A Redevelopment Plan Proposal for the Santa Rosa Plaza

A Senior Project
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Date Submitted: June 2022

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Signature          Date

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Department Head

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Signature          Date
Acknowledgements

From Abraham Miranda,

First and foremost, I, Abraham Miranda, would like to personally thank Professor Vicente Del Rio, Ph.D. for his guidance, time, and unconditional support during the first phase of this project. His expertise and experience are what motivated me to pursue a project on urban design like this one. He provided me with invaluable advice and knowledge which contributed to the successful completion of this project.

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Introduction
Purpose

The purpose of this document is to hypothesize a successful and innovative plan for the redevelopment of the Santa Rosa Plaza Mall (Downtown Mall) in Santa Rosa, California. This project proposal seeks to address the Plaza Mall’s challenges and provide an alternative solution to develop a unique character that promotes a sense of place, foster vibrant civic spaces, and meets the City’s housing and job needs. Shopping malls in the United States are dying and are becoming less popular among the new generation, which means malls must adapt to fulfill the role of “third place” that many people need. This issue needs to be dealt with firstly by revising the existing land use policies and zoning regulations, adapting them to allow a mix of complementary uses such as residential, offices, civic spaces, entertainment, and amenities that offer residents, employees, and visitors, a wider range of opportunities that will enhance the quality of life in the area.

Plan Organization

This document will explore the history of the American shopping mall to its demise, as well as looking into the city context and the project’s existing conditions as evidence to envision the redevelopment of this project proposal. This document will consist of the following chapters:

Chapter 1: The Development and Decline of American Malls. Summarizes the history of the American shopping mall, the decline and the future of shopping malls, and a summary of different categories of malls.

Chapter 2: City Context. Provides the historic development of the City of Santa Rosa, as well as the location, demographics, and economic development, and the relationships to other documents, including the General Plan and the Downtown Station Area Specific Plan (DSASP).

Chapter 3: Project’s Study Area. Provides the history of the project site, its transformation in a shopping mall, its location, the pros and cons of the shopping mall, a site inventory, and a SWOT analysis.

Chapter 4: Cases Studies. Presents examples of shopping malls getting redeveloped into new hubs accompanied with specific goals and objectives.

Chapter 5: Redevelopment Plan. Provides the project’s vision statement, goals, and objectives, and concept plan which will serve as a basis for the development of new city zoning policies and regulations. It also includes an illustrative site plan, project description, cross-sections, and project statistics.
Chapter 1: The Development and Decline of American Malls
Chapter 1. The Development and Decline of American Malls

Background

The early history of the North American mall began in Kansas City, Missouri when the Country Club Plaza was opened in 1922. It was planned by prominent architect Edward Buehler Delk (1885-1956) and developed by Jesse Clyde Nichols (1880-1950), better known as by “J.C.,” who introduced a comprehensive neighborhood planning called “planning for permanence.” This was the first outdoor, suburban shopping center in the world designed with parking lots to accommodate auto-centric shoppers. The Country Club Plaza comprised 55 acres of residential, commercial, and offices spaces designed in Spanish Revival architecture style. The typical design was a straight line of stores facing outward the parking lot in front with decorative ironwork and stucco facades. The Plaza featured buildings three stories high or lower, as well as ornate bell towers. It anchored a supermarket, a drug store, an art and gift shop, a mechanic, a florist, and others. This drew the attention of thousands of shoppers to drive their automobile to shop on the Plaza. Since then, the Country Club Plaza has remained as an iconic landmark and became a model of outlying business districts nationwide with gorgeous landscaping, water fountains, and decorative lighting, but also for architectural integrity.

It wasn’t until its successor that changed and revolutionized the concept of shopping centers that we know today: the indoor shopping mall. The early 1950s marked a new way of planning shopping centers by having two strip centers face-to-face with an open pedestrian walkway in between. The Northgate Center (1950) in Seattle, Washington is an early example of this model. This was the first post-war and suburban shopping center to be described as a mall. By 1974, the Northgate Center was remodeled, and the pedestrian corridor was fully enclosed. This led its official name to change to Northgate Mall. However, the first fully enclosed shopping mall was the Southdale Center, designed by Austrian architect and planner Victor Gruen, in 1956.
The Southdale Center, located in Edina, Minnesota is considered the first enclosed, climate-controlled shopping mall with a two-level design in the United States. The mall originally consisted of 72 stores with over 80,000 square feet of retail space, and more than 5,000 parking spaces on its lot. Today, it has a total area of 1,297,608 square miles of retail space, an enormous bird cage, a water fountain, and a post office.

This model was designed to challenge the auto-centric shopping centers that were rising in the 1950s. “His real vision was for a dense, mixed-use, pedestrian-based urban center with residential apartments, schools, medical centers, outdoor parks and office buildings,” (Johnson, 2016). The intention behind the design was to convince shoppers to leave their cars and instead socialize and interact each other in a pedestrian-friendly place. Gruen’s idea of having two large competitive department stores as anchors on opposite sides would generate more traffic to the smaller stores in between as people would go back and forth. “Southdale was going to be the antidote to suburban sprawl. Instead it became an amplifier” (Johnson, 2016). The concept of the indoor mall with competing stores, weather-controlled, plentiful parking, and multiple levels of shopping was replicated by the thousands across the United States. According to Professor Vicente Del Rio, “Gruen’s initial concept of the shopping center was to promote social and community life, but also for easier consumerism, which contrasts with today’s popularity of social media platforms and online commerce. Many young people see malls as a thing of the past and have found better ways to shop elsewhere.”

By 1960, just four years after Gruen’s first, there were 4,500 malls in North America, and by 1975, there were 16,400 shopping malls in existence (Faust, 2020). This trending became a phenomenon in the United States, and shopping malls were both an economic and social hub, including a lifestyle. In the 1980s, it began the mall’s golden age. Shopping malls were seen as safe, social gathering space for young people to
stroll. “In 1987, there were 30,000 malls accounting for over 50% of all retail dollars spent” (Feinberg & Meoli, 1991). As more attractions and shopping options grew, the malls hosted concerts, movie theaters, and massive food courts under one roof.

The American mall would reach its peak in 1992 with its final evolution: the Mega-Mall. The Mega-Malls would contain with over 300 stores, including an amusement park, aquarium, movie theaters, and other attractions. One example of the Mega-Mall is the Mall of America in Bloomington, Minnesota spanning a floor area of 5.6 million square feet with over 530 stores, a theme park, four anchors department stores, an aquarium, and a wedding chapel. However, the popularity of the shopping mall began to decline in the 2000s.

The Decline of the Shopping Mall

The decline of shopping malls began slowly in the early 2000s with the rise of online shopping and the competition with one another. The accessibility to online shopping has led to a drop in sales in department stores, changing the purpose of mall visits. Since 2002, department stores have lost 448,000 jobs, a 25% decline, while the number of store closures this year is on pace to surpass the worst depths of the Great Recession (Sanburn, 2017). Macys, for example, has been closing its stores since 2005, most of them in malls. As anchor stores leave the malls, the smaller stores cannot attract shoppers and are left to decay and close down. “Additionally, many shoppers have begun to opt for more sustainable options—whether by boycotting fast fashion, opting for independent brands, or simply shopping less frequently—leaving the corporate chain establishments within shopping centers with a record low of on-site customers” (Faust, 2020).
According to architect-urbanist Vicente Del Rio, a professor at the California Polytechnic State University in San Luis Obispo, mentioned that “Gruen’s initial concept of the shopping center was to promote social and community life, but also for easier consumerism, which contrasts with today’s popularity of social media platforms and online commerce. Many young people see malls as a thing of the past and have found better ways to shop elsewhere.”

Santa Maria Town Center is a prime example of a declining shopping mall. It is a downtown mall located in Santa Maria, and is the only enclosed shopping mall in Santa Barbara County. It was opened in 1976 and was primed in the 90s with the addition of Macy’s as an anchor store and an indoor carousel. The two-story mall has a total retail floor area of 600,000 square feet, featuring two three-level parking garages with 3,315 parking spaces. After the global recession in 2008, the mall headed into a decline phase. The mall lost several of its tenants, including Gottschalks after filing for bankruptcy. In 2019, the mall lost one of its three main anchors, Sears, after 44 years of operation. During the COVID-19 pandemic, the mall was forced to close down for 6 months and limited its capacity for another 8 months. Currently, the mall hosts 69 stores, including two anchor stores, Macy’s and Edwards Theater.

Another reason for the fall of shopping malls is the competition with one another, due to its close proximity. According to the New York Times, there were 48 malls within a 90-minute drive of Time Square (Sanburn, 2017). For example, the City of Santa Rosa has three shopping centers located within a 15-minute drive from one another; Santa Rosa Plaza, Coddingtown Mall, and Montgomery Village Shopping Center. The rapid rate of growth of indoor malls surpassed that of the population. The problem is that there are too many malls, too close, and most of them looked the same. “We are over-retailed,” says Ronald Friedman, a partner at Marcum LLP, which researches consumer trends. There is an estimated 26 sq. ft. of retail for every person in the U.S., compared with about
Currently, there are 1,100 shopping malls operating across the United States, but according to Credit Suisse, 1 out of 4 malls will close by 2022 (Faust, 2020). The pandemic has accelerated the closure of thousands of stores, with half of those located in enclosed malls. Bankruptcy filings have increased as well threatening to close thousands stores more. For example, the 118-year-old company, JCPenney, has filed for bankruptcy in 2020, leaving just 600 locations open out of its 846 stores. Other department stores such as Mervyns have gone out of business. As the shopping malls continue to die, shopping malls are being reinvented as mixed-use development with ground commercial uses, offices, and residential spaces above.

**The Future of Shopping Malls**

The concept of the enclosed shopping mall was revolutionary in the 1950s, but with a rise of online shopping and a pandemic accelerating the demise of shopping malls, a handful of existing malls are adapting and reinventing themselves to overcome the new challenges of the 21st century. Some regional malls are being redeveloped or reinvented to offer new shopping experiences, including becoming tourist attractions. The vision for future shopping malls is to transform and repurpose the land use and zoning regulations to allow entertainment options such as museums, a concert space, or an indoor ice-skating rink for shoppers to socialize and interact with each other, while finding a place to enjoy rather than just shopping.

2.5 sq. ft. per capita in Europe. Roughly 60% of Macy’s stores slated to close are within 10 miles of another Macy’s (Sanburn, 2017). However, the 2019 coronavirus pandemic has posed a new set of challenges to the mall industry, as foot traffic slowed down, and online shopping has skyrocketed. Other reasons that can be attributed to the decline of shopping malls is the growth of sustainability movements and the energy crisis.

