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

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Major Downtown Mixed Use Project

Santa Rosa Approves Agreement to Effectuate Redevelopment

Vacant for over 15 years, the former AT&T communications "fortress" downtown is one step closer to a major makeover following unanimous approval by the Redevelopment Agency and City Council of a disposition and development agreement with a local development company.

Slated for completion in early 2012, the project is poised to add activity to an already vibrant downtown by transforming the site into a mix of uses including the Sonoma County Museum's contemporary art collection, a ground floor restaurant, offices on the upper floors, and up to five new floors constructed on top of the existing building for about 40 apartments. An art piece by Ned Kahn will crown the building and focus dancing light on Santa Rosa's central Courthouse Square.

Preliminary architectural concepts show the renovated building with glass replacing concrete, affording views of Downtown and beyond to the surrounding hills and showcasing the building's new design.

The project could generate tens of millions of dollars in local economic activity, over 700 new job opportunities (short- and long-term), and revenues for the City and the Redevelopment Agency.

Contact: Frank Kasimov, Redevelopment Program Specialist, City of Santa Rosa, fkasimov@srcity.org, 707-543-3465. Pictures: Current structure, top; Project rendering courtesy of TLCD Architecture and Hugh Futrell Corporation, bottom.



Street Furnishing Options Survey: The Downtown Program will soon be seeking feedback from you, the public, about street furniture options for the Downtown, as well as comments on characteristics you feel are important. This survey is one of the final steps in completing the street furniture palettes guidelines, the process and survey for which can be viewed at srcity.org/downtown.

Cycle City 365

Promoting Santa Rosa as a Cycle Destination

The question has often been asked: what has the Amgen Tour of California done for Santa Rosa beyond the approximately \$1 million yearly economic impact of the race weekend? As if that weren't enough, the Tour has had a positive, lasting effect on the culture and economy of the city. Santa Rosa is one of only two cities that have participated in all five Tours, which means we've had five good years to shore up our bike culture, increase our cycling infrastructure, and really claim a place in the pantheons of cycling destinations.

In short, the international recognition Santa Rosa has received, and the successful off-shoot events and activities that have spawned from the Tour translate into a lot of cycle dollars spent here. Downtown, more than anywhere else, one can see the culture shift through the increase in the number and types of bikes on the road – from

locals going about their business, to teams and groups from all of the world training on our roads. Add to this the fact that five years ago there were only six bike stores in town, whereas today we have eleven, plus a handful of related businesses and startups. This all adds up to a sustainable economic impact built mostly on the beauty of our existing resources—our roads offering spectacular rides for any skill level, and our attitude of welcoming visitors to enjoy Santa Rosa and all it has to offer. This is what Cycle City 365 is all about.

It's a mindset as well as a new free annual magazine promoting Santa Rosa as a great destination that has been distributed along the Horizon Air corridor to encourage people to think about the ease and accessibility of vacationing and investing in our city. To view an online copy of Cycle City 365 visit cyclecity365.com.



Changes to Parking in Railroad Square

Increased Parking Options

The lots under the freeway between the Santa Rosa Plaza and Railroad Square closed for construction in early July. Permits and long term parking for visitors and shoppers will be available during that time in the adjacent parking lot on Davis Street and in all three lots after construction. The completion date to have the lots paved, striped, and lighting installed is no later than Oct. 1.

If you are employed in Railroad Square and need daily parking, a parking permit can be a cost effective option. Monthly permits for the Davis Street and new freeway lots will be \$45. In addition, permits for Morgan Street will be available for \$30 per month beginning September 1. Permits can be obtained through the Parking Division at 90 Santa Rosa Ave.

Meter rates will increase in Railroad Square on Sept. 1 from 50¢/hour to \$1/hour, making the new rate consistent with the



rest of the Downtown Parking District. In conjunction with the rate increase, Pay and Display equipment will be installed in Railroad Square. This technology requires that you pay for parking at the pay station and then return to your vehicle to display the receipt on your dashboard. While the meter location may require a few more steps, this technology offers added benefits when compared to single-space meters, including: expanded payment options, including Visa, MasterCard, debit, and coin; ability to take any remaining time to another Pay and Display zone throughout Downtown; a receipt specifying both the amount of time purchased and the expiration time—information that could be used to document a business expense or contest a parking citation; a five minute grace period before an expired meter violation will be issued; and self-monitoring equipment alerting maintenance workers if a problem needs to be addressed.

Merit Awards 2010

Know Someone Deserving Recognition?

