

2 Our Vision, Our Future

Rohnert Park is a friendly, family-oriented city that is transitioning from its master planned residential roots to a dynamic and vibrant city that meets the full range of community and social needs of its residents. While Chapters 3 through 11 provide the goals, policies, and programs that will be used to guide land use and resource decisions, this chapter provides the overall planning framework for the community.

Vision Statement 2040

Rohnert Park is a thriving, family-friendly community that is a safe, enjoyable place to live, work, and play.

Focus Areas

Northwest Area | Future Land Uses and Planning Framework

The 108-acre Northwest Area lies west of Highway 101 and includes areas within the Northwest Specific Plan and the Wilfred-Dowdell Specific Plan.

In the 2040 General Plan, a new Business Park designation will replace existing Commercial, Mixed-Use, and Industrial designations in the Northwest Area to encourage non-residential development supporting more employment opportunities.

Dowdell/Labath Corridor | Future Land Uses and Planning Framework

The 13-mile Dowdell Avenue Corridor encompasses the entire length of Dowdell Avenue that is within the city limits and adjacent properties.

In the Dowdell Avenue Corridor, improvements to both streetscape and new construction will open up north-south travel for pedestrian and bicycle travel on the Westside. Continuing the implementation of the Stadium Lands design guidelines will invigorate the Dowdell Avenue Corridor with pedestrian-friendly features and green landscaping, emphasizing a more human-scale built environment. The corridor also has the potential to connect to the Hinebaugh Creek trail system. Read more in the Draft General Plan.

Rohnert Park Expressway Corridor | Future Land Uses and Planning Framework

The 3.5-mile RPX corridor has five significant opportunity areas:

- **West of Highway 101.** This area is envisioned streetscape enhancement and bicycle/pedestrian facilities. As described above, redevelopment of existing shopping centers to reduce parking, bring commercial facilities up to face the corridor, enhance landscaping, and create a notable entry feature to this area.
- **101 Gateway.** Enhancements should include increased safety for bicycles/pedestrians and enhancement of the location as a gateway through signage, color, and landscaping.
- **Downtown.** Plans are moving forward on the redevelopment of the old State Farm campus to create a vibrant, mixed-use center. As planned, this area will become the city center, or downtown area, and will provide an enhanced sense of place for Rohnert Park as a whole. With the adjacent SMART station, this area is also the key link to the region.
- **The Boulevard Edge.** Maintain the beauty of the existing corridor and provide more connections to this corridor for bicycle and pedestrians.
- **University District.** At the east end of the RPX corridor is the University District and Sonoma State. Both areas can be enhanced as a key node anchoring the corridor on the east end. An enhanced gateway and signage should be planned to call out this special location.

Central Rohnert Park | Future Land Uses and Planning Framework

This 333-acre area encompasses the entirety of the 2016 Central Rohnert Park Priority Development Area (PDA) planning area. The PDA occupies a triangular planning area, bounded by Highway 101 to the west, the SMART rail line and the multiuse path corridor to the east, and Avram Avenue/Santa Alicia Drive to the south.

Much of the uses currently seen within the PDA planning area will remain the same. The main exception is the future Downtown District. This site, previously an office park and currently (2021) vacant, will feature a healthy mix of uses from retail and office uses to high-density residential spaces. The Downtown District is about 50 acres of the entire PDA. The City intends to use the services of a private developer to bring the Downtown District vision to life.

Southwest Boulevard Commercial Corridor | Future Land Uses and Planning Framework

