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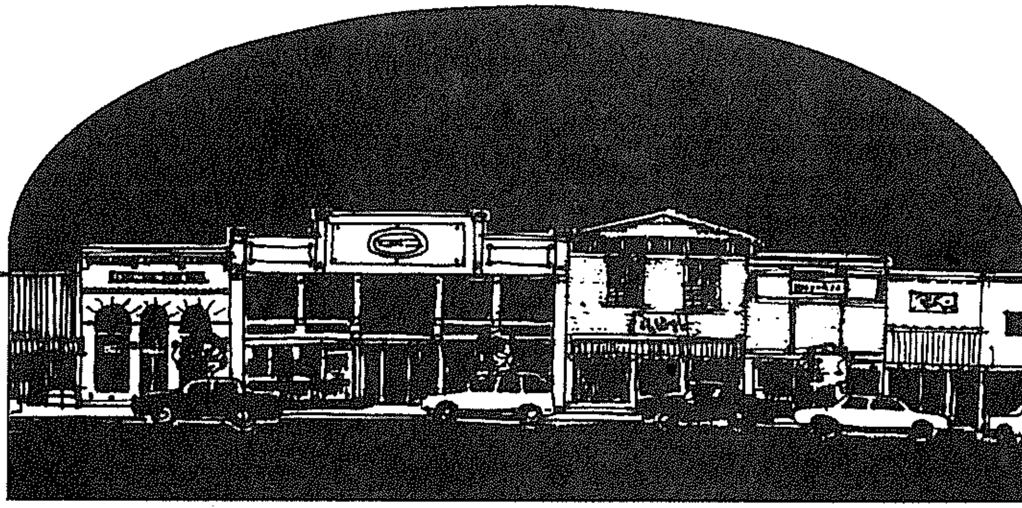

SEBASTOPOL DOWNTOWN PLAN

Volume II – October 5, 1990

SEBASTOPOL DOWNTOWN PLAN

— OCTOBER 5, 1990 —

Submitted by the

DOWNTOWN STUDY TASK FORCE

DOWNTOWN STUDY TASK FORCE MEMBERS:

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Sebastopol Downtown Association	Steve Anton, Co-Chairman Lolly Petroni
Sebastopol Tomorrow	Juliana Doms Sean Webb, Co-Chairman
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SEBASTOPOL DOWNTOWN PLAN

Volume II

Downtown Plan Background Report

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Workshop Questionaire

DOWNTOWN FOCAL POINT: A TOWN SQUARE

During the initial INPUT workshop there was a strong consensus that one of the highest of priorities for the downtown area was a focal point, a park-plaza-location that would not only present an image for Sebastopol but a facility or a setting which could be and would be used for people activities. The following are responses from a questionaire distributed earlier in the downtown planning process:

Q-C.1) What areas within the central business district do you see as having the potential for a plaza/mini-park/outdoor eating spot?

- Edman Way. The empty lot north of and next to Gone Tropo. Most of the Old Cannery Area. Weeks Way.
- Tuttle parking area, extending down to include a view of the Laguna area, or parking lot in front of Sprint Copies.
- The area behind Diamond Lumber
- Weeks Way parking lot
- Parking lot next to library on High Street- Redwood trees and pine trees are already there for shade.
- None
- Weeks - alley behind high park lot across from vets
- Behind Carlsons or across from Round Table Pizza - I prefer the location behind Carlsons
- Parking lot - Burnett and Main - what will happen to Police Station when new one built. That area between library and Main keeping Pease back to Copperfield could be developed
- None. This is not necessary
- Behind Carlson's and behind the businesses on the west side of main street.
- Sprouse Reitz on Safeway Parking lots
- Safeway a Sprouse Reitz Parking lots hillside opposite adjacent to Victorian. Tear out bank and Seb. Times Bldg. for plaza
- I see the potential for a central park area behind the existing Carlson's store and am generally in favor of the same. My only reservations are that I would like to see the City purchase the property across the street between Tuttle's and the Speas building to provide adequate future parking. The area behind Copperfields and the City buildings is a diamond in the rough. The

various levels could be used to a real advantage to create "Private" public areas. It could also provide much more parking if the entire area were integrated better.

- Behind Carlson's in the present parking lot
- The Main/McKinley/Pedaluma parking lot
- Parking lot - Weeks Way or Burnett Street
- Weeks Way
- Back of shops on west side of Main Street
- Railroad right of way
- Alley behind High Street; end of Petaluma; Morris St. & 12
- Weeks Way - use some of parking area, but acquire additional property to increase parking - such as vacant lot east of Tuttle Drug. Another area is Sprouse Reitz parking lot. Use part of it, but matching parking spaces elsewhere
- Area behind Carlson: move Weeks Way further East and run the plaza right up to the building. Also area behind Copperfields
- Area east of downtown, currently industrial entrance to town; fill out cement two block downtown
- Weeks Way area and old railroad grade areas throughout town

Q-C.2) <u>Should Sebastopol develop a public plaza in the downtown core? Even if it requires existing parking to be relocated?</u>

- Yes (7)
- Yes, It needs a softened people-inviting congregating area. The Cannery Area could accommodate a package structure.
- Definitely!
- It's a good idea and one that needs careful consideration.
- Yes. Only if existing parking is satisfactorily relocated.
- I strongly support the parking adjacent to depot and tracts - larger than Petaluma and McKinley, closer to other activity
- No. For what purpose?
- Yes. I feel the best location is behind Carlson's on Weeks Drive. I like the idea of extending Petaluma Avenue up to Tuttles (involves moving McKinley up to Tuttles sidewalk) This would make the plaza bigger and rid area of the unsightly Tuttles parking lot. If retail frontage replaced the Diamond Lumber Yard, I feel that a very attractive enclosure could exist for a plaza.
- Yes! Yes! Yes! - in either Sprouse Reitz

or Safeway parking lots.
- Possibly
- Yes. This point I feel most strongly about- having towns with squares - greater attraction of citizens, arts, place for teens for walking - an answer to many community needs.
- Allowed
- Encouraged

RANGE OF ALTERNATIVES

The first two workshops focused on five alternative locations as potential sites for the establishment of a focal point facility.

The following is a brief outline of some of the characteristics both positive and possibly negative for each of the five suggested locations which are depicted on the attached map:

#1 VACANT LOT-NORTH/EAST CORNER: PETALUMA/MCKINLEY:

a) Positive:
   i. Site is vacant and for sale
   ii. Immediately adjacent to proposed new roadway.
   iii. In close proximity with the proposed new police facility to be built within the next three years.
   iv. In the general path of the future development of downtown.
   v. Would clean up a downtown eyesore.

b) Negative:
   i. Not on Main Street
   ii. Not now publicly owned
   iii. Existing building on site would probably have to be demolished.
   iv. Activities on this site might have little effect on business downtown.

#2 WEEKS WAY PUBLIC PARKING LOT:

a) Positive:
   i. Publicly owned
   ii. Generally good location particularly because of its proximity to the proposed new police facility.
   iii. Highly visible
   iv. Sufficient size to accommodate most of the previously discussed uses.
   v. Approximately one-half of the

existing parking is used for long-term parking and not for customer parking.

vi. Existing mature landscaping.

b) Negative:
   i. Not on Main Street
   ii. Would use space now providing needed parking
   iii. The facility would face the backs of several buildings
   iv. Cause additional traffic congestion.

#3 <u>SPROUSE-REITZ PARKING LOT:</u>

a) Positive:
   i. Well located
   ii. On Main Street
   iii. Highly Visible
   iv. Upgrade an under-utilized parcel of downtown street frontage

b) Negative:
   i. Privately owned
   ii. Would utilize parcel now used for parking

#4 <u>MAIN/BURNETT STREET PUBLIC PARKING LOT:</u>

a) Positive:
   i. Publicly owned
   ii. Well located
   iii. On Main Street
   iv. Highly visible
   v. Could tie in with the old 40' wide railroad right-of-way
   vi. Existing mature landscaping

b) Negative:
   i. Would utilize space now providing customer parking
   ii. Not on thoroughfare routes

#5 <u>HIGH STREET PARKING (ACROSS FROM VETERANS MEMORIAL HALL)</u>

a) Positive:
   i. Publicly owned
   ii. Could tie the focal point uses in with the Veterans Memorial Hall uses
   iii. Could be expanded onto adjacent privately owned property for an expanded site

iv. Existing mature landscaping

b) Negative:
   i. Not centrally located downtown
   ii. Not on Main Street
   iii. Not highly visible
   iv. Would utilize parking now important to the use of the Veterans Memorial Hall

SECTION 3. EXISTING CONDITIONS

ITEM 3.1 EXISTING CONDITIONS OVERVIEW

SEBOMFR

SEBASTOPOL

Existing Conditions

A. General Description

Downtown Sebastopol serves as an entrance to both the Sonoma County coast and the Russian River recreation areas. Historically, commercial development has occurred along the streets serving the coast and river. This development has resulted in a linear strip from north to south through town.

Town character can be described as clean and attractive, with a hometown feeling. Due to its small scale, it is very easy to park and walk throughout the downtown area. Agriculture still plays a major role in the community outside of the core area. Apple orchards greet visitors with spring blossoms on several entries into town and also become the major feature of the annual Apple Blossom Festival.

B. General Plan

Beautification efforts need to be consistent with the six major goals of the 1982 General Plan. The four goals that pertain to urban design include:

1. Retain and enhance the quality of life and environment in the Sebastopol planning area by preserving the community's rural agriculture setting and residential character.

2. Reduce automobile congestion by promoting other modes of transportation and providing alternatives to existing vehicle travel patterns.

3. Establish the historic downtown area as the commercial, office and cultural core of the community.

4. Manage future growth in order to ensure the orderly development of the City, the logical extension of urban services, the reduction of traffic congestion, presentation of the area's agricultural industry and the protection of the City's natural resources and environmental setting.

The Aesthetic, Cultural and Recreation Resources Element of the plan encourages:

1. The establishment and maintenance of a community image by emphasizing the City's particular sense of place and the visual relationship among its urbanized parks, agricultural lands, and open space.
2. The protection and enhancement of the visual image of roadways which provide a visual link to the City's past and its natural setting.

3. The development of a bicycle and pedestrian path system which will link commercial and residential areas as well as provide for recreational use.

The Downtown Element of the Plan encourages:

1. The provision of an adequate supply of parking downtown and promoting efforts to facilitate pedestrian movement downtown.

2. Attracting new business to Sebastopol by beautifying the downtown area and encouraging the City to be sensitive to innovative design in new development.

The following narrative will refer to the goals and elements of the General Plan.

Visual Aspects

In order to identify the various parts of the City that form the complete whole, the downtown area can be broken down to the basic elements as described below.

Paths

Paths refer to routes which lead a person traveling on foot 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 exist the City core. The future Street "A" 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.

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 to High Street on the west and 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. The City Hall/library enter is the closest thing to a gathering spot downtown. The "pocket park" north of West America Bank is a very attractive feature, but receives limited use, except for people waiting to use the cash withdrawal window. Ives Park, with its immediate proximity to downtown, is a very popular spot to swim, play baseball or feed the ducks. Any proposed open space should connect the downtown with Ives Park.

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 makes 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 Cornell's Building, the Old Chamber Building, the Speas Building, and the buildings on both sides of Main Street between McKinley Street and Bodega Avenue. Overall architectural styling is somewhat consistent in the commercial core. Newer buildings retain the same brick found on many of the older buildings.
The above descriptions of visual aspects are intended to explain the graphic presentation of the urban design plan. Along with comments from the task force and workshop participants, they become the backbone of the urban design plan.

Negative and Positive Features

Listed below are observations made by the design team and feedback from questionnaires. The intent of identifying them is to capitalize on the positive features while attempting to rehabilitate the negative ones.

Positive Features

1. Sebastopol is clean and attractive, with a hometown feeling.
2. It is small scale - easy to park and walk.
3. Proximity to Russian River, Sonoma Coast and wineries.
4. Agricultural history.
5. Historical buildings in the central business district.
6. Mature landscaping close in.
7. Sidewalks in good condition.
8. Theme lighting already present.
9. Clean identity for both locals and visitors (rural and friendly).
10. Existing sidewalk tree program.
11. Excess space to the west of existing buildings between Main and High Streets.
12. Ives Park.
13. Adequate parking for existing uses.
14. People friendly, low-key.
15. Charm and atmosphere of small stores.

Negative Features

1. Large traffic volumes on Main and Sebastopol/Bodega Avenue.
2. Little or no room for bike lanes.
3. No town square/central focus/meeting place.
4. Few benches and trash receptacles.
5. Sparse downtown open space.
6. Newspaper racks cluttered and disorganized.
7. Lack of public restrooms.
8. No outdoor eating areas.
9. Lack of public art displays.
10. Some parking lots need landscaping/screening.
11. Emphasis placed on vehicles.
12. Lack of shade trees, planters and flowers.
13. Needs a unifying design theme.
14. Few pedestrian linkages in the downtown.
15. Vacant buildings in the core area.

Design Goals

It is critical to develop project goals at the outset of the design process. The goals are a result of site visits, workshop and task force meetings, and the City's General Plan. The overall goal is the preservations of the City's rural-agricultural setting and residential character.

Below are listed secondary goals of the plan.

1. Reduce automobile congestion by promoting other modes

of transportation-walking, cycling.

2. Establish the historic core as the commercial, office and cultural core of the community.

3. Enhance the City's sense of place.
4. Beautify the downtown area.

5. Facilitate pedestrian movements downtown by providing additional pathways.

6. Take advantage of small pocket and leftover space between and in back of businesses.

7. Make street crossings easier for the pedestrian.

Design Elements

In order to achieve the goals listed in the preceding section, design elements have been identified and are shown on the plan. These include "bulb outs" at some intersections with special paving, additional lighting, street furniture, raised planters, new landscaping and bikeways. Specific opportunity sites are shown in sketch form and described in the following text.

Improvements in the core area should be transitional, beginning at entry signs into town and at the residential/industrial/commercial interface. Street trees and lights can effectively lead into major improvements at the city center.

Design elements listed above link together the identified nodes, i.e., City Hall/library/pocket park on Main and Ives Park. At the same time, the elements enhance and identity city landmarks. As described above, design elements offer much more than the functional aspects of light, shade and comfort. They become part of the visual context of the downtown and enhance City character.

Special Paving

New paving is denoted on the plan, primarily at intersection and activity center locations. specific materials shown would include brick, stamped concrete or interlocking concrete pavers. Existing sidewalks are retained in most instances and extend out across intersections at the "bulb-outs". These bulb-outs make pedestrian crossings safer and easier due to decreased distance between street curbs.

Activity centers such as Edmonds Way and Weeks Way would include pavers suitable for both pedestrian and automobile traffic. Paving surfaces other than asphalt encourage pedestrian use and are also able to accommodate special events, as well as service delivers.

Lighting

Lighting provides safety, unity and an overall attractiveness to a downtown. Sebastopol currently has a number of pedestrian level lights along Main Street. That same style would be incorporated into the new activity areas and extension of the lighting on Main Street and Sebastopol/Bodega Avenue. More dramatic lighting is encouraged through the use of up lights on trees, down lighting building facades and recessed lights in planters, stairs and fountains.

Street Furniture

As shown on the drawings, a variety of planters, benches, tree grates and trash receptacles are available that contribute to the overall theme. New development should contain standardized and approved street furniture. Already there are several different types of benches and tree grates in the downtown area.
New raised planters with perennials are shown throughout the area in order to add needed color. Lighting that incorporates hanging planters could be used as well. Currently, there are newspaper racks scattered along the downtown street frontage. These could easily be incorporated into prefabricated structures and limited to certain street corners. Elimination of clutter can simplify the area and greatly increase traffic flow on existing walks.

Landscaping

Landscape improvements consist of street trees, tree/shrub screening for existing and proposed parking lots and specific activity areas.

A. Street Trees

Street trees should be consistent through the downtown area and are proposed to replace the existing small canopy trees. A medium sized tree will promote the "clean, green, friendly" theme, provide needed shade and unify the overall streetscape. The selected trees should be tall enough so that store signage is visible below from the pedestrian viewpoint. A smaller tree at street corners is proposed as shown in the sketches. These trees will be used as an accent for intersections without interfering with sight lines to the signal lights.

B. Screening

Many of the parking lots in the downtown area are completely open to street and sidewalk views. These include the car lots along Sebastopol Avenue, Tuttle Drug, Sprouse Reitz, and to a lesser extent, Safeway. Screening would consist of medium sized shrubs and ground covers together with trees. The intent is to screen cars, not buildings or signage behind. Adequate automobile sight distances at driveways and intersections is critical.

C. Specific Activity Areas

Each activity area has individual requirements for landscaping, depending on the type of use proposed. The areas would be utilized best if they were able to accommodate a variety of functions. This means that planting will be along peripheries or in large islands. Moveable planters can also be effective in coordination with special events.