Due to the trend in online shopping that started since 2000’s, exacerbated by the COVID-19 pandemic, in-person shopping has yet to be revived. Mall goers become more conservative on spending money on luxury goods or unnecessary services, which are provided by most of the mall tenants, due to the reduction of income and unemployment. Some mall goers were also concerned about the higher potential risk to catch COVID-19 in an enclosed place and contribute to the sharp decrease of mall visitors and their patronages.

**Figure 9. Santa Maria Town Center Diagram.**
Types of Shopping Malls

Super Regional Mall
A super regional mall is usually an enclosed shopping center with three or more anchors, over 800,000 square feet of gross leasable area, and serves as the dominant regional shopping venue in which it is located. It is similar in concept to a regional mall, but offers more variety and merchandise, including cinemas and entertainment. This type of mall attracts visitors and shoppers within a 10 to 25 miles radius.

Regional Mall
A regional mall is a shopping center which offers general merchandise, services, fashion-oriented stores, and appliances. Regional malls are usually enclosed with stores facing inward connected by a walkway and surrounded by parking lots. According to the International Council of Shopping Centers, regional malls have a typical size between 400,000 square feet to 800,000 sq ft of gross leasable area with at least two anchor stores and 40 to 80 tenants (ICSC, 2017). In addition, the regional mall attracts shoppers within a 5 to 15 miles radius of the property.

Power Center
A power center is a specialized-purpose center with several unconnected, giant anchors such as discount department stores, home improvement stores, warehouse clubs, and only a few small tenants. Often called “category killers,” anchor stores occupy 70% to 95% of the available retail space which ranges from 250,000 sq. ft. to
600,000 sq ft of gross leasable area, and draws customers from a primary trade area of 5 to 10 miles radius.

Community Center
Also known as “community halls,” community centers are larger versions of neighborhood centers. This type of center offers 125,000 sq ft to 400,000 sq ft. of gross leasable area with at least two anchor stores and a wider range of retail stores. Its configuration comes in most shapes and sizes, but generally takes shape on a straight line like a strip mall. Community center anchors include general merchandise or convenience-oriented stores, discount stores, grocery stores, drug stores, and/or large specialty stores, and restaurants.

Neighborhood Center
A neighborhood center is the most common type of shopping center offering day-to-day needs including convenience items, groceries, personal services, and pharmaceuticals. Neighborhood centers range from 30,000 to 150,000 sq ft of gross leasable area, with at least one anchor store such as a supermarket or a drug store. It has a primary trade area of 3 miles radius, attracting nearby shoppers. This center is typically designed in a line shape or an L-shape, depending on the site.

Strip Mall
A strip mall is an open-air shopping center with stores arranged in a row parallel to the street, or forming an L-shape at an intersection. Strip malls typically cover 25 percent of the parcel, with large
parking lots in front. The dimensions of a strip mall is between 50 to 75 feet wide and 300 feet long, and one story tall. This type of center is typically anchored by a big box retailer such as Ross, Target, or Kohl’s, and by a supermarket, and ranges from 5,000 square feet to 30,000 square feet of gross leasable area, with a trade area size of one mile radius.

Outlet Center
An outlet center is a type of shopping center in which manufacturers’ stores sell their products directly to the public at a discount. This center rarely has an anchor store and varies in size ranging from 50,000 square feet to 400,000 square feet of gross leasable area. An outlet center is commonly designed in a strip configuration, sometimes in an enclosed mall, but some outlet centers are designed in a village-like shopping mall. This type of shopping center is found in rural and suburban areas, drawing customers from 25 to 75 miles.

Lifestyle Center
It is a large, mixed use commercial shopping center that combines the traditional retail functions requiring less land, but oriented towards upscale consumers. Most lifestyle centers are specialized-purpose malls with upscale national-chain specialty stores with dining and entertainment in an outdoor environment. This type of mall ranges in size between 150,000 sq. ft. and 500,000 sq. ft. of gross leasable area. It has a trade area size of 8 to 12 miles radius. A lifestyle center is sometimes called a boutique mall or an ersatz downtown, located in suburban areas.
Table 1: US Shopping Center Classifications and Characteristics, ICSC.

<table>
<thead>
<tr>
<th>Type of Shopping Center</th>
<th>Typical Size (sq ft)</th>
<th>Acres</th>
<th>Typical Anchors</th>
<th>Trade Area Size/Drive-time</th>
<th>Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regional and Super Regional Malls</td>
<td>400,000 to 800,000</td>
<td>40 to 100</td>
<td>General merchandise or fashion-oriented anchors, may include department stores, mass merchants, and/or fashion apparel</td>
<td>5-15 miles/15-20 minutes</td>
<td>Santa Rosa Plaza; Coddington Mall</td>
</tr>
<tr>
<td>Lifestyle Centers</td>
<td>150,000 to 500,000</td>
<td>10 to 40</td>
<td>Large format upscale specialty stores</td>
<td>8-12 miles/15-20 minutes</td>
<td>Montgomery Village, Petaluma Village Premium Outlets</td>
</tr>
<tr>
<td>Power Centers</td>
<td>250,000 to 600,000</td>
<td>25 to 80</td>
<td>Category-dominant anchors, often in more than one freestanding structures, with only a few small tenants</td>
<td>5-10 miles/15-20 minutes</td>
<td>Santa Rosa Marketplace, Rohnert Park Expressway Center</td>
</tr>
<tr>
<td>Community Center</td>
<td>125,000 to 400,000</td>
<td>10 to 40</td>
<td>General merchandise or convenience-oriented anchors, may include discount stores, grocery stores, drug stores, and/or large specialty stores (home improvement/ furnishings, sporting goods, etc.)</td>
<td>3-6 miles/10-15 minutes</td>
<td>Marlow Center; Stony Point Plaza</td>
</tr>
<tr>
<td>Neighborhood Center</td>
<td>30,000 to 125,000</td>
<td>3 to 5</td>
<td>Convenience-oriented, typically anchored by a grocery and/or drug store</td>
<td>3 miles/5-10 minutes</td>
<td>Roseland Village Shopping Center; Fulton Market Place</td>
</tr>
<tr>
<td>Strip or Convenience Center</td>
<td>Less than 30,000</td>
<td>Less than 3</td>
<td>Un-anchored, or anchored by a small convenience store (e.g. 7-Eleven)</td>
<td>&lt;1 mile/&lt;5 minutes</td>
<td>Various along Sebastopol Road</td>
</tr>
</tbody>
</table>

Chapter 2: City Context
Location

The City of Santa Rosa is located in central Sonoma County, approximately 55 miles north of San Francisco along US Highway 101. Santa Rosa is the largest city in the county with an estimated population of 178,127 according to the 2020 US census, and it is the fifth most populous city in the San Francisco Bay Area after San Jose, San Francisco, Oakland, and Fremont. It is also the county seat of Sonoma County and a major economic hub in the North Bay region.

Geographically, Santa Rosa is situated in the Northern Coast Ranges, a natural region of California, which extends from Del Norte County, south to Santa Barbara County. The city lies on the Santa Rosa Plains, bordering Hood Mountain on the southeastern edge, part of the Mayacmas Mountains Range. To the south, Santa Rosa borders the Taylor Mountain and the City of Rohnert Park, and to the west the City of Sebastopol and the Laguna of Santa Rosa. To the north, the city borders the Town of Windsor along with the unincorporated area of Mark West. It has a warm-summer Mediterranean climate with cool, wet winters and dry summers. In addition, Santa Rosa lies atop the Healdsburg-Rodgers Creek Fault zone, which runs through the central part of the city.

The City’s political and geographic boundaries are divided into four types: the city limits, Planning Area, Urban Growth Boundary (UGB), and the Sphere of Influence (SOI). The city limits encompasses 41.1 square miles, of which 90 percent is developable, while the remaining 10 percent is open space and parkland. The Planning Area is the land area addressed by the General Plan, and spans 49.3 square miles, extending beyond the Urban Growth Boundary (UBG), which covers 45.5 square miles. The UGB encompasses all incorporated land plus some unincorporated city area, meanwhile the SOI is the adjacent unincorporated land that receives services from the city.

Historic Development

Originally inhabited by the Southern Pomo
People, the City of Santa Rosa was founded in 1833 by General Mariano Guadalupe Vallejo, a Californio military officer and businessman, and named it Saint Rose of Lima. The Carrillo family (in-laws of Gen. Mariano Guadalupe Vallejo) were the first family to settle in the Sonoma pueblo and Petaluma area in the 1830s. They built their adobe house on the Rancho Cabeza de Santa Rosa land grant, located just one mile east of what is now Downtown Santa Rosa. However, Spanish and Mexicans settlers were already making a living in the area by raising livestock and slaughtered animals at the fork of the Santa Rosa Creek and Matanzas Creek.
The original town plat laid out with a rectangular street grid with a public square in the center, which later became known as the Old Courthouse Square. This grid aligned northwest from Santa Rosa Creek instead of following the lozenge shape of the Rancho Cabeza.

In 1867, the county recognized Santa Rosa as an incorporated city and in 1868 the state officially confirmed the incorporation, making it officially the third incorporated city in Sonoma County (Visit Santa Rosa). As a result, the city grew steadily compared to the cities of Petaluma and Healdsburg, incorporated in 1858 and 1867, respectively. Railroad service arrived to Santa Rosa in 1870 by way of the San Francisco & Northern Pacific Railroad (“SF&NP”) (Challenger, 2020). This railroad line stretched from the ferry terminal in Tiburon to Ukiah by 1890, and eventually extending to Eureka by 1903. The railroad company built a train depot in downtown in 1904, now known as Railroad Square Historic District.

The 1906 San Francisco earthquake destroyed much of the downtown, including the city hall, the original courthouse, and the commercial district. Although, the train depot, made with basalt stones by Italian stonemasons, survived the earthquake. Residential areas were not much affected, and most businesses were rebuilt promptly. As a result, the structure of downtown Santa Rosa was shaped significantly after the earthquake.

The Second World War brought two airfields to the area and an influx of military workers who many stayed after the war. This created a housing boom, and Santa Rosa grew substantially ever since. The 1950 census shows a 42% increase over the 1940 census. The construction of US Route 101 in 1949 cut the city in two, and the advent of the automobile put an end to rail service in 1958. This freeway altered the layout of the downtown area, separating the Railroad Square from the rest of Downtown Santa Rosa. As consequence of the freeway, from 1950 to 1960 Santa Rosa
almost doubled in size from approximately 17,000 residents to 31,000 residents (Challenger, 2020).

