

Goal 2.2.1

To maintain and enhance the character of existing streets in the Downtown Area.



*Figure 2.2.1
Example of out door dining in the public right-of-way.*

Guidelines

- A. Provide street furniture in the public right-of-way for pedestrian use, with the highest priority given to streets in the central business district and Railroad Square.
 - Street furniture may include benches, trash receptacles, telephones, water fountains, and clocks where appropriate.
 - Street furniture may be fixed to the sidewalk if adequate clear passage for pedestrians and emergency access is provided.
- B. Café tables may occupy a portion of the public right-of-way as long as adequate passage for pedestrians and emergency access is provided.
- C. The design of street furnishings should unify areas with distinct character.
- D. The use of local artisans and artists to create street furniture is encouraged.
- E. A neighborhood retail hub and pedestrian crossing at the intersection of Sebastopol Avenue, Santa Rosa Avenue and Mill Street should be created. This will enable interaction between the Juilliard Park neighborhood and the Burbank Gardens Neighborhood.
- F. A more unified design for the Second Street Transit Mall, where it intersects with Santa Rosa Avenue and B Street, should be created.

Goal 2.2.2

Provide generous street-level windows.



Figure 2.2.2
Example of a minimum of 80% transparency.

Guidelines

- A. The lower two floors of perimeter walls should be primarily windows.
- B. Provide transparency at the front elevation of the ground floor of buildings as provided below. Transparency should be obtained and maintained with storefront windows and glass entry doors. Where privacy is desired, blinds or shades should be utilized. Tinted glass or mirrored glass is not allowed at the pedestrian level.
 - Minimum of 80% transparency along the following streets:
 - Fourth Street – Highway 101 to E Street
 - Mendocino Avenue – College Avenue to Fourth Street
 - Sixth / A / Seventh Street Corridor – Highway 101 to Humboldt Street
 - Fourth Street – Railroad X-ing to Highway 101
 - Sixth Street – Playhouse to Highway 101
 - Sonoma Marin Area Rapid Transit Street – West Third Street to West Sixth Street
 - Wilson Street – Ninth Street to Third Street
 - Santa Rosa Avenue – Pine Street to Wheeler Street
 - Minimum of 50% transparency along the following streets:
 - Third Street – Highway 101 to E Street
 - B Street – Seventh Street to First Street
 - Santa Rosa Avenue – Sonoma Avenue to Third Street
 - First Street – B Street to Santa Rosa Avenue
 - Minimum of 25% transparency along the following streets:
 - Sebastopol Road – Dutton Avenue to Olive Street
 - Dutton Avenue – College Avenue to Sebastopol Road
 - Santa Rosa Avenue – Highway 12 to Pine Street
 - Santa Rosa Avenue – Wheeler Street to Sonoma Avenue
 - West Third Street – Imwalle Gardens to Highway 101
 - B Street – Healdsburg Avenue to Seventh Street
 - Healdsburg Avenue – College Avenue to B Street
 - Railroad Street – Third Street to Santa Rosa Creek
 - Cleveland Avenue – College Avenue to Ninth Street
 - West Ninth Street – Dutton Avenue to Wilson Street

Goal 2.2.3

Incorporate appropriately designed utility and mechanical equipment.



*Figure 2.2.3
Example of an unacceptable solution.*

Guidelines

- A. Utility connections and support should be located to avoid conflict with pedestrian movement in the right-of-way.
- B. Utility lines (wires) should be placed underground in the public right-of-way.
- C. Mechanical and utility equipment should be screened in an appropriate way from the public view and located away from the street edge while remaining accessible for meter reading and maintenance by City personnel.
- D. Ensure the design of fencing, sound walls, trash and recycling enclosures, service areas and similar accessory site elements are compatible with the architecture of the main buildings.
- E. Screen from view all exterior trash and recycling containers, storage utility boxes, wood service poles, electric and gas meters, fire sprinkler valves and backflow preventers and transformers etc., wherever possible.
- F. Utilities should be planned so they do not dictate or preclude tree placement.

Character

Goal 2.2.4

Install pedestrian friendly materials at street level.