ITEM #3.2 SEBASTOPOL BUSINESS INVENTORY

BUSINESS NAME CLASSIFICATION	ADDRESS
Marty's "Top of the Hill" Restaurant	8050 Bodega Avenue
Pleasant Hill Shopping Center	
Domino's Pizza Restaurant	177 Pleasant Hill Road
Giovanni's Deli Deli	173 Pleasant Hill Road
Seven Eleven Convenience Store	167 Pleasant Hill Road
Vacant Vacant	165 Pleasant Hill Road
Vacant Vacant	163 Pleasant Hill Road
Vacant Vacant	Pleasant Hill Road
Feather Garden/Nursery Garden Center	7800 Bodega Avenue
Analy Florist Florist	7697 Bodega Avenue
Sandy's Paints Paint Supplies	868 Gravenstein Hgwy No.
A & W Restaurant	860 Gravenstein Hgwy No.
Exxon Service Station	840 Gravenstein Hgwy No.
Analy Glass & Interior Building Materials	865 Gravenstein Hgwy No.
Art and Frame Shop, The Art and Framing	865A Gravenstein Hgwy No.
Cal Gas Propane L.P.G.	845 Gravenstein Hgwy No.
Redwood Market Place	
Mary's Pizza Shack Food Take Out	790 Gravenstein Hgwy No.
Long's Drugs Drug-Super Store	788 Gravenstein Hgwy No.
Frames & Lens Optical	784 Gravenstein Hgwy No.
Beauty Store & More Beauty Supplies	780 Gravenstein Hgwy No.
Lucky Food Center Food Market	776 Gravenstein Hgwy No.
Stationers, The Stationery	748 Gravenstein Hgwy No.
Sebastopol Sports Sporting Goods	744 Gravenstein Hgwy No.
Cutting Edge, The	740 Gravenstein Hgwy No.

Hair Care	
Super Suds Laundromat	736 Gravenstein Hgwy No.
Superior Cleaners Cleaners	732 Gravenstein Hgwy No.
Scott's Honey Treat Yogurt Food Take Out	720 Gravenstein Hgwy No.
Kragen Auto Parts Auto Parts	724 Gravenstein Hgwy No.
Richardson's Ribs Restaurant	720 Gravenstein Hgwy No.
Creative Journeys Travel	716 Gravenstein Hgwy No.
Steve's Video Accents Video	708 Gravenstein Hgwy No.
Baskin Robbins Food Take Out	704 Gravenstein Hgwy No.
Burger King Restaurant	700 Gravenstein Hgwy No.
Sebastopol Hardware Center Hardware	660 Gravenstein Hgwy No.
<u>Fiesta Center</u>	
King Hwa Chinese Restaurant Restaurant	600 Gravenstein Hgwy No.
Video Store Video	600 Gravenstein Hgwy No.
Sebastopol Pet Center Pet Supplies	618 Gravenstein Hgwy No.
Radio Shack Audio/Video	600 Gravenstein Hgwy No.
Fiesta Cleaners Cleaners	580 Gravenstein Hgwy No.
Coin Laundry (can't find) Laundromat	Gravenstein
Fiesta Pharmacy Drugs	560 Gravenstein Hgwy No.
Fiesta Market Market & Deli	550 Gravenstein Hgwy No.
Carousel Restaurant (PAD) Restaurant	7824 Covert Lane
Sebastopol Beauty Beautique Hair Care	7822 Covert Lane
Sebastopol Travel Service Travel	7824 Covert Lane
Book Exchange, The Books, New/Used	7824 Covert Lane
R's Automotive Auto Service	7773 Healdsburg Avenue
Nuno's TNT (not in phone book) Restaurant (Mex.)	Healdsburg Avenue
Down Under Pub and Fare Restaurant	7503 Healdsburg Avenue
Beneditti Goodyear Auto Service	7385 Healdsburg Avenue

Answering Mail Box Center Mail/Phone Service	7345 Healdsburg Avenue
JT's Auto Supply Auto Supply	7237 Healdsburg Avenue
Kenwa Kai Karate Martial Arts	7231 Healdsburg Avenue
Video Fever Video Rental/Sales	7231 Healdsburg Avenue
Peking Chef Restaurant	7233 Healdsburg Avenue
Crown Awards Trophies	7235 Healdsburg Avenue
Barber Shop Hair Care	7233 Healdsburg Avenue
Supreme Drive Inn Food Take Out	7260 Healdsburg Avenue
Texaco Service Auto Service	7200 Healdsburg Avenue
Sebastopol Bakery Bakery	7223 Healdsburg Avenue
Jet Gasoline Auto Service	1080 Gravenstein Hgwy So.
Maestro's Restaurant Restaurant	1015 Gravenstein Hgwy So.
Roger's Pool and Supply Health	960 Gravenstein Hgwy So.
Grasshopper Green/Cricket House Child Care	955 Gravenstein Hgwy So.
Fircrest Market Food Market	900 Gravenstein Hgwy So.
Sebastopol Cleaners Cleaners	990 Gravenstein Hgwy So.
Movie Library/Video Video Rental/Sales	967 Gravenstein Hgwy So.
Melo Brand Mailings Mail Service	961 Gravenstein Hgwy So.
Sebastopol Appliance Appliances	961A Gravenstein Hgwy So.
Golden Dragon Restaurant	961 Gravenstein Hgwy So.
L & L Lanes Bowling	970 Gravenstein Hgwy So.
Foster Freeze Food Take Out	935 Gravenstein Hgwy So.
So-N-So's Quality Hamburger Food Take Out	915 Gravenstein Hgwy So.
Remember Yesterday's Antique Antiques	930 Gravenstein Hgwy So.
Stat Respirator & Healthcare Healthcare Equip.	920 Gravenstein Hgwy So.
Allew Men's and Mrs. Beauty Care	918 Gravenstein Hgwy So.
Allew Beautique Sales Beauty Care Sup'ly	916 Gravenstein Hgwy So.

Nicole's Health Food Store Health Food	899 Gravenstein Hgwy So.
Appliance Clinic Appliance Service	899 Gravenstein Hgwy So.
C. A. Blodget Circulation Serv. Engineering Serv.	899 Gravenstein Hgwy So.
Harding Appraisal Co. Inc. Real Estate Serv.	899 Gravenstein Hgwy So.
Sebastopol Lockshop Locksmith	867 Gravenstein Hgwy So.
Moiser Engineering and Survey Engineering Serv.	876 Gravenstein Hgwy So.
Diet Center Health Center	876 Gravenstein Hgwy So.
Morgan Research & Innovation Inc. Business Service	876 Gravenstein Hgwy So.
George Riley and Assoc. Architect	876 Gravenstein Hgwy So.
Eidsen, Ed Realty Real Estate	655 Furlong Road

<u>Gravenstein Business Park</u>	851 Gravenstein Hgwy.
Apollo Associates (can't find)	Gravenstein Hgwy.
Leff Construction Build. Contractor	851 Gravenstein Hgwy So.
Bess Huntoon Realty (can't find)	Gravenstein Hgwy.
Sunset Linen Service	1320 Petaluma Hill Road
Glenn's Metal Works Metal Fabricating	833 Gravenstein Hgwy So.
Beaty Land	849 Gravenstein Hgwy So.
The Razor's Edge Hair Care	847 Gravenstein Hgwy So.
Donut-Ville Food Take Out	845 Gravenstein Hgwy So.
South of the Border Restaurant (Mex.)	841 Gravenstein Hgwy So.
Tidal Wave, The Car Wash	803 Gravenstein Hgwy So.
S & S Antique Antiques	810 Gravenstein Hgwy So.

<u>Southport Center</u> (775-8000)	
McDonalds Food Take Out	775 Gravenstein Hgwy So.
Oriental Express Restaurant	799 Gravenstein Hgwy So.
Ed's Bait and Tackle Sporting Goods	797 Gravenstein Hgwy So.
The Chocolate Rose Gifts	795 Gravenstein Hgwy So.
Rage Hair Styles Hair Care	793 Gravenstein Hgwy So.
Southport Cleaners Cleaners	791 Gravenstein Hgwy So.

Lucy's Place Bakery	787 Gravenstein Hgwy So.
Coldwell Banker Real Estate	785 Gravenstein Hgwy So.
Video & 1 Hour Photo Video/Photo Serv.	781 Gravenstein Hgwy So.
Papa's Pizza Food Take Out	779 Gravenstein Hgwy So.
Lucinda's Mexican Restaurant Restaurant	777 Gravenstein Hgwy So.
Vacant Vacant	775 Gravenstein Hgwy So.
Kentucky Fried Chicken Food Take Out	796 Gravenstein Hgwy So.
Shell Self Service Service Station	778 Gravenstein Hgwy So.
Rhyne Design Cabinets Building Materials	350 Morris
Sebastopol Glass Building Materials	759 Petaluma Avenue
Henry's Signs Signs	759 Gravenstein Hgwy So.
Key Auto Body Auto Repair	6901 Palm Avenue
Cutlers Cutters Hair Care	698 Petaluma Avenue
The Gift Shop (can't find) Gifts	
Sebastopol Auto Body Auto Repair	351 Petaluma Avenue
Buddies Fun Clothes for Her	351 B Petaluma Avenue
Women's Wear Albini Joe Meats Butcher/Lockers	332 Petaluma Avenue
Purina (can't find) Feed/Supplies	

<u>Willow-South</u>

Grateful Bagel Food Take Out	300 South Main
Parent-Sorensen Mortuary Mortuary	301 South Main
The Cats Whisker Antiques	309 South Main
Beerbaum & Beerbaum Family Planning	319 South Main
Main Street Antique Antiques	339 South Main
Gold Ridge Realty Real Estate	349 South Main
Storefront ___________	309 South Main
Ralph's Radio and TV TV Repair	361 South Main
Pennacchio Electronics Electrician	361 South Main

J & W Foreign Auto Service Auto Service	401 South Main
Bill Miller Realty Real Estate	483 South Main
Lucca Liquor Liquor Store	487 South Main
Ken's Deli Inc. Food Take Out	495 South Main
Hair Now Hair Care	536 South Main
Man Hair Styling (can't find) Hair Care	537 South Main
Peeramid Motors Alliance Auto Service	720 South Main

BUSINESS/PROPERTY OWNERS SURVEY

SBRESULT.BS
9-13-88

SEBASTOPOL
BUSINESS AND PROPERTY OWNERS
BUSINESS IMPROVEMENT SURVEY

Location

1. G. K. Hardt Development Co.
   P. O. Box 510, 1021 Hopper Ave., Santa Rosa, CA 95402
   707-544-8740, G. K. Hardt, President, Real Estate Investments, Corporation

2. Psychotherapy and Counseling, 171 N. High Street, Legal Structure, 2100 s.f., plus parking space

3. Victory L. Marchand, Box 7513 Cotati, CA 94928, property at 6957 Sebastopol Ave and 6940 Burnett, in Sebastopol, legal structure

4. Friend Joseph H. & Schiller Leon, 5618 Geary Blvd., #203 S.F., CA, 94121, 415-751-2102, owning property at ____________________ in Sebastopol

5. Evergreen Lodge #161 IOOF, 195 Main Street, Sebastopol - Mailing address, P. O. Box 127, Sebastopol, 95473-0127, phone 823-2295; lodge hall rentals, corporation

6. Richard Croskey, 7168 Calder Ave Sebastopol, CA, 823-3895

7. Frizelle - Enos, Feed Store, 4265 Petaluma Avenue, W. Fuller, property owner, commercial properties

8. James D. Andnau, 7135 Willow Street, 707-829-2823

9. Spring Printing, 147 Weeks Way, 823-3900, Ron Hudelson, owner; quick printing and copies, 1100 s.f.

10. Polley, Polley and Madsen, 220 Petaluma Avenue, Sebastopol, CA 923-8567, Harry Polley, owner, Real Estate Brokerage, Corporation; 3,000 s.f.

11. Copperfields Books and Cafe and Trading Company, 138 N. Main Street, 823-8991, Barney Brown, Chairman of Bd, retail/restaurant/rentals; retail, 1,700 s.f.; storage and office, 1,700 s.f.; total, 3,400 s.f.

12. Sebastopol Auto Body, Inc., 351 Petaluma Avenue, 823-6451, Nicholas E. Aquila, Jr., Pres., auto body repair, corporation; retail, 4,200 sf.; storage and office, 800 s.f.; total, 5,000 s.f.

13. U. S. Postal Service, 290 S. Main Street/275 Petaluma Avenue, 923-7216; Michael Newman Postmaster, U. S. Postal Service, government, 37,000 s.f.

14. Round Table Pizza, 6950 Burnett Street, 823-0574, Rick Ernsten, President, pizza restaurant, corporation; retail 4,500 s.f., storage and office, 2,000 s.f., total 6,500 s.f.

15. Buddies, Inc., 415 S. Main Street, 823-1353, Chuck Hurst, vice president, wholesale/retail clothing, corporation; retail, 2,000 s.f., storage, 3,000 s.f.; total, 5,000 s.f.;

16. Tuttle Drug, 6940 McKinnley Street, 707-762-6654; Thomas Baker, property owner, drugstore

17. Safeway Stores, Incorporated, 406 N. Main Street, 823-1101, supermarket, corporation.

18. Dick Hogan, 258-238 Petaluma Avenue North, 523-3055, partnership

19. Parent-Sorensen Mortuary, 301 South Main Street, 829-5433, Martin D. Rodgers - Co-Owner, Funeral Service, Corporation, 6,000 s.f., retail; 7,500 s.f. storage and office;

20. Round the World Travel, 130 Petaluma Avenue, 823-7618, travel, partnership; 620 s.f. storage and office

21. Tim Birnie, 120 High Street, 823-8593; Tim Birnie, attorney/mediation services, proprietor; 800 s.f. storage and office;

22. Anton International Travel, 125 South Main Street, 829-5630, Steven G. Anton, President, Travel Agency, Corporation; retail, 700 s.f., storage and office, 100 s.f.

23. Jordan's Stationery, 110 No. Main Street, Sebastopol, 823-2113, Retail, office supplies, stationery, gifts, partnership (husband and wife); retail, 3,400 s.f., storage and office, 400 s.f.

24. Video Vendor, Video Cowboy, Inc., 135 So. Main Street, Sebastopol, CA 95472, 829-1853, L. L. Williams, pres., retail, corporation; retail, 675 s.f., storage and office, 25 s.f.

25. Larry M. Nakashima, DDS, 7164 Keating Avenue, 823-1211, Larry Nakashima, dentistry, proprietor, 1300 s.f.

26. Kam Sales, Inc., dba, "Mostly Kitchen", 176 N. Main Street, 829-2665, Mary Karlin, owner, retail, gourmet kitchen, corporation; retail, 1200 s.f., storage and office, 500 s.f.

27. Kam Sales, Inc. dba: "Surroundings", 178 N. Main St., 823-1006, Mary Karlin, retail, Contemporary Home Furnishings/gifts, corporation; retail, 1,500 s.f., storage, 1,000 s.f.

28. Glendale Federal S & L, 201 N. Main Street, 823-8561, Susan Agnew, manager, Savings & Loan, corporation storage & office, 4,000 s.f.

29. The Flower Song, 307 N. Main St., 829-1075, Flower Shop, proprietor, retail, 900 s.f., storage & office, 500 s.f.

30. Westamerica Bank, 105 N. Main, 823-7841, Stan Holley/Vice Pres., Commercial Bank, Corporation, 12,000 s.f.

31. Sonoma Coast Surf Shope, 207 N. Main St., 823-0445, Robert Klinkler, owner, proprietor, partnership, retail, 300 s.f.

32. Larkin & Associates, 6950 Burnett Street., #C, 823-1010, Paul Larkin, owner/manager, Mechanical Engineer, proprietor, storage & office, 750 s.f.

33. Toyworks, 149 N. Main St., 829-2003, Toys, corporation, 1,800 s.f.

34. Alley Oops!, 146 N. Main Street, 829-2210, Jack & Francine Fox, president/v.p., gift shop and diversions, corporation, retail, 1,250 s.f., storage and office, 90 s.f.

35. Main Street Antiques, 339 So. Main St., 829-5667, Laura Box, owner, antiques/gifts, proprietor, retail, 700 s.f., storage/office, 100 s.f.

36. Victoria Designs, 137 N. Main St., Sebastopol, CA 95472, 829-9223, Vicki DeCastro, partner, Interior Design, partnership, retail 500 s.f., storage and office, 200 s.f.

37. The Rose, 141 N. Main St., 829-2398, Sandi Sousa/Owner, women's clothing, proprietor, retail, 800 s.f., storage and office 100 s.f.

38. Middle Way Gift Shop, 118 N. Main Street, 823-8755, Linda Francis, Executive Director, non-profit corporation, retail 500 s.f., 2,200 s.f.

39. Rosemary's Garden, 138 N. Main St., 829-2539, Julie Koeppen-owner, retail gift and herb store, sole proprietor, storage/office 1,000 s.f.

40. Pine Cone Restaurant, 162 N. Main St., 823-1375, Ernest ____ owner, restaurant, proprietor

40. Tombe Realty, 127 N. Main Street, 823-6475, Real Estate

41. Old Main Street Saloon, Inc., 153 N. Main Street, 829-1172,

Saloon, On sale liquor, corporation, retail, 1,800 s.f., storage/office, 200 s.f.

42. Weller's Union Service, 200 So. Main Street, 823-9407, Frederick A. Weller, president, service station, corporation, retail, 9,650 s.f., storage and office 350 s.f.

43. Sebastopol Massage Center, 108 N. Main Street., #5, 823-3550, Pat Oberg, owner, therapeutic body work, proprietor, 425 s.f.

44. Social Advocates for Youth, 108 N. Main Street, Ste #4, 823-5888, Jennifer Bennett-Jordan, co-ordinator, Counseling teens and their families, non-profit corporation, office 600 s.f.