The City Merit Awards selection committee is seeking nominations for the Fall 2010 program. Tell us a story about someone you know who is volunteering to improve our community. The Merit Awards Program covers 5 categories: youth services, community service, neighborhood enrichment, community enrichment, and cultural enrichment. Nominees may be individuals, business, or other organizations. Nominations are due August 31. For more info or an application, visit srcity.org/meritawards or call Laneil Bryant at 707-543-3225.

Public Safety Downtown

Downtown Enforcement and Summer Safety



With summer upon us there are a lot more pedestrians and cyclists Downtown. Traveling Downtown can be a great adventure, but the increased traffic can be dangerous if laws are not followed by everyone, regardless of transportation mode. Cyclists being mindful of the city ordinance prohibiting bikes on the sidewalks will reduce unfortunate pedestrian-bicyclist collisions. The

Downtown Enforcement Team enforces laws pertaining to the Downtown area because they are committed to improving our safety. If you see officers Downtown feel free to say “hello” and ask questions about Downtown safety.

When accidents involving cars, bicycles, or pedestrians occur the department’s Traffic Bureau is called to action. The Traffic Bureau consists of two teams, the DUI Enforcement Team and the Motorcycle Traffic Enforcement Team (AKA Motors). Motors are primarily responsible for enforcing traffic laws. Their mobility allows them to move in and out of congested traffic. Both teams are responsible for conducting collision investiga-

tions and the Vehicle Code enforcement, including unlicensed or suspended driver licenses and Driving Under the Influence (DUI) enforcement and awareness.

The Traffic Bureau also oversees the Bicycle & Pedestrian Education Grant that the department received and is funded by the Office of Traffic Safety (OTS) through the National Highway Traffic Safety Administration. Tricia Consani, the new Community Outreach Specialist for the Santa Rosa Police Department, is tasked with coordinating this two-year program and educating citizens about the rules related to biking and walking through the city. The program is aimed at reducing bicycle and pedestrian related injuries, keeping fatalities at zero, and increasing bicycle helmet compliance per VC 21212. Look for more info regarding an upcoming bicycle safety video and a summit scheduled for 2011 at srcity.org/pd. For more info about bicycle and pedestrian laws, contact Ms. Consani at tconsani@srcity.org or 707-543-3577. And remember—each road user plans an important role in making our roadways safe for everyone!



Quick Links

Downtown Resources on the Web

- Become a fan: facebook.com/DowntownSR
- Follow Us: twitter.com/DowntownSR
- Parking Info: srcity.org/Parking
- Free Coupons: srcity.org/Coupons
- Buy Local Info: srcity.org/BuyLocal
- DT Arts: SantaRosaArtsDistrict.com
- Business Info: srcity.org/Biz
- Parks: srcity.org/Parks
- Library Events: tinyurl.com/DTLibrary
- Volunteerism: srcity.org/Volunteer



THIS IS THE ARTS DISTRICT

Downtown Events

Give Us Your Best Shot: Deadline Sept 1

2nd annual amateur photo contest includes categories of nature scene, my neighborhood, garden, a day in the life, best of Santa Rosa, favorite place, and fun stuff. srcity.org/photocontest

Nam June Psyche: Thur, July 29, 5pm

Valerie George's art project is a navigation between the idioms of academic research into aurality and the D.I.Y. approaches to experimental music manifested through a blend of landscape photography, videography, performance and sound composition. In front of Sonoma County Museum, 425 7th St. namjunepsyche.com

Visiting Cuba Lecture, Thur, July 29, 6:30-8pm

Local ceramic artist Joel Bennett presenting his video of a Cuba Encuentros and discussing his experiences of remarkable cultural exchange. Sonoma County Museum, 425 7th St. Admission fees apply. RSVP to jbethke@sonomacountymuseum.org.

Live at Juilliard: Sun, Aug 1-15, 5-7pm

Extend the weekend, come and enjoy a picnic dinner on a summer Sunday evening filled with music, fun, and food. All performances are free. srcity.org/liveatjuilliard

Santa Rosa Downtown Market: Wed, Aug 4-Sept 1, 5-8pm

Sonoma County's largest and most popular farmer's market and street faire brings the community together to celebrate and showcase the bounty of Santa Rosa with fine foods, fresh produce, entertainment, and handmade arts & crafts in downtown on 4th St from Mendocino Ave to E St. srdowntownmarket.com

Rosie Explorer Tours: Wed, Aug 4-Sept 1

Tours leave at 6 & 7pm from E and 3rd Streets during Downtown Market. tinyurl.com/RosieTours