The Urban Renewal Agency of Santa Rosa published a Redevelopment Plan in 1960, initiating the development of the 25-acre Santa Rosa Plaza Mall, the Civic Center, and the preserved Empire Building in the 1980s. In the 21 years following 1970, Santa Rosa grew by about 3,000 residents a year—triple the average growth during the previous 20 year (Santa Rosa Forward, 2020). Most of this growth happened in the new suburban area to the north, west, and south of downtown, as the city expanded and annexed new land of the surrounding area.

More recently, the city was heavily impacted by the North Bay Fires of 2017. The wildfire was responsible for the loss of 5 percent of the city’s homes, damages to public facilities, and approximately $1.2 billion of economic losses in and around Santa Rosa. In the aftermath of the fire, the city undertook a series of initiatives to address the housing and economic needs such as the Housing Action Plan and the Resilient City Development Measures.

Demographics

The City of Santa Rosa has experienced population growth in recent years. According to the 2020 US Census, Santa Rosa had a population of 178,127 with a median age of 38.8. (US Census). The city saw substantial growth in the late 20th century when the population hit 50,000 residents in 1970, and had more than doubled by the time of the 1990 census. By 2010, the city was home to approximately 167,000 residents. However, between 2018 and 2019, the population of Santa Rosa declined from 181,038 to 179,701 (Data USA, 2022).

Race and Ethnicity

The racial composition of Santa Rosa by the time of the 2020 census was: 98,102 White (54.6% non-Hispanic), 30,384 other race (16.9% Hispanic), 21,929 White (12.2% Hispanic), 9,735 Asian (5.4% non-Hispanic), 4,344 Black or African American (2.4% non-Hispanic), 1,271 American Indian and Alaskan Native (0.7% non-Hispanic), 5,922 multiracial (3.3% non-Hispanic), and 4,891 multiracial (2.7% Hispanic). As of 2019, 88.1%
of Santa Rosa, CA residents were US citizens, which is lower than the national average of 93.4%. In total, people of color represent about 46.3% percent of the city’s population compared to 62.5 percent of the state’s total population.

**Income and Poverty**
The 2020 median annual income in Santa Rosa, California is $80,472, which is above the national median annual income of $65,712 (US Census). The poverty rate in Santa Rosa is about 10.3% of the population (18.2k out of 177k people), which is lower than the average percentage of people below the poverty line when compared to California at 15.1%. The most common racial or ethnic group living below the poverty line in Santa Rosa is White (8,161 people or 8.43%), followed by Hispanics (7,116 people or 12.26%), and other races (4,321 people or 14.28%). Santa Rosa also experiences homelessness like any other big city. In 2020, the city had a homeless population of 719 unsheltered residents and 742 sheltered residents (Sonoma County, 2020). Large concentrations of homeless people are found in Downtown Santa Rosa, including south and west of the Santa Rosa Plaza.

**Education**
As for educational institutions, Santa Rosa is home to two colleges, six high schools, and several school districts. Santa Rosa Junior College is the primary public community college providing adult education opportunities, while the Empire College is private. The population of Santa Rosa residents with at least some higher education grew considerably between 2010 and 2018. However, the educational attainment levels of adult residents is lower in Santa Rosa, when compared to the nine-county Bay Area with advanced or graduate degrees. In 2020, Santa Rosa Junior College awarded more than 7,000 degrees, while Empire College only awarded 190 (Data USA, 2022).

**Economic Development**
The City of Santa Rosa is a major economic hub in the North Bay region and serves a four-county economy, which includes Napa, Marin, Solano, and Sonoma counties. Santa Rosa’s economy employs about 91,900 people and is dominated by services, such as Sales & Related Occupations (10,194 people), Office & Administrative Support Occupations (9,649 people), and Management Occupations (9,332 people). The Santa Rosa General Plan projects approximately 132,100 total jobs by the year of 2035 (General Plan, 2020). According to the City’s Economic Development website, the top three largest employers are County of Sonoma (4,834), Santa Rosa Junior College (3,625), and Kaiser Permanente (2,640). The city is a major hub for government, health
care, and education activities, as well serving as the primary business and financial hub for the county. Santa Rosa also serves as the primary retail destination in the region, accounting for 46 percent of the countywide inventory with a low vacancy rate (3.8%).

Santa Rosa is also a tourist destination in the region, serving both business travelers, and national and international tourists visiting wine country. The city is also one of the world’s leading wine country areas and is home to hundreds of wineries and vineyards. There are 27 hotels, motels, and bed and breakfasts, with a total room count of 2,261 rooms, accounting for 32 percent of the 6,992 hotel room inventory in the county. However, the city lost two of its hotels during the 2017 Tubbs Fires. The city’s hotels benefit from Santa Rosa’s proximity to the Sonoma County Airport, proximity to major wineries in the region, and from the appeal of Downtown Santa Rosa (ECR, 2020). Culture and Entertainment play an important role in Santa Rosa. The city is home to several major attractions such as the Sonoma County Museum, the Children’s Museum, the Charles M. Schulz Museum, the Redwood Empire Ice Arena, the Luther Burbank Home & Gardens, and others.

**Land Use**

The Land Use and Livability Element of the General Plan 2035 provides goals and policies to guide land use development, urban intensity, and community character. The current land use for the city consists of eight categories: Single-Family Residential (52%), Multi-Family Residential (12%), Commercial (5%), Office (2%), Industrial (3%), Public/Institutional (7%), Parks (9%), and Open Space (1%) of the total land area. Low-density residential uses are dominant throughout the city, covering 11,204 acres (52%) of the land area, while approximately 1,062 acres (5%) is commercial space. Santa Rosa has several neighborhood shopping centers and commercial districts, including three shopping malls: Santa Rosa Plaza Mall, Coddington Mall, and Montgomery Village, this last one is an open-air mall with more than 70 stores. This combination
of retail has contributed to job growth in the region and has allowed Santa Rosa to become an attractive destination for residents, employers, and visitors.

Housing

Based on the data from the 2020 Census and the 2020 5-year average American Community Survey, the city had 70,300 housing units and 66,843 (95.1%) units were occupied. 68.8% of housing units were single-family housing, 3.8% were mobile homes, and 27.4% were multi-family housing. 55.2% of the housing units were resided by the homeowners and 44.8% were rented out. Approximately 46.2% of households had a household income less than $75,000 and below the median household income of $80,472. Among the renters, the median household housing cost is $1,728. 61.0% of renting households were paying more than $1,500 per month and 51.7% of renting households were paying more than 30% of their income per month, which made the home in Santa Rosa relatively unaffordable.

Natural Hazards

Wildfires

The City of Santa Rosa is vulnerable to intense wildfires, resulting in direct damage to the built environment and human wellbeing. The wildland-urban interface (WUI) of Santa Rosa encompasses about 30 percent of the city, including moderate, high, and very high wildfire hazard severity zones. In 2017, Santa Rosa was hit by the Tubbs Fire destroying 3,043 residential units, 36 commercial buildings, two hotels, a winery, a department store, a high school, and a restaurant. Approximately 100,000 residents were evacuated and nine people lost their lives. Economic losses were estimated at $1.2 billion, while the total direct damage of the fires was $13 billion, of which $11 billion was insured. After the fires, the City developed a Housing Action Plan to address their housing crisis, significantly affected by the 2017 Tubbs Fire.

Earthquakes

The city is also prone to geological and seismic hazards, as it is situated atop several major and active fault lines, including the San Andreas Fault, the Rodgers Creek Fault, the Hayward Fault, and others. The Rodgers Creek Fault runs through the central part of Santa Rosa, extending for over 43 miles. The San Andreas Fault is located about 20 miles, which caused the 1906 San Francisco earthquake destroying much of downtown Santa Rosa at the time. In 1969, the city experienced another major earthquake, damaging approximately 74 commercial buildings in the central business district.

Floodings

Santa Rosa has experienced floodings in the past, most notably in January 2006. Nearly 18 inches of rainfall occurred over seven days, causing the Laguna de Santa Rosa wetlands to overflow. Flowing south of our project site, Santa
Figure 29. Fire Hazards in Santa Rosa, California.
Figure 30. Geological and Seismic Hazards near Downtown Santa Rosa.
Rosa creek is located near Santa Rosa City Hall about 700 feet away from the boundary of the site. The confluence of Santa Rosa Creek and Spring Creek is then located about 850 feet upstream from the channel nearest to the City Hall. Santa Rosa Creek is a 22 miles long waterway that is rooted from the nearby Hood Mountain and ends in the Laguna de Santa Rosa. The Prince Memorial Greenway provides bicycle paths and pedestrian walkways along both banks of the river, providing an excellent connection to the neighborhoods east and west of downtown Santa Rosa. The creek was responsible for the past flooding of the town.

**Transportation**

**Highways**
Being the largest city and county seat of Sonoma County, the City of Santa Rosa is a major transportation hub in the region. The city is sprawled along US Route 101 (US 101), a major north-south highway, and along State Route 12 (SR 12), which runs through the city in an east-west direction. US 101 is the primary transportation highway that moves large volumes of motor vehicles connecting major cities such as Petaluma, San Rafael, and San Francisco in the south and Healdsburg, Ukiah, and Eureka in the north. US 101 bisects the city, dividing the city in two. In addition, US 101 experiences traffic congestion during morning and afternoon peak hours due to its proximity to downtown Santa Rosa. SR 12 is a major east-west highway which connects to the City of Sebastopol to the west and the Town of Sonoma on the east.

**Streets**
The City of Santa Rosa has an extensive street network, connecting residential neighborhoods to town centers and to the greater region. Santa Rosa’s streets are classified by the General Plan according to the type and traffic volume such as boulevards, avenues, main streets, neighborhood streets, lanes, and alleys and trails. In addition, Santa Rosa provides designated bikeways for over 100 miles throughout the city, including multi-use paths.

![Figure 31. Santa Rosa CityBus in Downtown Transit Mall.](image)

**Rail**
Sonoma–Marin Area Rail Transit (SMART) is a 45 mile commuter rail transit system connecting Larkspur to Santa Rosa and serving Sonoma and Marin counties, north of the San Francisco peninsula. The system currently has three stations within the city limits of Santa Rosa, Santa Rosa Downtown and Santa Rosa North, and Sonoma County Airport. The Santa Rosa Downtown is the nearest station near the project site, located in the Railroad Square Historic District.
The city and the county both operate bus transit systems in the city proper, named Santa Rosa CityBus and Sonoma County Transit. From the near proximity of the project site, the Santa Rosa Transit Mall is located on Second Street between Santa Rosa Avenue and B Street, and is a major transit hub connecting both aforementioned transit systems to Golden Gate Transit and Mendocino County Transit.

**Relationship to Other Documents**

This document will incorporate important goals, policy references, and guidelines from the Santa Rosa 2035 General Plan, the Downtown Station Area Specific Plan, and other relevant documents that apply to the proposed project site.

