

**RESOLUTION NO. 2012-45 b**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF ROHNERT PARK APPROVING CORRECTIONS TO THE WILFRED/DOWDELL SPECIFIC PLAN FOR PROPERTY LOCATED ON EACH SIDE OF WILFRED AVENUE NOW KNOWN AS GOLF COURSE DRIVE WEST, EAST OF DOWDELL AVENUE IN THE VICINITY OF THE INTERSECTION OF REDWOOD DRIVE AND GOLF COURSE DRIVE WEST (APN 045-055-007, 045-075-001 THROUGH 045-075-003, 045-075-005, 045-075-006, 45-075-008, AND 045-075-009 THROUGH 045-075-012)**

**WHEREAS**, the City of Rohnert Park ("Applicant") intends to make corrections to the Wilfred/Dowdell Specific Plan that includes properties located on each side of Wilfred Avenue now known as Golf Course Drive West, east of Dowdell Avenue, in the vicinity of the intersection of Redwood Drive and Wilfred Avenue (APN 045-055-007, 045-075-001 through 045-075-003, 045-075-005, 045-075-006, 45-075-008, AND 045-075-009 through 045-075-012);

**WHEREAS**, the Wilfred/Dowdell Specific Plan was adopted by the City Council on September 23, 2008; and

**WHEREAS**, in reviewing the Wilfred/Dowdell Specific Plan for a proposed development in the Village North area, a number of minor typographical errors were found in the Specific Plan; and

**WHEREAS**, the corrections to the Wilfred/Dowdell Specific Plan were processed in the time and manner prescribed by State and local law; and

**WHEREAS**, an Environmental Impact Report (EIR) was prepared for the Wilfred/Dowdell Specific Plan (State Clearinghouse No. 1998072036). The EIR evaluated the impacts of the proposed Specific Plan. The City Council certified the EIR when considering the project entitlements in September, 2008. The proposed corrections to the Specific Plan involve no substantial changes in the Specific Plan that would require additional environmental review pursuant to Section 15162 of the CEQA Guidelines.

**WHEREAS**, At its meeting of April 26, 2012, the Planning Commission made a recommendation to the City Council that it approve the corrections to the Specific Plan; and

**WHEREAS**, on May 22, 2012, the City Council held a public meeting at which time interested persons had an opportunity to testify either in support or opposition to the proposal; and

**WHEREAS**, the City Council has reviewed and considered the information contained in the corrected Wilfred/Dowdell Specific Plan.

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Rohnert Park makes the following findings, determinations and recommendations with respect to the proposed corrections to the Wilfred/Dowdell Specific Plan:

**Section 1.** The above recitations are true and correct and material to the adoption of this Resolution.

**Section 2.** Findings Regarding: corrections to the Wilfred/Dowdell Specific Plan attached hereto as Exhibit A. The City Council hereby makes the following findings concerning the corrections to the Wilfred Dowdell Specific Plan

1. The corrections to the Specific Plan are minor typographical and technical errors that do not change the meaning or intent of the Plan.
2. The vision, implementation, authority and scope of the Specific Plan remain unchanged with the corrections.

**Section 3.** A duly noticed public meeting on the proposed corrections to the Wilfred/Dowdell Specific Plan was held on May 22, 2012.

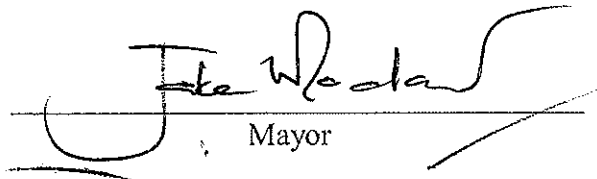
**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Rohnert Park that it does hereby authorize and approve the corrections to the Wilfred/Dowdell Specific Plan for property located on each side of Wilfred Avenue now known as Golf Course Drive West, east of Dowdell Avenue, in the vicinity of the intersection of Redwood Drive and Wilfred Avenue (APN 045-055-007, 045-075-001, through 045-075-003, 045-075-005, 045-075-006, 45-075-008, AND 045-075-009 through 045-075-012) as provided for in **Exhibit A**.

**BE IT FURTHER RESOLVED** that the City Manager is hereby authorized and directed to execute documents pertaining to same for and on behalf of the City of Rohnert Park.


**DULY AND REGULARLY ADOPTED** this 22nd day of May, 2012.



**CITY OF ROHNERT PARK**

  
Mayor

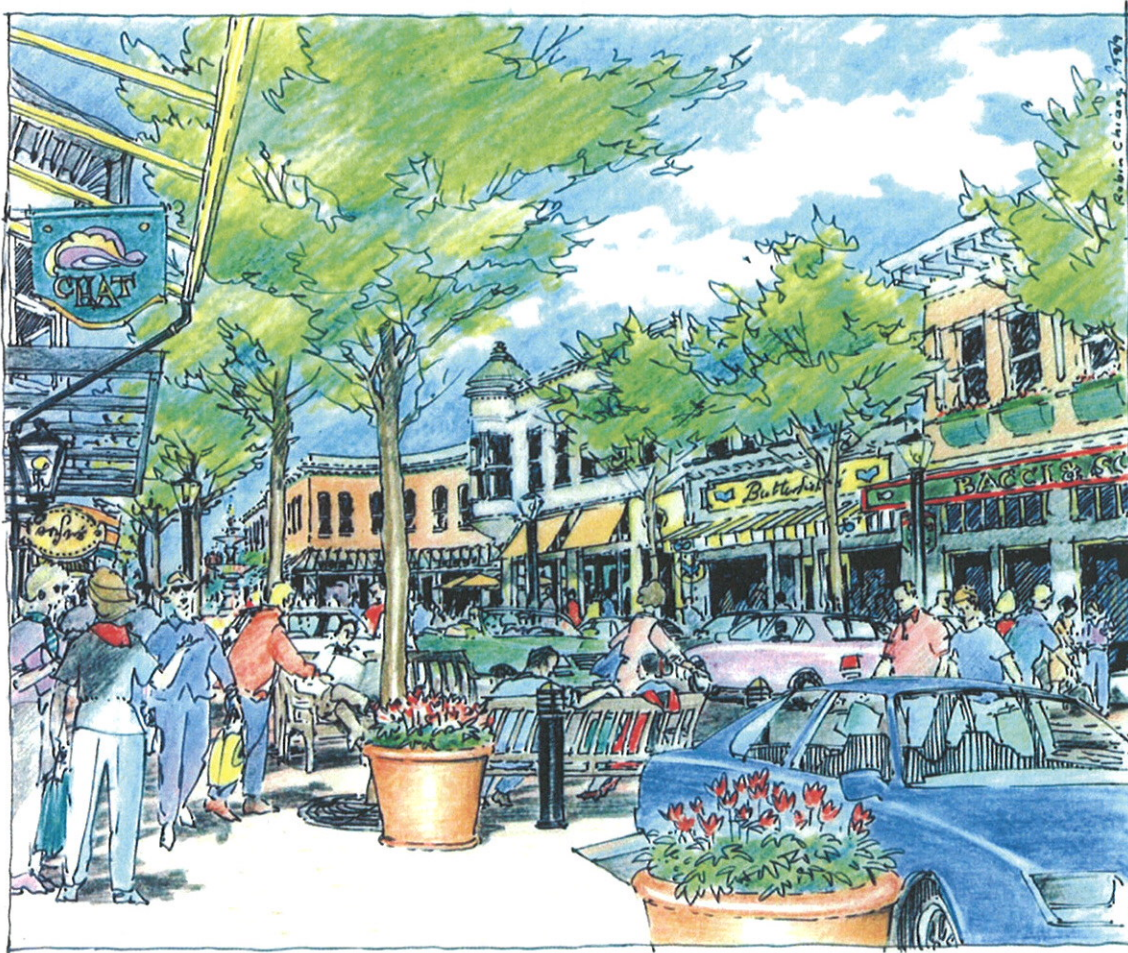
**ATTEST:**

  
Interim Deputy City Clerk

AHANOTU: AYE BELFORTE: AYE CALLINAN: AYE STAFFORD: AYE MACKENZIE: AYE  
AYES: ( 5 ) NOES: ( 0 ) ABSENT: ( 0 ) ABSTAIN: ( 0 )

## Wilfred/Dowdell Village Specific Plan

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*Prepared by:*

City of Rohnert Park  
Community Development Department  
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Rohnert Park, CA 94928

Parsons Harland Bartholomew & Associates, Inc.

Adopted September 23, 2008



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## 1.1 THE PLAN'S VISION FOR THE WILFRED/DOWDELL SPECIFIC PLAN AREA

The Wilfred Dowdell Specific Plan is proposed to provide additional services and retail uses to meet the needs of the City - a vital commercial center with a wide variety of stores and services with pedestrian-oriented linkages connecting the various components. This center will have the qualities of a convenient shopping center with commercial businesses and personal services arranged in a manner that will be attractive to visitors. Wide pedestrian sidewalks and attractive storefronts will encourage visitors to walk and browse from store-to-store. A small plaza with benches, landscaping and fountains will become gathering places. Visitors will appreciate the varied and distinctive designs of buildings and the generous landscaping which will create a unique identity for the center. In short, the center will be inviting to people of all ages and will help further meet the needs for goods and services of local and regional visitors and tourists, and enhance the economic vitality of the City.

The project site is located west of Highway 101 in the vicinity of Wilfred Avenue Golf Course Drive West and Dowdell Avenue, adjacent to the limits of the City of Rohnert Park. The Specific Plan takes advantage of the site's accessibility to the freeway to propose a vibrant commercial center catering to the needs of City residents and visitors.

### Land Uses and Design Features in Village North and Village South

The 24.77-acre site is divided into "Village North", the area north of Wilfred Avenue Golf Course Drive West, with 4.58 acres; and "Village South", the area south of Wilfred Avenue, with 20.19 acres.

In Village North, the Specific Plan allows for region-serving businesses similar to those that have been developed nearby, including home improvement and department stores and a motel or hotel. A drive-through restaurant and commercial recreation or entertainment could be developed as conditional uses. Access in Village North would be provided from the existing parking lot to the north and from Wilfred Avenue Golf Course Drive West. A gateway into the project could be developed at the entry to the Plan Area at Redwood Drive.

The Village South development would consist of a shopping center with a few large retailers or many retail and restaurant uses and other services. The center could include "big box" uses and/or be designed as an easily walkable complex encouraging a mix of businesses. Offices and personal service establishments would also be permitted to increase the variety of uses offered by the center.

