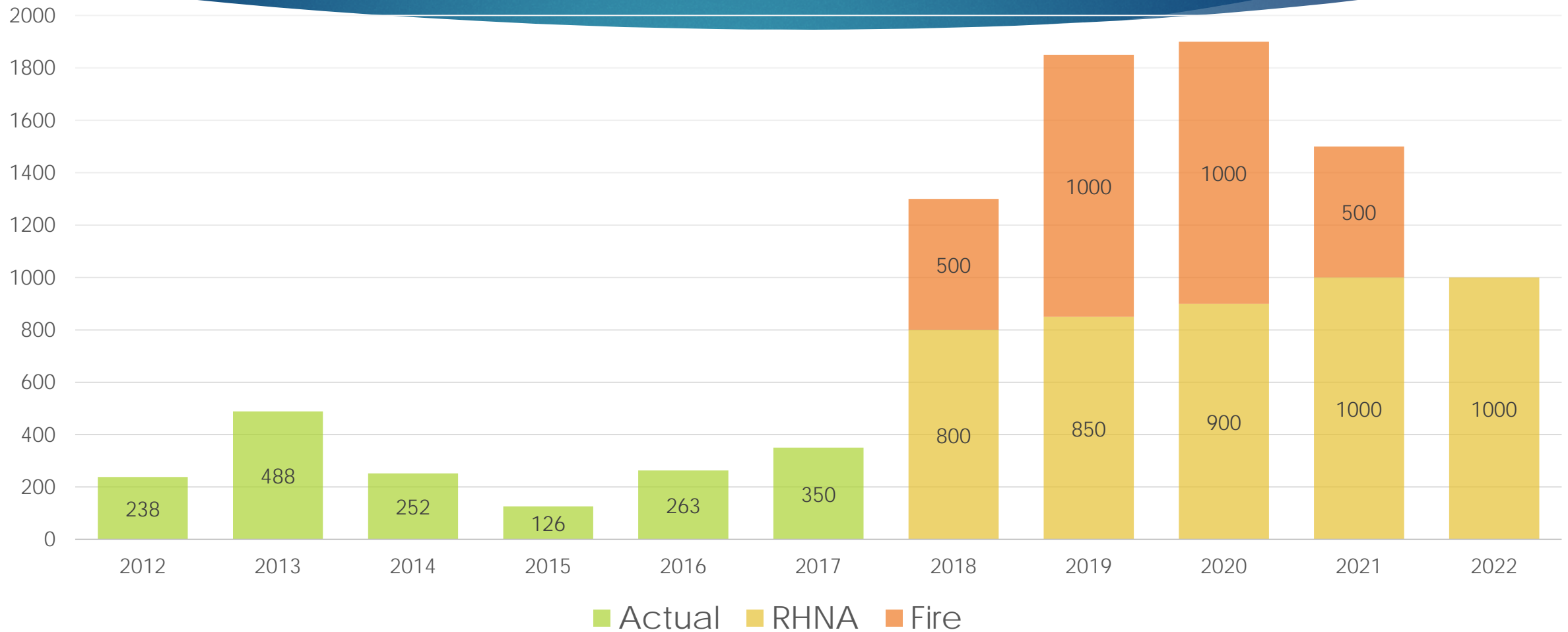


Photo Credit: Press Democrat (Kent Porter)



# Housing Need

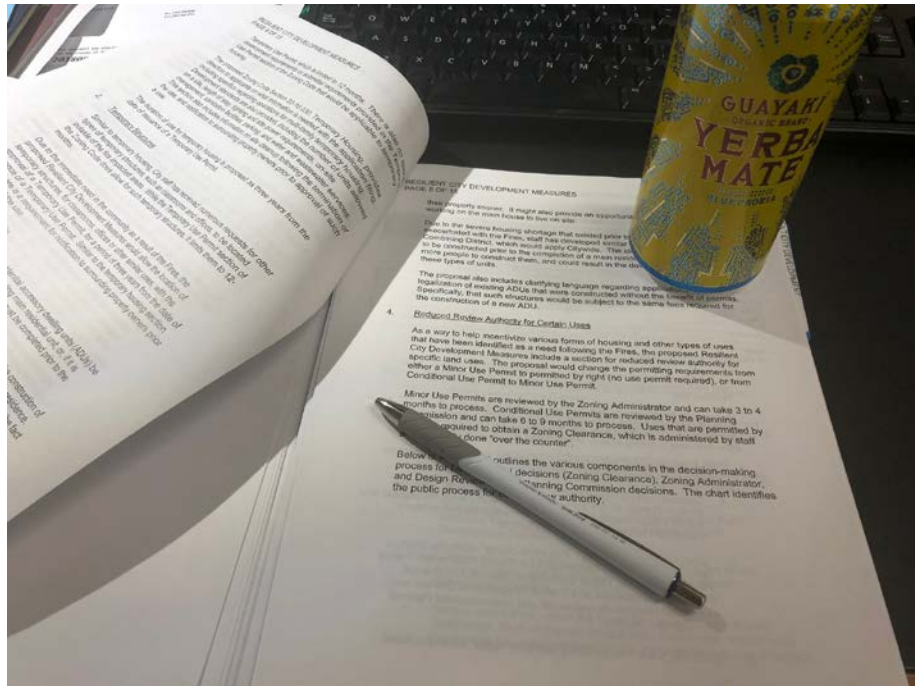
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# Santa Rosa Housing Efforts



