

**MEMORANDUM**

Date: February 27, 2019
To: Sonoma County Airport Area Specific Plan Advisory Team
From: M-Group
Subject: Project Update and *Preferred Plan* Description

This memorandum and the accompanying report overview the status of the Sonoma County Airport Area Specific Plan update effort and present a "*Preferred Plan*" framework for the Specific Plan update. The project consultants, led by M-Group, are seeking the Advisory Team's support to move forward with the *Preferred Plan* as a framework for developing Specific Plan policies and the draft Specific Plan document.

On March 29, 2017, M-Group held a meeting with the Advisory Team overseeing the Specific Plan update. At this meeting, the Advisory Team reviewed the existing conditions analysis (EIA Profile) and market study for the Specific Plan area. M-Group also presented three land use and circulation alternatives that could guide development in the planning area over the next 20 years. The three alternatives explored different ways of addressing the needs and opportunities that were identified for the airport area.

The March 2017 meeting was the culmination of several engagement activities where M-Group gathered feedback on these preliminary alternatives for the Specific Plan. Using the feedback that was provided by the community during engagement events, and the direction that was provided by the Advisory Team in March 2017, M-Group proceeded to develop an updated alternative—a *Preferred Plan* that would serve as the framework for the Specific Plan update.

Some time has passed since the Advisory Team last reviewed the preliminary development alternatives, and major events have unfolded since the March 2017 Advisory Team meeting that have affected the *Preferred Plan's* development. The attached report summarizes where the Specific Plan update left off and presents the *Preferred Plan* for the Advisory Team's consideration. The report includes an overview of the land use framework as well as circulation improvements under the *Preferred Plan*. The report concludes with an economic assessment of the *Preferred Plan* and the preliminary alternatives against four economic objectives.

In summary, the purpose of the accompanying report is to:

1. Reinitiate momentum on the Specific Plan update following a hiatus. The report provides an overview of where the update effort left off and identifies next steps in the process. This includes briefly summarizing the three development alternatives that were last considered for the Specific Plan area.



2. Provide a summary of the *Preferred Plan*—the land use and circulation program that emerged following the review of alternatives by the community, property owners, and the Advisory Team.
3. Facilitate the Advisory Team’s review of the *Preferred Plan* to identify any necessary refinements to the land use and circulation framework, which will inform the development of the draft Specific Plan.

ADVISORY TEAM GUIDANCE REQUESTED:

M-Group is seeking the following input from the Advisory Team at the February 27, 2019 meeting:

1. Advise on the land use and circulation programs in the *Preferred Plan*. Specifically:
 - a. Do the land use and circulation programs support the goals identified for the Specific Plan area?
 - b. Are there adjustments needed to the land use and circulation framework to better serve the goals for the area?
2. Provide direction on whether—overall—you support using the *Preferred Plan* as the basis for preparing the draft Specific Plan update.
3. Advise on additional issues that should be taken into consideration when preparing the draft Specific Plan based on the *Preferred Plan*.



ADVISORY TEAM MEETING #3

REVIEW OF DRAFT PREFERRED SPECIFIC PLAN ALTERNATIVE

FEBRUARY 27, 2019 | 12:00 PM – 2:00 PM

This report provides an update on the Sonoma County Airport Area Specific Plan. The main goal is to describe the land use and circulation plan (*Preferred Plan*) that was developed out of feedback from community members, stakeholders, and the Advisory Team. The *Preferred Plan* represents the framework that is currently proposed to develop a detailed Specific Plan document and its Implementation/Financing Plan.

This report summarizes how the *Preferred Plan* was developed from three initial alternatives, as well as the public outreach and feedback that was received. The *Preferred Plan* will be presented at a workshop with stakeholders and the project's Advisory Team on February 27, 2019 for discussion and agreement to proceed with that framework for the Specific Plan update. With direction from the Advisory Team to move forward with the *Preferred Plan*, the project team will prepare a fully detailed Specific Plan document as well as the associated Environmental Impact Report pursuant to the California Environmental Quality Act.

PICKING UP WHERE WE LEFT OFF

In January 2017, the M-Group team completed a profile and market analysis that analyzed existing conditions, business needs, and opportunities for the Specific Plan planning area (Figure 1; full reports on the profile and market study are available at sonomacounty.ca.gov/PRMD/Long-Range-Plans/Airport-Area-Specific-Plan-Update/). The reports identify significant demand for development over the next 20 years (Table 1):

TABLE 1 – MARKET DEMAND PROJECTION FOR PROJECT AREA BY FIVE-YEAR PERIOD.
SOURCE: LAND ECON GROUP, 2016

Land Use Category	2015-20	2020-25	2025-30	2030-35	2015-35
Industrial & Warehousing (Sq.Ft)	489,967	27,566	374,301	306,246	1,446,120
Office Space (Sq.Ft.)	193,046	103,948	140,455	114,917	552,365
Retail Space (Sq.Ft.)	-	-	15,000	12,000	27,000
Hotel Demand (rooms)	85	-	100	-	185
Market Rate Apartments (units)	164	200	231	213	808
Affordable Housing (units)	21	25	29	27	101

CONSULTATION AND STAKEHOLDER ENGAGEMENT

Several outreach activities were held to gather feedback from stakeholders and the community about the future of the Airport Area Specific Plan. Groups that were consulted include:

- Property owners in the planning area
- Business owners in the planning area and the wider vicinity





- Technical and regulatory agencies, such as the Sonoma County Water Agency, Sonoma-Marin Area Rail Transit, Caltrans, Greenbelt Alliance, the Sonoma County Transportation Authority, real estate developers and agents, airport authorities, the Sonoma County Bicycle Coalition, and others.
- Residents and employees in the planning area, and in surrounding neighborhoods

Engagement events included:

Engagement	Date
Project Kick-Off – Meeting with staff and relevant technical teams	02-04-2016
Pop-Up Workshop #1 – Gather feedback from stakeholders on location	04-13-2016
Advisory Team Meeting #1 – Identify Assets and Opportunities	04-27-2016
One-on-One Meetings – Review land use and circulation alternatives	2017-2018
Sonoma County Staff Charrette – Review land use and circulation alternatives	01-12-2017
Community Workshop #1 – Review land use and circulation alternatives	03-29-2017
Advisory Team Meeting #2 – Review land use and circulation alternatives	03-29-2017
Windsor Water District Meeting	05-16-2017
Property Owner Workshop #1 – Review land use and circulation alternatives	06-01-2017
Sonoma County Staff Charrette – Review land use and circulation alternatives	08-04-2017
Sonoma County Water Agency Meeting	07-23-2018
Negotiations to Ensure Adequate Water Resources for the Specific Plan Update	2017-2018
Windsor Water District Meeting	08-28-2018

INTERVENING EVENTS

M-Group developed preliminary development alternatives and presented them to the community and stakeholders in March 2017. Since the roll-out of the alternatives, major events occurred that evolved the goals for the Specific Plan and conditions in Sonoma County:

1. **Cannabis:** The County adopted a comprehensive cannabis ordinance in December 2016 which triggered significant interest in industrial real estate for cannabis cultivation, manufacturing, and distribution as the development alternatives were unveiled and evaluated.
2. **Sonoma Complex Fire:** Beginning October 8, 2017, a complex of wildfires struck northern California. The Tubbs and Nuns fires together destroyed or damaged over 7,300 structures, the majority of which were residential structures. The event worsened a long-standing and acute housing crisis affecting the region. County staff were temporarily redirected to work in disaster recovery roles which delayed the Specific Plan process.
3. **Housing Policy:** In response to the growing housing crisis, and the successful operation of SMART rail service from the airport station, significant policy and regulatory support emerged to encourage infill development within urban service areas, increase housing





opportunities near employment areas, and to increase the supply of housing overall. Notable updates include:

- a. Workforce Housing Combining District adopted in Sonoma County
 - b. CASA (Committee to House the Bay Area) Compact: a 15-Year Emergency Policy Package to Confront the Housing Crisis in the San Francisco Bay Area adopted.
 - c. Renewal Enterprise District Joint Powers Authority formed between the City of Santa Rosa and Sonoma County (Dec 4, 2018).
 - d. Airport Area property owners have expressed an interest in housing developed.
4. **Water Supply:** There is a finite water allocation from the Windsor Water District for the Specific Plan area. M-Group and Sonoma County staff engaged in multiple meetings with the Town of Windsor, Windsor Water District, and the Sonoma County Water Agency to establish the available water allocation to the planning area and ensure future growth can be served with available water resources. Four meetings were held through late 2017 and 2018, and M-Group developed a preliminary water demand report based on projected development under the *Preferred Plan* so that the Water District could service expected needs.

In response to these events as well as input from the community, stakeholders, and Advisory Team on the preliminary development alternatives, M-Group developed the *Preferred Plan* as a framework for updating the Specific Plan.

NEXT STEPS:

After presenting the *Preferred Plan* to property owners and the Advisory Team on February 27, 2019, the project team will develop design standards/guidelines to achieve the *Preferred Plan* and prepare a draft Specific Plan document with an *Implementation/Infrastructure Plan, Financing Strategy*, and associated CEQA documents. The draft Specific Plan and supporting materials will be presented to the community, Advisory Team, and other authorities for review.

Upcoming engagement activities on the draft Specific Plan and its Environmental Impact Report are outlined below. These activities will occur before the plan is presented to the Planning Commission, Airport Land Use Commission, and Board of Supervisors for adoption:

March 2019:

- Community Workshop #2 – California Environmental Quality Act Scoping Meeting

Summer 2019:

- Property Owner Workshop #4 – Review Draft Specific Plan Update
- Advisory Team Meeting #4 – Review Draft Specific Plan Update
- Pop-Up Workshop #2 - Review Draft Specific Plan Update
- Community Workshop #2 – Review Draft Specific Plan Update



FIGURE 1 - SPECIFIC PLAN PLANNING AREA





SPECIFIC PLAN GOALS

Through consultation with community members, stakeholders, Sonoma County staff, technical teams, and the Advisory Team, the following goals have been identified for the Airport Area Specific Plan:

1. Preserve industrial land uses while providing flexibility for other compatible development.
2. Provide a Specific Plan that is consistent with state law, the adopted development policies of the Sonoma County General Plan 2020, Sonoma County Comprehensive Airport Land Use Plan and that recognizes the adopted Airport Master Plan, and Town of Windsor General Plan.
3. Support the Sonoma County Airport and its future growth by ensuring long term compatibility between land uses and the airport, and by improving and managing safe access to the airport.
4. Recognize the Specific Plan area's economic importance to the county and region and expand employment opportunities while providing for a mix of uses for employees and surrounding residents.
5. Provide a set of development and design standards that ensure compatibility between land uses in the plan area, improve the visual character of buildings and streets, and minimize nuisances to businesses and residents.
6. Protect sensitive uses, such as residential neighborhoods, open spaces, and Community Separators, from nuisances and incompatible development.
7. Provide a feasible land development and capital improvement plan, which supports the County's financial goals and accommodates growth in the Specific Plan in accordance with the availability of public services.
8. Improve the circulation network within the Specific Plan for all modes of transportation, increase connectivity to surrounding neighborhoods, and ensure that freight traffic can safely and efficiently navigate to and from businesses within the Specific Plan area.
9. Accommodate affordable and workforce housing opportunities within the Specific Plan area while maintaining the long-term viability of industrial and commercial activities.