### Implementation

The vision will be implemented in cooperation with the property owners of the site, private developers and regulatory agencies. The property owners would ideally consolidate seven parcels which comprise the Village South, in order to allow for the kind of integrated development which would not otherwise be possible on the existing separate, small parcels. The City would annex the entire property from Sonoma County. Private developer(s) would propose a mix of mutually supporting businesses, and prepare development plans consistent with the



standards and guidelines included in the Specific Plan. Desirably, a single developer would develop the entire site, or single developers could individually implement Village North and Village South, as piecemeal development is not encouraged. Actual development of the project, including on-site and off-site improvements (such as roads and utilities) would be the responsibility of private developers. Other roles and responsibilities of the City and developers would be implemented through a Development Agreement. Implementation steps are discussed further in Section 6.

## **1.2 AUTHORITY AND SCOPE**

Under California Statue (Government Code Sec. 65450), Specific Plans are tools to implement the goals and policies of General Plans. This plan contains objectives, policies, a conceptual plan, development standards and guidelines for the City to use in making decisions about development proposals. Section 6 describes the process of adoption and amendment to the plan and other public and private implementation measures.

In 1998, the City entered into Reimbursement Agreements with property owners in the Wilfred/Dowdell area for the cost of preparation of this Specific Plan and the accompanying environmental documentation. The cost of this work shall be updated as appropriate and a fee developed to reimburse the City for the applicable cost.

## **1.3 ENVIRONMENTAL REVIEW**

Accompanying the Specific Plan is an Environmental Impact Report (EIR) which provides an environmental analysis of the project. The EIR includes all development assumptions about implementation, and all physical improvements consistent with the standards and guidelines defined in the Specific Plan. The EIR assesses the impacts of the project and reasonable alternatives to the project. Where potential impacts are identified, mitigation measures are recommended to reduce the impacts. In some cases, potential impacts have been eliminated through the incorporation of mitigation measures into the proposed project.

The EIR discloses environmental impacts to assist the City of Rohnert Park decision-makers in taking action on the proposed project. Other responsible agencies, such as the Local Agency Formation Commission (LAFCO) will also consider the conclusions of the EIR in their actions on the Project.

## **1.4 CONSISTENCY WITH THE SPECIFIC PLAN**

No local public works project may be approved; no development plan, tentative map, final map or parcel map may be approved, and no zoning ordinance may be adopted or amended within an area covered by the Specific Plan unless it is consistent with the provisions of this Specific Plan. Development shall be consistent with Specific Plan general standards and guidelines. The numbered standards and guidelines included in Sections 3, 4, and 5 are either mandatory or advisory. The following terminology is used to indicate which requirements are mandatory and which are discretionary to the City. The numbered requirements, which are mandatory are also indicated with a black square (■).

1. The words “shall”, “will”, “must” and “prohibited” mean that the requirement is mandatory. A change to a mandatory requirement of the Plan requires a major plan amendment. Findings must be made by the Planning Commission to allow for a major amendment.
2. The word “should” means that the regulation or guideline is required unless a determination is made by the City Planning Commission that the intent of the guideline is being satisfied by some other means. This is a discretionary decision.
3. Words such as “may”, “encourage” or “discourage” are advisory. Development which is responsive to the “encouragement” is generally more apt to secure discretionary approval by the City than those that do not comply with the “encouraged” action.

See Section 6.2 for further discussion of the Plan amendment process, and findings for amendments.

## 2. EXISTING CONDITIONS

### 2.1 LOCATION

#### Region

The project site is located in Sonoma County, one of the nine counties that comprise the San Francisco Bay Area. The City of Rohnert Park is located in mid Sonoma County, between Santa Rosa to the north and Cotati to the south. (Figure 1).

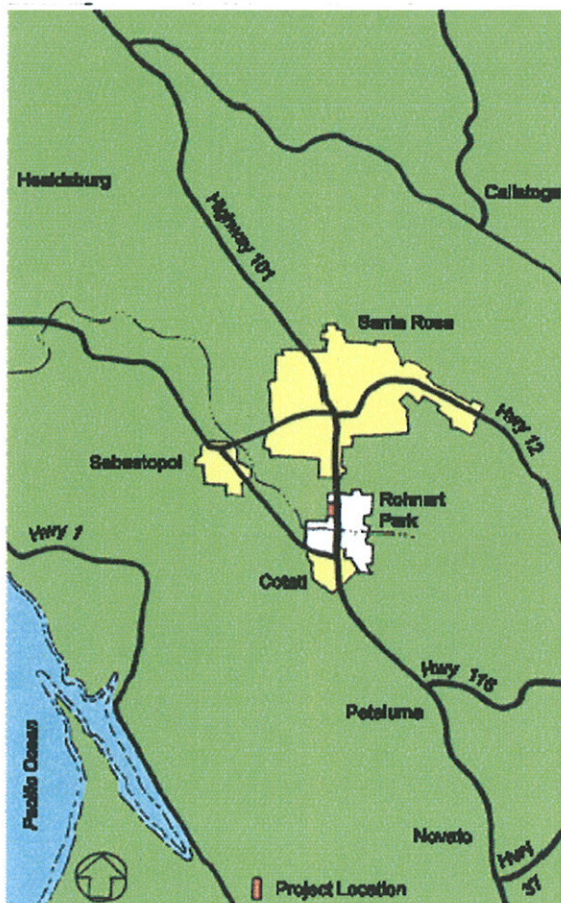


Figure 1 Regional Location Map



## Vicinity

The project is on the northwestern edge of the City of Rohnert Park within an unincorporated portion of Sonoma County. The site is surrounded on three sides by the City of Rohnert Park. (Figure 2)

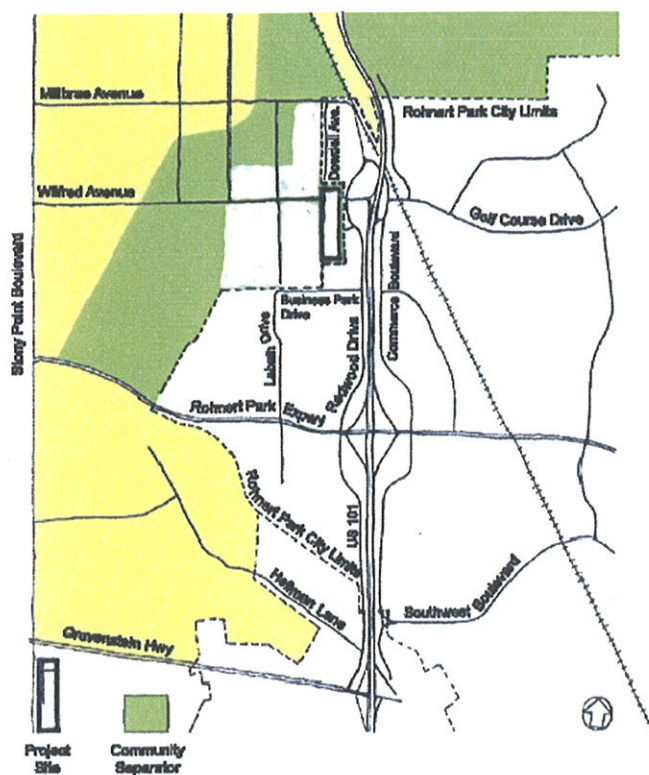


Figure 2 Vicinity Map

## Site

The 24.77-acre property is near the Wilfred Avenue Golf Course Drive West interchange with Highway 101 that runs north-south through the City (**Figure 2**). The site is bordered on the north by Home Depot, on the east by commercial businesses; on the south by a self-storage facility and a vacant commercial site; and on the west by low density rural housing. The latter is the site of the Northwest Specific Plan Area, which is identified in the City's General Plan as appropriate for a mixture of commercial, industrial, and residential uses. The project site is about 550 feet wide and 1800 feet long and is comprised of eight parcels. Village North totals 4.58 acres on the north side of Wilfred Avenue Golf Course Drive West. The seven remaining parcels in Village South (**Figure 3**) total 20.19 acres.

The site has good accessibility from adjacent streets. It is accessible from the Wilfred Avenue Golf Course Drive West off-ramp and on-ramp to Highway 101, the Redwood Drive frontage road at Wilfred Avenue Golf Course Drive West, and at the Willis Avenue stub-out. On the west side of the property, Dowdell Avenue extends from the north boundary of the project to a point about 700 feet south of Wilfred Avenue Golf Course Drive West.

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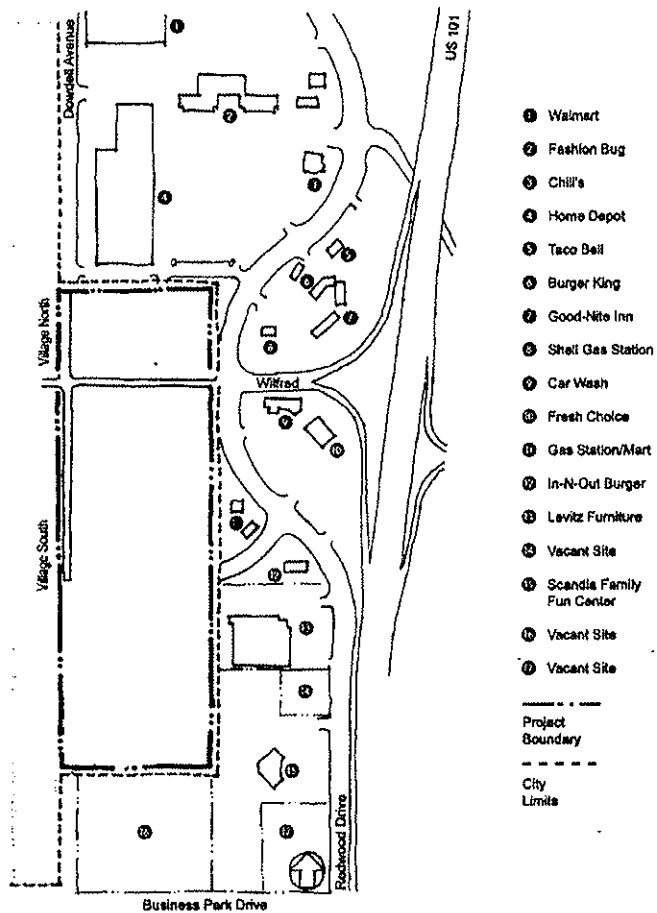


Figure 3 Site Plan



## **2.2 SITE CHARACTERISTICS**

### **Existing Uses**

The site has relatively level terrain that gently slopes to the west. Village North is vacant. The northern half of Village South includes seven older houses. None of the houses has been identified by the Northwest Information Center (NWIC) of the California Historic Resources Information System as having historic value. They would be removed in conjunction with development of Village South.

The southern half of Village South consists mostly of annual grassland, except for some ornamental vegetation near the homes.