45. Peoples Music, 122 N. Main Street, 823-7664, Bo Bryant, retail, proprietor, retail 1,000 s.f., office/storage 600 s.f.

46. Safeway Stores, Inc., 406 N. Main, 823 1101, Alan W. Pettit, store manager, supermarket, corporation, retail 22,582, storage and office, 14,323 s.f.

47. Sonoma Title Guaranty Company, 137 So. Main Street, 823-5326, Mel Parker, v.p., Title Insurance & Escrow, corporation, 750 s.f.

48. Storybook Homes, Inc., 349 S. Main Street, 829-1534, Jim Chess, general contractor, corporation, storage and office 600 s.f.

49. Greenhouse Restaurant, 124 S. Main Street, 823-9959, R.J. DeLuca - owner, Bar and Restaurant, proprietor, retail, 3,500 s.f., storage/office 3,500 s.f.

50. Carlson's, P. O. Box 321, 823-6443, Norm Stupfel, owner, clothing and gifts, corporation, retail, 6,000 s.f., storage/office 4,000 s.f.

51. Sprouse Reitz Stores, Inc., 218 N. Main, 823-5054, Dale Dockins/manager, retail, corporation retail, 14,000 s.f., storage and office, 3,000 s.f.

52. Kruger, Dr. E. F., optometrist, 237 No. Main Street, 823-4623, sole proprietor, 1,000 s.f.

PROPERTY OWNERS NOT OPERATING A BUSINESS, PLEASE GO ON TO #25

2. Do you own or rent this location? (Circle number)
Rent 30 Own 14

3. How long have you been in business at this or a previous location?

Under one year:	3
One to four years:	7
Five to nine years:	12
Ten to fifteen years:	11
Over fifteen years:	14

4. What is your busiest day of the week?

Monday:	11
Tuesday:	1
Wednesday:	1
Thursday:	2
Friday:	15
Saturday:	15
Sunday:	2

5. What is your busiest time of that day?

Early morning:	9
Late morning:	6
Lunchtime:	2
Early afternoon:	9
Late afternoon:	6
Evening:	3
Other:	All day; depends; varies

6. Which best describes how frequently the <u>majority</u> of your clientele uses your business?

Daily	6
At least three or four times a week	4
One or two times a week	10
Two or three times a month	11
Once a month	5
Less than once a month	3

7. About how long does the majority of your clientele stay while doing business with you?

Less than five minutes:	3
Five to fifteen minutes:	14
Sixteen to thirty minutes:	10
Thirty-one to sixty minutes:	8
One to two hours:	6
More than two hours:	1

8. Is your clientele different now than it was five years ago?
Yes: 22 No: 18

If so, how?

More business
Larger orders
New clients each day, but always return customers through the years
Wealthier people
Larger - move downtown vastly increased business
New business, established clientele
Many new homes which are bigger. People have more money.
New families as kid grow older
Increased
Downtown environment
More business, less personal
Always changes
More building owners rather than just architects
New people moving into area
Older customers/willing to spend more\
Stay longer
New people
Better patients and more concerned with receiving good care
More referrals from schools and parents; less police and juvenile probation referrals
Some very loyal, some new
Don't know - only owned the store for one year

9. Over the last three years, has your business . . . (Circle number)
Improved: 32 Declined: 5 Stayed about the same: 4
Why?

IMPROVED:
- Improved due to community growth, larger share of market
- Increase in volume and population
- More accounts, more population
- Word of mouth, reputation
- We are doing a better job
- Our volume is up, but the customer "walk-in" count is down. Key customers generally do not want to deal with parking problems downtown.
- New items, service
- Upswing in water sports
- Improved due to move and more community awareness
- Selection, fair pricing, service
- Added and improved service
- Marketing
- Broader customers base and inflation
- Different inventory/developed clientele
- Broader patient base
- Established reputation in the community
- Better management, more stock, more service given
- New items, service

DECLINED:
- Declined with more competition and one way street, however, improved during the past year
- One-way streets
- One-way street and shopping centers

STAYED ABOUT THE SAME:
- I'm at full capacity
- We're only two years old
- New business (6 mos.)

10. If you had the opportunity to move out of the area to a new shopping center, would you?
Yes: 3 No: 40

11. What is the <u>most</u> important way that you promote your store and attract customers? (Circle number)

Newspaper advertising:	8
Radio advertising;	3
Group promotions:	
Window displays:	1
Word-of-mouth:	27
Other:	

Advertising not necessary
TV-50 and No. Cal Home and Garden Magazine
Mail
Through schools and community
Direct mail
Corporate TV
Flyers, catalogs
Yellow pages
Community activities
Remodeling

12. How much do you spend annually on advertising/promotions:
$ 200 (2)
$ 1,000 (4
$ 1,000 - $5,000
$ 1,200 - $1,600
$ 1,500 (2)
$ 2,500 (3)
$ 2,500 - $3,000
$ 3,000
$ 3,000 - $5,000
$ 4,500
$ 5,000
$ 5,000 - $10,000
$ 7,200
$ 8,000
$10,000 (approx) (3)

$25,000 (2)
Approximately 4% of gross
Nothing (7)

13. How frequently do you change your window displays?

Once a week: - 3 Several times a month: - 10 Once a month: - 8
Once every several months: - 3 Several times a year: - 1
Not applicable - 8; Never - 4
Other: No window display
Change lobby displays monthly or sometimes more often
Painted windows
Once a year

14. Do you feel that your storefront requires any improvements to attract customers?
Yes 14 No 26
If <u>yes</u>, what improvements would you like to make?

You see my sign from the rear view mirror due to one-way street
Repaint sign
Awnings (2)
Better placement of signs
We are open to suggestions (Jordan's Stationery)
Awnings all the same color and wider for more protection
Paint
Signs
Continuity of facades in style on main street - one theme- also, the committee approving colors, signs, etc. needs to be more <u>open minded</u> and "of the times"
More parking
Better sign
Residing
Sign on building

15. Do you <u>regularly</u> use outdoor display items (free-standing signs, sales tables, etc.)?
Yes; 9 No 33
If <u>yes</u>, what outdoor display do you use?
Sandwich sign for bakery
Signs and tables
Sandwich sign for bakery
Very little
Tie Rack
A-Frame sign
Fresh and dried flower cart
Banners
Table-sign
A-Frame open sign

Free standing signs - flower cart

16. To what degree are your window displays responsible for attracting your customers?

    Largely responsible: (5) Moderately: (17)
    Not responsible at all: (3) Can't determine: (4)

17. How do most of your customers do business with you?
    In person: 36 By phone: 8 By mail:
    Other: Meet people on site
    ATM, Automatic transfer

18. In what way have outlying malls or shopping centers affected your business?
    Very negatively: 2 Somewhat negatively: 13 Not at all: 13
    Somewhat positively: 4 Very positively:

19. How many people work at your business (including yourself)?
    (1) Full-time: 303 (2) Part-time: 232.5 (3) Total: 535.5

20. How much floor area is owned or leased for this store?
    Square footage listed in #1 with business name.

21. What are your store hours?
    Varies from 9 a.m. to 9 p.m.
    8 a.m. to 9 p.m. summer; 9 p.m. to 7 p.m. winter
    9 a.m. to 5 p.m. Mon thru Fri
    8 a.m. to 6 p.m. Mon thru Fri, 9 a.m. - 5 p.m. Sat., 10 a.m. - 4:30 p.m., Sundays in summer; 8:30 a.m. - 5:30 p.m. Mon thru Fri, 10 a.m. - 5 p.m. Sat., and 10 a.m. - 4 p.m. Sun during winter
    11 a.m. - 6 p.m. Mon thru Sat
    8 a.m. - 5 p.m. Mon thru Fri
    11 a.m. - 12 a.m. Mon thru Thurs, 11 a.m. - 1 p.m. Fri, Sat, 11 a.m. - 12 a.m. Sun, summers; 11 a.m. - 11 p.m. Sun thru Thurs, and 11 a.m. - 1 p.m. Fri and Sat, winters
    8:30 a.m. - 5 p.m. Mon thru Fri
    9 a.m. - 5:30 p.m. Mon thru Thurs, 9 a.m. - 1 p.m. Saturday
    8 a.m. - 5 p.m. Mon thru Sat, 9 a.m. - 5 p.m. Sun, year round
    8:30 - 5 p.m. Mon thru Fri, year round
    24 hours per day, 7 days per week, year round (2)
    6 a.m. - 9 p.m., Mon thru Sat, 7 a.m. - 3 p.m. Sun, year round
    9 a.m. - 9 p.m. Mon thru Fri, 9 a.m. - 6 p.m. Sat & Sun, year round

9 a.m. - 5 p.m. Mon thru Fri, 10 a.m. - 3 p.m. Sat, year round
10 a.m. - 8 p.m. Mon thru Thurs, 10 a.m. - 9 p.m. Fri, Sat., 12 p.m. - 8pm, year round
9 a.m. - 6 p.m. Mon thru Fri., 10 a.m. - 5 p.m. Sat, 11 a.m. - 4 p.m., Sun, year round
8 a.m. - 6 p.m. Mon thru Fri, year round
9 a.m. - 9 p.m. Mon., Wed., Fri; 1 p.m. - 9 p.m. Tues, Thurs, year round
8 a.m - 5 p.m., Mon thru Fri., summers
10 a.m. - 6 p.m. Mon thru Sat; 11 a.m. - 6 p.m. Sun, year round
3:30 a.m. - 10 p.m. Mon thru Fri; 6 a.m. - 10 p.m. Sat, Sun, year round
9 a.m. - 5 p.m. Tues thru Fri, year round; evenings by appointment
9 a.m. - 4:30 p.m. Mon thru Thurs; 9 a.m. - 6 p.m. Fri, summers only
9 a.m. - 9 p.m. daily, year round
10 a.m. - 6 p.m. Mon thru Sun, year round
10 a.m. - 6 p.m. Mon, Tues, Wed., Fri; 10 a.m. - 7 p.m., Thurs, 10 a.m. - 5pm Sat, winters
10 a.m. - 5 p.m. Tues thru Sun, year round
10 a.m. - 2 a.m. Mon thru Sun, summers
9 a.m. - 5 p.m. 7 days per week, year round
10 a.m. - 6 p.m. Mon, Tues, Wed., Fri, Sat, Thurs, 10 a.m.- 8 p.m., 12 p.m. - 5 p.m., Sundays, Oct. thru Dec.
10 a.m. - 5:30 p.m., Mon, Tues, Wed, Fri, Sat; 10 a.m. - 8 p.m. Thurs - 11 a.m. - 5 p.m., Sundays, year round
12 a.m. - 6 p.m. Tues thru Fri, 12 - 5 p.m. Sat, summers
10 a.m. - 5:30 Mon thru Fri, 10 a.m. - 3 p.m. Sat, year round, and by appointment
7 a.m. - 7 p.m. year round, closed Wednesdays
8 a.m. - 5 p.m. Mon thru Fri, year round
10 a.m. - 3 p.m. Mon thru Thurs; 10 a.m. - 6 p.m., Fridays year round
Drive up - 8:30 - 4:30 Mon thru Thurs, 8:30 - 4:30 Fri, year round
7 a.m. - 6 p.m. Mon thru Fri, year round; Sat & Sun, by appointment
10 a.m. - 6 p.m. Mon thru Sat, 12 p.m. - 5 p.m. Sun, year round
10 a.m. - 5 p.m. Mon thru Sat, year round
10 a.m. - 6 p.m., Mon thru Sat, 12 p.m. - 5 p.m. Sun, year round
10 a.m. - 6 p.m. Mon thru thurs, 10 a.m. - 6 p.m. Fri, Sat, year round
9 a.m. - 5:30 p.m. Mon thru Fri, 9 p.m. - 5 p.m. Sat, summers; 9 a.m. - 6 p.m. Mon thru Sat, winters

22. Do you provide training to your employees in customer relations?

Yes 32 No 8

23. How would you rate the Downtown Sebastopol area for the following?
(Circle your answer)

		GOOD	FAIR	POOR	DON'T KNOW
a.	Attractiveness of area	17	30	7	
b.	Quality of eating places	17	28	7	1
c.	Cleanliness of streets and sidewalks	28	19	7	
d.	Comfortable places to sit outside	6	12	33	3
e.	Number of convenient parking spaces	10	22	23	1
f.	Convenience of shopping hours	26	19	4	1
g.	Friendliness of sales people	45	8		1
h.	Safety during the evening	39	12	1	3
i.	Number of events and special promotions	24	22	3	5
j.	Variety of goods sold	20	27	5	1
k.	Cost of goods sold	19	31	1	4
l.	Quality of goods sold	30	21	1	2
Other:	Parking spaces				1

24. What do you think has been the <u>overall</u> trend for business in the past three years?
Declined; 6 Stayed about the same; 10 Improved; 32
(4) Don't know; 5

25. What do you think will be the overall trend for business in the next <u>five</u> years?
Decline; 5 Stay about the same; 7 Improve; 43
Don't know 3

Comment: Business trends will improve only if we do some outreaching and be active instead of so passive.
Any growth has gone to strip-shopping areas!
Without a strong plan it will decline.

26. What kinds of improvements would you like to see in the area?
a. Kinds of new businesses you would like to see:
- Retail office
- Taco Bell, Sizzler Steak House
- Quality coffee/shop type dinner house - men's clothing
- Camera and stereo, sporting goods
- Restaurants (4)
- Theater
- Motels (2)

- More restaurants - variety of quality with well priced menu
- A Chrysler dealer
- Upgraded cooperation between building dept and good willing small business people
- None
- Awareness of cultural heritage
- Photo shop - furniture store - men's clothing
- Don't know
- Men's clothes, men's shoes, cookie shop, delicatessen
- More to attract people to downtown
- Specialty clothing store, import store
- Better employee parking; central park; better customer parking
- Force Caltran's to maintain street or give control back to city
- Motel - good restaurants like Lucas Wharf, John Ash, etc.
- Take a hint from Petaluma - more festivals, bringing in outside people
- Motel - movie
- More clothing and shoes downtown
- Motel - dry goods
- Shoe store, theater, motel, furniture shop, men's store (clothing)
- Men's store/theatre/motel/restaurants/shoe store
- Men's clothing, sporting goods, motel, steak house/lounge
- Quality women's shoes; deli-gourmet take-out; a quality stationery store
- Motel, fish restaurant
- More good restaurants, especially for lunches
- A theater
- Theater, good restaurant/wine bar; night club/cabaret, wineries
- More music

b. Kinds of improvements you would like to see to sidewalks, parks, and streets:

- A sidewalk on southside of Wilton between High and Main
- All new sidewalks, trees, benches
- Large park
- Go back to a look such as St. Helena's Main Street
- More attractive sidewalks (flowers, etc.) as in Occidental
- Aren't sidewalks privately maintained? Parks and streets should be expanded and improved
- Parks, seating, beauty, people amenities, lights that favor people
- Bike lanes, small parks
- Eliminate one street commercial area by expanding commercial development on Petaluma Ave
- Mall type

- Some diagonal parking with planter boxes at each end of the row of parking places
- Improve traffic flow, eliminate congestion entering town from south and east
- Focal point - more trees/plants
- Those who lean toward the "uniqueness" of Sebastopol do something about east-west traffic
- None
- Standard pattern of quality to sidewalks
- Two-way street
- Return o two-way streets, consistent police patrol (Its a joke)
- If practical, diagonal parking!!!!! Would like to be able to display signs, billboards farther out from building front. Installation of stop sign at the corner of North Main Street and Keating Ave (on Main Street)
- Benches, flowers, promotions. (Perhaps flower baskets on lamp posts)
- Colorful flowers hanging from street posts, wall, or potted. In my travels, this summer the most striking and beautiful small town I went through had its streets lined with flowers every 3-4 business on the main street of town.
- Diagonal parking on Main street
- Better bus service
- Sidewalk treatments, central park, less emphasis on traffic
- Slow traffic on Main Street. It is like a freeway-too fast heading south
- Don't know
- Left turn signals
- More trees, more seating, sign or banner across Main Street announcing our wonderful downtown area
- Smooth 'em up (Hwy 12)
- Town square, trees, flowers, better lighting, trash receptacles
- Benches
- Planters on sidewalk, town square
- Downtown kept clean and in good repair
- Trees
- More parks
- Improve traffic flow, eliminate congestion entering town from south and east

c. Other kinds of improvements you would like to see:

- Off street parking; enforced speed limits
- Face lift on downtown buildings; parking garage
- More parking
- Laguna, downtown parking garage
- By-pass - freeway - do something about traffic
- Parking lot where the old Speas is located
- South entrance into town and exit from are ugly

- By-pass Main Street/Bodega
- Get traffic out of town
- None
- Divert Hwy 116 and mall from the downtown
- A place for kids to do their skateboarding, off dangerous busy streets
- Close Main Street to cars on Saturdays
- Better landscaping at Safeway
- Return of 2-way streets
- State Hwy By-Pass
- Upgrade old buildings on Main Street
- Benches/bank building??/Museum
- By-pass traffic
- Another loading zone or 20 minute parking zone for sales reps serving us
- Slower traffic; more enforcement on South Main Street
- No more fast foods, use improvements that keep Sebastopol having that small town feeling; limit large shopping centers - no malls

d. What businesses, improvements, or proposed improvements would you like to see eliminated?

