

# GUIDING PRINCIPLES

Santa Rosa is a special place set in an agricultural county with an inviting climate, superior natural beauty, desirable residential neighborhoods and a strong, diversified economy. As the area accepts its share of the region's growth, these characteristics must not be sacrificed. Instead, the growth must protect the positive qualities which make the City attractive and build new features which provide enduring value and beauty and further improve the quality of life. It is our duty to assure that, twenty years from now, Santa Rosa is an even more desirable City than it is today.

1. Because the remaining land within the Santa Rosa Urban Boundary is limited, all new development must be of high quality, add to the quality of life within the City and substantially further adopted City objectives.
2. No new development shall be allowed until the infrastructure necessary to serve it is either in place or will be provided as a part of the development itself.
3. Match employment growth to housing availability.
4. Reduce dependence on the automobile by improving pedestrian, bicycle and transit alternatives and by locating essential commercial services in proximity to housing.
5. Development must be done in a way such that there is the appearance of openness and respect for the site's natural assets.
6. Downtown is the heart of the City and uses added will provide a high level of urban activity and a strong identity.
7. Streets shall be designed and modified to reduce speeding and provide safe and inviting bicycle and pedestrian elements. Pedestrians = cars = bikes on all streets in Santa Rosa.
8. New, high quality development shall be used to improve the areas of Santa Rosa which have undergone deterioration or require increased vitality. Building and zoning codes shall be enforced.
9. The natural assets of Santa Rosa, such as creeks, mature trees and skylines, shall be conserved, restored and showcased.
10. The entire spectrum of housing needs of community residents shall be anticipated and addressed with each new residential development and the rehabilitation of existing residences. In addition, all new non-residential development will participate in meeting local housing needs.
11. Higher density residential development will be sited to reduce unit costs and provide more efficient transportation alternatives and neighborhood amenities.

12. Excellent facilities and programs shall be provided for leisure time opportunities for our youth, reflecting their diversity and mix of interests.
13. The City shall continually maintain an advance planning function whose purpose is to provide a comprehensive planning view and assure that short term decisions reflect long term goals and vision.
14. Connectivity shall be provided between the east and west parts of town through linkages for pedestrians, bicycles and automobiles that are free flowing and unobtrusive to the neighborhoods.
15. In addition to large parks suitable to active recreation, a number of small pocket parks shall be located to provide neighborhood recreational opportunities.
16. Downtown development shall contain a mix of uses, including residential. Residential uses are required in new commercial developments on parcels outside of downtown.
17. The City shall commit itself to sustainable development practices.
18. Focus employment development strategies to retain and expand existing businesses and welcome new businesses which reinforce the community identity, exhibit sustainable business practices and which have a long term, vested interest in Santa Rosa.
19. Promote development of scenic streetscapes and preserve scenic roads.
20. Reduce land devoted to parking.
21. Expand art and culture in the community.