



## CITY OF SANTA ROSA DOWNTOWN NEWS

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This newsletter is a publication of the Downtown Program of the City of Santa Rosa's Economic Development and Housing Department.

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## Who's Your City?

### Santa Rosa Rated Best City For Several Demographic Groups

In an era of ever-increasing competition for positive recognition in the national spotlight, Santa Rosa has racked up yet more accolades from another civic expert. Named one of the best cities in four of six categories in Richard Florida's latest book "Who's Your City?", Santa Rosa was listed as one of the best communities in its size category for young singles (ages 20-29), empty-nesters (ages 45-64), retirees (over 65), and gays and lesbians. Florida, an urban studies theorist best known for his work in developing and advancing the "creative class" concept and its impacts on urban regeneration, expounds his beliefs

about "how the creative economy is making the place where you live the most important decision of your life." Santa Rosa has received several other honors in the last few years from notable sources, including All-America City, Solar America City, one of the best places to raise a family, one of the safest cities, and one of the best downtowns in California. National acknowledgements such as these are an important economic development marketing tool, helping to elevate Santa Rosa's status when it comes to business attraction and retention, and tourism opportunities.

## Befriend Us: Downtown Santa Rosa's New MySpace Site

In an effort to reach a wider audience and provide another way to promote Downtown Santa Rosa and all it has to offer, the City's Downtown Program has a new MySpace profile. Visit and become our friend! [MySpace.com/DowntownSR](http://MySpace.com/DowntownSR)



## Mayors' Institute on City Design

### Alumni Technical Assistance Program Visits Santa Rosa

Mayor Bob Blanchard's love for Santa Rosa, and his dedication to the advancement of the Downtown, was infectious. Indeed, it was his clearly articulated passion for the City that ignited the interest of the prestigious Mayors' Institute on City Design (MICD), prompting them to honor Mayor Blanchard by making Santa Rosa the inaugural city of their Alumni Technical Assistance Program.

For three days the MICD team, City officials and staff, and community stakeholders exchanged information and ideas with an eye toward enhancing the quality of life in Downtown Santa Rosa through design. The visit was capped by a presentation of insights and proposals. Among the many insights were the suggestions that the City should focus its efforts in the area around Courthouse Square, which they viewed as the downtown core, extend pedestrian connectivity,

and better utilize and celebrate our natural amenities and the arts. To begin successful implementation of the resource team's proposals, the City would need to address issues equally from a planning, design, and policy platform. A link to a video of this conference is available at [srcity.org/downtown](http://srcity.org/downtown).

Since 1986 MICD has helped to transform communities through design by preparing mayors to be the chief urban designers of their cities. MICD achieves its mission by organizing sessions in which mayors engage leading design experts to find solutions to the most critical urban design challenges facing their cities, which other mayors and designers discuss.



## Santa Rosa Main Street

### Community Partner Program

Santa Rosa Main Street (SRMS) is re-launching their Community Partners Program. A volunteer-driven organization, SRMS is reliant on fundraising to support the programs that support the Downtown. Donations are reinvested into the community through such activities as the free Downtown Graffiti Abatement Program (call 707-570-0202 or email [Removelt@SantaRosaMainStreet.org](mailto:Removelt@SantaRosaMainStreet.org) to report graffiti), business development trainings, and the establishment of the Downtown Hospitality Zone.

To invest in your Downtown, contact Chris Messina, SRMS Executive Director  
Tel. 707-570-0464

[ChrisM@SantaRosaMainStreet.org](mailto:ChrisM@SantaRosaMainStreet.org).

Donations of any amount are welcome. Additional information may be viewed at [SantaRosaMainStreet.org](http://SantaRosaMainStreet.org).

## Your Input is Needed!

### Parking Pay Station Survey

The City of Santa Rosa is conducting a parking meter survey to evaluate the two types of parking pay stations being tested in Downtown Santa Rosa. This survey will help determine the type of parking equipment that best fits the needs of the public and Downtown merchants. Please assist us in choosing the most acceptable parking equipment for the Downtown. A link to the survey is at [srcity.org/downtown](http://srcity.org/downtown).



### Downtown Business Recycling Survey

Santa Rosa Recycling & Collection, the City of Santa Rosa, and Santa Rosa Main Street are working to increase recycling and reduce waste. By taking the recycling survey located at [srcity.org/downtown](http://srcity.org/downtown), you can assist in identifying areas to focus recycling outreach. Participants receive a new office recycling container and free site assessment to advance your recycling program. Reducing what you dispose means cost savings on your solid waste bill.



## Utilities Department at Work for You

### Downtown CIP Projects

The City of Santa Rosa Capital Improvement Program (CIP) is a plan that provides direction and guidance for the maintenance and improvement of the City's infrastructure. Two water and sewer CIP replacement projects are scheduled for construction in the Downtown area beginning in Spring 2009. These projects will replace aging water and sewer lines in portions of several streets, including Seventh, Beaver, Orchard, Riley, Cherry and Humboldt. Both projects will also increase the size of the sewer and water mains and include total street reconstruction.

