

# SEBASTOPOL DOWNTOWN PLAN

Volume I – October 5, 1990

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— OCTOBER 5, 1990 —

Submitted by the  
**DOWNTOWN STUDY TASK FORCE**

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# SEBASTOPOL DOWNTOWN PLAN

## Volume I

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# SEBASTOPOL DOWNTOWN PLAN

## Volume II

### Downtown Plan Background Report

(Not included in this Volume)

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# INTRODUCTION

Sebastopol has enjoyed a healthy, vital Downtown business district over the years. However, the Downtown has lacked an overall plan for its future development. In addition, the pattern of commercial development has resulted in a linear commercial strip extending from the northern end of the City to the southern end.

This outward pattern of commercial development has placed undeveloped land outside the historic Downtown area into direct competition for new development. Today, as in the past, sites outside the Downtown area have been more attractive to retail/office developers due to lower land costs, lower development costs and easier parking. Moreover, with the growth in Western Sonoma County and with commercial growth and expansion of the cities of Santa Rosa, Rohnert Park and Cotati, business and community leaders have become increasingly concerned as to the ability of Sebastopol's Downtown to retain its historic role as a center.

These concerned leaders strongly believed that a well-defined consensus plan was needed to direct the continued development of Downtown in order to maintain and strengthen Sebastopol's role as a Western County retail/cultural center and as a viable alternative to retail/service shopping in nearby cities. Such a plan was seen as a "preventative" measure to insure that Downtown Sebastopol moves forward gracefully and intelligently as we approach the year 2000.

As a result of these concerns, the Sebastopol Downtown Association (a business organization), Sebastopol Tomorrow (a citizens' group), and the Sebastopol Area Chamber of Commerce jointly proposed that a Downtown Plan be prepared. Based on that proposal, a Community Development Block Grant was obtained as partial funding; additional funding was obtained from the Sebastopol Community Development Agency, the Downtown Improvement District, the Chamber of Commerce, the Downtown Association and Sebastopol Tomorrow.

A Downtown Task Force was then appointed to guide the process.

## **Description of the Planning Process.**

It is important to note that the Plan evolved through a series of workshops designed to maximize citizen participation, with notices sent to all residences within the City and to Downtown property owners.

There were three types of surveys completed:

A. Resident/Shopper Survey:

- A sampling of those living in the Sebastopol market trade area.
- B. Business/Property Owners' Survey:  
A survey of all the Downtown business and property owners.
- C. Workshop Questionnaires:  
A survey of those who participated in the third workshop.

Surveys were mailed to all Downtown property owners, business owners and to a sampling of residents. The survey portion of the public participation was important since the results could be tallied, recorded and used in their original form. This provided the opportunity for the information to be an accurate record of the responses expressing perceptions and feelings. Several surveys were initiated to gather responses and tabulate them to obtain an overall feeling of the concerns and opinions of the community towards the Downtown area.

These surveys were designed, administered and tabulated in 1988. A large number of recurring themes and concerns emerged. Listed is a synopsis of these themes, in order of most-mentioned first. A definite picture of the needs of the Downtown is formed by these responses.

- \* Film Theater
- \* Greening
  - Trees
  - Flowers
  - Benches
  - Landscaping
- \* Focal Plaza, Park or Town Square
- \* Restaurants
  - By-pass
  - Reduce Traffic
  - Parking Improvement
  - More Attractive Sidewalks
  - Motel in Town
  - A Farmers' Market
  - "Do Something with Green Bank Building"
  - Bicycle Paths
  - Diagonal Parking
  - Arts Center

\* These were mentioned twice as often as anything else.

The objective of this study was to develop an implementable planning document based upon community input and consensus to be actively used as a road map for the future development of Sebastopol's commercial/cultural/civic Downtown. The study process involved citizens to the maximum extent and assisted the citizens in developing a consensus plan. The community/citizen involvement was defined as an initial step and included:

1. Residents of the City of Sebastopol.
2. Downtown business owners.
3. Downtown property owners.
4. Residents of the outlying areas who rely upon/identify with Downtown Sebastopol for shopping/services.

The Plan is a result of consultant input and citizen participation. A team consisting of a facilitator, planner, architect, landscape architect, economist and traffic/parking consultant provided the necessary expertise. A series of workshops designed to maximize citizen participation resulted in a draft consensus plan which enabled the citizens to express their perception of goals, policies, objectives and needs. This Downtown planning program includes phased implementation identifying the sources of funding. The Study provides detailed written and graphic information to guide the continued development of Downtown, addressing the following topics:

### **Needs of the Downtown**

The following list was derived from the responses from the workshops and surveys.

1. Refinement/delineation of "Downtown" boundaries.
2. Vehicular circulation/parking.
3. Pedestrian circulation, safety and attractiveness.
4. Bicycle usage/relationship to regional bicycle systems.
5. Streetscape/landscaping/lighting/Downtown open space.
6. Land use.
7. Economic growth, retail and restaurant expansion and redevelopment opportunities.
8. Film Theater
9. Entertainment/cultural facilities
10. Tourism.
11. Aesthetics/building design/signage.
12. Implementation, including funding and administration needs.



## **DOWNTOWN PLANNING ELEMENTS**

The primary concern addressed by the Downtown Plan is to provide a downtown environment which is more pedestrian-friendly and beautiful. A way of understanding how we perceive and use the Downtown is through the following definitions.

### **Paths (Lanes and Roads)**

Paths refer to routes which lead a person traveling on foot, bicycle or by auto throughout the City. All paths become part of an overall hierarchy, depending on destination and importance.

The principal paths in Downtown Sebastopol are Sebastopol Avenue/Bodega Avenue, Main Street/Healdsburg Avenue and, to a lesser extent, Petaluma Avenue. These are the routes upon which most visitors and locals enter and exit the City core. The future "A" Street may become a major path over time as the police station is relocated and land uses evolve from industrial to office/commercial between Petaluma Avenue and Morris Street. High Street will likely never become a major path without a signal at Bodega Avenue and a direct connection to Healdsburg Avenue.

A potential path for bicycling exists in the form of the old railroad right-of-way cutting diagonally across Main Street and Petaluma Avenue. This could continue to the Laguna and connect through to an overall county bikeway system.

Two important pedestrian paths are from the High Street parking lot through Copperfield's to Main Street and the WestAmerica Bank pocket park that connects the Weeks Way Parking Lot to Main Street.

### **Boundaries, Edges**

Boundaries and edges act as physical or psychological separations between land uses or activity areas. They become an important part of denoting a Downtown core. Boundaries within Downtown Sebastopol include the transition from commercial to residential on High Street to the west, Willow Street to the south of Main Street and Healdsburg Avenue to the north. The industrial section east of Petaluma Avenue defines the current eastern limits to the commercial area north of

Sebastopol Avenue. Commercial use occurs on both sides of Sebastopol Avenue east to Morris Street.

### **Nodes**

Nodes are the important places along or at the end of the above-described paths. Nodes are the points at which people gather for important civic events or day-to-day business. Sebastopol currently has a number of nodes or activity centers. Copperfield's building and the City Hall/Library are gathering spots Downtown. The pocket park north of West America Bank is a very attractive node but receives limited use. Ives Park with its proximity to Downtown is a very popular spot to swim, play baseball or picnic. The proposed Town Square would serve as the major central node.

### **Landmarks**

Landmarks serve a number of functions for both historic continuity and identification or reference points. They can give identity to a node or activity site. Frequently, landmarks are what make a city unique as well as giving it a sense of place and an overall historical context. Downtown Sebastopol has a number of landmarks including the old Sebastopol Times building, the Old Chamber Building, the Speas building, the old bank building at the southeast corner of Main Street and Bodega Avenue, Copperfield's and the other buildings on both sides of Main Street between McKinley Street and Bodega Avenue. Overall architectural styling is somewhat consistent in the commercial core. Some newer buildings retain the same brick found on many of the older buildings.

The above descriptions serve to clarify the City's image according to these image-components. They also serve to explain the graphic presentation of the Plan.

## DESCRIPTION OF PLAN CONCEPT

Sebastopol's Downtown is presently a linear corridor of stores, banks, restaurants and parking lots. Since Main Street is a one-way direction State Highway (116), it is often crowded with automobile and truck traffic. The sidewalks are narrow and sparsely landscaped, not pedestrian friendly. The buildings in the central two blocks, which include a number of historic structures, are generally of good æsthetic character. The Downtown lacks a focal point, a central space or a landmark composed of a cluster of buildings or a town plaza. In addition, the only open spaces for community events such as the Pumpkin Fest and Christmas festivities are the Sprouse and Glendale Savings parking lots.

It has been said that *"The Downtown needs greening,"* that *"There is no 'there' there"* and that *"It is a place that you drive through—quickly."*

The Plan was developed to respond to the aforementioned conditions and is centered around a new Town Square located at the Weeks Way parking lot. This Town Square would be the "heart of the Downtown area." In addition to providing a small but significant open space, it would also provide a very important link to the Speas/Exchange Bank property and to the Diamond Lumber property, which is the only direction the Downtown should expand. The provision of streetscaping, pocket parks, improved pedestrian paths and the inclusion of a Town Square would transform the Downtown into an area that is pedestrian-oriented. These properties could convert from light industrial uses to prime retail/office, housing and other compatible uses.