# EOC - Night Shift Policy Team



## Chapter 20-16 RESILIENT CITY DEVELOPMENT MEASURES\*

### [Show All](#)

**20-16.010 Purpose.**

**20-16.020 Application of this chapter.**

**⚠ 20-16.030 Temporary housing.**

**20-16.040 Temporary structures.**

**20-16.050 Accessory dwelling units.**

**20-16.060 Reduced review authority for certain uses.**

**20-16.070 Modifications to the Design Review process.**

**20-16.080 Changes to an approved residential, lodging or child care facility project.**

**20-16.090 Zoning Administrator meetings.**

**20-16.100 Appeal fees.**

**20-16.110 Annual review.**



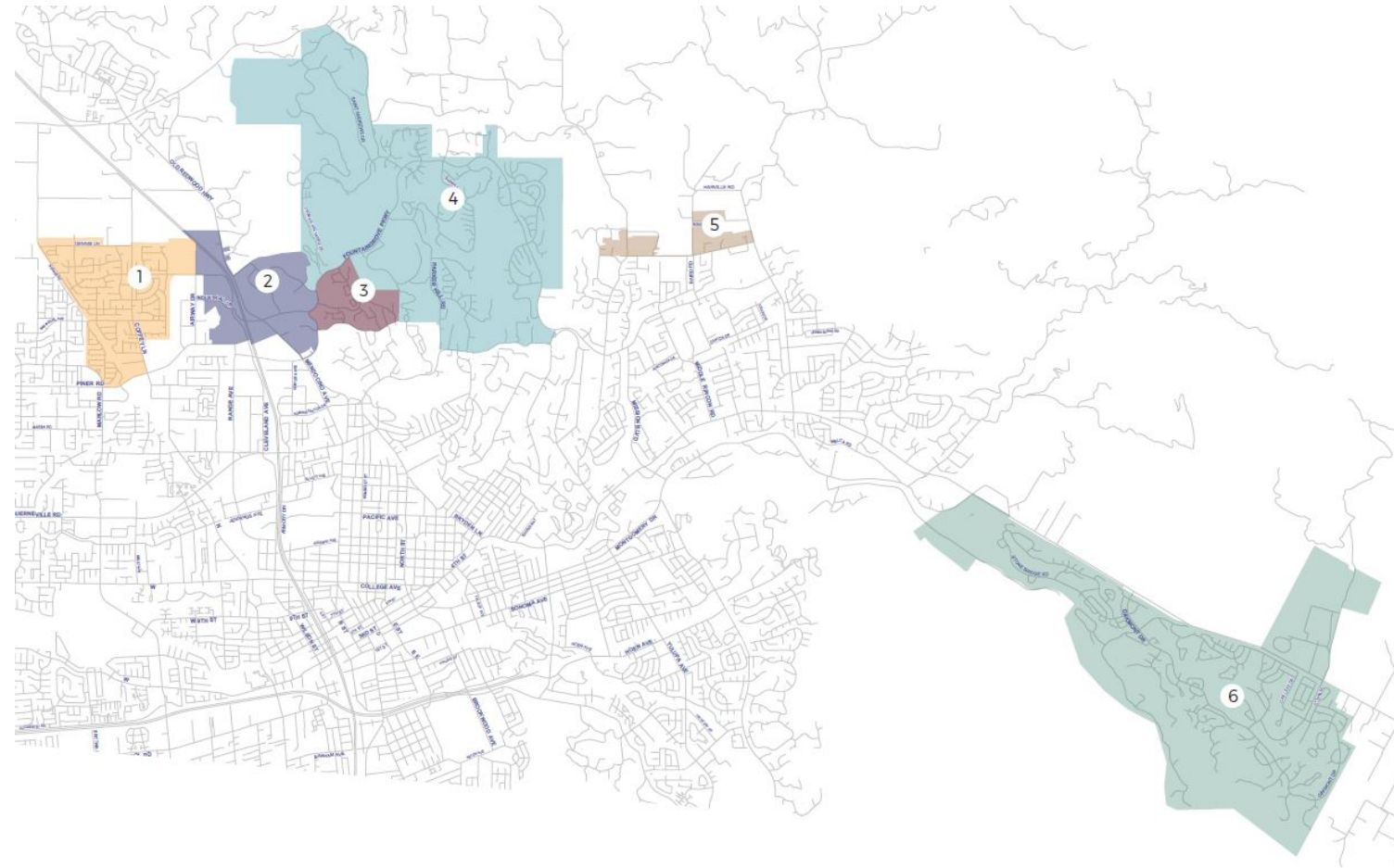
# Resilient City Ordinance V1 (modified multiple times)

Expediting review process for hillside development and design review

Waiving fees for discretionary planning, demolition and temporary housing permits

Allowing residents to live in temporary housing units, such as manufactured, tiny homes, and RVs, on their properties while rebuilding

Allowing residents to build detached accessory dwelling units to live in while they are rebuilding their main residence and offering incentives for such units

