# Table of Contents

I. Project Overview .................................................................. 5  
II. Final Corridor Plan ............................................................... 13  
III. Conceptual Implementation Strategy ................................. 20 
IV. Mendocino Avenue Corridor Design Guidelines .............. 21  
V. Appendix to Final Plan ........................................................ 31  

A. Opportunities and Constraints  
B. Alternative Plans  
C. Public Outreach  
D. Recommendations from Advisory Boards  
E. Relationships to Other Documents
I. Project Overview

Study Area

The Mendocino Avenue Corridor Study area is located between College Avenue and Steele Lane (see Figure 1). As one of the Santa Rosa’s heaviest traveled arterials, Mendocino Avenue runs parallel to Highway 101 and serves as the primary access to the Santa Rosa Junior College, one of the largest Community Colleges in the State of California. Mendocino Avenue also provides access to one of the city’s high schools and is lined by a variety of commercial uses. In addition, Mendocino Avenue is an important route for public transit and cycling throughout the city.

Existing Conditions

The existing street layout is characterized by four travel lanes throughout the corridor with available left turn pockets, bike lanes, and parking lanes (see Figure 1). The area referenced as the Office/Residential District (College Ave to Ridgway Ave) currently provides four travels lanes, parking on the eastern edge of the roadway and bike lanes in both directions. The Academic/Retail District (between Ridgway Ave and Elliott Ave) includes four travel lanes (two in each direction) and bike lanes on both sides of the street south of McConnell Avenue. Finally the Commercial Village District (Elliott Ave and Steele Ln) includes four travel lanes (and a two-way left turn lane) and a raised concrete median in portions. The sidewalks in the Commercial District vary between approximately four foot sidewalks to approximately eight foot sidewalks. The Commercial Village District also does not include street trees. The existing general plan and zoning designations and development standards along the corridor are depicted in Tables 1 and 2, which allow flexibility for a variety of uses and building forms.

Project Objectives

The Mendocino Avenue Corridor Plan is the result of city and neighborhood inspired effort to address multi-modal transportation, pedestrian safety, beautification, and land use issues along Mendocino Avenue. This effort considers the report developed in 2005 by Dan Burden, on how to make Mendocino Avenue a safer, more walkable corridor. That report recommended a number of improvements that would have required an
expansion of the public right-of-way to make room for landscaped medians, pedestrian islands, diagonal parking, wider sidewalks, etc. In authorizing funding for the corridor plan, the City Council directed staff to consider improvements into the existing of right-of-way. A balance was needed between the rights of existing property owners and the ultimate improvements on the corridor.

The main objective of this Corridor Plan was to make the area function better and be more attractive to residents, students, and businesses while being consistent with the goals of the Complete Streets concept. The plan seeks to enhance all modes of travel (walking, bicycling, transit and automobile) through safety improvements as well as aesthetics and landscaping. Elimination of left turn conflicts, increased access/storage for left turn lanes and fully coordinated signal timing will enhance automobile flow along the corridor. Bus shelters and relocation of bus stops are proposed for transit enhancements. Contiguous bike lanes and appropriate connections to alternative routes were advocated. To improve pedestrian safety, features such as wider sidewalks, bulb-outs on side streets to shorten crossing distances, pedestrian refuge areas within the landscaped medians, and additional crosswalks at key locations were also explored.

To enhance business opportunities and success, design guidelines were developed which speak to streetscape enhancements, building orientation, landscaping, and development standards. Along with improved commercial success comes increased pedestrian activity along the corridor. It is important to encourage a mix of uses including uses such as restaurants that spill out into the public realm in the form of plazas that offer outdoor dining and a visual interest along the sidewalk. With that objective, infill opportunity sites along the corridor were identified to arrange new development to have an intimate relationship with the street by pushing buildings up to the street and moving parking behind them.
Figure 1 - Site Aerial
Figure 2- Existing Street Sections

Office/ Residential District - Looking North

Academic/ Retail District - Looking North

Commercial Village District - Looking North
### Existing Zoning and Development Standards