### **Utilities**

A narrow drainage channel runs along the project site's western boundary, parallel to Dowdell Avenue. Urban utilities are located to the north, south, and east. Section 4.2 discusses utilities on and near the site.

### **Wetlands**

Approximately one-quarter acre of seasonal wetland (possibly vernal pools) is located on the southern portion of Village South. A formal wetlands delineation for the site would be required prior to project development so as to determine appropriate mitigation measures to address potential impacts from the development. Another wetland is located in Labath Creek, which runs along the north side of Business Park Drive. Although the latter is not on the project site proper, the future extension of Dowdell Avenue would have to cross this channel to provide access to the site.

### **Surroundings**

The City of Rohnert Park surrounds the subject property on its north, south and east perimeters (**Figure 3**). The west boundary is bordered by unincorporated land in the County. Land areas west of Dowdell Avenue are open fallow fields with older single family residences and accessory structures. These lands are zoned by the County as RR Rural Residential - 10 acre minimum and are shown on the City's General Plan as portions of the Northwest Specific Plan Area, providing for their future development with commercial, industrial, office, and high-density residential uses.

As of the date of this publication, Home Depot borders the site on the north. Development on the east consists of a fast food restaurant, a furniture store, and a miniature golf/amusement center. A gas station/car wash/mini mart is located north of Willis Avenue, opposite the fast food restaurant. The amusement center has miniature golf courses, bumper boats, batting cages, and electronic games.

South of the project is a parcel zoned C-R Regional Commercial District. The parcel's south boundary is on Business Park Drive facing the Press Democrat printing facility. The easterly portion of the parcel has been developed with a self storage facility and the westerly portion

remains vacant. If developed, the westerly parcel could gain primary access from the southerly extension of Dowdell Avenue.

### 3. LAND USE PLAN

This section describes the objectives for the project, permitted land uses, and consistency with adopted land use policies of City and County plans. Mandatory requirements are noted with a black square (■). Requirements without a black square are discretionary to the City.

#### 3.1 OBJECTIVES

The City has an opportunity to provide for a commercial district that adds to the identity and character of Rohnert Park. Since the site is close to, and surrounded by commercial development in the City of Rohnert Park, the project site lends itself to annexation and development. The plan seeks to achieve the following land use and circulation objectives.

##### Village North and South

3.1.1 ■ Develop the project site as a unified development. The eight existing parcels were created when the area was in rural agricultural use, but those parcels have little relationship to today's surrounding roadways and developed parcels. If development were to proceed incrementally on each separate parcel, it would be difficult to obtain the highest and best use for the site. Infrastructure improvements would be inefficient and more costly. Moreover, annexation on a piecemeal basis would be difficult. Therefore, parcels should be consolidated and a unified center built.

3.1.2 ■ Create a shopping center for residents and visitors alike. Provide a mix of local- and region-serving land uses.

3.1.3 ■ Provide for integration/compatibility with Northwest Specific Plan Area. Provide for a buffer or a smooth transition to the lands to the west. This area is shown on the City's General Plan as appropriate for future industrial and commercial uses and is identified as the "Northwest Specific Plan Area."

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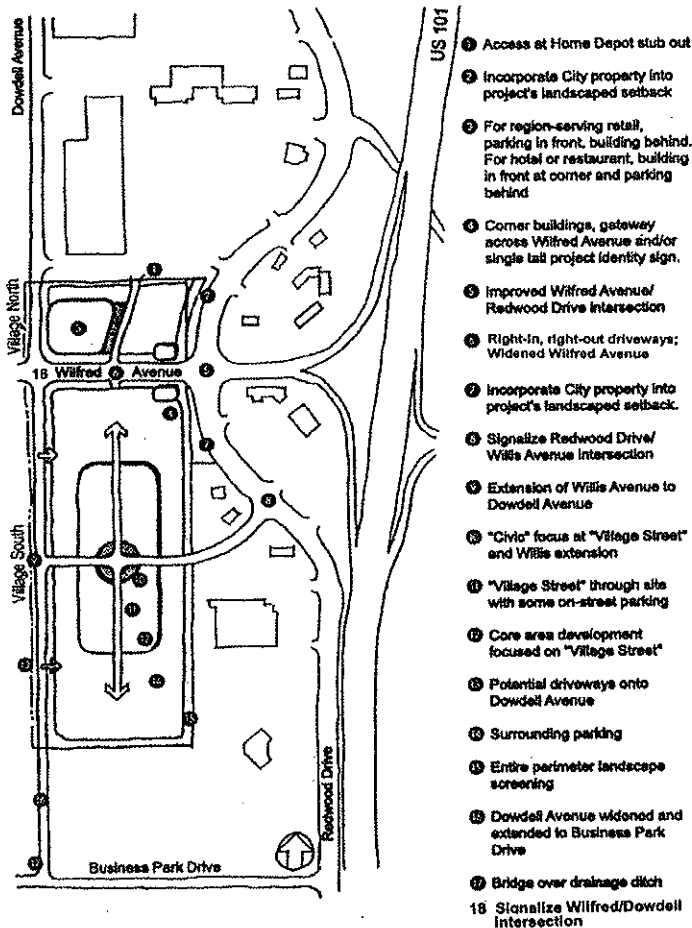
##### Village North

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3.1.4 ■ Develop the project parcel north of Wilfred Avenue Golf Course Drive West with larger scale, region-serving commercial uses, in keeping with existing nearby businesses. Take advantage of shared access and parking with Home Depot. Village North and Village South would have to comply with the same high-quality building and design standards listed in Section 5.

##### Village South

3.1.5 ■ Create a commercial shopping center in Village South with a mix of compatible uses. A pedestrian-friendly setting will encourage customers to walk from store to store.



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Figure 4 – Conceptual Plan

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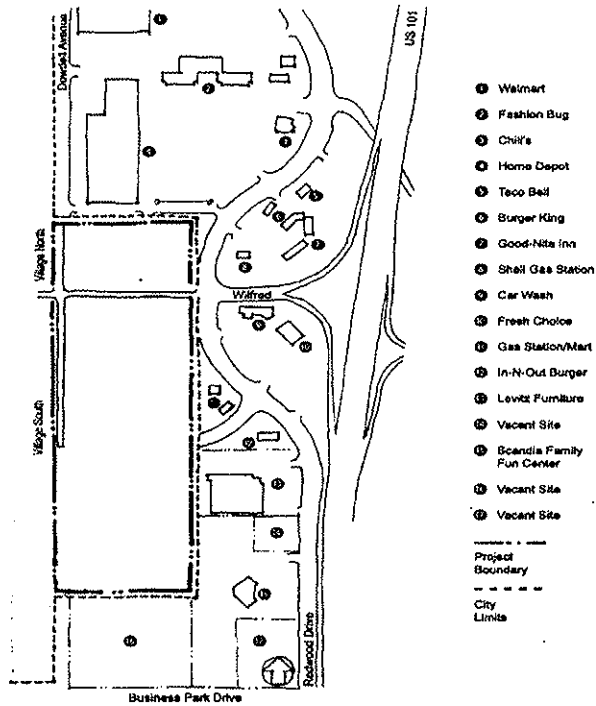


Figure 4 Conceptual Plan

### 3.2 CONCEPTUAL PLAN AND ILLUSTRATIVE PLAN

This section describes the fundamental land use and circulation concept for the project, consistent with the preceding objectives. Features of the concept are shown in **Figure 4** Conceptual Plan.

**Conceptual Plan.** The schematic form of the conceptual plan is intended to convey flexibility in the layout and configuration of commercial buildings, circulation and parking, as long as the site planning principles are met. Flexibility is necessary to allow the developer of the property to propose a mutually supporting and financially feasible mix of businesses and features.

**Illustrative Plan.** The Specific Plan shows one possible site plan (**Figure 5**) which is consistent with the Conceptual plan and complies with the Infrastructure requirements in section 4 and the development Standards and Guidelines in section 5. Other development plans consistent with the Conceptual Plan are possible.

Key features of the conceptual plan are discussed below. Numbered requirements, which are mandatory, are noted with a black square (■). Requirements without a black square are discretionary to the City.

#### Village North and Village South

3.2.1 Wilfred Avenue Golf Course Drive West gateway. The project site requires visibility from Highway 101 to attract visitors and residents alike. Views of the site from southbound vehicles are partially blocked by development alongside the freeway, but less restricted from northbound vehicles, with views of the intersection of Redwood Drive and Wilfred Avenue Golf Course Drive West. Within the near future, Golf Course Drive will be extended beneath the elevated freeway to connect with Wilfred Avenue Golf Course Drive West, lending greater importance to this intersection as the primary entrance to the project.

A gateway should be created on the northwest and southwest corners of the Wilfred Avenue Golf Course Drive West/Redwood Drive intersection. The gateway to the Wilfred/Dowdell area, as well as to the Northwest Specific Plan Area, -could consist of paired architectural elements, on opposite sides of Wilfred Avenue or an archway over the street (**Figure 4**). Buildings could be designed to achieve the gateway effect. Alternatively, a tall sign visible from the freeway could be located at the southwest corner of the intersection with a distinctive logo for the project. The height and size of the sign would be subject to approval of a Master Sign Program during Site Plan and Architectural Review and as discussed in Section 5, Development Standards and Guidelines.

3.2.2 Willis Avenue gateway. A secondary gateway feature should be provided at the entrance to the project site from the short stub-out street, Willis Avenue. This entrance street is now bordered by In-N-Out Burger on the south, and a Tesoro service station/car wash/mini mart on the north. The project entrance feature could include gateway architectural features on each side of the street.

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**VILLAGE NORTH DEVELOPMENT\***

Site Area*	199,505 GSF
FAR Allowed**	0.28
Building Area Allowed**	55,861 GSF
Parking Ratio Required	1 space/300 GSF floor area***
Lot Coverage Allowed	30%

\* Site area from Assessor Parcel Map. All other figures rounded.

\*\* May be increased for hotel/motel project based on supplemental traffic analysis

\*\*\*Parking for individual uses shall be as prescribed in the latest Zoning Ordinance standards.

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**VILLAGE SOUTH DEVELOPMENT\***

Site Area*	879,476 GSF
FAR Allowed**	0.28
Building Area Allowed**	246,253 GSF
Parking Ratio Required	1 space/300 GSF floor area***
Lot Coverage allowed	30%

\* Site area from Assessor Parcel Map. All other figures rounded.

\*\* May be increased for hotel/motel project based on supplemental traffic analysis

\*\*\*Parking for individual uses shall be as prescribed in the latest Zoning Ordinance standards.