- The one way street on Main and Petaluma. It makes my life a living hell
- Anything causing more congestion. Let's have some roads
- Bowling alley paint job
- Move Diamond lumber out of town, less display on sidewalks
- Stop fighting the shopping centers. Improve downtown to compete
- Anton Travel! (Typist note: I promised Ed I'd put everything in!)
- Too many fast food stops
- None
- I would like to see Diamond National moved outside the city and more retail establishments in their stead
- None
- Some <u>major</u> department stores
- Cosmetic improvements to some of the older buildings
- Restaurants of poor quality; elimination of all competition flower shops! (Ha, ha!)
- One-way street; parking separations are ridiculous- TOO MUCH! Red paint could help to create new parking
- One way street (3)
- More art events
- We are constantly remodeling
- The 25 MPH speed limit should be strictly enforced on North Main Street
- Saloon on Main Street
- Garish signs, paving stone sidewalks
- Fast food places
- No fast food! No more growth; more done for kids of

community
- No fast food chains or gas stations on Main Street
- Some major department stores

27. What physical improvements are planned for the future? When do you expect they will be made? What are the estimated costs? Please list.

- We are planning to build at the corner of H____ and Morris Street the next two years and at a cost of more than $2,000,000. I hope the traffic light at Morris Street will be completed soon.
- Continue making from lawn and garden area more attractive - at 171 N. High - have a gardener landscape the area
- Outdoor seating - restaurant $6,000
- Small parks
- Plan to facelift building owned at 118-122 & 126 N. Main Street. This will be done as soon as funding is available
- None planned (3)
- More square footage
- Painting soon!
- Construction to connect Mostly Kitchen with Surroundings; face lift and change of interior of Mostly Kitchen
- Remodel $20,000
- Earth quake proofing - about $60,000

Comments:
- The majority of this form is designed for retail. Some of my answers may not be appropriate.
- Compared to S. F. all is well in Sebastopol. The mix of town/country living will evolve as it has in the past; slow paced, and evaluated on a property by property basis as applications come up for change. From a purely selfish standpoint, any new commercial construction dilutes the appreciation of my present holding in Sebastopol.
- 14 of 15 cars stalled in traffic here don't even want to be in Sebastopol. Re-route - by-pass - direct cross country traffic around town - not through it.
- A divider between 2 way traffic lanes with suspended garden type, evergreens florals, etc. . . . with a unique design 6 x 6 and a couple of small fountains, all spaced, let's say, every 20 feet. Remove asphalt and use more decorative type of pavement (downtown Main Street)
- A semi-underground parking facility with landscaping above (like union square in S.F.) with non-stop direct public transportation to and from downtown Rohnert Park

and Santa Rosa, and few more things which could protect, yet upgrade the community.

- The downtown area is one big blob of heat reflecting asphalt. The Sprouse-Reitz parking lot should have landscaping; the Safeway-Bank of America parking area landscaping could be improved. Downtown business will not significantly improve until the highway is rerouted and diagonal parking is installed. The number of parking places available between Bodega Avenue and Wilton Avenue is ridiculous.
- Sebastopol has unique character, which in my opinion should be enhanced. Downtown business would improve if traffic conditions or by-pass were arranged. People who <u>intent</u> to shop downtown <u>will</u>. Those anxious to get past downtown will only be annoyed at the congestion.
- I don't like the current one-way traffic situation or parking on Main Street. I don't have a solution, however, we do need a future solution of some kind. I am positive this town would benefit <u>beyond</u> all expectation with the "proper" traffic flow

RESIDENT/SHOPPER SURVEY

SBRESULT.RS
9-13-88
TOTAL RETURNED: 77

DOWNTOWN SEBASTOPOL STUDY
RESIDENT/SHOPPER SURVEY RESULTS

This survey is intended to focus on Central Downtown Sebastopol.

1. **How often do you buy the following items in Central Downtown Sebastopol?**
(Please check)

	Always	Sometimes	Never
Groceries, Drugs, Beauty Services. . .	33	39	4
Auto Parts, Hardware	15	53	8
Restaurant, Bar	5	56	11
Home Furnishings	1	17	5
Clothing	1	47	26
Laundry Services	14	16	41
Office Supplies	4	45	24
Business Services	5	41	26

2. **Do you shop in Central Downtown Sebastopol because you:**

	Yes	No
Like the convenience.	71	4
Have credit in the Downtown area	7	43
Like the selection	28	23

Other: Believe in supporting local business
Like the friendly hometown atmosphere
I like the quality of merchandise/sales
Know my business owners
Cooperfields Trading Center
We have friends, customers & chiropractor who bring us to Sebastopol frequently.
Andy's Produce is the major reason we visit Sebastopol.
To support local businesses
Believe in supporting locals
Strictly convenience
Shop Sprouse Reitz-Copperfields Books, Fashion Crossroads
Like Sebastopol for some of the specialty stores, i.e. Neptune Books, Ripleys Music
Like particular stores
Nice to know & be known by local merchants
Only buy certain items at certain places
Closest to my home for basic services
We live in Jenner and shop in Sebastopol when attending classes at Sonoma State/our son is playing Pop Werner football or visiting friends

Only shop at 2 stores; others too expensive
Really very seldom shop in Central Downtown
Only if passing through after visiting nursing home
Only after passing through after visiting relatives
Loyalty

3. **When you do <u>not</u> shop in Central Downtown Sebastopol, is it because you:**

	Yes	No
Do not like the selection.	35	25
Get better service elsewhere.	17	44
Often cannot find what you want.	45	13
Find better prices elsewhere	52	13
Find Downtown Sebastopol stores unattractive or unappealing	3	55
Assume the stores will not have what you want so do not bother to shop there . .	27	36

Other: Like to shop around
More convenient in our own area (Guerneville)
We are going to be elsewhere
Just for variety and perhaps large items i.e. furniture,lumber
Just used to area around Redwood Plaza and Santa Rosa
Parking difficult to find - one-way traffic & congestion
Items are in S.R. stores
One-way streets are fine, but not in Sebastopol unless you are just traveling through
Traffic is too bad - shop at Lucky-Longs Center as I'm at the north end of town
There are sales on items I wish to buy in other stores
Too far from residence (Guerneville)
Hard to find good parking - can't walk a lot
Not as well advertised
Already well equipped
We work in Santa Rosa so that is usually more convenient
Usually have errands in S. R. & therefore include all my shopping
Can usually find what I need. I am not a frequent shopper
Work in Santa Rosa and is more convenient sometimes
Can use ATM card at Lucky's
I try private businesses first, then monopolized businesses
Have choice of several stores, as in malls

4. **Please list goods and services you would like to have available in Downtown Sebastopol:**

I like all the stores - clothing, food, feed, etc.
It's great the way it is!
Normal household type

Movie theater, sporting goods store (camping, backpack, swim wear); more children's clothing - cotton clothes - either expansion of Carlson's or another clothing store; health food store with more than what can be purchased locally, possibly including a small soup and salad bar restaurant; a good deli with breads, cheese, sausages; I definitely think we have enough of the big chains, Long's, etc. in our town. Encouragement of small local merchants would help keep Sebastopol from turning into another ugly growing California city. More thought should go to aesthetics using native plants for landscaping.
Garden Nursery - on the west part of town, movie theater.
A movie theater
A good camera/camera order supply place. Miss Whaley's Yardage Store for sewing supplies
Movie, motel, Sears, Macys
Nordstrum Store
For my purposes, what Sebastopol currently offers is relevant and adequate for a town its size. Attempting to duplicate the offerings of Santa Rosa, for instance, would be pointless
Health, macrobiotic and Japanese food, grocery & restaurant
Natural food store, organic produce (Bills Farmbasket provides this)
Fabric, linens, clothing, furniture
Movie theatre, Crystal Clear Car Wash
It would be wonderful if the Sebastopol shops carried goods of higher quality, i.e., Carlson's over all does not offer the service or goods they offered in the past
Foto shop (supplies & finishing)
Large irrigation supplies
Discount clothing store
Movie theatre, fabric store, craft supplies
Movie theater; a Penny's Store
General, such as Merwyn's
Closer 1 Hour Photo development store on Main Street instead of the one on Gravenstein Hwy
We like shopping for groceries at the G & G
Fabric shop - dress shop for the mature woman
Lodging; better restaurants
More restaurants
More entertainment, i.e., movie theater, especially for youths
Less expensive items - lower prices on hardware, paints, etc.
Natural food store
Discount grocery store, theater, car wash (drive through); more dance studios for kids)
Organic groceries
K-Mart;Albertsons; a mall
Movie house
Same types of things that are in Santa Rosa, mainly movie theater
Movie theater, all night tea & dessert shop with classical &

jazz; vegetarian restaurant; a budget hotel and a nice hotel
Good, reasonable priced, home-style restaurant
Restaurant with good steaks; theater; clothing store; sporting goods
I love downtown Sebastopol shopping; the only thing I would change is the parking on Main Street. I would make it angular parking. If people can't find a place to park, they'll go somewhere else. It doesn't matter how good the store is if your parking is inadequate - consumers will get mad and say "forget it"

5. **How would you rate Central Downtown Sebastopol for the following?**
(Circle your answer)

		GOOD	FAIR	POOR
a.	Attractiveness of area	45	27	
b.	Cleanliness of streets and sidewalks	61	8	3
c.	Comfortable places to sit outside	12	39	18
d.	Number of convenient parking spaces	26	24	23
e.	Number of events and special promotions	30	27	5
f.	Quality of goods sold	49	20	0
g.	Safety during evenings	53	7	2

6. **What kinds of improvements would you like to see in Central Downtown Sebastopol?**

a. **Kinds of new businesses :**

Movie theater (suggestion from 15 surveys)
All night tea & dessert shop with classical & jazz music; vegetarian restaurant; a budget hotel and a nice hotel
An old fashioned soda fountain
Fabric shop - dress shop for the mature woman
Nordstroms
Furniture store
Kinds that are open at 7 p.m.
One hour photo development; exchange bank
Good men's and women's apparel shop; a good bakery
Taco Bell; discount store
Restaurants
Movie theater that would play American & foreign films
Fabric store, craft store
Theater
A museum/arts & crafts gallery in the big green building on S. E. corner of Main and Bodega
High grade specialty shops and antiques; fine china; fine books and instruments

Bread, cheese, wine & sausage shop & deli;
Upmarket clothes - cultural items - baby clothes
Lodging - department stores
Organic groceries
None
Overall, Sebastopol has just about everything I can think of
Sporting goods, more clothing
Discount warehouse stores, also Merwyns
Farmer's or large irrigation store
Need a good gun shop; sporting goods store; furniture and baby store
Motel, Sears, Macys
Chain type stores such as K-Mart
Discount grocery store; dance studios for ballet & plays; art museums;
Entertainment
Child care center for shoppers
Theater
Steak restaurant
Natural food stores

b. Kinds of improvements you would like to see to sidewalks, parks and streets; etc:

Slower traffic in form of reducing speed limit on Gravenstein Hwy South (near Flea Market); keep lower 40 mph as is near Bill's Deli and lower mph on Main Street
More sidewalk benches (wrought iron) and more flowers and trees
Fewer police
Clean up the back of stores between police station and Main Street
Need a by-pass to get rid of traffic
Bike lanes on sides of streets; benches and flowers and maybe a drinking fountain along sidewalks
More flowers
None
Corner bldg. at 116 & Bodega was a bank, real eyesore. How about using as a mall like Copperfields?
All kinds
Park - possibly an old parking lot converted to a park with lawns for picnicking
Traffic stinks; why a stoplight in 2 right lanes of a one-way street? Stupid! Sebastopol Road blocked often into downtown
Cute vending carts for fresh orange juice, popcorn (or hot chestnuts in winter)
More garden areas and seating
Traffic control
Safer crosswalks
Downtown park plaza square to sit and read the paper/watch the birds
More trees

Improved Little League Parks
More convenient parking
Do not allow food to be eaten outside - sidewalks are always sticky - I've seen people slip
Streets and parking
The best improvements would be good parking and more benches and open areas downtown
Perhaps rethinking the "one-way" traffic situation. Perhaps mark the interchanges so they are more easily readable - especially to newcomers
Public restrooms with places to nurse, change baby
Street trees not in pedestrian's faces, waiting alcoves on sidewalks, obvious bus stops
Repave South Main Street
OK as is
Parks should be more visible and more available to the "over the hill" age group
Main Street could be beautiful with planters of flowers
Planters full of flowers all along street; trash and cigarette butt kept picked up in children's park at Ive's
More trees; easier parking; pool open year round; better traffic flow
More flowers

c. **What businesses, building improvements, or proposed improvements eliminated:**

None
Improve (paint & remodel) old First Interstate bank building
Any and all franchised businesses
Empty buildings dressed to look occupied rather than ugly
No fast foods
None
Stop building condominiums
Renovate old First National Bank
All are OK
No more big chain stores. You just need to drive a few more miles east to go to Home Club, Lucky's. Let the garbage and unattractive buildings these businesses generate stay there
The Schloch
None
Don't see a need for a downtown park
No ideas
One-way streets!!
No more fast food places
None but some buildings should be restored
Bowling alley could have chosen a better shade of paint than lime green. Frankly, it's awful.
Big O Tire

I think the new smoking law you have passed is terrible. It should you have passed is terrible. It should be up to the owner and not the city government.

d. **Other comments:**

We lived in Sebastopol for 8 years before moving to Graton. We like the quiet in Graton but depend on Sebastopol for most of our shopping and services.
Keeping downtown so nice creates a desire to shop and enjoy it
Love the idea of the addition of trees and other plantings
We like Sebastopol
Sebastopol with 10,000 people cannot compete with Santa Rosa with 100,000 for big stores. You have charm and atmosphere that can't be bought. Please keep it.
Keep Sebastopol's charm which has already been ruined by banks whose architectural design did not fit in with the downtown area
Make downtown more festive more often
I shop for clothes elsewhere because I can get better prices at stores like Merwyns, Ross
Too much traffic to maintain the small town flavor needed to attract us there to shop (from Jenner)
The quality of shops has improved over the last few years.
A central plaza with shops surrounding it and parking available around and behind the plaza would be super
Community pool
We love Sebastopol's people who are open and giving - a community minded group. Let's capitalize on this asset. Keep Sebastopol "quaint" and community minded for all ages
The one way streets have helped, but more will have to be done

7. **Comments/Suggestions - Any other thoughts on Downtown Sebastopol:**

Making Main Street one-way eliminated the Bodega/Main congestion but getting to businesses on Main Street can be difficult. Parking is ample, but if traveling Main, maneuvering and forethought is needed in order to park and walk. Once one is downtown, everything is within walking distance.
Keep up the good work!
Thank you for caring enough to be asking our opinions.
Continue keeping franchises - such as McDonalds, Kentucky Fried Chicken 7-11 OUT of our Sonoma County small towns.
Local merchants need the business and keep money earned in the area.
Please - no more boutiques or gift shops
Additional nearby parking for the stores on Main Street
We like it

The local newspaper is a total loss as far as letting people outside the city know about special events. I subscribed to it for several years but gave up when repeated complaints about late delivery (as late as the following Monday!) brought no results. Now I depend on the PD which can only give token coverage. The Apple Fair this weekend is an example. If I had not seen road signs (near Petaluma) I would not know about it

We like Sebastopol, but it is not on our regular route

We live north and west of Occidental - on Jay Road - would appreciate Sebastopol being by-passed. I'm sure downtown Sebastopol businesses should not suffer

Keep it simple

I can use the library and Safeway consistently because I can count on being able to pull up and park. There are 4 other businesses I would use on a regular basis but after driving around the area twice and not finding a space, I drive elsewhere

Sebastopol is wonderful. it has been able to grow a little but maintain it's charm which is so attractive. it is a wonderful medium between a tourist town and a larger city. Please plan carefully!

I think you are constructed by size for the improvements I would like to see - a discount store like K-Mart or Costco, a movie theater

We shop more and more in other areas, because it is easier and more pleasant. You might look to the downtown area of Petaluma. The merchants there have done a lot of work and expended a great deal of money to revitalize their core area. Sebastopol seems to take its profit, but reinvest very little in its area

There seems to be no "center" to it

I like downtown Sebastopol the size it is now

The Big Green Building would be a great community creative spot. A place where people could walk around and see west county history, booths, low-key musicians; an ever-changing place

Too many critics with <u>nothing</u> positive to say and never any positive suggestions.

Renovate old First National Bank

Driving into Sebastopol from Freestone - please don't widen Bodega Hwy anymore; folks just drive faster and more accidents occur. Traffic is already terrible from S. R. to Sebastopol - What's going to happen when 12 gets wider to Sebastopol City limits?

I would like to comment on the fact that I work in Coddingtown area and almost never shop for fun and recreation as many people do. I do most of my clothes and necessary shopping near where I work as a time saving convenience. But I have been happy and pleased with Sebastopol. (The drive up window at West America is a noteworthy service. There are few left.)

