

Downtown

Population

2,834 Residents

15,109 Employees

Residential Units (1,100+ units)

76% multi-family units

24% multi-family units

Downtown Businesses

Number of Businesses

Finance	17
Hotels (383 rooms)	4
Offices (attorney, accountant, consultant)	554
Restaurant/Caterer/Deli	87
Retail	264
Services (hair salon, gyms, print services)	162

Cultural Events

Wednesday Night Market

-farmers' market May-September

Summer Nights/Railroad Square

-a summer street fair the first Friday of every month

Rose Parade

-hometown parade the second Saturday in May

Live at Juilliard Park

-free summer outdoor concert series

Great Handcar Regatta

-artistic handmade railcar show and race in Railroad Square

Tour of California

-California's premier bicycle race; downtown has been the finish line for 5 years

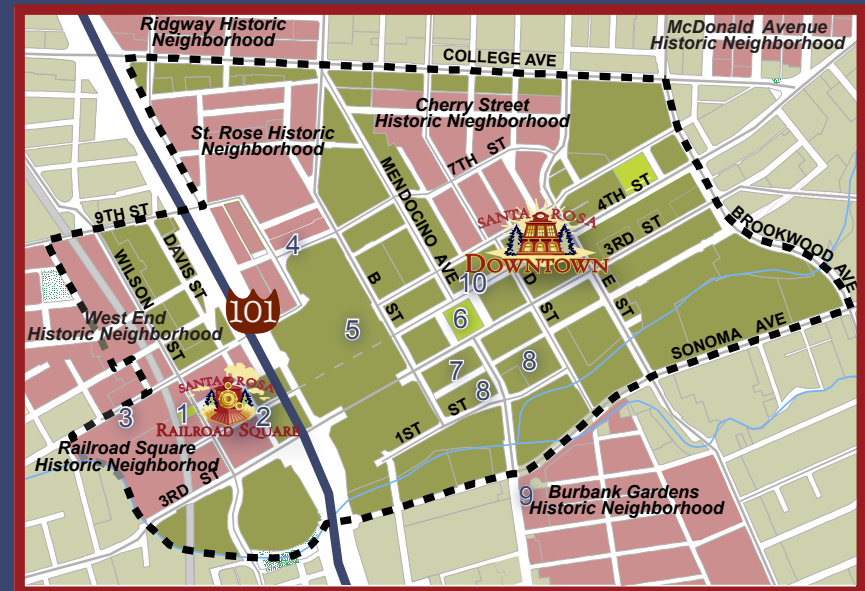
Public parking downtown

Garages (5)
Metered Lots (9)
Permit Lots (1)
On-Street Parking

Spaces Available
2,813
638
45
1,207
Total 4,686

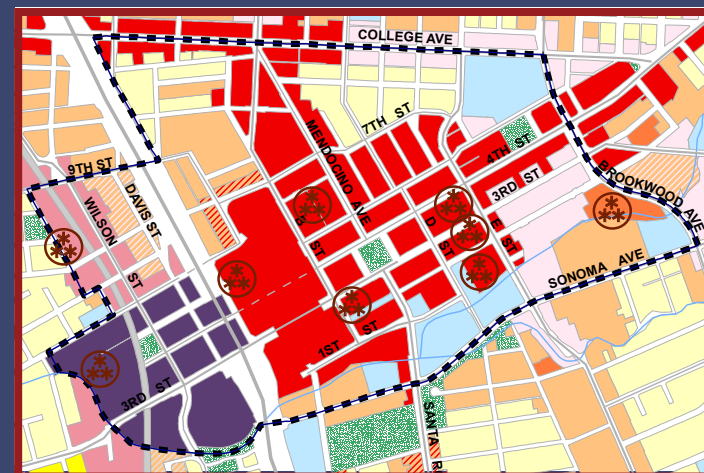


Points of Interest



- | | |
|-------------------------------------|-----------------------------------|
| 1 California Welcome Visitor Center | 6 Courthouse Square |
| 2 Railroad Square Shopping Area | 7 Transit Mall |
| 3 6th Street Playhouse | 8 Movie Theaters |
| 4 Sonoma County Museum | 9 Luther Burbank Home and Gardens |
| 5 Santa Rosa Plaza (Mall) | 10 Downtown Shopping Area |

Potential Development Opportunity



General Plan Designation

- Low Density Residential
- Medium Density Residential
- Medium High Residential
- Transit Village Medium
- Transit Village Mixed Use
- Office
- Retail
- Public Institutional
- Open Space



Please contact The Department of Economic Development and Housing at (707) 543-4353 for more information regarding the opportunity sites above.