It is expected that the implementation of Zoning revisions utilizing a new zoning designation, the Town Square, some streetscaping and the elimination of Brown Street would create a demand for quality development on the east side of town and for those properties facing the Town Square. It is also expected that this revitalization would then spread throughout the Downtown.

At the present time, the two highways through the Downtown and the number of parking lots in the center reinforce the presence of the automobile. It is suggested that the parking be moved to the periphery in order to raise the intensity of the Downtown development and to make space for open public areas which would serve as a focus for gatherings and activities.

The Plan suggests diagonal parking on portions of Main Street and McKinley Street to provide additional parking and to slow traffic. In order to lower the truck traffic and non-local automobile traffic, the City of Sebastopol should continue to explore obtaining control of Main Street.

The Plan suggests the full extension of the future "A" Street to Main Street to assist as an alternate route to reduce truck and through traffic in the Downtown area and as a

pedestrian and bicycle link to the Laguna. A breakdown of the individual elements of the plan are as follows:

## PLAN ELEMENTS

## LOCATION/DESCRIPTION

1. TOWN SQUARE  
WEEKS WAY PARKING LOT  
Replace City Parking Lot with Town Square. Provide diagonal parking both sides of Weeks Way.
2. RETAIL/PARKING  
SPEAS SITE  
Replace some parking removed from City Lot at Weeks Way and add some retail space and parking for same. Develop retail space and replace some parking removed at Weeks Way.
3. RETAIL/OFFICE/FILM THEATER/  
ART GALLERY/HOUSING  
DIAMOND LUMBER/BROWN STREET  
& PROPERTIES FACING BROWN STREET  
This is an excellent opportunity site to expand mixed use/commercial development and enhance the Town Square as the center of Downtown. A mixed use development replacing Diamond Lumber and Brown Street and properties facing Brown Street could expand and refocus the Downtown.
4. STREETSCAPING  
MAIN STREET, WEEKS WAY  
Hwy. 12 (1 block in each direction):  
new sidewalk material/design, street trees, lighting, seating, trash receptacles and crosswalk design. Modify design and restrict number of newspaper receptacles.
5. IMPROVEMENT of EDMAN WAY  
EDMAN WAY  
Provide pedestrian/bicycle path from Bodega Avenue to Wilton Avenue. Clean up parking and delivery areas and streetscaping. Encourage retail rear entrances.

7. BICYCLE LANES SEE PLAN MAP  
Add network of bicycle lanes connecting the Downtown to adjacent neighborhoods, the Laguna and the County system.
8. POCKET PARKS UNION 76 STATION SITE/SPROUSE SITE  
A pocket park at the Union 76 Station would create a link between Main Street and the Veterans Building and Ives Park. A pocket park in front of Sprouse would screen the parking lot.
9. PEDESTRIAN PATH BURNETT STREET  
Link retail office development from Main Street to Ives Park and Veterans Building. Encourage retail development on Burnett Street.
10. DOWNTOWN ENTRIES ENTRANCES TO DOWNTOWN AREA  
Landscaped elements will notify people they are entering a special shopping/business district.
11. STREET SYSTEM REVISIONS:
- EXTENSION of "A" STREET TO MAIN STREET  
It is anticipated that this east-west bypass of the Downtown within the City will assist in reducing the traffic off Highway 12 at Petaluma Boulevard and at Main Street. It could either be located north or in place of the Glendale/Tuttle building.
- REMOVE BROWN STREET  
The combination of the Diamond Lumber property with the properties east of Brown Street would accommodate a development of a scale where a small film theater and municipal art gallery could be incorporated to draw shoppers.

12. PARKING EXPANSION

HIGH STREET

Expand parking upon relocation of Senior Center. Retain southeast corner house to soften the edge between the Downtown and the adjacent residential uses.

13. BUILDING/SITE IMPROVEMENTS:

GLENDALE/TUTTLE DRUG

This shopping center-type site plan is not appropriate for a Downtown site. If a Highway 116 bypass is built, McKinley Street could accommodate diagonal parking in lieu of the on-site parking lot. The development should then be allowed to build out to the sidewalk, including a courtyard if the existing building is retained. The removal of the existing building would facilitate this extension of "A" Street to Main Street. The aesthetics of the building should be modified to other than the present franchise/modern look. Conversion of the parking to public use should also be explored.

SPROUSE

The shopping center-type plan and the franchise/modern architecture is not appropriate for a Downtown site. A pedestrian path connecting the building to Main Street through the parking area with sidewalk frontage, retail on either side, and the future conversion of Sprouse to a film theater should be explored. Conversion of the parking to public use should also be explored. A pocket park and landscaping screening the parking lot are suggested for Phase I.

14. HOTEL

SEE PLAN MAP

A tentative Downtown hotel site is indicated east of Petaluma Avenue and south of Highway 12.

15. FUTURE STUDY AREA

MAIN STREET/HIGH STREET  
BURNETT STREET/WILLOW

This could be a site for additional mixed retail/office/housing use and a public parking lot.

16. LIGHT INDUSTRIAL/MANUFACTURING

MORRIS-OLD DURAGLASS AREA

Facilitate relocation of Diamond Lumber and cannery tenants to these areas to accommodate mixed retail/commercial/cultural use.

## IMPLEMENTATION

This section contains specific goals, policies and actions to implement the Downtown Plan. As described previously, it is broken down into three categories: ECONOMIC (the economic viability of the Downtown and its direction of growth); COMMUNITY/CULTURE (the ability of the Downtown to provide space and facilities for community and cultural activities); and ENVIRONMENT (the Downtown as a beautiful environment).

A first phase Landscape/Streetscape section, a three-phased Implementation Time Line and an Economic /Implementation section are also included.



## DOWNTOWN GOALS/ISSUES/POLICIES/ACTIONS

### I. ECONOMIC

#### GOALS:

1. Enrich existing businesses and increase the self-sufficiency of the community.
2. Establish the Downtown area as the retail center of the community.

#### A. ISSUE:

Strengthening the economic viability of the Downtown.

#### Objective 1:

To promote the Downtown area as the retail commercial core of Sebastopol by increasing the range of choices to include restaurants, specialty shops and entertainment.

#### **Policies:**

- 1.1 Encourage new retail uses to locate in the Downtown area by hiring an economic development specialist.
- 1.2 Encourage tourism.
- 1.3 Regulate the development of any new shopping centers or the expansion of existing shopping centers outside of the Downtown area.

#### **Actions:**

- 1.4 Relocate light industry and transportation-intensive uses such as gas stations, fast foods and mini-marts outside the Downtown area.
- 1.5 Identify and rezone sensitive key areas to foster retail development.

- 1.6 Identify appropriate locations and provide incentives such as reduced parking requirements for retail businesses requiring large amounts of floor space and parking.
  - a. Negotiate agreement with owners to accommodate some parking being displaced by the town square.
- 1.7 Promote Sebastopol as a specialty retail/entertainment center to attract non-residents and tourists.
- 1.8 Explore redevelopment of the Exchange Bank and Speas/Diamond International properties as mixed use retail, offices and cultural sites through the following steps.
  - a. Encourage redevelopment of these properties in line with the recommendations of this plan.
  - b. City to obtain control of redevelopment of the property by:
    - Obtaining an option on the properties.
    - Hosting a competition.
    - Assisting in relocation of current uses
    - Conducting feasibility studies.
    - Closing Brown Street to increase developable land.
    - Providing redevelopment loans to the projects.
    - Rezoning land to C25 in line with Planning Commission recommendations.
    - Studying feasibility of using Redwood Market mechanism to create public parking lots on these properties.
- 1.9 Investigate City's financial participation in key developments in the Downtown area.

**Objective 2:**

Insure an adequate supply of convenient parking in or adjacent to the Downtown area.

**Policies:**

- 2.1 Expand public parking only when necessary.
- 2.2 De-emphasize private parking.

**Actions:**

- 2.2 Provide convenient public parking lots.
- 2.3 Identify properties as appropriate for public parking.
- 2.4 Expand the existing parking assessment districts. Study converting parking lots at Sprouse and Glendale/Tuttle from private to public.
- 2.5 Study a new, multi-level parking facility within the Speas building.
- 2.6 Provide street parking along "A" Street and elsewhere as practicable.
- 2.7 Convert Weeks Way to diagonal parking and service/delivery.
- 2.8 Relocate reserved parking.
- 2.9 Execute development agreements which allow retail incentives for shared parking.
- 2.10 Add more 20-minute parking on Main Street near intersection of Hwys. 12 and 116.

**Objective 3:**

Minimize role of autos in Downtown area—maximize role of pedestrians, bicycles and public transportation.

**Policies:**

- 3.1 Locate parking on periphery of Downtown.
- 3.2 Provide a system of pedestrian and bicycle pathways connecting the various elements of the Downtown with each other and the Laguna.
- 3.3 Provide access to retail space directly off sidewalks without imposition of parking buffers.
- 3.4 Remove through traffic from Downtown.
- 3.5 Provide good public transportation.

**Actions:**

- 3.6 Establish a system of pedestrian and bicycle pathways connecting the various elements of the Downtown with each other and the Laguna.
- 3.7 Provide local route around the Downtown ("A" Street Extension).

- 3.8 Encourage housing in or adjacent to the Downtown to reduce traffic and encourage extended pedestrian activity.
- 3.9 Establish alignments for eventual bypasses of the Downtown to reduce/eliminate truck and vehicular traffic and to create a pedestrian-oriented streetscape.
- 3.10 Increase Jitney service.
- 3.11 Modify traffic lights to accommodate pedestrians.
- 3.12 Establish additional pedestrian crossings of North Main Street.
- 3.13 Implement scramble system for signalled intersections at Main/McKinley and Main/Bodega crosswalks.