<table>
<thead>
<tr>
<th>General Plan</th>
<th>Zoning</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Office/Residential District (College Ave to Ridgeway Ave)</strong></td>
<td></td>
</tr>
</tbody>
</table>
| Westside and Eastside: Retail and business services Office | Westside:  
- CG (General Commercial)  
- CO-H (Office/Commercial–Historic)  
Eastside:  
- PD (Planned Development) |
| **Academic/ Retail District (Ridgeway Ave and Elliot Ave)** |                                                            |
| Westside: Public/Institutional  
Eastside: Retail and business services | Westside:  
- PI (Public Institutional)  
Eastside:  
- PD (Planned Development)  
- CG (General Commercial) |
| **Commercial Village District (Elliott Ave and Steele Ln)** |                                                            |
| Westside and Eastside: Retail and Business Services | Westside:  
- CG (General Commercial)  
- PD (Planned Development)  
Eastside:  
- CG (General Commercial) |
<table>
<thead>
<tr>
<th>Table 2: City of Santa Rosa’s City Code Development Standards</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Maximum Density (DU/Acre)</strong></td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>General Commercial (CG)</td>
</tr>
<tr>
<td>Office/Commercial –Historic (CO-H) (see section 20-28.040 Historic (-H) combining district in City Zoning Code)</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>Planned Development (PD)</td>
</tr>
</tbody>
</table>
II. Final Corridor Plan

The final corridor plan is a result of collaborative effort between the city and the community. Feedback was fostered through meetings with the Internal Review Committee (IRC), which included staff members from various city departments, and the Mendocino Avenue Corridor Task Force (MACTF), which represented stakeholders with interests along Mendocino Avenue. Through this series of meetings with the IRC and MACTF and a public meeting open to the community at large, alternative concepts for the corridor were developed to explore ideas which help identify a unique character for the corridor by enhancing its features. A series of five more public meetings with the city’s advisory bodies and City Council provided more opportunities for recommendations, and the council expressed desire to maximize street trees. The overarching objective of the plan for the Mendocino Avenue Corridor is consistent with the goals of the Complete Streets concept. Therefore, the corridor should be adequately designed to accommodate all users including pedestrians, bicyclists, users of mass transit, motorists, people with disabilities, the elderly, and emergency responders.

The following represents the preferred features that were supported throughout (also illustrated in Figure 3):

- Maximize street trees.
- Wider sidewalks that allow for trees, street furnishings and outdoor dining opportunities.
- Vintage style pedestrian scale street lights along the Mendocino Avenue corridor.
- Provide sidewalk bulbouts on side streets where they intersect with Mendocino Avenue.
- Encourage mixed-use development at potential infill sites along the corridor and arrange new development to have an intimate relationship with the street with parking to the rear of the buildings.
- Encourage setbacks to allow for plaza style sidewalks. Temporary street closures for public events.
- Landscaped medians are designed throughout the corridor, strategically placed to preserve left turn movements onto side streets. New signals and increased left turn storage enhance automobile travel.
• Continuous bicycle lanes along the corridor and creating parking behind new buildings.
• Relocation of bus stops, potential bus shelters and signage are designated to enhance transit options.
• U-turns will be allowed at key locations.
• Public Art is encouraged along the corridor and should be located at prominent locations to enliven the street edge and provide clear landmarks.
Figure 3

Mendocino Avenue Corridor Plan

- Existing Crosswalk
- New Crosswalk
- Sidewalk
- Planting Strip
- Potential Plaza
- Planting Strip/Landscaped Median
- Existing Tree
- New Tree
- Existing Signal
- New Signal
- Pedestrian Activated Flasher
Figure 3

- Existing Bus Stop
- New Bus Stop
- Common Parking Access
- Public Art/Gateway Feature
- WalkStreet/Temp. Road Closure

**MENDOCINO AVENUE CORRIDOR PLAN**
Figure 4- Final Corridor Plan Sections

Office/Residential District - Looking North

Academic/Retail District - Looking North

Commercial Village District - Looking North
III. Conceptual Implementation Strategy

The approval of the Mendocino Avenue Corridor Plan will allow the city to position itself to compete for state and federal funds for implementation in the coming years. The city also has the option of integrating portions of the plan into the Capital Improvement Program and phasing in development over future years. During 2009, Santa Rosa experienced one of its most challenging fiscal years and was faced with severe budget constraints. However, since conceptual plans offer a long term vision and the city is expected to continue to provide community services and infrastructure, project execution will depend partly on economic recovery.

Some components of the plan, such as infill development, sidewalk improvements, creation of pedestrian plazas, etc. will occur at the will (or in partnership with) of local property owners who seek to enhance lot coverage or redevelop a particular site. Those improvements will occur gradually overtime and will be guided by the corridor plan and design guidelines. The purely public improvements will likely be phased, since procurement of construction funds is always difficult and impacts to existing businesses and residents can be better managed in smaller projects. While there have been suggestions to begin work both at the north and south ends of the corridor, a determination will have to be made at a future date as to how to phase the project.
IV. Mendocino Avenue Corridor Design Guidelines

The following Design Guidelines for the Mendocino Avenue Corridor are formatted to fit directly into Section 4.9 of the City of Santa Rosa’s Design Guidelines document.
4.9 Mendocino Avenue Corridor Plan Design Guidelines

The Mendocino Avenue Corridor Plan addresses the area between College Avenue and Steele Lane. Mendocino Avenue is a busy arterial that runs parallel to Highway 101 and serves as the primary access to Santa Rosa Junior College, one of the largest Community Colleges in the State of California. Mendocino Avenue also provides access to Santa Rosa High School and is lined by residential and commercial uses. In addition, Mendocino Avenue is an important route for public transit and cycling.

