

Santa Rosa

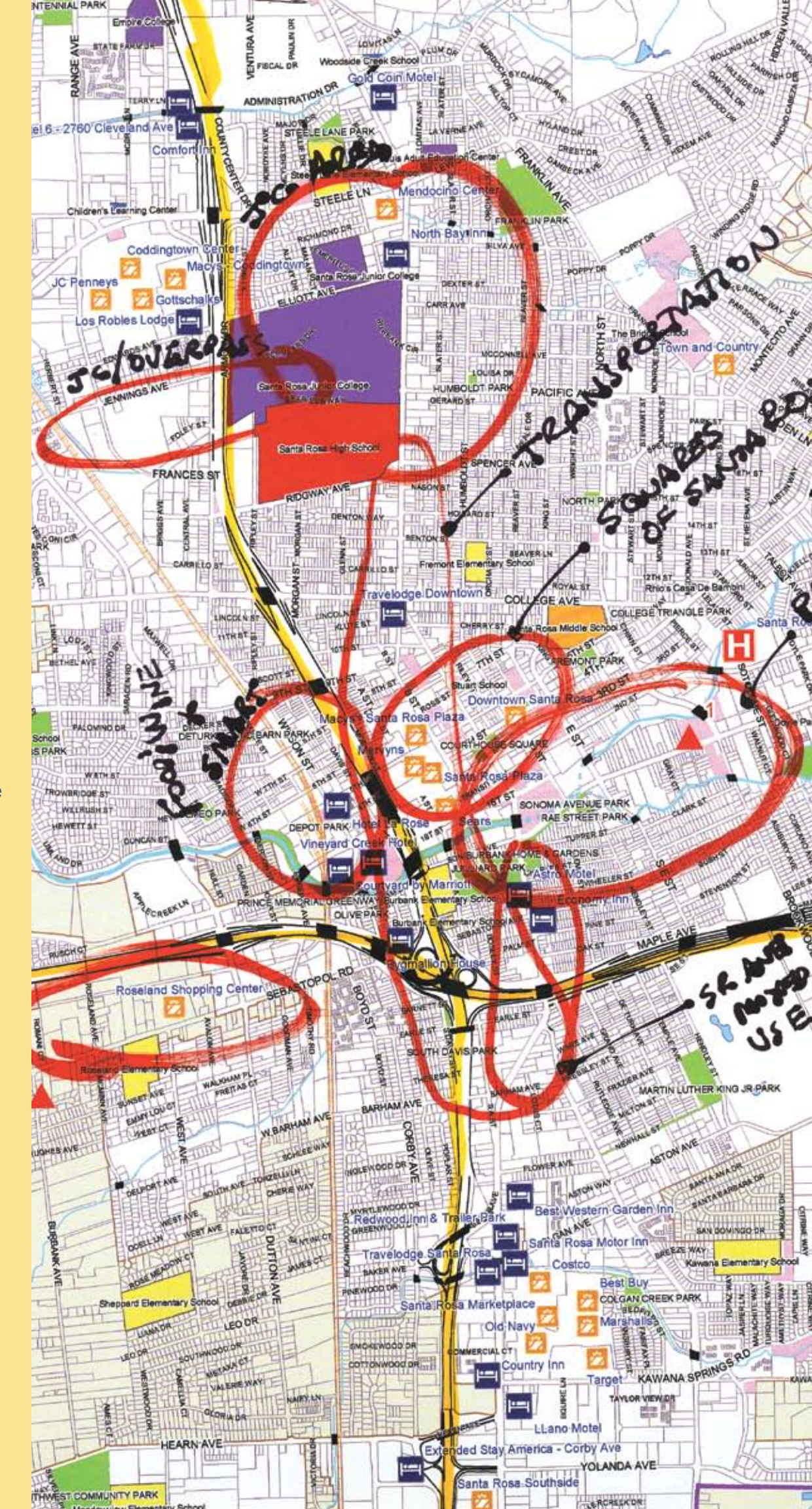
2030

Envisioning the future

What's your good idea?