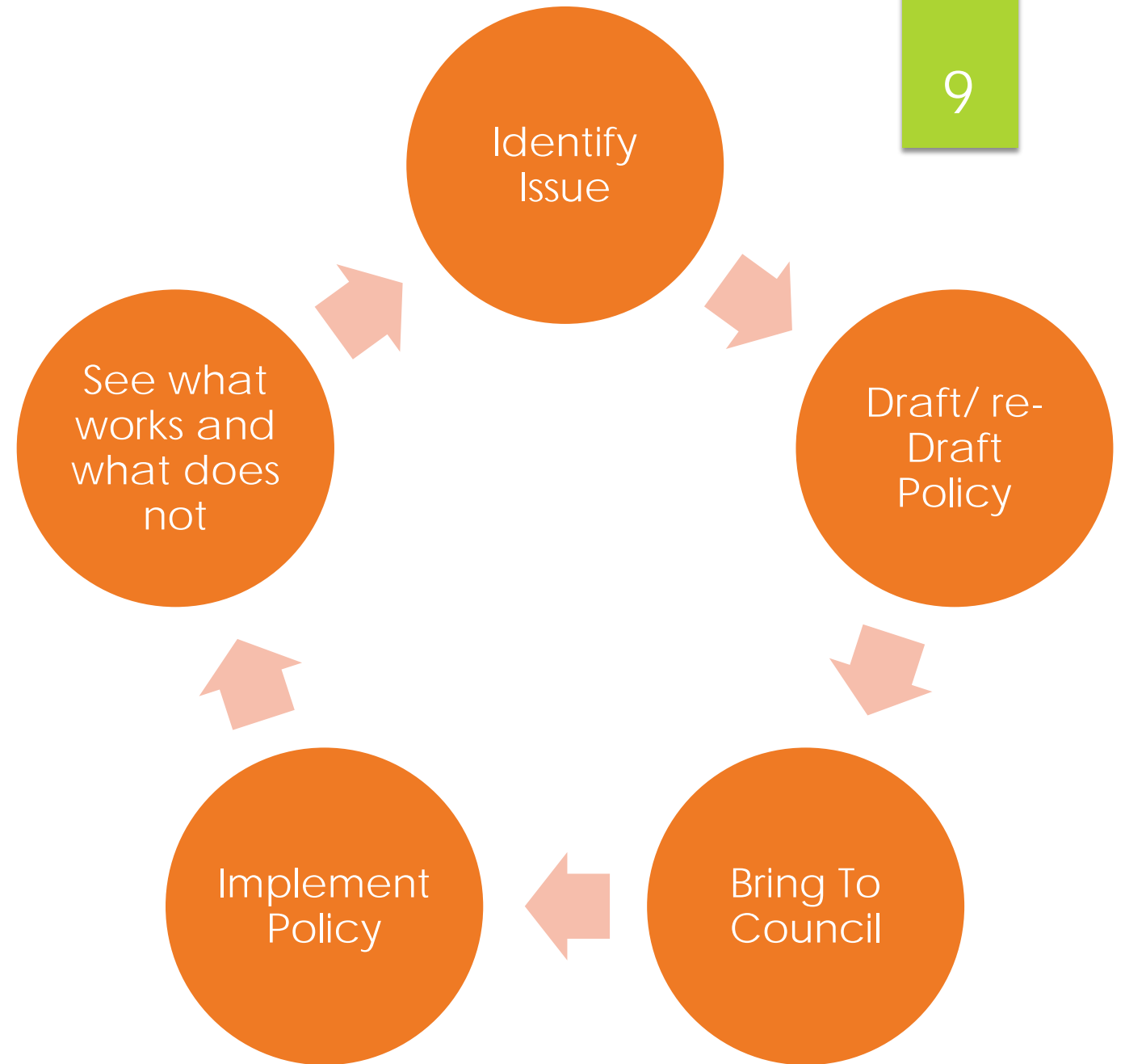




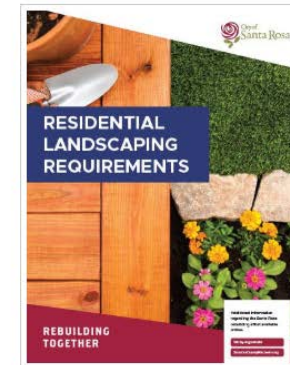
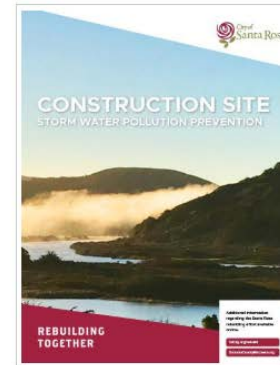
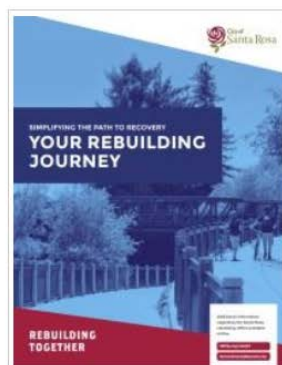
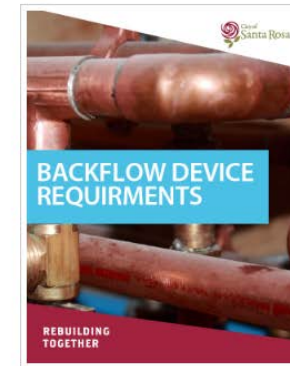
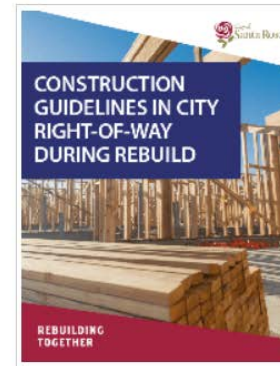
## Approach to addressing Issues

# Act and Modify

1. Local Government can affect housing production by embracing the power of small but relevant changes
2. Pilot Programs allow for big moves with low risk
3. Adapt policies and programs expeditiously
4. Report out openly and often



# Communication, Communication, Communication





# Resilient City Recovery Maps

Interactive Maps to Aid in the City's Recovery from the October 2017 Wildfires.

Helping Our Community Rebuild   



## Encroachment Permit Activity Map

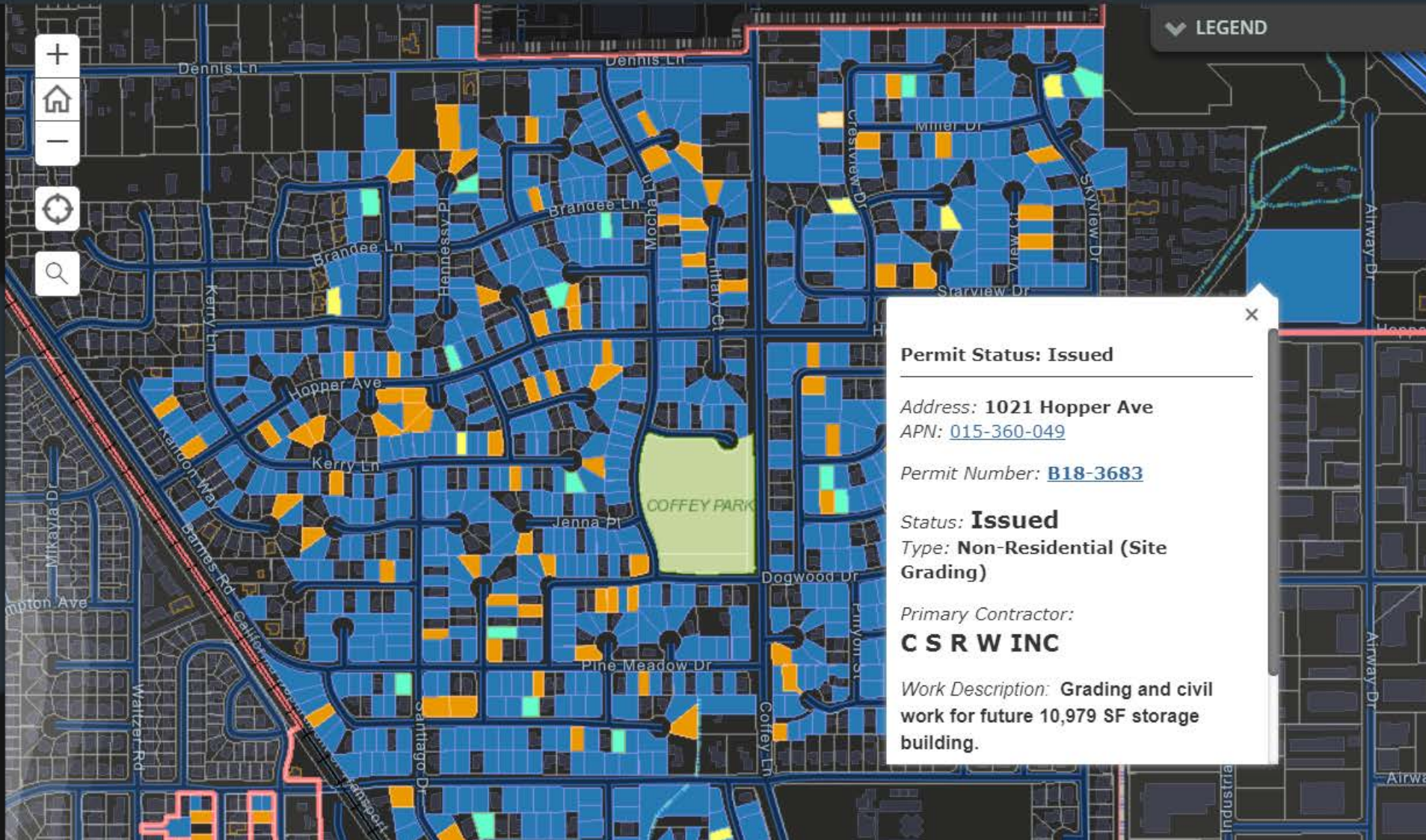
## Building Permit Activity Map

The Building Permit Activity Map tracks the current building permit status, permit work description, and the primary contractor contact information.

Resource Links: [Detailed Permit Status](#)

Data Source: Updated Daily from the City of Santa Rosa Permitting Database.




Striding Toward a Successful Rebuild





# Resilient City Recovery Maps

Interactive Maps to Aid in the City's Recovery from the October 2017 Wildfires.