Richard III & Cyrano de Bergerac: Aug 5-28

Presented by Narrow Way Stage Company in the Glaser Center's atmospheric outdoor courtyard. Visit glasercenter.com for show times and tickets. 547 Mendocino Ave

First Friday at the Sonoma County Museum: Aug 6, 5-7pm

Performance by Nick Salerno, acoustic guitarist & singer. Join us every First Friday of the month as we remain open late with entertainment & refreshments. Admission: FREE for members, \$5 non-members. 425 7th St. sonomacountymuseum.org

Summer Nights | Railroad Square: Fri, Aug 6, Sept 3, 6-9pm

Join us for wine tasting, outdoor dining, music, and arts & crafts on 4th St in Railroad Square. The event is free; wine tasting is \$15 with proceeds benefiting local non-profits. SNRRS.com

Cuba Panel Discussion: Thur, Aug 12, 6:30-8pm

"Comparative Comparisons" panel discussion on Cuba at the Sonoma County Museum, 425 7th St. Admission fees apply. RSVP to jbethke@sonomacountymuseum.org

Annie: Aug 13-Sept 12: Thu/Fri/Sat 8pm, Sat/Sun 2pm

6th St Playhouse, 52 W 6th St. Buy tickets at 6thstreetplayhouse.com.

Art Show & Sale: Sat, Aug 14 & 18, Sept 25, 10am-5pm

Paintings, jewelry, & more displayed in Railroad Square's Depot Park.

Free Family Day & B-Day Celebration: Sat, Aug 21, 11am-4pm

Arts & craft activities for the whole family! Also, celebrate the Museum's 25th Birthday with us! Sonoma County Museum, 425 7th St. sonomacountymuseum.org

Taste of Railroad Square: Sat, August 21, 12-4pm

A culinary journey of Santa Rosa's Historic Railroad Square District's finest foods, wines, brews, and a delightful celebration of its unique ambiance and business establishments. Will feature an afternoon of sampling delicacies, shopping, music and much more! 6thstreetplayhouse.com

Break the Cycle Ride & Bike Swap/Expo: Sun, Aug 22

Fundraiser for YWCA and Sonoma County Bicycle Coalition. Three rides start from Juilliard Park in morning; festival is 11am-4pm. nimbletraining.com

Santa Rosa Marathon: Sun, Aug 29, 7am

Starts and finishes at Juilliard Park. This unique off road paved, hard-packed flat and accurate course follows the Santa Rosa Creek on the Prince Memorial Greenway. thesantarosamarathon.com

Artistry in Wood: Fri, Sept 10, 5-7pm

Members preview of work by Bob Stocksdale: Woodturner & Sandow Birk, Selections from The Depravities of War Series 2007. Sonoma County Museum, 425 7th St. sonomacountymuseum.org

Sonoma County Book Festival: Sat, Sept 25, 10am-4pm

Literary Arts Guild will raise their flags on Courthouse Square to celebrate the literary arts. Join us for a free day of locally treasured and nationally recognized poets, novelists, essayists, reporters, children's writers, aspiring writers, book group experts, publishers, bookstores, and other delightful and instructive displays. socobookfest.org

Downtown Sidewalk Sale: Sat, Sept 25, 10-4pm

Downtown retailers present this event in partnership with the Book Festival. Join your favorite Courthouse Square merchants for steals and deals of 40% or more, live music, and fun! Look for the red & white balloons! santarosacourthousesquare.com

Handcar Regatta: Sun, Sept 26, 11am-6pm

Hand-built railcar races! A splendid celebration of art, science, and ingenuity for the delight and edification of all. handcar-regatta.com

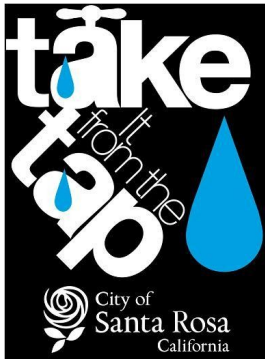
Cyclisk: New Public Artwork this Summer

The City of Santa Rosa's Art in Public Places Committee is excited to announce that artists Mark Grieve and Ilana Spector's "Cyclisk" is set to be installed this summer along Santa Rosa Avenue. This monumental public artwork is made out of recycled bicycles, and will stand 60 feet tall once installed. The City, in conjunction with Nissan of Santa Rosa, have commissioned this new artwork for the Santa Rosa corridor. The project is funded by Nissan of Santa Rosa to fulfill their "1% for Art" requirement.



