3. VISION
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This chapter outlines the vision concepts for the North Santa Rosa Station Area Specific Plan. The vision concepts provide the framework for the development of the Land Use Plan and Circulation Plan for the Specific Plan. The set of vision concepts below was derived from the project principles, stakeholder interviews, and initial community workshops. All subsequent goals, policies, and design guidelines within the Specific Plan document support the vision concepts.

This chapter is organized by the following five vision concepts, which are further described on the following pages:

3.1 Create an identity and sense of community for the station area.

3.2 Enhance pedestrian, bicycle, and transit connections throughout the project area.

3.3 Provide plenty of safe outdoor community spaces.

3.4 Incorporate a variety of activities and a mix of uses.

3.5 Encourage economic development.

3.6 Promote sustainability principles in new development.
3.1 CREATE AN IDENTITY AND SENSE OF COMMUNITY FOR THE STATION AREA

New development in the project area will be guided by this Specific Plan to establish a character for the area that is pedestrian-oriented and more urban in nature. Buildings will present an attractive face and strong visual and physical connections to the street. New development will be located near the sidewalk edge, and seas of parking will cease to dominate street frontages. Suburban auto-dominated development will be de-emphasized. This urban character will create an interesting and engaging pedestrian environment and will help support the new rail station.

The new SMART station, Coddington Mall, and the Schulz cultural area provide regional focal points and contribute to a unique identity for the project area. Together, these landmarks and the urban character of new development are the building blocks to establish a clear sense of place. A singular identity for the area will be defined through a consistent wayfinding and signage program.

Private development and public improvements guided by the policies, standards, and guidelines of this Specific Plan will create a unique area in the city that has:

- A cohesive identity inspired by the new SMART station that paints this area as unique and characterized by a transit-oriented urban setting.

- A bustling village-like atmosphere at and adjacent to the new station that provides a variety of activity-generating uses on the ground floor, with housing and offices on upper stories.

- A regional role that is strengthened by the regional importance of Coddington Mall.

- A cultural focus that is grounded by the emerging cultural center and new public art in the Plan area.

- A linked network of meeting places with pedestrian amenities and venues for outdoor community gathering that create a sociable environment.
• Coordinated streetscape furnishings, materials, and landscaping that unify and beautify the environment while strengthening the sense of place.

• Attractive shopfronts and outdoor dining opportunities that activate the streets.

• Gateways with signature material and planting to announce arrival and welcome visitors into the project area.
3.2 ENHANCE PEDESTRIAN, BICYCLE, AND TRANSIT CONNECTIONS THROUGHOUT THE PROJECT AREA

Public improvements to the streets, paths, and facilities for pedestrians, cyclists, and transit users will transform the station area into an environment that is:

- Feasible and convenient to navigate without the use of a personal motor vehicle through a system of multi-modal streets, multiuse paths, and trails.

- A comfortable place to cross the street, walk along the sidewalk, wait for a bus, and ride a bicycle.

- Easy to find one’s way around, with clear signage, directional information, and an interconnected network of streets and paths with a grid-like pattern.

- Convenient to get to and around the SMART station by foot, bike, bus, taxi, shuttle, and rail.

- Vibrant and engaging with pedestrians walking along tree-lined sidewalks, perusing attractive storefronts, or enjoying outdoor dining.
3.3 PROVIDE PLENTY OF SAFE OUTDOOR COMMUNITY SPACES

By 2035, the project area will have undergone a number of improvements and will provide more opportunities for pedestrian connections and outdoor gathering places such as urban plazas and outdoor dining. Outdoor spaces will be integrated throughout the project area and will serve as inviting places in the community where the following activities take place:

- Residents are drawn to neighborhood parks and plazas to meet friends and neighbors.
- Workers relax on a coffee break or enjoy lunch outdoors at nearby plazas.
- Residents shop for local produce at the weekly farmers’ market or can grow their own produce at the community garden.
- Parks fill with local children playing and families picnicking.
- Cyclists and pedestrians use the interconnected pathways both for exercise and as a transportation route to get to destinations within and outside of the project area.
3.4 INCORPORATE A VARIETY OF ACTIVITIES AND A MIX OF USES

The North Santa Rosa Station area will continue to support a mix of uses and a range of housing types. It is a place for living as well as for working, shopping, socializing, exercising, learning, and doing business. New jobs, housing, and transportation options will attract a diversity of age groups, while new office spaces and residential units will flourish above and around ground-floor uses and promote a more bustling environment. In 2035, the project area will be home to:

- A number of attractive and inviting places to eat, shop, live, and work.
- New local shops that showcase their wares in engaging storefronts alongside the sidewalk, and restaurants with opportunities to dine outdoors.
- Exciting cultural venues and family-oriented activities including a new Children’s Museum next to the Schulz Museum and Redwood Empire Ice Arena.
- A number of new offices and jobs located within walking distance to the new SMART station.
- Retail and community services that support residents in meeting their daily needs.
  - A range of high-quality housing choices accessible to community members from all economic levels and backgrounds.
3.5 ENCOURAGE ECONOMIC DEVELOPMENT

The arrival of the SMART station presents an opportunity to revitalize the area and stimulate new employment and development opportunities with both public and private investments. In 2035, the project area will:

- Be a place where new businesses are eager to locate and are attracted by the improvements and the potential that comes with a connection to the SMART line.

- Provide employment opportunities close to the SMART station.

- Showcase a number of successful local businesses that provide goods and services to the community.
3.6 PROMOTE SUSTAINABILITY PRINCIPLES IN NEW DEVELOPMENT

Future development and public improvements in the project area will incorporate sustainability principles. In 2035, the project area will:

- Encourage a number of green technology industry jobs in the industrial area south of Jennings Avenue and environmentally conscious jobs in the business park.
- Be home to a number of new buildings that embody innovative green building design principles.
- Demonstrate attractive and sustainable landscape design in neighborhood parks, plazas, and planted areas along streets and pathways.