



Inside This Issue:

Tour of California	1
Tour Volunteer Opportunities	1
Tour Road Closures	1
Breakaway Ride	1
Things to Do Downtown	2
Progressive Parking Policies	2
New Art in Downtown	2
Volunteer in Luther Burbank's Gardens	2
Street Furniture Palettes	3
Downtown Online	2
North Bay Growth & Innovation Forum	3
Buy Local Coupon Program	3
New Downtown Businesses	3
Santa Rosa Avenue Corridor Plan	4
Gateway Community Advisory Committee	4

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

Newsletter contact:
Raissa de la Rosa
(707) 543-3059
rdelaros@srcity.org

May 17, 2010: The Amgen Tour of California Returns

For the Fifth Consecutive Year, Santa Rosa Hosts the Stage 2 Finish

With the support of local citizens and businesses, the Amgen Tour of California brings the drama and excitement of a professional bicycle stage race back to Downtown Santa Rosa for an unprecedented fifth year. Santa Rosa fans have consistently set the mark for one of the largest and most enthusiastic crowds of the race. As the most successful bike race in the U.S. in both attendance and economic growth, the 2009 race drew more than 10,000 spectators to Santa Rosa. The race generates \$100 million in economic growth for the state each year.

Visit srcity.org/TOC for local Tour info, and facebook.com/SRTOC or twitter.com/SRTOC for updates.

When: Monday, May 17 - Stage 2 finish (Davis to Santa Rosa)

- **12pm** - Festivities begin in the Courthouse Square area with activities, music, and vendor booths. Bike valet will be provided by Sonoma County Bicycle Coalition.
- **3-4pm (ETA)** - Riders enter Downtown; the awards ceremony will occur about 15 minutes after riders cross the finish line.

Where: Riders will start the 109.5 mile Stage 2 in Davis at 11am on May 17 on a route that will include climbs and spectacular views. After 20 miles of flat roads, riders will meet their first climb up a steep section to Monticello Dam, followed by the difficult Cardiac Hill. Another flat along Lake Berryessa will take the riders to their third climb up Howell Mountain Rd., followed by a fast descent into Napa Valley where the race will pass along the famous Silverado Trail. After a final climb up Oakville Grade and a steep descent down Trinity Grade, cyclists will reach Downtown Santa Rosa between 3-4pm for a circuit lap and finish the race on 3rd St. at Courthouse Square.



Volunteers Needed: To ensure the success of the race, the City needs up to 400 volunteers, mostly to act as course marshals. Neighborhood groups along the route are encouraged to participate. Contact Ed Buonaccorsi, Volunteer Coordinator, at (707) 543-3710 or ebunaccorsi@srcity.org.

Tour Road Closures

Find Updated Info at srcity.org/TOC

Road closure times are estimates contingent on the pace of the riders. Streets on the course leading to the Downtown core will be subject to rolling closures (temporarily closed while riders pass through). Hard street closures will only be in effect around the Courthouse Square area, and will be implemented in two phases. Santa Rosa Ave. between 1st St. and 5th St. will be closed starting Sunday, May 16 at 8pm. The full Downtown circuit will close from approximately 2:30pm to the end of the race (around 5 pm). Visit srcity.org/toc for maps and details of road closures and the Tour route.

Ride Stage 2 of the Tour!

Breakaway From Cancer Ride

On Sunday, April 25, the 'Breakaway Ride' will give cycling enthusiasts a chance to ride a stage of the 2010 Amgen Tour of California with three distances to accommodate various skill and fitness levels. The longest distance covers the entire Stage 2 of the Tour, the same as will be ridden by the pros, from Davis to Santa Rosa. Participants will be chip timed and supported, with a maximum of 3,500 riders.

A portion of each entry fee will be donated to Breakaway from Cancer's charitable partners. Riders and their supporters also have the opportunity to earn gifts and prizes by raising additional funds. For more info, visit breakawayride.com.

THIS IS THE ARTS DISTRICT**Things to Do Downtown**

Feb 26-Apr 8, Wed-Sat, 8am-5pm: Food for Thought
SSU Theory & Practice students' conceptual work. Phantom Gallery, 535 7th St. tinyurl.com/phantomgallery

Jan 30-May30, 11am-5pm: Sonoma County Museum Exhibits:
Three separate art exhibits will be displayed. Richard Shaw: Four Decades of Ceramics, Fiber Art by Adela Akers, Paintings by Martha Shaw. sonomacountymuseum.org

Fri, Feb 26-Mar 21, Thu/Fri/Sat 8pm, Sat/Sun 2pm: Dirty Blonde
The wit, career and irresistible appeal of legendary Hollywood star Mae West is remembered and explored in this awarding winning comedy. 6th Street Playhouse, 52 W. 6th St. Tickets: 707-523-4185 or 6thstreetplayhouse.com.