**General Plan (Updated 2020)**

The Santa Rosa General Plan 2035 was adopted on November 3, 2009, and updated in October 2020, providing a range of land use, transportation, environmental, economic, and social goals, policies, and programs relevant to the City’s land use and physical development. It also recognizes three specific plans that establish unique zoning and regulation that characterize the city, such as the Downtown Station Area Specific Plan, the North Santa Rosa Station Area Specific Plan, and the Roseland Area/Sebastopol Road Specific Plan.

In addition, the General Plan 2035 envisions Downtown as the heart of the community with a wide range of housing, employment, transportation, and cultural opportunities that will promote high quality of life and a strong identity. The General Plan includes the following **GOALS** applicable to the proposed project site:

**LAND USE**

- **LUL-C** Maintain downtown as the major regional office, and financial, civic, and cultural center in the North Bay, and a vital mixed-use center.
- **LUL-D** Foster compact, vibrant, and activity-generating uses as the center of downtown.
- **LUL-L** Ensure land uses that promote use
of transit.

LUL-M Ensure new development and streetscape projects provide pedestrian and bicycle circulation improvements.

LUL-N Provide funding for public services and utilities in the plan area.

LUL-O Provide recreational and cultural facilities for visitors and residents of the specific plan area.

**URBAN DESIGN**

UD-B Preserve and strengthen downtown as a vital and attractive place.

UD-C Enhance and strengthen the visual quality of major entry routes into the city, as well as major corridors that link neighborhoods with downtown.

UD-E Create a framework of public spaces at the neighborhood, city, and regional scale.

**TRANSPORTATION**

T-J Provide attractive and safe streets for pedestrians and bicyclists.

**Zoning Regulations**

The Santa Rosa Zoning Code (Title 20 of the municipal code) implements the goals and policies of the General Plan. It is the primary mechanism used to regulate the physical development of land in the city, including height restrictions, setbacks, parking regulations, allowed uses, and signage requirements, among others. The project site is located within the Core Mixed Use land use designation. This classification has a maximum

Floor Area Ratio (FAR) range of 3.0 to 8.0 except for 12 contributor properties on B, 7th, and 10th street. Additional zoning district development standards information is provided under section 20.23.040 and section 20.23.060 of the Zoning Code.

**Downtown Station Area Specific Plan (2020)**

The City of Santa Rosa adopted the Downtown Station Area Specific Plan (DSASP) in October 2020 to guide growth, development, and character for the Downtown area. The specific plan addresses land use, density, transportation, and community character to encourage a diverse mix of uses, incorporate transit-oriented development, and promote walkability. In addition, the DSASP has identified eight “Opportunity Areas,” including the Courthouse Square to accommodate a significant number of housing types, business, retail, civic, and entertainment opportunities, particularly in vacant and underutilized sites.

![Figure 33. Santa Rosa’s DSASP.](image-url)
The DSASP describes Downtown Santa Rosa as an energetic commercial and cultural center with a strong sense of place. It envisions a vibrant urban core around Courthouse Square with a diverse mix of uses, incorporates transit-oriented development, and a pedestrian-friendly environment. To make this vision possible, the DSASP offers the following GOALS relevant to the project site:

**LAND USE**

**Goal LU-1** Downtown Santa Rosa will be an energetic regional commercial and cultural center with a range of housing, employment, retail, entertainment, and restaurant options in a safe, vibrant, walkable environment.

**Goal LU-2** Significant new development is focused in Opportunity Areas and on catalyst sites.

**Goal LU-3** The Downtown Station Area will be economically viable and resilient over the long-term.

**Goal LU-4** A diverse range of housing opportunities suitable for people of all incomes, abilities, and stages of life.

**TRANSPORTATION**

**Goal MOB-1** A well-connected street grid that optimizes multi-modal access, connectivity, and safety for all users.

**Goal MOB-2** A comfortable, convenient bicycle and pedestrian network that is a viable, attractive alternative to the automobile.

**Goal MOB-3** Strengthened east-west connections and links between Old Courthouse Square and Railroad Square.

**URBAN DESIGN**

**Goal UDCS-1** A diverse range of public spades at different scales and sizes throughout the Downtown Station Area to provide outdoor recreation and relaxation opportunities for residents, workers, and visitors.

**PUBLIC SERVICES & SUSTAINABILITY**

**Goal PSS-6** Thriving trees, creek, and natural resources that contribute to a distinctive sense of place.

**Bicycle and Pedestrian Master Plan (2018)**

The Santa Rosa’s Bicycle and Pedestrian Master Plan is a long-term planning document that manifests the City’s vision for promoting walking and bicycling throughout the city. This plan creates a comprehensive walking and bicycling network to provide access to transit, schools, commercial centers, recreational facilities, and Downtown Santa Rosa attractions.

The Bicycle and Pedestrian Master Plan was updated in 2018 from the previous plan, and adopted by the City Council in 2010. This plan establishes policies that support the following goals:

**Goal 1** Increase access and comfort

**Goal 2** Maintain and expand the bicycle and pedestrian network, and
Goal 3  Support a culture of walking and biking.

Citywide Creek Master Plan (2013)
The Citywide Creek Master Plan provides a set of policies and recommendations for habitat preservation, enhancement, restoration projects, and other creek-related improvements to the nearly 100 miles of creeks that flow through Santa Rosa, including Santa Rosa and Matanzas Creek watersheds, located in the Downtown Station Area. The Creek Master Plan requires that development adjacent to waterways be consistent with the Creek Master Plan to the extent feasible, including by encouraging creek-compatible land uses and creek access throughout the system, integrating development project features with creek improvements, allowing for future creek improvements to be made, and requiring development follow guidelines for site planning, grading, and other policies (City of Santa Rosa, 2020). The Creek Master Plan provides the following creek-design goals that are applicable to the project site:

- **HABITAT (HA)** - Local creeks and riparian corridors are preserved, enhanced, and restored as habitat for fish, birds, mammals, and other wildlife.
- **ECONOMIC (EC)** - The economic value of areas adjacent to creeks is enhanced.
- **OPEN SPACE (OS)** - The urban environment is enhanced with natural and open space features.
- **RECREATION (RT)** - Trail corridors and other recreational opportunities are provided along some waterways.
- **PRIVATE PROPERTY (PR)** - Private property rights are respected.

Housing Action Plan (2016)
The City of Santa Rosa prepared the Housing Action Plan (HAP) in 2016 to address the City’s unmet housing needs and to implement the General Plan Housing Element. The HAP provides goals and objectives to achieve the mission of providing “housing for all.” The HAP also establishes five program actions and funding approaches to support the housing for all affordability levels in Santa Rosa. The five program actions are as follows:

- **Program 1. Increase inclusionary housing**
- **Program 2. Achieve “affordability by design”**
Senior Project

housing
Program 3. Assemble and offer public land for housing development
Program 4. Improve development readiness of housing opportunities sites
Program 5. Increase housing investment and developer partnerships

The City of Santa Rosa Design Guidelines are the primary implementation tool for the Urban Design Element of the General Plan 2035. They enhance design concepts that promote “superior design” by reflecting thoughtful consideration in the natural and built environment with respect to architecture, landscaping, placemaking/livability, and sustainability. According to these design guidelines, “superior design” refers to design quality of projects from “adequate” to “superior” by meeting the “Framework of Design Review” established by the City (Design Guidelines, 2022).

The design guidelines are organized into four sections, including section 2 of the Core Area (Downtown Station Area), which provides key elements that support a vibrant, pedestrian-oriented Downtown. The following urban design goals for the Downtown Station Area are applicable to the project site such as:

1. Create a distinctive sense of place for the Downtown Area.
2. Develop walkable, interconnected, transit-oriented neighborhoods with pedestrian-scaled design features and a safe, engaging public realm.
3. Take advantage of the natural amenities and scenic qualities of the Downtown Station Area with site design that incorporates natural features, protects sensitive habitats, promotes physical and visual connections to the creeks, preserves existing view corridors, and creates new vistas.
4. Design accessible civic spaces and urban parks that function as focal points for the surrounding neighborhoods with public art, entertainment, and opportunities for passive and active recreation. Recognize that civic spaces that attract residents and visitors Downtown are essential for building vibrancy and sense of place.
5. Ensure compatibility among existing uses, including resources with significant historic value, and new residential development with respect to design, scale, privacy, light, and noise.
6. Design station and transit center facilities that convey a memorable entry into the community and blend with surrounding neighborhoods.
## Table 2: District Development Standards

<table>
<thead>
<tr>
<th>Development Feature</th>
<th>CV</th>
<th>CMU(4)</th>
<th>SMU(4)</th>
<th>MMU(4)</th>
<th>CSC</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Minimum lot size</strong></td>
<td>Minimum area and dimensions for parcels proposed in new subdivisions.</td>
<td>20,000 sf</td>
<td>None required</td>
<td>Determined by CUP</td>
<td></td>
</tr>
<tr>
<td><strong>Residential density</strong></td>
<td>Maximum number of dwelling units allowed on a parcel. The actual number of units will be determined by the city through subdivision or land use permit approval.</td>
<td>Not allowed</td>
<td>See FAR Section 20-23.000. None required for parcels without an assigned FAR.</td>
<td>See FAR Section 20-23.000.</td>
<td>1 unit required per 4,000 sf of nonresidential floor area to a maximum of 30 units per acre.</td>
</tr>
<tr>
<td><strong>Setbacks (1) (2)</strong></td>
<td>Minimum setbacks required. See Section 20-30.111 for setback measurement instructions.</td>
<td>20 ft (3)</td>
<td>Nonresidential Ground Floor</td>
<td>0-10 ft (min/max)</td>
<td>7.5 ft adjacent to a residential zone or use; none required elsewhere.</td>
</tr>
<tr>
<td><strong>Front</strong></td>
<td>5 ft adjacent to a residential zone or use; none required elsewhere.</td>
<td>Residential Ground Floor</td>
<td>5-12 ft (min/max)</td>
<td>5 ft adjacent to a residential zone or use; none required elsewhere.</td>
<td></td>
</tr>
<tr>
<td><strong>Side—Interior (each))</strong></td>
<td>5 ft adjacent to a residential zone or use; none required elsewhere.</td>
<td>Same as interior side</td>
<td>0-10 ft (min/max)</td>
<td>Same as interior side</td>
<td></td>
</tr>
<tr>
<td><strong>Rear</strong></td>
<td>20 ft</td>
<td>5 ft adjacent to a low-density or medium low-density residential zone or use; none required elsewhere.</td>
<td>5 ft adjacent to a residential zone or use; none required elsewhere.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Lot coverage (1)</strong></td>
<td>Maximum percentage of total lot area that may be covered by structures.</td>
<td>85%</td>
<td>100%</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Height limit</strong></td>
<td>Maximum allowable height of structures. See Section 20-30.075 (Height Limits and Exceptions) for height measurement requirements, and height limit exceptions.</td>
<td>55 ft</td>
<td>See FAR Section 20-23.000. For properties without an assigned FAR, a max of 35 ft</td>
<td>See FAR Section 20-23.000.</td>
<td></td>
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<tr>
<td><strong>Landscaping</strong></td>
<td>See Chapter 20-34 (Landscaping Standards)</td>
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</tr>
<tr>
<td><strong>Parking</strong></td>
<td>See Chapter 20-36 (Parking and Loading)</td>
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<td></td>
</tr>
<tr>
<td><strong>Signs</strong></td>
<td>See Chapter 20-38 (Signs)</td>
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</table>
Chapter 3: Project’s Study Area
Chapter 3: Project’s Study Area

Project Location

Santa Rosa Plaza, also known as Downtown Mall, is a two-story, enclosed shopping center located in Downtown Santa Rosa. The mall is bounded by B street to the east, Highway 101 to the west, Seventh Street to the north and the Santa Rosa Creek to the south. West of Highway 101 is located the Historic Railroad Square, a predominant commercial district featuring retail, services, restaurant, and hotel uses. As part of the Courthouse Square district, Santa Rosa Plaza has a total gross retail area of 693,075 square feet, comprised of seven parcels with a total area of approximately 30 acres, which are owned by four different management companies.

