

# Introductions

Lois Fisher, Urban Designer at Fisher Town Design

Planning Commissioner in Windsor for 15 years, teaches Urban Design at SSU

Projects include:

- Downtown Windsor
- Downtown Rohnert Park
- Petaluma's Theatre District
- Downtown Cotati Streetscape Improvements
- North Santa Rosa SMART Station Relocation
- Projects in South Carolina, Arizona and Indiana.

Judy Kennedy, Arts Advocate and Lead artist at The Smile Factory

- Art in Public Places Committee, 2011- 2013
- Public Art Projects include:
  - Neighborhood Banners
  - Maple Ave Mural
  - Redwood Gospel Mission Mural
  - Colorful crosswalks Santa Rosa Avenue
  - Rainbow Flag, 'B' St and Healdsburg Avenue, Santa Rosa



Putting the 'Square' in Railroad Square



# Reimagining Santa Rosa's Railroad Square



## Urban Design

Focus on public realm



## Conventional Planning

Focus on private realm

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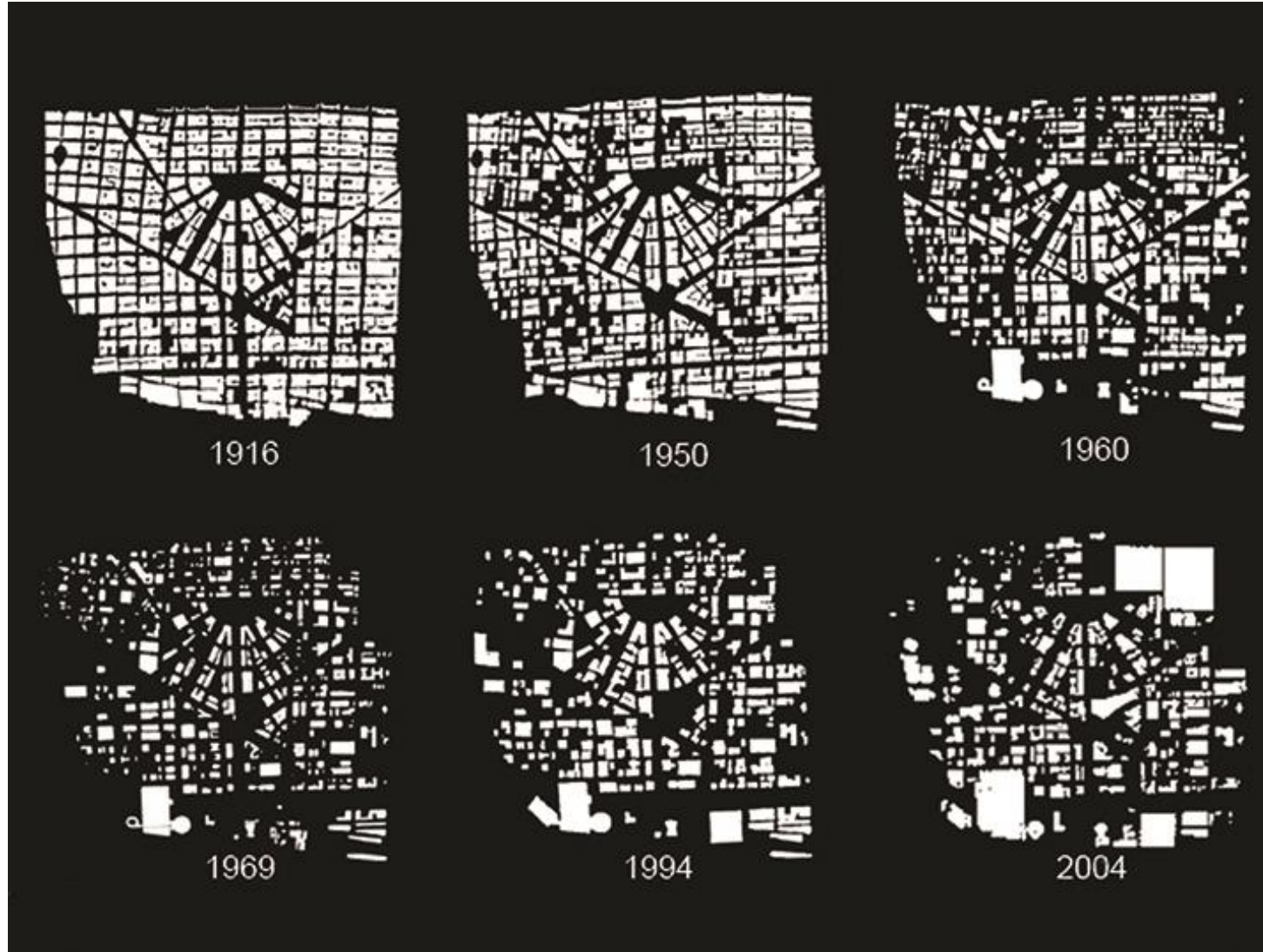
# What is a Public Realm?



