



À LA BONNE FRANQUETTE!

12 March 2025

APRÈS-MIDI

À la bonne Franquette

Santa Rosa City Hall

© All rights reserved 2025 - Après-Midi Agency

GOAL

How might we create a cultural thread throughout Santa Rosa.

PRINCIPLES

Keywords that come to your mind when you think of the ideal Santa Rosa.
True North / Compass

What do you want to see in Santa Rosa?
Keep in mind the 3 principles we defined

ACTIONS





1st À La Bonne Franquette

7 March 2024

PRINCIPLES

1 Well-Designed

2 Walkability

3 Gathering
Indoor/Outdoor





2nd À La Bonne Franquette 5 June 2024

PRINCIPLES

1 Vibrant

2 Eco

3 Culture
Diversity

1st À La Bonne Franquette

7 March 2024

PRINCIPLES

1 Well-Designed

2 Walkability

3 Gathering
Indoor/Outdoor

2nd À La Bonne Franquette

5 June 2024

PRINCIPLES

1 Vibrant

2 Eco

3 Culture
Diversity



3rd À La Bonne Franquette 13 November 2024

We focused on two local news items that aligned with the principles from the first two meetings.

Southeast Greenway

A “Central Park” for Santa Rosa.
49 acres dedicated to walking and bike trails,
natural open spaces and ball parks

Pop-Up Pilot Program



Pop-Up Pilot Program

The city of Santa Rosa is planning to encourage the use of pop-up businesses to occupy vacant storefronts in the downtown area.

Here are the top 6 ideas shared across both workshops:

AESTHETICS & DESIGN

Both workshops emphasize **modern, clean,** and **sophisticated** designs, with a focus on **vibrant, tasteful,** and **visually engaging spaces.** There is a shared desire for **creative, innovative,** and **artistic** expressions in **urban design,** including **colorful buildings, progressive retail, consistent communication** and **dynamic art installations.** The goal is to create a **beautiful and inspiring environment** that reflects the community's identity.

WALKABILITY & CONNECTIVITY

Emphasis is placed on creating **safe, walkable** areas that **connect different parts of the city.** Both workshops call for pedestrian-friendly streets, bike lanes, and **clean, safe** pathways, **bike trails** ensuring easy access to activities and **community spaces.** The concept of making **downtown** areas **pedestrian-only** or partially closed to cars is prominent, encouraging foot traffic and outdoor experiences.

CULTURAL & ARTISTIC EXPRESSION

There is a strong focus on integrating **art and culture into public spaces.** This includes dynamic art spaces, live music, public art installations, and cultural centers that celebrate local history and diversity. Both workshops envision a city that fosters creativity through **interactive art** for children, cultural festivals, and community-driven artistic projects, creating a **rich cultural landscape.**

LOCAL BUSINESS & ECONOMIC VITALITY

Both workshops highlight the desire for a **vibrant, bustling city** where **public spaces** are **lively** and **full of activity.** This includes creating spaces for outdoor entertainment like **movie theaters, music venues,** and **festivals.** There's a strong emphasis on enhancing **downtown** areas, **modernizing buildings,** and improving infrastructure to encourage social interaction and **support local businesses,** such as cafes, restaurants, and boutique shops.

SUSTAINABILITY & GREEN SPACES

A clear theme is the integration of eco-friendly practices into urban planning. This includes **more green spaces, sustainable infrastructure** like solar energy, **community gardens,** and **parks.** Both workshops highlight the importance of sustainability in development, with a focus on **clean, safe parks** and promoting **eco-conscious practices** throughout the city.

COMMUNITY ENGAGEMENT & INCLUSIVITY

Both workshops stress the importance of creating **inclusive, family-friendly spaces** that cater to a **diverse** range of people. This includes **outdoor gathering spaces,** interactive community events, and **multi-purpose venues for all ages.** Key themes include providing spaces for **families,** fostering a **welcoming environment** for all community members, and **supporting local businesses** and independent shops.

Today, we will focus on the two following ideas:

Please give us examples from other cities in Sonoma County or somewhere else that fall under those two categories.