Helping Our Community Rebuild   



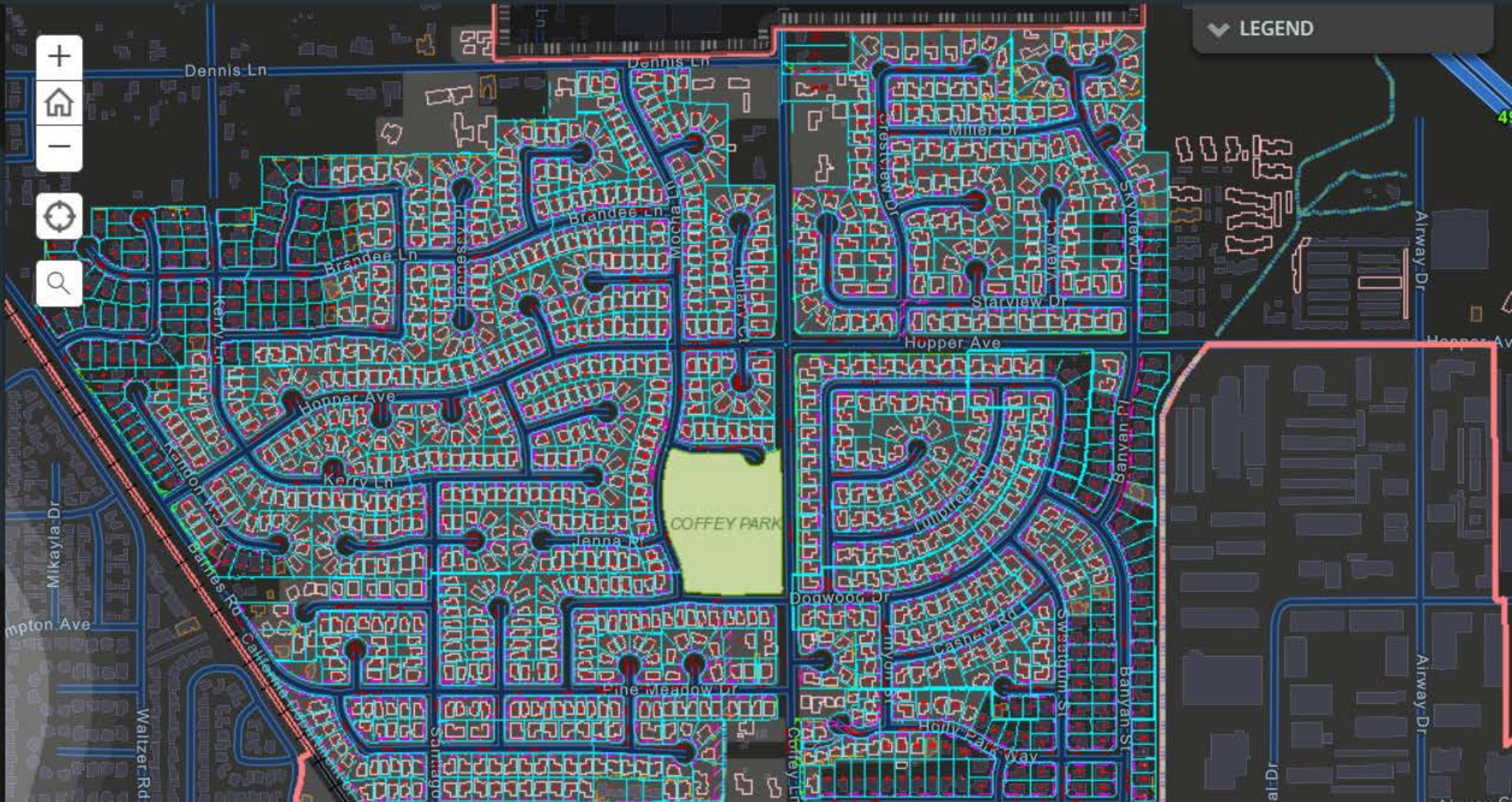
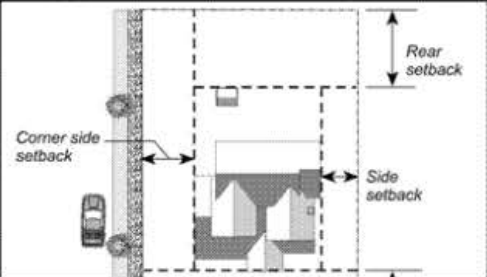
## Building Setbacks & Zoning Informational Maps

The Building Setbacks and Zoning Informational Maps provide building setback and general zoning information for residential parcels with primary structures destroyed by the October 2017 Wildfires.

Resource Links: [Setback Requirements & Exceptions](#)

Data Source: City of Santa Rosa Planning Division




Location and Measurement of Setbacks





# Resilient City Recovery Maps

Interactive Maps to Aid in the City's Recovery from the October 2017 Wildfires.

Helping Our Community Rebuild   



## Building Setbacks & Zoning Informational Maps

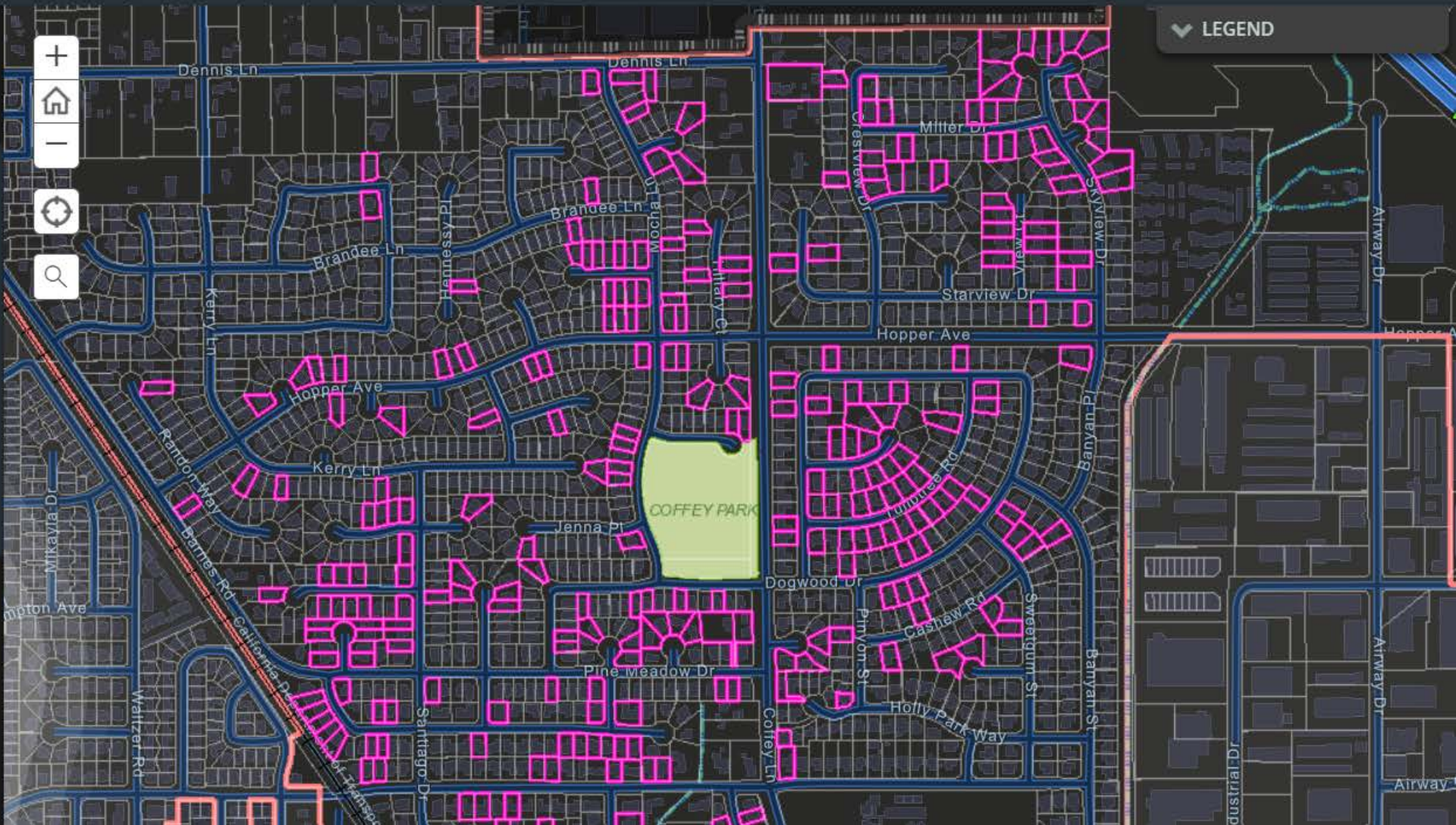
## Land Surveyor Activity Map

The California Land Surveyors Association (CLSA) is providing information on recent surveyor activities to assist residents, developers, and professionals find licensed surveyors working within their area.