Figure 2.2.4

Guidelines

- A. Buildings materials at street level should be pedestrian friendly. They should be authentic, rich in detail and visual interest, pleasing to the touch and durable.
- B. Embellish the entrances to buildings at the ground level by creating a minimum zone (25% of the sidewalk) that is paved with brick, granite, exposed aggregate, or pre-cast concrete pavers.
- C. To accommodate utility routings, paving designs should be articulated in a manner that allows for service or repair access to utilities with a minimum disturbance to the paving. For leak detection purposes, City standards prohibit the use of reinforced concrete over water facilities.

Goal 2.2.5

Reinforce pedestrian activity.



*Figure 2.2.5
Example of vibrant pedestrian space.*

Guidelines

- A. Sidewalks should be wide enough to accommodate pedestrians, street furniture, street trees and outdoor activities such as cafes. Increasing building setbacks on street frontages should be considered when insufficient width is available within the right-of-way to accommodate these provisions.
- B. Sidewalks should abut the street curb.
- C. In order to facilitate pedestrian movements, “way findings tools” such as signs and graphics should be provided.
- D. The City should consider a specialty street sign program which unites the downtown.
- E. Since food attracts pedestrian activity, encourage sidewalk cafes and street vendors.
- F. Creation of a pedestrian-oriented environment along Santa Rosa Avenue is encouraged, with two to three-story mixed use buildings, improved street furnishings and other pedestrian amenities.
- G. New development and/or major renovations should be designed to reinforce and enhance the pedestrian-oriented character of Fourth Street (from Santa Rosa Creek to E Street) and Mendocino Avenue (between Second and Seventh Streets).

Goal 2.2.6

Provide protection from moving vehicles and promote curbside parking.



*Figure 2.2.6
Example of pedestrian safety zone.*

Guidelines

- A. Barriers to protect the pedestrian from moving vehicles should be provided between the curb and sidewalk.
 - This protection may be in the form of legitimately parked cars, trees, benches or bollards.
- B. Curbside parking is encouraged along all busy downtown streets.

Goal 2.2.7

Protect the pedestrian where the building meets the street.

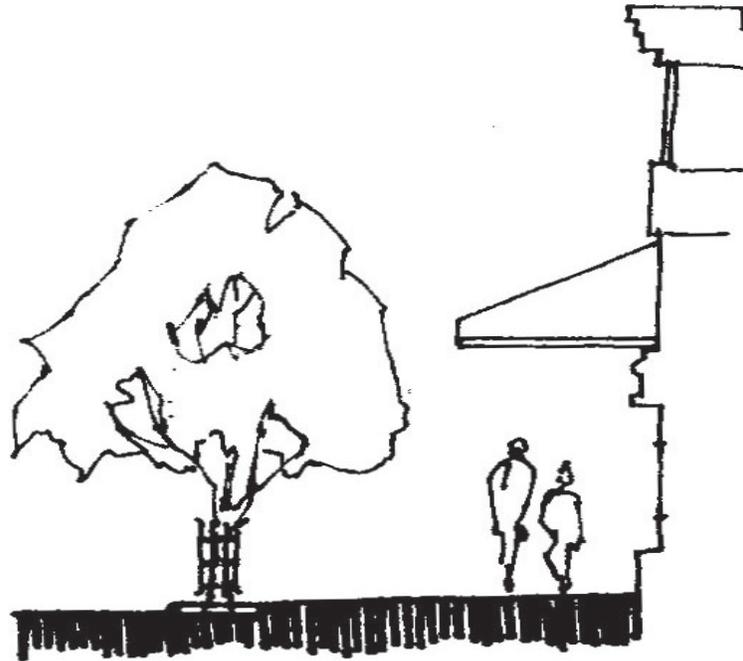


Figure 2.2.7

Guidelines

- A. Provide a continuous overhead cover that offers protection from the elements (over head cover may provide continuous protection without being connected).
 - The cover may take the form of either a projection from the building, an arcade, or a combination. Arcades should be open to the street.
 - Columns should not interfere with pedestrian traffic.
 - The cover should be positioned between eight and one half and ten feet above the level of the sidewalk and not taller than the ceiling of the first floor.
 - The cover should not project closer than three feet to the curb.
 - Covers should be designed with the understanding that deciduous street trees will be in close proximity to the cover, and that leaf drop is an issue in need of design attention.
- B. Owners of existing buildings are encouraged to provide overhead coverage per these Guidelines.
- C. To allow arcades where they will enhance pedestrian environment of the street through location and proportions that will facilitate pedestrian movement, access and visibility to ground floor uses.