Not geared to quality of things desired, generally

You have enough boutiques. You need more "nuts and bolts"

type stores
I like the stores and home town feeling - no rush here
Get a by-pass for traffic not interested in stopping
One way is a real pain! Liked it much better as a two way
For God's sake,don't tear everything down and erect mediocre big, new buildings just to house huge stores that only duplicate Santa Rosa's plastic mediocrity
Sebastopol has as much to offer for its size as can be expected. We are happy with it
I don't like the traffic flow pattern and congestion so I often avoid downtown
Would like to see something done with the old bank building. I know the problems involved, but believe it would open up that end of the street enlarging downtown
Need a good family department store and a good family restaurant like Denny's or Lyons. Need a good fabric store; need a labor and delivery wing on hospital (Maternity)
I do most of my grocery and hardware shopping here. Personally I like the Sebastopol atmosphere, but on a limited budget, must do the greater part of my shopping at out of town discount stores
Keep doing whatever you do that makes Sebastopol so special
The large old building on the corner across from West America bank has been empty for years. Without tax payer money, could it be used for anything which would be profitable? Aerobic classes/movies or theatre for young people?
All the reasons I go to Santa Rosa for big stores, Friedman Bros, etc., I would rather not see in Sebastopol
You should have defined "downtown" Sebastopol. I assume it consists of Main Street from Healdsburg Ave. to the Post Office and side streets
Needs traffic bypass, maybe highschool Road to Hwy 12? or Occidental Rd to Hwy 12? The traffic situation is the most unattractive aspect of Sebastopol
I think it is a greet idea to recycle but the area should be partially enclosed so that the passersby and people living across the street and businesses in the Fiesta Shopping Center are not having to look at and deal with the excess trash that blows around
Sebastopol shopping is not just 'downtown" but also south, Fiesta Center and Redwood Market Place. All should work together as businesses
I wish you would have defined "Central Downtown Sebastopol". I had to call to be sure

8. **I am a resident of**

Bodega	9	Graton	7
Bodega Bay	9	Guerneville	6
Forestville	6	Occidental	8
Freestone	2	Sebastopol	23

Other: County, near Graton ___1___
Windsor ___1___
Jenner ___2___
Duncan Mills ___1___

Thank you for your cooperation.

COMMUNITY PARTICIPATION

Two Environmental Modeling workshops were held to directly involve the Sebastopol community in the development and exploration of alternative planning concepts for the Downtown area. Workshop participants were divided into teams of four to six people. An attempt was made to create diversity within each team.

Each team created a plan for the downtown using colored paper over a base map. A spokesperson from each team presented their plan and then received feedback from the other participants. The teams were then reformed, a second group of plans was generated and the feedback process was repeated.

The consultant group members, Zephyr Associates and Omni Means, and the Downtown Task Force then evaluated the options generated. The evaluation was presented at the beginning of the second workshop.

Four alternative plans were generated at the second workshop. After they were presented to the other participants, the strong similarity between them accommodated a consensus plan that was arrived at through the participation of all those present.

PUBLIC WORKSHOP
June 24, 1989

EVALUATION OF REOCCURRING AND NON-REOCCURRING THEMES

DOWNTOWN SEBASTOPOL

and

PHASING RECOMMENDATIONS

PHASE ONE

1.1 Development of the Traffic By-pass

There appears to be no greater need for the downtown area than to have a solution to the excessive through traffic and its effect on the downtown area functioning as a commercial core. A by-pass should be supported.

1.2 Development of "Street A"

This new street should be developed as it is presently located and should be developed as an arterial street and not just as a connector street. The use of the street an arterial connected to Main Street is also discussed. Street "A" should be developed with or without the new police facility. Many of the following characteristics will apply even though the street could provide for a partial by-pass at this time.

Use of Street "A" and its extension as a by-pass.

a) Land use/economics:
   i) Would provide an opportunity for the Downtown Core to serve more as a destination than a thoroughfare.
   ii) Could serve as an economic catalyst for additional strip related commercial (convenience retailing) in an area now zoned and/or used as light industrial.
   iii) There is concern on the way in which this street is planned and re-routed to connect with Main Street as depicted in Plans #1, #3, #4, and #5. This would necessitate the public acquisition of existing commercial or residential property depending on the specific interconnect location.
   iv) Could provide for a greater density of retail and non-retail development within the commercial core since the public areas would be for local and parking circulation traffic only.
b) Environmental/beautification:
   i) The commercial core could be strengthened by its geographical limits being more identifiable with

landscaping and other physical improvements.

ii) Would provide a better setting for landscaping, pedestrian activity, and development of the focal point park/town square.

c) Parking/traffic: Use of Street "A" and its extension as a by-pass - This route could attract some through traffic away from Sebastopol Avenue but the new route would be somewhat circuitous and diversion would be limited. Also, any diversion of traffic would probably create operational problems at Petaluma/McKinley.

1.3 Streetscape Beautification

This would include landscaping throughout the core area including the installation of large trees. This would be consistent with the goal of Downtown Sebastopol being "clean, green and friendly". The concept plan by Omni-Means presented at earlier workshops presents this concept planning.

1.4 Development of Entryways to the Downtown Core Area

Greening up the entry ways to the downtown core particularly the entryway on Highway 12.

a) Environmental/beautification:
   i) This is an important part of a downtown plan assuring the visitor that there is a clear understanding that they have "arrived".
   ii) This goes together with properly defined "edges" of the downtown commercial core, defined by land use, building development, landscaping treatment, public improvements, etc.
   iii) Should be developed from all directions and on all main thoroughfares (four at present time) and not just one or two.

b) Land use/economics:
   i) Helps to define land use.
   ii) Usually is limited by the level of availability funding.

c) Parking/traffic: N/A

1.5 Extending Edman Way Through to Wilton

The goal of this extension would be primarily for pedestrian circulation but there would be some vehicular traffic using this public right of way. This would provide for the future development of this space as a landscaped public pedestrian area.

a) Parking/traffic: It may be beneficial to improve this alley to better serve parking and delivery needs. However, the alley should not become a through route.

b) Land use/economics:
   i) Would necessitate the public acquisition of some private property.
   ii) Would provide for better vehicle and/or pedestrian

circulation thereby opening some potential commercial opportunities.
  - iii) Could be a strong contributor to this area becoming a downtown amenity and a mini-focal point.
  - iv) There would be cost considerations for acquisition, improvement and maintenance.
- c) Environmental/beautification:
  - i) Would provide an opportunity to visually enhance a portion of the downtown commercial core that is now generally unsightly since it is used as a secondary area.

1.6 <u>Bike Paths</u>

The development of bike paths throughout the area adjacent to the downtown core is a public improvement that can be developed with a minimum of cost. The entire downtown core can be considered a bike path area.

Bike paths as access to and from downtown and specifically to the Laguna.

- a) Parking/traffic: Bike paths as access to and from downtown - A key consideration would be designing the system to provide safe crossing of the major downtown streets (Main Street, Petaluma Avenue and Sebastopol Avenue)
- b) Environmental/beautification:
  - i) Can be complimentary to other uses such as landscaped corridors and focal point development.
- c) Land use/economic:
  - i) Positive impact and the system should be developed.
  - ii) Little if any effect on specific land use in the commercial core.
  - iii) Little if any cost consideration.

<u>PHASE TWO</u>

2.1 <u>Development of Additional Parking Behind Library</u>

The three properties adjacent to the public parking behind the library and fronting on High Street could be acquired and the site improved for additional parking for the downtown area. A priority in the design of the additional surface parking would be the retention of the mature trees on and adjacent to this site.

- a) Parking/traffic: Could add approximately 72 additional parking spaces.
- b) Environmental/beautification:
  - i) Would have no general negative environmental/beautification effect.
- c) Land use/economics:
  - i) Would provide additional parking in support of the public and private uses immediately adjacent to this site.
  - ii) The development costs would have to be incurred by either

City funds; redevelopment funds; parking assessment district funds; or a combination of some or all of these uses.

2.2 <u>Development of the landscaped pedestrian areaway on Edman between Bodega and Wilton</u>

Immediately subsequent to the development of the additional parking included in 2.1 above, the Edman public right-of-way should be developed as a landscaped pedestrian are away (i.e.Edman Plaza, Library Plaza). This public area could be a restricted vehicular use and still be used for deliveries and for vehicular circulation late in the day and early in the morning but the primary use of the area during the main part of the day would be for use by the public as pedestrians and as a connector with the parking behind the library.

a) Parking/traffic: Extending Edman through to Wilton - It may be beneficial to improve this alley to better serve parking and delivery access needs. However, the alley should not become a through route.
b) Environmental/beautification:
   i) Would be a strong addition to the beautification of Downtown Sebastopol.
   ii) Would provide a mini downtown focal point.
   iii) Would improve an area now in a general unfinished condition.
   iv) Would be highly complimentary to the public buildings adjacent to this plaza area.
c) Land use/economics:
   i) The public development costs would have to be funded.
   ii) Would be a cost factor to the adjacent private property owners if their property adjacent to the public area was improved at the same time.
   iii) Would provide the businesses that front on Main Street to have rear entrances and to maximize the utilization of their shop sales areas.
   iv) Would provide the opportunity for some outdoor retailing, dining, etc.

2.3 <u>Public Restrooms</u>

With the development of the additional parking adjacent to the Library and with the development of "Edman Plaza", there could be developed as an add-on to the library, public restrooms to service the downtown visitor. The key to the successful operation of public restrooms is the maintenance and the needed security. Both of these are best accomplished when restrooms for the public are provided in or as part of a public facility such as City Hall, library, a museum, a community center, etc..

a) Land use/economics:
   i) Highly desirable if properly managed and maintained.
   ii) Usually given over by the general public to those few that

mis-use the public facility (transients, drug dealing, sex deviants, etc.).

iii) If developed, the low lives must never establish control by their dominance of the facility.

iv) Should be a creature comfort available to the general public but in a clean and usable condition.

v) Usually best developed and made available as part of a publicly operated facility such as a library, museum, community center, etc.

b) Environmental/beautification: N/A

c) Parking/traffic: N/A

2.4 Policy Planning: Parking on the Periphery of the Downtown Core Area

Parking on the periphery around the core including multi-level parking, if and where feasible. This parking as replacement for parking to be displaced by other elements of this downtown program. This also includes consideration for the distance people will walk from a parking facility to their shopping/business destination. An implementation mechanism could be an amendment to the Downtown Sebastopol Redevelopment Plan.

a) Parking/traffic: Parking on the periphery around the core including multi-level parking - Parking structures are extremely expensive ($20,000 per space) and may not be needed unless significant commercial growth is expected. New surface lots and better management of current lots are suggested options.

b) Land use/Economics:

i) Best utilization of land in the general downtown area.

ii) Could provide for a greater density level of retail and non-retail development.

ii) Usually difficult to justify the cost of multi-level parking development in a small town where the cost of land is relatively low.

c) Environmental/beautification:

i) Could provide for a maximum of pedestrian orientation within the commercial core because the downtown core area would not be divided by open spaces used as parking lots.

Included in this downtown element would be the site specific study of the utilization of the Spease Building and property for public parking and other alternatives.

Spease Building: (NE corner of McKinley and Street "A"): use as multi-level parking.

a) Parking/traffic: See discussion 2.4 a)

b) Land use/economic:

i) Would expect the conversion of this building to be very costly (unfeasible) to convert to a parking facility.

ii) Traditionally, the most cost effective way for a parking facility to be developed is as a new single purpose facility, except in densely developed urban centers where it is often times (not always) prudent to include retailing and non-retailing uses on the street level frontage.

iii) Good use of the location.

c) Environmental/beautification:

i) Would mask a use that is generally considered "downtown ugly" (storage of vehicles).

2.5 Policy Planning: Housing within the Downtown Core Area and Dense Housing on the Edges of the Core Area

Housing within the downtown core and dense housing on the edge of the downtown core.

a) Land use/economics:

i) Highly complimentary to the commercial goals of the downtown commercial core (i.e. greater capture of retailing expenditures by the residents)

ii) Housing developments on the periphery of the commercial core is highly desirable, if the housing can have amenities consistent with those found elsewhere in the general community.

iii) Requires the City to take some specific action to facilitate the development of housing of any magnitude including rezoning, redevelopment acquisition-displacement-site clearance-disposition of sites, development of a specific plan.

iv) Housing can be a permitted use in the upper floors of the downtown buildings. There are some code considerations (i.e. properly separating residential and commercial uses-a fire consideration).

b) Environmental/beautification:

i) Depending on location, could be a significant visual asset. Residential developments are usually developed with extensive landscaping and other visual amenities.

ii) Housing developed in the upper levels could provide for an enhancement of the scene with such livability features as flower boxes in the windows.

c) Parking/traffic: Housing within downtown core - The magnitude of this development would probably not result in large traffic increases and parking would be on-site. Interaction between housing and downtown commercial could reduce traffic/parking demand.

PHASE THREE

3.1 Development of a Specific Plan for the Block across from Veterans Memorial Hall and Fronting on Main Street

The block across from the Veterans Memorial Hall (Main/High-Willow/Burnett) should be studied and a specific plan developed that would provide for a compatible downtown development which could included: a continuous commercial building development fronting on Main Street and an expanded public parking facility. The residential property fronting on Willow should be omitted from this plan.

a) Land use/economics:
   i) An economically higher use of the land.
   ii) More compatibility of land use as part of the downtown core area.
   iii) Implementation as part of an action program of the City could necessitate some public acquisition and business relocation.
   iv) Implementation by passive action by the City would probably take longer but would require either minimal or no public costs.
b) Parking/traffic:
c) Environmental/beautification:
   i) The block could be master planned and could include the proper mix of landscaping and other beautification features.
   ii) New development on this block would beautify the downtown core area.

3.2 Development of a Specific Plan for the Property Now Occupied by Diamond Lumber Company

The property now occupied by Diamond Lumber Company (fronting on Petaluma Avenue between Depot and McKinley should be the focus of the development of a specific plan. The goal would be for this site to be a mixed use facility that would be an extension of the downtown core area and could include: retailing (shopping/comparison/specialty goods); a theater(s); motel; and other compatible downtown core uses.

The site should be carefully studied and planned for the maximum utilization of the site for development with parking being off-site and across McKinley as included in 2.4 above.

Diamond Lumber: relocated to make way for a major mixed use development that could include combinations of the following uses: retail; office; cultural; motel; and theater.

a) Land use/economic:
   i) Strong idea since this present use is seen as an under-utilization of the property.
   ii) Concern over the potential of the specifics of the acquisition/relocation of the existing business (with redevelopment involvement or just the private market activity).
   iii) Is one of the best "opportunity sites" for mixed use development in the entire downtown area.
   iv) Could add to and would expand the commercial core in one of the only realistic growth areas.

v) Should work in concert with Theme 1: Use of A Street and its extension as a bypass.
vi) Should be the subject of a specific plan study.

b) Environmental/beautification:
   i) Strong addition to the visual quality of the downtown area.
   ii) Should be planned with major landscaping/beautification as a primary planning element.

c) Parking/traffic: Diamond Lumber relocated to make way for a major mixed use development - If the development was intense, traffic impacts could be measurable. Presumably an all new development would provide parking on-site but if not, this too would be a factor.

Hotel: somewhere in the downtown area such as part of the mixed use development on the Diamond Lumber property.

a) Land use/economic:
   i) The downtown area is a suitable setting for a motel (auto related) commercial use than a hotel.
   ii) Hotel economic planning is recognized by the financing community as a highly sophisticated and sharply focused planning task. There is the need for a motel feasibility study to determine the level of economic support for a facility including the number of rooms and the level of related facilities (banquet, meeting rooms, restaurants, shops, etc.)
   iii) Generally, a motel use is a highly desirable land use for the downtown area.
   iv) Over the past seven years or so, hotel/motel development has been a priority thrust of downtown redevelopment programs, generally in larger cities and towns.

b) Environmental/beautification:
   i) When sited and planned, the proposed development should include major landscaping/beautification as a primary planning element.

c) Parking/traffic: Hotel somewhere in the downtown area- Traffic for a 100 room (or less) hotel would not be high during peak hours. The hotel would likely include on-site parking.

A theater, not in the modern sense of a 4 screen complex. More in the traditional sense of a movie theater which can be used for plays, musical performances, etc.

a) Land use/economics:
   i) Possibly second only to a motel, the most difficult commercial use in a small town downtown is a theater.
   ii) A highly complementary use in a mix-use development of a suitable size.
   iii) Would probably have to either be developed by the City or with some involvement (financial) by the City

(convention center authority) or by some other institution such as the school district.

iv) There is possibly the economic potential for a four-plex screen cinema in the modern sense, but that is generally an unlikely possibility.

v) This use should be studied in greater detail before a multi-purpose theater is dismissed as an element of a downtown plan. This study is beyond the scope of this study.

b) Environmental/beautification: N/A

c) Parking/traffic: A Theater - Theater traffic and parking generation tend to be off-peak although some problems are possible with early evening and matinee shows.

PHASE FOUR

4.1 Development of a Town Square

The need and the interest in a focal point town square type of development has been well documented and supported throughout the numerous public input sessions. The site supported by the majority of those commenting is the area generally referred to as the Weeks Way public parking lot at the corner of Petaluma Avenue and McKinley Street.

a) Land use/economic:

i) Most of the plans (Plan #'s 1,2,3,4,5) generated at the public input workshop session located this focal point development at the corner of Mckinley/Petaluma on the area now used for public parking.

ii) With some of the other re-occurring themes (i.e. development of Main as some type of "mall") other town square type of a facility can be accommodated which would have some positive economic implications.

b) Environmental/beautification:

i) Based on the type of input from the workshop, the earlier concept plan is generally consistent.

c) Parking/traffic: Town Square - Traffic impacts would probably be minimal but 89 parking spaces would be eliminated. Parking demand would shift and would saturate other nearby parking lots.