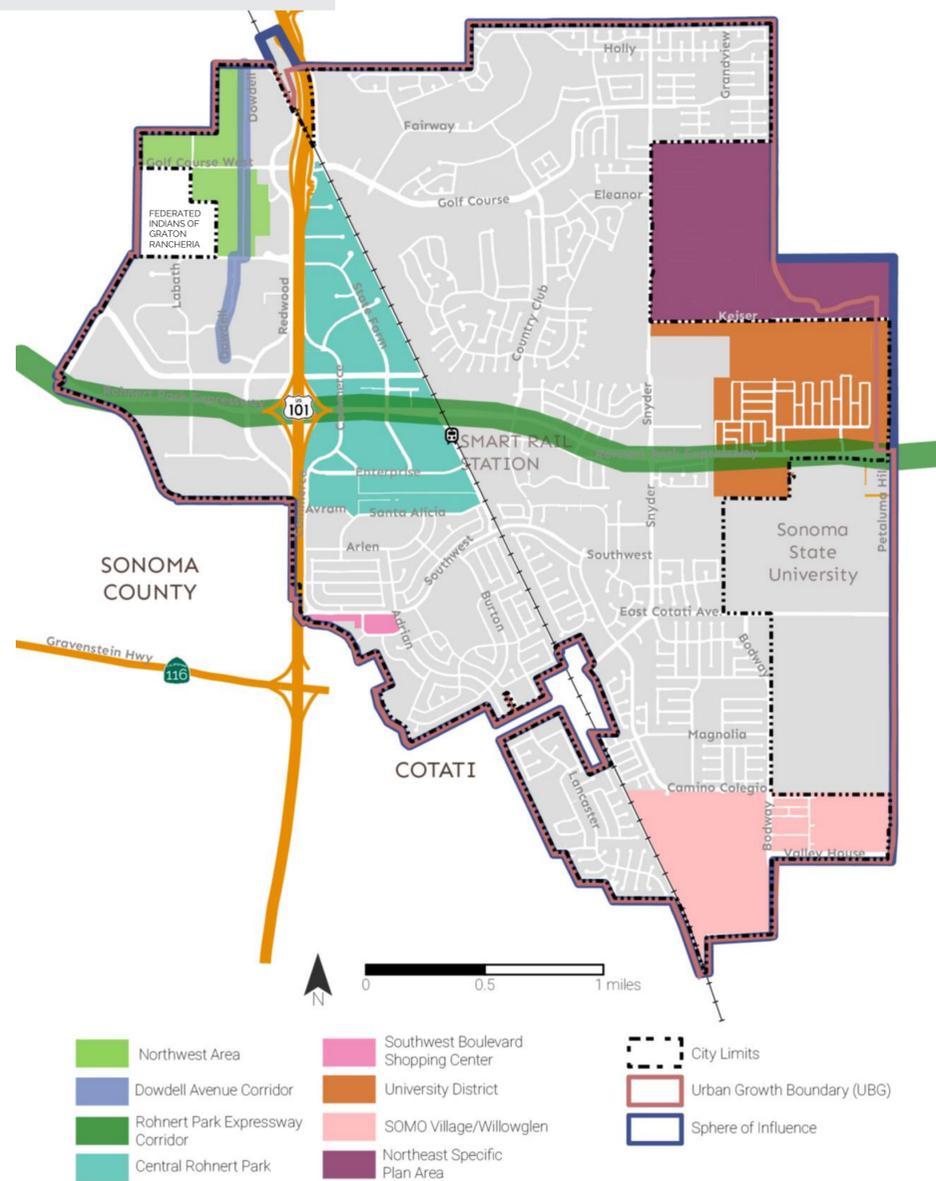
The three-acre Southwest Boulevard Commercial Corridor is located near the southwest border of the city, extending along Southwest Boulevard between Commerce Boulevard and Adrian Drive.

The existing General Plan designates half of this area for mixed-use development and the other half for Commercial development. The 2040 General Plan shifts everything to a mixed-use designation.

Like other shopping centers in the city, there is also an opportunity to reimagine some excess parking for additional uses. There is an estimated 20,000 square feet of additional development available on the parking lots.

With the designation change and reuse of parking areas, it is the City's hope that these changes provide financial incentives to upgrade the shopping center.

Figure: Areas of Interest



University District | Future Land Uses and Planning Framework

The 301-acre University District Specific Plan (UDSP) lies directly north of SSU and Rohnert Park Expressway, south of Keiser Avenue, and west of Petaluma Hill Road. The 2040 General Plan will encourage relatively minor, but helpful, changes, such as wayfinding signage that clearly indicates pathways to SSU as well as various Rohnert Park amenities. Moreover, both SSU and the UDSP will greatly benefit from consistent improvements along the Rohnert Park Expressway, especially when considering connection to the areas west of Highway 101.

SOMO Village/Willowglen Area | Future Land Uses and Planning Framework

The SOMO Village/Willowglen Area is located at the southeast edge of the city, south of Camino Calegio, west of Petaluma Hill Road, north of East Railroad Avenue, and east of the SMART right-of-way on the west. Bodway Parkway is the north-south boundary between the two projects, with SOMO Village to the west side and Willowglen to the east.

Combined, these two projects will provide up to 2,171 housing units plus an additional 56 second dwelling units. SOMO Village will also provide a large area of commercial, retail, and services. Taken as a whole, these projects will add notably to the development on the south side of the community.

Northeast Specific Plan Area | Future Land Uses and Planning Framework

The 268-acre Northeast Specific Plan (NESP) area is located outside current (2021) city limits, between the University District Specific Plan and G Section. The project site is bounded by Keiser Avenue to the south; Snyder Lane to the west; Moura Lane to the north; and the City's Urban Growth Boundary, Crane Creek, and Petaluma Hill Road to the east.

The NESP currently proposes the development of a residential community of over 1,000 dwelling units in a variety of housing densities and types, in addition to over 50 acres of parks, open space, and bikeways.