OVERVIEW OF THE REGULATORY FRAMEWORK FOR THE SPECIFIC PLAN

The existing *Sonoma County Airport Industrial Area Specific Plan* (1984 Specific Plan) currently governs development within the planning area; it governs how land is used, open space/agricultural areas, circulation, public facilities, and implementation. Notable policies and goals are summarized in the EIA Profile (available at: sonomacounty.ca.gov/PRMD/Long-Range-Plans/Airport-Area-Specific-Plan-Update/).

The Specific Plan update will reflect current economic conditions, changes in existing land use, climate adaptation strategies, community health goals, resilience and recovery, and the added Sonoma-Marin Area Rail Transit (SMART) service in the area.

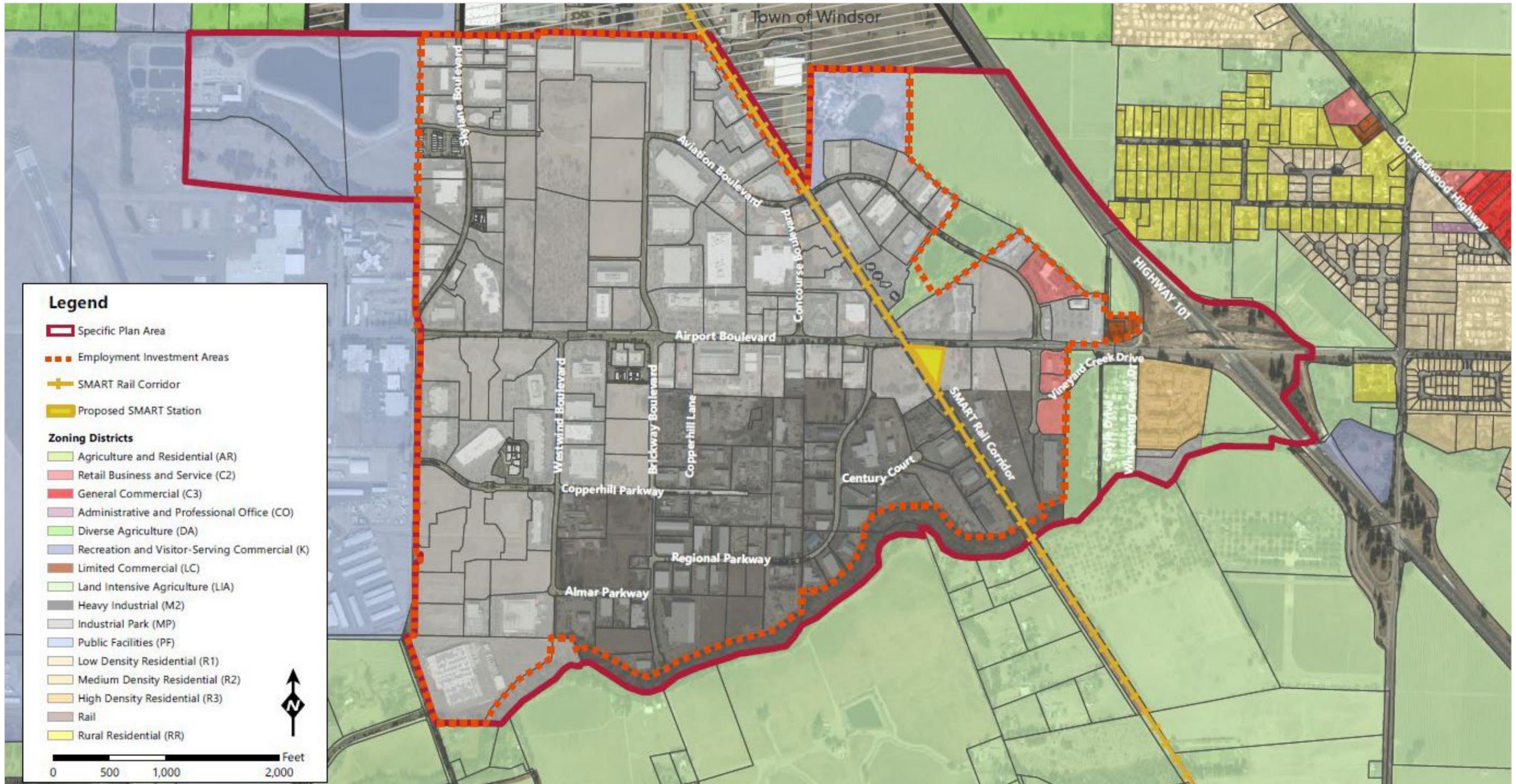
In addition to the 1984 Specific Plan, Sonoma County General Plan 2020 provides the fundamental blueprint for development throughout the County. The General Plan designates land use designations that regulate activity within the Specific Plan area (Figure 2 shows the current designations). The County's Zoning Ordinance implements the General Plan and includes specific Zoning Districts that define development standards and policies for all properties. Figure 3 provides the current Zoning Districts in the planning area.

The Zoning Code also includes Combining Zones that are available throughout the County on a conditional basis. The Workforce Housing Combining Zone (WH) took effect November 22, 2018 to promote workforce (smaller) units near transit and employment areas. The WH is available to properties that are zoned Limited Commercial (LC), Retail Business and Service (C2), Industrial Park (MP), Limited Urban Industrial (M1), and Public Facilities (PF) if the properties are located within the Urban Service Area (where utilities are available to property owners and where growth is expected in the County). The WH Combining Zone allows residential densities of 16 to 24 dwelling units per acre, however smaller units count as less than one unit and larger units count as more than one unit to promote the production of smaller (workforce housing) units. In addition, the Zoning Code includes the Affordable Housing Combining District (AH), which is available in commercial, industrial, and residential Zoning Districts. The AH allows 100-percent affordable projects to be built at densities of 16 to 24 dwelling units per acre. For reference, the Vineyard Creek Apartments have a density of 22 dwelling units per acre.



FIGURE 2 - GENERAL PLAN LAND USE DESIGNATIONS IN THE PLANNING AREA





Legend

- Specific Plan Area
- Employment Investment Areas
- SMART Rail Corridor
- Proposed SMART Station

Zoning Districts

- Agriculture and Residential (AR)
- Retail Business and Service (C2)
- General Commercial (C3)
- Administrative and Professional Office (CO)
- Diverse Agriculture (DA)
- Recreation and Visitor-Serving Commercial (K)
- Limited Commercial (LC)
- Land Intensive Agriculture (LIA)
- Heavy Industrial (M2)
- Industrial Park (MP)
- Public Facilities (PF)
- Low Density Residential (R1)
- Medium Density Residential (R2)
- High Density Residential (R3)
- Rail
- Rural Residential (RR)

Feet
 0 500 1,000 2,000



AIRPORT-RELATED LAND USE CONSTRAINTS

The Charles M. Schulz Airport creates unique opportunities and challenges for planning and development within the Specific Plan area. While the airport supports industrial and commercial development, it also creates safety and nuisance constraints. These constraints would also affect residential uses.

HEIGHT LIMITS, NOISE, AND (POPULATION) DENSITY

The *Sonoma County Comprehensive Airport Land Use Plan* (CALUP), updated in March 2016 details development standards near the airport that reduce impacts and protect airport operations (these standards are discussed in the EIA Profile, available at: sonomacounty.ca.gov/PRMD/Long-Range-Plans/Airport-Area-Specific-Plan-Update/). The major constraints imposed by the airport deal with maximum population and dwelling unit densities in Airport Safety Zones shown in CALUP Exhibit C4, and noise reduction requirements in CALUP Exhibit 8D. Figure 4 shows the Safety Zones and noise contours affecting the Specific Plan area.

Overhead air traffic and nearby railway operations were identified by community members as potential constraints due to noise impacts. Air traffic noise is evenly diffuse throughout the Specific Plan area and nearby Windsor and Larkfield-Wikiup due to the air traffic elevations. The extreme western edge of the planning area experiences louder noise when reverse-thrusts from aircraft are employed. Railway noise can be dampened through architecture and site design standards, which will need to be reinforced through the Specific Plan update.

The CALUP also sets height restrictions based on Federal Aviation Regulations Part 77 Airspace Plan for Sonoma County Airport. The restrictions allow development up to 150 feet above the runway surface for properties within the "horizontal surface." The Specific Plan area is almost entirely within the horizontal surface (Figure 5), so the effective height limit due to airport operations nearby is 150 feet—well above the likely intensity of development that would occur in the planning area, and well above the current maximum height allowed in the Zoning Code.

While the Part 77 height restriction is lenient, all development within the Specific Plan area will need Federal Aviation Administration form 7460 review to ensure applicable height restrictions are respected (and to address special circumstances on a case by case basis). If the Specific Plan establishes height limits of 65 feet or greater (e.g. near the SMART station), there may be site-specific restrictions that would need to be analyzed.



FIGURE 4 - AIRPORT-RELATED RESTRICTIONS IN THE PLANNING AREA

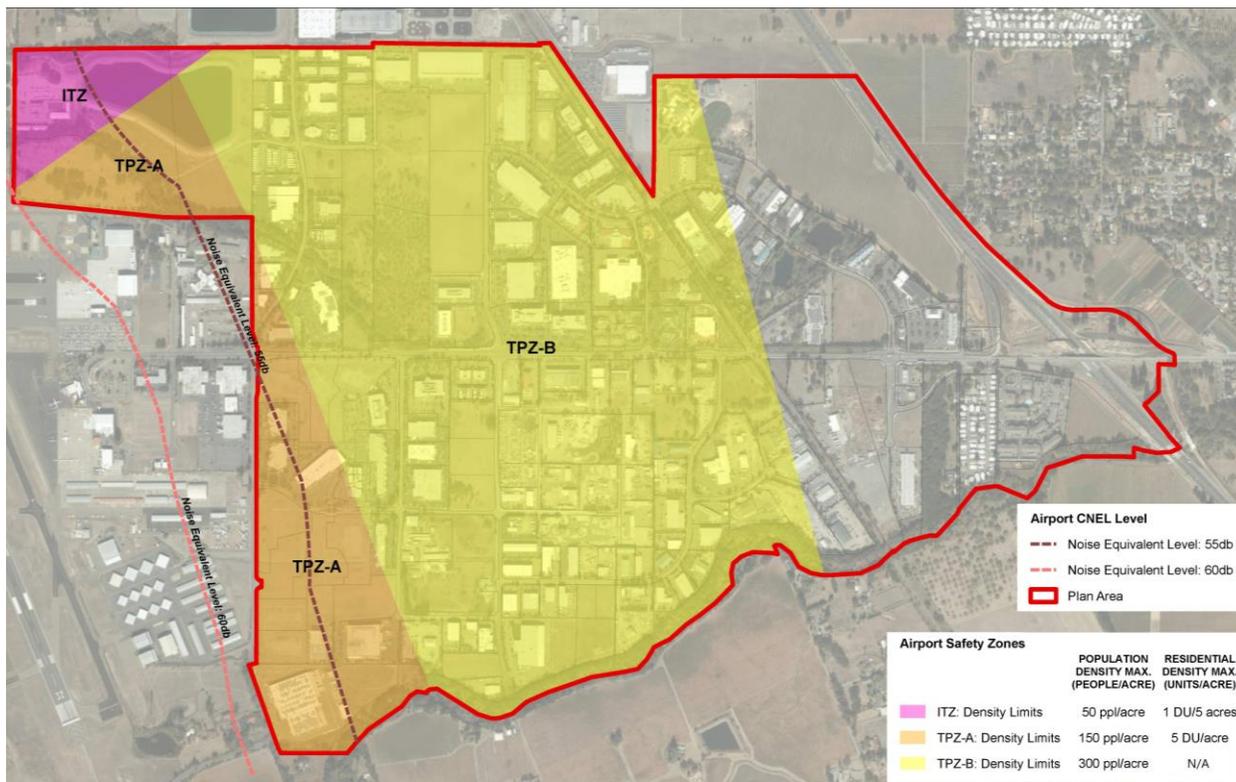
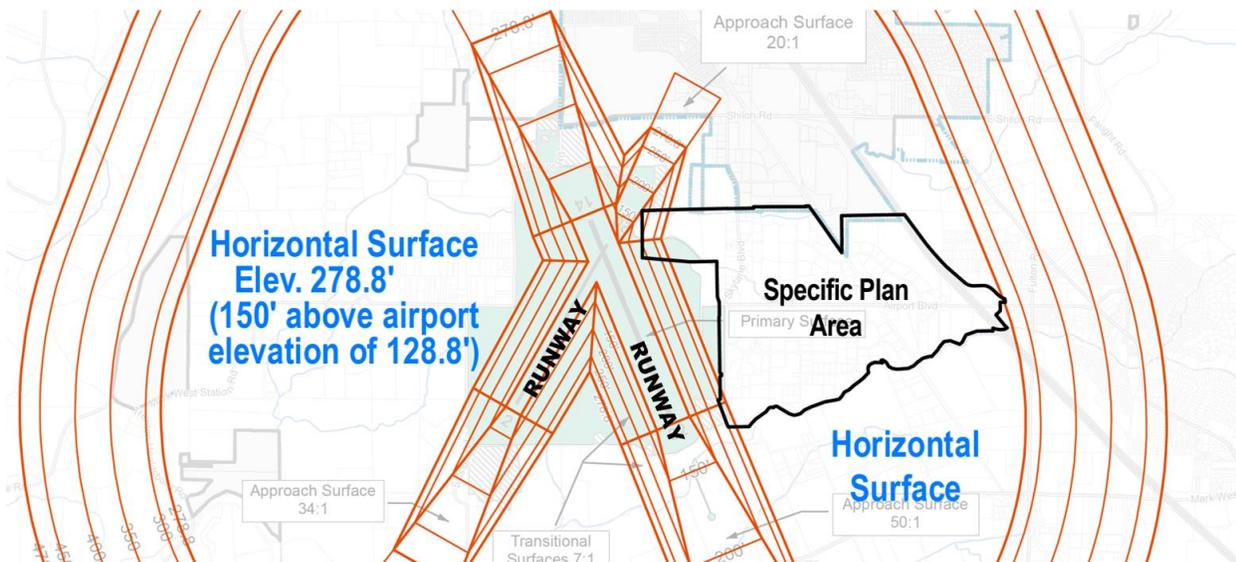