Fri, Mar 5, Apr 2, May 7, 5-7pm: SoCo Museum First Friday
Join us at First Friday each month as we remain open late with entertainment and refreshments. Regular admission fees apply. sonomacountymuseum.org

Friday/Saturday, March 12-27, 8pm: Hamlet: Ghost Machine
Presented by the Imaginists Theatre Collective's Project 104. March 18th is Pay What You Can Night! Ticket info: theimaginists.org

Saturday, March 20, 10am-4pm: Mini-Book Faires
Proceeds support the Santa Rosa branches of the Sonoma County Library. Free admission. Santa Rosa Central Library, 211 E St. Future Book Faires are April 16-19. See sonomalibrary.org for times.

Thursday, March 25, 6:30-8pm: Richard Shaw Lecture
Artist Richard Shaw speaking on his work, Four Decades of Ceramics, on display. Shaw is a master at tromp l'oeil ceramics, with an ability to transform porcelain into arrays of still life objects that fool the eye and even touch. Sonoma County Museum, 425 7th Street. sonomacountymuseum.org

Apr 16-May 27: cal-ci-fied—Intallation by Anneliese Vobis
Phantom Gallery, 535 7th St. tinyurl.com/phantomgallery

Saturday, April 17, 12-4pm: Earth Day Fair
Celebrate the 40th anniversary of Earth Day in Courthouse Square to inspire awareness and protection of our environment. Enjoy food, music, eco-friendly crafts, and activities for kids, volunteers, local vendors, and environmental organizations. Residents can also take advantage of available City resources and help Santa Rosa reach its greenhouse gas reduction target. srcity.org/earthday

Saturday, April 24: Spring Clean
Make a difference by volunteering to participate in community improvement projects. Meet at Finley Center at 8am. After the work is a fair at noon with live entertainment, info booths, food, and games. Sign up at srcity.org/springclean.

For more detailed information and updates, check out srcity.org/downtown and santarosaartsdistrict.com

Progressive Parking Policies**Looking Through A Different Lens**

The City of Santa Rosa has been hosting a series of meetings to consider and discuss progressive parking policies in Downtown Santa Rosa. You are cordially invited to attend and participate in identifying interests and shaping policy recommendations for City Council's consideration. The goal is to explore the connection between parking policy and economic growth, which essentially means the consideration of progressive parking policies as a way to reinvest in the Downtown, and to develop consensual elements of a parking policy for City Council consideration.

The agenda topics have been: to define progressive parking policy, determine what is possible, visualize parking as an economic asset, discuss parking history and its current reality, explore the community's main interests, put ideas on a map, summarize emerging recommendations, come to some consensus, discuss how we can present to City Council, and figure out our next steps.

The third and final meeting of the series takes place March 10 at the Santa Rosa Central Library at 211 E Street from 10:30am-12pm. If you are unable to attend, you can stay informed and involved by viewing meeting notes at srcity.org/parking or emailing questions or comments to parkingpermits@srcity.org.

New Art in the Downtown**Mendocino Sculpture Installation Completed**

Seth Minor's "Wire Guy" wire sculpture is now installed on the south facing outer wall of 520 Mendocino Avenue, right above the Trek Bicycle store. The Nissan Public Art Project is underway! The selection panel chose Mark Grieve as the winning artist. We expect to see his 50' bicycle obelisk installed this spring. santarosaartsdistrict.com

Volunteer in Burbank's Gardens!**Help Maintain Community's Historic Landmark**

Get involved in your community while you help beautify and maintain the gardens and home of famous horticulturist Luther Burbank! New Volunteer Training classes will be held on March 6th, 13th, and 20th from 9am-2:30pm at Luther Burbank Home & Gardens. Anyone interested in volunteering at LBH&G should call 707-524-5445 or email burbankhome@lutherburbank.org immediately to be interviewed for training to be ready for our tour season opening on April 1st.

Street Furniture Palettes

Setting Standards for Downtown Streetscapes

The Downtown Program is developing Street Furniture Palettes for Downtown's commercial districts. "Street Furniture" refers to benches, planters, lighting, and other items that are located on the sidewalks or public plazas, and "Palettes" are design and placement standards. The goal of the Palettes is to create a unified, attractive, distinctive streetscape in Downtown, but this is more than a design project; the Palettes will also include purchasing and maintenance plans. Quadriga Landscape Architecture, a Santa Rosa firm, has been hired to help the City with this exciting project. We want your input! There are a variety of ways that you can participate. Visit the Street Furniture Palettes web-page at srcity.org/downtown for more information.

Downtown Online

Facebook, Twitter, and E-mail Activity

The Downtown Program regularly posts news, events, and interesting tidbits to Facebook, where we have over 1000 fans, and to Twitter, where we have gained 700 followers. Check us out at facebook.com/DowntownSR and twitter.com/DowntownSR!

We also have an e-mail alert system with 640 subscribers to Downtown News and 175 to the Downtown Subcommittee. You can sign up for email updates at srcity.org/downtown.

Does Your Business Need Funding?