4.2 Development of the Main/High-Burnett/Willow Specific Plan

The specific plan developed in PHASE THREE, if not developed earlier, should be implemented as part of this phase.

4.3 Development of an Action Plan for the Utilization of the Open Parking Area Fronting on Main Street as Part of the Sprouse and Safeway Developments

The under-utilized areas which front on Main Street and are able to be developed as part of the downtown core area should be planned and implemented for either building developments and/or heavy landscaping.

Heavy landscaping in front of Safeway and Sprouse.

a) Environmental/beautification:
   i) Highly desirable as a downtown visual improvement.
   ii) Existing trees and landscaping would have to be expanded extensively to accomplish a "heavy landscaping" quality.
   iii) With "heavy landscaping" there would be a "heavy maintenance responsibility".
   iv) A specific plan should be developed including cost estimates for both development and maintenance.
b) Land use/economics:
   i) Specific site use and compatible with the general goals of a downtown improvement plan.
   ii) There would be cost considerations for either the existing property owner or the public sector to incur for both development and maintenance.
   iii) As part of the specific plan, there would be a financing plan for the development either a building development or of the "heavy landscaping" and its maintenance.
c) Parking/traffic: N/A

Retailing and/or motel in front of Safeway and/or Sprouse.

a) Land use/economics:
   i) Complimentary land use
   ii) Would upgrade property to commercial uses.
   iii) Would help to "enclose" commercial uses.
   iv) More of a downtown type land use than the existing which is a typical strip commercial development and land use.
   v) Would require development of replacement and additional parking.
   vi) Would be a positive downtown improvement.
   vii) Would result in a net positive gain, the level of which would depend on the cost of the development of the replacement and the additional parking.
b) Environmental/beautification:
   i) Positive enhancement of the downtown visual scene.
   ii) Would be developed pursuant to landscaping and beautification standards.
c) Parking/traffic: Retail and/or motel in front of Safeway and/or Sprouse - New retail pads in front of these stores could complement the current site retail without substantial increases in traffic generation or parking demand. The magnitude of the new development would obviously affect these factors.

DOWNTOWN THEMES OR ELEMENTS NOT INCLUDED IN PHASING PLAN:

1) Closing Main Street between "A" Street (extended) and Highway 12 to traffic and its conversion to a pedestrian orientation. McKinley as an alternative street to be closed.
   a) Land use/economics"
      i) The specific effect on adjacent property and on the downtown in general would be directly related to the specific type of closure: permanent to all vehicles; a partial closing to through traffic but parking circulation would be permitted; open to delivery traffic only; etc.
      ii) Experience has shown that the type of street development which is a partial mall and still provides parking and traffic (Plan #5) can have little if any negative effect on land use and economics (Santa Cruz, Pacific Garden Mall).
      iii) Considerable discussion about "undoing" full downtown malls (Fresno, Pomona, etc.).
   b) Environmental/beautification:
      i) Would provide the opportunity for additional and considerable public area landscaping.
      ii) McKinley could become an extension of a focal point development generally at the corner of McKinley/Petaluma.
   c) Parking/traffic: Closing Main Street between "A" Street (extended) and Highway 12 - The total closure would probably shift substantial southbound through traffic to Wilton Avenue, High Street and Bodega Avenue. Traffic changes would be pronounced along these streets. An alternative may be narrowing Main Street to enhance pedestrian activity.

2) Unearthing the creeks (2).
   a) Land use/economics:
      i) A highly unlikely public development because of the cost and the potential for flooding.
      ii) Insufficient fall of land to provide for a flood free development.
      iii) Could be a major disruption to the utilization of commercial property.
      iv) There are less expensive and less dramatic ways to introduce water into the downtown area (i.e. ponds, fountains, ornamental waterways, etc.)
   b) Environmental/beautification:
      i) A challenge but if able to be accomplished, a strong thematic development.
      ii) If properly developed and maintained, it could be consistent with the overall goal of "clean, green and friendly".
   c) Parking/traffic: Unearthing the Creeks - No specific long-term parking/traffic effects would be expected but short-term construction traffic could be substantial.

3) City Hall relocating to the old bank building at Main/Bodega.
   a) Land use/economics:
      i) Not the highest and best use of the building. This is from the perspective contribution that the building/site can play on this key intersection.
      ii) This site should be a commercial use (not a bank) and not a public use limited to only the traditional public work week hours.
      iii) This site should be joined with the adjacent vacant building (former Sebastopol Times) for a more economical commercial development.
   b) Environmental/beautification:
      i) No environmental/beautification issues except that there is now an ugly-vacant building which is a detriment to the downtown visual scene.
   c) Parking/traffic: City Hall relocating - The City Hall traffic would not be substantial but parking demand would be diverted to an area with limited available supply.

4) Skateboard facility.
   a) Land use/economics:
      i) The trend is to eliminate the skateboarding where ever it is taking place on public property.
      ii) Many were developed as private commercial uses, but most have been closed because they were unfeasible to own and to operate profitably.
      iii) Could be developed as part of the focal point/town square as a public use and part of a parks/recreation program.
      iv) Would not be overly expensive to develop, but could be a nightmare to operate legally and in compliance with all rules and regulations including public liability.
   b) Environmental/beautification:
      i) Could be incorporated in the focal point/town square or some other landscaped area.
      ii) Operational concerns as discussed above.
   c) Parking/traffic:

5) Displacing light industrial uses for commercial uses.
   a) Land use/economics:
      i) The most logical growth and/or extension of the commercial core is to the East into the area now utilized as light industrial uses.
      ii) Cost implications are difficult to generalize other than to say that retail and non-retail downtown commercial core uses are much more intensified use of the property, therefore, justifying a higher land value.
      iii) The costs are also related to whether the displacement is part of an direct active public program (redevelopment acquire, relocate, improve sites, sell land for development) or if the displacement takes place as a result of a zoning change, or the development of a specific plan.

iv) The specific plan mechanism would provide the opportunity to upgrade the property by encouraging the utilization of the property for certain permitted uses (commercial) and prohibiting other uses including the existing light industrial uses which would be permitted to continue to operate. Generally no physical changes are permitted under this scheme and no additional light industrial uses are permitted on the property.

b) Environmental/beautification:

i) Would result in a visually more attractive area because the new commercial developments would be developed pursuant to landscaping and beautification standards.

ii) Difficult but not impossible to enhance the existing with trees and landscaping. Existing public rights of way would have to be improved.

c) Parking/traffic: Displacing light industrial uses for commercial uses - Commercial uses would have substantially higher traffic generation which could measurably affect nearby intersections. Commercial parking demand would also be higher.

6) Retail along the south frontage of McKinley, east of the mixed use development in #7 above. (Plan #1)

a) Land use/economics:

i) Care should be taken in this type of development so as to no elongate the commercial core uses.

ii) A complimentary use if limited to convenience retail items (i.e. food, liquor, etc.).

iii) A conflicting use if retail outlets selling shopping goods and specialty goods are allowed.

b) Environmental/beautification: N/A

c) Parking/traffic: Retail along the south frontage of McKinley- It does not appear that the retail increase would be large and we would not expect substantial traffic/parking effects.

7) Light industrial concentrated use south and east of the commercial zoning along Highway #12 and Petaluma. (Plan #3)

a) Land use/economics:

i) Key question is how is this use concentrated: by an active program of the City using redevelopment powers; or a passive program of zoning and/or the specific plan process?

ii) There is the need for some level of infrastructure development and this can be either public and/or private.

iii) Little direct relationship of this issue and the planning of the downtown commercial core.

b) Parking/traffic: Light industrial concentrated use south and east - The magnitude of the development would be needed to assess specific effects.

SUMMARY OF PHASING PLAN FOR DOWNTOWN SEBASTOPOL

PHASE ONE

1.1 Development of the traffic by-pass
1.2 Development of "Street A"
1.3 Streetscape beautification
1.4 Development of entryways to the downtown core area
1.5 Extending Edman Way through to Wilton Avenue
1.6 Bike paths

PHASE TWO

2.1 Development of additional parking behind the library
2.2 Development of the landscaped pedestrian areaway on Edman Way between Bodega and Wilton Avenues
2.3 Public restrooms
2.4 Policy Planning: Parking on the periphery of the downtown core area
2.5 Policy Planning: Housing within the downtown core area and dense housing on the edges of the core area

PHASE THREE

3.1 Development of a specific plan for the block across from the Veterans Memorial Hall and fronting on Main Street. (Main/High-Burnett/Willow)
3.2 Development of a specific plan for the property now occupied by Diamond Lumber Company

PHASE FOUR

4.1 Development of a Town Square (Weeks Way public parking lot, corner of Petaluma Avenue and McKinley Street)
4.2 Development of the Main/High-Burnett/Willow specific plan
4.3 Development of an action plan for the utilization of the open parking areas fronting on Main Street as part of the Sprouse and Safeway Developments

Downtown Themes or Elements Not Included In The Phasing Plan:

1) Closing Main Street to through traffic and changing the public right-of-way to a pedestrian orientation
2) Unearthing the two (2) creeks
3) Relocating City Hall to the old bank building at the corner of Main Street and Bodega Avenue
4) Skateboard facility
5) Displacing light industrial uses for commercial uses
6) Retail along the south frontage of McKinley, East of the Diamond Lumber parcel
7) Light industrial concentrated use south and east of the commercial zoning which is along Highway #12 and Petaluma Avenue.

DOWNTOWN FOCAL POINT: A TOWN SQUARE

During the initial INPUT workshop there was a strong consensus that one of the highest of priorities for the downtown area was a focal point, a park-plaza-location that would not only present an image for Sebastopol but a facility or a setting which could be and would be used for people activities. The following are responses from a questionaire distributed earlier in the downtown planning process:

Q-C.1) **What areas within the central business district do you see as having the potential for a plaza/mini-park/outdoor eating spot?**

- Edman Way. The empty lot north of and next to Gone Tropo. Most of the Old Cannery Area. Weeks Way.
- Tuttle parking area, extending down to include a view of the Laguna area, or parking lot in front of Sprint Copies.
- The area behind Diamond Lumber
- Weeks Way parking lot
- Parking lot next to library on High Street - Redwood trees and pine trees are already there for shade.
- None
- Weeks - alley behind high park lot across from vets
- Behind Carlsons or across from Round Table Pizza - I prefer the location behind Carlsons
- Parking lot - Burnett and Main - what will happen to Police Station when new one built. That area between library and Main keeping Pease back to Copperfield could be developed
- None. This is not necessary
- Behind Carlson's and behind the businesses on the west side of main street.
- Sprouse Reitz on Safeway Parking lots
- Safeway a Sprouse Reitz Parking lots hillside opposite adjacent to Victorian. Tear out bank and Seb. Times Bldg. for plaza
- I see the potential for a central park area behind the existing Carlson's store and am generally in favor of the same. My only reservations are that I would like to see the City purchase the property across the street between Tuttle's and the Speas building to provide adequate future parking. The area behind Copperfields and the City buildings is a diamond in the rough. The various levels could be used to a real advantage to create "Private" public areas. It could also provide much more parking if the entire area were integrated better.
- Behind Carlson's in the present parking lot
- The Main/McKinley/Pedaluma parking lot
- Parking lot - Weeks Way or Burnett Street
- Weeks Way
- Back of shops on west side of Main Street
- Railroad right of way

- Alley behind High Street; end of Petaluma; Morris St. & 12
- Weeks Way - use some of parking area, but acquire additional property to increase parking - such as vacant lot east of Tuttle Drug. Another area is Sprouse Reitz parking lot. Use part of it, but matching parking spaces elsewhere
- Area behind Carlson: move Weeks Way further East and run the plaza right up to building. Also area behind Copperfields
- Area east of downtown, currently industrial entrance to town; fill out cement two block downtown
- Weeks Way area and old railroad grade areas throughout town

Q-C.2) <u>Should Sebastopol develop a public plaza in the downtown core? Even if it requires existing parking to be relocated?</u>

- Yes (7)
- Yes, It needs a softened people-inviting congregating area. The Cannery Area could accommodate a package structure.
- Definitely!
- It's a good idea and one that needs careful consideration.
- Yes. Only if existing parking is satisfactorily relocated.
- I strongly support the parking adjacent to depot and tracts - larger than Petaluma and McKinley, closer to other activity
- No. For what purpose?
- Yes. I feel the best location is behind Carlson's on Weeks Drive. I like the idea of extending Petaluma Avenue up to Tuttles (involves moving McKinley up to Tuttles sidewalk) This would make the plaza bigger and rid area of the unsightly Tuttles parking lot. If retail frontage replaced the Diamond Lumber Yard, I feel that a very attractive enclosure could exist for a plaza.
- Yes! Yes! Yes! - in either Sprouse Reitz or Safeway parking lots.
- Possibly
- Yes. This point I feel most strongly about - having towns with squares - greater attraction of citizens, arts, place for teens for walking - an answer to many community needs.
- Allowed
- Encouraged

RANGE OF ALTERNATIVES

The first two workshops focused on five alternative locations as potential sites for the establishment of a focal point facility.

The following is a brief outline of some of the characteristics both positive and possibly negative for each of the five suggested locations which are depicted on the attached map:

#1 VACANT LOT-NORTH/EAST CORNER: PETALUMA/MCKINLEY:

a) Positive:
   i. Site is vacant and for sale
   ii. Immediately adjacent to proposed new roadway.
   iii. In close proximity with the proposed new police facility to be built within the next three years.
   iv. In the general path of the future development of downtown.
   v. Would clean up a downtown eyesore.

b) Negative:
   i. Not on Main Street
   ii. Not now publicly owned
   iii. Existing building on site would probably have to be demolished.
   iv. Activities on this site might have little effect on business downtown.

#2 WEEKS WAY PUBLIC PARKING LOT:

a) Positive:
   i. Publicly owned
   ii. Generally good location particularly because of its proximity to the proposed new police facility.
   iii. Highly visible
   iv. Sufficient size to accommodate most of the previously discussed uses.
   v. Approximately one-half of the existing parking is used for long-term parking and not for customer parking.
   vi. Existing mature landscaping.

b) Negative:
   i. Not on Main Street
   ii. Would use space now providing needed parking
   iii. The facility would face the backs of several buildings
   iv. Cause additional traffic congestion.

#3 **SPROUSE-REITZ PARKING LOT:**

a) Positive:
   i. Well located
   ii. On Main Street
   iii. Highly Visible
   iv. Upgrade an under-utilized parcel of downtown street frontage

b) Negative:
   i. Privately owned
   ii. Would utilize parcel now used for parking

#4 **MAIN/BURNETT STREET PUBLIC PARKING LOT:**

a) Positive:
   i. Publicly owned
   ii. Well located
   iii. On Main Street
   iv. Highly visible
   v. Could tie in with the old 40' wide railroad right-of-way
   vi. Existing mature landscaping

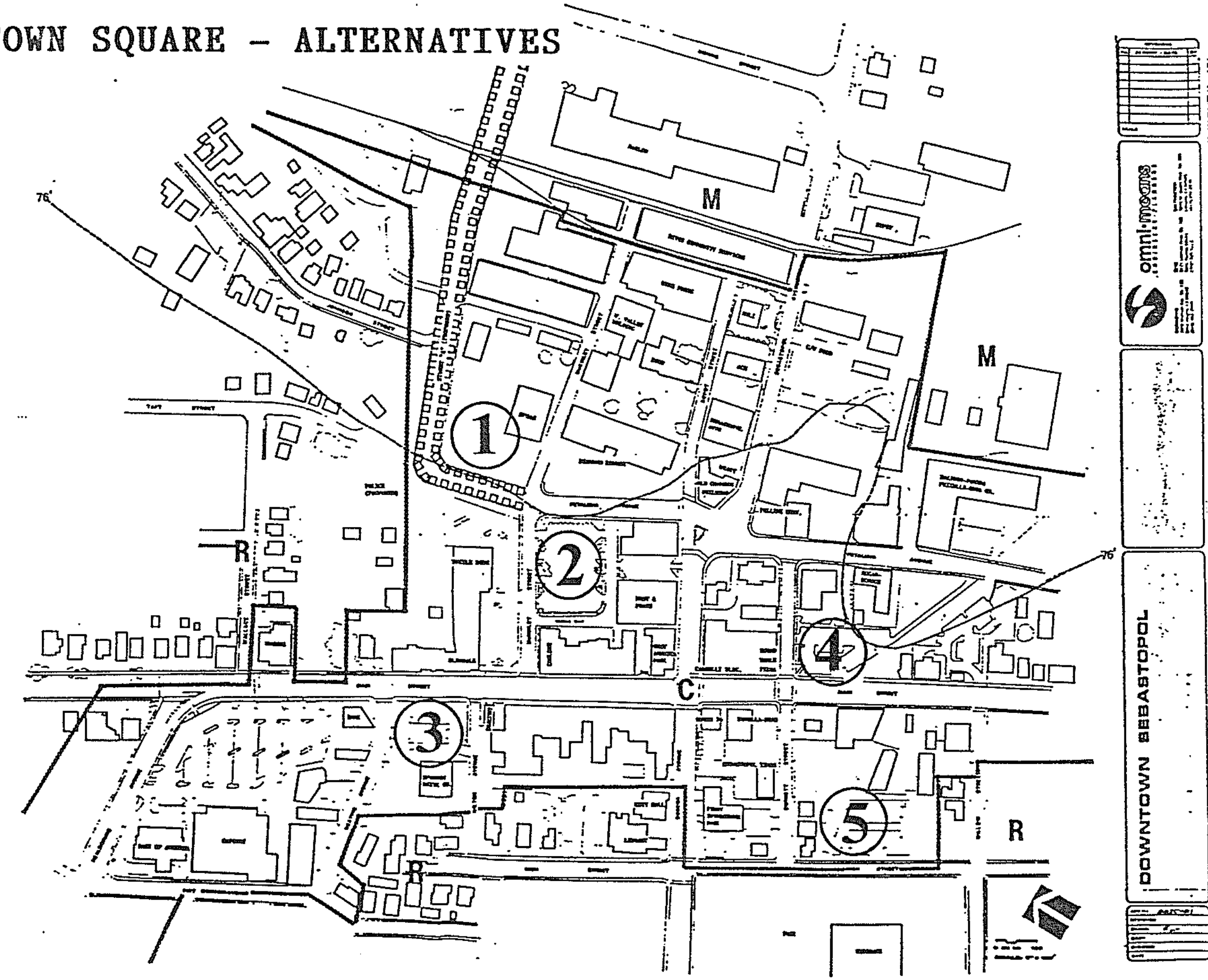
b) Negative:
   i. Would utilize space now providing customer parking
   ii. Not on thoroughfare routes

#5 **HIGH STREET PARKING (ACROSS FROM VETERANS MEMORIAL HALL)**

a) Positive:
   i. Publicly owned
   ii. Could tie the focal point uses in with the Veterans Memorial Hall uses
   iii. Could be expanded onto adjacent privately owned property for an expanded site
   iv. Existing mature landscaping

b) Negative:
   i. Not centrally located downtown
   ii. Not on Main Street
   iii. Not highly visible
   iv. Would utilize parking now important to the use of the Veterans Memorial Hall

DOWNTOWN FOCAL POINT:
A TOWN SQUARE – ALTERNATIVES



OPPORTUNITY SITES

There are three key sites which can play an important role in accomplishing a downtown that is better able to serve the shopping/comparison and the specialty goods shopping needs of those in the Sebastopol Market Trade Area.