**B. ISSUE:**

“Leakage” of sales dollars from the Sebastopol area to other commercial centers.

**Objective 1:**

Encourage a competitive mix of businesses emphasizing specialty retail, restaurants and entertainment.

**Objective 2:**

Encourage growth of appropriate retail development in the Downtown area.

**Policies:**

- 4.1 To attract targeted businesses to Sebastopol such as a camera store, men’s shop, linen shop, furniture store, shoe store, restaurant with dancing.
- 4.2 City to take a proactive stance in the development of the Downtown by obtaining control of critical properties.

**Actions:**

- 4.3 Identify and pursue desired businesses.
- 4.4 Work with the Chamber of Commerce to attract new retail businesses into the Downtown area.
- 4.5 City to investigate strategies for facilitating location of larger/diverse projects in Downtown.
- 4.6 Assist property owners to obtain desired businesses when there are vacancies.

- 4.7 City to hire an economic development specialist.
- 4.8 City to take proactive stance re: Exchange Bank, Speas property and Diamond Lumber/Brown Street properties in order to facilitate the appropriate development of these properties. (See 1.8.a. and b.)
- 4.9 City to explore trade-offs with owner of Glendale/Tuttle property re: replacing parking with sidewalk frontage development with offices, and possibly housing over retail, either keeping the existing building or removing it in order to facilitate "A" Street connection to Main Street.
- 4.10 Continue to support Farmers' Market.

## II. COMMUNITY/CULTURE

### GOALS:

1. Establish the Downtown as a place for community activities.
2. Establish the historic Downtown area as the cultural core of the community.
3. Provide housing in the Downtown area for diversity, security and in order to extend "life on the streets" into the evening hours.

### A. ISSUE:

Lack of activity space for the community in the Downtown area.  
(See *Environment* section for Town Square.)

### B. ISSUE

Maintaining historical buildings as a link to our past.

### Objective 1:

Preserve community's history.

#### **Policies:**

- 1.1 Protect historic buildings.
- 1.2 Support restoration efforts for identified historic buildings.

#### **Actions:**

- 1.3 Update inventory of historic buildings to be saved.
- 1.4 Develop mechanism to encourage the preservation of historic buildings.
- 1.5 Establish a redevelopment agency loan program for historic preservation.

**Objective 2:**

Provide cultural and entertainment facilities/spaces.

**Policies:**

- 2.1 Encourage the development of a film theater.
- 2.2 Encourage the development of legitimate theater and a community art gallery.
- 2.3 Provide a town square.
- 2.4 Provide activities/activity spaces for teenagers and youth.
- 2.5 Establish a public art program.

**Actions:**

- 2.5 Establish a committee to investigate methods of obtaining a film theater.
- 2.6 Develop both indoor and outdoor spaces and facilities to encourage community interaction—Downtown Square, film theater, cultural/arts center.
- 2.7 Investigate City participation in facilitating cultural and entertainment facilities.
- 2.8 Create pedestrian connectors from Main Street to town square, the Laguna and the Veterans Memorial Building.
- 2.9 Develop a Specific Plan for the town square.
- 2.10 Find a location for the displaced parking.
- 2.11 Study feasibility of a skate board facility.
  - Potential site adjacent to the Community Center or future youth center.
- 2.12 Study financing alternatives.
- 2.13 Develop and adopt a public art program.

**C. ISSUE**

Provide affordable apartments for entry level workers in the Downtown area.

**D. ISSUE**

Increase the security in the evenings and on weekends when very few people are in the Downtown area.

**Objective 3:**

Combine housing with other uses in the Downtown area.

**Policies:**

- 3.1 Accommodate housing on second and third floors over commercial/office uses where appropriate.
- 3.2 Preserve residential neighborhoods adjacent to the Downtown area.
- 3.3 Promote higher density residential development on the periphery of the Downtown area.

**Actions:**

- 3.4 Revise zoning ordinance to encourage housing in the mixed use development in the Downtown area.
- 3.5 Rezone properties on margin of Downtown to higher residential densities.
- 3.6 Rezone portions of Highway 116 north/south of Downtown to encourage multi-family housing and restrict strip retail/commercial.



### III. ENVIRONMENT

#### GOALS:

1. Retain and enhance the quality of life and environment in the Sebastopol Downtown area.
2. Reduce automobile congestion by promoting other modes of transportation and providing alternatives to existing vehicle travel patterns.
3. Promote ridership for transit by developing higher density residential and commercial areas on transit corridors.

#### A. ISSUE:

Impact of heavy traffic on safe and convenient pedestrian use in the Downtown area.

#### Objective 1:

Maximize role of pedestrian, bicycle and public transportation and minimize role of auto in Downtown.

#### **Policies:**

- 1.1 Provide off-site parking areas at periphery of Downtown.
- 1.2 Provide non-shopper local route around the Downtown.  
(“A” Street extension.)
- 1.3 Encourage housing in and adjacent to the Downtown.
- 1.4 Explore ways of diverting traffic around Downtown.
- 1.5 Establish a system of pedestrian and bicycle pathways.
- 1.6 Increase public transportation.

**Actions:**

- 1.7 Insure that onsite parking does not separate buildings from direct pedestrian access.
- 1.8 Develop southbound alternative route.
- 1.9 Promote development of "A" Street from Morris Street to Downtown.
- 1.10 Revise zoning ordinance to encourage medium density housing close to the downtown area and the inclusion of housing in mixed use projects.
- 1.11 Adjust parking requirements for mixed use developments to account for alternate use times.
- 1.12 Continue study of proper location of Highway 116 bypass.
- 1.13 Develop pedestrian pathways from parking areas to shopping and other destinations.
- 1.14 Increase Jitney service and promote its use throughout the City.
- 1.15 Develop alternative routes to relieve traffic on Bodega Avenue.
- 1.16 Provide special street signs for downtown area.

**B. ISSUE:**

Lack of vegetation and meaningful open space.

**Objective 3:**

Introduce open space elements into the Downtown Area.

**Policies:**

- 2.1 Encourage the creation of a town square for community activities.
- 2.2 Encourage the creation of pocket parks within new developments.
- 2.3 Provide incentives to private developers who encourage open space.
- 2.4 Provide large landscaped areas between sidewalks and existing parking.
- 2.5 Encourage visual identification with the Laguna.
- 2.6 Encourage the development of pedestrian and bicycle pathways to the Laguna.

**Actions:**

- 2.8 Create a town square at the Weeks Way parking lot. Study methods of removing obstacles created by previous agreements.
- 2.9 Use redevelopment process to tie development of town square to development of Speas and Diamond Lumber properties.
- 2.10 Identify appropriate development sites where community open space would be appropriate.
- 2.11 Provide incentives to create landscaped open space in existing private lots.
- 2.12 Utilize "A" Street to connect the Downtown area to the Laguna.

**C. ISSUE:**

Aesthetically inappropriate buildings.

**Objective 3 (B and C):**

Require high quality architectural and landscape design solutions and continue to upgrade existing buildings.

**Policies:**

- 3.1 Coordinate development in the Downtown area with the updated Downtown Portfolio.
- 3.2 Introduce water elements where appropriate.
- 3.3 Require quality (not just quantity) landscape plans on all developments. Utilize landscaping to create a more appealing Downtown for shoppers and residents.
- 3.4 Support rehabilitation of aesthetically inappropriate buildings.

**Actions:**

- 3.5 Implement a comprehensive streetscaping plan and program to encourage shoppers to spend more time Downtown.
- 3.6 Implement a consistent streetscaping program and encourage participation and support by service clubs, businesses and individuals.

- 3.7 Incorporate revisions and republish the new Downtown Design Portfolio. Distribute to all existing businesses, new businesses and property owners.
  - Finance through business licenses within parking and business improvement districts.
- 3.8 Apply design standards to screen and shade parking areas.
- 3.9 Develop strategy for landscaping Glendale/Tuttle and Sprouse parking lots.
- 3.10 Identify sections of Zimpher and Calder Creeks which could practicably be uncovered.
- 3.11 Incorporate surface runoff in landscaping where feasible.
- 3.12 Bring water elements and riparian vegetation into the Downtown area.
- 3.13 Continue City Redevelopment Program funding of building rehabilitation.

## LANDSCAPE/STREETSCAPE

### **Site Furniture**

In order to enhance the feeling of the Downtown, a set of site furniture has been selected which reflects the overall character of the community. This set includes a 6' long redwood bench with a back and arms. Both the legs and arms are constructed of cast iron and are painted black. The overall effect is elegant country. Benches are to be placed in the new town plaza, next to planting beds, at the central crosswalk on Main Street, and in prominent areas which offer this kind of opportunity. Matching trash receptacles, which are also of redwood with black metal covers, are to be used in conjunction with benches. Both the bench and litter receptacle are made by Timberform, a division of Columbia Cascade (see illustration, page 25). Also to be located in appropriate nodes are exterior drinking fountains. These fountains, though not selected as yet, are to be handicap accessible, and are to complement the other site features. A multiple newspaper rack is included to organize the many papers sold from the streets (illustration, page 26).