Imagine a city defined by a vibrant downtown, thriving neighborhoods, a multi-cultural community, and breathtaking stretches of open space, creeks, and greenbelts. Imagine Santa Rosa in 2030. Now come help create it.



Comments?

Please contact the City Manager's Office at (707) 543-3010.

Or stop by or send a note to City Hall:
100 Santa Rosa Avenue, Room 10
Santa Rosa, CA 95404.

Check for updates and information on our website at srcity.org.

Santa Rosa is growing up

With the distinction of being the largest city between San Francisco and Portland, Oregon, the city of Santa Rosa is growing. For those of us who live in and love this community, the appeal of our city is easy to understand. But the downsides of development, like increased traffic and the loss of open space, are taking their toll, leaving many people longing for simpler times.

So we asked: What if we thoughtfully and creatively envisioned the future of our city? In fact, the world's great cities didn't evolve by chance, but were shaped by individuals who imagined all that a great city could be, then worked to turn their dreams into reality. In Santa Rosa, dozens of people — from city planners and staff to interested and enthusiastic volunteers — are taking part in a collaborative effort to conceive a city that reflects the very best of ourselves.

We have a unique opportunity to create the future of Santa Rosa.

Preserving the best, reinventing the rest

When we asked residents to tell us what they like about their city, here's what we heard:
Preserve the small-town feel. Expand open spaces. Keep the rural character that defines Santa Rosa.

When we asked what they'd like to change, they said:
A more vital downtown. A pedestrian-friendly community. Affordable housing. Less traffic.

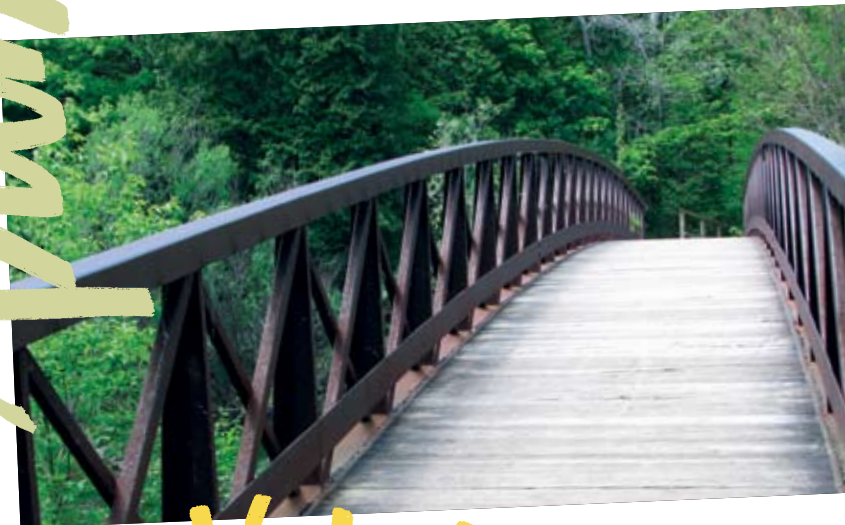
Our intent is to build on past successes, such as development of the Prince Memorial Greenway, preservation of historic districts, and initiatives like the mixed use downtown developments currently underway, to create the Santa Rosa of our dreams.



Everything's possible, nothing's decided

When the Santa Rosa City Council and the City's executive staff met to explore the idea of creating a vision for our city, we came up with a blueprint reflecting the major themes and initiatives Santa Rosa residents have said they support.

But it's just that — a vision — and nothing's set in stone. We welcome, indeed we need, everyone who cares about the future of Santa Rosa to join us as we develop these initiatives, positioning the city to make the most of new opportunities as they emerge.

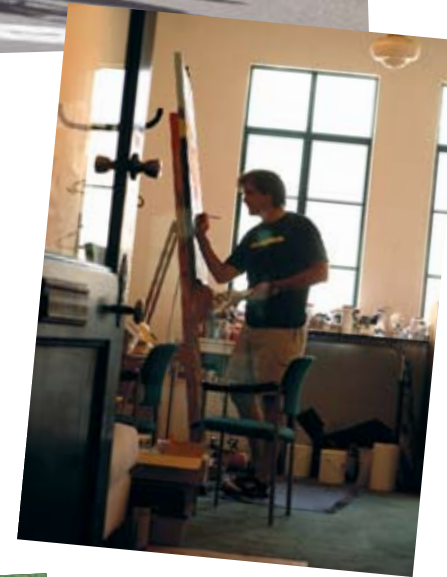


excitement



Now it's your turn

Help us draw the roadmap to Santa Rosa 2030. We invite individuals, families, businesses, and community groups to take part. It won't happen overnight but, working together, we can imagine and create the future of our city. To learn more, go to srcity.org.