Santa Rosa Plaza is one of two indoor shopping malls in Santa Rosa, and is considered the premier shopping destination in Sonoma County. The shopping mall is well-positioned due to its proximity to Highway 101, and has regionally-serving retail and a variety of chain restaurants and shops.

Background

The Santa Rosa Plaza mall was built in 1982 with Macy’s, Mervins, and Sears as the first anchors. It was developed by the Hahn Company during the urban renewal as part of the Redevelopment Plan published in the early 1970s by the Santa Rosa’s Urban Renewal Agency. The city would allow the developer to sink Third street so part of the shopping center could be built above it while lower Fifth street and A street would be folded into the mall plans (Santa Rosa History, 2020). The shopping mall and its parking structure take up about 10 city blocks of downtown, creating a barrier to pedestrians and bicyclists between the Historic Railroad Square and the Courthouse Square.

After the 2008 recession, the demand for retail in Santa Rosa was affected by the nation’s shift to the rise of online shopping, competition among shopping districts, and for higher rents at shopping centers. Consequently, Mervyns closed its department store when it filed for bankruptcy in 2008. “We are disappointed with this outcome, but the company’s declining liquidity position and the extremely challenging retail environment, together with the fact that we have exhausted all other possibilities, requires that we take this
Figure 36. Project Location Map
action,” Mervyns CEO John Goodman said in a statement (Coit, 2008). The chain was competing with Target and Wal-Mart for lower prices and could not pull itself out of bankruptcy. After the closure of Mervyns, Forever 21 opened in 2010, leasing only the first floor of the property.

In 2015, Santa Rosa Plaza took another blow after Sears filed for bankruptcy closing 142 stores, including the one located in Santa Rosa. The store was closed in 2019, which was filled by Home Interiors Furniture in 2021. Moreover, Forever 21, another major anchor in the mall, filed for bankruptcy in September 2019 announcing it will close up to 350 stores worldwide, although the Santa Rosa Plaza store remains open until this day. Currently, the mall has over 100 stores with Macy’s and Forever 21 as its major anchor tenants.

Land Use Designations

Currently, the Downtown Station Area Specific Plan (DSASP) has introduced a new set of land use designations for the downtown area by guiding new developments to meet its vision. Santa Rosa Plaza is located within the Core Mixed Use (CMU) land use designation. This classification is intended to foster a mix of residential, retail, office, governmental, entertainment, cultural, educational, and hotel uses to enhance the Courthouse Square district. The CMU designation has a maximum FAR of 3.0-8.0 except for 12 contributor properties on B, 7th, and 10th Streets. High-rise residential and mixed-use developments are allowed to create a vibrant urban center around Courthouse Square. This land use designation will strengthen the role of downtown as a business, retail, and entertainment and cultural hub for the region.

In addition, Santa Rosa Plaza is zoned as a CMU (Core Mixed Use) district. The CMU zoning district is applied to areas within downtown Santa Rosa to foster a mix of residential and nonresidential uses to activate the greater Old Courthouse Square area and key transit corridors. High-rise development in all residential or mixed-use buildings is envisioned in a walkable, bikeable environment with public gathering places such as plazas, courtyards, or parks and easy access to public transit. The CMU zoning district implements and is consistent with the Core Mixed Use land use classification of the General Plan.
Figure 38. Downtown Station Area Land Use Designation
Figure 39. Downtown Station Area Combining Districts
Table 3: Site Inventory: Existing Buildings 1-4

<table>
<thead>
<tr>
<th>Number</th>
<th>1</th>
<th>2</th>
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<tbody>
<tr>
<td>Name</td>
<td>Shady Oak</td>
<td>Poppy Bank</td>
<td>CMPR</td>
<td>Luther Burbank</td>
</tr>
<tr>
<td>Uses</td>
<td>Commercial</td>
<td>Office</td>
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<td>Sq. Footage</td>
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<td>36,176</td>
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<td>Condition</td>
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<tr>
<td>Story Levels</td>
<td>1</td>
<td>4</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td>Year Built</td>
<td>1953</td>
<td>1987</td>
<td>1988</td>
<td>2010</td>
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</table>

![Building 1](image1.png)

![Building 2](image2.png)

![Building 3](image3.png)

![Building 4](image4.png)
Table 4: Site Inventory: Existing Buildings 5-8

<table>
<thead>
<tr>
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<tr>
<td>Name</td>
<td>Wells Fargo</td>
<td>Citibank</td>
<td>501 4th St</td>
<td>501 5th St</td>
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<tr>
<td>Uses</td>
<td>Office</td>
<td>Office</td>
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<tr>
<td>Square Footage</td>
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<tr>
<td>Year Built</td>
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<td>1981</td>
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### Table 5: Site Inventory: Existing Buildings 9-12

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<th>Number</th>
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<tr>
<td>Name</td>
<td>SmithDollar</td>
<td>Backyard Center</td>
<td>Oasis Touch Massage</td>
<td>Museum of Sonoma</td>
</tr>
<tr>
<td>Uses</td>
<td>Office</td>
<td>Commercial</td>
<td>Office</td>
<td>Commercial</td>
</tr>
<tr>
<td>Square Footage</td>
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<td>40,250</td>
<td>6,788</td>
<td>11,648</td>
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<tr>
<td>Condition</td>
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<td>Good</td>
<td>Good</td>
<td>Excellent</td>
</tr>
<tr>
<td>Story Levels</td>
<td>3</td>
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<tr>
<td>Year Built</td>
<td>1990</td>
<td>1981</td>
<td>1920</td>
<td>1957</td>
</tr>
</tbody>
</table>

### Images

**Building 9**
- SmithDollar
- Office
- 13,873 square feet
- Great
- 3 story levels
- 1990 built

**Building 10**
- Backyard Center
- Commercial
- 40,250 square feet
- Good
- 1 story level
- 1981 built

**Building 11**
- Oasis Touch Massage
- Office
- 6,788 square feet
- Good
- 2 story levels
- 1920 built

**Building 12**
- Museum of Sonoma
- Commercial
- 11,648 square feet
- Excellent
- 1 story level
- 1957 built
Table 6: Site Inventory: Existing Buildings 13-14

<table>
<thead>
<tr>
<th>Number</th>
<th>13</th>
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</thead>
<tbody>
<tr>
<td>Name</td>
<td>Sonoma Co. Museum</td>
<td>Carrita Village Complex</td>
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<td>Uses</td>
<td>Commercial</td>
<td>Mixed-Use</td>
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<td>Square Footage</td>
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<td>Year Built</td>
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<td>2022</td>
</tr>
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</table>

![Image of Building 13](image13.png)

![Image of Building 14](image14.png)

![Sketch of Building 14](sketch14.png)
Site Inventory: Circulation

The Santa Rosa Plaza Mall is built upon five city blocks cutting off 4th, 5th, 6th, and A Street, while the parking structure takes up another five blocks. This superblock creates a physical barrier between the Courthouse Square and the Railroad Square, obstructing the flow of vehicle traffic. A, First, and Fifth streets generally match with the City’s Minor Street classification; however, most vehicles must drive around the shopping mall and access from the rear on Morgan Street or through A Street. The mall also has ramps that connect to 3rd street, but this creates traffic congestion due to its proximity to US 101.

While the interior of the mall is open to the public, it is privately owned and open only during business hours. Pedestrians are required to either go underneath the building via an underpass at Third Street; to enter and cut through the mall at Fourth Street; or travel through the property at Sixth Street. Sidewalks are also disconnected by landscaping, vegetation, loading zones, or by the shape of the building making it difficult for pedestrians to navigate through the planning area. Overall, the size of the mall, limited street access, parking structures, and lack of sidewalks does not contribute to a walkable pedestrian environment.
Site Inventory: Environment

Santa Rosa Plaza features a small variety of trees and vegetation. Most of the trees observed around the shopping mall include large pine trees such as redwood (Sequoia sempervirens), and Monterey pine (Pinus radiata). Other trees may include maples (Acer spp.), California black oak (Quercus kelloggii), and willow (Salix spp.) trees. Street trees and small planters filled with bushes or flowers provide additional greenery to the mall. In addition, Santa Rosa Plaza has access to the Prince Memorial Greenway and the Santa Rosa Creek on the southern edge of the site.

Figure 44. Large pine trees are found throughout the mall, aesthetically enhancing the area.

Figure 45. Colorful flowers and street trees are found at the entrance on 4th Street and Santa Rosa Plaza road.

Figure 46. Small planters like these are well-maintained and improve the quality of the mall.