Each of the three sites are currently occupied by a variety of uses, all of which could give way (at an economic cost) for developments that would expand the downtown core area.

The three sites include: the Diamond Lumber site on Petaluma Avenue; the block across from the Veterans Hall; the corner of Petaluma and Bodega now occupied by Pellini Chevrolet. In addition, there is the potential of conversion of some of the parcels from their existing use (i.e. service stations) to a more compatible downtown core use such as retailing of goods.

These primary opportunity sites can be developed to an approximate maximum of 80,000 sq. ft. and 200,000 sq. ft. The variable that will determine the extent of development is the manner in which the City requires parking. If the parking is to be on-site, then the 80,000 sq. ft. is the more realistic figure. If however, the City is able to organize centralized parking and the development sites can be developed to their maximum, then the 200,000 sq. ft. total is more realistic.

The following is a tabulation of the various locations (opportunity sites -O.S.) of the potential new development in the commercial core and are shown on the attached map:

O.S. #1: Majority of the block across from the Veterans Memorial Hall and bounded by Main/High and Burnett and the property line behind the buildings fronting on Willow.

O.S. #2 Diamond Lumber Site

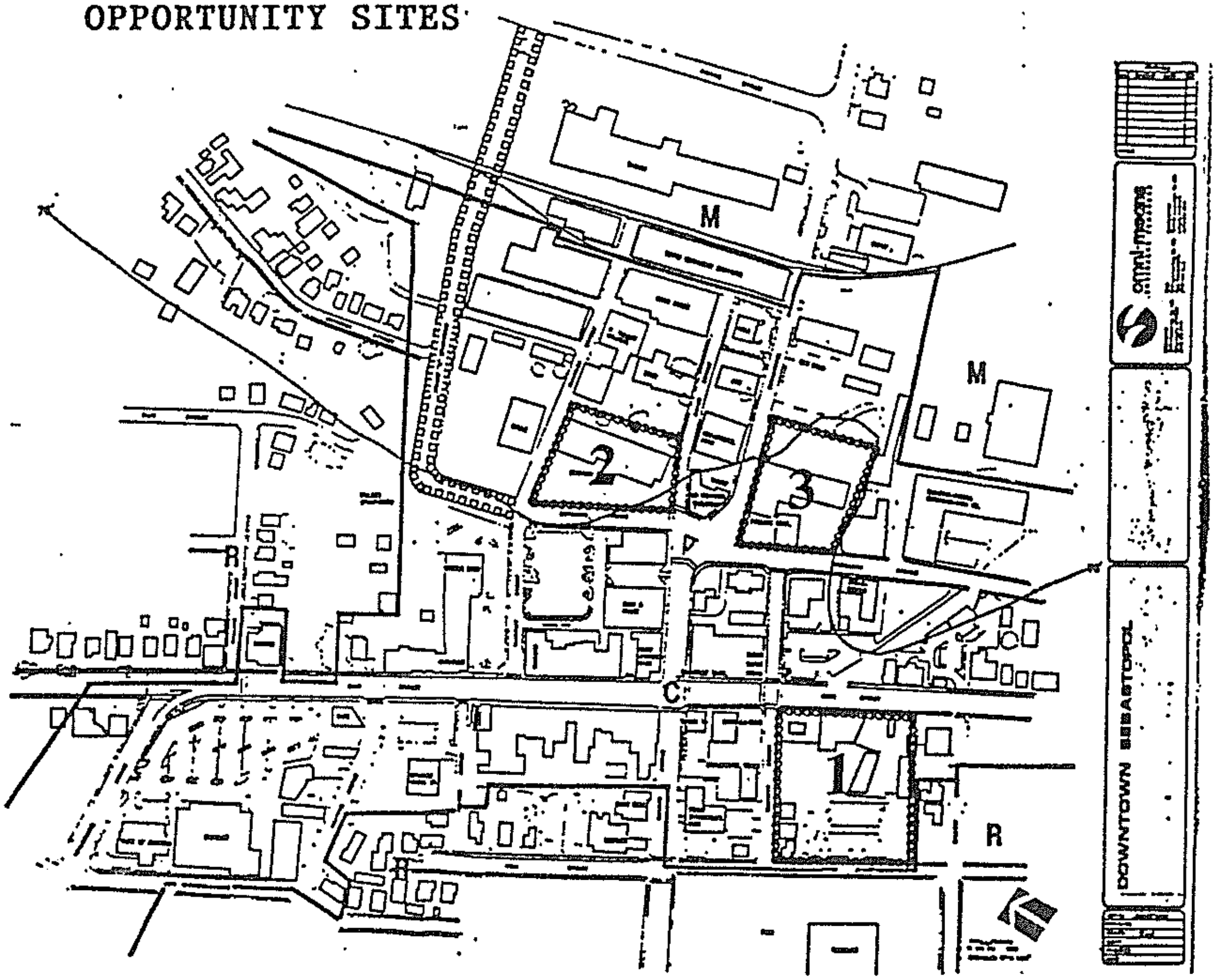
O.S. #3 Pellini Chevrolet Co. (Portion only)

****

O.S.	Total Parcel Size	Developed At: 30%	Developed At: 80%
#1	67,500 sf	20,250 sf	54,000 sf
#2	72,000 sf	21,600 sf	57,600 sf
#3	96,000 sf	28,800 sf	76,800 sf
Misc. Downtown Infill		10,000 sf	10,000 sf
TOTALS		80,000 sf	200,000 sf

These primary opportunity sites are located on the attached map.

OPPORTUNITY SITES



TRANSPORTATION

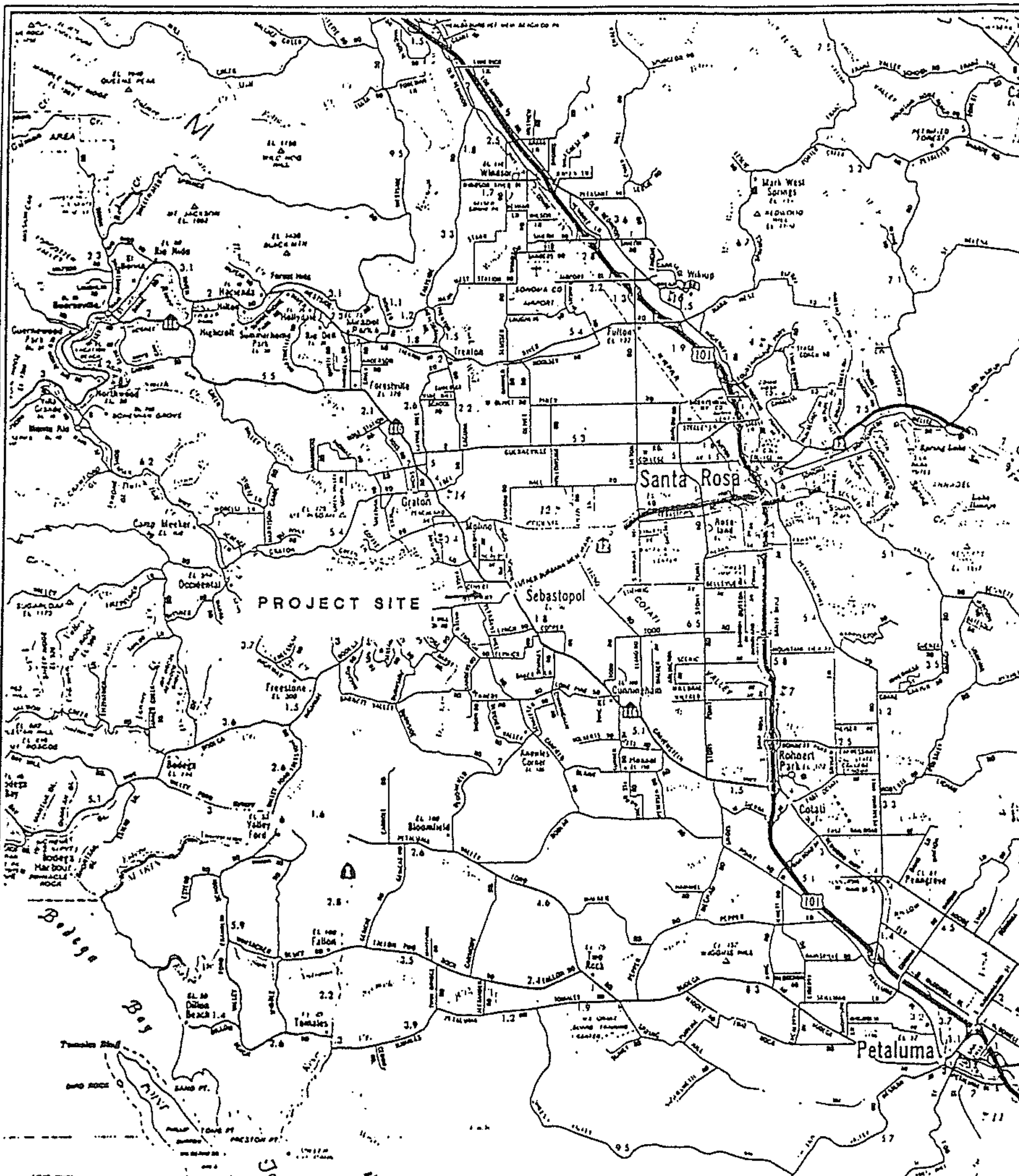
—by George Nicholson, Omni Means

Introduction

This focused report addresses traffic circulation and related parking issues in the Downtown area of the City of Sebastopol as it relates to existing conditions and potential impacts of future Downtown development. The report looks at various stages of build-out and analyzes the impact of that growth on several key intersections in the Downtown. Through analysis of collected traffic data, current operating conditions are established, forming a base from which future impacts can be accounted and possible mitigation measures proposed.

Setting

The City of Sebastopol is located in Sonoma County, approximately seven miles west of Santa Rosa (see Figure 1). Access to and from the City is primarily achieved by either California State Highway 12 or 116 which traverse through the City streets. In addition to attracting vehicles to the Downtown retail and commercial areas, the City draws peak hour weekday through-vehicles utilizing the highways to and from work outside of Downtown Sebastopol. The primary north-south Downtown streets analyzed for this study include Main Street, High Street, Petaluma Avenue and Morris Street. East-west streets include Bodega, Sebastopol, Wilton and Keating Avenues, Willow, Burnett and McKinley Streets.



Site Location Map

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figure 1

EXISTING TRAFFIC CONDITIONS

Local Intersections

Omni-Means has documented the traffic flow conditions at the key intersections in the Downtown study area. At each of the following locations PM peak hour (4:30—5:30PM) volumes were used to calculate the intersection's level of service (LOS) and (in the case of a signalized location) the volume/capacity (V/C) ratio.

Main/Keating
Main/Wilton
Main/McKinley
Main/Bodega
Bodega/High
Main/Burnett
Petaluma/Burnett
Petaluma/Sebastopol
Petaluma/McKinley
Sebastopol/Morris

LOS Concept

Level of Service (LOS) is the primary indicator for traffic operation performance at intersections. At a signalized intersection LOS is determined by calculating the volume of conflicting traffic movements at an intersection during one hour and dividing that total by the capacity designed to accommodate those turning movements. The resulting calculations are expressed by LOS ratings which range from LOS "A" to LOS "F". The range describes increasing traffic demand, delays and deterioration of services (see Appendix).

At intersections with four-way stop sign control the LOS definitions reflect overall delays similar to those described for signalized locations. However, if volumes are substantially "unbalanced" between the intersection legs, vehicles on the highest volume approach would experience disproportionate delays.

At intersections where the minor street is controlled by stop signs the LOS reflects delays experienced by that minor street traffic. Thus, while an intersection's overall LOS may be "C" or better, a specific turning movement from the minor street could experience delay equivalent to LOS "E"–"F". When through traffic on the major street is relatively heavy, there are limited gaps in that traffic for vehicles entering from the minor street so they could experience long delays.

Typically, the greatest delays are experienced by vehicles attempting to turn left from the minor streets (or commercial driveways) onto the major street or to travel directly across the major street.

Traffic Flow Conditions

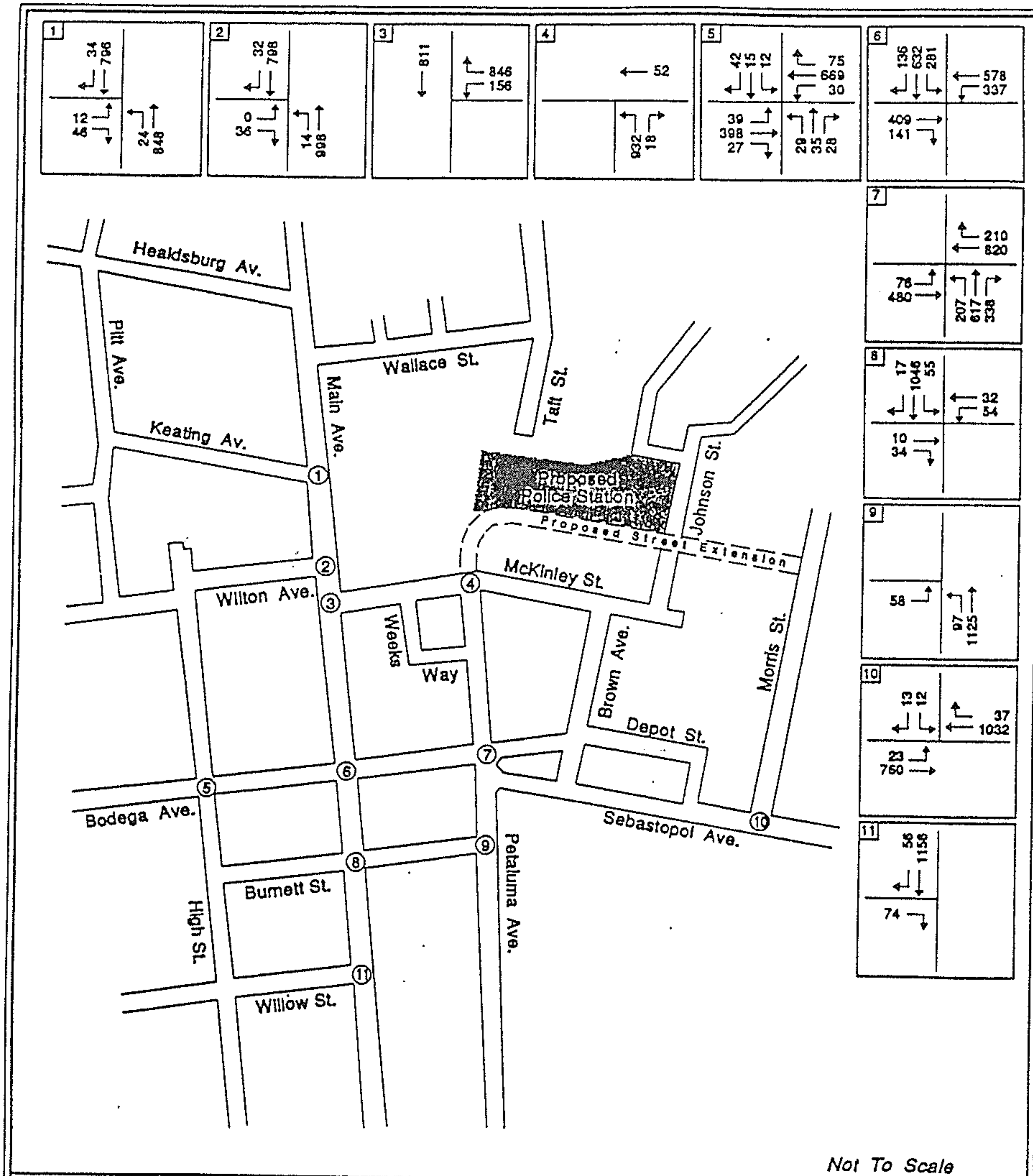
As outlined in Table 1, the signalized intersections all operate with stable traffic flow conditions (LOS "C" or better). (Intersection calculation sheets are provided in the Appendix.) It should be noted, however, that Petaluma/Sebastopol and Main/Bodega could not accept significant increases in traffic volume without deteriorating to deficient LOS levels. Existing peak hour traffic is shown in Figure 2.