The guidelines in the Core Area section of the City of Santa Rosa’s Design Guidelines document define the level of quality architecture that is expected for the Mendocino Avenue corridor. The following guidelines complement those and provide additional recommendations to enhance the relationship between proposed buildings and the streetscape in an effort to promote pedestrian activity along the corridor.

The city’s review process encourages the highest level of design quality, while at the same time providing the flexibility necessary to encourage creativity on the part of project designers. The overall objective is to ensure that the intent of the guidelines are followed. The design guidelines in the Mendocino Avenue Corridor Plan support the city’s existing design guidelines for the core/downtown area and will be applied by the city through the design review process.

The following are corridor wide goals that were developed during the community outreach process for the Mendocino Avenue Corridor Plan. Section 4.9 provides guidelines organized within each of the following categories; sidewalk treatment, landscaping, storefront design, building orientation, and development standards.
I. **GOALS - CORRIDOR WIDE**

A. To enhance the Mendocino Avenue corridor for all modes of travel including walking, bicycling, transit, and automobile use through traffic calming measures and increased aesthetics and landscaping.

B. To improve pedestrian safety along the corridor.

C. To encourage mixed-use development along the corridor, consistent with the City of Santa Rosa’s City Code and General Plan objectives.

D. To create an identity for the corridor that complements the surrounding area and attracts residents and visitors.

Figure 4.9.2 All modes of travel are encouraged along the corridor.

Figure 4.9.3 Improving pedestrian safety through enhanced crosswalks is a major goal of the plan.
II. GUIDELINES

4.9.1: Sidewalk Treatment – Lighting and sidewalk furnishings

Street furnishings should be provided along the corridor that complement the corridor’s architectural character. The following potential street furniture options (including lighting, benches and trash receptacles, and tree grates) are recommended to support the environment envisioned for the corridor.

**Lighting**

Pedestrian scaled lighting should be installed along the sidewalks throughout the corridor and should be the appropriate size and spaced accurately to enhance the aesthetic quality of the streetscape and increase pedestrian safety. Decorative acorn lighting should be used that complies with the dimensioning and character described in the City’s 1992 Street Light Standards illustrated in Figure 4.9.5.

**Guidelines:**

1. Light fixtures should incorporate the latest energy-efficient technology for directing light and reducing glare, while not spilling beyond property lines.
2. Pedestrian lights should be approximately 12-16 feet in height and appropriately spaced on both sides of the street along the corridor.
3. Parking lots, pedestrian walkways and paseos should be illuminated to ensure safe nighttime conditions.
4. Timers and sensors should be considered to avoid unnecessary lighting and conserve energy.
Benches and Trash Receptacles

New benches and trash receptacles should be installed along the corridor to enhance the pedestrian environment. Typical placement of the benches and trash receptacles should be approximately every 100’ and at key locations to provide seating and amenities for pedestrians.

Tree Grates

The installation of tree grates creates safer sidewalks, increased opportunities for outdoor seating, and can lead to the health of street trees and reduced sidewalk maintenance. The tree grates proposed throughout the corridor’s sidewalks should be designed to complement the streetscape treatments (i.e. lighting and sidewalk furnishings) described in these design guidelines.

4.9.2: Landscaping

Landscaping along the corridor, located in sidewalk planter strips and in the center turn lane median, should adhere to the street tree list approved in 2007 by the City’s Recreation & Parks Department. Section 1.3(II)B-Street Trees and Section 4.1-Landscaping in the City’s Design Guidelines provides guidelines on landscaping requirements.
4.9.3: Storefront Design - Windows, doors, and entries

Retail demand may fluctuate along the corridor, and there should be flexibility to allow occupancy by a variety of use types. Well-designed storefronts, including windows, doors, wall composition, colors, and materials, are very important to create a sense of entry and pedestrian scale. The main building entrance of ground floor uses should be distinguished from the rest of the building and easily identifiable. The guidelines in Section 2.3-Core Area Buildings provides direction for storefront design along the corridor. The following complements those guidelines.