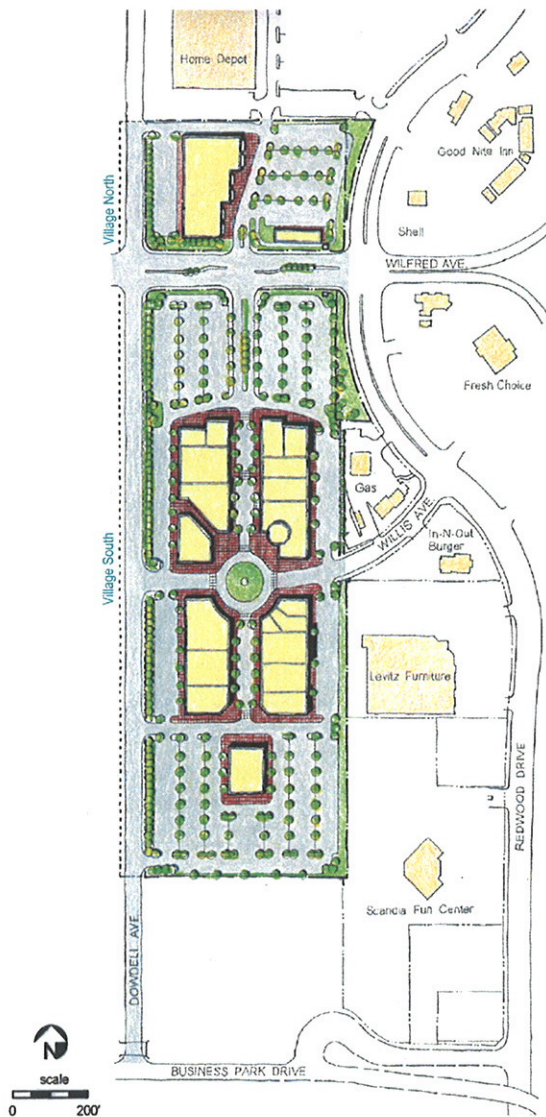


Figure 455 Illustrative Plan

- 3.2.3 ■ Perimeter landscaping. To reinforce its special identity, as distinguished from surrounding commercial development, the entire perimeter of the project shall be generously landscaped with shrubs and trees. Landscaped walls shall be installed to screen loading, and to create gateway features.
- 3.2.4 ■ Landscaping adjacent to the Northwest Specific Plan Area A long windrow of trees or other treatment may be used along the project's west boundary to create a substantial edge to the project and visually distinguish the site from the future Northwest Specific Plan Area to the west. Landscape setback and design standards are included in Section 5.
- 3.2.5 ■ A Distinctive Architectural Theme. The development should have its own architectural identity, which may differ from the "Neo-Mediterranean" theme established for the adjacent regional shopping center (see Section 5.3).

### Village South

- 3.2.6 ■ Pedestrian-oriented development. Sidewalks and pedestrian-oriented amenities shall be provided throughout the site and shall connect the various components.
- 3.2.7 ■ Pedestrian open space. Enhanced paving materials and patterns shall be used to distinguish pedestrian areas from automobile areas. The paving, landscaping, benches, lighting, signs and other features shall reinforce the pedestrian access ways.
- 3.2.8 ■ Larger stores and restaurants at highly visible corner locations. These kinds of businesses would be appropriate at each end of the project, to encourage walking end to end. To accomplish a mix of mutually-supporting uses, it would be very desirable to develop the shopping center in one phase.
- 3.2.9 ■ A "Civic" common area or plaza. A pedestrian-oriented plaza could be developed at or adjacent to the intersection of Village Street and the extension of Willis Avenue. This could be accomplished with a modern ("yield-on-entry") round-about with landscaping and a water feature at the center. Buildings face onto a plaza that surrounds the roundabout. This Illustrative Plan is intended to create an urban scale, well-defined "civic" space, different from more typical open suburban malls. Other site plan configurations would be possible as long as pedestrian amenities and access ways are included.

The principles related to vehicular circulation and extension of utilities are discussed in Section 4 Infrastructure Plan.

## 3.3 PERMITTED LAND USES

Table 3.3-1 lists allowed uses for each area. Allowable uses include larger scale, region-serving retail sales, local and region-serving retail sales, offices, personal service establishments, restaurants, and small hotels (100 or fewer rooms total.) Conditional use permits would be required for a drive-through restaurant, a larger hotel or one with conference facilities, a garden nursery with outdoor display and sales, a service station and commercial recreational uses.



**Table 3.3-1**

**Permitted and Conditionally Permitted Uses\***

<b>Permitted Uses</b>	<b>Conditionally Permitted Uses</b>
<b>Region-Serving Retail Sales</b> Examples: <ul style="list-style-type: none"> <li>• Department stores</li> <li>• Furniture stores</li> <li>• Appliance stores</li> <li>• Hardware stores</li> <li>• Paint stores</li> <li>• Sporting goods stores</li> <li>• Office supply stores</li> <li>• Food stores</li> <li>• Apparel and shoes</li> <li>• Books and recorded music</li> <li>• Home furnishings</li> <li>• Kitchenware</li> <li>• Jewelry, gifts and toys</li> <li>• Personal care products</li> <li>• Art and antiques</li> <li>• Flowers</li> <li>• Stationery and cards</li> <li>• Computers and software</li> <li>• Professional and medical/dental offices</li> <li>• Personal services including hair and nail salons</li> </ul>	<b>Auto-Related and Outdoor Businesses</b> Examples: <ul style="list-style-type: none"> <li>• Auto sales, services and supply</li> <li>• Service Station</li> </ul> <b>Financial Services</b> Examples: <ul style="list-style-type: none"> <li>• Banks</li> <li>• ATM facilities</li> <li>• Brokerages</li> </ul> <b>Outdoor Uses</b> Examples: <ul style="list-style-type: none"> <li>• Garden nursery with outdoor display and sales</li> </ul>
<b>Small Hotel/Motel (100 rooms or less)</b>	<b>Large Hotels and Conference Facilities (associated with a hotel)</b>
<b>Food Service</b> Examples: <ul style="list-style-type: none"> <li>• Sit-down restaurants</li> <li>• Indoor and outdoor cafes</li> </ul> Coffee shops	<b>Drive-Through Restaurant</b> less than 5000 sq.-ft. in area including play and accessory structures <b>Alcoholic Beverage Service</b> in conjunction with entertainment <b>Dining-Related Services</b> Examples: <ul style="list-style-type: none"> <li>• Live entertainment for dining patrons</li> </ul>
	<b>Commercial Recreation</b> Examples: <ul style="list-style-type: none"> <li>• Health clubs</li> <li>• Skating rinks</li> <li>• Movie theater</li> </ul>

\* Refer to the City's Zoning Ordinance – C-R (Regional Commercial) District for uses not listed in the table.

Supplementary land use requirements are as follows:

- 3.3.1 ■ The development of uses which are more parking intensive, such as restaurants, shall be balanced with uses which are less parking intensive, to ensure that parking needs for the entire project are met.
- 3.3.2 ■ One drive-through restaurant. There shall be no more than one drive-through or drive-in restaurant in the project, since the area is already so well served by such restaurants.
- 3.3.3 ■ Limit to outdoor storage. Merchants shall not store or display merchandise on sidewalks outside of their stores, unless a use permit for such a display is secured.
- 3.3.4 Events encouraged. Temporary uses, such as farmers' markets, and other seasonal and special events are encouraged, subject to the requirements of the City's Zoning Ordinance. On-street parking on the east side of Dowdell Avenue, which could be available for employees, could also be available to customers on such occasions.

### **3.4 DEVELOPMENT BUILD-OUT**

The maximum amount of development to be allowed in the Specific Plan area is expressed below.

- 3.4.1 ■ Development on the project site shall not exceed 302,114 gross square feet (GSF) of building area, regardless of the land use. Of this total, a maximum of 55,861 GSF is allocated to Village North, and 246,253 GSF to Village South. These figures are based upon a maximum floor area ratio (FAR) of 0.28 applied to assessor parcel acreage. FAR is the maximum percentage of total property area which may be developed into gross square footage of building area. The development of a hotel or motel project within the project site may result in an increase in the GSF and FAR, provided a conditional use permit for a larger hotel is approved and a supplemental traffic analysis of such proposed use indicates that traffic generated would be no greater than that projected in the EIR. Unused capacity may not be transferred from one area to the other, because there could be a future imbalance in traffic flow and traffic mitigation.

### **3.5 CONSISTENCY WITH THE CITY GENERAL PLAN**

| The 20020 City General Plan designates the project area as Regional Commercial. This designation allows for shopping centers that attract consumers from both inside and outside of the City. A Floor Area Ratio (FAR) of 1.5 is allowed for hotel developments and 0.4 for all other uses. The Specific Plan reflects the General Plan Regional Commercial classification. The Specific Plan limits lot coverage to 30% to discourage spread out development and to help ensure adequate land area for parking and open space. These standards are discussed in Section 5.2.

| The 20020 General Plan contains the following policy concerning the development of commercial centers:

CD-55 Require all development within commercial districts to provide pedestrian amenities, including:

- Pedestrian walkways through parking lots to connect buildings on opposite sides of parking areas;
- Sidewalks wide enough to accommodate pedestrian use;
- Sidewalk intersection bulbs, to reduce the walking distance across streets;
- Pedestrian lighting, benches, street trees, and other sidewalk amenities; and
- Landscaping that complements pedestrian circulation and eliminates barriers to pedestrian access.

### **3.6 CONSISTENCY WITH CITY ZONING**

The project site is in unincorporated territory, so the Specific Plan will serve as rezoning of the property pursuant to Government Code Sec. 65859. Under Specific Plan statute, an adopted Specific Plan supplants underlying zoning. Therefore, the Wilfred/Dowdell Specific Plan includes development standards that replace the zoning ordinance requirements for parking, signs, architectural and design review, and other procedural requirements; and stipulates permitted and conditionally-permitted uses. The new zoning district for the Specific Plan area would be SP Specific Plan District, with uses permitted to be consistent with the Regional Commercial (C-R) District.

### **3.7 CONSISTENCY WITH THE COUNTY GENERAL PLAN**

The project, as proposed, is inconsistent with the County General Plan. However, once the site is annexed to the City, there is no requirement for consistency with the County General plan. Annexation would be accomplished through the authority of the Local Agency Formation Commission (LAFCO).

## 4. INFRASTRUCTURE PLAN

The Conceptual Plan principles for circulation and utilities are shown in **Figure 4** and listed below. Numbered requirements, which are mandatory, are noted with a black square (■). Requirements without a black square are discretionary to the City. **Figure 6** presents the circulation and utility improvements required of the project.

