

# SANTA ROSA DOWNTOWN



SANTA ROSA, CALIFORNIA

## SANTA ROSA WINS ALL-AMERICA CITY AWARD

The City of Santa Rosa recently competed for and won one of ten All-America City Awards presented by the National Civic League of Denver, CO.

The award is based on government and community working together to identify challenges and address them in collaborative and inclusive ways.

The City's application shared the accomplishments of three programs:

- \* *The Santa Rosa Downtown Arts Program*
- \* *The Measure O Public Safety Quarter-Cent Sales Tax Measure*
- \* *The Mayor's Gang Prevention Task Force*

The presentation at the conference further addressed these programs and was followed by questions from the jury panel on topics relating to Santa Rosa.



The delegation of 9 City staff members and elected officials, and 14 members of the community, rose to the challenge by making an entertaining and informative presentation (based on the game show, "Wheel of Fortune"), and answered all the questions thoroughly and concisely.

This award celebrates the way government, businesses, non-profit agencies and community work together to solve the challenges faced by our city. Congratulations Santa Rosa!

## STEP IN A NEW DIRECTION

The City of Santa Rosa's Traffic Engineering Division is continually exploring innovative solutions to the traffic concerns of Santa Rosa residents. One such solution is the installation of a **Pedestrian Scramble** at the intersection of 4<sup>th</sup> and D Streets.

A Pedestrian Scramble is an intersection crossing system with a pedestrian phase that stops all motor traffic and allows pedestrians to cross in all directions, including diagonally. We expect to install the Pedestrian Scramble at 4<sup>th</sup> and D Streets in July.



First Friday, the Downtown Santa Rosa Art Walk, is back for its second season this summer. Every First Friday through October from 5 - 8 p.m., Downtown merchants will host a variety of 2D and 3D visual artists sharing their work with the community.

Building on the successes of last year's inaugural run, the 2007 schedule includes more than 30 participating businesses and a roster of artists that changes throughout the summer. **Participating businesses** are marked by First Friday signs on stanchions in front of each store or restaurant on the afternoon of the event. **Artist locator maps** are available at participating businesses, information booths, or downloaded from [www.firstfridaysantarosa.com](http://www.firstfridaysantarosa.com).

First Friday is a collaborative effort of Santa Rosa Main Street, Historic Railroad Square, the Arts Council of Sonoma County, the City of Santa Rosa, Downtown businesses and the artists of Sonoma County. **The event would not be possible without the sponsorship of The Bohemian, KRCB-FM, The Press Democrat and Clone Digital Printing.**

### **Fun Features For First Friday**

- **Rosie the Trolley**
- **Free self-guided walking tour**
- **Street musicians**
- **Free horse-drawn carriage rides in Railroad Square**
- **Special events at Sonoma County Museum**

### **COURTHOUSE SQUARE WEBSITE**

List your business in the directory.

Promote your business on the front page of the site.

[www.santarosacourhousesquare.com](http://www.santarosacourhousesquare.com)



### **Spring Cleanup**

Painted flower pots and entrance markers along 4th Street and in Courthouse Square bring new life to the Downtown thanks to the many volunteers of Santa Rosa Main Street (SRMS) and members of Redwood Empire P.D.C.A.

Kelly-Moore Paints donated the paint and supplies to help SRMS complete the Spring event. This project will remain on the SRMS workplan as a regular Spring/Fall event with a different focus each time.

## **101 WIDENING UPDATE**

### **Summer 2007 Downtown**

- *4th Street Reopening in July*
- *Prince Memorial Greenway Closure*
- *9th Street remains closed through summer*

### **6th Street Undercrossing (Future Street Opening)**

- *Traffic switch to new median bridge*
- *Start southbound / northbound widening*

### **Overall Project Completions Winter 2006 / Spring 2007**

- *Stage 2 Steele Lane Undercrossing*
- *Final 4th Street Viaduct bridge widening*
- *6th Street Undercrossing Stage 1 median bridge*

[www.SantaRosaTraffic.com](http://www.SantaRosaTraffic.com)

## MEET THE DOWNTOWN ENFORCEMENT TEAM

There are currently five Santa Rosa police officers assigned to Downtown (four officers and one sergeant). These officers provide direct enforcement in the Downtown area from E St. west to Pierson St., and from College Ave. south to Hwy 12. In general they are not assigned calls for service, which allows them flexibility to patrol and handle the various violations they may observe. Typical citations include smoking and panhandling, though arrests have also been made for possession/sales of controlled substances. In the Spring of 2006, undercover surveillance of loitering and drug use in Courthouse Square warranted arrests of approximately 30 people, most of whom are still prohibited in the square. Since that time, Courthouse Square is a more welcoming place where people feel safer to go about their business.



