



ECONOMIC DEVELOPMENT AND HOUSING
MEMORANDUM

DATE: August 14, 2008
TO: REDEVELOPMENT AGENCY MEMBERS
FROM: FRANK KASIMOV, PROGRAM SPECIALIST *FK*
SUBJECT: AT&T SITE PUBLIC WORKSHOPS

Public workshops were held on July 21 and August 6, 2008. The purpose of the workshops was to identify the public's ideas for public policy considerations or criteria that they believe should guide the future of the AT&T site at 520 Third Street.

Notices for the meetings were printed as advertisements in the Press Democrat, La Voz, and North Bay Business Journal. In addition, notices were sent to a list of interest groups maintained by the Office of Advance Planning and Public Policy. Notices were also mailed to individuals who have expressed interest in the future of the site, a list which is maintained by the Department of Economic Development and Housing.

Ten people attended the first workshop and seven people attended the second workshop. The workshops were identical in purpose, content and format, but were held at two venues (the first the downtown library and the second at Finley Community Center) to give the public two opportunities to attend one of the workshops. Spanish language interpretation was available at the downtown meeting, but was not needed.

The comments from the two meetings were consolidated into five major themes:

- Gathering Place, bringing people together
- A statement about Santa Rosa, a local and international destination
- Art and other activities as a catalyst for economic development
- Connection with surroundings
- Sustainability and minimization of environmental impact.

The full list of comments is attached.

**AT&T Site
Public Workshops #1 & #2
July 21 and August 6, 2008**

Staff conducted two workshops which were designed to encourage ideas on public policy objectives, or interests or criteria that should guide the future of the AT&T site. The following is a summary of the two meetings:

❖ ***A Gathering Place, bringing people together***

- Serve as a downtown activator
- Contribute to the downtown experience
- Attract a broad demographic: people who do and don't currently use downtown, usable by families and children; growing Latino population
- Create synergism through mixed uses, mixed income levels and stratified integration of uses
- Build sense of community
- Mayor's Institute on City Design suggested bundling interests and focusing on core Courthouse Square area / first ring of economic growth should occur around Square, then spread to outer areas
- Attract energy, vitality

❖ ***A statement about Santa Rosa, a local and international destination***

- Something to see in Santa Rosa, something that makes us proud, both architecturally and use,
- Something unique and on par with such features as wine, coast, tech, trails
- Set the standard for future development

❖ ***Art and other activities as a catalyst for economic development***

- Include art, science, high wage jobs
- Performance space (i.e., Fillmore style – urban warehouse) that attracts young people
- Cutting edge (new work) cultural center (like a smaller version of Yerba Buena Center), attracting multi-cultural events
- Art magnet
- Stimulate housing, work places, charter school, children's museum
- Provide multiple uses, learning experiences or opportunities
- Non-profit / for profit collaboration
- Educational uses
- Support medical needs of County
- Support agricultural community
- Attract investment
- Instill creativity in the community
- Inspire City to work creatively to make it happen (rules of last 20 years may not work)
- Serve building right away so that it begins to act as a catalyst and gathering place
- Project fruition within 5 years or other near term end date

❖ ***Connection with surroundings***

- ...Visually, culturally, accessibility, inclusivity
- Integrate with Courthouse Square, transit mall [including security for transit mall], parking garage, and link downtown key areas
- Complement Railroad Square
- Facilitate and support multi-modal transportation needs / easy access / trolley from parking areas / explore transportation accessibility to site

❖ ***Sustainability and minimization of environmental impact***

- Eco-Friendly
- Reuse building, don't tear it down; add stories as high as possible
- Green LEED certification goal, but not requirement
- Green technologies in designing interior and exterior
- Put energy back into grid
- Be innovative parking and parking ratios
- Sustainability particularly around tech, crossroads of arts and sciences
- Benefit the community as the focus, driver; and be financially feasible
- Cost efficient / work with building character