**Guidelines:**

1. Entry designs are encouraged but are not limited to incorporating the following methods to depict a sense of entry:
   a. change in wall / window plane;
   b. a projecting element above the entrance;
   c. a change in material or detailing;
   d. architectural elements such as flanked columns or decorative fixtures;
   e. recessed doors, archways, or cased openings;
   f. a portico or formal porch projecting from or set into the surface;
   g. changes in the roofline or a tower
2. Recessed storefront entries are strongly encouraged.
3. Where recessed entries occur, a decorative paving material, such as tile, marble, or slate, is encouraged.
4. Passive solar design should be incorporated into the building design, where possible. Windows and skylights should be located to maximize natural lighting and reduce the need for indoor lighting.
5. Windows should be articulated with accent trim that is authentic to the architecture of the building.
6. To create shade and shadow detail, it is encouraged that windows be inset from building walls.
7. Clear glass or lightly tinted glass is encouraged to be used on the ground floor of commercial buildings. Opaque, reflective, or dark tinted glass are not encouraged to be used for any portions of the building.

8. At least 60% of the ground level front building façades are encouraged to be transparent (windows and doors) in commercial buildings.

9. Windows and doors should be proportionate in scale to the building elevation.

### 4.9.4: Building Orientation

Where redevelopment may occur in areas such as the catalyst sites illustrated on the Preferred Corridor Plan, streets should be lined with retail storefronts and parking lots should be relocated behind buildings. The following guidelines are designed to enhance the corridor to achieve the desired pedestrian-oriented vision.

**Guidelines:**

1. Buildings should be placed at sidewalk edge and oriented toward the street. Landscaping should be installed between the street and the sidewalk buffering the sidewalk from traffic and providing a pedestrian scale to walkways.

2. Parking lots should be provided away from street edge behind buildings and should be clearly identifiable with directional signage. Where possible they should be connected and accessible from side streets.

3. Outdoor dining opportunities are encouraged but shall meet the conditions and requirements of section 20-42.160 Sidewalk cafés in Chapter 20-42 STANDARDS FOR SPECIFIC LAND USES of the City’s Zoning Code.

4. Building entrances should be oriented toward the street frontage. They should not back onto existing or planned amenities such as parks and plazas.
5. Significant buildings with prominent architectural features should be located near corners and intersections whenever possible.

6. Outdoor spaces should have clear purpose that reflects careful planning and are not simply “left over” areas between structures. Such spaces should provide pedestrian amenities, such as benches, fountains, landscaping, public art, etc.

7. Loading areas and delivery service areas should be placed at the rear or side of buildings. These areas should be screened with decorative walls, trellises and vines, berming with landscaping, trees, or a combination of these treatments.

8. Intensified landscaping, changes in setbacks, and appropriate building orientation should be used to buffer or transition residential uses from adjacent commercial uses.

9. Climatic factors such as prevailing winds, shade trees, window and door orientation, and the positioning of buildings on the site should be coordinated to maximize energy conservation.

Figure 4.9.11 Appropriately scaled sidewalks create an inviting pedestrian environment.
4.9.5: Draft Development Standards –
Setbacks, Height, and Building Coverage

The following provides a summary of the development standards for buildings and how they interact with the public realm along the corridor. Detailed illustrations are included depicting the potential building setbacks and site layout for the land uses along the corridor including mixed-use, retail, and office uses.

**Setbacks**

- **Front:** min = 0’ (from property line)
  - max = 15’ (from property line)
- **Side:** min = 0’
  - max = 20’ (to allow for plaza/pedestrian walkway)
- **Rear:** min = 0’

**Height**

- **Mixed-Use (residential/office over retail)**
  - max approx. = 55’
- **Stand Alone Retail**
  - max approx. = 45’

**Building Coverage**

- max = 100%
IV. Appendix to Final Plan

(The following material is included for reference only)
Appendix A. Opportunities and Constraints

The first step in the planning process was to conduct field research and meet with stakeholders in the area to understand the existing conditions and uncover opportunities and constraints in the area. This helped define the character of different segments along the corridor in the study area. The one mile portion of Mendocino Avenue was divided into three (3) districts, defined in terms of characteristics and land uses. In order to create a tailored approach for each the districts, the general characteristics and goals were defined as such:

- Office/Residential (OR) from College Avenue to Ridgway Avenue
  Enhancements to this area would need to be amenable to the current supply of residential/office conversions.
- Academic/Retail (AR) from Ridgway Avenue to Elliott Avenue
  Improvements should reflect the goals of safety and the Complete Streets concept due to the high level of pedestrian activity occurring in this district.
- Commercial Village (CV) from Elliott to the intersection of Steele Lane
  Development in this district should cater to the pedestrian and commercial activity that currently exists within this district.