Resource Links: [CLSA Surveyor Search](#)

Data Source: Generally updated bi-monthly as current activity status is received from the CLSA.

Rebuilding Together





# Resilient City Recovery Maps

Interactive Maps to Aid in the City's Recovery from the October 2017 Wildfires.

Helping Our Community Rebuild



## Stormwater Quality Inspections

This stormwater inspections map indicates how various stormwater protections are performing on sites that were destroyed in the October 2017 wildfires.

More information about stormwater quality protections:

*An effective combination of soil erosion and sediment controls are required to prevent sediment from leaving sites which have large areas of exposed earth (e.g. construction sites) and entering streets or the storm water drainage system. There are a variety of controls that can be used to ensure a site is made safe. These controls are referred to as Best Management Practices or BMP's.*

*The Owner of the site or their Contractor is responsible to monitor and maintain*





## Resilient City Parcel Report



Property Address: 3705 HENNESSY PL SANTA ROSA 95403  
Assessor's Parcel Number (APN): 034-450-046



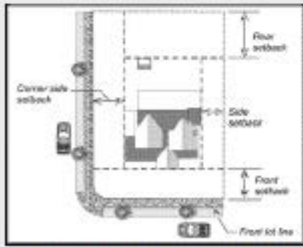
Powered by Esri

### Planning

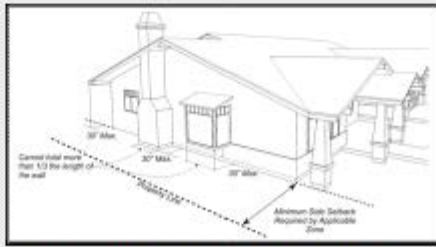
#### Zoning - Setbacks

Zoning District:	PD 0239-RC	Corner Side Yard:	15 ft.
General Plan Land Use:	Low Residential	Rear:	10 ft.
Subdivision Name:	Coffey Park Unit 4	Garage/Carport from Front or Corner Side:	19 ft.
Recorded Map Lot #:	46	Lot Coverage (% of Lot buildings can cover):	60%
Front Yard:	15 ft.	Maximum Building Height:	35 ft.
Interior Side Yard 1st Floor:	5 ft.		
Interior Side Yard 2nd Floor:	5 ft.		

#### Title 20 Zoning Standards



Location and Measurement of Setbacks



Examples of Allowed Projections into Side Setbacks

Setback notes: (1) All information is for Primary Structures only. (2) Where setbacks are adjacent to sidewalk, setbacks are measured from back of sidewalk.

## Resilient City Parcel Report



Property Address: 3705 HENNESSY PL SANTA ROSA 95403  
Assessor's Parcel Number (APN): 034-450-046

### Planning

#### Planning and Design Considerations

Corner Lot:	Not Applicable
Small Lot Subdivision:	Not Applicable
Hillside Development:	Not Applicable
Wildland Urban Interface:	Not Applicable
Ridgeline:	Not Applicable
Creeks:	Not Applicable
Alquist-Priolo Fault:	Not Applicable

### General

#### Pre-Fire County Assessor Information

County Land Use:	SINGLE FAMILY DWELLING
Tax Area:	004197
Jurisdiction:	SANTA ROSA
Recording#:	2008R086543
Rec Date:	09/26/2008
Lot Acres:	0.1698
Land Value:	\$122,051.00
Bldg Value:	\$263,522.00
Bldg Sq Ft:	1813
Year Built:	1988
Residential Units:	1
Bedrooms:	4
Bathrooms:	3
Commercial Units:	0
GIS Lot Acres:	0.1685
GIS Sq Ft:	7339.8600
Latitude:	38.47981389
Longitude:	-122.75204849
Census Tract:	152801
Census Block:	3010
Street Sweep:	1st Thursday
Elementary School:	REIBLI

#### Current County Assessor Information

County Land Use:	VACANT RES LOT UNDEVEL W/UTIL
Tax Area:	004197
Jurisdiction:	SANTA ROSA
Recording#:	2008R086543
Rec Date:	09/26/2008
Lot Acres:	0.1698
Land Value:	\$124,492.00
Bldg Value:	\$0.00
Bldg Sq Ft:	0
Year Built:	
Residential Units:	
Bedrooms:	0
Bathrooms:	0
Commercial Units:	
GIS Lot Acres:	0.1685
GIS Sq Ft:	7339.8600
Latitude:	38.47981389
Longitude:	-122.75204849
Census Tract:	152801
Census Block:	3010
Street Sweep:	1st Thursday
Elementary School:	REIBLI