AESTHETICS & DESIGN

Both workshops emphasize **modern, clean,** and **sophisticated** designs, with a focus on **vibrant, tasteful,** and **visually engaging spaces.** There is a shared desire for creative, innovative, and artistic expressions in **urban design,** including **colorful buildings,** **progressive retail,** **consistent communication** and **dynamic art installations.** The goal is to create a **beautiful and inspiring environment** that reflects the community's identity.

LOCAL BUSINESS & ECONOMIC VITALITY

Both workshops highlight the desire for a **vibrant, bustling city** where **public spaces** are **lively** and **full of activity.** This includes creating spaces for outdoor entertainment like **movie theaters,** **music venues,** and **festivals.** There's a strong emphasis on enhancing **downtown** areas, **modernizing buildings,** and **improving infrastructure** to encourage **social interaction** and **support local businesses,** such as cafes, restaurants, and boutique shops.

We will then vote with stickers on what we can focus on to bring into Santa Rosa in a 2:2 matrix.

AESTHETICS & DESIGN

Both workshops emphasize **modern, clean,** and **sophisticated** designs, with a focus on **vibrant, tasteful,** and **visually engaging spaces.** There is a shared desire for creative, innovative, and artistic expressions in **urban design,** including **colorful buildings, progressive retail, consistent communication** and **dynamic art installations.** The goal is to create a **beautiful and inspiring environment** that reflects the community's identity.

1 **Where** New York City
What The High Line
Why Intersection of business and nature



2 **Where** Europe
What Plazas with kiosks and cafés
Why Socialize with food/drink in open air