“These ideas represent the City Council’s vision for Santa Rosa in the next 30 years or so, and are meant to provide a broad framework of possibilities. We are anxious to hear from you – our community – and hope that you will join us to make these ideas, and others, a reality.”
– Santa Rosa City Council

It's just one piece of the puzzle

Santa Rosa 2030 offers some significant new initiatives designed to help propel our city toward a bright future. It does not capture all of the important services the city provides nor does it intend to minimize those services, such as the safety, utilities, and maintenance of our city.



Vital downtown experience

public art

Open Space

What's your vision for Santa Rosa in 2030? Vibrant, populated downtown | A lively downtown with mixed retail, office space, and inclusionary housing | More green space | Revitalized downtown | A vibrant, exciting, livable, walkable/bikeable community
A model [for] the rest of the country | Reduced traffic | A healthy economy where sustainable businesses promote a sustainable lifestyle | A city designed for living | Restoration of creeks | Open space, urban infill, transit friendly community
A walking plaza downtown that connects to creek walkway | Vibrant city with invigorated and diverse neighborhoods | Wider streets, more parks | On the cutting edge of fine arts and affordable living | **A city with a heart**

“What's your vision for Santa Rosa” quotes taken from community survey, 2006.

Creating a Vital Downtown: Three Key Initiatives

A world apart

The centerpiece of our effort to create a vibrant, lively downtown is a Santa Rosa Creek Walk and proposed Performing Arts Center along the bank of the Santa Rosa Creek just east of Highway 101.

The Santa Rosa Creek Walk

Featuring a new performing arts center and an outdoor amphitheater designed for performances, public art, and events, the Creek Walk will also potentially encompass a museum, cafes, restaurants, artists' lofts, and galleries — all contributing to an outdoor vitality and a rich, cultural environment designed to draw both residents and visitors to downtown. The Creek Walk would provide an enhanced connection between downtown and Railroad Square.

The area also has potential for extending Santa Rosa's expansive network of creeks and waterways.

The Performing Arts Center

As the largest facility of its kind north of Marin, the Santa Rosa Performing Arts Center will provide an ideal setting for a wide variety of events. Art and culture pay important economic, educational, and social dividends for any city — and a world-class arts center will create a sense of place and establish Santa Rosa as an inviting destination.