# Santa Rosa Housing Efforts





# Housing Action Plan 2017/2018:

Accessory Dwelling Unit Policy  
Update

Density Bonus

Impact Fee Nexus Study

Inclusionary Housing Policy  
Update

Design Review Process Update

Permit Streamlining

Notice of Funding Availability

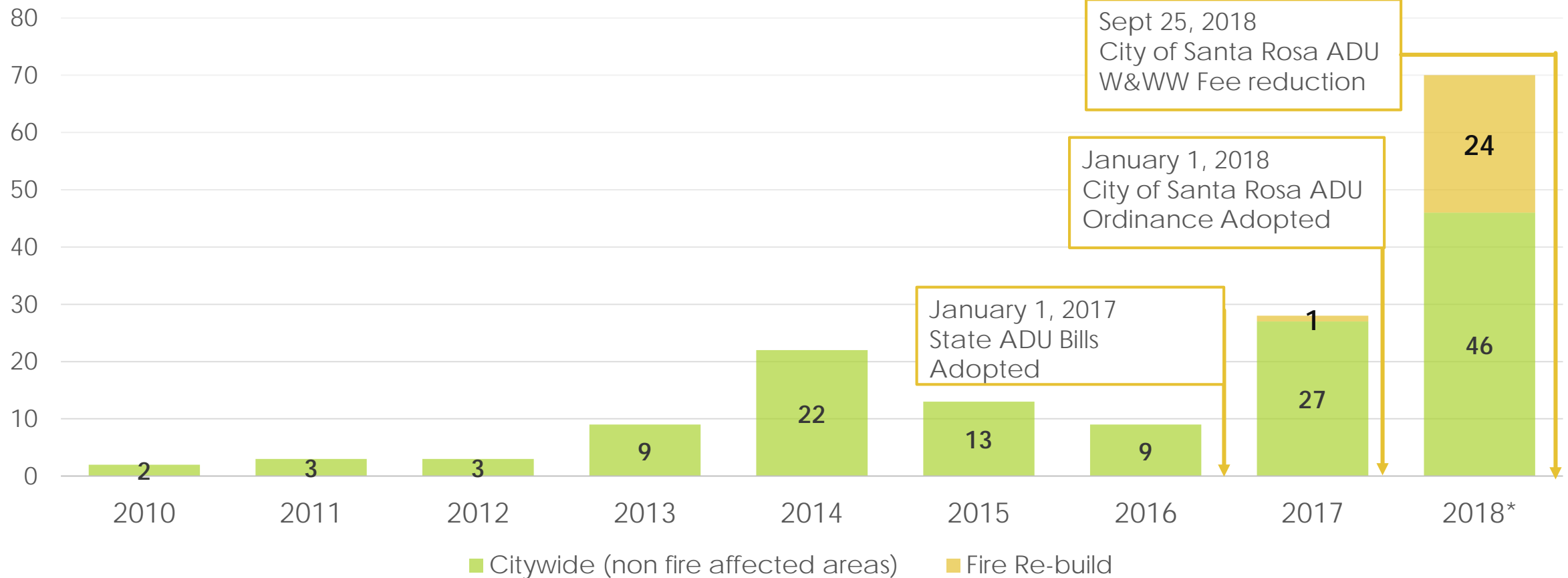


HAP Program	HAP ID	Action Item	Status
Increase Inclusionary Housing	1a	Increase/simplify housing impact fee for rental units	Summer 2018
	1b	Revise HAP to require inclusionary for-sale housing	Summer 2018
	1c	Develop criteria for offering financial incentives for inclusionary units	Summer 2018
	1d	Amend density bonus to allow increased affordability, density	Summer 2018
	1e	Conduct Commercial Linkage Fee study	Summer 2018
Achieve "Affordable by Design" Housing	2a	Simplify definition of qualifying units; research appropriate size	Summer 2018
	2b	Amend Accessory Dwelling /Junior Unit ordinance	Complete
Assemble and Offer Public Land for Housing Development	3a	Assure public projects include 15% to low income households	Ongoing
	3b	Identify City (and other public) parcels suitable for housing, and establish process for development	June 2018
Improve Development Readiness of Housing Opportunity Sites	4a	Complete housing opportunity site (private) identification and assessment	Ongoing
	4b	Initiate zoning and other changes intended to maximize housing production potential on opportunity sites	Ongoing
	4e	Define processing timelines in compliance with state requirements (PIAP)	Summer 2018
	4g	Streamline design review process (PIAP)	Summer 2018
	4h	Create integrated service counter (PIAP)	Summer 2018
	4j	Streamline plan check and site review (PIAP)	Summer 2018
Increase Housing Investments and Developer Partnerships	4k	Evaluate Financing Districts to fund infrastructure supporting housing	June 2018
	5a	Sustain homeless service programs	Ongoing
	5b	Provide funding to support very low and low income housing	Ongoing
	5d	Investigate potential for developer and landlord partnerships	Ongoing
	5e	Consider GO bond measure to support affordable housing	Ongoing
	5g	Establish Housing Incentive Fund	Ongoing

Achieve "Affordable by Design" Housing	2c	Consider revision of single room occupancy standards
	2d	Create pilot program for modular housing for moderate households
Assemble and Offer Public Land for Housing Development	3c	Fund and implement land banking program
	3d	Evaluate rights-of-way for offer to adjoining properties
Improve Development Readiness of Housing Opportunity Sites	4c	Complete infrastructure improvement programs for the Specific Plan areas and commercial corridors with housing potential and opportunity sites as part of the CIP priority process
	4d	Address critical habitat mitigation requirements (HCP)
	4f	Amend hillside development standards to add flexibility (PIAP)
	4i	Optimize electronic plan review and on-line permitting (PIAP)
Increase Housing Investments and Developer Partnerships	5c	Create pilot program to determine feasibility of acquiring affordability contracts
	5f	Consider non-discrimination ordinance for voucher holders