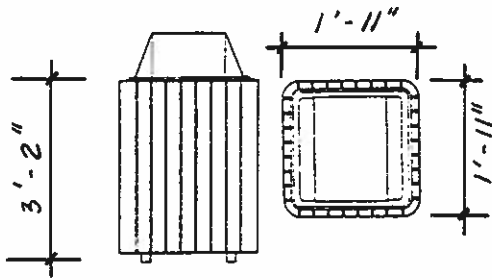
Lighting selected for the Downtown is to be the highly vandal-resistant black and frosted globe SCP Luminare from Sentry Electric. They are to be 12' tall and are to be used in the plaza and along City streets. Due to their high cost an alternative fixture was also selected. This is the 12' tall Pinecrest L-64, CR-16 carriage lamp also in black and glass. (See illustration, page 27.)

### **Streetscape**

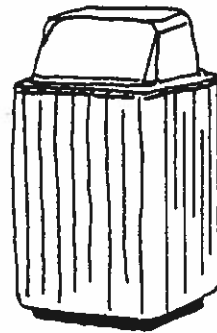
The Downtown revitalization plan calls for the landscaping of all streets especially at entries and corners where existing planters can be improved, (see illustrations, page 28 and 29). CalTrans may allow the removal of 2-3 parking spaces per side to create the expanded walk/planter/cafe area in the middle of Main Street as we have shown on the plan. This would be subject to their review.

Trees are to be located at 25-30' on center on all major streets. Small flowering accent trees are to be massed at entries. Mature and appropriate street trees are to be retained and incorporated into the new streetscapes. Tree grates are to be pedestrian-safe and to have "knock-out" centers (see illustration, page 30).

**TimberForm® Restoration™**

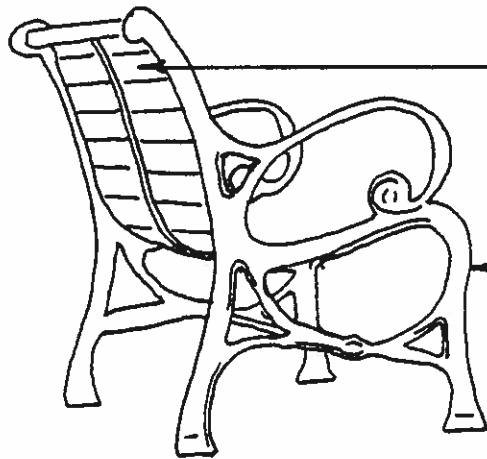


**Litter Container 2107-HT.**



**BLACK STEEL FRAME**

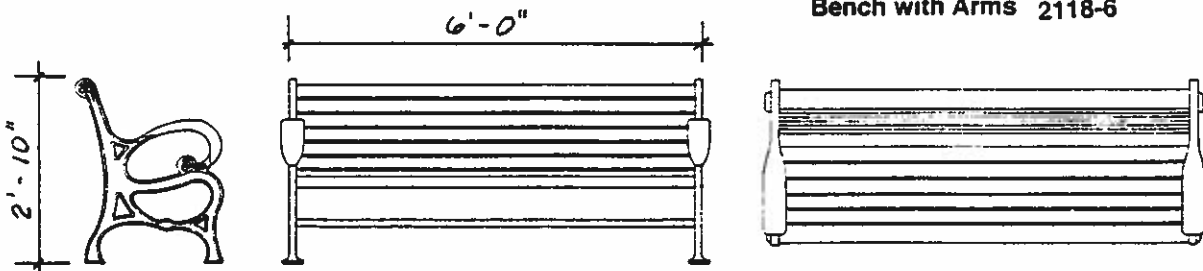
**REDWOOD SURROUND**



**REDWOOD SLATS**

**BLACK CAST IRON FRAME**

**Bench with Arms 2118-6**

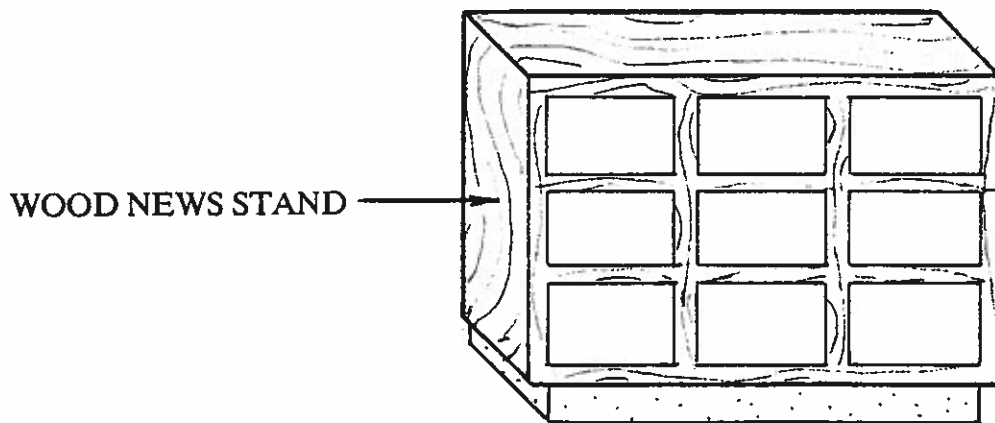
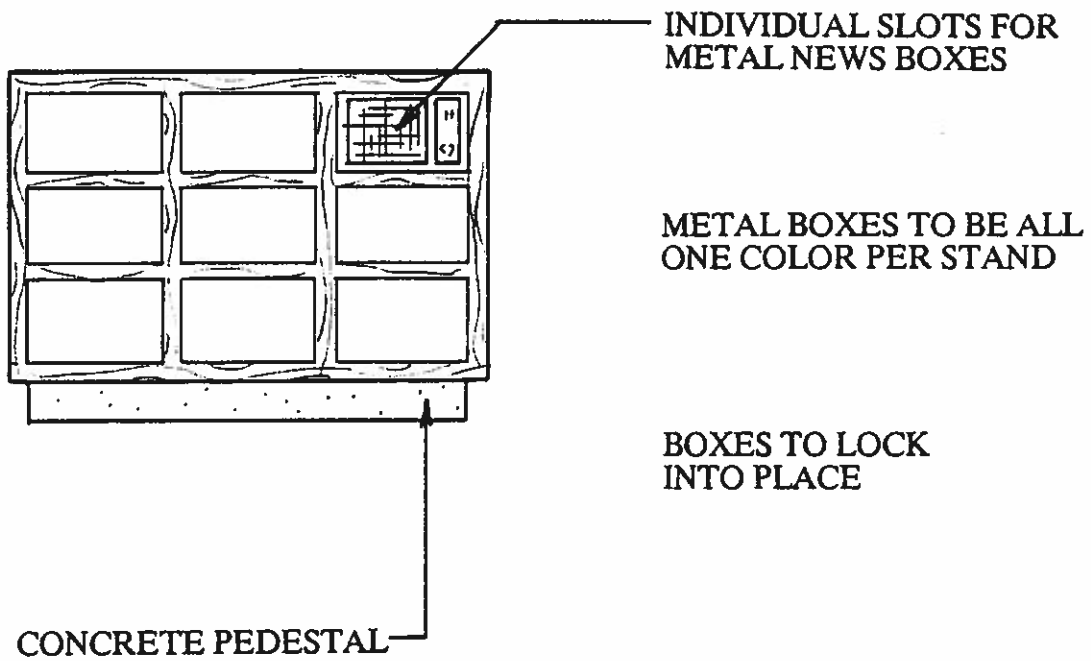


**Columbia Cascade**

1975 S.W. Fifth Avenue  
Portland, Oregon 97201-5293 U.S.A.

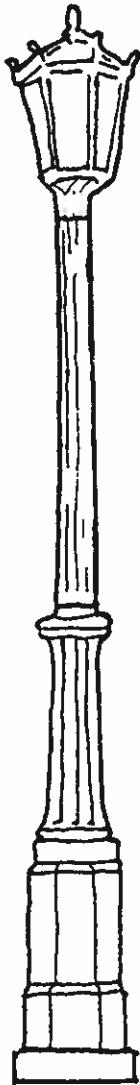
1-800/547-1940

**TRASH RECEPTACLE \ BENCH**  
**N.T.S.**



NEWS STAND  
N.T.S.

