



**DOWNTOWN ACTION ORGANIZATION
EXECUTIVE COMMITTEE MEETING**
September 24, 2025, 10:45am

coLAB - Genius Lab
427 Mendocino Ave
Santa Rosa, CA 95401

AGENDA

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|------------|---------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.0 | CALL TO ORDER | Chair Pauline Block will call the meeting to order at 9:45am |
| 2.0 | PUBLIC COMMENTS ON NON-AGENDA ITEMS | Comments from the public will be allowed on all agenda items at the time each item is called. <i>Limited to two minutes each.</i> |
| 3.0 | CONFLICTS OF INTEREST OR ABSTENTIONS | Committee members should declare if they have any personal conflicts of interest or need to abstain from participation in any items on the agenda. |
| 4.0 | ACTION: MEMO RESPONSE | Committee to review memo (<i>Attachment 1</i>) from City Manager regarding park fees and determine response and actionable items. |
| 5.0 | ADJOURNMENT | Chair to adjourn meeting |


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August 26, 2025

FOR YOUR INFORMATION

To: Councilwoman Fleming

From: Maraskeshia S. Smith, City Manager 

Subject: Overview of the Quadrant System and Downtown Park Fee Distribution

Dear Councilwoman Fleming,

I'm writing to provide a comprehensive overview of the quadrant system used to allocate park development impact fees across the City of Santa Rosa, with specific attention to Downtown allocations.

Background

Santa Rosa's quadrant-based park funding system is governed by Chapter 19-70 of the City Code, which authorizes the acquisition and development of park facilities through land dedication and impact fees associated with new residential development. The policy includes credit mechanisms for private open space contributions, ensuring flexibility while maintaining public benefit standards.

The city is divided into four geographic quadrants: Southwest, Northwest, Northeast, and Southeast, with Downtown treated as a priority area. This system was designed to promote fairness and transparency in how park fees are distributed.

Funding Criteria (*

- Allocations to each quadrant are determined based on:
 - Population density and projected growth
 - Existing park conditions and deferred maintenance
 - Community input and identified priorities
 - Alignment with the City's General Plan and Infrastructure Finance Plan (IFP)

This framework ensures that park investments are equitable and responsive to both citywide and neighborhood-specific needs.



FY 2024–2025 Allocations

As presented during the recent budget study session, the following funding allocations have been designated for park capital improvements and maintenance:

Quadrant	Allocation	Example Projects
Southwest	\$7.16 million	South Davis Park, Roseland Creek Park
Northwest	\$11.25 million	A Place to Play, Finley Aquatic Center
Northeast	\$4.68 million	Doyle Park, Fremont Park Renovation
Southeast	\$5.91 million	Kawana Springs Community Park, Tennis Court Resurfacing
Total	\$29 million	

These allocations reflect both capital investment and maintenance priorities and are tracked annually through the City’s Capital Improvement Program (CIP).

Downtown Area Fee Allocation Clarification

While the budget does not explicitly itemize fees collected from the Downtown area, specifically Zone 3 of the Downtown Station Area Plan, please be assured that these funds are appropriately allocated for use in Downtown parks.

To date, a total of \$886,146 in park development impact fees has been collected from residential developments within Zone 3. Of that amount, \$768,898 remains available for use. These funds are restricted for park improvements located within Zone 3 and the Downtown Station Area Plan.

Breakdown of Collected Fees:

- 11/2/2022 – Record B20-3333: 888 4th Street Apartments – \$425,358
- 12/6/2019 – Record B19-7125: “ADD3” 420 Mendocino Avenue Apartments – \$343,140
- 9/11/2023 – Record B22-3642: 891 3rd Street Multi-Family Housing – \$117,648
- Total Collected: \$886,146

Downtown Park Priorities

While the allocations below reflect the original recommendations from the Parks Department, I, as City Manager, felt it was more appropriate to first seek feedback from the City Council and establish clear direction and consensus from our policymakers. Based on that discussion, staff will work closely with the community to vet options and gather recommendations that reflect shared priorities.



The following Downtown parks have been identified for potential improvements using Zone 3 funds:

- Comstock Mall Park: Proposed enhancements include paving, lighting, and vendor-friendly infrastructure. Discussions with Economic Development are ongoing.
- Juilliard Neighborhood Park: Recognized as the Downtown park in the most deteriorated condition. Planned upgrades include a permanent stage, ADA improvements, and playground expansion.
- JeJu Way Park: Ranked as the most deteriorated public gathering space. Needs include lighting, water and electrical upgrades, and fountain removal.
- Courthouse Square: Although not a Parks Department priority, it is a City Council priority. Economic Development is exploring options for a permanent stage and integration of art panels.

Over the next few weeks, staff will begin sharing information and gathering feedback from the community to ensure funds are activated in an effective and efficient manner.