# Stimulation of Accessory Dwelling Units

18



\* 2018 data is a partial year, as of August 15



# Santa Rosa Housing Efforts





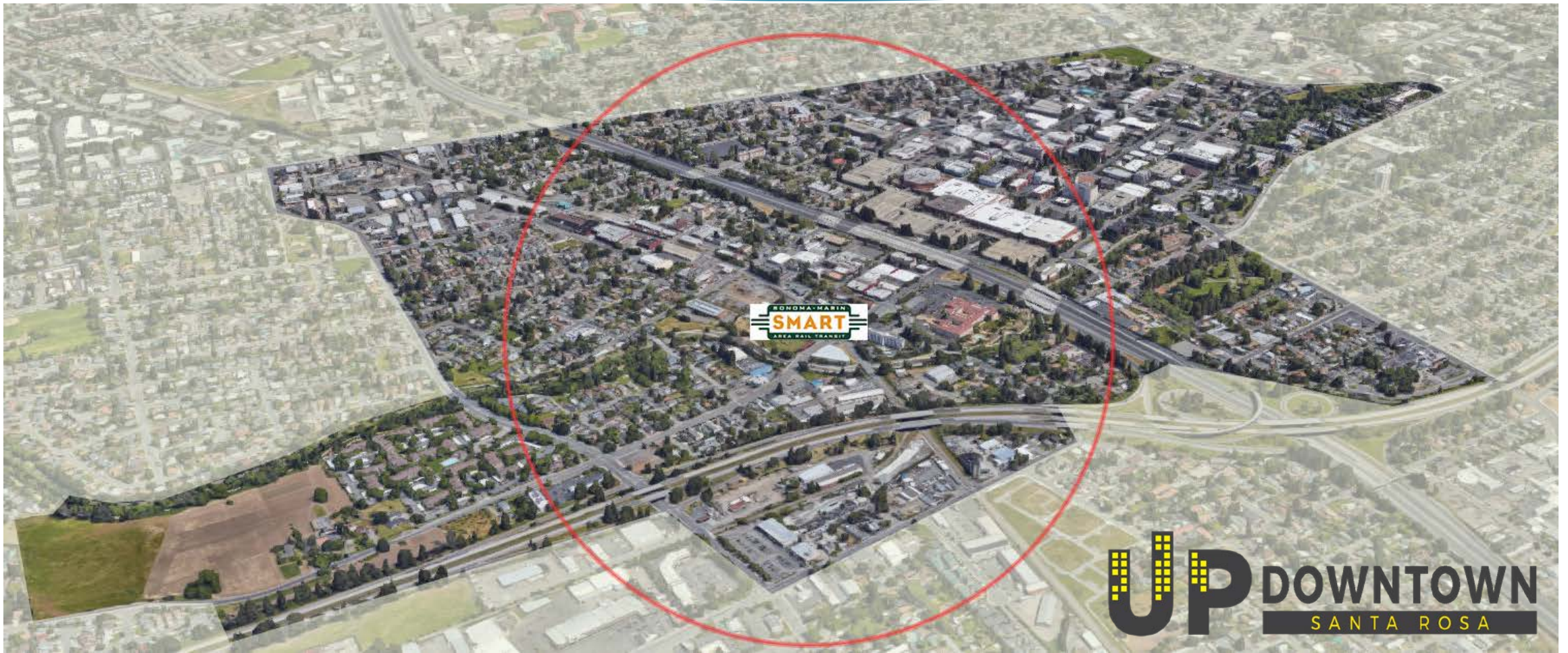
# Downtown Housing Initiative

Bringing 3,400 Units to the  
Downtown





# Downtown Station Area Specific Plan





Putting the puzzle pieces together

**Political Will:**

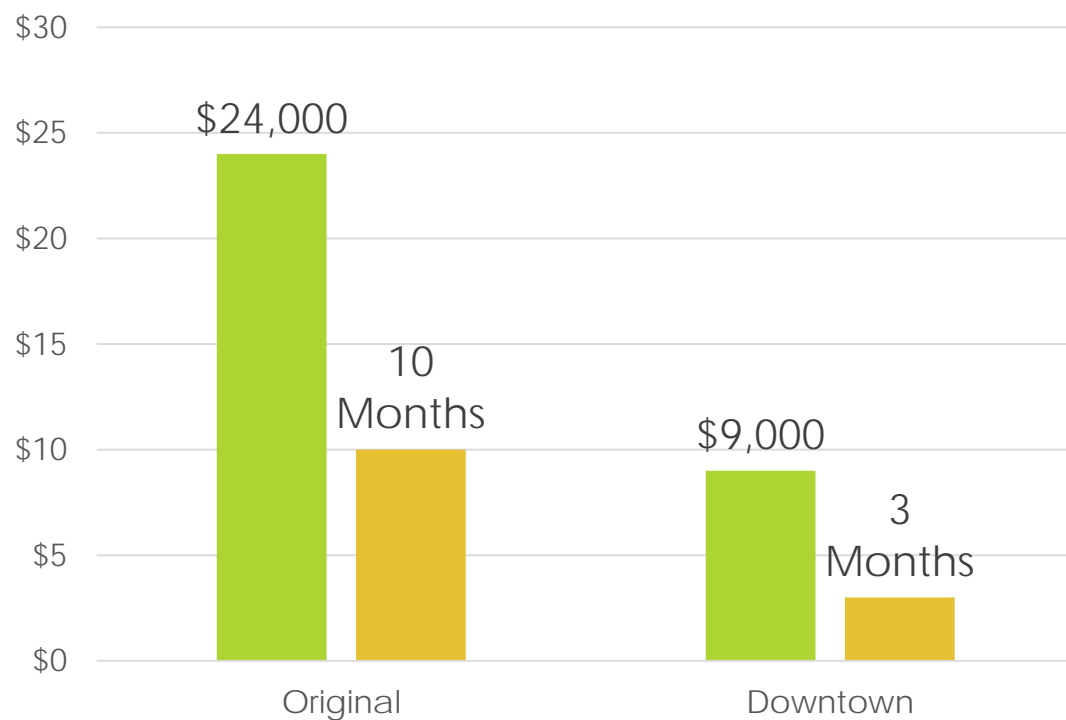
- City Council Priority for 2018
- Unanimous Support for Policy, funding and fee reductions





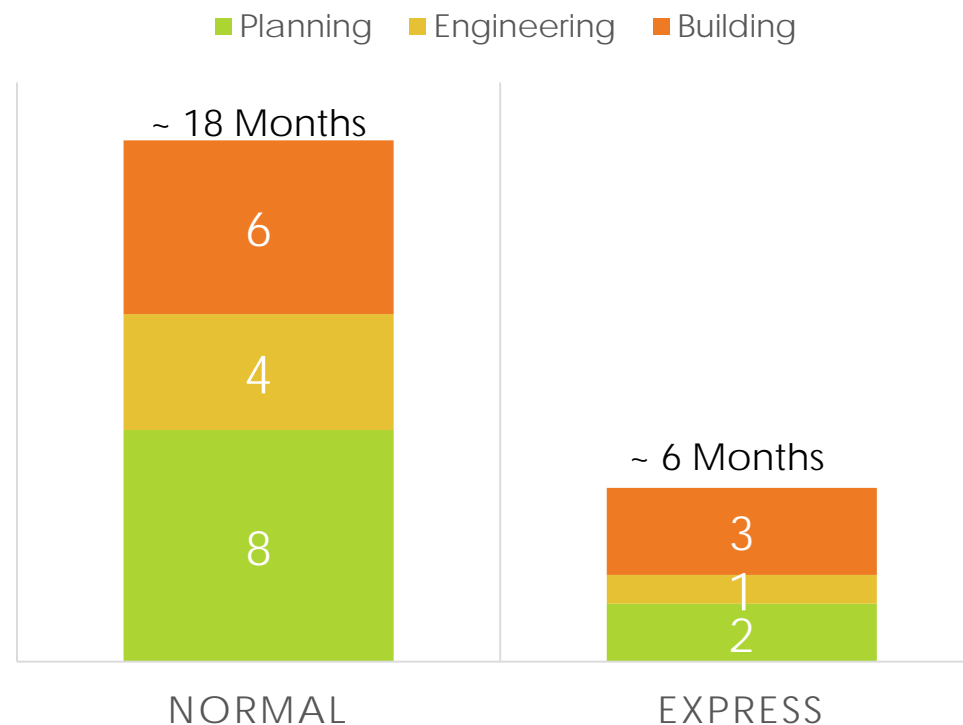
# Programmatic and Policy Updates

## Design Review Process



City Council Ordinance ORD-2018-012,  
May 22, 2018

## EXPRESS PERMITTING PROGRAM



# Federal Opportunity Zones

- Downtown Santa Rosa
- Roseland





# CEQA

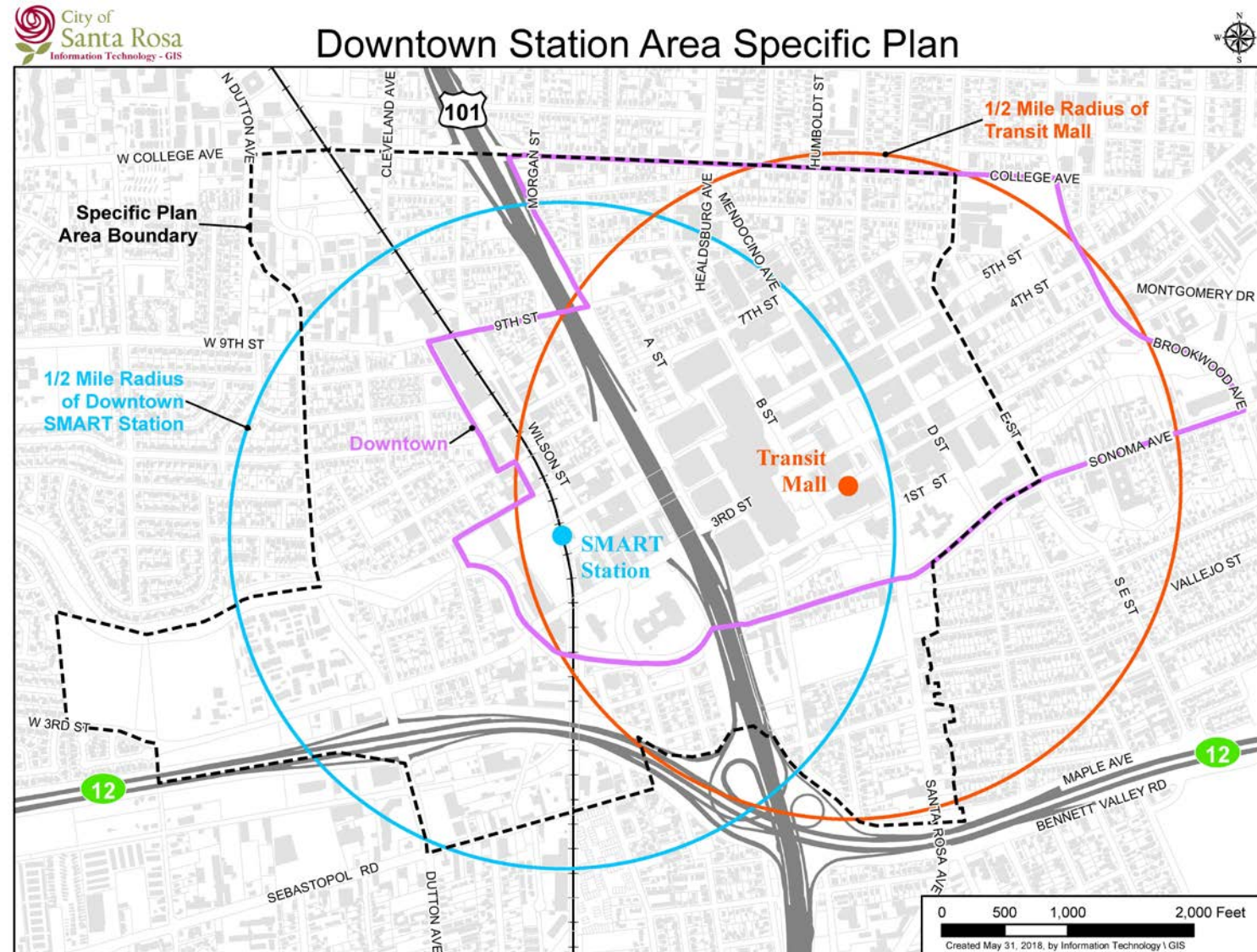
## Downtown Station Area Specific Plan Update