3 **Where** Santa Rosa
What Pedestrianise 4th street
Why Walkability

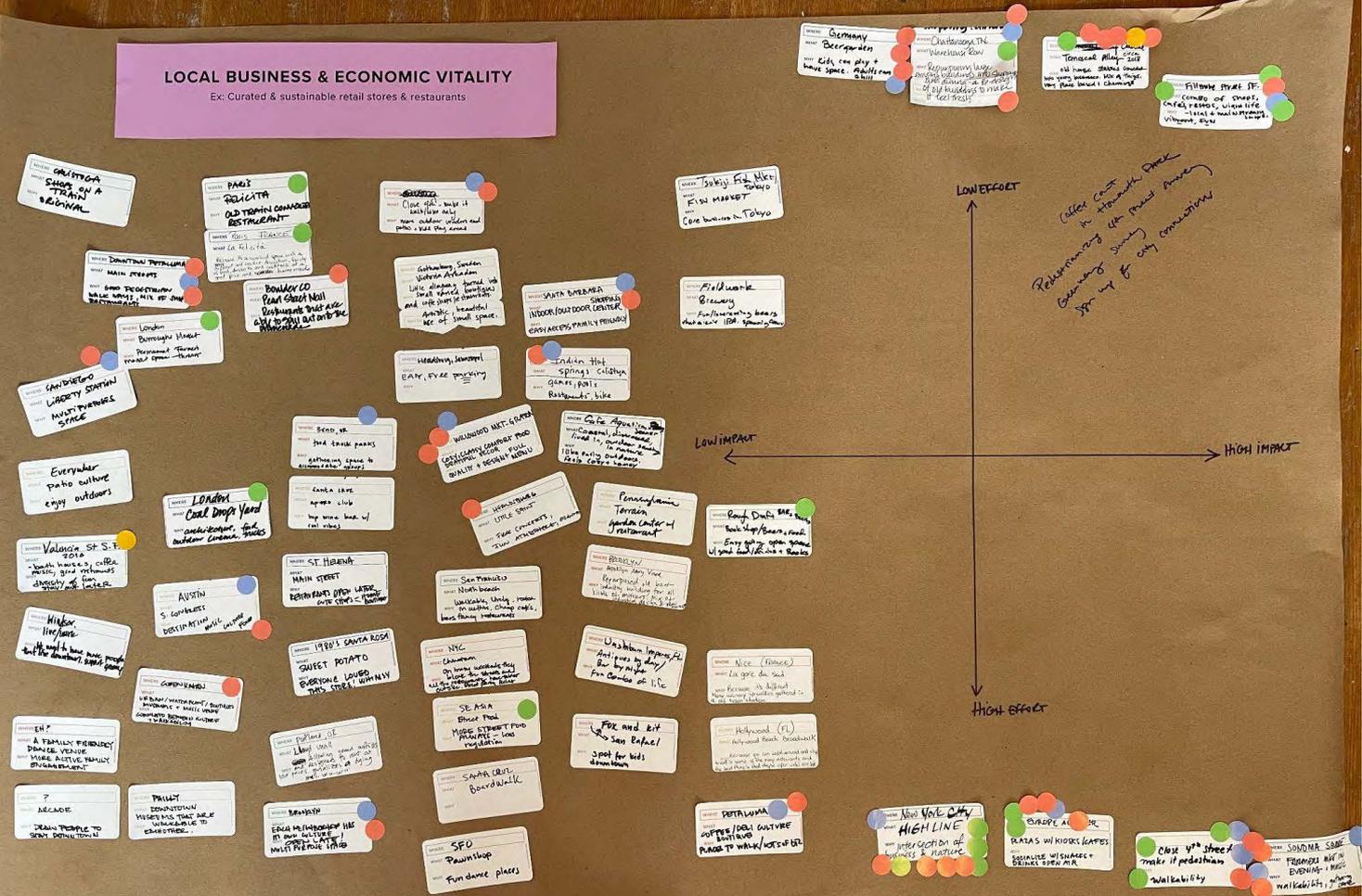


4 **Where** Sonoma Square
What Farmers Market in evening and music
Why Walkability and gathering space



LOCAL BUSINESS & ECONOMIC VITALITY

Ex: Curated & sustainable retail stores & restaurants



LOCAL BUSINESS & ECONOMIC VITALITY

Both workshops highlight the desire for a **vibrant, bustling city** where **public spaces** are **lively** and **full of activity**. This includes creating spaces for outdoor entertainment like **movie theaters, music venues, and festivals**. There's a strong emphasis on enhancing **downtown** areas, **modernizing buildings**, and **improving infrastructure** to encourage **social interaction** and **support local businesses**, such as cafes, restaurants, and boutique shops.

- 1 Where** Germany
What Beergarden
Why Kids can play and have space. Adults can chill.
- 2 Where** Chattanooga, TN
What Warehouse Row
Why Repurposing large buildings into shopping and dining areas - a redesign of old buildings to make it feel fresh.
- 3 Where** Temescal Alley, Oakland circa 2018
What Old horse stables converted into young businesses.
Why Mix of things. Very place based and charming.
- 4 Where** Fillmore Street, SF
What Combo of shops, restaurants, nightlife
Why Local and mainstream shops. Vibrant and fun.



Brainstorm: Places in Santa Rosa with potential

- [The Stewart Cannery](#)
- 529 4th Street Building
- The strip of white buildings behind Chevy's in Railroad Square
- Mitote
- Joe Rodota Trail (Ex: Regent's canal in London, Les Guinguettes au bord de la Marne, France)



- The water mirror to play and get refreshed during Summer in Old Courthouse Square
(Ex: Bordeaux)



ACTIONABLES

LOW EFFORT / IMPACT

[Sign up for city connections](#)



[Take the pedestrianizing 4th St survey](#)



[Sign up for SoCo Regional Parks Newsletter](#)



Forum for the Southeast Greenway will take place on Thursday 3/20 for leadership Santa Rosa's Class 41

How is everyone getting their information?

- Sonoma Mag
- Curated Facebook Postings
- Word of mouth
- Social Media
- Santa Rosa Reddit
- Bohemian
- Santa Rosa Press Democrat
- Email Newsletter lists
- Text thread

General Comments

Things feel very spread out and would like a more condensed place to get everything

The way the material looks and how it's displayed matters

I like getting my information from a newspaper while drinking my coffee.



À LA BONNE FRANQUETTE!

12 March 2025

APRÈS-MIDI

À la bonne Franquette

Santa Rosa City Hall

© All rights reserved 2025 - Après-Midi Agency