L to R: Officer Thomas Collins, Sgt. Andrew Romero, Officer Terry Anderson.

Not Pictured: Officer Michael Akin and Officer David Marconi.



**In the race:** Santa Rosa responded to a state-wide request for proposals in an effort to bring the pro-cycling race back to town in 2008. The City and Convention Visitors Bureau reviewed statistics and have this to share:

- **The economic impact** of the race was generally positive. Considering sponsorships, fund raising events, hotel occupancy and sales tax, the impact on the City's general fund was neutral.
- **Hotel occupancy** increased 56% in 2007, and 52% in 2006 over the 2005 baseline (the first year of the Tour was 2006).
- **Retailer and restaurant survey says:** Most viewed this event and others like it as a great marketing tool for their business. All **restaurants** surveyed stated that business on the Monday of the Tour far exceeded other Mondays or holidays. **Retailers' sales** were not as positive on the day of, but there was general recognition that the event provided exposure for future sales.

## WHAT'S NEW DOWNTOWN

**Downtown Police Office.** The Santa Rosa Police Department has a new office Downtown. Funded by Measure O and opened approximately three months ago, the office is located on the west side of Courthouse Square. It is primarily used by the Downtown Enforcement Team, however other officers use it as a place to check in or write reports.

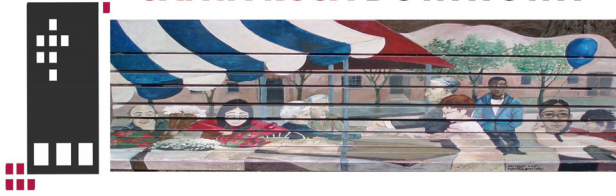
**Redesigning Courthouse Square.** Five teams of professional designers will compete for the Courthouse Square redesign contract. The public workshop held on June 6 helped the finalists in their proposed designs. The winner will be awarded an approximate \$700,000 design contract for an expected \$7 million project. Below is the scheduled list of events:

- August 31 - September 8  
*Public Exhibit of the Finalists' designs*  
*Glaser Center Lobby, 547 Mendocino Avenue*
- September 5  
*Public Workshop on Designs, 5:30 p.m.*  
*Glaser Center Sanctuary*
- September 8  
*Finalists Presentation to Jury*  
*City Council and Public invited*  
*8:30 a.m. to 5:30 p.m., Glaser Center Sanctuary*
- September 25  
*City Council Presentation /Jury Recommendations*

**Graffiti Abatement.** Starting July 1, Santa Rosa Main Street's Graffiti Abatement service for private property is being expanded to the entire Downtown! Look for S & B Soda-blasting, Main Street's contractor, removing graffiti on Mondays, Wednesdays, and Fridays.

**GRAFFITI HOTLINE: 543-3499**

**SANTA ROSA DOWNTOWN**



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# Downtown News

This newsletter is a publication of the Department of Economic Development and Housing. Please call Raissa De La Rosa at 543-3059 or email [rdelarosa@srcity.org](mailto:rdelarosa@srcity.org) with suggestions and comments.

## VENDOR CARTS

### Interested in operating a vendor cart Downtown?

1. Small carts are allowed with a permit in *Courthouse Square, Fremont Park, JeJu Way, and Comstock Mall.*
2. Carts must be stationary during operating hours in the area specified on the permit, and removed each evening.
3. Vendors are allowed to sell food, non-alcoholic beverages, cut flowers, and/or art or crafts made by the vendor.
4. For information and permit application, contact the City's Recreation and Parks Department at 543-3737.

### Interested in operating a vendor cart on the sidewalk in front of your existing business?

For more information about this option, contact the City's Community Development Department at 543-3249.

## DOWNTOWN EVENTS

### July 4 - Julliard Park

9 AM City Council Member Bike Ride  
11 AM - 3 PM Bicycle Santa Rosa Festival

### July 6 / August 3 - First Friday Artwalk

5 - 8 PM Courthouse Square, Railroad Square, 4th Street

### July 8, 15, 22, 29 / August 5, 12 Julliard Park

Sunday afternoon concert series

### July 11, 18, 25 / August 1, 8, 15, 22, 29 Downtown Market

5 - 8:30 PM Wednesday Night Market

### July 21, 22 - Art Show and Sale

Railroad Square Depot Park

### August 11, 12 - RRSQ Heritage Days

[www.srcity.org/downtown](http://www.srcity.org/downtown)