The following is a list of potential opportunities and constraints that are also illustrated in the Opportunities and Constraints diagram on the following pages.

Opportunities
- Potential for infill development
- Improve pedestrian safety
- Landscaping and street trees
- Support Class II Bike Lanes
- Underutilized parking areas
- Infill Sites
- Culinary center
Constraints

- Approximately 29,000 vehicles per day on Mendocino Avenue
- “T” intersections with Mendocino Avenue present operational difficulties
- Lack of access between parking lots behind businesses
- Sidewalks are getting torn up and are too small to support street trees
- Vacant or underutilized businesses along the corridor
- There is a present lack of city funding to improve or maintain the corridor
- Some ground floor uses and parking areas are not conducive to increased pedestrian activity
Opportunities and Constraints
Appendix B. Alternative Corridor Plans

Throughout the planning process regular meetings open to the community were held with two advisory groups that provided feedback and direction in an effort to meet the general desires of the city, stakeholders and general public. Feedback was fostered through meetings with the Internal Review Committee (IRC), which included staff members from various city departments, and the Mendocino Avenue Corridor Task Force (MACTF), which represented stakeholders with interests along Mendocino Avenue. The Ridgway Preservation District, business interests, a local architect and member of the city’s Design Review Board, as well as representatives from the High School and Junior College were contributing Task Force Members.

After the field research was complete and direction was received from the IRC and MACTF, two distinctly different alternatives were developed to improve the safety and attractiveness of the Mendocino Avenue corridor and its connectivity to the surrounding neighborhoods.

The alternatives reflect differing approaches to the configuration of traffic lanes through the corridor, the design of the streetscape, the location and extent of potential medians, location of new bulb-outs, pedestrian crossings, and bus stops/pull outs and suggested infill sites.

The alternative approaches were defined as the Moderate Alternative and the Transformative Alternative.

**Moderate Alternative**

- Retains existing capacity: Four travel lanes with two lanes northbound, two lanes southbound, and a center left turn lane.
- Provides landscape medians along Mendocino Avenue.
- New four way signals at Benton Street and McConnell Avenue.
- New pedestrian crosswalks throughout corridor.
- No left turns southbound from Mendocino Avenue at Dexter Street, McConnell Avenue and Nason Street.
• No left turns northbound from Mendocino Avenue at Burbank Circle.
• No left turns onto Mendocino Ave from Howard Street, Nason Street, Spencer Avenue, McConnell and Dexter Street.
• More street trees in the Academic Retail and Commercial Village districts.
• Retains existing sidewalk widths on Mendocino Avenue.
• Provides pedestrian refuge islands at McConnell Avenue, Howard Street, and Carr Avenue.
• Retains setbacks of existing buildings from the Mendocino Avenue corridor and proposes new setback requirements for new buildings.

**Transformative Alternative**

• Mendocino Ave transitions from four/five lanes to two/three lanes with one travel lane north, one south, and a center left turn lane.
• Includes nine foot wide planter areas along both sides of Mendocino Avenue.
• Extensive street trees plantings are provided on both sides of Mendocino Avenue.
• Integrates planter areas such as curbed planters or flush bio-swales to bring “green streets” to Santa Rosa.
• Bus pull-out lanes are shown in place of the planter strips at the high school, the commercial center, and at Crawford Court.
• Introduces the potential mixed-use development in underutilized portions of parking lots.
• Setbacks for plazas on the east side of Mendocino Avenue.
• Potential for street closures for events.
• Bulb-outs along side streets to shorten pedestrian crossing distances.
• Aggressive development/redevelopment of catalyst sites.
• Provision of a northbound left turn into the northern entrance of the parking structure at Santa Rosa Junior College.
• Public art installations on Mendocino Avenue.
Features Common to Both Alternatives:

- Within existing Mendocino Avenue right-of-way.
- Provision of Class 2 bike lanes on both sides of Mendocino Avenue.
- Redevelopment of catalyst sites.
- Additional traffic signals on Mendocino Avenue at Benton Street and McConnell Avenue.
- Bulb-outs and new pedestrian crosswalks to increase pedestrian safety throughout corridor.
- No left turns southbound from Mendocino Avenue at Dexter Street, McConnell Avenue and Nason Street.
- No left turns northbound from Mendocino Avenue at Burbank Circle.
- No left turns onto Mendocino Ave from Howard Street, Nason Street, Spencer Avenue, McConnell and Dexter Street.
- Use of vintage Acorn pedestrian scale streetlights.