Take it from the Tap

The Results are In: It Just Makes “Cents”



The Utilities Department Project Development Team is proud to announce the launch of the “Take It from the Tap!” program. Drinking tap water from reusable bottles saves money, reduces waste, and helps protect our valuable resources.

How can you Take It from the Tap Downtown? For starters, remember to bring your reusable bottle with you when out and about.

Drinking fountains in Courthouse Square provide an easy spot to replenish. Ask your favorite café or eatery to refill your bottle, or encourage them to provide refill stations if they don’t already. For more info or to take our online survey, visit srcity.org/tap. You can also visit the team at the Downtown Market on Wednesday nights to learn more.

Santa Rosa Avenue Corridor Plan Update

Streetscape Planning Process Continues

The City received a grant from CalTrans in 2009 to prepare a streetscape plan for Santa Rosa Avenue from Sonoma Avenue to the Highway 12 overpass. Since that time, the City has held three community workshops and held neighborhood meetings to understand citizen interests in improving this corridor. Interests expressed include addition of bicycle lanes, wider sidewalks, street trees, safe street crossing, medians, and on-street parking.

Through the planning process, citizens reviewed two streetscape alternatives and preferred a “road diet” which would reduce the number of travel lanes to one in each direction, add a center median/turn lane, and bicycle lanes. City departments found possible ramifications of this alternative to include motor vehicle congestion with increased delays for cars and bus transit, traffic rerouting through neighborhood streets, and impacts on public safety response times.

A presentation was made to the City Council in June outlining the process and the issues about the preferred streetscape alternative. The council weighed the issues and asked staff to continue to work with the neighborhood to identify an alternative which would meet its interests and ensure safe operation of Santa Rosa Avenue.



Welcome to Downtown!

New Downtown Businesses

Ambiance Skin Care.....	Beauty Salon
Andy Chism.....	Miscellaneous Service
Brittany Haffer Hair.....	Cosmetologist
Caelie Steele Skin Care.....	Cosmetologist
Cash Your Gold.....	Miscellaneous Service
Charley's Grilled Subs.....	Restaurant
Cheri Lyda.....	Cosmetologist
Christy's on the Square.....	Restaurant
Citrus Smokeshop.....	Retail
Forever Young.....	Miscellaneous Service
Freedom Investigations.....	Private Investigator
Gia Martinez Bail Bonds.....	Miscellaneous Service
Gold X Change.....	Pawn Broker
Green Roof Electric.....	Contractor
Kassidy Owens.....	Cosmetologist
Knife for Hire.....	Miscellaneous Service
Law Offices of Jenifer Hendrickson.....	Attorney
Lisa Schultz Massage Therapy.....	Massage
Louisiana Legacy Cajun Catering.....	Caterer
Mango Toys.....	Toy Shop
Mary Eickmeyer PsyD.....	Medical Professional
Mobile Kangaroo.....	Electrical Repair
Normas Massage.....	Massage
Pacific Crown Construction.....	Contractor
Patsy Sanders at Essentials Salon.....	Beauty Salon
Pawed Pet Services.....	Animal Care Service
Photo Buttons.....	Gift Shop
Premier Digital Display.....	Miscellaneous Service
Robert Labensart.....	Massage
Royal Summit LLC.....	Vending Machines
Santa Rosa Community Acupuncture.....	Health Care
Savory Spice Shop.....	Miscellaneous Retail
Serene Massage Bodywork.....	Massage
Sharon Ann Caplan.....	Antiques
Sheena Helems.....	Cosmetologist
Sift: a Cupcakery.....	Bakery
Silver Spot.....	Jeweler
Skincare by Phyllis.....	Beauty Salon
Skincare by Taileah.....	Cosmetologist
Strategic Investments.....	Investment Broker
Today's Nails.....	Beauty Salon
Zac's Lawn and Garden.....	Landscaping Service

For updated listings and contact info, visit srcity.org/businessdirectory.

Look Out, It's Lucy!

California Welcome Center is Lucy Headquarters



The California Welcome Center in Railroad Square is “Lucy Headquarters” this summer. Stop in to get the locator maps for the 30 Lucy statues and the new ‘hot off the press map’ of the entire Peanuts on Parade permanent statue collection including Charlie Brown, Joe Cool, and Woodstock. A special edition Lucy will be raffled off to one lucky winner. The statue, \$1 raffle tickets, and Lucy merchandise are also available at the Welcome Center. For more info call 707-577-8674 or email info@visitsantarosa.com.