Lighting

Goal 2.2.8

Provide pedestrian-scaled lighting.

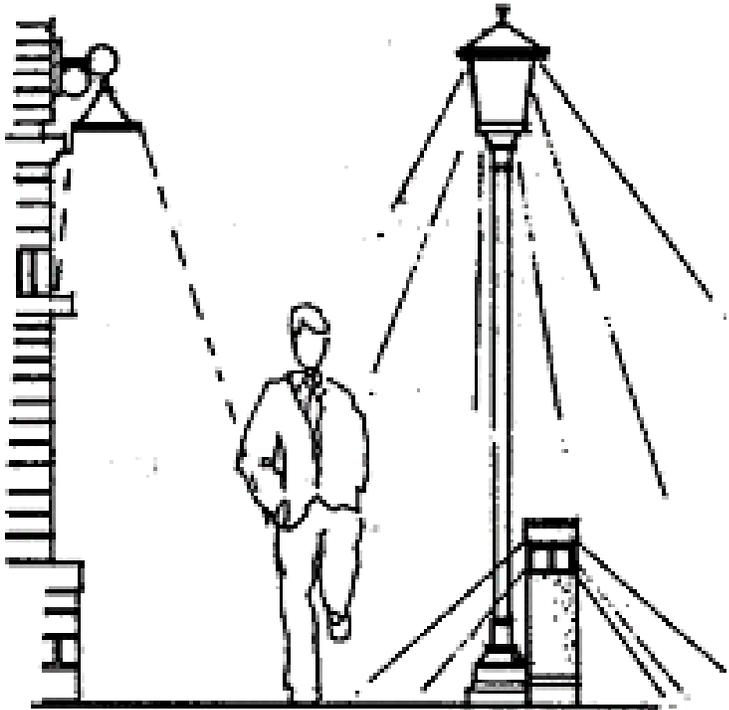


Figure 2.2.8

Guidelines

- A. Pedestrian-scaled fixtures emitting warm light should illuminate the pedestrian realm as opposed to the street realm.
- B. Lighting may be provided through the use of pedestrian-scaled pole fixtures, or fixtures may be attached to the face of the buildings. The type and size of fixture should be as consistent as possible along a single block.
- C. Lighting should be considerate to adjacent residential users.
- D. Pole fixtures should not shine into windows of upper story residences and others.
- E. Pedestrian fixtures should have cut-off shields to adjacent residences.
- F. Uplighting should be avoided.

Goal 2.2.9

Provide enhanced lighting and public art at underpasses.



*Figure 2.2.9
Upgraded lighting and public art along the Third Street and Santa Rosa Plaza underpass would enhance the pedestrian experience.*

Guidelines

- A. The lighting and public art along the section of Third Street that passes under the Santa Rosa Plaza should be upgraded and maintained.
- B. The point at which Sixth Street crosses under Highway 101 should include special lighting and artwork.
- C. The point at which Roberts Avenue crosses under the Highway 12 overpass should include special signage or artwork and enhanced lighting to create a gateway element.
- D. Enhanced lighting and public art should be included in the Ninth Street underpass of Highway 101.

Goal 2.2.10

Promote the continued planting of street trees. The City recognizes that street trees are the most significant contributor to, and unifier of, the downtown identity.



*Figure 2.2.10
Santa Rosa's Courthouse Square with the Rosenberg building in the background.*

Guidelines

- A. Trees should be provided along major pedestrian corridors at regular spacing and with special consideration to placement.
- B. Protect trees with tree grates and guards when heavy pedestrian traffic exists or is expected.
- C. Consider the use of continuous street tree trenches to provide the maximum soil area for root spread and penetration of water and air.
- D. Irrigation systems should be installed in order to establish and maintain trees.
- E. Provide drainage to storm drains or install dry wells.
- F. Street tree locations should take precedence over utility routings.
- G. Additional street trees and landscaping elements should be planted along visible parking lots to visually screen them from the street and promote a sense of enclosure along the right-of-way.
- H. Canopy trees should be included in landscape strips along the Santa Rosa Creek corridor.