

SMART Santa Rosa

North Station Area Plan: Policy Platform



NORTH BAY ORGANIZING PROJECT

The City of Santa Rosa is planning for a Sonoma-Marín Area Rail Transit (SMART) station near Guerneville Road. The common vision of our community coalition is that the North Station Area Plan contributes to creating a clean, safe environment with good local jobs. We envision neighborhoods with clean air, clean water, and green building design, surrounded by Sonoma's working farms and scenic natural areas. We want to see living wage jobs located near our homes, creating time for family, friends and community.

Our coalition believes we can transform this area by adopting the following policies:

101 Connector Bridge

The Connector Bridge is the linch-pin of the plan. This will help connect two neighborhoods split long ago by Highway 101. The Connector Bridge will help pedestrians safely cross 101 and serve to make Santa Rosa far more navigable by cyclists. In turn the bridge will reduce traffic bottlenecks on Guerneville Road.

Complete Streets

Complete streets are designed to equally serve pedestrians, cyclists, drivers, and transit riders. Buildings facing in to the street will help create safe, inviting public spaces by adding "eyes on the street." Specifically, we would like to see a traffic light with crosswalks at Jennings Avenue, left-turning lanes at College Avenue, and a route southbound in addition to Cleveland Avenue.

Buildings that create a sense of place

We strongly suggest that the city plan for a multi-story iconic building at the station site as a catalyst project, which will help create a sense of place and identity, and serve as a gateway to the neighborhood.

We would like to see homes built near shops and services within a ¼ mile of the station. This will encourage nearby residents to patronize to shops at the station and add to the foot traffic in the neighborhood.

Coffey Lane extension to Cleveland Ave

Santa Rosa can create an alternate route for bicycles, pedestrians, cars, and buses by continuing Coffey Lane to Cleveland Avenue. This route will lead to the bike path that has been already planned, and it will make Guerneville Road safer for pedestrians and cyclists by



The area above will become home to the new SMART station.

diverting this traffic from Guerneville Road and creating a more direct route between the 101 Connector Bridge and the station.

Parking policies that support the train

- Bike parking linked to each new unit
- A bike cage at the station for rail passengers to park their bikes
- No minimum parking requirement and/or a parking maximum; unbundled parking from housing
- Shared parking at the new parking garages, which might include the formation of a parking benefit district to fund neighborhood improvements.

Affordable homes for all income levels

At least 20% of new homes built in the North Station Area should be affordable to low-income households, and 20% affordable to moderate-income households.

Flexible zoning at the Coddington Mall

Rezone the Coddington Mall in such a way that would allow for flexibility over time. This way there will be the opportunity to develop the area according to the changing needs of the new neighborhood.

Parks with streets on at least three sides

This arrangement of parks would favor the placement of the proposed neighborhood park on the west side of the plan area where it is surrounded on all sides by streets.