### 4.1 CIRCULATION

#### Village North and Village South

4.1.1 ■ *Maintain L.O.S. "D"*. Circulation system impacts of the project should be mitigated by maintaining traffic level of service "D" at the Wilfred Avenue Golf Course Drive West/Redwood Drive intersection and level of service "C" at all other intersections, except as noted in Policy TR-1 of the Rohnert Park General Plan.

4.1.2 ■ *Widen Wilfred Avenue Golf Course Drive West*. Wilfred Avenue Golf Course Drive West shall be widened to four lanes with left-turn pockets between Redwood Drive and a new widened intersection of Wilfred Avenue Golf Course Drive West/Dowdell Avenue, where the four lanes would taper into the existing two lanes west of Dowdell Avenue.

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4.1.3 *Wilfred Avenue/Golf Course Drive West/Redwood Drive intersection improvements*. The existing intersection of Wilfred Avenue Golf Course Drive West and Redwood Drive shall be modified to accommodate four lanes of traffic on Wilfred Avenue Golf Course Drive West, including wider radius curves for right-turns from Redwood Avenue to Wilfred Golf Course Drive West, and Wilfred Golf Course Drive West onto Redwood Drive. Existing signals will be modified for new turning movements.

4.1.4 ■ *New Wilfred Golf Course Drive West intersection*. Both areas shall gain access from Wilfred Golf Course Drive West Avenue at a new right-in/right-out intersection located about equidistant between Redwood Drive and Dowdell Avenue. The intersection will not require installation of a traffic signal.

4.1.5 ■ *Extension of Dowdell Avenue*. Dowdell Avenue shall be reconstructed and widened from the north boundary of Village North to Business Park Drive. The configuration will be a modified Parkway configuration as shown in the 2006 Public Facilities Financing Plan. While the 2006 Public Facilities Financing Plan includes construction of the full width of Dowdell Avenue from Wilfred Avenue Golf Course Drive West to Business Park Drive, development of the Village South may be permitted with construction of only half of the ultimate Modified Parkway configuration (including all of the landscaped median) shown for Dowdell Avenue. The full width is only required if the adjacent Northwest Specific Plan is developed. The remaining half of Dowdell Avenue would be constructed with that development.

## Village North

**Vehicular Access to Village North.** Village North could be served from three points: from Wilfred Avenue Golf Course Drive West, from the Home Depot parking lot and from Dowdell Avenue.

- 4.1.6 ■ **Wilfred Golf Course Drive West Primary Access.** This right-in/right-out intersection would be between Redwood Drive and Dowdell Avenue.

- 4.1.7 ■ **Access from Home Depot parking lot.** Access near the southeast corner of the Home Depot building subject to a reciprocal access and Parking Agreement between the Village North and Home Depot. An internal driveway shall connect the intersection on Wilfred Avenue Golf Course Drive West with the stub-out into the Home Depot parking lot.

Vehicles could exit the Village North parking lot onto Redwood Drive at the existing driveway in the southeast corner of the Home Depot parking lot.

- 4.1.8 ■ **Dowdell Avenue service entrance.** A third point of access into Village North could be from Dowdell Avenue for service vehicles and trucks, as long as the driveway is no closer than 150 feet from Wilfred Avenue Golf Course Drive West.

- 4.1.9 ■ **City land.** A triangle of land between Village North and Redwood Drive may be conveyed from the City of Rohnert Park and incorporated into the landscape setback shown in **Figure 4**, subject to a Development Agreement (discussed in Section 6.4). There shall be no driveway access into Village North across this parcel.

## Village South

- 4.1.10 ■ **City land.** A triangle of land between Village South and Redwood Drive may be conveyed from the City of Rohnert Park and incorporated into the landscaped setback from Redwood Drive as shown in **Figure 4**, subject to the Development Agreement. One access drive from Redwood Drive in this triangle may be permitted, subject to City Engineer review and approval.

- 4.1.11 ■ **New traffic signal.** The intersection of Redwood Drive and Willis Avenue shall be signalized as part of the project.

- 4.1.12 ■ **Extension of Willis Avenue.** Two-lane Willis Avenue shall be extended into Village South from its stub-out at the east side of the project. It should be a minimum of 32 feet and a maximum of 40 feet curb to curb, with no on-street parking. It shall be extended westward to its intersection with Dowdell Avenue. This improvement would be borne by the developer of Village South.

## 4.2 UTILITIES

- 4.2.1 ■ **Storm drainage.** Existing storm drainage, water supply, and sewer lines are located in close proximity to the site and will be extended by developer(s) into the project to serve new development.



Utility lines shall be sized to serve the drainage area, subject to a site-specific hydrology and drainage study to be prepared by the developer(s). The project will be required to prepare a Storm Water Mitigation Plan for City review and approval.

The existing storm drain running along the east side of the project site from the intersection of Wilfred Avenue Golf Course Drive West/Redwood Drive to Labath Creek will receive runoff from the east half of the property. A new storm drainage line in Dowdell Avenue will serve the west half of the property, subject to the required site-specific hydrology and drainage study to be prepared by the developer(s).

*Water and Sewer lines.* Existing water supply lines are located in Business Park Drive, connecting to a line in Redwood Drive. A line in Dowdell Avenue north of Wilfred Golf Course Drive West provides water close to Village North. Existing sewer is located in Redwood Drive, with stub-outs at Willis Avenue, at Wilfred Avenue Golf Course Drive West, and behind the Scandia Fun Center. Water and sewer lines will extend along Wilfred Avenue Golf Course Drive West to Dowdell Avenue and then north and south in Dowdell Avenue. These lines will allow for connections to the project from these two streets.

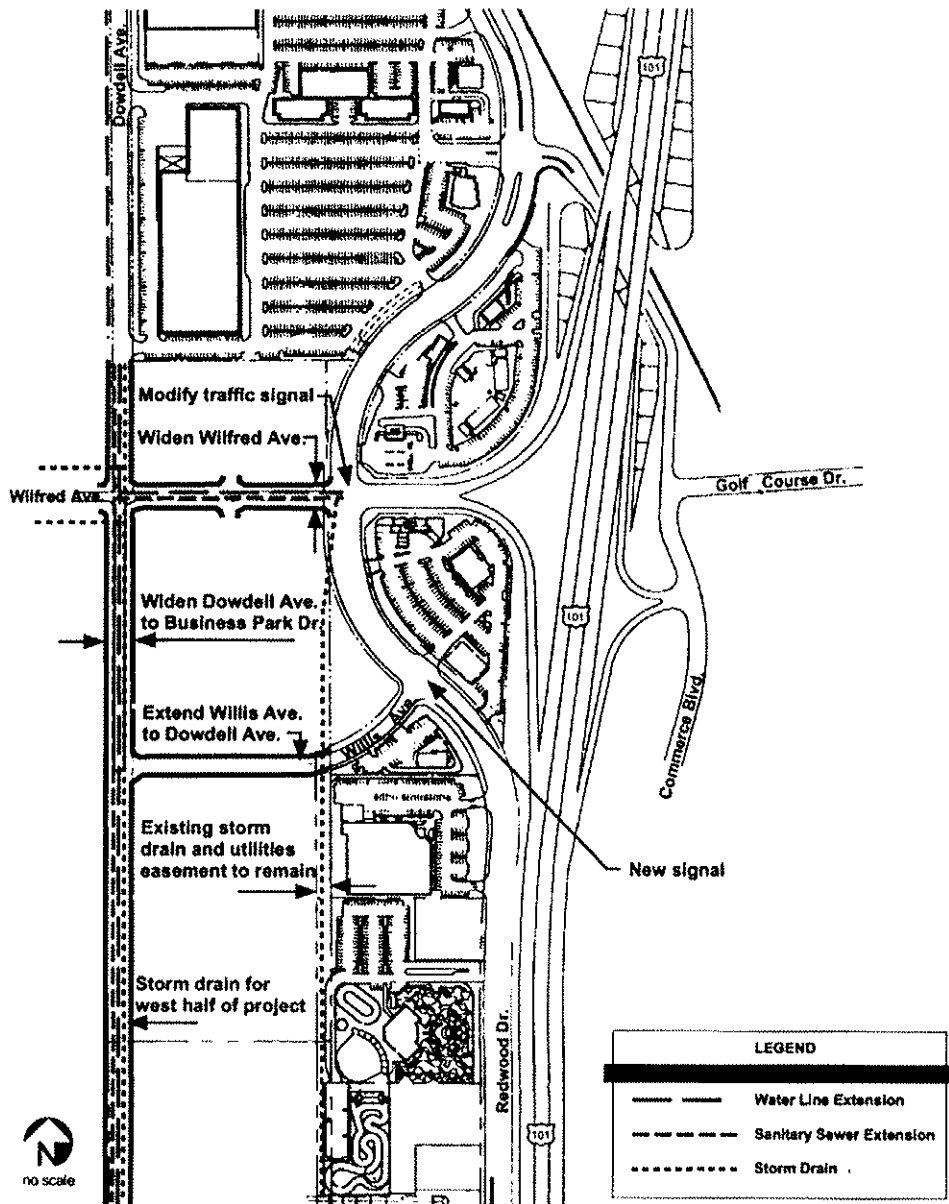


Figure 566 Proposed Circulation and Utility Improvements

### 4.3 IMPROVEMENT FUNDING

The cost of widening Wilfred Avenue Golf Course Drive West and Dowdell Avenue including an allowance for wet utilities and the cost of signalizing Wilfred Golf Course Drive West at Dowdell and Wilfred Golf Course Drive West at Redwood Drive are included in the 2006 Public Facilities Financing Plan. The cost of on-site infrastructure shall be born by developers. North Village and South Village shall each be responsible for funding on-site improvements on their respective properties. .

### 4.4 INFRASTRUCTURE AND PROJECT PHASING

The project should be developed in one or two phases. Development of Village North and Village South could occur independently. However, within each area, development should be encouraged to be accomplished in one phase to minimize the time of disruption to neighboring properties and streets. Also, a single phase is appropriate because it will help to achieve a feasible mix of mutually supporting businesses and well-integrated building, landscaping and parking improvements.

4.4.1 ■ Required Village North infrastructure. For any development in Village North, a driveway connection within the project between the new intersection on Wilfred Avenue Golf Course Drive West, (mid-way between Redwood Drive and Dowdell Avenue) and the Home Depot parking lot near the southeast corner of the Home Depot building shall be completed.

If Village North is implemented prior to Village South, its developer shall make the following off-site improvements:

- Widening and extension of Golf Course Drive West Wilfred Avenue (including the full four-lane width of the street and intersection improvements at Redwood Drive and Dowdell).
- Extension of Dowdell Avenue South from the existing widened cross-section at Home Depot and including the intersection of Wilfred Golf Course Drive West and Dowdell Avenue.
- Extension of storm drainage into the existing storm drain along the east side of the project site.