[The Audiopedia](#)

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# What has Happened to America's Public Realm?



Detroit ,  
Before & After Auto  
Age

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# Detroit Today



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# Detroit's Public Realm Was Changed with the Advent of the Car



1920's Detroit



Detroit Today

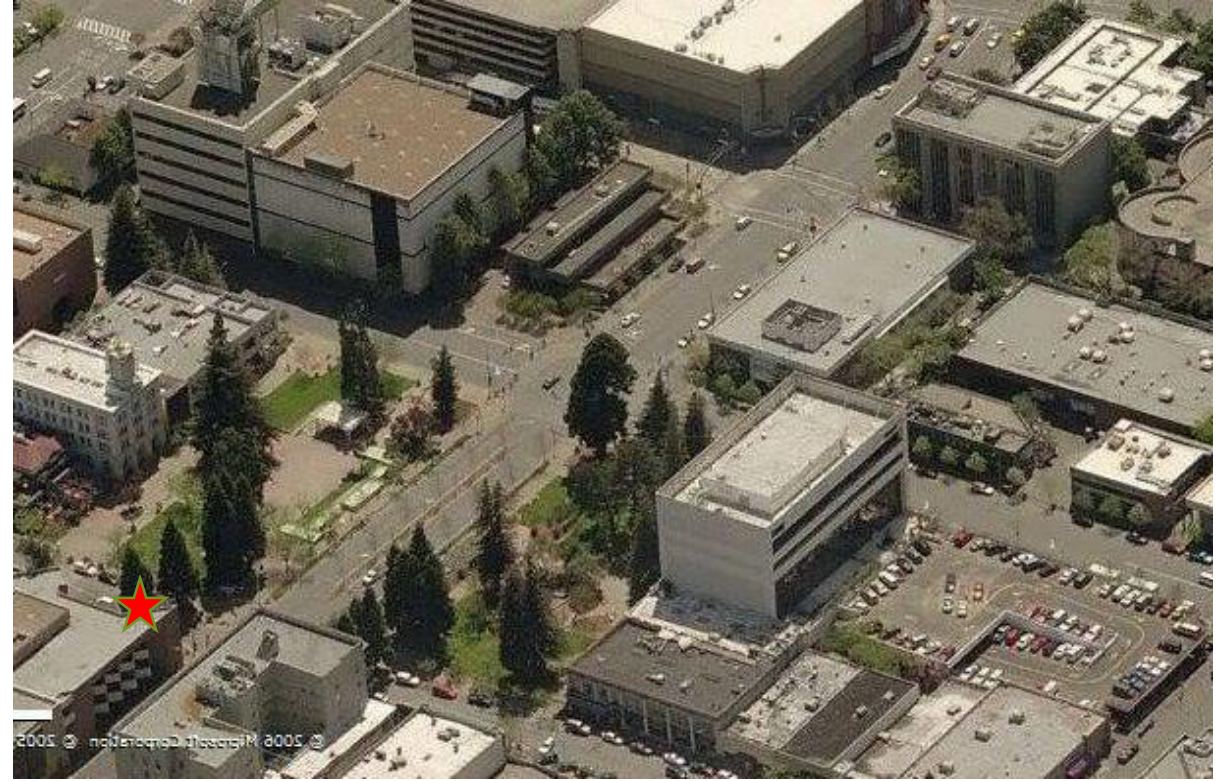
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# Santa Rosa's Public Realm



In this time period the focus was on creating a beautiful and walkable public realm and creating a good ratio of productive private space to supportive public space.

