

**DOWNTOWN ACTION ORGANIZATION (DAO)
Design & Improvement Committee Meeting
June 9, 2022, 10am**

**Santa Rosa Metro Chamber, 50 Old Courthouse Square, Santa Rosa, CA 95404
Zoom Meeting ID: 806 654 7370, Password: Downtown**

Phone: 669-900-9128

A G E N D A

- 1.0 CALL TO ORDER** Don Tomasi, Chair
- 2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)**
Comments from the public will be allowed on all agenda items at the time each item is called.
- 3.0 CONSENT ITEMS (ATTACHMENT 1)**
3.1 May 10, 2022 Committee Meeting Minutes
- 4.0 REPORT: UPDATES TO 2022 WORKPLAN AND ACTION ITEMS (ATTACHMENT 2)**
Cadance to provide updates on Design & Improvement Workplan and public art installations
- 5.0 DISCUSSION: PLANT RECOMMENDATIONS IN JEJU WAY**
Committee to discuss recommendations for planting options in Jeju Way as requested by City staff
- 6.0 DISCUSSION: COURTHOUSE SQUARE PLANTING PROGRAM**
Committee to review estimate for tree guards for Courthouse Square planters.
- 7.0 DISCUSSION: WAYFINDING PROGRAM**
Committee to review options around wayfinding signage for Downtown District
- 8.0 RECOMMENDATION: REMOVAL OF BENCHES IN COURTHOUSE SQUARE**
Committee to review use of benches within recesses of Square grass and whether they should be removed and not replaced or replaced with new benches.
- 9.0 ADJOURNMENT**

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**DOWNTOWN ACTION ORGANIZATION (DAO)
Design & Improvement Committee Meeting
May 10, 2022, 11am**

Zoom Meeting ID: 806 654 7370, Password: Downtown

Phone: 669-900-9128

MINUTES

Present: Don Tomasi, Charles Evans, Curt Nichols, Kristin Kiefer, Ken LaFranchi, Stevan Stankovich

Staff: Cadance Hinkle Allinson

2.0 CALL TO ORDER

Chair Don Tomasi called the meeting to order at 11:01am.

2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)

There were no public comments at this time.

3.0 CONSENT ITEMS (ATTACHMENT 1)

3.1 April 14, 2022 Committee Meeting Minutes were approved.

4.0 PRESENTATION & DISCUSSION: MENDOCINO AVENUE RECONFIGURATION PROJECT (ATTACHMENT 2)

City of Santa Rosa staff presented on the Downtown slurry seal project and discussed various improvement options along Mendocino Avenue between College Avenue & 4th Street.

This project is limited to slurry seal and re striping and is being considered because of the significant decrease in traffic since the reunification. Three preliminary concepts were shared and discussed. A discussion ensued about the importance of the roadway striping being flexible in the future as transportation modes and needs change, though parking should take precedence now. The bike lane plan was the most favored and the angled parking plan the least favored among the committee. It was felt that parallel parking would add the greatest flexibility in the future.

The city has all the project details online at www.srcity.org/mendocinoavenue and is hosting a public meeting on May 17 at 5:30. They also have a public survey available.

5.0 REPORT: UPDATES TO 2022 WORKPLAN AND ACTION ITEMS (ATTACHMENT 3)

Cadance provided updates on the Design & Improvement Workplan and shared that the street light wattage on fourth has been changed per the committee's request. She will follow up on pedestrian level lighting.

She purchased 13 tables and 8 umbrellas, which was the maximum amount available. She will look to purchase more umbrellas as they become available.

6.0 DISCUSSION: POTENTIAL IMPROVEMENTS TO JEJU WAY

Cadance shared that the City did not feel they'd be able to add any uplighting to Jeju Way, but was amenable to planting in the beds, replacing the benches at the DAO's expense and moving the trash cans. Cadance offered that the DAO's landscape contract could take on the ongoing maintenance of the plants, if the City planted there. The City will move the trash cans and Cadance will review the media boxes as part of the media box removal plan.

Cadance suggested there might be more creative opportunities to enhance the space, including a ground mural or more interactive, artistic seating.

7.0 DISCUSSION: COURTHOUSE SQUARE PLANTING PROGRAM (ATTACHMENT 4)

The committee reviewed the 2019 planting proposals and agreed the plants suggested were appropriate, as long as the most hardy plants were on the outside. They agreed that they would like to install short wrought iron fencing behind the seat wall, to protect the plants as much as possible.

Cadance will look into whether the City would permit fencing in that area and then begin to look into the cost of the project per planter. While it was agreed that there likely wouldn't be funds in the budget to complete the full project, and that wayfinding would be a better focus in 2022, the committee still wanted to get a sense for what the cost of the project might be.

8.0 DISCUSSION: WAYFINDING PROGRAM (ATTACHMENT 5)

The committee reviewed the Railroad Square Wayfinding Program and was interested in moving forward with a different type of wayfinding signage that was focused less on advertising businesses and more on actual wayfinding.

Committee members will bring photos and ideas from other cities to the next meeting to begin to figure out the next steps.

9.0 RECOMMENDATION: REMOVAL OF BENCHES IN COURTHOUSE SQUARE

Item 9 will be discussed at the next meeting.

10.0 ADJOURNMENT

Don Tomasi adjourned the meeting at 12:05pm.

Attachment 2							
2022 DAO WORKPLAN							
Staff: Cadance Hinkle Allinson							
ACTION	RESPONSIBLE	PRIORITY	FUNDING ALLOCATED	STATUS	START DATE	COMPLETION DATE	NOTES
Design & Improvements							
1. Establish Regular landscape maintenance contract and tree pruning throughout full District	ED	High	within street level services budget	Complete	2021	March	Contract in effect - working through weeding of sidewalks, 12' pruning and debris removal
2. Oversee rebuilding of Asawa Fountain, working with City on casting of panels and installation	ED	High	dollars previously raised	In Process	2020	December	Engineering for panels should be complete by end of June, then fountain engineering can begin
3. Support City's installation of artwork on Courthouse Square	ED	High	n/a	In Process	2020	October	Anticipated August installation
4. Work with City (city cost) to replace broken benches with benches selected by DAO	ED	High	n/a	In Process	2020	December	First three benches purchased and being installed in June. City will be buying and replacing in phases. Regular follow up with Public Works
5. Planting within Courthouse Square	ED / Design & Improvement	Low	needed	In Process	May	December	Committee reviewed options proposed in 2019. Estimate for protective fencing requested from Spruce & Gander (provided benches)
6. Implement wayfinding program throughout District	ED / Design & Improvement	Medium	needed	In Process	April	December	Priority for committee and will begin reviewing potential types of wayfinding signage that focus on wayfinding rather than advertising
7. Finalize additional festive lighting on 4 th Street	ED	High	\$1,250	In Process	2021	October	Estimated delivery mid September, aiming for install early October
8. Oversee removal of vacant media boxes and establish media box installation policy	ED	Medium	n/a	In Process	June	August	Working with Bob Oller to determine removal process
9. Manage installation of additional public art in Downtown area	ED / Design & Improvement	Low	needed	In Process	February	September	participating in ArtSurround through Creative Sonoma and working to identify potential locations within District for installations - phone booths, tree wells, Jeju, Comstock, Triangle, Creative Wayfinding
10. Replacement and addition of movable furniture and entertainment in Square	ED / Design & Improvement	Low	\$3,500	Complete	April	June	13 tables ordered, 8 of 12 umbrellas available, extra umbrella weights