FIGURE 5 - HEIGHT RESTRICTIONS DUE TO F.A.R. PART 77 REGULATIONS



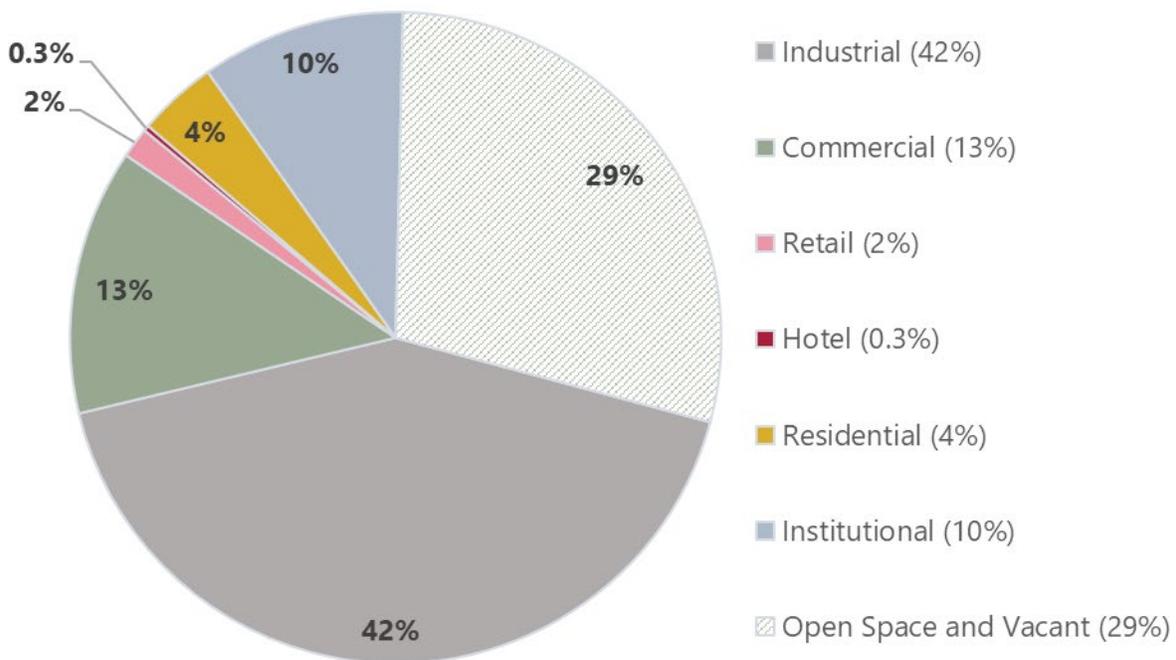


EXISTING LAND USE

Figures 6 and 7 provide an overview of existing development by land use. Not surprisingly, industrial uses dominate in terms of acreage and built square footage. The planning area also has sizeable undeveloped acreage—one third of the area is undeveloped. Offices (listed in the “commercial” category in Figures 6 and 7) make up a quarter of all developed acreage.

Industrial businesses are 62 percent of the total built area in the Specific Plan, followed by commercial and institutional square footage, at one quarter of total built area. Recent development shows a shift toward more office development. Figure 8 illustrates the square footage of existing structures that were built or remodeled in the last decade (2008 to 2016). Over this period, office development represented 40 percent of building activity. Hotel development has been a growing segment over the last decade and current development applications and inquiries suggest continued interest in hotels.

FIGURE 6 – SHARE OF TOTAL ACREAGE FOOTAGE BY LAND USE, EXISTING DEVELOPMENT, (OFFICE USES ARE LISTED IN THE “COMMERCIAL” CATEGORY). SOURCE: SONOMA COUNTY ASSESSOR RECORD, 2018





SONOMA COUNTY AIRPORT AREA SPECIFIC PLAN +EIR

FIGURE 7 – SHARE OF TOTAL BUILT SQUARE FOOTAGE BY LAND USE, EXISTING DEVELOPMENT (OFFICE USES ARE LISTED IN THE “COMMECIAL” CATEGORY). SOURCE: SONOMA COUNTY ASSESSOR RECORD, 2018

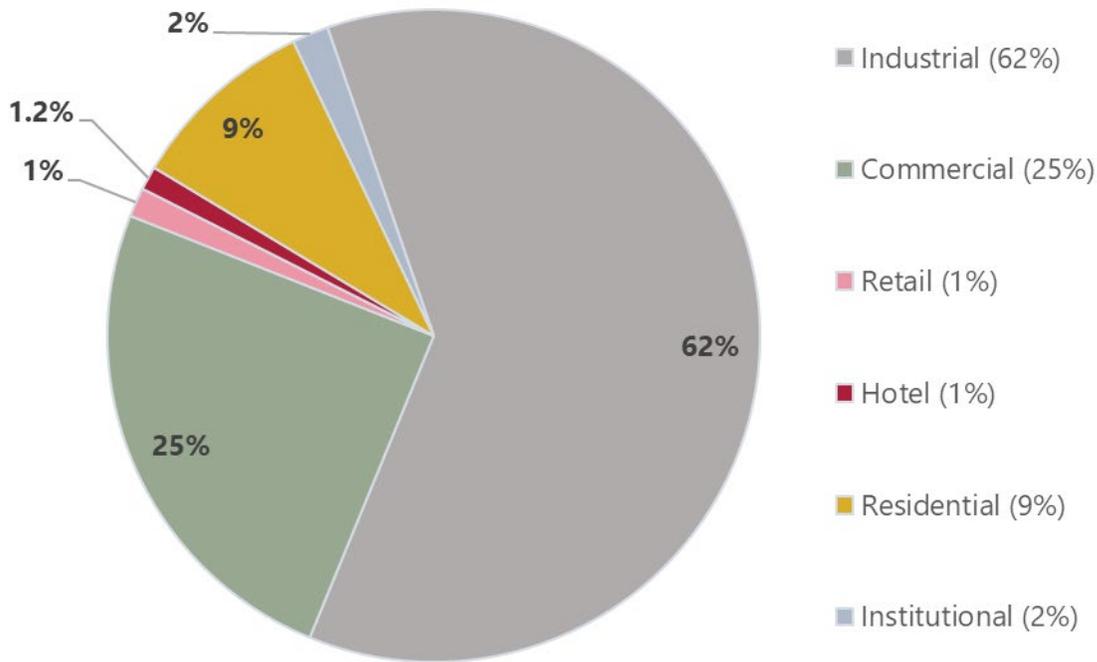
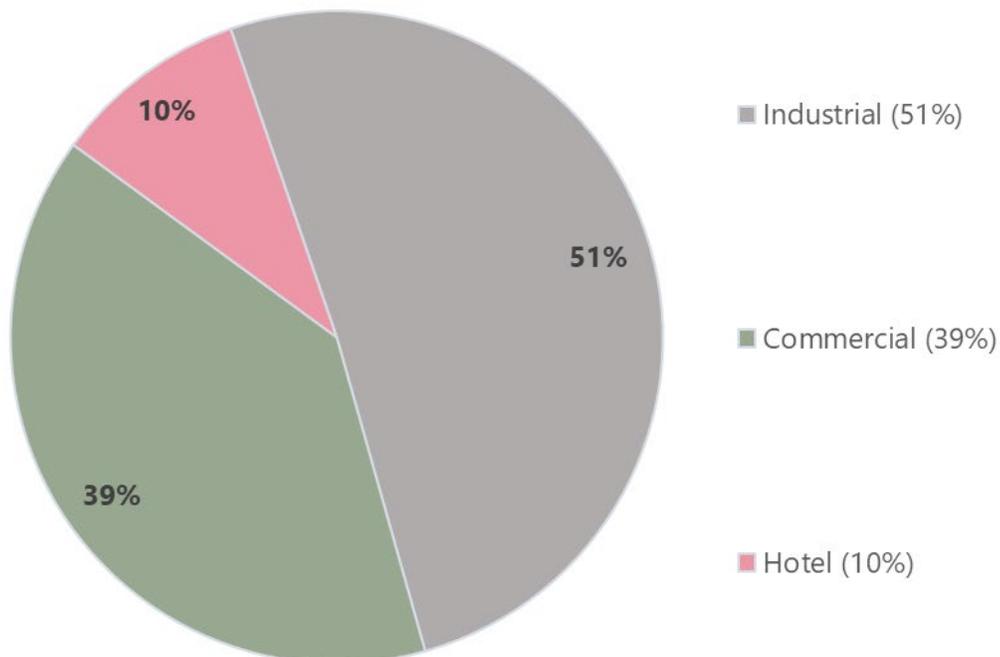


FIGURE 8– SHARE OF TOTAL BUILT SQUARE FOOTAGE BY LAND USE (OFFICE USES ARE LISTED IN THE “COMMECIAL” CATEGORY), 2008-2016, EXISTING DEVELOPMENT. SOURCE: SONOMA COUNTY ASSESSOR RECORD, 2018





PRELIMINARY DEVELOPMENT ALTERNATIVES

Three development alternatives were prepared to explore policy and land use strategies that achieved the goals set for the Specific Plan area and to take advantage of development opportunities. This section provides an overview of the alternatives for context to how the *Preferred Plan* was evolved. The community, stakeholders, and Advisory Team provided input on the alternatives which led to the *Preferred Plan*, which is described in the next section.

