

**Memorandum and Summary of Comments**  
**Community Workshop #4: Preferred Alternative**  
**Urban Design & Streetscape Standards**  
**June 21, 2006 / 6:30-9:00 p.m.**

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On Wednesday June 21, 2006, the fourth community workshop for the Downtown Station Area Specific Plan was held at the Hyatt Vineyard Creek with more than 40 community members in attendance.

The workshop opened with Ken MacNab, City Planner for the City of Santa Rosa, welcoming community members to the meeting and introducing the project's consultant team, Design Community & Environment (DC&E) of Berkeley. David Early, DC&E Principal, followed with a brief overview of the Downtown Station Area Specific Plan, the Specific Plan process to date, including a short review of the first three community workshops, and the next steps in the planning process. Following the project overview, Bruce Brubaker of DC&E introduced the Preferred Land Use and Circulation Alternative and explained the development process through which it was created. The three initial Land Use and Circulation Alternatives and the extensive feedback received from community members during the third community workshop were carefully reviewed, analyzed and distilled to create the Preferred Alternative. An overview of Santa Rosa's current traffic and market conditions and the anticipated impact of the changes proposed as part of the Preferred Alternative was also presented.

Following the presentation, community members were asked to divide into pre-assigned groups of six to eight participants and discuss the Preferred Alternative. During this portion of the exercise, community members reviewed an illustrative plan of the Preferred Alternative and assessed the proposed land uses and development strategy for the Specific Plan Area. These comments were recorded by participants on the plan and in notes.

Following the discussion of the Preferred Alternative, participants were asked to determine the most important streets and corridors within the Specific Plan Area and designate them as one of three street types. Community members labeled important vehicular streets as "Primary Connection Streets" on their plans; streets providing key pedestrian connections as "Neighborhood Connection Streets" on their plans; and paths dedicated to pedestrian and bicycle circulation as "Multi-Use Corridors" on their plans. After indicating the street type, participants discussed their existing character and any changes that could enhance the experience of these streets or corridors.

Community members then evaluated projects proposed in the Preferred Alternative and prioritized them, selecting five to eight projects most important to the group. After these completing this exercise, each table reported their conclusions back to the entire workshop.

Below is a summary of comments made by the community during the small group table work and the large group discussion that followed. Additionally, written comments were collected from the public at the meeting, as well as through email.

### **Preferred Alternative Land Use and Development Strategy Discussion**

- ◆ There was overall agreement that the land uses, heights and densities shown in the Preferred Alternative plan were appropriate.
- ◆ Community members agreed that the breakdown of the overall Specific Plan Area into different sub-areas worked well.
- ◆ Participants felt that the proposed height of four stories in the southern part of the Railroad Corridor Sub-Area, between the Creek and Highway 12 and between Highway 12 and Sebastopol Road, could be higher.
- ◆ Some community members thought that Maxwell Court densities could be higher.
- ◆ A small minority of participants called for more mixed use development in or near the West End.
- ◆ There was a request for the Railroad Square Sub-Area to be called the Historic Railroad Square Sub-Area instead.
- ◆ There was a discussion of building heights and whether they should be measured in feet, stories or both.

### **Street Categories:**

- ◆ Primary Connection Streets:
  - Several of the tables designated the following streets as Primary Connection Streets: 3<sup>rd</sup> Street, Wilson Street/Cleveland Avenue, Santa Rosa Avenue, Dutton Avenue and B Street.
  - At least one table designated the following streets as Primary Connection Streets: Davis Street, Morgan Street, Sebastopol Road, College Avenue and 9<sup>th</sup> Street.
- ◆ Neighborhood Connection Streets
  - Several of the tables designated the following streets as Neighborhood Connection Streets: 4<sup>th</sup> Street, 4<sup>th</sup> Street through Plaza mall, 6<sup>th</sup> Street/7<sup>th</sup> Street, a reconnected Roberts Road, 9<sup>th</sup> Street and Mendocino Avenue.
  - At least one table designated the following streets as Neighborhood Connection Streets: A Street, a new 6<sup>th</sup> Street through mall parking garage and a new Donahue Street into Maxwell Court.
- ◆ Enhanced Multi-Use Corridor
  - Every table designated the following paths as Enhanced Multi-Use Corridors: the SMART Railroad right of way and Santa Rosa Creek, including the Prince Memorial Greenway.

- At least one table designated the following path as an Enhanced Multi-Use Corridor: 4<sup>th</sup> Street extension through the mall and 4<sup>th</sup> Street through the TORPA site.

**Priorities for Development (in order of frequency mentioned):**

- 4<sup>th</sup> Street access through the Santa Rosa Plaza mall
- Creek day lighting with adjacent Performing Arts Center
- TORPA/Smart site with a Food and Wine center
- New housing along Rail corridor and Wilson Street
- Bike and pedestrian path along the rail line right of way
- Development of the Sebastopol Road area
- Sixth Street underpass and improvements
- Reunification of Courthouse Square
- Native landscaping and sustainable development features
- Improvements to 3<sup>rd</sup> Street
- Development of the AT&T building site and the cleanup or relocating of the Transit Mall
- Improvements to the Santa Rosa Avenue corridor through the Park and Gardens Sub-Area
- Improvements to bus service to the SMART station
- Improvements to the Post Office site
- Creation of a trolley line