**Option 1 - Minor Streets**



L-64 12' HT. BLACK METAL POST AND CR-16 BLACK METAL AND GLASS CARRIAGE LAMP

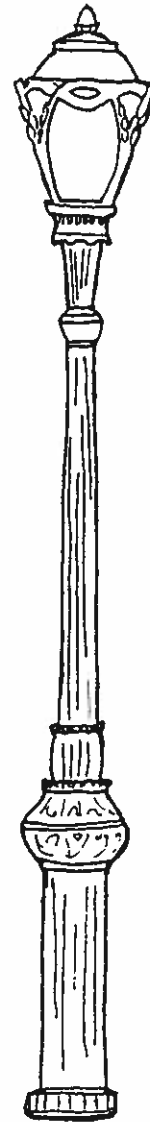


**PINECREST**

2118 BLAISDELL AVENUE, MINNEAPOLIS, MINNESOTA 55404

1-800-443-6357

**Option 2 - Main Street**

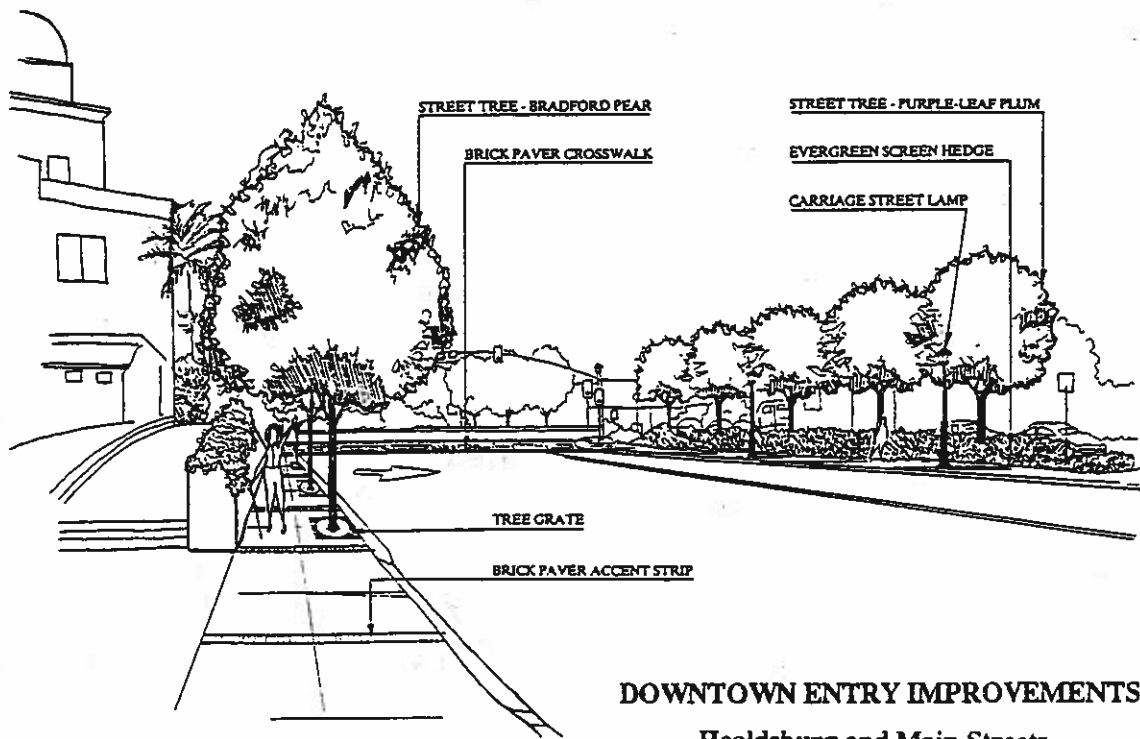


SCI-B 12'HT. BLACK CAST IRON POST AND SCP BLACK METAL AND FROSTED GLOBE LAMP

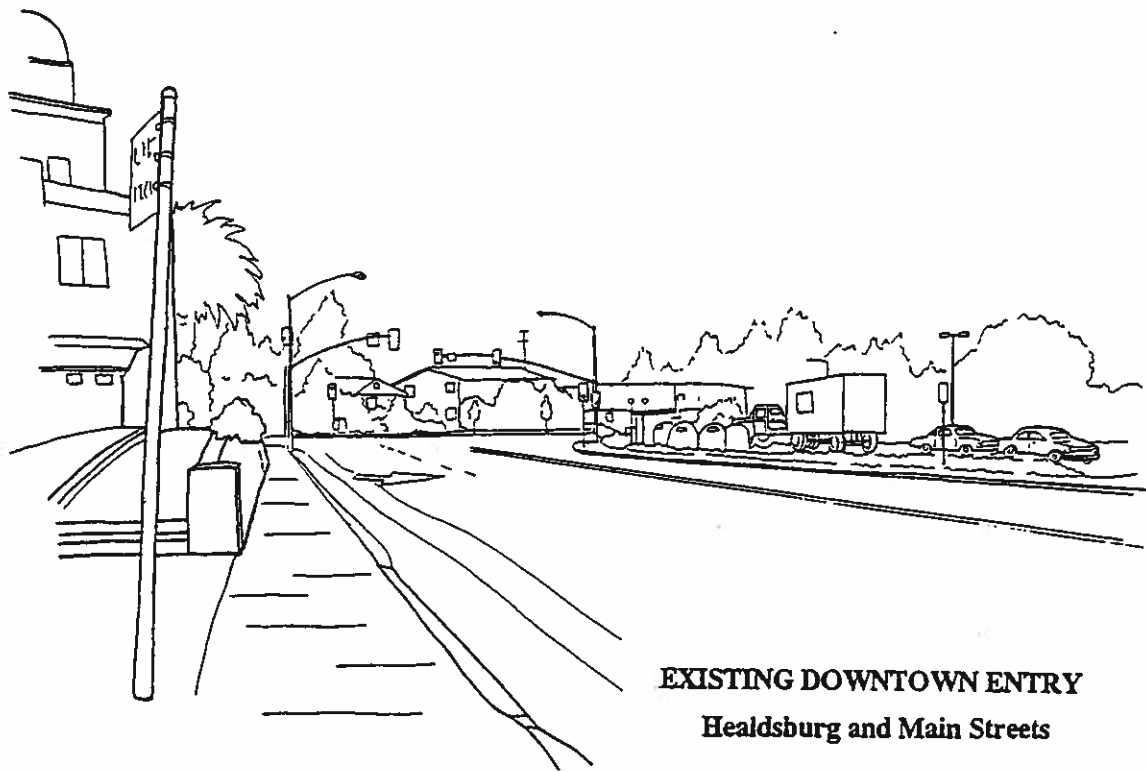
**Sentry Electric Corporation**

185 Buffalo Avenue  
Freeport, NY 11520  
(516) 379-4660



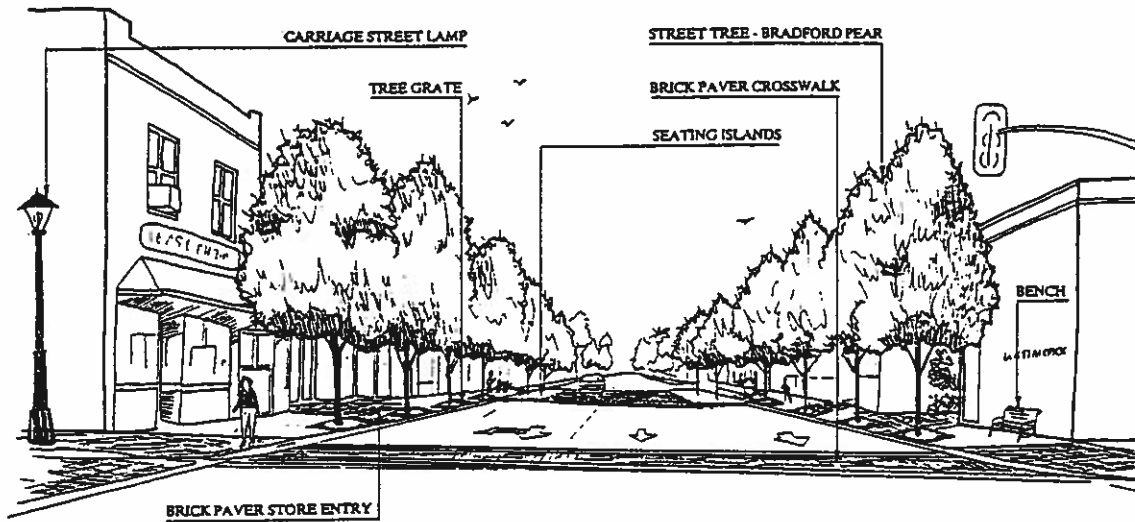


**DOWNTOWN ENTRY IMPROVEMENTS**  
**Healdsburg and Main Streets**



**EXISTING DOWNTOWN ENTRY**  
**Healdsburg and Main Streets**

**STREET IMPROVEMENTS**



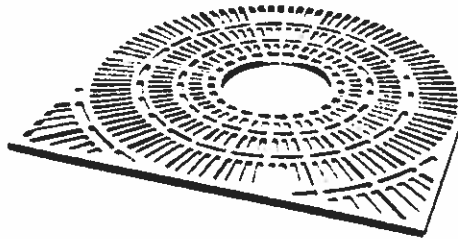
**EXISTING MAIN STREET**  
 Looking North From Main St. at Bodega Ave.



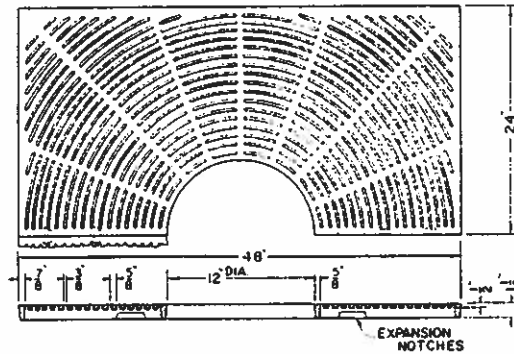
**MAIN STREET IMPROVEMENTS**  
 Looking North From Main St. at Bodega Ave.

# 180° ROUND-SQUARE COMBINATION

## CAST IRON TREE GRATE AND FRAME



Note  $\frac{3}{8}$ " slot openings for special pedestrian requirements. Grate is notched in underside ribs for ease of expanding tree opening to 18" and 24". Available with cast iron angle frame, if required.  
Weight per set - 270 pounds.