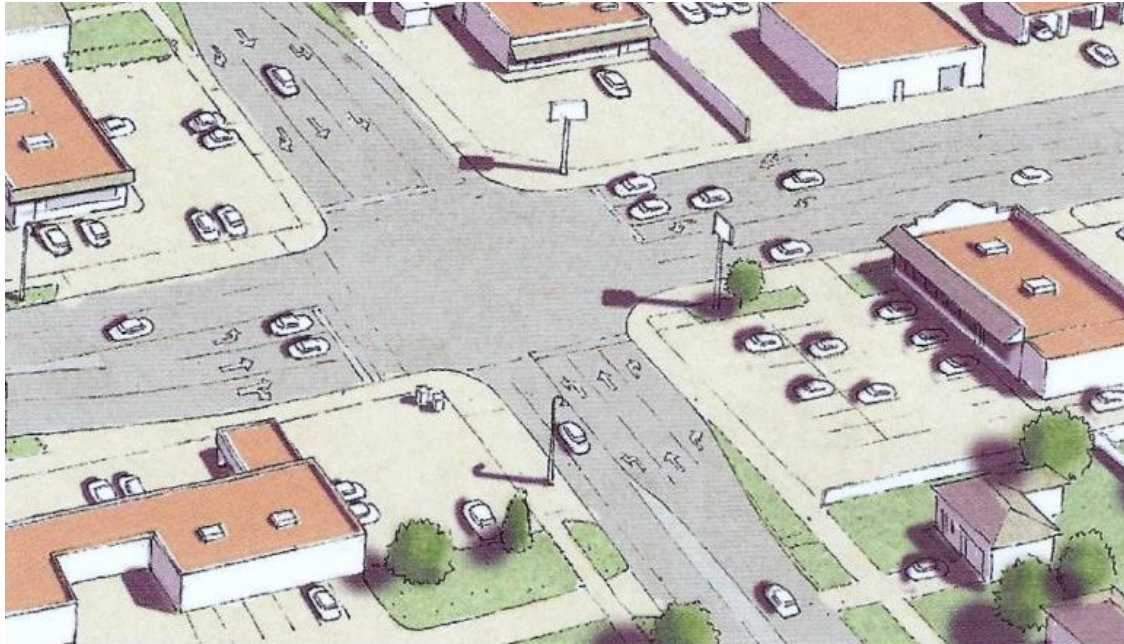


These places.....suffer from un-walkability and a poor ratio of productive private space to supportive public space.  
~ Kevin Adams

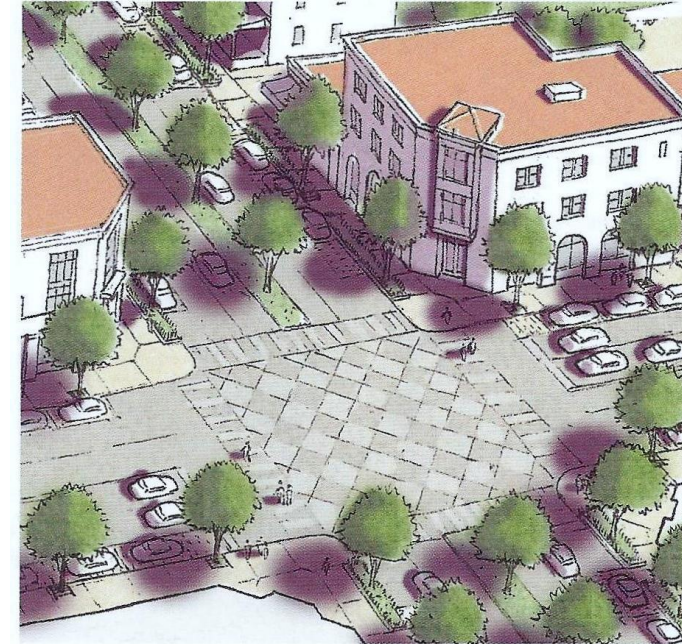
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# Best Way to Get a Public Realm?



Result of Regular Zoning Code



Result of Form-Based Zoning Code

Adopt a Zoning Code that requires key elements of the Public Realm:

- On-site parking **ONLY** at the back of the lot
- Walkable business fronts behind the sidewalk
- Mixed use-don't separate land uses
- Small block perimeters
- Standards **not** 'guidelines' for elements that are key to the public realm

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# Rohnert Park's Form-Based Code



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# Rohnert Park Expressway as Barrier



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# Slip Lanes will be Added to both sides of Rohnert Park Expressway



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# Imagine Design then Create Code



Graphics by Opticos

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# Re-Imagining Railroad Square



Where is the square in Railroad Square?

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# What if we Removed the Parking Inside Railroad Square and made it a Square?