Figure 47. The mall in general does not support an active streetscape.
Chapter 3: Project’s Study Area

SWOT Analysis

**Strength**
- Walkable Downtown
- Train station and transit mall connectivity (Easy to commute)
- City identity and multiculturalism
- Historic buildings and museums
- Labor potential
- Downtown hotels and restaurants
- Connection to the Santa Rosa Creek and Courthouse Plaza

**Weakness**
- Located next to US 101, which contributes with lots of air and noise pollution
- Physical division created by US 101
- Prone to draw additional homeless residents from the periphery
- Underutilized properties
- High traffic congestion
- Increase of cost of living
- Multiple ownerships for the project site

**Opportunities**
- Capacity to accommodate affordable housing
- Concentration to jobs and services
- Tourism incentives (art and culture)
- High score on the Education Index
- Private sector interested in development
- Opportunities for active lifestyle
- FAR bonus for new developments

**Threats**
- Competition with two well-established commercial districts such as the Historic Railroad District and the Old Courthouse District
- E-commerce driving small businesses away
- Located near an active fault line
- Potential for gentrification
- Homeless encampment
- Lingering COVID-19 threats (healthcare restrictions)
- Unknown market changes
Chapter 4: Case Studies
Case Study 1: Americana at Brand  
Glendale, California

General Information
Project Type: Mixed-Use Redevelopment  
Location: Glendale, California  
Architects: Harley Ellis Devereaux  
Developers: Carruso Affiliated  
Site Size: 15.5 acres  
Residential: 242 Apartments & 100 Condos  
Hotel: None  
Issued: May 2008

Project Description
The Americana at Brand is a 15.5 acre mixed-use redevelopment lifestyle center located in Downtown Glendale, California. The project site is bounded by Brand Boulevard on the east, Colorado Street to the south, Central Avenue on the west, and the Glendale Galleria to the north. The complex combines a mix of shopping, dining, entertaining, and residences uses, and a 2-acre central park at its center.

The residential development provides 242 luxury apartments and 100 condominiums or about 450,000 square feet of living space. The complex is also home to 82 retail stores, 32 restaurants, and an 18-screen AMC Theatres Cinema. In addition, the Americana at Brand features 5 anchor stores including Nordstrom, Forever 21, H&M, Barnes & Noble, and Amazon Styles, providing an approximately 900,000 square feet of retail, and over 2,700 parking spaces.

General Description
The Americana at Brand is a mixed-use lifestyle center located in downtown Glendale, California. The complex contains 242 apartment units, 100 condos, 900,000 square feet of retail, and over 2,700 parking spaces. At its heart, the site has a 2-acre park featuring fountains, pathways, sitting areas, and other amenities. Unlike the Glendale Galleria, a regional indoor shopping mall located west of The Americana, the mall is designed around a horseshoe-shaped road with commercial uses on the ground floor and rented apartments directly over the retail stores. “In Glendale, The Americana pioneered the concept of mixed-use urban residential in a downtown and inspired a 10-year building boom that added over 3,000 new residential units across 20-plus projects to the immediate area” (SAH, 2008).
The Americana at Brand was built in 2008 with a cost of over $400 million, and represented an evolution of the concept of a “lifestyle center.” Unlike other malls, the central park was a public space with activities and limited commercial kiosks. The mall facade was split into three individual buildings, giving a sense of variety and ornamentation. One of the most unique designs at The Americana occurs along the Brand Boulevard’s frontage, where a pedestrian arcade connects to a second entrance at Nordstroms. The architecture at The Americana is inspired by traditional town squares and Boston’s Newbury Street with Art Deco, French Empire, modernist architecture styles, including a Neoclassical sculpture of a young man located in the central fountain. Other styles include a Victorian-styled clock tower stands in front of a coffee shop and two trolley cars that resemble San Francisco’s cable cars, which periodically circuit the mall.

Guiding Principles
The Americana at Brand is subject to the Town Center Specific Plan, not the Downtown Specific Plan, which addresses the Town Center district of Downtown. The following principles are taken from the 2004 Town Center Specific Plan because the 2011 updated version was not available in the city’s website. These principles features common characteristics similar to Santa Rosa Plaza’s Redevelopment Plan:

- Create a high-quality, comprehensive and functionally integrated open-air commercial, retail, entertainment, and housing development that is distinctive, creates a “sense of place,” and contributes to the creation of a downtown residential base,
- Create a pedestrian-oriented open air commercial and residential center with an emphasis on an open space network of landscaped streets, sidewalks, paseos, promenades, and public space that forms a central gathering place for the Glendale community,
- Provide housing and employment opportunities for City residents,
- Create a diversity of uses to activate and strengthen the urban vitality of Downtown,
- Enhance and diversify the cultural fabric of the downtown area by providing space for community events,
- Develop a regional open-air marketplace to attract retail and specialty uses that are not currently represented in the City.

Figure 49. A pedestrian-friendly corridor with active retail uses and restaurants located along Carruso Avenue.
Figure 50. Two battery-powered trolley cars circuit the Americana property.

Figure 51. The fountain and the Neoclassical statue is an attraction place at The Americana.

Figure 52. The Americana at Brand ground floor plan.

Figure 53. The Americana provides amenities, landscaped streets, promenades, paseos, and wayfindings.

Figure 54. A single building is broken up into several facades to diversify the urban fabric.

Figure 55. The Central Park provides enough space for social gathering and community events.
Case Study 2: Santana Row
San Jose, California

General Information
Project Type: Urban Mixed-Use/Multi-Use
Location: San Jose, California
Architects: SB Architects | MBH Architects
Developers: Federal Realty Investment Trust
Site Size: 42 acres/17 hectares
Residential: 1,201 unites
Hotel: 404 rooms
Issued: December 2004

Project Description

Santana Row is a residential, commercial and entertainment district located west of San Jose, California. It is located around a main street bounded by Stevens Creek Boulevard on the north, a major thoroughfare in Silicon Valley with direct access to Interstate 880 to the east and Winchester Boulevard on the west with access to Interstate 280 on the south. The site covers an 18-block area and encompass 680,000 square feet of retail space and restaurants, 1,200 rental units, two hotels, and public open spaces. Developed by Federal Realty Investment Trust, it is the largest mixed-use development ever built in San Jose, California with a total cost of $530 million upon completion. Now, Santana Row quickly became San Jose’s mixed-use crown jewel.

General Description

Santana Row is the largest urban, mixed-use development integrated by residential units, restaurants, retail, a movie theater, and public open spaces in San Jose, California. The project is a low-rise, yet high-density development comprising 680,000 square feet (63,172 square meter) of retail space, restaurants and coffee shops, 1,201 rental units, two hotels, and seven parks covering an area of 42 acres. It was developed by Federal Realty Investment Trust, an equity real estate investment trust (REIT) founded in Rockville, Maryland in 1962.

Located just 3 1/2 miles from Downtown San Jose, Santana Row is bounded by Stevens Creeks Blvd, a primary shopping street in Silicon Valley, with access to Interstate 880 in the east and Interstate 280 in the south. The project replaced the former Town & Country Mall, a 1960s single-story shopping center that suffered
from sales tax revenue. The developer purchased the site for $41 million in 1997 and razed the mall. In its place, Santana Row provides a “unique mix of shopping, dining, entertainment and living designed to enhance the individual experience.”

In 1994, the City of San Jose adopted the 2020 General Plan to address a wide variety of development issues, including housing, traffic, natural resources, land uses, and public safety. Concerned with future character, land use patterns, and quality of development, the 2020 General Plan established several goals and

**Figure 57.** Santana Row has a medium park for the public featuring seating accommodations and sculptures.

**Figure 58.** It offers a farmer’s market for the residents and visitors of the area on Santana Row.

**Figure 59.** Santana Row location map

**Figure 60.** Medium density, mixed-use buildings are located along the main row with retail stores on the ground floor.

**Figure 61.** It provides amenities and opportunities for social interaction.
policies to maximize economic development, growth management and housing, among others. Santana Row, a greyfield development, meets all of these goals and by early 1998, the concept was submitted to the city of San Jose for approval. To achieve this, the project needed to provide an attractive scenario with a significant residential component and commercial center to create a “lively, pedestrian-oriented atmosphere offering a sense of discovery and adventure in a comfortable and safe environment.” The project had a slow start after a devastating fire and the late-2000s economic downturn. However, insurance covered the damages and rebuilding began almost immediately.

**Guiding Principles**

The following guiding principles reflects the characteristics and features of Santana Row, which share common features and characteristics with Santa Rosa Plaza:

1. A Vibrant Regional Entertainment, Retail and Employment Destination;
2. A Center for Innovation, Creativity and Productivity;
3. Preserve and Respect the Area’s Distinct Assets;
4. An Interconnected Neighborhood with Great Urban Parks and Plazas;
5. Major Roadways as Functional and Attractive Places

---

**Figure 62.** Santana Row features many restaurants and retail stores along the main street.

**Figure 63.** Street trees and planters enhance the quality of Santana Row.

**Figure 64.** A Neo-Gothic facade from a chapel is incorporated onto the urban fabric.
Case Study 3: Downtown West
San Jose, California

General Information
Project Type: Mixed-Use Development
Location: San Jose, California
Architects: Grimshaw Architects & More
Developers: Lendlease
Site Size: 80 acres
Residential: 4,000 up to 5,900 units
Hotel: 300 rooms
Issued: May 2021

Project Description

The Downtown West Mixed-Use Plan (project) is a 79.7 acres mixed-use development district proposed by Google located around the San Jose Diridon Station and SAP Center. The project (herein referred to as Downtown West) covers approximately 80 acres of the 250-acre Diridon Station Area Plan (DSAP) and is bounded by Diridon Station and the Caltrain rail tracks to the west; Lenzen Avenue and the Union Pacific Railroad (UPRR) tracks to the north; North Montgomery Street, Los Gatos Creek, the Guadalupe River, Barack Obama Boulevard, and Royal Avenue to the east; and Auzerais Avenue to the south.

Downtown West encompasses up to 7,300,000 gross square feet (GSF) of office space, 4,000 residential units with a future expansion up to 5,900 units, 300 hotel rooms, more than 500,000 GSF of active uses and event spaces, plus 15 acres of parks and open space. Downtown West was approved on May 25, 2021, by the City Council, and it is expected to take more than a decade for the completion of the project. The boundaries of the Downtown West district are generally shown on Figure 43.

Land Uses

Downtown West comprises a mix of land uses consisting of residential, office, active use, hotel, event/conference center, limited-term corporate accommodation, logistics/warehouse, district systems, and open space. Downtown West’s primary land use is commercial office space in the northern part. Residential areas will be located...
throughout the site, and hotel spaces will be located north of the SAP Center. The Downtown West Design Standards and Guidelines (DWDSG) establishes standards for the location to promote the integration of new development and existing buildings, historic resources, and adjacent neighborhoods within Downtown West. In addition, the permitted uses for Downtown West are designed to promote and activate a vibrant urban center.

Transit Oriented

Downtown West is located right next to the San Jose Diridon Station, which is currently serving the Bay Area Rapid Transit (BART), Amtrak, Caltrain, Santa Clara Valley Transit Authority (VTA) Light Rail, and the future location of the California High Speed Rail. The Downtown West project is a mixed-use development proposed to be developed by Google and is part of the company’s efforts to ensure efficient connectivity with the areas in the neighborhood for its employees. It is expected that Google will invest approximately $1.5 billion for the project.