As with any large construction

project, minor inconveniences may occur while work is underway. Prior to construction, the City's CIP team will post signs and notify all residents and businesses within 500 feet of the work area of the project inspector's name and contact information. Ultimately, Utilities CIP projects improve the City's infrastructure and the quality of the water and service we rely on daily.

For more information on the City's Capital Improvement Program, or construction updates on current projects, visit the City's website at [srcity.org](http://srcity.org), and select "Learn About CIP Projects" from the "I Would Like To..." dropdown menu.

### Cleaning Downtown Sewer Lines

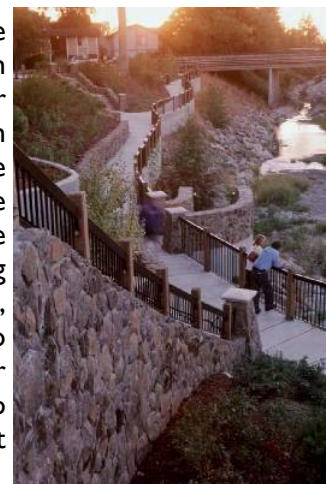
Twice a year, sewer lines in the Downtown area are cleaned in order to prevent blockages and overflows. Cleanings are scheduled just prior to the summer Downtown Markets and the holiday season -- when traffic patterns normally increase. To avoid disruption to the flow of traffic, two Utilities Cleaning crews begin work at 5:00 a.m. and continue until traffic starts to be

impeded. The Downtown cleaning area is bordered by 5<sup>th</sup>, Pierce, 1<sup>st</sup> and B Streets and involves sewer lines ranging from 6" to 16" in diameter. During the cleaning process, which takes approximately two weeks to complete, the crews also report any issues to the Utilities Environmental Compliance division for investigation and correction.

## Downtown Parks and Open Spaces

### A Unique Santa Rosa Asset

In and around Santa Rosa's Downtown core there are twelve parks comprising over 25 acres of open space -- a high number for any urban center. Our Downtown parks include tiny Jeju Way on Fourth Street, graceful and spacious Juilliard Park, and the Prince Memorial Greenway, a linear open space along Santa Rosa Creek. Parks and open space are critical to the vitality of our Downtown, creating welcome green oases for a break from city life, spaces for fun and recreation, and opportunities to experience nature. Get out and enjoy your Downtown parks today! For a walking tour map and list of parks and open space, visit us at [srcity.org/downtown](http://srcity.org/downtown).



# ARTS DISTRICT

*...downtown Santa Rosa*

Since the Arts District's inception in 2006, its programs have used various strategies to encourage a thriving arts and culture scene in the heart of the City. A Santa Rosa Arts District Business Plan was recently completed to help guide and sustain its development into the future. As collaborations between community and business sectors are the strength of the Arts District, the City is looking to the community for increased involvement. Businesses, neighborhood associations, and residents who take pride in the Downtown and wish to foster the City's unique culture are encouraged to get involved. Arts District...Downtown Santa Rosa is coordinated by the Recreation and Parks Department and funded by the Redevelopment Agency. Visit [santarosaartsdistrict.com](http://santarosaartsdistrict.com) for more information.

## Upcoming Community Projects

**Tree, Sweater Forest:** knitted tree sweaters by Heidi Iverson and Meredith Hamilton; installation will be rotated from area to area. **Wire Guys:** Seth Minor's wire sculptures on downtown buildings. **Projections of Santa Rosa Over Santa Rosa:** Marcus & Rosalie Wardell's images of past and present Santa Rosa projected on the AT&T building. For a complete listing of projects, visit [santarosaartsdistrict.com](http://santarosaartsdistrict.com).



## Phantom Gallery: A Program of Recreation & Parks

Designed to contribute to the Downtown Arts District, the Phantom Gallery is a contemporary art gallery in a temporary space. With community support and collaboration, the Phantom Gallery seeks to provide a juried exhibition space and retail gallery for local artists. Several membership options are available, and benefits to artists include website representation, referral service, artwork rental program, and retail gallery space.

In addition to seeking members, the Phantom Gallery is seeking proposals for the exhibit space. Individual artists as well as groups in the community are encouraged to propose innovative exhibits and alternative uses of the gallery space, including installations and performances. Check out the location at 519 Mendocino Avenue and plan accordingly. Staff will work with you to realize your proposal. Exhibits are tentatively scheduled to be six weeks long beginning November 10, 2008.

Visit [santarosaartsdistrict.com](http://santarosaartsdistrict.com) for more information about the Phantom Gallery, Membership Applications, and Exhibition Proposal Forms, or pick up an application packet at the Steele Lane or Finley Community Center. To request an application be sent to you, email [tmatheny\\_schuster@srcity.org](mailto:tmatheny_schuster@srcity.org) or call 707-543-4512.