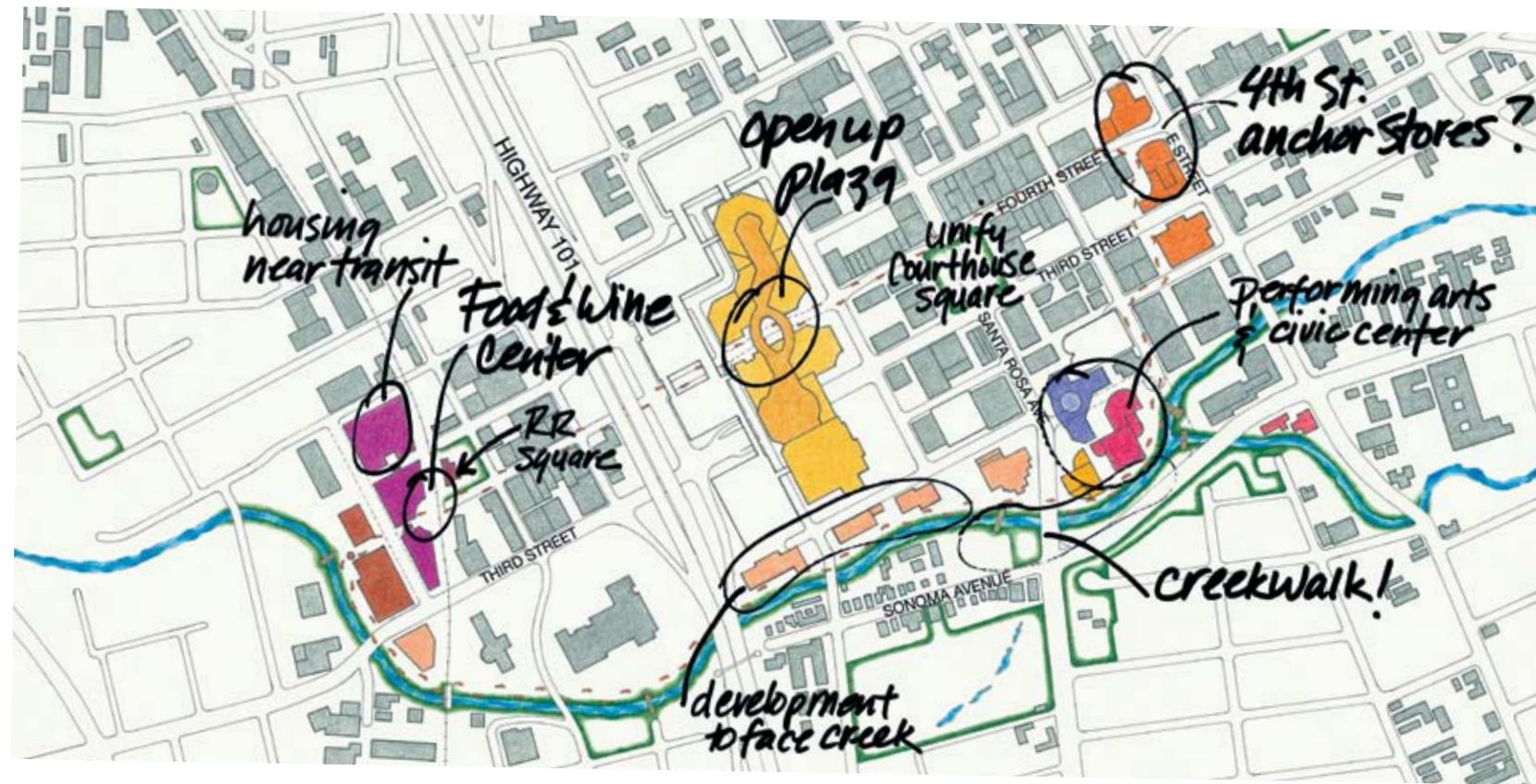



What's your good idea?

The Squares of Santa Rosa

With a downtown currently divided by Highway 101 and the Santa Rosa Plaza, two vital public areas are artificially separated — limiting our vision of creating a lively and integrated downtown.

By restoring and connecting both Courthouse and Railroad Squares via 4th Street, we would reunify downtown Santa Rosa, creating a pedestrian-friendly environment and encouraging the emergence of a true downtown.



A vision of downtown rendering by Tim Bernard

Key components might include:

- **A united Courthouse Square** with improved ground-floor shops, restaurants, and cafes
- **A circular downtown flow** going from the Fourth Street anchor stores through the Performing Arts Center/Creek Walk, through Railroad Square and back through Fourth Street



- **A Fourth Street connection** through a redesigned and open Santa Rosa Plaza
- **Transit oriented development** and a **food and wine center** at the future site of the SMART rail station
- **Enhanced streetscapes and facades**
- **A balance of boutiques, restaurants, and retail** to draw visitors and to support residents



Gathering places

sense of "4th there"

A New Santa Rosa Civic Center

One building. One-stop shopping for our residents. One convenient location for all City services.