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# 'Green' Square Option



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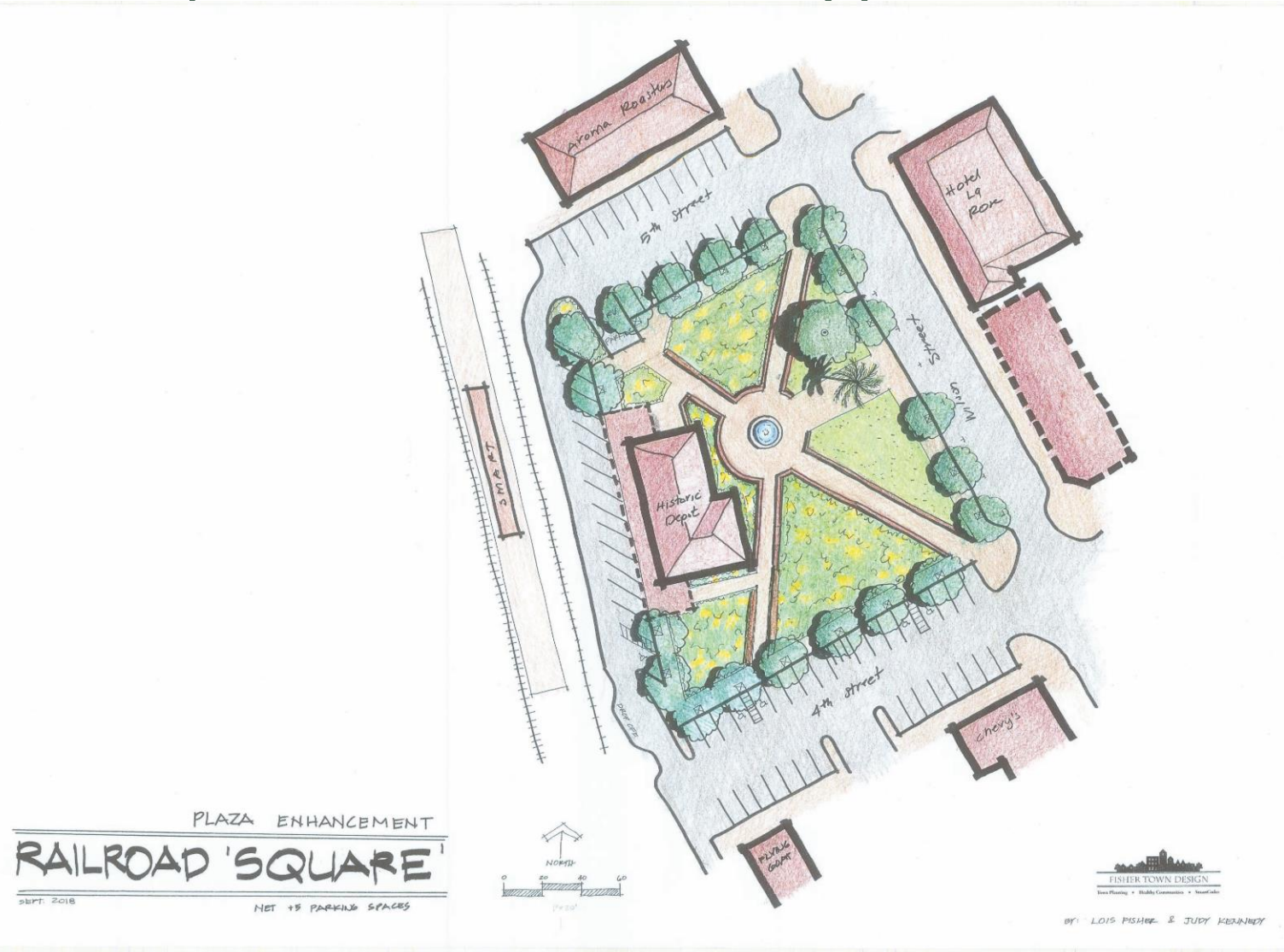




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# Concept Sketch-Parking Increased by 5 spaces