Downtown West also integrates historic buildings into the premise and preserve the sensitive habitats along the banks of Los Gatos Creeks. The project also incorporates cultural plazas that can be used as a meeting place for their future inhabitants and other visitors, and gives the meeting place a sense of cultural meaning. Downtown West also signifies the return of company towns and promotes it by having offices in the walking distance of the employees’ residences. This idea will minimize unnecessary commuting and reduce vehicle miles travel (VMT) and carbon emission.

Connection to Our Project

The Downtown West project has a similar setting in comparison to our project. The location is near the downtown core, access to freeways, and a major transit center. The project also involves dealing with a massive area of land and plans for mixed use from residential to parks and plaza.

Guiding Principles

The following guiding principles reflects the characteristics and overall spirit of the community of Downtown West, which share common features and characteristics with Santa Rosa Plaza:

1. Create a pedestrian-focused mixed-use urban district with buildings that maximize height potential to allow for more urban vitality and economic activity, with appropriate transitions to surrounding lower-density residential neighborhoods;
2. Incorporate high-density residential-commercial mixed-use development to allow for more urban vitality, economic activity, and to act as a catalyst for similar developments in surrounding areas;
3. Create a highly active, safe, and lively pedestrian and bicycle friendly environment with excellent connectivity to Downtown destinations and regional transit to reduce greenhouse gas emissions that contribute to climate change;
4. Create “strong spots” and “hot spots” for the placement of temporary public artworks, focused on gathering spaces and pedestrian-oriented experiences, that create a sense of excitement and expectation;
5. Activate the streets, parks, station, and other public spaces with art that builds on the identity of the area, that engages visitors and residents alike, and is integrated into infrastructure to humanize and enliven standard features.
Figure 66. Integrating historic buildings with new developments to create a focal point of public space.

Figure 67. Conceptual rendering of proposed Downtown West illustrating a high-intensity business district with a higher concentration of businesses and commercial uses.

Figure 68. Illustrative Development Concept with Land Use Designations and potential building massing.

Figure 69. Conceptual rendering of proposed office buildings and multi-mode street to enhance mobility.

Figure 70. Conceptual sketch of proposed bridge along Los Gatos Creek to connect neighborhoods and open spaces.
Chapter 5: Redevelopment Proposal
Vision Statement

Downtown Santa Rosa is destined to be the City’s historical, political, cultural, business, and economic center, while Santa Rosa Plaza will be a dynamic, pedestrian-oriented, mixed-use district that serves as the premier center for dining, entertainment, public art, tourist, and community-gathering places. The redevelopment of Santa Rosa Plaza will enhance and strengthen the principles of a vibrant, strong character, and diverse community by providing housing, retail, and employment opportunities in a high urban quality design, safe, sustainable, and attractive environment. In addition, the Project will improve mobility and accessibility for all modes of transportation by enhancing connectivity and linkages between the Historic Railroad District and the Courthouse Square.

Goals, Objectives, and Design Ideas

The proposed redevelopment of Santa Rosa Plaza has identified the following goals and objectives as the guiding principles to achieve the vision statement:

LAND USE

Goal No. 1. Establish Santa Rosa Plaza as an unique, mixed-use community district.

Objective 1.1: Foster a robust mix of housing, retail, business, cultural, entertainment, and public uses to create a strong identity and meaningful sense of place.

Objective 1.2: Integrate a live/work/social environment to facilitate a successful, vibrant, high-quality urban environment.

Objective 1.3: Provide a diverse range of housing opportunities for all ages, incomes, and abilities to meet various lifestyles and economic segments.

Objective 1.4: Strengthen local businesses to promote employment opportunities and attract local and regional shoppers.
URBAN DESIGN

Goal No. 4. Create a pedestrian friendly, urban core area for all ages and abilities.

Objective 4.1: Promote compact, mid- and high-rise buildings to increase density, pedestrian traffic, maximize space, and enrich human-scale perception.

Objective 4.2: Integrate sustainability elements to create a more sustainable and healthy community.

Objective 4.3: Locate ground floor commercial uses along plaza areas and paseos to activate pedestrian-oriented pathways.

Objective 4.5: Create a distinctive visual image on pedestrian paseos with signages, wayfindings, lighting, landscaping, and sustainable designs to activate the streets and enhance pedestrians’ experience.

Figure 73. Concept of a medium-density, well-integrated, mixed-use district with commercial uses on the ground floor, offices and housing units over the retail stores, and with enough open space to enhance pedestrian’s experience.

Figure 74. Sketch of a compact, mixed-use neighborhood with retail on the ground floor and apartments over them.

Figure 75. Example of a mix of facades, color, height, and order give an area a distinctive sense of place.
CIRCULATION

Goal No. 2. Enhance mobility for all modes of transportation.

Objective 2.1: Create a safe and comfortable, bicycle and pedestrian-oriented pathway along 4th Street to enhance the pedestrian experience and promote walkability.

Objective 2.2: Improve connectivity and linkages between the Historic Railroad Square and the Courthouse Square and residential neighborhoods.

Objective 2.3: Enhance existing parking structures to fit with future compatible design.

PUBLIC SPACES

Goal No. 3. Activate public spaces and parks for positive social interaction.

Objective 3.1: Promote visual, performing arts, and culture to enrich the downtown’s identity and image.

Objective 3.2: Integrate public art with streetscape designs to enhance pedestrian’s visual appreciation; featuring sculptures, seating areas, table games, activities, murals, and recreation areas.
Concept Description

The concept diagram for the redevelopment proposal displays an idea of how building forms can be arranged within the project site, and how different type of land uses can help visualize a vibrant and unique shopping district with housing, retail, and entertainment uses. The concept map also shows a pedestrian paseo cutting through the buildings to allow people move around the redeveloped shopping district by limiting vehicular traffic going through the middle of the mall. This paseo will improve walkability and connectivity in the area, and it has the potential to become an attraction for tourists by including street art, murals, and statues.

Third Street will continue to be sunken so the proposed project above will not be interrupted by traffic. This way, a large public park will be built above 3rd street instead of a building, creating an illusion of a greater open space. This park is designed to host events, play outdoor games, and other activities to clear your mind and improve quality of life.

The concept diagram also displays the pedestrian, bicycle, and vehicular circulation in and out of the project proposal. This concept will improve connectivity between the Courthouse Square and the Railroad Square by opening 4th Street for pedestrians and cyclists only, and 5th Street for motor vehicles. In addition, the project will accommodate parks and public plazas for people in different areas of the shopping area as well as parking garages in the back of mixed-use buildings. Overall, the concept diagram helps contextualize the vision and goals of this project proposal by following the building pattern of the downtown area and creating an active shopping district with different land uses connected by a safe pedestrian street and pathways.
Illustrative Site Plan
Project Description

The redevelopment Santa Rosa Plaza is a 31-acre mixed-use lifestyle center located at the heart of Downtown Santa Rosa, California. The project site provides 20 new buildings of a mix of shopping, dining, entertaining, hotel, and residential uses, including several open spaces and plazas. The project proposal will encompass up to 495,685 gross square feet (GSF) of commercial space, more than 1,500 residential units, 36,800 GSF of offices, and nearly 70,000 GSF of green space.

The goal of the design is to break the large block of the Santa Rosa Plaza into a cluster of buildings that fit with the rest of the urban form of the downtown area. The project is designed into three major areas that will represent unique features and characteristics to create a distinctive mixed-use shopping district in comparison to other major lifestyle centers. Each area will host some type of attraction or landmark that will represent its unique character and identity from the rest of the district. The intention is to create quality places for people to live, work, and learn in, possessing a strong sense of place.

Sustainability plays a major role in this project. One of the important elements is the installation of photovoltaic panels on the rooftops of the buildings. This approach will provide clean energy for residents and store owners, while reducing energy consumption from the power grid. It is a highly promising solution for both economic and environmental sustainability. Bike lanes and racks are provided throughout the site for people to move around in bikes reducing traffic congestion and more importantly greenhouse gas emissions (GHGs). Also, Electric Vehicle (EV) charging stations will be installed in parking structures to reduce gasoline vehicles.

Area 1
Area 1 is located on the north section of the project site. This area will accommodate eight buildings in different shapes and forms connected by a narrow pedestrian path in between them that begins in

Table 7: Project’s Total Square Footage by Land Use.

<table>
<thead>
<tr>
<th>Land Use</th>
<th>Area 1</th>
<th>Area 2</th>
<th>Area 3</th>
<th>Total</th>
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<tbody>
<tr>
<td>Commercial</td>
<td>146,345 SF</td>
<td>148,315 SF</td>
<td>201,025 SF</td>
<td>495,685 SF</td>
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<tr>
<td>Residential</td>
<td>306,315 SF</td>
<td>544,780 SF</td>
<td>64,264 SF</td>
<td>915,359 SF</td>
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<tr>
<td>Office</td>
<td>-</td>
<td>36,800 SF</td>
<td>-</td>
<td>36,800 SF</td>
</tr>
<tr>
<td>Parks</td>
<td>12,500 SF</td>
<td>29,775 SF</td>
<td>27,380 SF</td>
<td>69,655 SF</td>
</tr>
<tr>
<td>Parking</td>
<td>485,250 SF</td>
<td>198,022 SF</td>
<td>509,070 SF</td>
<td>1,192,342 SF</td>
</tr>
<tr>
<td>Total</td>
<td>950,410 SF</td>
<td>957,692 SF</td>
<td>801,739 SF</td>
<td>-</td>
</tr>
</tbody>
</table>
front of the Sonoma County Museum and ends on 5th Street. Although the museum is not part of the project, it will act as a focal point and landmark for the entire district. All buildings are 3-story mixed-use buildings with commercial uses on the first floor and residential uses on the second and third floors. Building 1 will be the only apartment complex to have private courtyards on the second floor and private parking on the first floor. There will be a small public park at the center of the area for people to enjoy and socialize in. The paseo will allow pedestrians to navigate through different directions, making it more interesting and active.

Area 1 will provide a total of 357 residential units with 34 studios of 450 sq ft, as well as 66 one-bedroom apartments, 180 two-bedroom apartments, and 77 three-bedroom apartment units ranging from 700 and 1,200 sq ft. At the same time, 20 percent of the total units will be dedicated to affordable units for low-income households and college students complying with objective 1.3 to provide housing opportunities for all ages and income families.