HALF PLAN AND SECTION

**NEENAH**  
FOUNDRY COMPANY

AVAILABLE THROUGH  
ORME ENTERPRISES

(415) 932-7737

**TREE GRATES**  
N.T.S.

The following trees have been selected for the Downtown. They have been selected for their appropriateness without pruning. Street trees are to be allowed to reach full maturity at which time their natural shape and branching height is high enough to avoid pedestrian conflicts.

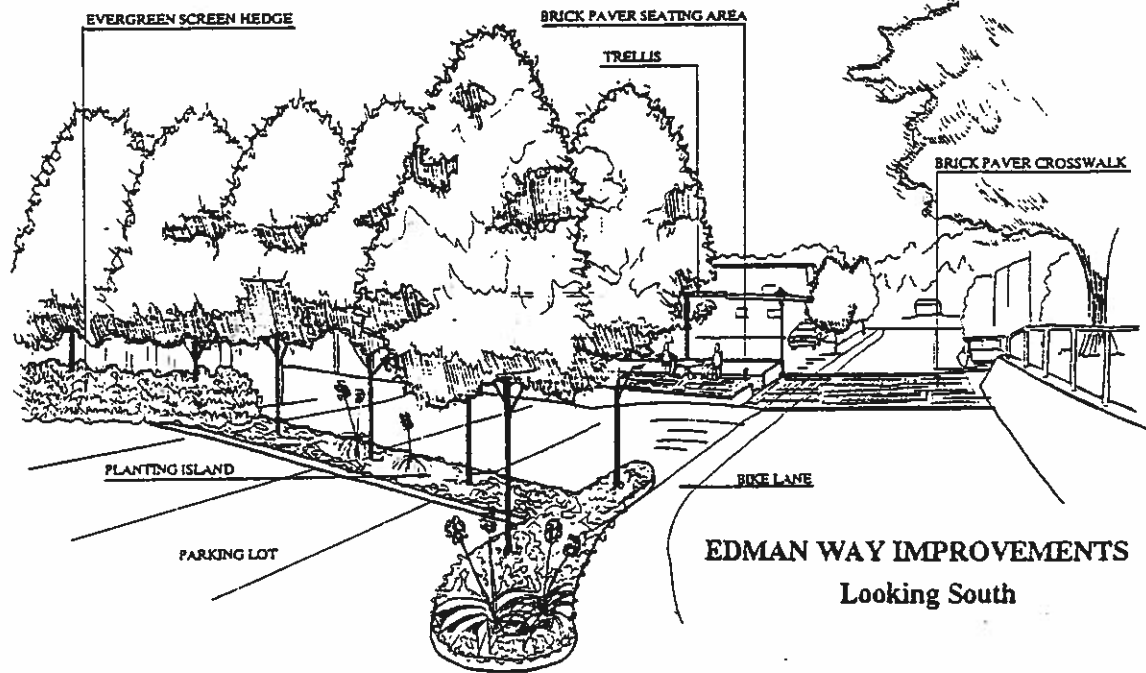
Type	Name	Use
Small Evergreen	Grevillea	Mass Plantings/Narrow Areas
Large Evergreen	Magnolia	Large Planter Beds
Small Deciduous	Purple Leaf Plum	Entries
Small Deciduous	Crepe Myrtle	Accent for Small Areas
Medium Deciduous	Bradford Pear	Main Street & Other Narrow Streets
Large Deciduous	Chinese Pistache	Wide Streets or Planter Beds
Large Evergreen	Redwood	Entry Way Areas, Large Landscape Node

### Edman Way

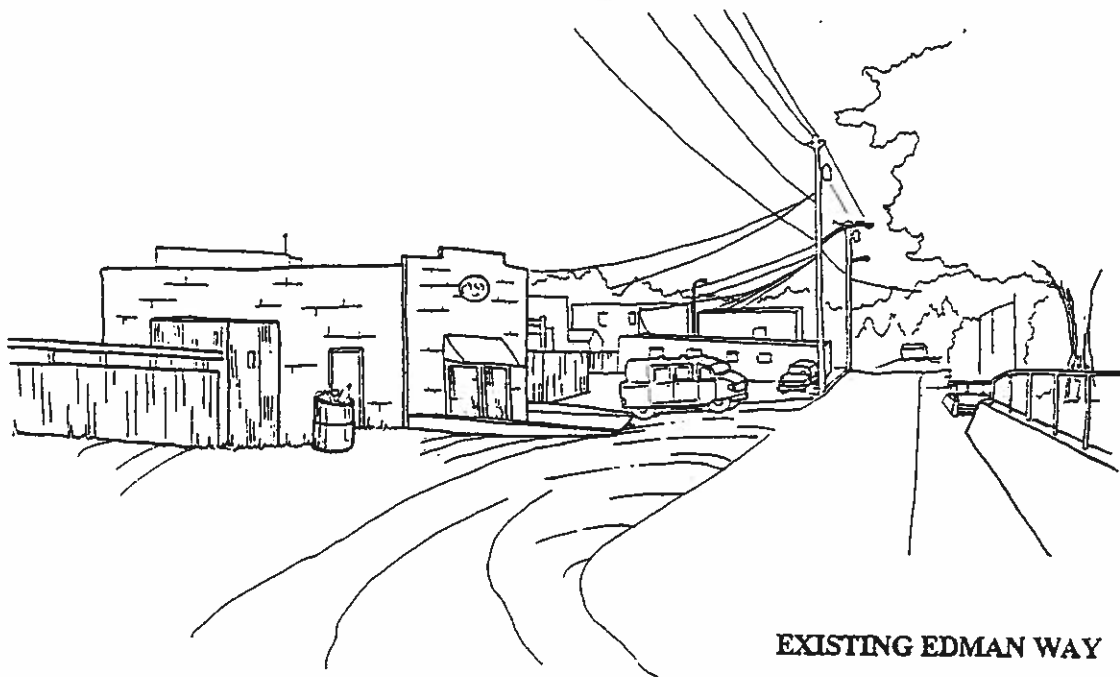
This alley which runs from Bodega Highway around to High Street has become a bustling activity center. The rear entrances to Copperfield's and other shops in conjunction with the parking lot behind the library have created the need for organizing a congested area. Improvements proposed include expanding the entry court, constructing curbs and planter islands to define parking, striping out a path for bikes, defining 15-minute spaces, and proposing a new lot for additional parking at the current Senior Center Building Site. Also to be constructed is a pedestrian link through the retaining wall to connect Edman Way with Wilton Avenue. One-way traffic should flow to the south. It should be noted that an assessment district for these improvements and the new lot may be required. See illustration on page 32.

### Existing Parking Lots

Currently, there are two very large and very bleak parking lots in the core Downtown area. These are at the Sprouse store and at Tuttle Drug (illustration page 33). Each of these lots represents lost opportunity for humanizing the Downtown. Proposed for both lots are the conversion of parking spaces into planter islands and the creation of large planter beds at corners. Also explored is a future retail facility to be constructed on the front portion of the Sprouse lot. This