Providing a City landmark and much-improved customer service for residents, businesses, and visitors, a new, centrally-located Civic Center could feature:



Neighborhood
vitality



Cutting edge

- A welcoming environment with conveniently-placed services
- Space for a variety of government services including a public library, school district offices, courts, and a family justice center
- Community meeting spaces
- Environmentally responsible and sustainable building practices
- A focal point for civic events, communication, and discourse

Santa Rosa 2030 Initiative

Creating a Multicultural Village on Sebastopol Road

Santa Rosa's diverse population offers a wealth of possibilities to create a lively, multicultural experience on Sebastopol Road for both residents and visitors. Elements of a new multicultural village could include:

- A wide variety of multicultural dining and shopping choices
- A community plaza creating a neighborhood sense of place
- A satellite Sonoma State University campus
- Improved transportation services with pedestrian linkages
- Bustling and robust neighborhood economy



What's your good idea?



Santa Rosa 2030 Initiative

Expanding Open Space and Creating Multi-Service Parks

As Santa Rosa's population grows, additional parks and open spaces will offer plenty of healthy, inviting environments for social gatherings and recreation. Possibilities could include:

- Developing a network of world-class multi-service and active recreation complexes and open spaces
- Creating a well-developed trail system, which would increase access to regional parks, schools, and recreation facilities
- Co-locating parks, community centers, aquatic systems, plazas, and trails with libraries, schools and other public facilities
- Partnering with other agencies, such as the Sonoma County Open Space District, to create public access to areas of natural beauty like the recently opened Taylor Mountain Ranch.



What's your good idea?

Santa Rosa 2030 Initiative

Enhancing Santa Rosa Avenue

Santa Rosa and Mendocino Avenues offer many possibilities for development such as creating a mixed-use area from College Avenue, through downtown, to Highway 12 and a well-developed retail destination south of Highway 12. Possibilities include:

From Highway 12 North

- Convert outdoor sales uses to high density residential, with mixed-use and retail shops on Santa Rosa Avenue
- Complement and reinforce the Burbank Historical District and Burbank Garden

From Highway 12 South

- Make provisions for destination retail stores
- Provide additional landscaping and urban design street elements where appropriate
- Improve traffic flow and efficiency



What's your good idea?

Santa Rosa 2030 Initiative

Building a More Inclusive Community

Inclusive communities that welcome a diverse citizenry benefit from the differences among its residents. As Santa Rosa's senior and ethnic populations grow, we have the opportunity to create a robust and healthy community that takes advantage of our rich and diverse backgrounds. Possible elements could include:



- Developing more opportunities for future elected and appointed officials and staff to participate and learn
- Encouraging leadership that reflects the make-up of our community
- Creating an accommodating physical infrastructure for our elderly and disabled citizens
- Developing neighborhood centers where services that reflect unique neighborhood needs can be provided to residents
- Partnering with schools and the business community to provide appropriate opportunities for all students to ensure a variety of options once they graduate from high school. These could include vocational training, English as a Second Language classes, and internship programs within local government and the business community



- Providing programs and services that are culturally and age appropriate
- Promoting community values that encourage inclusion
- Fostering relationships with community organizations, business associations, and non-profits that represent a cross-section of our community


What's your good idea?

Santa Rosa 2030 Initiative

Connecting Santa Rosa Junior College and Coddington

College neighborhoods naturally attract a vibrant mix of residents and college students, and this area offers many possibilities for innovative development. Features could include:

- A bicycle and pedestrian connection across Highway 101 between Steele Lane and College Avenue, connecting the college community with the retail district at Coddington and the proposed new rail station south of Jennings Avenue
- A rejuvenated Mendocino Avenue corridor, with a special emphasis on creating a pedestrian and bicycle-friendly environment
- Improved shopping alternatives with the anticipated new redevelopment of Coddington


What's your good idea?



Santa Rosa 2030 Initiative

Creating Appealing Transportation Alternatives

A transportation system that makes it safe and simple for residents to walk, cycle, or ride public transit to work, school, shopping, and other destinations is a key component of a livable community. A flexible and sustainable transportation system provides comfortable and convenient alternatives, conserves energy and other natural resources, and provides cost-efficient services. Possibilities could include:

- Creating a trolley and/or dedicated route that provides high frequency transit service: North and South along Santa Rosa and Mendocino Avenues and East and West along 3rd Street to Montgomery Drive
- Expanding CityBus hours to provide evening bus service
- Improving pedestrian and bike routes with better connections to each
- Encouraging regional commuter rail efforts


What's your good idea?