Both alternatives seek to enhance the experience of the users of the corridor, with special attention paid toward streetscape beautification, increased landscaping and transportation modes including walking, cycling, and transit use. While the alternatives provide similar approaches to the individual districts, the principal difference was in the traffic capacity of Mendocino Avenue. The Moderate Alternative shows two travel lanes in each direction, whereas the Transformative Alternative included a transition to one travel lane in each direction with a nine foot wide plaza and/or planting strips along each side of the corridor. Both alternatives provide a 6-8’ sidewalk and a 5-7’ bike lane in each direction, with a 10’ planted median/center turn lane to provide for strategically located turning movements along Mendocino Avenue.
Moderate Alternative

**ALTERNATIVE 1: MODERATE**

- OFFICE / RESIDENTIAL DISTRICT
- RIDGWAY HISTORIC DISTRICT

Santa Rosa High School

- Existing Crosswalk
- New Crosswalk
- Sidewalk
- Potential Plaza
- Planting Strip/Landscaped Median
- Existing Tree
- New Tree
- Existing Signal
- New Signal
- Pedestrian Signal
Moderate Alternative Sections

Office/ Residential District - Looking North

Academic/ Retail District - Looking North

Commercial Village District - Looking North
ALTERNATIVE 2: TRANSFORMATIVE

OFFICE / RESIDENTIAL DISTRICT
RIDGWAY HISTORIC DISTRICT

Santa Rosa High School

Existing Crosswalk
New Crosswalk
Sidewalk

Planting Strip
Plaza + Planting Strip
Potential Plaza

Planting Strip/
Landscaped Median

Existing Tree
New Tree

Existing Signal
New Signal
Pedestrian Signal
Transformative Alternative Sections

Office/Residential District - Looking North

Academic/Retail District - Looking North

Commercial Village District - Looking North
Appendix C. Public Outreach

On Monday November 3, 2008 a public workshop was held for the Mendocino Avenue Corridor Study at the multipurpose room of Santa Rosa High School. The workshop was attended by a total of 44 people, with 34 of them participating in the report card exercise. In addition to those attending the workshop, several concerned residents wrote in their comments, sent comments via email, and also emailed report cards.

The purpose of this meeting was to obtain public input for the potential streetscape design of the one mile stretch of Mendocino Avenue within the study area. The workshop consisted of two phases, the first being a power point presentation by Keith Gurnee and Dave Javid from RRM and Peter Brown of the City of Santa Rosa that covered the background of the project, the three “districts” of Mendocino Ave with alternative road sections, and the implications and features of these alternatives. The second phase of the workshop encouraged participants to make comments, ask questions and to vote on their preferred alternative concept through a report card exercise.

Report Card Summary

The following table depicts the percentages of support for the features of the streetscape design of Mendocino Avenue, with predominant opinion in bold and gray tone. Included in the table is a column devoted to the total percentage of strong and moderate support for each feature.

While participants supported retaining the 5 lane configuration of Mendocino Avenue by an 85% margin they had also favored some of the features presented in the Transformative Alternative. From the results of the report card exercises, it is evident the participants are eager to enhance Mendocino Avenue and create a more complete and beautiful street by means of bike lanes, wider sidewalks, prominent street trees, and planted medians. Pedestrian and bicyclist safety is also a must, as described in the comments on the alternatives. Unfortunately the notion of providing wider sidewalks cannot be realized along much of the corridor within the existing right of way for Mendocino Avenue. The following list summarizes the findings derived from the public workshop:
• Participants who were residents of Santa Rosa were more interested in transformative approach for the Mendocino Avenue corridor, but property owners and users of the schools would prefer a moderate approach.

• Wider sidewalks were desired with the moderate or existing alternatives, which would require additional right of way acquisitions.

• Landscaped medians are encouraged throughout the corridor, strategically placed to preserve left turn movements onto side streets.

• The Transformative Alternative proposal of decreasing the amount of travel lanes on any portion of Mendocino Avenue would be beneficial to residents who live along/adjacent to the corridor, however, traffic volumes are high enough that maintenance of existing widths and roadway capacity may need to be preserved.

• There was overwhelming support for continuous Class II bicycle lanes along the corridor, as well as support for creating parking behind new buildings.

• Temporary street closures for public events were also supported by the participants.