## New Downtown Businesses

Stunt 101	Clothing Sales
Boot Barn, Inc.	Shoe Store
Jeanine M. Flaton	Massage
Smooth	Beauty Salon
Peaceful Beginnings Doula Care	Health Care
Flooring Superstore of Santa Rosa	Flooring Retail
Jane Rodgers	Engineer
Carney Educational Services	Lessons
Immigration Services of Santa Rosa	Consultant
Sunset Therapy	Massage
Wisteria Florist	Florist
Lotus Beauty Bar	Beauty Salon
Agneta Viklund Photography	Photography
Jeffery A. Guidi	Finance
John R. Black	Finance
Cellars of Sonoma	Misc.
Para-Docs	Misc. Service
Grzelak and Andrews	Massage
Septillion.net	Web Service

For updated listings and contact information, visit [www.srcity.org](http://www.srcity.org) > Departments > Finance > Local Business Connections

## Holiday Open House

### At Luther Burbank Home & Gardens



Kick off the holiday season at the Luther Burbank Home & Gardens annual Holiday Open House. Admission is free! A community tradition for 29 years, people come to enjoy the festive atmosphere and music, and to tour the historic home decorated for the Holidays in traditional Victorian style. Adding to the fun, fresh baked cookies and spiced tea are served in the Greenhouse, kids can make clever holiday craft gifts, and unique holiday items are for sale in the Carriage House Museum & Gift Shop. New this season are free rides on Rosie the Trolley to and from the Open House and Holiday Crafts Fair at Finley Community Center (\$2 entry fee to the fair).

Luther Burbank Home & Gardens is a National, State, and City Historic Landmark located on the corner of Santa Rosa Avenue and Sonoma Avenue in Downtown Santa Rosa. The Holiday Open House takes place Saturday and Sunday, December 6 and 7 from 10 a.m. to 4 p.m. For more information, call 707-524-5445, or visit [lutherburbank.org](http://lutherburbank.org).



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[srcity.org/downtown](http://srcity.org/downtown)  
[myspace.com/downtownsr](http://myspace.com/downtownsr)

## Downtown Events: October to December 2008

### Saturday, October 18, 5:30 to 10 p.m.

**Velopalooza Bike Party:** A Sonoma County Bicycle Coalition party—we celebrate, eat, drink, dance, and have a great auction and raffle in the company of other fine folks who love bikes! Tickets: \$35 optional donation for SCBC members; \$50 for non-members. More info: [bikesonoma.org](http://bikesonoma.org).

### Saturday, October 25, 10 a.m. to 4 p.m.

**Railroad Scare and Scarecrow Festival:** Family-friendly traditional Halloween event with Children's Costume Parade led by Snoopy and friends, magic show, live music, Scare-dy Dog Pet Parade for best-dressed dogs and owners, Scarecrow Awards Ceremony, refreshments, pumpkin sale, Children's Museum activities, and Trick or Treating. More info: [railroadsquare.net](http://railroadsquare.net).

### Saturday, Nov. 1, Dec. 6, Jan. 10, Feb 14

**Cyclocross Racing** comes to Santa Rosa! A series of five races leading up to the Amgen Tour of California on February 15. Come race or just watch the fun unveil in the muddy cross-breed bicycle racing that is Cyclocross Santa Rosa! Starts at 9 a.m. sharp and lasts throughout the afternoon. More info: [bikemonkey.net](http://bikemonkey.net).

### Thursday, Oct. 30 to Sunday Nov. 2, 5 to 9 p.m.

**Dia de los Muertos:** Community gathering to celebrate the traditional Day of the Dead. Local schools, community groups, and families will participate in activities in Courthouse Square.

### Sunday, November 2, 6:30 a.m. to 1 p.m.

**Redwood Fun Run:** The Redwood Adventist Academy is putting on this foot race that starts at Juilliard Park, goes through the Prince Memorial Greenway, out to Fulton Road, and back to Juilliard Park. More info: [redwoodaa.com](http://redwoodaa.com).

### Sunday, November 9, 6:30 a.m. to noon

**Run to Stop Hunger:** Fleet Feet Sports and Santa Rosa Recreation and Parks are putting on this family fun 10K, 5K, walk/run to benefit the Redwood Empire Food Bank and FISH, as well as bring awareness to the Prince Memorial Greenway. The route begins and ends in Depot Park in Railroad Square. More info: [fleetfeetsantarosa.com](http://fleetfeetsantarosa.com).

### Sat. & Sun., Nov. 29 & 30, Dec. 6, 7, 13, 14, 20, 21, 27, 28

**Free Carriage Rides** are every weekend through the holiday season, a tradition sponsored by the Historic Railroad Square Association for 22 years.

### Friday, December 12

**Light Up a Life:** Join Memorial Hospice for an evening of music and inspiration in Santa Rosa's Historic Railroad Square for the annual tree lighting and remembrance ceremony. Each light will honor those we love and care about. With a donation, a light can be dedicated in memory of a loved one. More info: [railroadsquare.net](http://railroadsquare.net).

### Sunday, December 21, 7 p.m.

**Unsilent Night,** the 2nd Annual Boombox Parade, returns to downtown! Every year since 1992, New York sound artist Phil Kline has presented this outdoor ambient musical performance for an infinite number of boomboxes. It's like Christmas caroling, except instead of singing, boom boxes are carried, each playing a tape or CD which is a "voice" in the piece. Last year, Santa Rosa joined 25 cities around the world in this unique musical, community experience. More info: [santarosaartsdistrict.com](http://santarosaartsdistrict.com).