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# European Piazza Option



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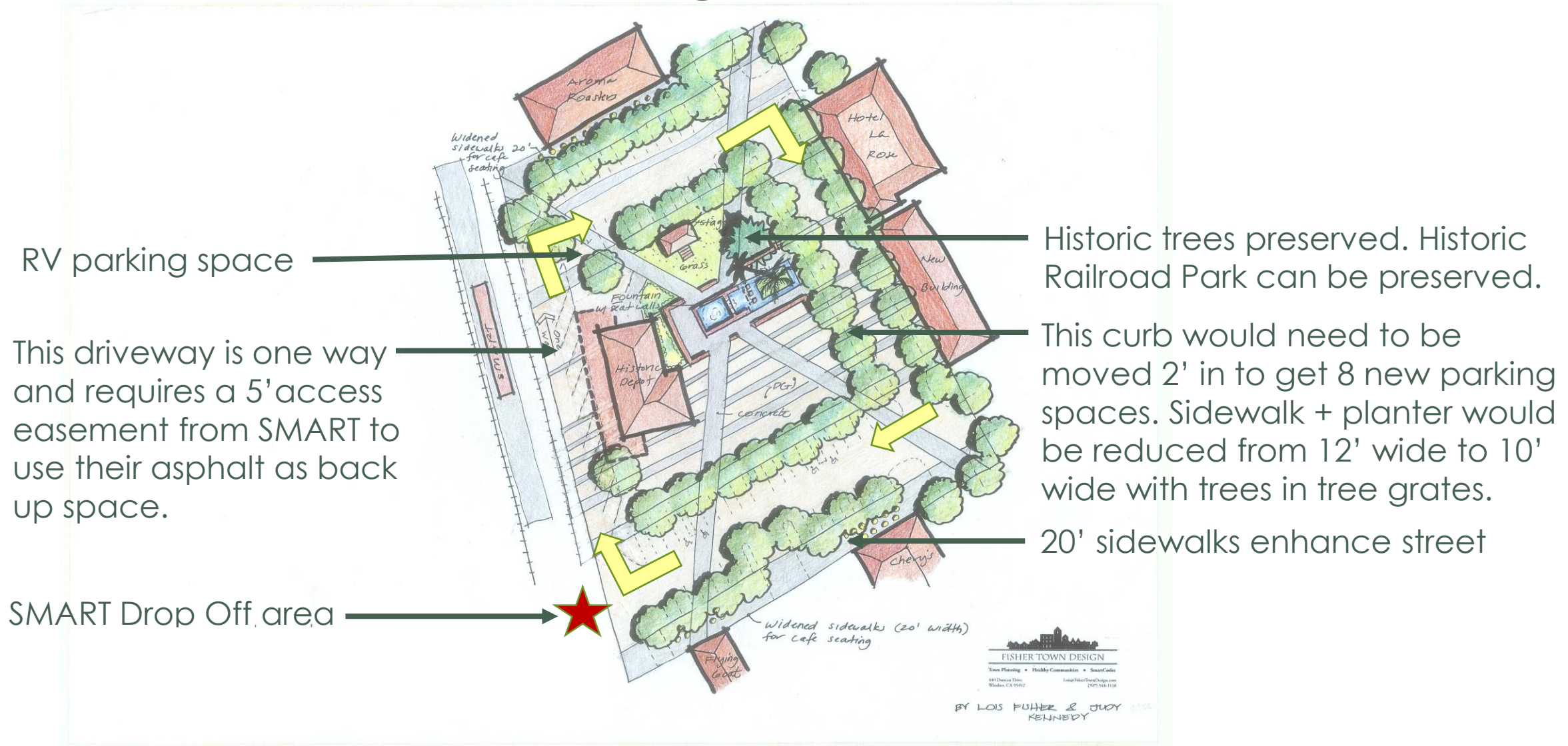


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Town Planning • Healthy Communities • SmartCodes



# SMART Passenger Drop-Off Route



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# Economic Development

Top Shopping Malls & Centers  
in the San Francisco Bay Area

## 1. Union Square, San Francisco Shopping

Union Square is the Northern California's biggest and most renown shopping area. All the high-end stores are here.