Figure 9 shows the concept behind the preliminary alternatives. Figure 10 shows opportunity sites—these are properties where development is likely over the next 20 years (e.g. vacant and viable sites, or sites where property owners expressed an interest in development, etc.).

FIGURE 9 - CONCEPTUAL MATRIX FOR THE PRELIMINARY DEVELOPMENT ALTERNATIVES

	DISTRIBUTED DEVELOPMENT CLUSTERS	AIRPORT BLVD. CORRIDOR	SMART-STATION AS A DENSE NODE
MINIMAL CHANGE	ALTERNATIVE 1		
↓		ALTERNATIVE 2	
INCREASED CHANGE			ALTERNATIVE 3

FIGURE 10 - OPPORTUNITY SITES IN THE SPECIFIC PLAN AREA

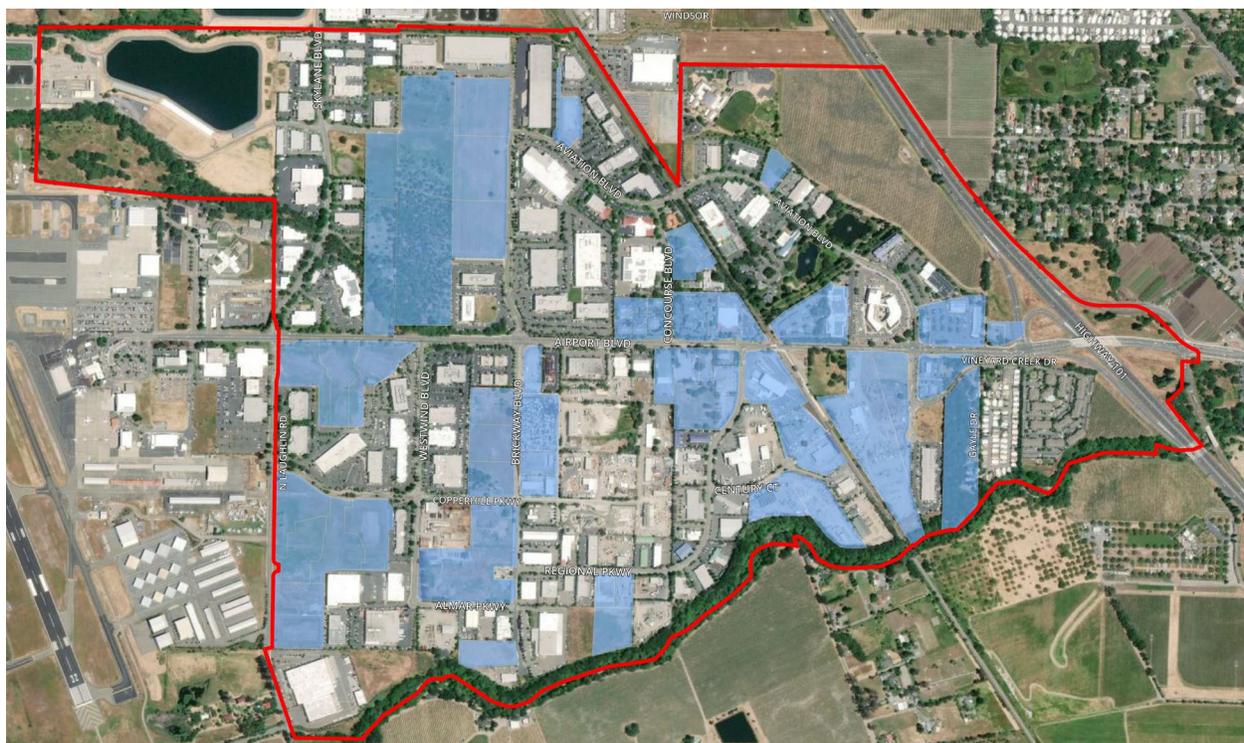




Table 4 shows the development outcomes for each preliminary alternative. The Clusters alternative included the least development capacity, followed by the Corridor alternative then the Nodal alternative.

TABLE 2 - COMPARISON OF DEVELOPMENT ALTERNATIVES PROJECTED OVER 20 YEAR PERIOD

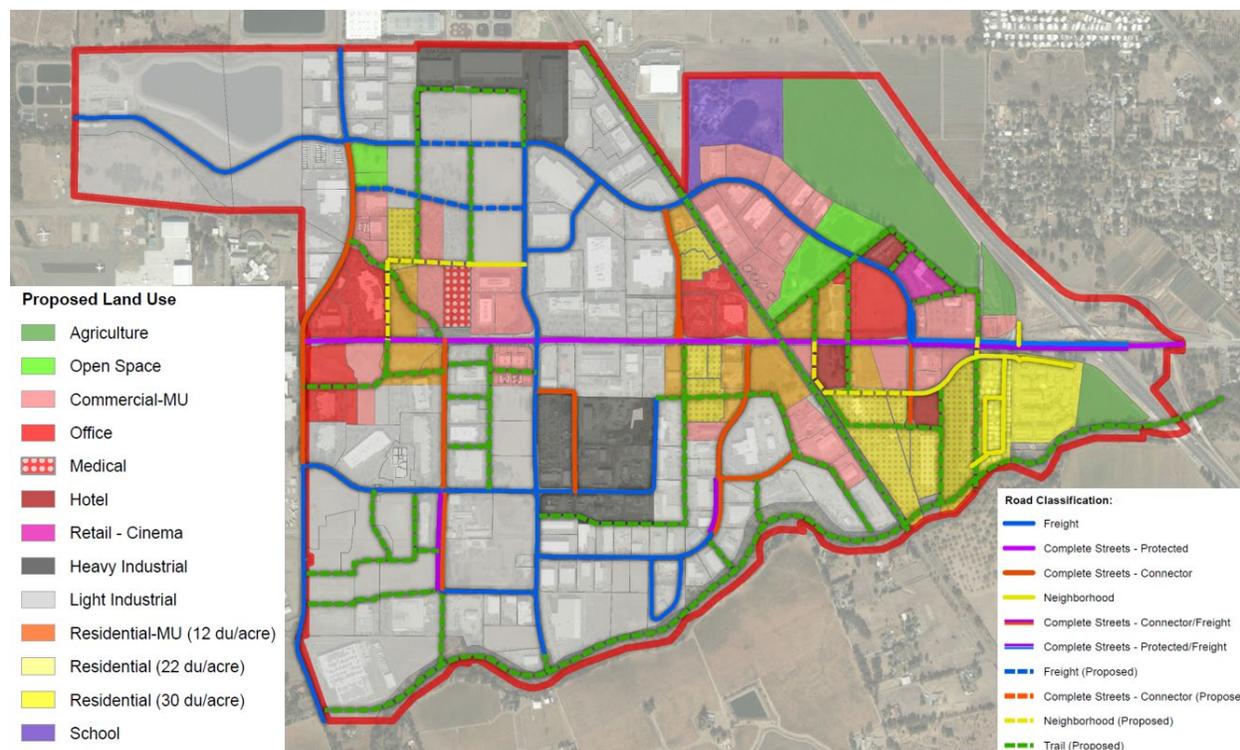
CRITERIA	CLUSTERS	CORRIDOR	NODAL
NEW INDUSTRIAL SF	1,511,376	1,568,928	1,767,952
NEW OFFICE SF	558,886	624,634	637,417
NEW RETAIL SF	24,991	31,168	39,590
NEW HOTEL ROOMS	151	209	209
NEW DWELLING UNITS	795	1,045	1,212
CIRCULATION COST:	LOW	HIGH	MODERATE

ALTERNATIVE 1: INCUBATOR (CLUSTERS) MODEL

The Clusters alternative (Figure 11) planned for development at several focus areas, with connections via shuttle service and bicycle/pedestrian pathways. The clusters overlapped with development opportunity sites (Figure 10).

An on-street Class II bicycle lane network and a series of interior pathways through large properties would connect clusters internally and to surrounding areas. A limited amount of residential development east of the railroad tracks and south of Airport Blvd was considered.

FIGURE 11 - CLUSTERS ALTERNATIVE LAND USE AND CIRCULATION PLAN





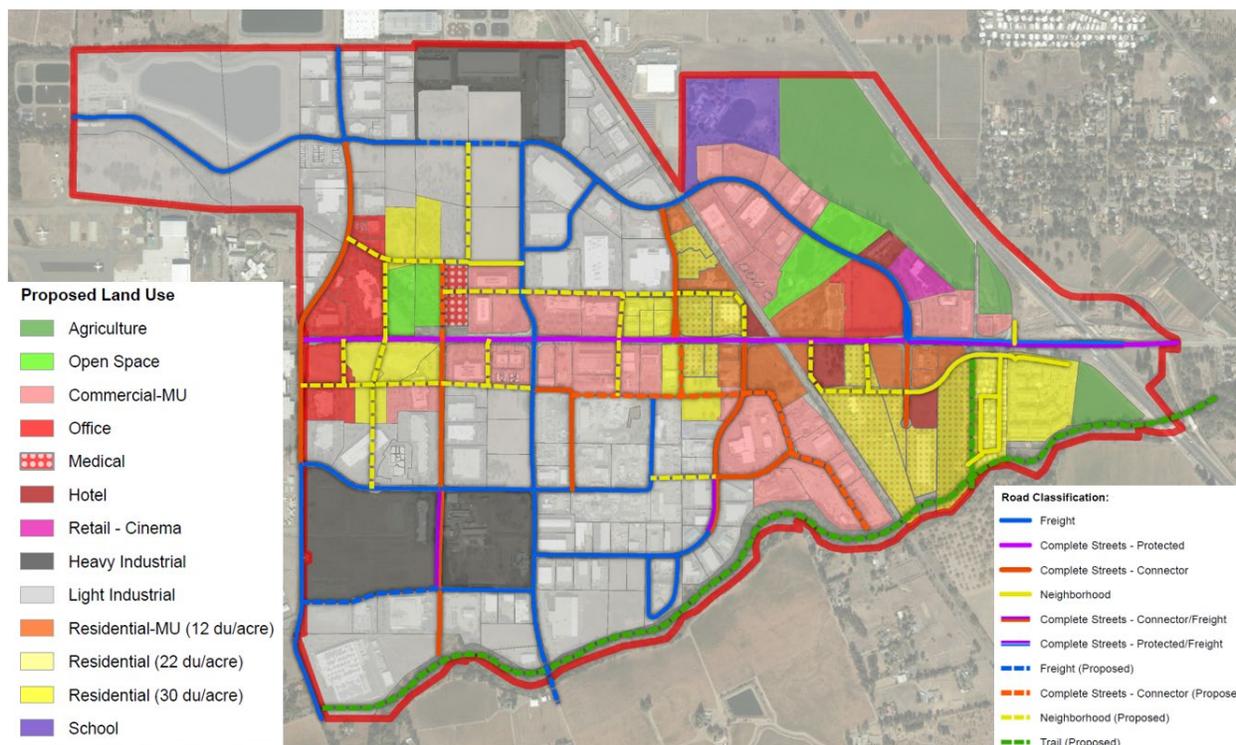
Of the three, the Clusters alternative had the most land for industrial use: 426 acres. Over 107 acres of the identified industrial land overlapped with opportunity sites (Figure 10) where development is most likely to occur over the next 20 years. The Market Study identified demand for about 800 apartment units in the Specific Plan area over the next 20 years. The Clusters alternative accommodated 800 units, or 2,050 residents based on the prevailing household size in the planning area and surrounding neighborhoods (Census Block Group 1 and 4 of Census Tract 1527.02, and Block Group 5 of Tract 1527.01, as reported in 2010).