Awarded an \$800K Grant from MTC

Update to address:  
Height  
Density  
Parking  
Transportation Analysis



25










# Downtown Opportunity Sites

Development Agreements

Request for Proposals

Public Private Partnerships

-  COURTHOUSE SQUARE
-  REGIONAL TRANSIT MALL
-  SMART STATION SITE
-  CITY/GOVERNMENT PROPERTIES
-  DEVELOPMENT OP SITES





# High Density Residential Incentive Program

27



10th Floor

9th Floor

8th Floor

7th Floor

6th Floor

5th Floor

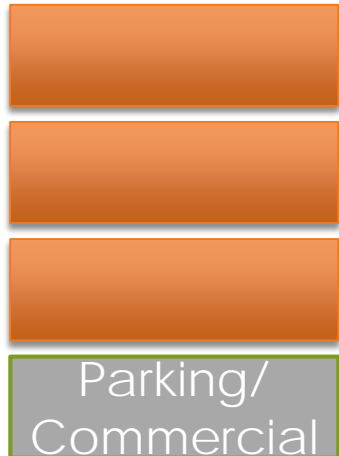
4th Floor

3rd Floor

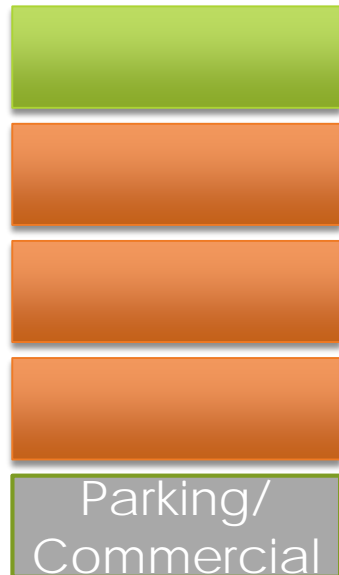
2nd Floor

Parking/  
Commercial

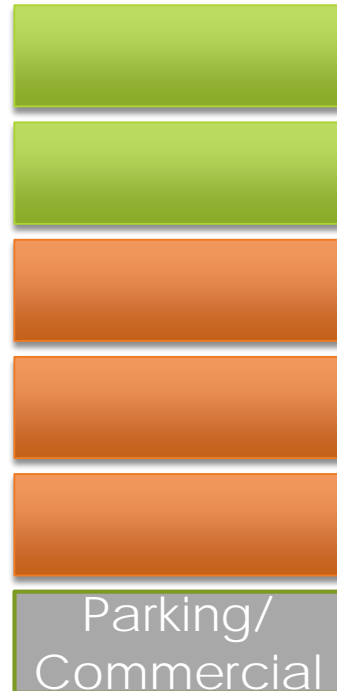
\*Capital Facilities Fee and  
Park Impact Fee



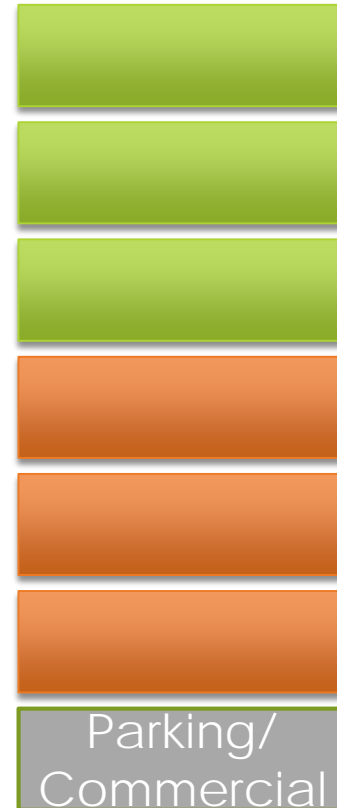
0%  
\$13,167



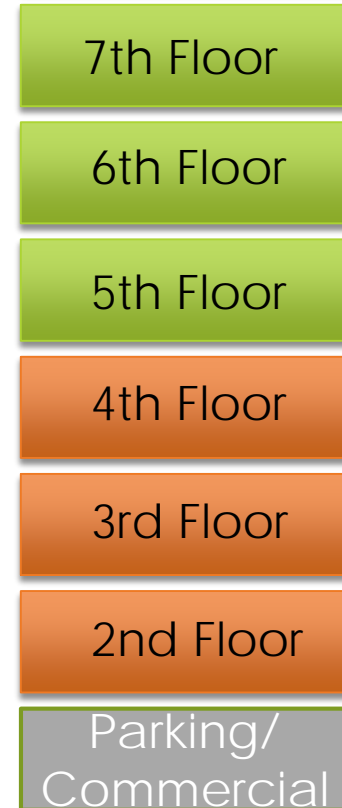
25%  
\$9,875



40%  
\$7,900



50%  
\$6,584



67%  
\$4,389

\*Fee Discount  
Per door Cost

# Santa Rosa Housing Efforts





## Regional and Statewide Partnerships and Support



Council of Infill Builders

- ✓ Convened developers and issuing a report on findings

\*Report to be issued on Nov 8



Bay Area Council Economic Institute

- ✓ Creating scenarios, analytics and policy options



California Forward

- ✓ Economic Summit in Sonoma, November 2018



## Renewal Enterprise District (RED)

- ✓ Regionalizing housing production
- ✓ Pooling and leveraging financing and funding
- ✓ Sharing risks and benefits of development in new ways
- ✓ Putting equity, affordability and climate solutions in the center of local economic strategy