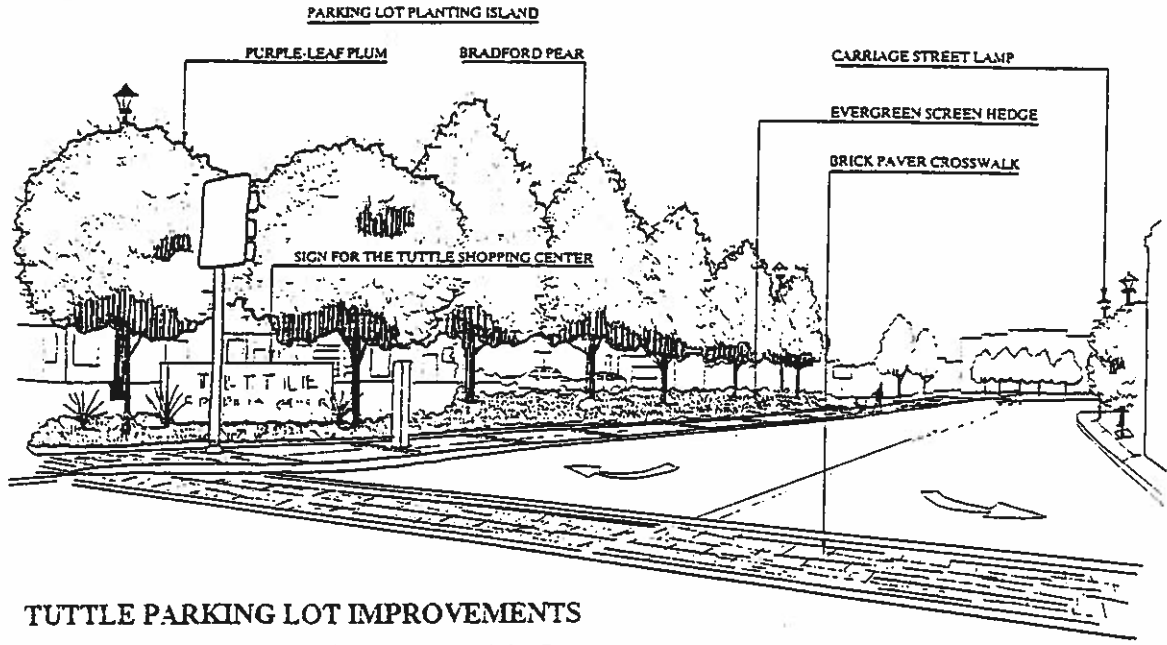


**EDMAN WAY IMPROVEMENTS**  
Looking South

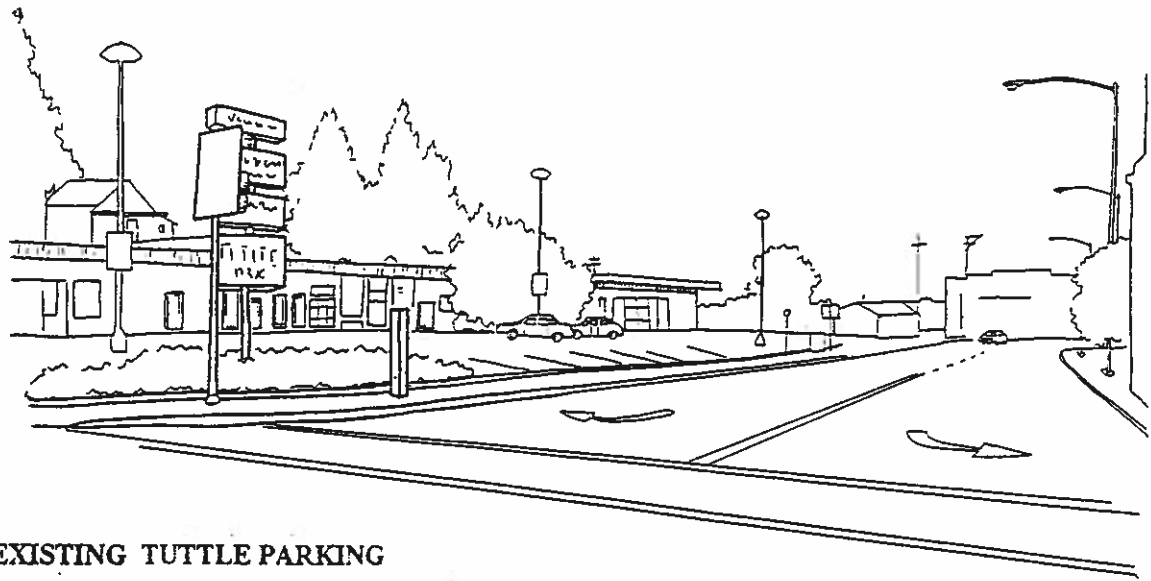


**EXISTING EDMAN WAY**  
Looking South

**STREET IMPROVEMENTS**



**TUTTLE PARKING LOT IMPROVEMENTS**  
Looking East From McKinley St. at Main St.



**EXISTING TUTTLE PARKING**  
Looking East From McKinley St. at Main St.

**STREET IMPROVEMENTS**

would extend the alignment of Main Street stores to the north and allow shared parking in the rear.

### **Town Square**

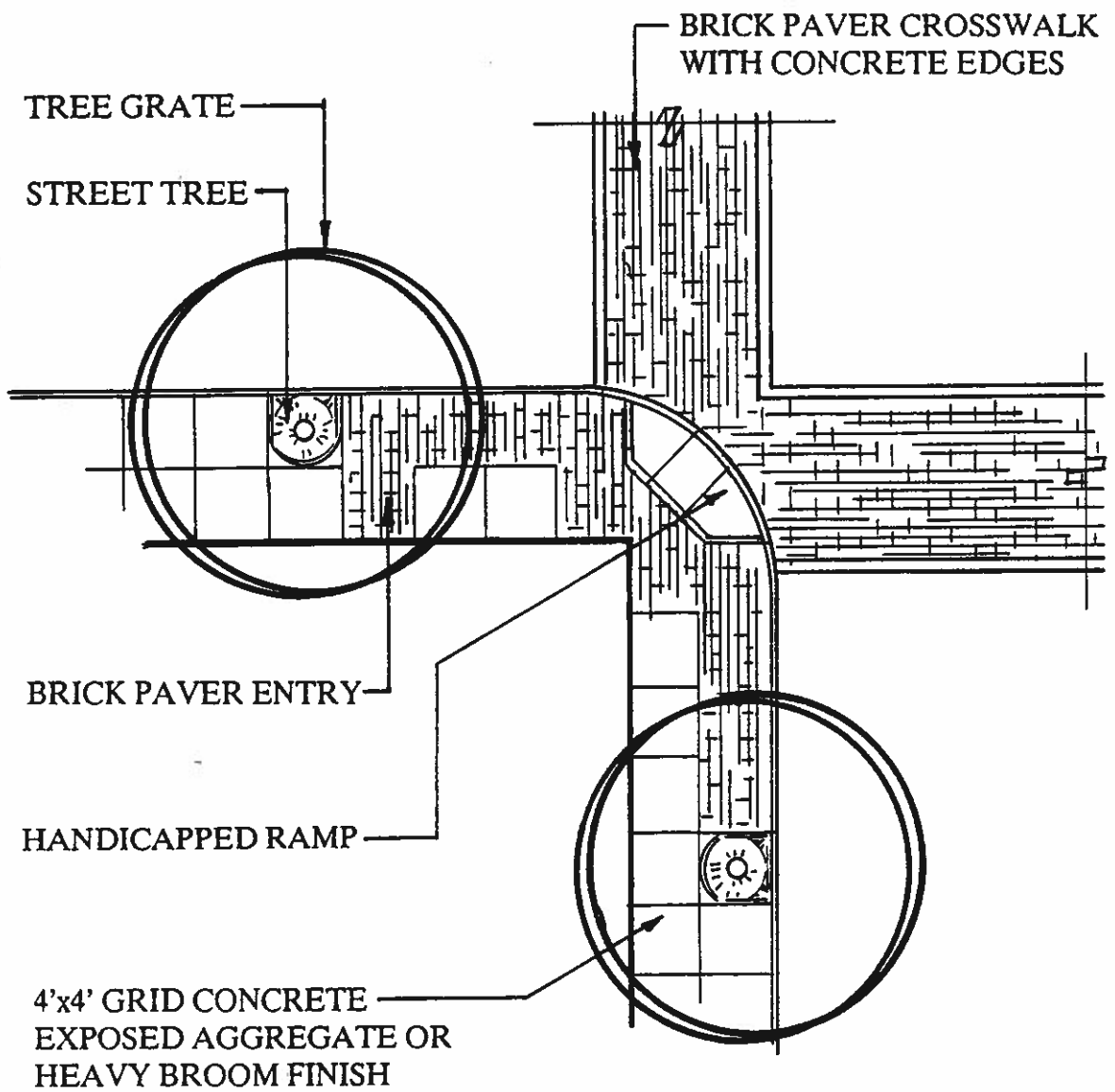
Successful towns in Northern California revolve around a central plaza. Providing a central focus for events and a green spot in the core, these plazas are varied in their character. The parking lot at Weeks Way has been selected as a proposed Town Square. Parking lost to construction of a landscaped plaza would be partially offset by the construction of double-sided, diagonal parking along Weeks Way.

The overall concept for the plaza is to create a landscaped area that surrounds a large, paved area to be used for events. Mounds at the street get larger to conceal parking. The mounds also provide sitting and a buffer while in the interior of the plaza. Bisecting the site on a diagonal line is a small pond and recirculating stream. This water element is evocative of The Laguna de Santa Rosa and the creeks channelized and buried under the Downtown. Laying back from the banks of this channel and pond will be slabs of concrete set off with large boulders and plant groups. The staggering of these slabs will allow the brick paving of the plaza to play in and out, creating interest. Benches, lighting and a gazebo/stage feature is also proposed. It should be noted that the sunken stream will run under the slab which holds this structure. Overall, this highly landscaped plaza has been conceived to soften the entry into Main Street and to link other greenways planned such as streetscapes and mass beds in adjacent lots.

### **Paving**

CalTrans may allow patterned crosswalks on state conventional roads as 116 is, but it is subject to their review. Evidently, where soil conditions are not optimal, the interlocking pavers have settled and shifted, creating additional maintenance for CalTrans. As Santa Rosa has these types of crosswalks, they would be a good resource concerning this.

New concrete walks are proposed for the Downtown area, where needed, to replace cracked and uplifted sections. Paving is to be a 4' x 4' grid of mixed treatments such as exposed aggregate or heavy brush finish. Each entry to shops is to have a brick accent paved area that runs to the curb line and this brick paving is also to be installed at the center planter/crosswalk node on Main Street and at each corner, assuming CalTrans approval. The brick at corners is to extend down the block to the first tree grate approximately 10' back from the corner tangent. Crosswalks as located on the plan are also to be a brick paver, illustrated page 35.



NOTE: BRICK PAVERS TO BE ALTERNATE RUNNING BOND PATTERN



## BUDGET ESTIMATES

<b>Item</b>	<b>Material</b>	<b>Labor</b>	<b>Total</b>
Benches	\$ 695.00/ea.	295.00	990.00
Litter Receptacles	475.00/ea.	25.00	500.00
Drinking Fountains	600.00/ea.	250.00	850.00
Trees (15 Gallon) ≠	150.00/ea.	150.00	300.00
Tree Grates	225.00/ea.	175.00	400.00
Newsrack	2,400.00/ea.	-	2,400.00
Brick Paving	* 6.50/SF	-	6.50
Concrete Removal	3.00/SF	-	3.00
New Concrete	2.25/SF	-	2.25
Bike Lane Striping	1.00/LF	-	1.00
AC Removal	4.00/SF	-	4.00
Concrete Curb	10.00/LF	-	10.00

≠ In pavement

\* Materials and labor

## PHASE I - DOWNTOWN IMPROVEMENTS BUDGET

Streetscape: Main Street from Burnett to McKinley (both sides), Bodega from Petaluma to High Street (both sides), McKinley from Main Street to Petaluma (both sides). Includes crosswalks.	\$ 384,000.
Create Entryways into Town, planting and irrigation only	26,000.
Bike Lane Striping – All Class II Streets	4,000.
Improved Signage for Parking Lots	3,000.
Town Square	<u>425,000.</u>
Subtotal	\$ 842,000.
15% Contingency	126,300.
Design Fees	<u>84,200.</u>
Phase I Total	\$1,052,500.