The Clusters alternative did not include as many new streets and multi-use pathways as the Corridor and Nodal alternatives and was more affordable as a result. Most circulation-related expenses were associated with upgrading existing freight roads because of the length of road in that classification. A looped shuttle connecting key nodes was proposed in the Clusters alternative.

ALTERNATIVE 2: AIRPORT BOULEVARD (CORRIDOR) MODEL

The Corridor alternative (Figure 12) focused on creating a vibrant Airport Boulevard with most development occurring along the corridor. The vision included a pedestrian-friendly atmosphere on the boulevard with tighter blocks and a distinct architectural character that would function as an attractive gateway to and from the airport. New streets and pathways created a walkable street grid with mixed uses along the boulevard. Retail establishments and offices would front the corridor and residential uses would be encouraged on upper stories or behind commercial street frontage.

FIGURE 12 - CORRIDOR ALTERNATIVE LAND USE AND CIRCULATION PLAN





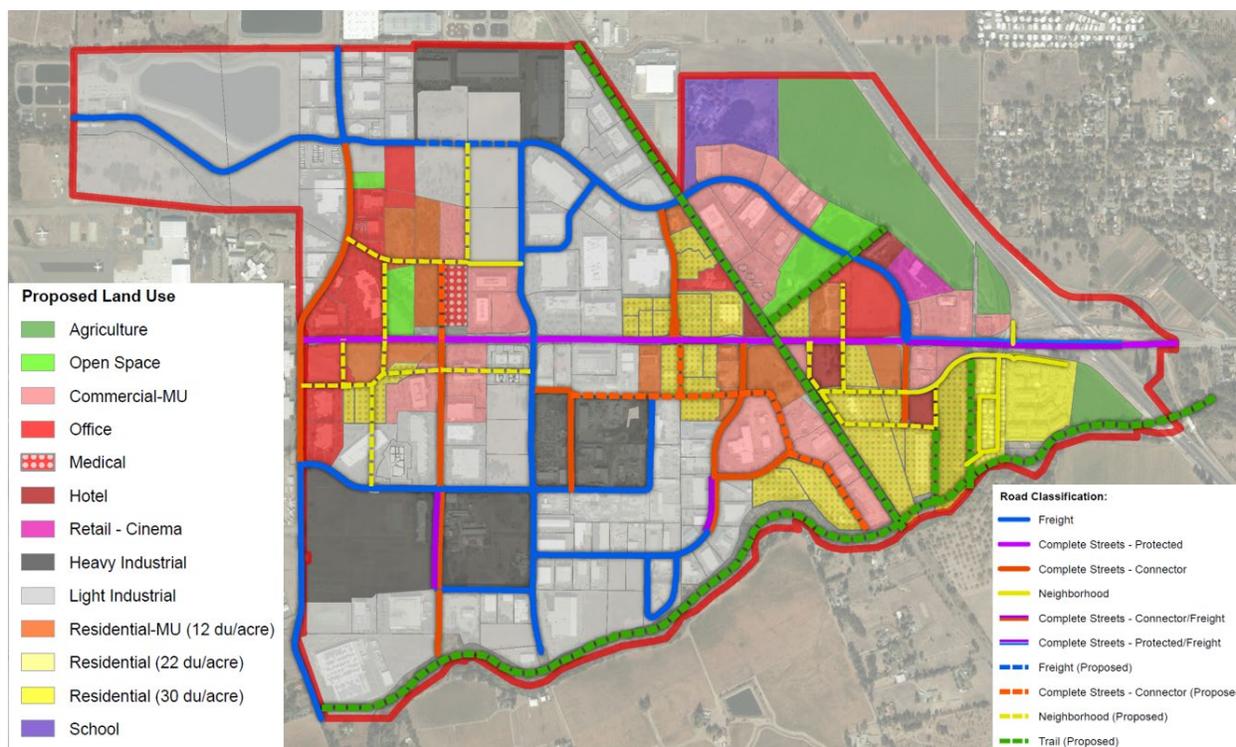
The Corridor alternative planned to change the most industrial land into other uses such as hotel, retail, commercial services, and residential. Compared to the Clusters alternative, the Corridor alternative had 41 fewer acres of land under industrial designation (385 acres). More than 96 acres of industrial land overlapped with opportunity sites (Figure 10). The Corridor alternative accommodated 1,045 apartments, or 2,700 residents.

The Corridor alternative expanded the existing public road and pathway network by constructing smaller and walkable blocks within 400-feet of Airport Boulevard and was the most expensive in terms of circulation improvements because of the length of new roads proposed.

ALTERNATIVE 3: ACTIVITY CENTERS (NODAL) MODEL

The Nodal alternative (Figure 13) concentrated development at a SMART station node and at an Airport Blvd.-Westwind Blvd. node. Each node included an expanded street grid to create smaller, walkable blocks. The SMART node planned a mixed-use environment and looked to increase development density and intensity to add users to the SMART commuter train service. The western node promoted dense, light industrial uses compatible with nearby residential and commercial activities. A regional park near the western node would be a draw to visitors, an amenity for employees, and preserve habitat.

FIGURE 13 - NODAL ALTERNATIVE LAND USE AND CIRCULATION PLAN





The industrial area in the Nodal alternative totaled 392 acres, with 90 acres on opportunity sites where development was expected over the next 20 years (Figure 10). This alternative accommodated more development than was identified in the Market Study, and it accommodated 1,212 new apartments, or 3,100 new residents.

The Nodal alternative proposed a significant expansion to existing public roads and pathway networks, particularly within the two nodes, but was the moderate cost alternative of the three.

SUMMARY OF FEEDBACK ON PRELIMINARY DEVELOPMENT ALTERNATIVES

This section provides an overview of the feedback received on the ideas presented in the Clusters, Corridor, and Nodal development alternatives. The feedback informed the *Preferred Plan*, which will serve as the framework for preparing the draft Specific Plan. For reference, Appendix A provides detailed meeting summaries of events where the development alternatives were discussed. Note: many of the detailed comments in Appendix A will be addressed during the preparation of the draft Specific Plan—the *Preferred Plan* is a high-level framework. The major points communicated during engagement activities include:

- **Comments on the Overarching Goals for the Specific Plan Area:**
 - Include a goal to support the airport and ensure long term compatibility with the airport, its operations, and related/complementary land uses. The goal should speak to improving and managing efficient and safe access to the airport, as well as accommodating airport expansion over time.
 - Freight (truck) traffic is essential to many of the area's businesses; reflect the importance of freight traffic while responding to the needs of other users in a mixed-use setting.
 - The circulation goal should emphasize the need to improve and enhance traffic congestion points to ease traffic through the plan area; this should include incorporating the Brickway Boulevard extension.
- **Housing.** Housing should be placed near the SMART station where there is the greatest distance from the airport, a mixed-use environment is already appearing with residential, commercial, service, retail, and light industrial activities in that area, and there is capacity for higher densities (and building intensity) without raising safety concerns about airport operations.
 - *Note:* The *Preferred Plan* focused residential near the SMART station per the feedback, however due to the impact of the wildfires in October 2017, the undeveloped area northwest of Brickway and Airport Boulevards has also been identified as possible residential area.
- **Utilities and Infrastructure:** With housing development, the plan should consider where fire, police, school, and other infrastructure could be placed in the area, if needed.



- **Industrial Land Use.** Preserve the industrial nature of the area and accommodate industrial development over the next 20 years.
 - Industrial land use should consider both the light industrial and heavy industrial activities. Sonoma County has a limited amount of industrial land near services and major transportation networks that is appropriate for heavy industrial activities.
- **Circulation.** Improvements must be appropriate to the rural context. Public improvements and their financing plan must be mindful of developers’ ability to pay for the upgrades.

THE PREFERRED PLAN

Figure 14 provides an overview of the *Preferred Plan*, which is based on the community and Advisory Team feedback noted above and discussed in Appendix A. A more detailed discussion of land use, circulation, and an economic comparison of the *Preferred Plan* to the Clusters, Corridor, and Nodal development alternatives is at the end of this section. Figure 15 shows the land use and circulation framework for the *Preferred Plan*.

FIGURE 14 – OVERVIEW OF THE PREFERRED PLAN

DEVELOPMENT CONCEPT:

Most changes in the *Preferred Plan* are focused within a 1/2-mile radius of the **SMART station** and the **Airport-Aviation Intersection**. The *Preferred Plan* allows residential on specified sites by applying the Workforce Housing and Affordable Housing Combining Districts to those areas. The Combining Districts apply near the SMART station and the vacant area **northwest of Airport-Brickway Intersection**. The *Preferred Plan* **maintains the industrial character** of the area by continuing to plan and allow light and heavy industrial uses throughout most of the planning area. More **flexibility** will be included in industrial areas to allow for compatible development. Development near the SMART station seeks to achieve a mixed-use pattern, with a tighter street grid east of the railroad tracks. **New streets and multi-use pathways are limited** to necessary segments that support the land use pattern envisioned.

ECONOMIC/ DEVELOPMENT EVALUATION

+ 1,994 **Residents**
 + 3,835 **Jobs**
 + 1,074 **Million Business Revenue**

Growth in Airport Supportive-Land Uses:
 399,191 square feet office
 197 hotel rooms

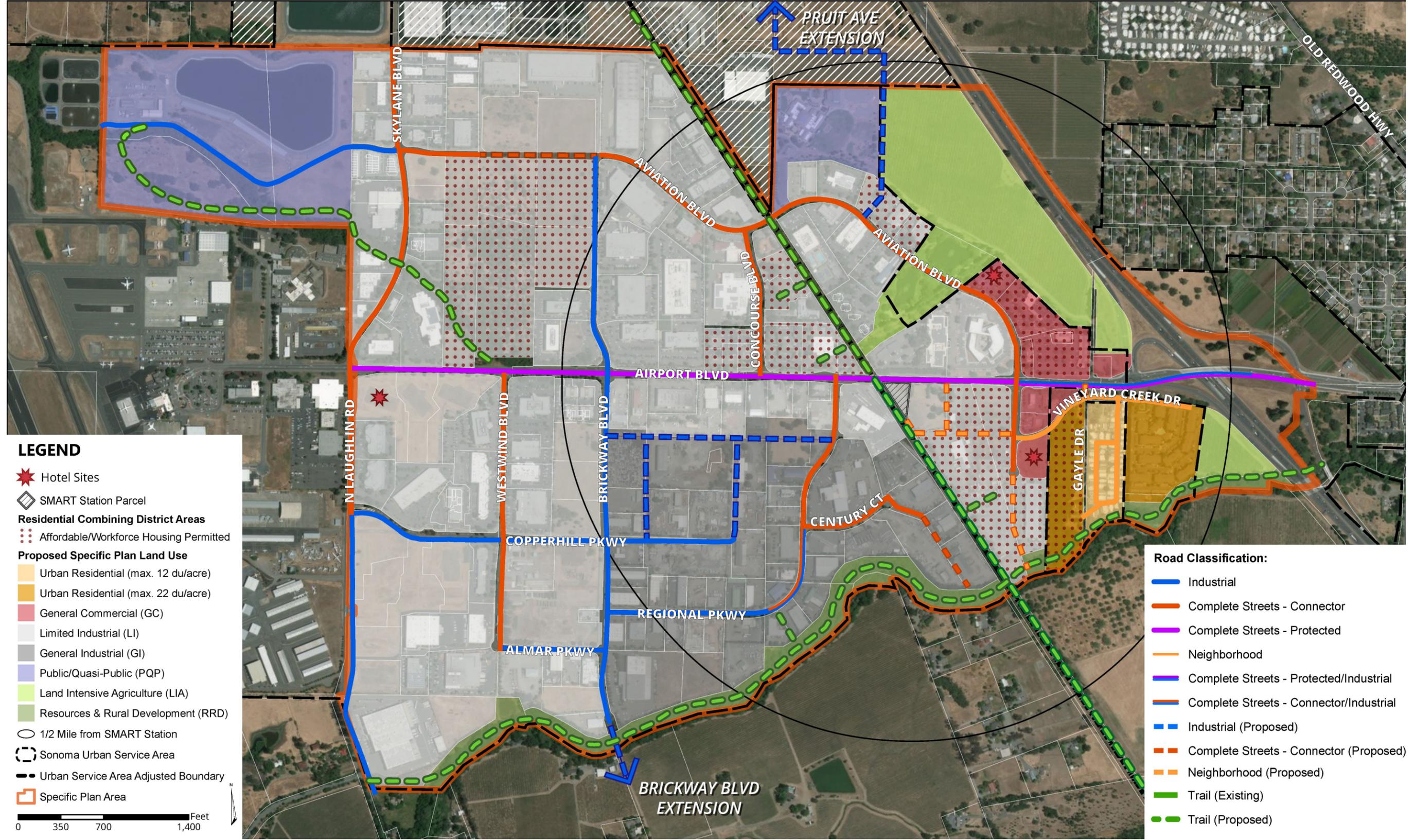
Growth in Airport Non-Supportive-Land Uses:
 779 dwelling units