Half of the costs of the widening and extension of Wilfred Avenue Golf Course Drive West, including the intersection of Redwood Drive and Dowdell Avenue would be reimbursed by the developer of Village South.

4.4.2 ■ Required Village South infrastructure. The extension of private Willis Drive through the property shall be completed by the Developer. For any development in Village South, all off-site streets shall be fully widened and paved, and all utility improvements shall be installed. If Village South is implemented prior to Village North, its developer shall make the following off-site improvements.

- Widening and Extension of Wilfred Golf Course Drive West to include the intersection with ~~Wilfred Avenue~~ Golf Course Drive West and Dowdell Avenue.
- Widening and extension of Dowdell Avenue from the intersection of ~~Wilfred Avenue~~ Golf Course Drive West south to Business Park Drive.
- Storm drainage improvements in Labath Creek, subject to a site specific hydrologic analysis.

The fair share cost of the extension and widening of Dowdell Avenue to Business Park Drive shall be reimbursed by the developer of Village North and the developer of the vacant site south of the project, which borders Labath Creek.

## 5. DEVELOPMENT STANDARDS AND GUIDELINES

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### 5.1 OBJECTIVES

The design of the shopping center has, as its overall objective, the creation of an exciting place for people to visit and enjoy themselves, which will encourage return customers. Aspects of the project which will contribute to that image include the location and design of buildings, pedestrian settings, landscaping, and signage. Overall site-planning principles are discussed in Section 3 Land Use Plan and Section 4 Infrastructure Plan. This Section defines mandatory standards and discretionary guidelines for building development at particular locations and at typical locations. Numbered requirements, which are mandatory, are noted with a black square (■). Requirements without a black square are discretionary to the City.

### 5.2 DEVELOPMENT STANDARDS

The project shall comply with the following mandatory development standards.

#### Village North and Village South

- 5.2.1 ■ Lot coverage. Building lot coverage shall not exceed 30% for Village North and Village South. Lot coverage is the maximum ground area which may be occupied by buildings, expressed as a percentage of the total parcel area.
- 5.2.2 ■ Parking Required. Parking space for both Village North and Village South shall be as stipulated in the City's Zoning Ordinance.
- 5.2.3 ■ Parking dimensions. Dimensional requirements for spaces shall comply with *City of Rohnert Park Title 17 Zoning, Section 17.16.050, as amended*. A maximum of 10% of total required parking may be compact in design.
- 5.2.4 ■ Maximum building height. The maximum building height shall not exceed the maximum allowed for properties within the Regional Commercial District (C-R). Varied building heights in the same building are encouraged. No portion of a sign shall exceed the maximum building height as measured to eave or parapet.
- 5.2.5 ■ Supplemental height. Architectural features not exceeding 10 percent of the building footprint may extend above the maximum allowed building height, subject to design review.
- 5.2.6 ■ Building and landscaped setbacks. Setbacks apply to the perimeter of the project site. A minimum landscaped setback of 30 feet shall be required for buildings facing Redwood Drive. Required landscaped areas adjacent to public streets in the project shall occupy a minimum 20-foot setback and rear setbacks shall be a minimum of 20 feet. The Planning Director may require a landscape setback area



to be increased at prominent locations, such as at a gateway into the project or where a screening/sound wall is to be provided.

#### **Village North**

- 5.2.7 ■ Floor Area Ratio (FAR). Development shall not exceed a floor area ratio of 0.28. The floor area ratio is the percentage of gross building area to parcel area. When the 0.28 FAR is applied to the land area of Village North (based upon County Assessor records), the maximum allowed development is 55,861 GSF. In the case of a larger hotel project being developed within Village North, an FAR of 1.5 would be allowed for the hotel parcel, provided a supplemental traffic analysis of such proposed use indicates that traffic would be no worse than projected in the EIR for a retail use on this site. Unused development capacity may not be transferred from area to area.

#### **Village South**

- 5.2.8 ■ Floor Area Ratio (FAR). Development shall not exceed a floor area ratio of 0.28. When the 0.28 FAR is applied to the land area of Village South (based upon Assessor Parcel records), the maximum allowed development is 246,253 GSF. Unused development capacity may not be transferred from area to area.
- 5.2.9 Corner buildings. Notwithstanding the maximum height requirements, varied building heights in the same buildings and throughout the project are strongly encouraged. Taller buildings are encouraged at prominent corner locations. (Figure 5.2-1)



University Village, Seattle, Washington

11/98

The vertical proportions of these stores impart an urban ambience.



University Village, Seattle, Washington

11/98

The rounded form of this building anchors its corner location.

**Figure 5.2-1 Examples of Larger Corner Buildings**

### 5.3 ARCHITECTURAL GUIDELINES

No one architectural style is mandated in the Specific Plan. An eclectic style encourages diversity. The following guidelines emphasize facade and storefront treatments. All buildings are subject to Site Plan and Architectural Review.

#### Village North and Village South

- 5.3.1 Building materials. Masonry materials such as brick, stone, and rusticated concrete block are appropriate, particularly on the lower portions of a facade. Wood frames and panels may be considered where they are most visible to pedestrians: around doors and windows. Metal panels may be appropriate as accent features.
- 5.3.2 Stucco wall treatments. Cement stucco is appropriate because it can be used in a sculptural manner, such as a curved parapet, or a more formal manner, such as a strong parapet along a roofline. While large expanses of blank stucco walls are discouraged, the use of inscribed grooves ("reveals") can break the wall plane into scaled panels.
- 5.3.3 Color. Different color treatments on buildings and stores are encouraged, and a uniform color for the entire center such as off-white is discouraged. Richer, more saturated colors are preferred. A broader color palette will distinguish the project from existing surrounding buildings. **(Figure 5.3-1)**



Corte Madera Town Center

11/98

This bank includes a rotunda to highlight its entrance.



Stanford shopping center

10/98

Fixed canopies within arched bays create interest as well as provide weather protection.

**Figure 5.3-1 Colorful Corner Buildings**



- 5.3.4 Roof form and materials. Rooflines should be prominent. Flat roofs behind parapets are acceptable where there is a strong cornice along the roof line. The upper or second story of a storefront may include a false front, with a straight or curving parapet, behind which roofs and mechanical equipment are hidden. Visible sloping roofs may be clad in tile, standing seam metal roofing, or other decorative material appropriate to the architectural style.

### Village North

- 5.3.5 Building articulation. Regional-serving retail and restaurants, and hotels are permitted. Unlike most existing development to the north and east, buildings should be more articulated in plan and elevation, and more attractive to pedestrians, such as the nearby Chili's Restaurant. This configuration could include an arcade or series of canopies or awnings that provide weather protection and also draw attention to window displays. Warehouse-type, big-box stores should have display windows along the front facade. (Figure 5.3-2)



Chili's restaurant northeast of proposed site

12/98

Warm colors, varied building heights, framed windows with narrow window panes, colorful awnings and landscaping create an attractive and inviting setting.

**Figure 5.3-2 Design Features of a Nearby Restaurant**

- 5.3.6 Treatment of blank walls. Long blank walls should be avoided. Walls along all elevations should be treated with as much attention to detail as the primary facades of the buildings.

#### **Village South**

- 5.3.7 Storefront width. To enhance the pedestrian experience, storefronts are encouraged to be developed side by side. Storefronts in larger buildings should not extend more than 50 feet along a facade, without a perceived change of use, wall plane, design, material or color, or awnings.
- 5.3.8 Vertical proportions. Storefronts and fenestration should be more vertical than horizontal. Vertical proportions are more “urban” than “suburban” in character.
- 5.3.9 Blank walls. Large blank walls at the ground level are strongly discouraged, because they interrupt the flow of storefronts and discourage walking and shopping.
- 5.3.10 ■ Passageways. Where there are walkways between buildings leading from perimeter parking to the interior of the project, trellises, landscaping and murals can create interest. **(Figures 5.3-3 and 5.3-4)**



Downtown Livermore

5/98

This trellis is an effective entrance feature to a walkway leading to parking.



Corte Madera Town Center

11/98

This mural on an otherwise blank wall draws visitors into the shopping center.

**Figure 5.3-3 Pedestrian Connections Between Buildings**



Corte Madera Town Center

10/98

A green grocer's display along each side of a walkway leads customers into the center.



Downtown Livermore

5/98

Flowers trained over a metal archway creates an attractive walkway.

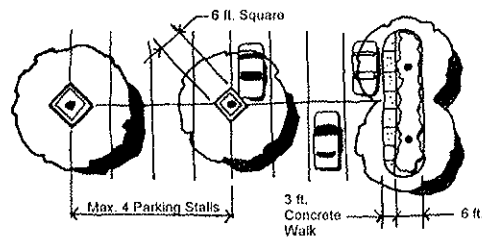
**Figure 5.3-4 Arched Walkway Between Buildings**

## 5.4 PROJECT LANDSCAPING

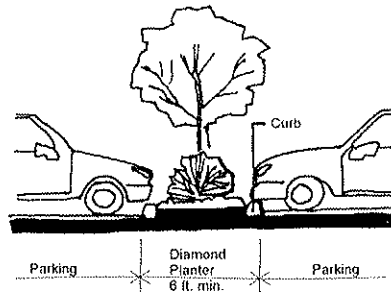
The design of the project shall comply with the following landscape standards. Mandatory requirements are noted with a black square (■). Requirements without a black square are discretionary to the City.

### Village North and Village South

- 5.4.1 ■ Dense perimeter landscaping. The landscaping concept for the center is to distinguish the project from its immediate surroundings by planting dense trees and shrubs along the project perimeter.
- 5.4.2 ■ Parking lot landscaping. "Orchard" type planting shall be provided in parking lots to add color and to create a uniform canopy that offers some sun protection during the summer. To achieve this, trees in planting wells and in perimeter landscape areas should be installed at a ratio of one tree for every four parking spaces. This ratio will achieve the intended orchard effect. (Figure 5.4-1).



"Orchard" Planting in Parking Lots - Diamond Planter



Diamond Planter - No Loss of Parking Spaces

Figure 5.4-1 "Orchard" Landscaping



- 5.4.3 *Accent planting.* The shopping center should include small planters, vines and other landscaped areas at entrances, near benches and pedestrian amenities and around equipment or areas to be screened from view. (Figures 5.4-2 and 5.4-3)



Larkspur Landing Shopping Center

9/97

These moveable chairs invite visitors to feel comfortable.