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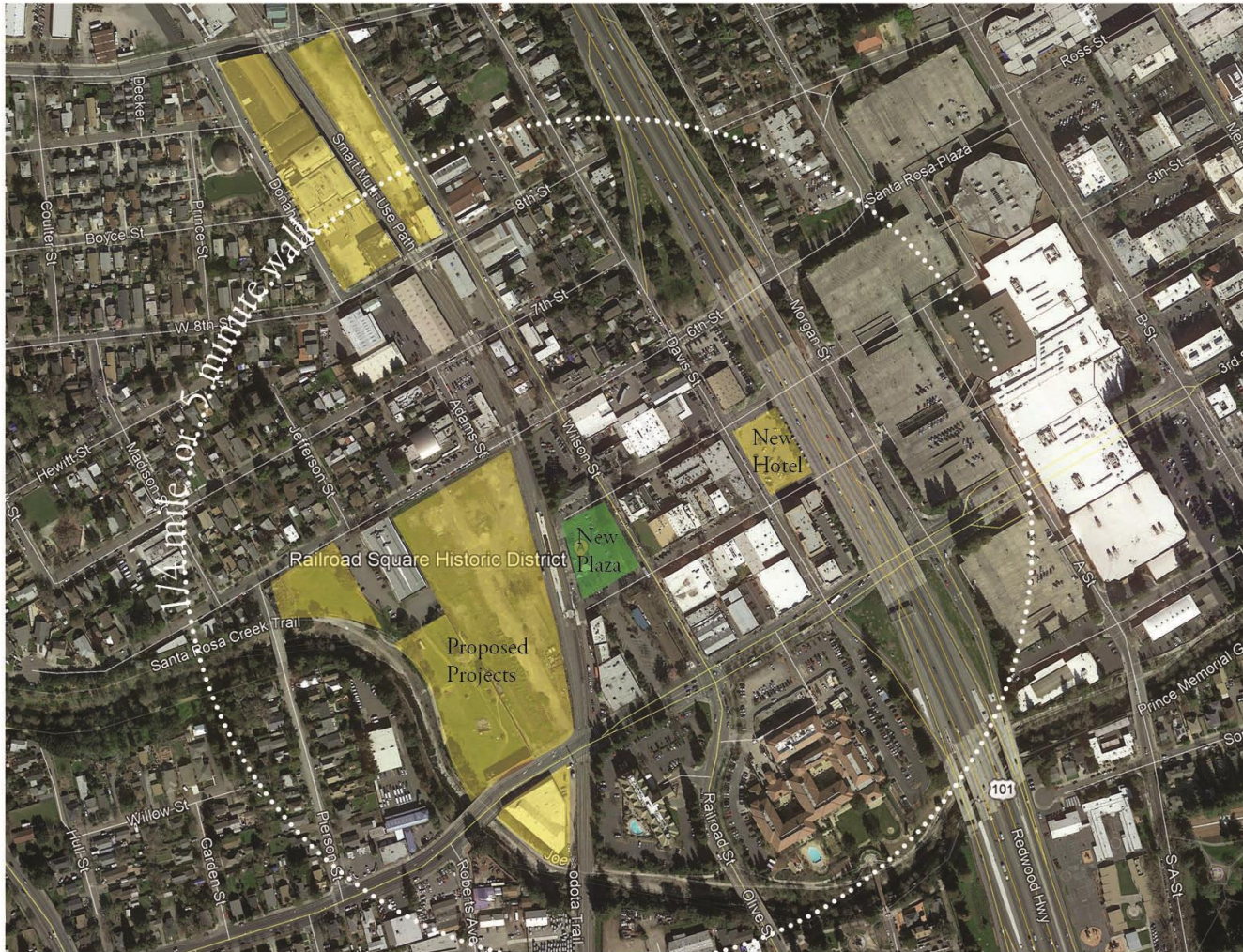
# Imagine-Springtime in Paris 'Day' next year?



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# Nearby Projects-Park Fees to Plaza?



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# Talking Points:

A plaza will boost the already significant appeal of Railroad Square - by putting the "Square" in Railroad Square.

A plaza would provide a wonderful 'sense of entry' for people arriving on the SMART train.

A well-designed plaza typically increases economic activity in the area immediately surrounding it.

The proposed plaza will directly compliment the new projects west of the tracks, including the Cannery Project.

Santa Rosa needs a plaza/square where the historical story of RRSQ can be told-

- Italian Emigrants - Stone masons, buildings surrounding square
- Railroad History, Steam trains, Electric trains, 4th St. Trolley

Parking counts before and after the plaza will be relatively the same.

Construction of the plaza could be funded by new projects coming on line within a half mile of the proposed square.

There is a lack of parks in this area.

This idea has been submitted to be included in the update of the Downtown Station Area Specific Plan.

The Railroad Square Merchant's association has volunteered to fund maintenance of this future public plaza.

All six City Council members contacted support this project.

## NEXT STEP: Op – Ed?