New Development Per \$Millions of Plan Implementation Cost Estimate:
 115,856 square feet

New Development Within 1/3 Mile of Transit Node:
 1,048,802 square feet



FIGURE 15 – PREFERRED PLAN LAND USE AND CIRCULATION FRAMEWORK



LEGEND

- ★ Hotel Sites
- ◻ SMART Station Parcel
- Residential Combining District Areas**
- ◻ Affordable/Workforce Housing Permitted
- Proposed Specific Plan Land Use**
- Urban Residential (max. 12 du/acre)
- Urban Residential (max. 22 du/acre)
- General Commercial (GC)
- Limited Industrial (LI)
- General Industrial (GI)
- Public/Quasi-Public (PQP)
- Land Intensive Agriculture (LIA)
- Resources & Rural Development (RRD)
- 1/2 Mile from SMART Station
- ◻ Sonoma Urban Service Area
- ◻ Urban Service Area Adjusted Boundary
- ◻ Specific Plan Area

0 350 700 1,400 Feet

Road Classification:

- Industrial
- Complete Streets - Connector
- Complete Streets - Protected
- Neighborhood
- Complete Streets - Protected/Industrial
- Complete Streets - Connector/Industrial
- Industrial (Proposed)
- Complete Streets - Connector (Proposed)
- Neighborhood (Proposed)
- Trail (Existing)
- Trail (Proposed)



LAND USE PROGRAM OVERVIEW

The Preferred Plan keeps the existing land use designations, but several specific adjustments are included as described below:

URBAN SERVICE AREA

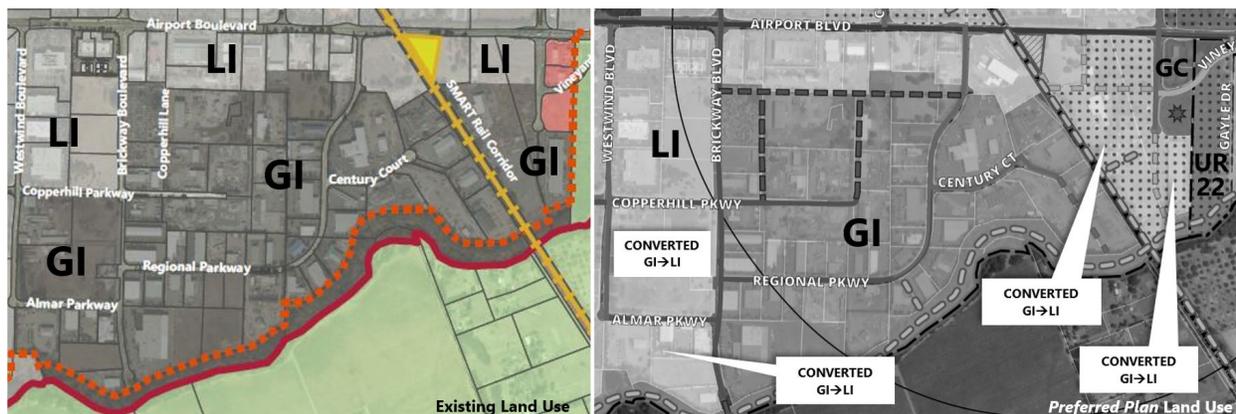


The existing Urban Service Area (USA) boundary excludes the Stonegate Mobile Home Park off Vineyard Creek Drive (APN 059-230-060) and the adjacent undeveloped parcel to the west (APN 059-240-067). The Preferred Plan adjusts the USA to follow along Mark West Creek. This adjustment will incorporate these two parcels into the USA and add them to the sewer and water districts. In this scenario, Stonegate could hook up to public services and the adjacent undeveloped parcel can be developed as high density "Urban Residential" housing at a density similar to the nearby Vineyard Creek Apartments. Urban Residential development is not proposed or within a Community Separator.

INDUSTRIAL LAND USE

The Preferred Plan keeps the existing industrial land use designations and zoning except heavy industrial land use is limited to the area east of Brickway and west of the railroad tracks (Figure 16). This converts 44 acres of land from a General Industrial (GI) designation in the General Plan (i.e. a heavy industrial land use category) to the Limited Industrial (LI) designation (i.e. a light industrial and business park land use category). Two-thirds of the converted area is expected to see development over the next 20 years because the sites are opportunity sites (Figure 10). Overall, industrial land use designations cover 361 acres of the Specific Plan, and one third of that acreage overlaps with identified opportunity sites.

FIGURE 16 – EXISTING INDUSTRIAL LAND USE CLASSIFICATIONS, AND AREAS CONVERTED FROM GENERAL INDUSTRIAL (GI; I.E. "HEAVY" INDUSTRIAL) TO LIMITED INDUSTRIAL (LI; I.E. LIGHT INDUSTRIAL) IN THE PREFERRED PLAN





The types of businesses and activities allowed within the GI and LI designations are quite permissive. The *Preferred Plan* expands this flexibility to allow mixed-use activities. This includes mixing light industrial activities with workforce housing in select areas, mixing industrial activities with commercial activities such as manufacturing spaces with retail components, or research and development operations alongside office development.

Office development is allowed within the Limited Industrial (LI) land use designation and is considered an “industrial” use in Sonoma County. A significant amount of built square footage in industrial areas is office development, and that share is growing (Figure 7-8). The *Preferred Plan* slightly expands the footprint of the LI area to accommodate projected demand for office space. The 20-year projection for office development in the *Preferred Plan* is 400,000 square feet.

The *Preferred Plan* anticipates over 1.5 million square feet of industrial space will be developed over the next 20 years.

COMMERCIAL (RETAIL, ENTERTAINMENT, AND SERVICE) LAND USES

The 1984 Specific Plan includes two types of commercial areas:

1. **General Commercial** (GC) – at the Airport Business Center cinema on Aviation Blvd.
2. **Limited Commercial** (LC) – covering properties south of Airport Blvd. on the east side of Aviation Blvd. as well as two parcels on the north side of Airport Blvd. at the southbound off-ramp from Hwy. 101.





SONOMA COUNTY AIRPORT AREA SPECIFIC PLAN + EIR

The *Preferred Plan* proposes a single GC land use designation for properties in the Airport Blvd.-Aviation Blvd. area. The adjusted commercial area covers all properties east of Aviation Blvd. from the Airport Business Center open space north of Airport Blvd. to the current southern end of Aviation Blvd. Parcels on Airport Blvd. west of Aviation Blvd. toward Hwy. 101 are also included. GC is a more flexible designation for commercial activity and simplifies land use regulations. The proposed GC area would be 15 acres, where 11 acres overlaps with opportunity sites (Figure 10).

The *Preferred Plan* depicted in Figure 15 shows three sites that are potential hotel developments over the near term (within the next 5 years), as they are sites where an application has already been submitted or preliminary application discussions have occurred with potential applicants. These developments are conditionally allowed under existing land use regulations and would continue to be viable under the *Preferred Plan* framework.

41,000 square feet of retail development and 200 hotel rooms are projected for the planning area under the *Preferred Plan*. 42,000 square feet of businesses providing commercial and personal services are accommodated over the next 20 years.





HOUSING

the Preferred Plan addresses housing in three ways:

1. The Affordable Housing (AH) and Workforce Housing (WH) Combining Districts facilitate new housing development on vetted sites. By naming where AH and WH apply, property owners of those sites will not need a General Plan or Zoning Amendment to use the Combining Districts to develop housing. 100 acres have been found suitable for the WH or AH Combining Districts. 85 of those acres overlap with opportunity sites where development is likely over the next 20 years (Figure 10). By identifying these Combining Districts in the Specific Plan, and completing programmatic environmental review of those potential uses, housing development will be more streamlined under the Preferred Plan.
2. The Preferred Plan memorializes the Stonegate Mobile Home Park by assigning a land use designation corresponding to the actual residential use of the property.
3. The Preferred Plan assigns Urban Residential land use designation to the 8.4-acre undeveloped parcel next to Stonegate Mobile Home Park to promote higher density housing development like the Vineyard Creek Apartments nearby. As previously mentioned, the property will also be incorporated into the Urban Service Area. The Urban Residential designation and USA will allow development at up 24 units/acre.

Not all sites where the AH and WH are shown in the Preferred Plan will develop as housing—property owners may continue to develop non-residential uses. Based on interviews with property owners, the Preferred Plan development projection for the next 20 years assumes 70 acres is likely to be developed as housing; the rest would likely be developed as industrial/commercial uses. Residential development is most likely on the properties shown in Table 3. 780 new units are possible over the next 20 years on these sites, equivalent to 2,000 new residents in the area.

TABLE 3 - REALISTIC RESIDENTIAL DEVELOPMENT OVER THE NEXT 20 YEARS

APN	LOCATION	USE	PLANNED USE	UNITS
059-240-067	Vineyard Creek Dr.	Vacant	New	130
059-240-069	Aviation, S. of Airport Blvd.	Vacant	Mixed-use	56
059-271-004	Airport opposite Westwind Blvd.	Vacant	Workforce housing	164
059-271-045	N. of APN 059-271-004	Vacant	Workforce housing	73
059-340-031	W. of APN 059-271-004	Single-Family	Workforce housing	94
059-271-073	E. of Brickway at Aviation Blvd.	Vacant	Workforce housing	78
059-271-090	S. of APN 059-271-073	Vacant	Workforce housing	70
059-340-032	N. of APN 059-271-090	Vacant	Workforce housing	47
059-350-071	Airport Retail Center	Cinema	Mixed-use	19
059-350-072	Airport Retail Center	Retail	Mixed-use	2
059-350-073	Airport Retail Center	Retail	Mixed-use	23
059-350-074	Airport Retail Center	Vacant	Mixed-use	4
059-350-076	Aviation N. of Airport Retail Center	Vacant	Mixed-use	7
059-350-103	Concourse, S. of Aviation	Vacant	Mixed-use	9
059-350-104	Concourse, S. of Aviation	Vacant	Mixed-use	8





LAND USE 20-YEAR PROJECTION

Table 4 provides an overview of the projected development in the *Preferred Plan*. Table 5 compares the *Preferred Plan* buildout to the Market Study projection for the planning area by land use type. This tests whether the *Preferred Plan* is providing a viable and realistic development outlook. Industrial square footage and hotel room development both match the projected level of demand over the next 20 years. Commercial development achieves ¾ of the projected demand because residential development is expected to use some sites that would otherwise go to office development. New residential units accommodated by the *Preferred Plan* represent 86 percent of the projected housing demand. Retail demand exceeds the amount expected in the Market Study, however the Market Study did not expect added residential development in the area. With new housing and residents in the area, the demand for retail establishments will increase. The retail accommodated in the *Preferred Plan* is supported by the projected residential development.