Corte Madera Town Center

7/98

A small alcove with plants in containers are moved periodically to create interest.

**Figure 5.4-2 Pedestrian Amenities**



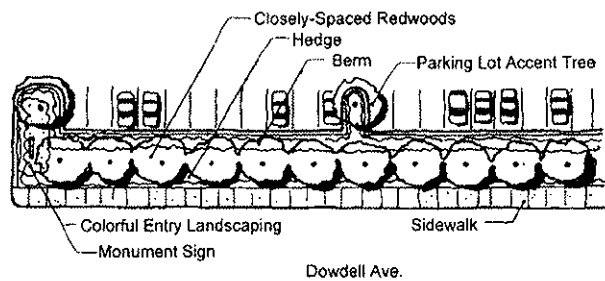
Corte Madera Town Center 6/98  
 These native grasses not only conserve water, they are also quite brilliant.



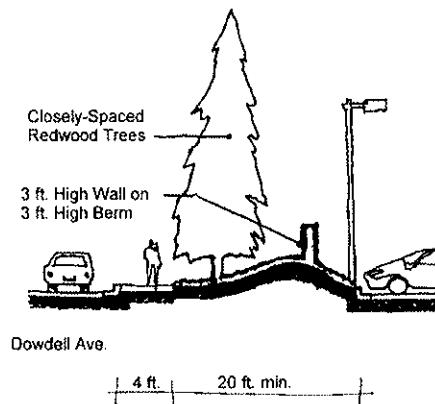
Corte Madera Town Center 6/98  
 These plants near the stairway can be viewed up close.

**Figure 5.4-3 Accent Landscaping**

- 5.4.4 ■ Sound and visual screening on Dowdell. Two existing houses on the west side of Dowdell Avenue at Wilfred Avenue Golf Course Drive West may be exposed to light, glare and noise from the project. An enhanced landscaping treatment to provide a visual barrier shall be placed along the east side of Dowdell Avenue. An approximately 3-ft. high screen wall with shrubs shall be placed along the top of a 3-ft. high berm in the vicinity of the houses. The exact height and length of the wall shall be determined at the Development Plan stage. (Figure 5.4-4)



Typical Parking Lot Screening Along Dowdell Avenue



Screening and Sound Wall Adjacent to Dowdell near Wilfred Avenue

Figure 5.4-4 Perimeter Landscaping



- 5.4.5 Tree types. Table 5.4-1 presents some appropriate tree varieties for different parts of the project. A bold and simple landscaping concept should be used, with a limited palette of trees and shrubs along the project perimeter. Greater variety should be used around buildings and entrances.

**Table 5.4-1**

**Appropriate Trees**

Location	Varieties*
Along the east side of Dowdell Avenue.	Redwood-Aptos Blue (avoid Santa Cruz variety) Deodora Cedar
Wilfred Ave., Redwood Ave Drive, and the west and south sides of the project.	Hawthorne Trident Maple Variegated Boxelder (maple variety)
Parking lots and entries, including Willis Ave.	Hackberrys (genus Celtis) Chinese Elm
Street medians.	Crape Myrtles (variety of colors) Bradford Pears (Chancellor variety) Chinese Pistache Japanese, Trident, and Davids – small maples
“Village street” in sidewalks.	Scarlet Oak (slow growing) Red Maple varieties (colorful) Chinese Pistache
In clusters where space allows.	Maples Pistache Washington Hawthorne Camphor

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\*Varieties should be avoided which have the potential to do root damage to surrounding hardscape, like sidewalks. Such varieties include London Plane Trees (Sycamores) and oaks which outgrow median locations. Where trees which have the potential to do root damage, tree wells should be designed to accommodate roots, and exclude them from unwanted areas, with barriers or extreme compaction. Other varieties - such as Aristocrat Pear and Raywood Ash – are messy or susceptible to disease and should be avoided.

- 5.4.6 Shrubbery Character. Shrubs and ground covers around the project perimeter should be more informal than shrubs around buildings. The perimeter landscaping should provide for a logical transition to the adjacent properties/rights-of-way, while building area shrubs and trellised vines should be more urban in character.

- 5.4.7 ■ Landscaping warranty. Plants and trees with different water requirements should be separated. All landscaping shall be automatically drip-irrigated for a period of two to three years, or until such time as plants and trees are showing healthy growth with little or no irrigation. All landscaping shall be guaranteed healthy by landscape contractors for a period of two years.

## Village South

- 5.4.8 Willis easement landscaping. The north-south alignment of Willis Avenue along the project's east boundary contains storm drainage lines. Trees should not be planted in the easement to avoid road damage to drainage lines. Rather, the corridor should be bermed and landscaped with shrubs.

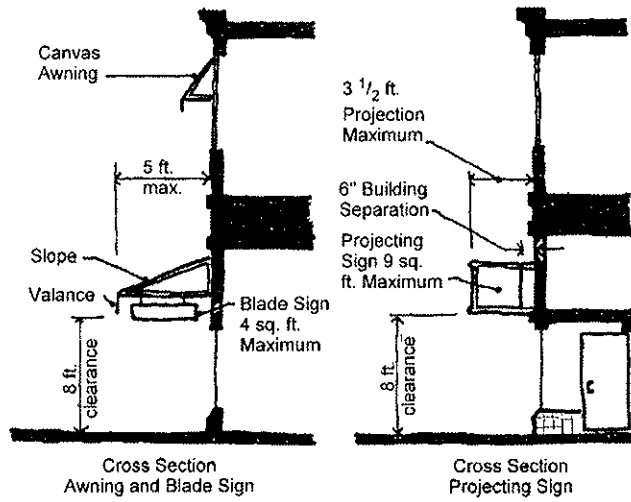
## 5.5 STREETScape

The project should foster a high quality pedestrian environment through compliance with the following standards and guidelines.

## Village South

- 5.5.1 Special paving for pedestrian areas. Pedestrians will cross at designated crosswalks, but should also feel secure enough to cross at other locations. To achieve such a safe setting, special paving materials such as interlocking pavers and bricks and bollards will signal to drivers that they are traveling within a pedestrian precinct. All such features shall be subject to the requirements of the Americans with Disabilities Act (ADA).
- 5.5.2 Pedestrian amenities. Encourage pedestrian activity with such amenities as benches, potted plants, pedestrian kiosks and directories, and vendor stands. Encourage outdoor dining with moveable tables and chairs. (Figure 5.4-2 & 5.4-3)
- 5.5.3 ■ Canopies and awnings. Fixed canopies and colorful awnings should be used not only for weather protection, but also to lend identity to storefronts and building entrances. Awnings shall not extend more than 5 feet over any sidewalk internal to the project, and shall maintain an 8-foot ground clearance. (Figure 5.5-1)





Pedestrian-Oriented Signs on "Village Street"

Figure 5.5-1 Signs Oriented to Pedestrians

## 5.6 SIGNAGE

Signs shall have a high graphic quality to reinforce the project as a distinct destination. The following guidelines supplant sign requirements in the Zoning Ordinance. All signs are subject to Design Review.

### Village North and Village South

- 5.6.1 ■ Master Sign Program. A Master Sign Program shall be prepared for review and approval at the Architectural and Design Review stage of the project. It shall address sign type, size, letter style, locations, color, illumination, and materials, consistent with the City's Zoning Ordinance regulations.
- 5.6.2 ■ Hierarchy of signs. The project shall have a hierarchy of signs, which orients visitors and clearly leads them to their destinations. Only the minimum number of directional and business signs needed to convey information to visitors shall be used. Sign content shall be limited to the project name, tenants' names, and locations (e.g., for parking). (Figure 5.6-1)



Downtown St., Helena 6/98  
A distinctive kiosk



Corte Madera Town Center 11/98  
Creative blade signs

Figure 5.6-1 Signs and Identity Features

## 5.7 SCREENING

### Village North and Village South

- 5.7.1 ■ Equipment screening. All exterior trash and storage areas, utility boxes, electrical and gas meters, fire sprinkler valves and backflow preventers, transformers, evaporative coolers, air conditioning and other mechanical equipment shall be screened from view, as stipulated in the City's Zoning Ordinance.

## 5.8 LOADING

- 5.8.1 ■ Truck loading. Loading facilities shall be provided as stipulated in the City's Zoning Ordinance. Truck loading shall not block circulation during opening hours. Striped loading bays for smaller trucks may be acceptable for most loading activities.
- 5.8.2 Loading docks. Loading docks should ideally be incorporated into larger buildings which receive and ship larger amounts of merchandise and waste material.
- 5.8.3 ■ Truck operations screening. Truck delivery and loading areas shall be screened from view with walls and landscaping, as stipulated in the City's Zoning Ordinance.
- 5.8.4 ■ Loading area screening. Buffering for the rear elevations of buildings that face Dowdell Avenue should include an approximately 9 ft. high sound wall and dense landscaping including redwood tree plantings, similar to that to the rear of the existing "Home Depot" store to the north.

## 5.9 LIGHTING

- 5.9.1 ■ Control of light and glare. To minimize light and glare for residents living close to the project site, lighting shall be regulated by the standards contained in the City's Zoning Ordinance.

### Relationship to the Rohnert Park Municipal Code

The Wilfred/Dowdell Specific Plan supersedes the existing ~~the-existing~~ Zoning Ordinance within the Plan Area. The Specific Plan, however, does not cover the entire range of issues addressed by the City's Zoning Ordinance. For uses, standards, regulations, or procedures not addressed in this Plan, or which are not expressly superseded by the provisions of this Plan, the provisions of all other City regulatory ordinances remain in effect.

## **6. IMPLEMENTATION FRAMEWORK**

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### **6.1 PROJECT APPROVALS PROCESS**

Implementation of the Wilfred/ Dowdell Specific Plan will require approvals and permits from the Planning Commission and City Council and other affected agencies. The following administrative actions, not to the exclusion of others, may be grouped into three general phases:

#### **City Council Actions**

- Certification of the Final EIR/SEIR.
- Rezoning/Rezoning of Site to SP Specific Plan District.
- Adoption of this Specific Plan.

#### **Plan Implementation Phase**

- Annexation of the project site into the City of Rohnert Park by action of the Sonoma County Local Agency Formation Commission (LAFCO).
- If appropriate, execution of a Development Agreement between the City and project developers, operative following annexation.