Present at the North Bay Growth & Innovation Forum



The North Bay Growth & Innovation Forum seeks North Bay and Greater San Francisco Bay Area companies that emphasize qualities of uniqueness, innovation and growth potential to apply to present at the eighth North Bay Growth & Innovation Forum scheduled for April 28, 2010, at the Hyatt Vineyard Creek in Santa Rosa.

Hyatt Vineyard Creek in Santa Rosa.

The Forum targets start-up and second-stage companies working in one of five core clusters: clean technology, bio-medical/biotechnology, advanced technology, health/wellness, or food/wine product development. The Forum will feature at least five high-quality investor presentations from companies along with poster presentations from at least ten companies looking for advice, strategic partners, or other resources.

Interested companies may apply by submitting a one- or two-page executive summary to nmanchester@srcity.org. Applications are due March 12, 2010. Companies chosen to present will be notified on March 17. For more information, please visit srcity.org/forum or call Nancy Manchester at 707-543-4339.

Coupon Program

Buy Santa Rosa Campaign



Santa Rosa's online coupon program continues to grow. Over 50 Santa Rosa merchants have participated in this new program, offered at no charge by the City's Economic Development program.

Shopping in Santa Rosa helps the City keep its local charm and it saves gas. It also supports vital City services like public safety and parks. Posting your business coupon on the City of Santa Rosa's website helps increase your visibility in Internet search so more customers can find you.

The program is open to any business with a Santa Rosa business tax certificate. View current coupon offerings at srcity.org/coupons. For more information or to participate in this exciting program, please contact Nancy Manchester, Economic Development Program Specialist, at 707-543-4339 or nmanchester@srcity.org.

Welcome to Downtown!

New Downtown Businesses

African Trading Post	Retail
Alicia Miller	Beauty
Amanda Joseph	Beauty
Asmeret Belai	Caterer
B2B Media and Marketing	Marketing
C Shoshana Fershtman	Physician/Med Pro
DA Shirt	Clothing
Family Rules	Retail
G A T	Miscellaneous
Gold Rush	Jeweler
Heather Meader Mccausland Photo	Artistic Merch. Retail
Hollywood Accessories	Retail
Invasion Entertainment	Miscellaneous
Jackson's Bar and Oven	Restaurant
Jessica Cruz	Beauty
Jessica Fortino	Beauty
Lori Ann Hernandez	Beauty
Nexo Advertising	Advertising
No Fear	Clothing
North Coast Title Co	Title Company
OM Bodywork	Massage
Premier Skin Care	Retail
Princess Boutique	Clothing
Pryne Builders	Contractor
Sizzling Tandoor (SR Plaza)	Restaurant
Soft and Warm	Clothing
Sparky's	Antique Shop
Stephen M Crane MD Inc	Physician/Med Pro
Sweet Tooth	Ice Cream Parlor
Unlimited Massage	Retail
Vanessa C Cheney	Beauty
Wyatt Law Offices	Attorney

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



City of
Santa Rosa

Economic Development & Housing
90 Santa Rosa Avenue
Santa Rosa, CA 95404



Update on Santa Rosa Avenue Corridor Plan

Making Progress on Transportation and Land-Use Improvements



The City is pleased to report good progress on the Santa Rosa Avenue corridor plan. Two streetscape improvement alternatives were developed by the firm Design, Community & Environment based on input from local citizens, City staff, and business owners. The alternatives include safety and aesthetic improvements and are available for community evaluation with a focus on how they will achieve project goals, function in terms of circulation and multi-modal safety enhancements, and shape the vision for future area improvements. The preferred alternative must balance these objectives while meeting the purpose and need of the project, addressing neighborhood concerns, and meeting City standards for traffic operations design, costs, and engineering.

On February 4 the City held the second of three community workshops to analyze

the alternatives and seek consensus on which should move forward for further refinement. The community heavily favored the alternative known as Multimodal Transformation, which reduces vehicular travel lanes in each direction from two to one in order to maintain on-street parking, include a dedicated Class II bike lane in both directions, a center turn lane and landscaped medians, and pedestrian amenities and safety improvements. Stated concerns about reducing travel lanes will be balanced with current professional practice and community preferences. The “road diet” preferred alternative will be presented at the last community workshop for refinement before going through boards/commissions and City Council.

For more info, including specific design elements of the alternatives, and updates, visit tinyurl.com/SRAveCorridor or contact Peter Brown at 707-543-3257 or pbrown@srcity.org.

Seeking Gateways Stakeholders

Advisory Committee Opportunity

The Redevelopment Agency is seeking individuals to serve on a seven-member Community Advisory Committee for the Gateways Redevelopment Area. The purpose of the Committee is to gather sound community advice on policies, projects, and programs affecting the Gateways Area in the early life of the project area. Further information, including requirements and applications, are available at srcity.org/gateways and Economic Development & Housing, 90 Santa Rosa Avenue. Please direct questions and comments to Alice Miller at 707-543-4310 or amiller@srcity.org.

Printing of this newsletter
sponsored by