Another important component of the design is the connection of 5th Street between the Courthouse Square and Railroad Square, allowing for better accessibility and vehicular connectivity. 5th Street is designed as a two-lane complete street allocating bike lanes in both directions. In addition, area 1 will include a 4-story parking structure with an approximate 1,800 parking spaces for residents and shoppers. Plaza Drive separates the parking structure with the rest of the mixed-

Table 8: Proposed Project Data on Area 1

<table>
<thead>
<tr>
<th>Unit Type</th>
<th>Square Footage</th>
<th>Count</th>
<th>20% Affordability</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Area 1</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Studio</td>
<td>450 SF</td>
<td>34</td>
<td>7</td>
</tr>
<tr>
<td>1-bedroom</td>
<td>700 SF</td>
<td>66</td>
<td>13</td>
</tr>
<tr>
<td>2-Bedroom</td>
<td>850 SF</td>
<td>180</td>
<td>36</td>
</tr>
<tr>
<td>3-Bedroom</td>
<td>1,200 SF</td>
<td>77</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total Units</strong></td>
<td>-</td>
<td><strong>357</strong></td>
<td><strong>71</strong></td>
</tr>
</tbody>
</table>
use buildings creating a medium density village.

**Area 2**

Area 2 is located at the center of the project site between 5th Street and 3rd Street. The main attraction of this section is its pedestrian mall on 4th Street. 4th Street is dedicated only to pedestrians and cyclists to move between the two major districts, while shopping and enjoying the street arts, murals, and sculptures along the strip. It can also act as an extension for the local farmer’s market on Wednesday. Most buildings are mixed-use developments with retail on the first floor and residential uses above them. Area 2 will provide a total of 634 residential units with 61 studios of 450 sq ft, about 117 one-bedroom apartments, 320 two-bedroom apartments, and 136 three-bedroom apartment units ranging from 700 and 1,200 square feet. At the same time, 20 percent of the total units will be dedicated to affordable units for low-income households.

All the commercial uses are located along the pedestrian paseo on 4th Street. Building 12 has office uses on the second floor, while residential uses are located on the third, fourth, and fifth floor. Building 16 is designed to become a venue for arts, conferences, music, and theater. It is a 55 ft tall building with offices in the back. This building includes a 4-story parking structure located behind the venue, big enough to accommodate 490 parking spaces for visitors.

This section also includes one plaza square surrounded by buildings 9, 10, and 11. This plaza is intended to host live music, performances, and events, enriching the visitor experience. The buildings 9 and 10 are connected with a bridge located on the third floor for better connectivity.

**Table 9: Proposed Project Data on Area 2**

<table>
<thead>
<tr>
<th>Unit Type</th>
<th>Square Footage</th>
<th>Count</th>
<th>20% Affordability</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Area 2</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Studio</td>
<td>450 SF</td>
<td>61</td>
<td>12</td>
</tr>
<tr>
<td>1-bedroom</td>
<td>700 SF</td>
<td>117</td>
<td>23</td>
</tr>
<tr>
<td>2-Bedroom</td>
<td>850 SF</td>
<td>320</td>
<td>64</td>
</tr>
<tr>
<td>3-Bedroom</td>
<td>1,200 SF</td>
<td>136</td>
<td>27</td>
</tr>
<tr>
<td><strong>Total Units</strong></td>
<td></td>
<td>634</td>
<td>127</td>
</tr>
</tbody>
</table>
among residents. In addition, area 2 provides a small park between building 13 and 14, and small open spaces around the area with functional landscaping.

**Area 3**

Area 3 is located in the south section of the project site between 3rd Street and 1st Street. This area will accommodate two mixed-use buildings, one residential building, and a hotel with a total of 95 residential units, 353 hotel rooms, and 74 suites. The design of this area is to connect the hotel with the pedestrian paseo to the Transit Mall. The intention is to increase ridership in the city and region, while making it more accessible and convenient for shoppers and visitors. In addition, this area provides one parking structure along A street for easy access coming from 3rd street, and a parking lot along B street.

In this area, building 17 is a 3-story building mixed-use development with retail on the first floor and residential uses on the second floor and third floor. Building 18 has commercial uses on the first floor, while hotel rooms are located on the second floor and third floor. Building 19 is a 5-story hotel building with the main lobby, suites, swimming pool, and other amenities located here. Lastly, building 20 is a 3-story apartment with the intention of providing affordable units, creating better housing opportunities for different levels of income families.

A large public park is designed above 3rd Street.

### Table 10: Proposed Project Data on Area 3

<table>
<thead>
<tr>
<th>Area 3</th>
<th>Unit Type</th>
<th>Square Footage</th>
<th>Count</th>
<th>30% Affordability</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Studio</td>
<td>450 SF</td>
<td>29</td>
<td>9</td>
</tr>
<tr>
<td><strong>1-bedroom</strong></td>
<td>700 SF</td>
<td>32</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td><strong>2-Bedroom</strong></td>
<td>850 SF</td>
<td>34</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td><strong>Hotel Rooms</strong></td>
<td>300 SF</td>
<td>353</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td><strong>Hotel Suites</strong></td>
<td>600 SF</td>
<td>74</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td><strong>Total Units</strong></td>
<td>-</td>
<td>522</td>
<td>-</td>
<td></td>
</tr>
</tbody>
</table>
to provide more public spaces for residents and visitors. This park is intended to recreate a food truck court with sitting areas and green spaces for people to socialize and enjoy, while food trucks are allocated on the periphery of the park. Moreover, this part of the site has access to the Prince Memorial Greenway (Santa Rosa Creek trail).

Figure 83. A Bird Eye View of the proposed hotel at the intersection of 1st Street and A Street looking northeast.
Figure 84. Images, from top down, left to right: A depiction of Section A facing north looking at the mixed-use buildings with arches. 5th Street is represented by Section B with 2 drive lanes and bike lanes on each side. Section C shows the representation of the pedestrian mall on 4th Street.

Figure 85. Illustrative massing reflects the combination of density allowed in the project’s zoning and land uses.
# Project Statistics

<table>
<thead>
<tr>
<th>Area 1</th>
<th>Area 2</th>
<th>Area 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Building 1</strong></td>
<td><strong>Building 9</strong></td>
<td><strong>Building 17</strong></td>
</tr>
<tr>
<td><em>Mixed-Use</em></td>
<td><em>Mixed-Use</em></td>
<td><em>Mixed-Use</em></td>
</tr>
<tr>
<td>3-story</td>
<td>4-story</td>
<td>3-story</td>
</tr>
<tr>
<td>125,150 sq ft</td>
<td>73,200 sq ft</td>
<td>45,051 sq ft</td>
</tr>
<tr>
<td><strong>Building 2</strong></td>
<td><strong>Building 10</strong></td>
<td><strong>Building 18</strong></td>
</tr>
<tr>
<td><em>Mixed-Use</em></td>
<td><em>Mixed-Use</em></td>
<td><em>Commercial</em></td>
</tr>
<tr>
<td>3-story</td>
<td>4-story</td>
<td>3-story</td>
</tr>
<tr>
<td>38,700 sq ft</td>
<td>52,800 sq ft</td>
<td>50,162 sq ft</td>
</tr>
<tr>
<td><strong>Building 3</strong></td>
<td><strong>Building 11</strong></td>
<td><strong>Building 19</strong></td>
</tr>
<tr>
<td><em>Mixed-Use</em></td>
<td><em>Mixed-Use</em></td>
<td><em>Commercial</em></td>
</tr>
<tr>
<td>3-story</td>
<td>5-story</td>
<td>5-story</td>
</tr>
<tr>
<td>31,125 sq ft</td>
<td>144,100 sq ft</td>
<td>135,846 sq ft</td>
</tr>
<tr>
<td><strong>Building 4</strong></td>
<td><strong>Building 12</strong></td>
<td><strong>Building 20</strong></td>
</tr>
<tr>
<td><em>Mixed-Use</em></td>
<td><em>Mixed-Use</em></td>
<td><em>Residential</em></td>
</tr>
<tr>
<td>3-story</td>
<td>5-story</td>
<td>3-story</td>
</tr>
<tr>
<td>31,050 sq ft</td>
<td>149,595 sq ft</td>
<td>34,230 sq ft</td>
</tr>
<tr>
<td><strong>Building 5</strong></td>
<td><strong>Building 13</strong></td>
<td><strong>Parking</strong></td>
</tr>
<tr>
<td><em>Mixed-Use</em></td>
<td><em>Mixed-Use</em></td>
<td>1,885 spaces</td>
</tr>
<tr>
<td>3-story</td>
<td>5-story</td>
<td>509,070 sq ft</td>
</tr>
<tr>
<td>67,650 sq ft</td>
<td>160,950 sq ft</td>
<td></td>
</tr>
<tr>
<td><strong>Building 6</strong></td>
<td><strong>Building 14</strong></td>
<td>Park/Plaza</td>
</tr>
<tr>
<td><em>Mixed-Use</em></td>
<td><em>Mixed-Use</em></td>
<td>27,380 sq ft</td>
</tr>
<tr>
<td>3-story</td>
<td>4-story</td>
<td></td>
</tr>
<tr>
<td>29,850 sq ft</td>
<td>57,440 sq ft</td>
<td></td>
</tr>
<tr>
<td><strong>Building 7</strong></td>
<td><strong>Building 15</strong></td>
<td></td>
</tr>
<tr>
<td><em>Mixed-Use</em></td>
<td><em>Mixed-Use</em></td>
<td></td>
</tr>
<tr>
<td>3-story</td>
<td>4-story</td>
<td></td>
</tr>
<tr>
<td>60,690 sq ft</td>
<td>49,605 sq ft</td>
<td></td>
</tr>
<tr>
<td><strong>Building 8</strong></td>
<td><strong>Building 16</strong></td>
<td></td>
</tr>
<tr>
<td><em>Mixed-Use</em></td>
<td><em>Commercial</em></td>
<td></td>
</tr>
<tr>
<td>3-story</td>
<td>4-story</td>
<td></td>
</tr>
<tr>
<td>37,320 sq ft</td>
<td>42,205 sq ft</td>
<td></td>
</tr>
<tr>
<td><strong>Parking</strong></td>
<td><strong>Parking</strong></td>
<td></td>
</tr>
<tr>
<td>1,797 spaces</td>
<td>733 spaces</td>
<td></td>
</tr>
<tr>
<td>485,250 sq ft</td>
<td>198,022 SF</td>
<td></td>
</tr>
<tr>
<td><strong>Park/Plaza</strong></td>
<td><strong>Park/Plaza</strong></td>
<td></td>
</tr>
<tr>
<td>12,500 sq ft</td>
<td>29,775 sq ft</td>
<td></td>
</tr>
</tbody>
</table>

**Notes:**

1. The colors represent the type of land use for the project.
2. Mixed-use buildings have commercial uses on the first floor and residential above.
3. Parking is a combination of parking lots and parking structures.
4. Parks/Plazas combines plaza square footage and public parks, except for private courtyards.
References


View/3981/Housing-Action-Plan-2016---FINAL-PDF?bidId=