### *Clarifications:*

1. This estimate is not based on specific design and needs to be verified during Design/Implementation Phase.
2. Cost of purchase/options for Exchange Bank, Speas and/or Diamond Lumber properties not included.
3. Storefront streetscaping costs can be projected at a lineal foot price based on an 8' pavement width to be \$160./LF.

## IMPLEMENTATION TIME LINE

### PHASE ONE — 1- 4 YEARS

#### FIRST YEAR

1. Development of Diamond Lumber/Speas/Exchange Bank – First Phase
  - a. Relocate existing light industrial/manufacturing uses: Diamond Lumber and businesses on east side of Brown Street  
*Who:* Economic Development Specialist
  - b. Study/evaluate alternative development strategies:
    - i. City sponsored design/development competition
    - ii. Site specific master plan/criteria developed to guide future developers
    - iii. Reactive in lieu of proactive stance
    - iv. Others (?)  
*Who:* City Council, Economic Development Specialist, Downtown Task Force (?)
2. Town Square: Begin to develop Town Square.
  - a. City to seek to remove obstacles of parking lot  
  
*Who:* City Manager
  - b. Develop Town Square plans  
  
*Who:* City to contract with Landscape Architect for specific plans.
3. Develop Entry Ways: Begin implementation of entry ways.  
  
*Who:* City to contract with Landscape Architect for specific plans.

4. Streetscaping: Begin implementation of streetscaping.

- a. Main Street between McKinley Street and Bodega Avenue
- b. McKinley Street between Main Street and Petaluma Avenue
- c. Bodega Avenue between High Street and Petaluma Avenue

*Who:* City to contract with Landscape Architect for specific plans.

5. Parking: While it is critical to include parking in the development of the Town Square and the Diamond Lumber/Spas and Exchange Bank Properties, it is also important to increase the utilization of existing Sprouse and Glendale/Tuttle parking lots.

- a. Sprouse and Glendale/Tuttle: Convert these private lots to public ones through one of the following mechanisms:
  - i. Lease for token amount and improve to City standards
  - ii. Purchase by Parking Assessment District

*Who:* Economic Development Specialist

- b. Diagonal property between Main Street and Petaluma Avenue adjacent to existing Main Street/Burnett Street parking lot: develop specific plans.

*Who:* City to hire consultants

6. Street "A" Extension: Evaluation of development of Street "A" to Morris and extension to Main Street.

- a. Engineering and financial feasibility study for Street "A" from Petaluma Avenue to Morris Street.
- b. Engineering and financial feasibility study for Street "A" from Police Station to Main Street.

*Who:* Combination of City Staff and consultants

7. Downtown Portfolio: Republish updated Downtown Portfolio

*Who:* City to contract with Graphics/Editorial service

8. Attract Tourists: Begin to develop campaign to attract tourists. Should be ongoing effort.

*Who:* Chamber of Commerce/Downtown Association

9. Attract Targeted Businesses: Begin to develop program to attract targeted businesses. Should be ongoing effort.

*Who:* Economic Development Specialist/Chamber of Commerce/Downtown Association

10. Sprouse Improvements: Begin evaluation of:

- a. Converting private parking to public (see 5. above)
- b. Developing pocket park between parking and sidewalk at Sprouse
- c. Providing pedestrian path connecting Sprouse building to Main Street through the parking area with sidewalk frontage retail on either side

## SECOND YEAR

11. Parking lot signs and City signage: Begin evaluation of improving parking lot signs and City signage.

12. Town Square Construction: Implement plans developed in first year.

*Who:* City

13. Streetscaping - Phase Two: Continue Streetscaping program

- a. Main Street between Bodega Avenue and Willow Street

- b. Main Street between McKinley Street and Wallace Street
- c. Petaluma Avenue between county-wide trail and McKinley Street

*Who:* City

14. Development of Diamond Lumber/Speas/Exchange Bank, Phase Two: Implement strategy selected during first phase.

*Who:* Depends on strategy selected

15. Bicycle Paths: Coordinate bicycle path implementation with County since they are interrelated.

*Who:* City

16. Wilton Parking Lot: Investigate feasibility of acquiring lot for public parking.

*Who:* City

17. Sprouse: Begin implementation with development of specific plan if feasible.

*Who:* City to contract with Civil Engineer and Landscape Architect and/or City

18. Glendale/Tuttle:

*Who:* City to contract with Civil Engineer and Landscape Architect and/or City

### THIRD YEAR

19. Streetscaping- Phase Three: Continue Streetscaping program.

- a. Burnett Street between Petaluma Avenue and High Street
- b. Bodega Avenue between Ptaluma Avenue and Morris Street
- c. Depot Street between Petaluma Avenue and east property line of properties on east side of Brown Street
- d. McKinley Street between Petaluma Avenue and east property line of properties on east side of Brown Street
- e. Keating Avenue between Main Street and west property line of Sprouse

20. Sprouse: Implement Specific Plan.

*Who:* City and/or Sprouse

### FOURTH YEAR

21. Wilton Parking Lot: Develop if feasible.

*Who:* City

22. Street "A": Develop from Petaluma Avenue to Morris Street.

*Who:* City

23. Edman Way Improvements - Specific Plan: Develop Specific Plan for Edman Way pedestrian path and loading areas

*Who:* City to contract with consultants

**PHASE TWO — 5TH YEAR ON —**

**FIFTH YEAR**

24. Edman Way Improvements: Implement plan developed.

*Who:* City

25. Main/High/Willow Block Improvements: Develop Specific Plan and alternative strategies for development.

*Who:* City to contract with consultants

**SIXTH YEAR**

26. Main/High/Willow Block: Evaluate strategies for development and begin implementation.

*Who:* Depends on strategy selected



## CONCLUSION

This Downtown Plan addresses open space, streetscaping, pedestrian paths, bicycle lanes, traffic, parking, retail expansion, offices, housing, community facilities and implementation.

In addition, the Downtown Plan addresses all the issues that surfaced during the strong citizen involvement in the planning process. The involvement of representatives from the Sebastopol Downtown Association, Sebastopol Tomorrow and the Sebastopol Chamber of Commerce and citizens at large assured meaningful input from our diverse community.

It is recommended that the Downtown, which is presently linear in form, be expanded to the east incorporating the Exchange Bank, Speas and the Diamond Lumber properties and the properties facing Brown Street. These properties, which are presently zoned for light industrial uses, would then be available for high quality retail, office, restaurant, film theater and municipal art gallery uses.

It is strongly recommended that the City move quickly to assist in assembling the Diamond Lumber property and the properties facing Brown Street and abandon Brown Street in favor of a larger, mixed use development and parking. Because it is both a rare and important opportunity, the City's control of those properties is important in order to assure that this land is not developed poorly or partially. It is suggested that a developer/architect competition would give the City more control over the final design.

The heart of the Plan is the proposed Town Square. This central open space element will attract quality Downtown development to the east of the present Downtown area and to those properties surrounding it. The Town Square would serve as a pedestrian link to the properties to the east and would also provide a very desired element, a public open space for Downtown events and gatherings. Other open space elements proposed are small pocket parks.

The Plan encourages the transformation of the Downtown from an automobile-oriented area to one that is pedestrian-oriented. This is to be accomplished by redirecting through traffic, by slowing local traffic and by moving some of the parking to the periphery of the Downtown area. The inclusion of

more pedestrian elements, a system of bicycle lanes and the beautification of the area through streetscaping and building improvements will also serve this objective.

The present one-way street system increases the visibility of the future Town Square and development to the east; however, it does not facilitate the use of "A" Street as a local bypass of the Downtown. If the one-way street system is retained, the extension of "A" Street through to Main may be advisable in the future. The closure of Brown Street serves the development of objectives for the area east of the future Town Square. This closure will not affect local traffic.

Parking needs for the Downtown can be met by providing diagonal parking on Weeks Way after the Town Square is implemented, by converting the Sprouse parking lot to a public lot and by including public parking on the Exchange Bank, Speas and Diamond Lumber properties.

Existing parking lots at Sprouse and at the Glendale Savings & Loan/Tuttle Drug buildings are areas that need immediate attention. Alternatives are described in the text.

The inclusion of more restaurants, cultural and entertainment facilities and some housing would increase the night time and weekend use of the Downtown area. Encouraging infill developments to use second and third floors for office and housing uses would also serve to intensify the activity in the area.

The phasing of the implementation of the Downtown Plan will allow the achievement of a few of the elements in the first couple of years. This initial implementation will serve to encourage the development of the key properties to the east, which will, in turn, provide additional redevelopment funds for further improvements.

The improvements suggested in this document will transform the Downtown into a destination where local citizens and tourists will be able to shop, dine and partake of entertainment and cultural activities in an atmosphere that is healthy, safe and beautiful.