TABLE 4 – LAND USE PROJECTION FOR THE PREFERRED PLAN FRAMEWORK

LAND USE	PLAN ACRES*	PLAN FAR	OPPORTUNITY SITES (ACRES)	EXISTING BUILT (SF)	EXISTING REPLACED (SF)	20-YEAR NEW BUILD (SF)
Heavy Industrial	120	0.30	45	694,190	35,060	554,602
Light Industrial	241	0.34	70	2,038,514	70,820	989,022
Commercial-Mixed	87	0.45	26	1,021,173	150,737	349,008
Office Aspect						400,092
Residential Mixed-Use:	14.7	0.50	13	-	-	216,519
Commercial Aspect	2.2	0.08		-	-	42,147
Retail Aspect	5.2	0.18		64,458	64,458	33,884
Residential Aspect (22du/acre)	7.4	0.25		-	-	140,489
Lodging/Hotel	8	0.65	6	52,498	-	171,674
Multi-Family (22 du/ac.)	63	0.70	53	249,590	-	256,836
Mobile Home & Single-Family	7	0.55	0	163,412	5,310	-5,310
Education and Institutional	66	0.13	0	80,000	-	-
Medical	4	0.50	3	80,900	40,000	15,017
Agricultural/Conservation	41	-	-	-	-	-
Open Space	17	-	3	-	-	-
TOTAL:	719			4,444,735		
Total Housing Units Added	779					
Total Residents Added	1,994					

* Plan Acres includes land currently in the identified use that will remain in the identified use under the Preferred Plan's land use framework.

TABLE 5 - SUMMARY OF LAND USE DEVELOPMENT VERSUS MARKET PROJECTIONS FOR THE PREFERRED PLAN

LAND USE CATEGORY	MARKET STUDY DEMAND PROJECTION	NEW BUILD UNDER THE PREFERRED PLAN	% OF MARKET STUDY PROJECTION
Industrial (sf)	1,446,120	1,543,624	107%
Office (sf)	552,365	399,191	72%
Retail (sf)	27,000	40,864	151%
Hotel (Rooms)	185	197	106%
Dwelling Units	909	784	86%
Projected Population Added:		1,994	





CIRCULATION PROGRAM OVERVIEW

Figure 17 summarizes the proposed street classification and dimensional standards in the Preferred Plan. Figure 18 highlights the roadway, trail, and pathway design guidelines. Four street classifications are proposed: Complete Street – Protected (shown as purple in Figure 15), Complete Street – Connector (shown as red in Figure 15), Industrial (shown as blue in Figure 15), and Neighborhood (shown as yellow in Figure 15).

Table 7 provides a detailed design plan for each road segment in the planning area. Table 7 also compares the recommended circulation design in the Preferred Plan with the existing roadway and how the roadways are currently regulated in the 1984 Specific Plan.

FIGURE 17 - STREET CLASSIFICATIONS SUMMARY FOR THE PREFERRED PLAN

Classification	Vehicle Lanes	Street Parking**	Buffers	Other
Complete St. Protected*	10' inside 12' outside	None	6' between road and sidewalk	Median (10') Shared-Use Path (12')
Complete St. Connector*	10'	8'	3' between parking and bike lane	Bike lane (6') Sidewalk with landscaping (12')
Industrial*	12'	None	6' between road and sidewalk	Center turn lane (12') Shared-Use Path (12')
Neighborhood	10'	8'		Shared bike/auto travel lanes Sidewalk (8')

* Where two different sidewalk treatments are suggested, the wider, mixed-use path should be placed on the side of the street with the fewest curb cuts; intersection treatments can be used for network alignments.

** On-street parking may be removed or reduced to align with adjacent land uses and depending on the off-street supply available through shared parking and other parking management strategies.



FIGURE 18 - OVERVIEW OF INTERSECTION AND TRAIL DESIGN RECOMMENDATIONS IN THE PREFERRED PLAN

Design Standard	Benefit
Typical Intersections/Driveways:	
Reduced curb radii	<i>Slow vehicle speeds</i>
Prohibited slip lanes*	<i>Prioritize pedestrian and bike movements</i>
Daylit intersections: Where on-street parking is permitted, restrict parking 25' from curb-cuts or pedestrian crossings	<i>Maximizes pedestrian/bike visibility</i>
Curb extensions: Where on-street parking is permitted, create curb extensions at intersections to increase pedestrian visibility	<i>Maximizes pedestrian/bike visibility</i>
Trail Design:	
Painted, designated spaces	<i>Designates separate pedestrian and bicycle space</i>
Wayfinding	<i>Provides direction at decision points</i>
Buffer spaces on the edge of trails	<i>Maintains movement by allowing space for users to bypass if traveling at different speeds</i>
Lighting and amenities placed consistently throughout trail	<i>Creates convenient and secure spaces. Amenities include seating, trash bins, shelter, etc.</i>

* A "slip lane" is a turning lane at an intersection that allows vehicles to turn at the intersection without entering the intersection and interfering with through traffic in the vehicle's current roadway or the roadway it is entering.



TABLE 6 – OVERVIEW OF CIRCULATION RECOMMENDATIONS BY STREET CLASSIFICATION

ROADWAY	CLASSIFICATION		CURB-TO-CURB (ft)			NUMBER OF LANES			ON-STREET PARKING			SIDEWALKS			BIKE FACILITIES			Total ROW	NOTES				
	Built	Suggested	Built	Plan	Built	Plan	Plan	Suggested	Built	Plan	Suggested	Built	Plan	Suggested	Built	Plan	Suggested						
Airport Boulevard	Arterial	Complete St Protected/Industrial	51	56	54			4			4 lanes with median			Both sides Skylane to ~750' E./ Skylane Blvd. South side ~750' of Skylane to ~220' of Westwind Both sides ~220' E./ Westwind to ~490' E./ Regional North side from ~490' E./ Regional to Aviation Both sides from Aviation Blvd. to U.S. 101.	Dual 6' meandering bikeway/pedestrian path	Dual 12' shared-use	Dual 5' Class II	Dual 6' meandering bikeway/pedestrian path	Dual 12' path shared-use	6' landscape buffer	90/72	East of Mark West Station Rd, transition to four 11' lanes; 6' bike lanes with 2' buffer and bollards, and 6' sidewalk	
Almar Parkway	Collector	Industrial	60	60	36			2		3	3			South side	South side	Single 6' sidewalk	Single 12' shared-use		Single 12' path shared-use		66	Existing off-street dirt parking lot on north side.	
Aviation Boulevard	Collector	Complete St Connector	43	44	64			3		3	3		Some on both sides, S./Airport	Dual 8' lane	South side from Brickway to Hilton Garden Inn. Both sides from Hilton Garden Inn to Airport East side from Airport to cul-de-sac.	Both sides	Dual 12' landscaping		Dual 6' Class II		88		
Brickway Boulevard	Collector	Industrial	22	44	36			2		3	3		Both sides, S./Copperhill Pkwy.		East side from Aviation to ~1,040' S./ Aviation Both sides from ~1,040' S./ Aviation to Airport East side from Airport to Copperhill Ln. No sidewalks from Copperhill Ln. to Copperhill Narrow sidewalk east side from Copperhill to Almar Both sides from Almar to ~230' S./ Almar East side from ~230' S./ Almar to cul-de-sac.	Both sides from Aviation Blvd. to Airport Blvd. East side from Airport Blvd. to Mark West Creek.	Single 6' sidewalk	Single 12' shared-use	Single 12' path shared-use		66		
Century Court	Collector	Complete St Connector	36	44	64			2		3	3			Dual 8' lane	North side	North side	Dual 12' landscaping		Dual 6' Class II		88		
Concourse Boulevard	Collector	Complete St Connector	36	44	64			2		3	3			Dual 8' lane	East side	East side	Dual 12' landscaping		Dual 6' Class II		88		
Copperhill Lane	Minor	Industrial	25	36	36			2		2	3		Both sides				Single 6' sidewalk	Single 12' shared-use	Single 12' path shared-use		66		
Copperhill Parkway	Collector	Industrial	54	54	36			2		3	3				North side from Skylane to ~400' E./Westwind South side from ~270' W./ Westwind to Westwind	Dual from Laughlin to Westwind	Single 6' sidewalk	Single 12' shared-use	Single 12' path shared-use		66		
Gayle Drive and Whispering Creek**	Collector	Neighborhood	28	44	28			2		3	2		West side of street	8' W. side	shared street - at grade walking path with rumble strip to delineate walking space.	East side	Single 5' sidewalk + 1' rumble strip on W./ side		10' lane Class III sharrows		28		
N Laughlin Road	Collector	Complete St Connector	43	44	64			3		3	3			Dual 8' lane	East side from Laughlin Rd. to ~560' N./Laughlin Rd. East side from Copperhill to ~700' N./Copperhill	East side	Dual 12' landscaping		Dual 6' Class II		88		
Regional Parkway	Collector	Complete St Connector/Industrial	44	44	36			2		3	3				South side Brickway to ~1000' E./Brickway Both sides ~1000' E./ Brickway to ~500' S./Century West side from ~500' S./ Century to Century Both sides from Century to ~500' N./Century East side from ~500' N./Century to Sonoma County Airport Parking Lot driveway.	North side from Brickway Blvd. to Century Ct. Dual from Century Ct. to Airport Blvd.	Single 6' sidewalk	Single 12' shared-use	Single 12' path shared-use		54/66	Transition lane widths and bike configuration at trail access point	
Skylane Boulevard	Collector	Complete St Connector	44	44	64			3		3	3			Dual 8' lane	East side	East side	Dual 12' landscaping		Dual 6' Class II		88	Existing sidewalk is dirt path from Aviation to ~430' S./Aviation	
Vineyard Creek Drive	Collector	Neighborhood	40	44	36			3		2	2		~235' W. and ~60' E./ Whispering Creek Dr.	Dual 8' lane	North side	North side	Dual 8' sidewalk		10' lane Class III Sharrows		52		
Westwind Boulevard	Collector	Complete St Connector	44	44	64			3		3	3			Dual 8' lane	Both sides	Both sides	Dual 12' landscaping		Dual 6' Class II		88	No sidewalk on east side S./Copperhill	
Pruitt Ave		Industrial			24						2						Single 6' sidewalk	Single 12' shared-use	Single 12' path shared-use		54	No center turn lane	
U.S. 101	Freeway	Freeway	116	116	116			6		6	6						-		-		-	-	

**The roadway has a planned 44' width with three lanes of traffic. This seems unfitting given the current land use. Should the area be redeveloped, a minimum 28' and maximum 36' width should be included. If the width increases, complete sidewalks on both sides of the street should be included.

