General Plan 2050
4. Urban Design, Historic Preservation, and Art and Culture

Historical Society of Santa Rosa's Suggested edits:

Goal, Policies, and Actions	
Page 4.2 (2nd paragraph)	Include: Heritage Tourism
Page 4.6 Map	Add: Gateways to Preservation Districts
4-1.5 Action	Add: Use compatible street light designs in historic neighborhoods.
Policy 4-2.10	Add: "Social Media" as a method to notify property owners in preservation districts.
4-2.11 Action	Change wording to:" Identify, remove, and/or simplify…" Include: Removing higher fees preservation district homeowners must pay the city for permitted projects.
Policy 4-2.3	Add: "sites" to policy
4.6 Map	Add gateways to designated Preservation Districts
4.8 Historic Resources	
Page 4.8 Heading	Change "Historic Resources" to "Cultural Resources"
Page 4.8 (1st paragraph)	Add: "buildings" (structures refer to bridges, etc. – define in glossary)
Page 4.8 (2nd paragraph)	Remove: "Fountaingrove Winery" (no longer standing).
Page 4.8 Bullet Points	The first bullet point needs the following action items: Action Item #1: Update Cultural Heritage Survey/Inventory taken over 30 years ago. Add missing or incomplete decades: 1930-1960. Action Item #2: Make the most current Cultural Heritage Survey available on the City's website (CHB page, etc.) Action Item #3: Perform survey of significant event sites (i.e., sit-ins, etc.)
Page 4.8 (paragraph prior to Goals, Policies, and Actions.	Change "Saint Rose" to "St. Rose". Add buildings the have National Register status? (see attached list)
Art and Culture Section	
4-3.5 Action	Add: "…at gateways including those to Preservation Districts"

Other comments:

Suggested new actions:

- ➤ Strongly advise adaptive re-use of historic buildings over demolition.
- ➤ Require the preservation of building materials if an historic building is approved for demolition.
- ➤ Preserve historic aspects of parks while integrating modern uses and amenities.
- ➤ Complete the Downtown Historic Context Survey and Statement to forward ongoing preservation efforts.
- ➤ Work with local schools and historic organizations to engage and interest residents of all ages in Santa Rosa's history and historic sites, structures, and neighborhoods.

Review consistency of terminology:

- ➤ "Historic" vs "Historical"