#### **Development Area Plan Phase**

To ensure compliance with all applicable requirements of this Specific Plan, all development projects shall be subject to Development Area Plan approval, as stipulated in Chapters 17.506.400 and 17.06.410 of the Rohnert Park Municipal Code. During the Development Area Plan phase, the following actions will be required, as applicable to each phase:

- Approval by the U.S. Army Corps of Engineers of a wetland mitigation permit pursuant to Section 404 of the Clean Water Act.
- Section 40 Water Quality Certification or waiver for the North Coast Regional Water Quality Control Board.
- Approval of a Section 1601 stream alteration permit by the California Department of Fish and Game (at Labath Creek/Business Park Drive bridges).
- Preparation and adoption of Development Area Plan.
- Tentative and Final Map and lot line merger and adjustment as needed to create developable parcels.
- Recordation of easements/dedications for widening streets and installation of utilities.



- Reciprocal access and parking agreement between Home Depot and Village North.
- Site specific Hydrology and Drainage study.
- NPDES General Permit for Stormwater Runoff.
- Approval of storm drainage plans by the Sonoma County Water Agency and the City of Rohnert Park.
- Site Plan and Architectural Review.
- Conditional Use Permit (as needed).
- Grading permits.
- Building permits.
- Transportation permit from appropriate agencies (e.g. Caltrans, Sonoma County Public Works Department, City) for approval of a construction haul route.
- Mitigation monitoring program in place.

#### **Findings Regarding the Specific Plan for Projects**

No division of land, use permit, development area plan approval, or other entitlement for use, and no public improvement shall be authorized in the Specific Plan area unless findings have been made that the proposed development conforms to the Specific Plan and that public infrastructure and services can be provided concurrently with the development; or a Statement of Public Policy Consideration and/or an exception can be granted pursuant to Subsection 17.06.370B.I.g. of the Rohnert Park Municipal Code.

## **6.2 ADOPTION AND AMENDMENT**

A Specific Plan shall be prepared, adopted and amended in the manner established in Chapter 17.06 of the Rohnert Park Municipal Code.

#### **Permitted Changes or Modifications**

Changes in the use of facilities such as new tenants do not require a Specific Plan amendment, as long as they are on the list of permitted uses or consistent with the intent of the permitted uses in Table 3.2.3-1, as determined by the Planning and Community Development Director. The Planning Commission may issue a conditional use permit for uses so identified in Table 3.2.3-1.

#### **Exemptions to the Land Use Development Standards**

Where undue hardships, practical difficulties, or consequences inconsistent with the general purpose of this Plan result from the literal interpretation and enforcement of the



site and facility requirements imposed by this Plan, the City, upon receipt of a verified application from the owner of the property affected, stating fully the grounds of the application and the facts pertaining thereto, and upon its further investigation, may grant adjustments in accordance with applicable sections of the Rohnert Park Municipal Code, under such conditions and safeguards as it may determine, consistent with the general purposes and intent of this Plan. Other basic requirements of this Plan shall not be eliminated, but adjustments thereof may be permitted provided such adjustments are consistent with the general purpose and intent of this Plan.

### **6.3 DEVELOPMENT AGREEMENT**

A Development Agreement may be used to help implement the Specific Plan. It would be executed between the City and a developer of the entire project or a developer of Village North or a developer of Village South. Ideally, the entity representing property owners of the Village South site would be a single developer. The requirements pertaining to a Development Agreement are contained in Chapter 17.21 of the Rohnert Park Municipal Code.

### **6.4 FUNDING AND FINANCING**

#### **Conceptual Framework**

The project developer(s) will pay for on-site capital improvements and a fair share of maintenance and services attributable to the development. Off-site capital improvements attributable to the project will be paid through fair share contributions by benefiting property owners. The 2006 Public Facilities Financing Plan provides a basis for contributions toward regional off-site improvements. However, there may be project specific off-site improvements such as the signal at Redwood Drive and Willis Avenue, storm drain, sewer, and water utilities that are not included in the 2006 PFFP, yet are necessary to serve the specific plan. If that is the case, the developer(s) must fund the off-site infrastructure to serve their project.

In general, the City structured the 2006 Public Facilities Financing Plan to permit financing the cost of public improvements with municipal bonds. The City will make the final decision on bond issuance based on its own policies for municipal debt and sound public financing principles. A discussion of the various public funding mechanisms that could be appropriate follows.

#### **Funding and Financing for Capital Improvements**

**Development Impact Fees.** Development Impact Fees (also known as Mitigation Fees or Impact Fees) are governed by the California Government Code Section 66000 et. seq. (the Mitigation Fee Act adopted in 1989 through Assembly Bill 1600 and amended in 1996 to cover additional financing requirements.) Government Code 66000 requires that an agency develop a “nexus” or reasonable relationship between mitigation fees and required infrastructure. New development can only be required to pay its share of the costs; agencies must develop other funding sources for improvements or rehabilitation required for serving the existing customer base.

Impact Fees are typically established by ordinance and can be approved by the City after holding a public hearing (and without a vote by either property owners or resident registered voters). Impact Fees are paid in cash, frequently at the issuance of building permits. Since the revenue stream from Impact Fees is dependent on the volume of development (which can be erratic), Impact Fees are not generally used to secure municipal bonds. Some agencies, particularly those with historically successful Impact Fee Programs, will consider Impact Fee Revenue when structuring general fund-type Certificates of Participation for public facilities.

**Benefit Assessments.** Benefit Assessments for capital improvements are most commonly established under the auspices of the Municipal Improvement Act of 1913, Division 12 of the Streets and Highways Code (the "1913 Act"). Since 1996, benefit assessments must comply with the provisions of Articles XIII C and XIII D of the State Constitution (Proposition 218). Benefit assessments may be used to fund capital improvements that specially benefit property provided that: (i) assessments are levied based on the special benefits provided by the project; (ii) any assessment does not exceed the reasonable cost of the proportional special benefit conferred on a parcel; and (iii) the cost of general benefits conferred by improvements are not included within the assessment.

The establishment of a benefit assessment requires a public hearing and a property owner ballot. Assessment ballots are weighted by the amount of the assessment. If the majority of the weighted ballots (more than 50%) approve the proposed assessment, the City may impose the assessment. Confirmed 1913 Act assessments may be paid in cash before bonds are issued. 1913 Act assessment are also commonly used to secure municipal bonds issued under the Improvement Bond Act of 1915, Division 10 of the Streets and Highways Code (the "1915 Act"). The City has used 1913/1915 Act combinations to fund capital improvements for the Camino Colegio Assessment District Project No. 1985-1 ("AD 85-1"), the Wilfred Avenue Interchange Area Assessment District Project No. 1987-10 ("AD 87-10") and the Millbrae Avenue Assessment District Project No. 1988-1 ("AD 88-1").

Assessment bonds may be refunded to allow property owners to take advantage of lower interest rates under the Refunding Act of 1984 for 1915 Improvement Act Bonds Section 9523 of the Streets and Highways Code (the "1984 Act"). The City has used the 1984 Act on several occasions to refund existing assessment bonds to reduce assessment payments by property owners.

**Mello-Roos Community Facilities Districts.** Mello-Roos Community Facilities Districts ("CFDs") are established under the Mello-Roos Community Facilities Act of 1982, Section 53111 et. seq. of the Government Code (the "Mello-Roos Act"). CFDs use special taxes, which are not required to be based on special benefits (like assessments) and therefore are not subject to the Proposition 218 requirements for benefit assessments.

The establishment of a CFD also requires a public hearing and a vote. If there are fewer than twelve registered voters within proposed boundaries of the CFD, property owners vote; otherwise the registered voters vote. A two-thirds vote approval (of those actually voting) is required to confirm the special tax and authorize bonds. If the vote is by property owners, each has one vote for each acre or part of acre owned in the CFD. If the vote is by voters, each has one vote. Special taxes may be paid off in cash if the special tax formula makes

such provisions. Special tax revenue can also be used to secure municipal bonds, issued under Mello-Roos Act.

Mello-Roos bonds also may be refunded under the provisions of Mello-Roos.

The Table below outlines the features of each financing mechanism.

	Hearing Required	Vote Required	Voter Pool	Voter Approval Requirement	Security for Municipal Bonds
Development Impact Fees	Yes	No	NA	NA	No*
Benefit Assessments	Yes	Yes	Owners	50%	Yes
Mello-Roos Special Taxes	Yes	Yes	Owners **	Two-Thirds***	Yes

\* Some agencies will consider Development Impact Fee Revenue when structuring Certificates of Participation

\*\* If there are more than 12 registered voters in the District, then the registered voters are the electorate

\*\*\* For an owner vote, the approval requirement is the owners of 2/3 of the land area

## 6.5 MANAGEMENT AND MAINTENANCE

### Centralized Management

Centralized management is essential for the success of modern shopping centers. Responsibilities include maintenance, security, marketing, seasonal and special events, design themes, capital investments and reinvestments to keep centers from going out of date. Since the mix of mutually supporting businesses is essential to create a lively “people place,” active efforts to retain good lessees and to recruit carefully chosen new ones are important.

### Maintenance

Small problems, if ignored, can undermine otherwise good shopping centers. Examples include broken parking lot lamps, broken irrigation lines for landscaping, downtrodden landscaping on traffic islands, conspicuous trash around dumpsters, and oil-stained parking spaces.

The Specific Plan strongly encourages project developers to include on-premises, professional centralized management from the date of opening the shopping center. A hallmark of the operations of the shopping center should be the maintenance of a “clean and safe” setting.

Provisions for centralized management could be included in the Development Agreement.

## **6.6 DEVELOPMENT PLAN APPROVAL AND SITE PLAN AND ARCHITECTURAL REVIEW**

Proposed projects shall be subject to the City's Development Plan approval and Site Plan and Architectural Review process, as amended, using the standards and guidelines in Section 5 as criteria for review. Features to be reviewed include, but are not limited to the following:

- Floor Area
- Building coverage
- Building setback
- Landscaping design
- Vehicular circulation
- Parking supply and distribution
- Height and bulk
- Architectural character
- Exterior materials and colors
- Roof form and materials
- Size and spacing of windows and doors
- Freestanding walls
- Entrance areas and features
- Landscaping and setbacks and screening for off-site residents
- Streetscape pedestrian amenities
- Signage
- Screening of utilities and loading areas
- Lighting design and locations

Planned development shall be consistent with Section 3.1 - Specific Plan Objectives, Section 3.2 - Plan Concept, and the general layout of the project as represented in the Conceptual Plan (**Figure 4**).

## **CREDITS**

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### **City of Rohnert Park Participating Staff**

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Ron Bendorff, Director of Community Development  
Darrin Jenkins, City Engineer  
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### **City Council**

Jake Mackenzie, Mayor  
Pam Stafford, Vice Mayor  
Amie Breeze, Councilmember  
Tim Smith, Councilmember  
Vicki Vidak-Martinez, Councilmember

### **Planning Commission**

Amy O. Ahonatu, Chair  
David Armstrong, Vice-Chair  
Susan Adams  
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