"Single" indicates the improvements (sidewalk, buffer, bike lane, landscaping, etc.) apply to one side of the street; "Dual" means the improvement occurs on both sides of the street.

Directional locations have been truncated as follows: "N./" represents "North of..." and "E./" represents "East of..." and "S./" represents "South of..." and "W./" represents "West of..."



ECONOMIC VIABILITY AND DESIRABILITY

The Specific Plan is an important economic engine for the County and the region. The Specific Plan is intended to support the Sonoma County Airport and continued economic growth in the area. To that end, each of the development alternatives for the Specific Plan area were evaluated against several economic criteria to “test” how the alternatives performed against key economic objectives. The four economic objectives are:

OBJECTIVE 1: Economic Growth. This objective assesses how the development alternatives promote job creation, as well as business increase and income growth to build on the existing economic strength of Sonoma County. The airport area is recognized as an employment investment area due to the high concentration of employment and diverse economic activities present. This objective evaluates whether the Specific Plan alternatives strengthen and enhance the airport area’s role as an employment center.

Measures of evaluation:

- Number of new residents and new jobs
- Volume of new business revenue

OBJECTIVE 2: Enhancing Airport Activity. This objective evaluates the alternatives in terms of their ability to support the airport. The Sonoma County General Plan 2020 calls for development near the airport that is compatible with the airport and its future expansion. This objective seeks to evaluate whether the objectives promote a land use and circulation program that is supportive of the airport operations.

Measures of evaluation:

- Quantity of airport-supportive development (office and hotels)
- Quantity of airport-supportive development (dwelling units)

OBJECTIVE 3: Generating Revenue. This objective evaluates the alternatives against their ability to generate revenue for the County above capital costs associated with the implementation of the plan. The goal of achieving net positive fiscal impacts in the planning area was also identified among the central economic goals within the existing Specific Plan update. Each alternative is assessed for its ability to generate long-term tax revenue generation and containment of service costs.

Measure of evaluation:

- New Development per Million Dollars of Infrastructure Cost



OBJECTIVE 4: Sustainable Economic Development. As a designated Employment Investment Area, the planning area is identified as a priority location for consolidating employment and housing with improved transit service to reduce commute times and associated environmental impacts. This objective assesses the degree of population and employment clustering near areas well served by public transit for each alternative.

Measure of evaluation:

- Growth (New Development) within 1/3 mile of a Transit Node

The *Preferred Plan* was also evaluated against the economic objectives and compared to the preliminary development alternatives for discussion purposes. The economic analysis for each of the alternatives and the *Preferred Plan* is provided to inform policy-making for the Specific Plan update. Figure 19 provides a summary of the economic results for the *Preferred Plan*. The discussion that follows explains how each of the results relate to the four economic objectives.

FIGURE 19 - SUMMARY OF ECONOMIC ANALYSIS FOR THE PREFERRED PLAN



OBJECTIVE #1: ECONOMIC GROWTH

The economic development objective of job creation, business increase and income growth, building upon the existing strength of Sonoma County

The four alternatives have different amounts of land planned for new development, and some limited redevelopment, over the next 20 years. Informed by the Market Analysis and the development projections for each land use alternatives, Table 7 compares the *Preferred Plan* to each development alternative in terms of new population and employment totals that serve as the key measures of economic development. The *Preferred Plan* is the most conservative of the alternatives that have been considered in terms of housing produced, jobs generated, total wages, and total business revenue, however it more directly overlaps with the overarching goals for the Specific Plan area. The *Preferred Plan* will still accommodate 4,000 new jobs, 2,000 new residents





and will add over \$200 million in wages and over \$1 billion in new business revenue over the next 20 years. Appendix A provides tables summarizing the economic analysis conducted to generate the results in Table 7.

TABLE 7 - ECONOMIC COMPARISON OF ALTERNATIVES

	Planned 20-Year Capacity				
	Residents	Housing Units	Jobs	Wages (Mil)	Bus Rev (Mil)
Alt 1: Clusters	2,035	795	4,239	\$267	\$1,187
Alt 2: Corridor	2,675	1,045	4,617	\$292	\$1,293
Alt 3: Nodal/Village	3,103	1,212	4,973	\$310	\$1,393
Preferred Alternative	1,994	779	3,835	\$229	\$1,074

OBJECTIVE #2: ENHANCING AIRPORT ACTIVITY

The land development economics objective of utilizing the airport and nearby properties not needed for aviation to enhance airport revenues and operation.

The Sonoma County Airport is the only North Bay airport with commercial service. As population, employment and tourism grows in the North Bay, the number of flights at this airport will likely increase with its market growth. Hotel and office land uses are supportive of future airport operations, as hotels accommodate in-bound and out-bound air passengers and offices generate business air passenger trips. Therefore, the alternative that has the greatest amounts of hotel and office capacity is considered preferable.

Residents living near the airport or its flight path, tend to not welcome increased airport operations or runway extension and may at times object through the political process. Residential use, if located too close to the airport, is not considered a supportive land use.

The *Preferred Plan* is supportive of future airport operations (Table 8). It adds 400,000 square feet of new office development and 200 hotel rooms. The 800 new housing units are generally located away from the airport minimizing future conflicts about airport expansion or increased operation.

TABLE 8 – COMPARISON OF AIRPORT-ENHANCING QUALITIES OF ALTERNATIVES

	Airport Supportive		Ion Supportive if Too Close
	Office (SF)	Hotel (Units)	Housing Units
Alt 1: Clusters	558,886	151	795
Alt 2: Corridor	624,634	209	1,045
Alt 3: Nodal/Village	637,417	209	1,212
Preferred Alternative	399,191	197	779

Source: Land Econ Group



OBJECTIVE #3: GENERATING REVENUE

The County’s fiscal objective of long-term tax revenue generation and containment of service costs.

As shown in Table 9, the alternatives are expected to accommodate different levels of new property tax-paying development over the next 20 years. In this comparison, the affordable housing development has been omitted because such housing—often built by non-profit developers—is typically exempt from property taxes. The quantities of new development are 2.9 million square feet for the Clusters Alternative, 3.3 million square feet for the Corridor Alternative, 3.7 million square feet for the Nodal/Village Alternative and 2.8 million for the Preferred Plan. The road and trail improvement costs for the three initial alternatives are \$28.0, \$37.9 and \$33.6 million respectively. The Preferred Plan, because it has fewer roads and fewer miles of trails, is estimated to have lower infrastructure cost than the Clusters Alternative. Without the benefit of engineering cost input, LEG has estimated the infrastructure cost of the Preferred Plan to be 85 percent of the Clusters Alternative. This estimate would place its infrastructure cost at \$23.8 million. The relevant comparison for capital cost is which alternative provides the largest amount of property tax-paying development for each million dollars of infrastructure investment (Table 9).

TABLE 9 - COMPARISON OF NET TAX-PAYING DEVELOPMENT AGAINST INFRASTRUCTURE COST

Land Use	Alt 1 Clusters	Alt 2 Corridor	Alt 3 Nodal/Village	Preferred Alternative
Industrial (SF)	1,511,376	1,568,928	1,767,952	1,543,624
Office (SF)	558,886	624,634	637,417	399,191
Retail (SF)	24,991	31,168	39,590	40,864
Hotel (SF)	113,250	156,750	156,750	147,750
Market Apartments (SF)	715,500	940,500	1,090,800	623,000
Affordable Housing (SF)	79,500	104,500	121,200	
Total Excl Affordable Housing	2,924,003	3,321,980	3,692,509	2,754,429
Infrastructure Costs (Millions)	\$28.0	\$37.9	\$33.6	\$23.8
New Development per Million of Cost	104,541	87,697	109,994	115,856

Note: Infrastructure cost for Preferred Alternative estimated at 85% of Alternative 1: Clusters

Source: M-Group, Nelson Nygaard and Land Econ Group

The Preferred Plan shows best at 116,011 square feet of new development per million dollars in capital cost, with the Nodal/Village Alternative ranking second at 109,994 square feet.

In terms of on-going Sonoma County fiscal balance, municipal service cost tends to correlate with the number of people served, weighted toward residents rather than employees. That service cost would be compared to tax revenue generated, which tends to correlate with the amount of new development. As shown in Table 10 below, in none of the alternatives does the percentage of residential development, as measured in square footage, exceed one-third of the total project square footage. Since in all alternatives the percentage of residential development, including





affordable housing, does not exceed one-third of the project total, our preliminary expectation is that all alternatives will have a positive on-going fiscal impact on Sonoma County’s General Fund. The *Preferred Plan* with 27 percent residential square footage and the Clusters Alternative with 26.5 percent residential would be the top performing alternatives from an on-going fiscal perspective.

TABLE 10 - COMPARISON OF AMOUNT OF DEVELOPMENT, POPULATION, EMPLOYMENT BY ALTERNATIVE

Land Use Paying Property Tax	Alt 1 Clusters	Alt 2 Corridor	Alt 3 Nodal/Village	Preferred Alternative
Industrial (SF)	1,511,376	1,568,928	1,767,952	1,543,624
Office (SF)	558,886	624,634	637,417	399,191
Retail (SF)	24,991	31,168	39,590	40,864
Hotel (SF)	113,250	156,750	156,750	147,750
Market Apartments (SF)	715,500	940,500	1,090,800	623,000
Affordable Housing (SF)	79,500	104,500	121,200	156,000
Total SF	3,003,503	3,426,480	3,813,709	2,910,429
Percentage Residential*	26.5%	30.5%	31.8%	26.8%

*Includes market and affordable units

Source: M-Group, Nelson Nygaard and Land Econ Group

OBJECTIVE #4: SUSTAINABLE ECONOMIC DEVELOPMENT

The regional economic objective of clustering population and employment near areas well served by public transit.

Table 11 shows the estimated amount of new commercial and residential development capacity that is within one-third mile of the SMART train station and the airport bus node located at the intersection of Airport Boulevard and Skyline Boulevard/Laughlin Road. This analysis shows that with 1.0 million square feet within walking distance of transit, the *Preferred Plan* has the least amount of development served by transit. The primary reason is that it is a lower intensity alternative in terms of projected built square footage.

TABLE 11 - ESTIMATED AMOUNT OF NEW DEVELOPMENT CAPACITY WITHIN 1/3 MILE OF TRANSIT NODE

Land Use Paying Property Tax	Alt 1: Clusters		Alt 2: Corridor		Alt3: Nodal/Village		Preferred Alternative	
Office (SF)	558,886	85%	624,634	55%	637,417	75%	399,191	95%
Retail (SF)	24,991	100%	31,168	100%	39,590	100%	40,864	95%
Hotel (SF)	113,250	95%	156,750	95%	156,750	95%	147,750	100%
Market Apartments (SF)	715,500	62%	940,500	70%	1,090,800	70%	623,000	60%
Affordable Housing (SF)	79,500	62%	104,500	70%	121,200	70%	156,000	70%
Total Within 1/3 Mile of Transit	1,492,128	1,100,532	1,857,552	1,255,129	2,045,757	1,514,965	1,366,805	1,048,802

Source: M-Group, Nelson Nygaard and Land Econ Group





SONOMA COUNTY AIRPORT AREA SPECIFIC PLAN + EIR

ECONOMIC ANALYSIS SUMMARY

According to the four criteria, the economics comparison of alternatives indicates that the *Preferred Plan* is a reasonable and realistic alternative. It has the greatest amount of development per units of infrastructure investment and it should generate a positive fiscal impact on the County's General Fund. With some refinement, increased clustering of higher density development around transit can be achieved.