From the feedback that was received from the public, it was clear that community members were in favor of the existing lane configuration along Mendocino Avenue and features presented in the Moderate Alternative. Elements of the Transformative Alternative such as the street closures and identifying key infill/catalyst sites where also valued and considered for the Final Corridor Plan.
### Report Card Summary

<table>
<thead>
<tr>
<th>Mendocino Avenue Corridor Features</th>
<th>Support Strongly</th>
<th>Support Moderately</th>
<th>Oppose</th>
<th>Total Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retain 2 lanes in each direction with center median / left turn lane</td>
<td>64%</td>
<td>21%</td>
<td>15%</td>
<td>85%</td>
</tr>
<tr>
<td>Reduce to 1 lane in each direction with center median / left turn lane</td>
<td>35%</td>
<td>9%</td>
<td>56%</td>
<td>44%</td>
</tr>
<tr>
<td>Wider sidewalks with street lights</td>
<td>56%</td>
<td>38%</td>
<td>6%</td>
<td>94%</td>
</tr>
<tr>
<td>Vintage street lights which complement commercial business area</td>
<td>48%</td>
<td>45%</td>
<td>6%</td>
<td>94%</td>
</tr>
<tr>
<td>Landscape medians with trees</td>
<td>59%</td>
<td>28%</td>
<td>13%</td>
<td>88%</td>
</tr>
<tr>
<td>Planter strips on each side of the street</td>
<td>48%</td>
<td>32%</td>
<td>19%</td>
<td>81%</td>
</tr>
<tr>
<td>Relocated bus stop by high school</td>
<td>53%</td>
<td>34%</td>
<td>13%</td>
<td>88%</td>
</tr>
<tr>
<td>New mixed use infill development on catalyst sites</td>
<td>48%</td>
<td>45%</td>
<td>6%</td>
<td>94%</td>
</tr>
<tr>
<td>New Traffic signals to make traffic move more smoothly</td>
<td>44%</td>
<td>41%</td>
<td>16%</td>
<td>84%</td>
</tr>
<tr>
<td>Increased setbacks for plazas in Academic / Retail District</td>
<td>33%</td>
<td>48%</td>
<td>18%</td>
<td>82%</td>
</tr>
<tr>
<td>Public art</td>
<td>39%</td>
<td>45%</td>
<td>16%</td>
<td>84%</td>
</tr>
<tr>
<td>Elimination of on-street parking in the Office / Residential District</td>
<td>42%</td>
<td>39%</td>
<td>19%</td>
<td>81%</td>
</tr>
<tr>
<td>On-Street Class 2(On-street striped Bike lane) bicycle lanes in each direction</td>
<td>69%</td>
<td>25%</td>
<td>6%</td>
<td>94%</td>
</tr>
<tr>
<td>Sidewalk bulbouts (extensions) on side streets</td>
<td>53%</td>
<td>30%</td>
<td>17%</td>
<td>83%</td>
</tr>
<tr>
<td>Walkstreets / Temporary road closures for events</td>
<td>39%</td>
<td>48%</td>
<td>12%</td>
<td>88%</td>
</tr>
<tr>
<td>Provide parking behind new buildings along Mendocino Avenue</td>
<td>62%</td>
<td>32%</td>
<td>6%</td>
<td>94%</td>
</tr>
</tbody>
</table>
Appendix D. Recommendations from Advisory Boards

City staff presented a draft version of the Mendocino Avenue Corridor Plan, with an emphasis on the process, the preferred alternative, and the draft design guidelines to various city advisory bodies. In all, each of the boards and commissions saw the plan at least one time during a public meeting. The Design Review Board, Cultural Heritage Board, Citizens Advisory Board, Bicycle and Pedestrian Advisory Board, and the Planning Commission all reviewed the plan between February and April of 2009.

Both the public and advisory body members provided substantial input to staff regarding their preferences and specific methods to improve the plan. Staff found that the majority of the suggestions were appropriate to incorporate into the plan and planning process.

Overall the advisory boards were supportive of the Mendocino Avenue Corridor Plan. The recommendations from the advisory boards were addressed through adjustments to the preferred plan and supporting design guidelines. The following is a summary of some of the key recommendations that were raised by the advisory boards:

- Ensure that the design guidelines complement the City's Downtown Core Design Guidelines, City Code and General Plan, and that they remain flexible to allow for innovative design solutions.
- Promote bicycle and pedestrian-orientation and safety.
- Preserve the character and historic structures along the corridor.
- Ensure than an adequate outreach effort is presented by providing multiples avenues to the community to provide input.
- Preserve left turn movements wherever possible to access businesses along the corridor.
Appendix E. Relationship to Other Documents

The following is a summary of city documents that along with the Mendocino Avenue Corridor Plan, will potentially influence future design and development along the Mendocino Avenue Corridor.

