

**DOWNTOWN ACTION ORGANIZATION (DAO)
Design & Improvement Committee Meeting
October 30, 2023, 10am**

**Santa Rosa Metro Chamber
50 Old Courthouse Square, Suite 110, Santa Rosa, CA 95404**

A G E N D A

- 1.0 CALL TO ORDER**
- 2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)**
Comments from the public will be allowed on all agenda items at the time each item is called.
- 3.0 CONSENT ITEMS**
 - 3.1 August 30, 2023 Committee Meeting Minutes (*Attachment 1*)**
- 4.0 DISCUSSION: PRIORITIZING DOWNTOWN PARKS PROJECTS**
Committee to compile recommendation for presentation to DAO Board related to prioritization of Downtown Parks projects.
- 5.0 ADJOURNMENT**

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**DOWNTOWN ACTION ORGANIZATION (DAO)
Design & Improvement Committee Meeting
August 30, 2023, 1pm**

**Santa Rosa Metro Chamber, 50 Old Courthouse Square, Suite 110, Santa Rosa, CA 95404
Zoom Meeting ID: 806 654 7370, Password: Downtown**

Phone: 669-900-9128

Present: Don Tomasi, Charles Evans, Curt Nichols

Absent: Ken LaFranchi, Kristin Kiefer

Staff Present: Cadance Hinkle Allinson

MINUTES

1.0 CALL TO ORDER

Chair Don Tomasi called the meeting to order at 1:02pm.

2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)

There were no comments made by members of the public.

3.0 CONSENT ITEMS

3.1 July 17, 2023 Committee Meeting Minutes were unanimously approved.

4.0 DISCUSSION: REVIEW OF CITY'S GENERAL PLAN 2050

The committee reviewed and discussed Santa Rosa General Plan 2050 and provided the following feedback for distribution to DAO board:

It is recommended that the following changes be made to the Santa Rosa General Plan 2050:

Limit use of the word "require" throughout the document and use only when absolutely necessary to allow for maximum flexibility and implementation. Use of the word encourage would create greater opportunities.

Remove any items that are already required by law and add a blanket statement to the preamble stating that the General Plan will comply with existing law. The repetition of these items makes the document overly cumbersome and risks creating issues should law or code change.

Consider inclusion of the fact that existing uses of the following properties are likely to change and future uses should remain as flexible as possible: City Hall Campus, State Building, Federal Building, Post Office, White House Site, 3rd Street Cinemas and Santa Rosa Plaza.

It is recommended that specific changes be made to the following items:

Action 2-6.4 Allow large grocery stores on sites citywide and in the downtown. On sites outside of the downtown, proposed large grocery stores must demonstrate that the store will not impact the viability of a similar use on a downtown site.

Action as written could make future neighborhood stores infeasible. Text should be edited to: Encourage grocery stores in downtown.

Action 3-1.10 Require developers of sites within a quarter mile of transit corridors to integrate transit-supportive components, such as unlimited pass programs, transit-serving pedestrian infrastructure, and/or transit subsidies, as appropriate.

Action as written does not provide enough specificity and could render such projects infeasible or overly cumbersome. Text should be edited to: "Encourage developers of sites..."

Action 3-5.2 Eliminate the use of fossil fuels as an energy source in all new building construction.

Action as written does not account for the use of back-up power sources. Text should allow for use of fossil fuels for emergency power generators, or back-up power sources

Action 3-5.3 Reduce the use of fossil fuels as an energy source in the existing building stock at the time of building alteration through requirements for all-electric appliances.

Action as written might make it infeasible for existing stock to be altered and redeveloped. Text should be edited to reduce the significant barrier this creates.

Policy 6-8.2 Ensure adequate funding for parks and recreation facility improvements and maintenance.

Policy as written suggests this is a requirement or guarantee. Recommend language shift that reflects this, such as "Work to provide" rather than "Ensure".

Action 6-8.12 Annually evaluate the park development impact fees allowed under the Quimby Act to ensure sufficient funds to acquire, develop, and maintain parks, consistent with General Plan targets for park service.

Action as written incorrectly implies that the Quimby Act can fund maintenance as text should be edited to reflect that.

The committee reviewed and discussed the City provided survey and provided the following feedback to questions 1-14, which asked for positions from Strongly Oppose to Strongly Support:

1. NEUTRAL: Require construction measures that make exposure to air pollution less severe for development within 500 ft of Highways 101 and 12 (Action 2-1.3).
2. NEUTRAL: Support micro-entrepreneurialism, neighborhood-centered businesses and job creation, home-based businesses, mobile food and craft vendors, and community gathering events in all nonresidential zoning districts (Actions 2-4.6, 2-5.8, and 2-5.9).
3. SUPPORT: Prioritize transportation investments that support walking, biking, transit, carpools, and rideshares, especially in Equity Priority Areas (Actions 3-1.7 and 3-1.14), or areas that have been underinvested.
4. NEUTRAL: Continue to reduce parking requirements (Action 3-1.9).
5. NEUTRAL: Prohibit new drive-throughs (retail and services) and provide incentives to discontinue existing ones (Action 3-4.34).

6. NEUTRAL: Provide planting strips with large canopy trees between the road and sidewalk along commercial streets to support safety and placemaking (Action 4-1.5).
7. SUPPORT: Remove obstacles for owners of historic properties to support preservation (Action 4-2.11).
8. NEUTRAL: Create opportunities to proactively relocate existing development from high fire risk areas (Action 5-3.11).
9. NEUTRAL: Explore options to prohibit increased density of residential and non-residential uses in fire-prone areas (Action 5-3.12).
10. SUPPORT: Ensure that every decision made by the City of Santa Rosa promotes community health, sustainability, equity, and environmental justice (Actions 6-1.3, 6-1.4, 6-1.11, and 6-1.12).
11. NEUTRAL: Restrict tobacco and alcohol sales where there is already a high concentration of retailers and near sensitive populations, such as near schools and senior facilities (Action 6-2.14).
12. NEUTRAL: Require convenience stores, supermarkets, liquor stores, and neighborhood markets to carry fresh produce (Action 6-6.2).
13. OPPOSE: Require extra review for new chain restaurants and at least 300 feet between fast-food chains (Actions 6-6.7 and 6-6.8).
14. NEUTRAL: Allow all forms of urban agriculture (including rooftop, indoor, and other gardens) by right citywide and allow on-site produce exchanges and sales (Action 6-6.13).

5.0 ADJOURNMENT

Don Tomasi adjourned the meeting at 2:51pm