Santa Rosa General Plan

The Santa Rosa General Plan is the primary planning document for the city. It contains goals and policies in various elements which dictate all future development and operations of the city. While several elements contain policies which help guide improvements along Mendocino Avenue, the Urban Design and Transportation Elements contain strong direction for the corridor, including the following:

- UD-C-7: Install planted medians on wide regional/arterial streets to make them more pedestrian friendly. Streets requiring landscaped medians include: Corporate Center Parkway, Fulton Road, Guerneville Road, Stony Point Road, Sebastopol Road, Santa Rosa Avenue, Mendocino Avenue, Sonoma Avenue, Farmers Lane, Fountain Grove Parkway, 3rd Street.
- UD-D-2: Maintain a uniform setback of structures from the street. Require parking areas to be placed on the side or rear of structures, not in the front.
- UD-D-4: Provide continuous sidewalks and bicycle lanes on both sides of major regional/arterial streets.
- UD-D-5: Provide planting strips with large canopy trees between the road and sidewalk to buffer pedestrians from traffic, and help define the street space along commercial streets. Install pedestrian amenities in the planting strip such as: Street lighting, seating, bus stop shelters, bicycle racks, and mail boxes.
- T-B-1: Require site design to focus through-traffic on regional/arterial streets. Promote the following design techniques to increase driver safety and traffic efficiency: Reduce the number of driveways/intersections, combine driveways to serve numerous small parcels, avoid residential access, install street lights, install and facilitate the timing of traffic signals, and ensure continuous sidewalks.
• T-C-3: Implement traffic calming techniques on streets subject to high speeds and/or cut-through traffic, in order to improve neighborhood livability. Techniques include: narrow streets, on-street parking, chokers or diverters, speed bumps, rough paved crosswalks, rumble strips and planted islands.

• T-J-4: Provide street trees to enhance the city’s livability and provide identity to neighborhoods and districts.

• T-K-5: Ensure provision of safe pedestrian access for students of new and existing school sites throughout the city.

• T-L-1: Provide bicycle lanes on along all regional/arterial streets and high volume transitional/collector streets.

• T-L-6: Consider bicycle operating characteristics and safety needs in the design for roadways, intersections, and traffic control devices.

Santa Rosa Design Guidelines

The Santa Rosa Design Guidelines provide design policies to project sponsors such as developers, property owners, architects, designers and public agencies including city projects. These are the primary design criteria which the city staff, boards and commissions and the City Council use to evaluate project proposals. These guidelines apply to all projects that require design review, including most new buildings, the design of subdivisions, infill development; and public improvements such as streets. The guidelines proposed within this Mendocino Avenue Corridor Plan Design Guidelines document must complement the direction given in the Santa Rosa Design Guidelines document which sets the parameters for design quality throughout the city. The city may choose to amend the Design Guidelines to include these standards.

Station Area Specific Plan

The Downtown Station Area Specific Plan provides a community-based vision the future Santa Rosa’s downtown area. Emphasizing the proposed Sonoma Marin Area Rail Transit (SMART) Station site, the Specific Plan defines the framework for future development within the nearly 650-acre Plan Area. Outlining standards and guidelines for future development, the Downtown Station Area Specific Plan allows for implementation of the General Plan through a more refined and specific vision for the area surrounding
the proposed SMART Station. Plans for the SMART Station may influence future traffic impacts along the corridor. The guidelines prescribed in the Specific Plan should be consistent with the objectives for the Mendocino Avenue Corridor Plan.

**Northern Pedestrian Linkages Study**

The Northern Pedestrian Linkages Study evaluates and proposes improvements for vehicular, pedestrian, and bicycle linkages between the City of Santa Rosa’s downtown core and its historic Railroad Square district, which are split by US Highway 101. The study area includes the 6th and 7th Street corridors between E Street to the east and Pierson Street on the west, including a new freeway underpass to reunite 6th Street as a primary connection between downtown Santa Rosa and historic Railroad Square. Drawing upon extensive community input, the study concludes with a plan and recommendations for moving forward with specific corridor improvements. Connections to and through Mendocino Avenue Corridor will have to comply with the guidelines in both this document and the Northern Pedestrian Linkages Study.

**Bike and Pedestrian Master Plan**

The Bicycle and Pedestrian Master Plan serves as a guide for the development of bicycle and pedestrian facilities throughout the City of Santa Rosa. The original Plan was adopted by the City Council in 1994, revised in 2001 and is currently undergoing a revision during 2009. Since development of this plan, interest in bicycling and walking in Santa Rosa has significantly increased. As a result, the city is currently in the process of updating the plan to further facilitate bicycle and pedestrian activity. The current Class II bike lanes along the corridor and future enhancements of pedestrian facilities must complement the guidelines presented in the Bike and Pedestrian Master Plan.