The unsignalized intersections are experiencing overall levels of service of "C" or better, but delays to side street traffic are in some instances considerable: LOS "D" at Main/Keating and LOS "E" at Bodega/High, Main/Burnett and Petaluma/Burnett.

TABLE I:
EXISTING INTERSECTION OPERATING CONDITIONS IN PM PEAK HOUR

Intersection	LOS	V/C Ratio
Main/Keating	D*	Not Available
Main/Wilton	A	Not Available
Main/McKinley	A	0.37
Petaluma/McKinley	A	Not Available
Bodega/High	E*	Not Available
Main/Bodega	C	0.78
Petaluma/Sebastopol	C	0.72
Main/Burnet	E*	Not Available
Petaluma/Burnett	E*	Not Available
Sebastopol/Morris	E*	Not Available
Main/Willow	A	Not Available

* Overall intersection LOS is "C" or better; listed LOS refers to delay experienced by side street.



Existing Volumes
P.M. Peak Hour

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figure 2

Through Traffic Conditions

The Levels of Service discussed in the preceding section represent various traffic flow conditions in the study area. This text discussion provides additional insight to the current conditions and specific problems.

The PM peak hour congestion problems at the unsignalized intersections along Main and Petaluma are primarily a result of heavy through traffic (northbound on Petaluma, southbound on Main) causing delays to traffic on the minor street approaches. The same is true at unsignalized locations for the east-west streets of Bodega and Sebastopol Avenue. The signalized intersections of Bodega/Main and Petaluma/Sebastopol experience significant volumes entering from all approaches.

The through traffic primarily represents travel outside of the City-center areas, predominantly between State Route 116 south of the City and the Santa Rosa-Highway 101 corridor areas east of the City. However, in a previous study by the City of Sebastopol to determine the effectiveness of a bypass route[1], it was determined that about 50% of through traffic has its destination/origin no further than the surrounding Sebastopol unincorporated areas. Thus it was determined that a bypass would offer some congestion relief, but additional capacity would still be needed on the City streets to handle the local traffic.

Traffic Signal Assessment

Peak hour signal warrant analyses were conducted for the unsignalized intersections with volumes approaching qualification. (Signal warrant calculation sheets are provided in the Appendix.) The peak hour signal warrants refer to minimum traffic volume thresholds identified by the U.S. Department of Transportation[2]. When an intersection's peak hour volumes exceed the minimum thresholds, a traffic signal could be warranted. Intersections which qualify for signalization under the peak hour criteria would require further analyses of accident history, proximity of other intersections/driveways and potential volume increases. All of these factors should be examined before a signal is actually installed.

Based upon peak hour signal warrants the intersections of Main/Willow, Main/Burnett and High/Bodega experience volumes which are slightly above the minimum required to qualify for signalization. However, as described above, other influences should be considered before a signal is installed.

Existing Parking Conditions

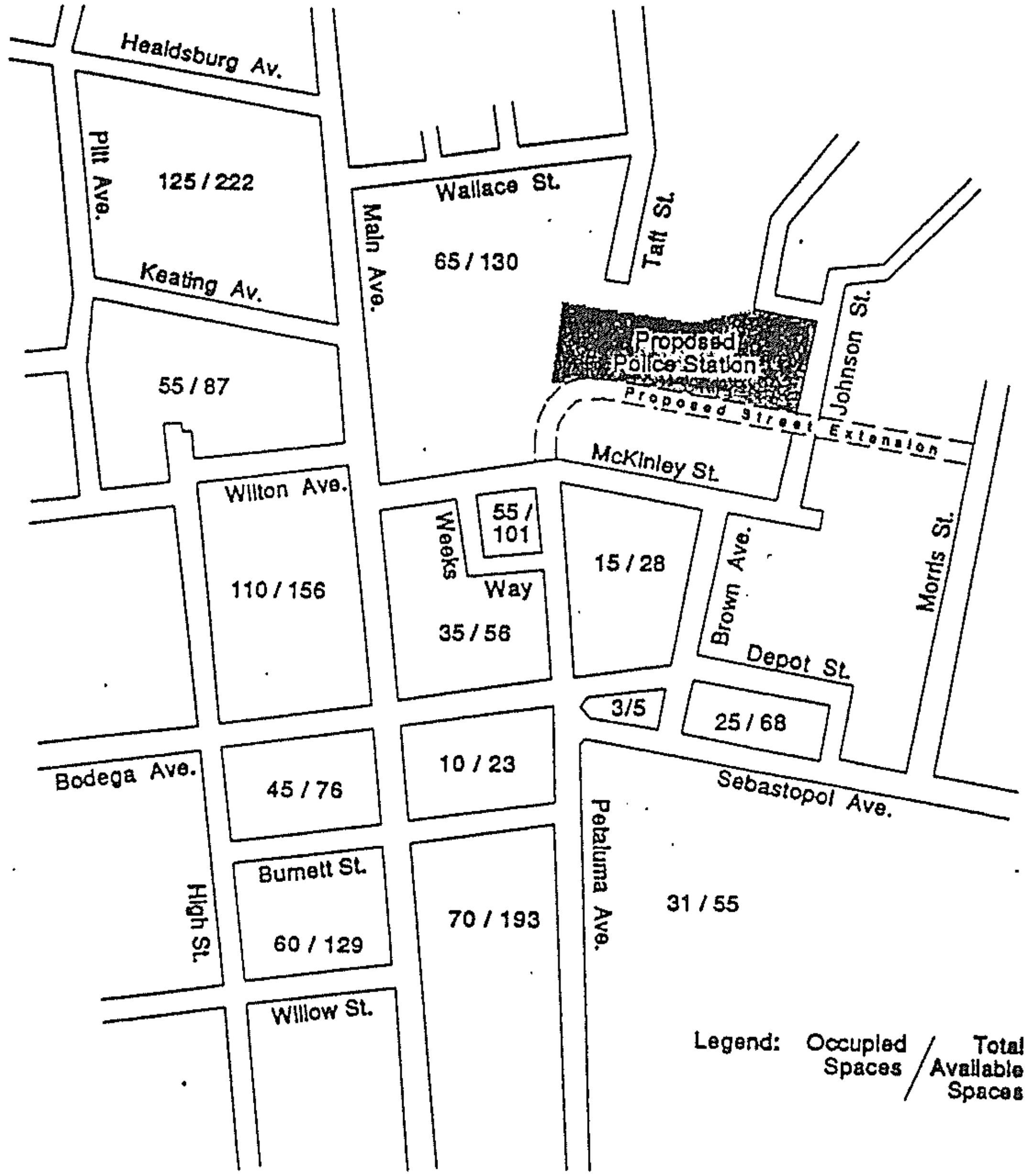
To gain an understanding of the overall parking characteristics Downtown, two parking surveys were conducted by Omni-Means[3,4]. The first survey was conducted in June of 1988. Since then the potential for significant change in the parking pattern was deemed likely enough to warrant another study in June of 1989. Both surveys were conducted mid-day on weekdays to identify peak parking demand. The survey area included on and off-street parking spaces bounded approximately by Healdsburg Avenue, High Street, Willow Street and the east side of the Downtown (see Figure 3).

Parking Supply

In order to facilitate the interpretation of the data the study area was subdivided into zones generally representing one or two square blocks. Within the study area there has been very little change in the parking system between the first and second parking surveys. The total number of available on-street and off-street spaces has remained around 1,300. This includes public spaces (with or without a time limit) as well as most private spaces. Of these, 282 spaces are on-street (about 23%). The remaining 1,047 spaces, representing about 77% are in off-street parking lots.

Parking Demand

The total peak hour demand has remained very similar (680 occupied spaces in 1988 and 711 occupied in 1989), representing just over 50% total occupancy. The ratio of on-street to off-street demand has also remained nearly the same. Total on-street parking demand was 56% in 1988 and 53% in 1989. Likewise, about half of the total off-street parking is occupied (51% in 1988 and 54% in 1989). It should be noted, however, that oocupancy varies throughout Downtown with individual blocks ranging from about 35% to 70% occupancy.



Parking Study
Existing Peak Parking Occupancy

omni•means

figure 3

TRAFFIC EFFECTS OF DEVELOPMENT

Potential Development

Traffic growth in the study area would be generated by several different categories of development, some of which remain to be determined. Therefore, instead of a project-by-project listing of proposed developments, the scope of this report dictates evaluation of two separate development scenarios. From the existing commercial development two future baselines have been established representing different levels of development by the horizon year 2,000. From a current base of 250,000 square feet of commercial development within the study area, our moderate development projection assumes an additional 80,000 for a total of 330,000 square feet. The higher development level assumes a 200,000 square feet increase for a total of 450,000 square feet.

Traffic Increases Due to Potential Development

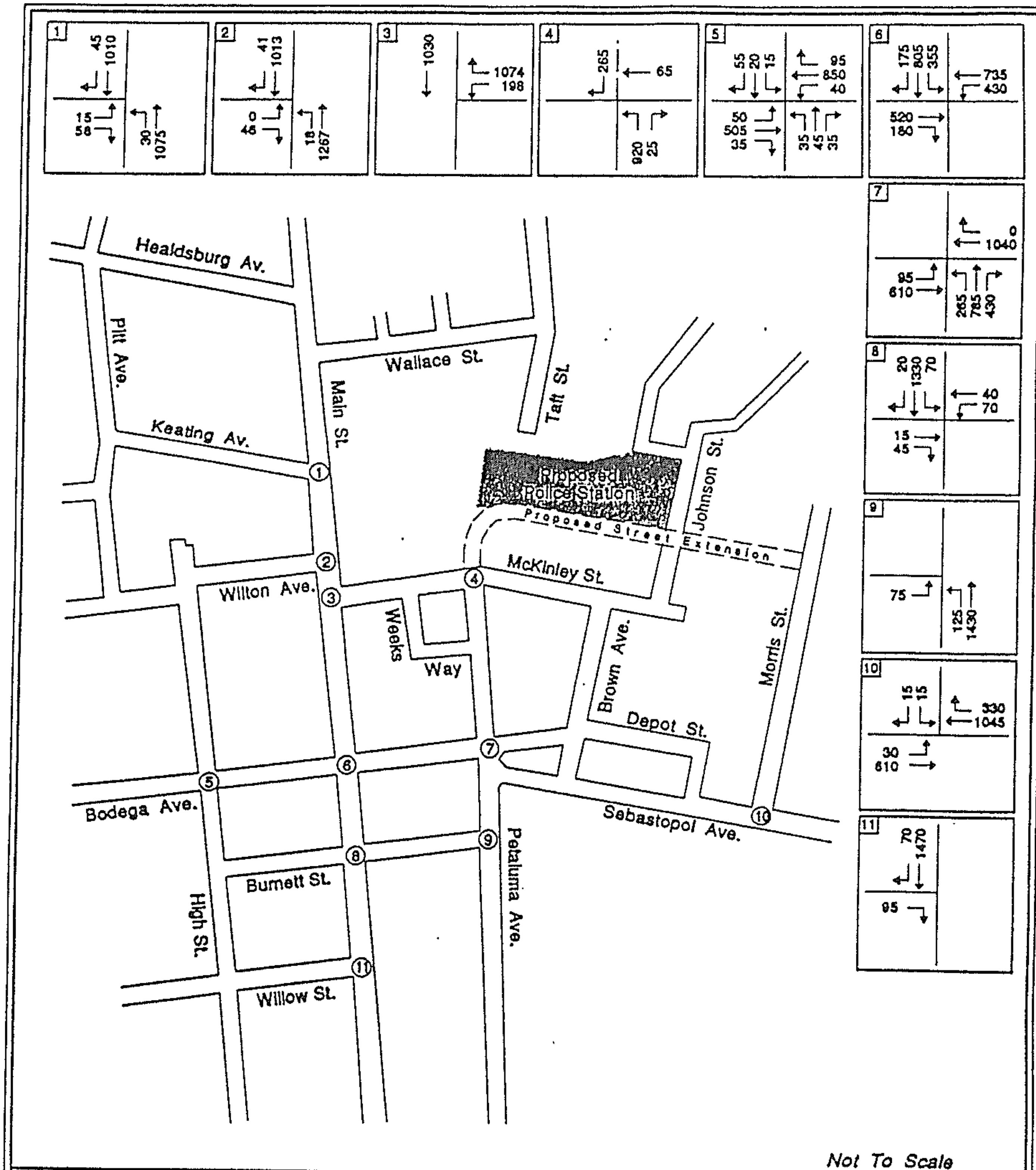
Traffic increases were established by incorporating development traffic with through traffic studies undertaken by the City of Sebastopol [5, 6]. Current traffic volumes were increased proportionately with each corresponding increase of suggested Downtown development. To account for differences in traffic growth due to Downtown development and through traffic growth from the surrounding areas, the number of trips generated locally were distinguished from through trips. Through trips were defined as vehicles using the street network but having origins and destinations outside of the study area.

From data collected by the City of Sebastopol[7], local trips currently represent about 46% of overall traffic and through trips the remaining 54%. From the existing baseline of 250,000 square feet of Downtown commercial development an addition of 80,000 square feet (moderate development increase level) creates a total of 330,000 square feet, representing a 32% net increase in commercial growth. With the addition of 200,000 square feet (higher level) the total of 450,000 square feet represents an 83% net increase. Because through trips are unaffected by local development, the increased traffic due to commercial growth is applied only to the portion of existing traffic that is local.

Growth in through trips was determined from the Sebastopol bypass report[8] and represents calculations of observed and projected growth for the surrounding region as a whole. By the horizon year 2,000 through traffic is expected to experience a net increase of about 23% above existing levels. The combination of local and through trip growth by the horizon year 2,000 would result in an increase in overall traffic of 27% for a moderate increase level and a 49% increase for the higher development level.

In addition to development concerns, construction of a new road through the Downtown is under consideration by the City. The new road would extend from Morris Street west across Johnson Street then curve south and connect at the Petaluma/McKinley intersection. The intent of the new road is to reduce traffic congestion in the center of town on such streets as Main and Bodega by diverting the high westbound right-turn approach volumes at Petaluma/Sebastopol to Morris Street and the new road. Because this new road is included in the general plans for Downtown development, the future volumes calculated have been applied to the street network assuming this road has been constructed. Traffic volumes for lower and higher development levels are shown in Figures 4 and 5 respectively.

It should also be noted that preliminary studies have been conducted to determine the effect of a bypass route outside the Downtown area in diverting traffic around Downtown Sebastopol. Although indications suggest a bypass could reduce future Downtown traffic volumes considerably, specific questions regarding locating and funding of the project have yet to be addressed. Although it would be tenuous to predict the schedule for such a project, it is unlikely that all of the planning, environmental clearances, design and funding could be completed within 5-7 years. The project would probably not be completed before the year 2,000 and, therefore, the effects of the bypass have not been incorporated into this analysis.



Scenario 1 Volumes With Extension To Petaluma Avenue
(Year 2000)
P.M. Peak Hour

omni•means

figure 4

Traffic Growth Impacts on the Street Network

As indicated in the previous section, development and through traffic growth corresponding to moderate and higher development levels was applied to the street network. Each of the studied intersections' LOS was recalculated and the results are shown in Table 2. (Intersection calculation sheets are provided in the Apprendix.)

TABLE II:

INTERSECTION OPERATING CONDITIONS UNDER FUTURE DEVELOPMENT INCREASES IN PM PEAK HOUR

Intersection	Existing LOS V/C	Moderate Increase LOS V/C	Higher Increase LOS V/D
Main/Keating	D* N.A.	D* N.A.	E* N.A.
Main/Wilton	A N.A.	C N.A.	C N.A.
Main/McKinley	B 0.67	A 0.48	A 0.56
Petaluma/McKinley	A N.A.	A§ 0.52	B§ 0.62
Bodega/High	E* N.A.	F* N.A.	F* N.A.
Main/Bodega	C 0.78	E 1.0	F 1.16
Petaluma/Sebastopol	C 0.72	D 0.82	E 0.96
Main/Burnett	E* N.A.	F* N.A.	F* N.A.
Petaluma/Burnett	E* N.A.	F* N.A.	F* N.A.
Sebastopol/Morris	E* N.A.	E§ 0.94	F§ 1.10
Main/Willow	A N.A.	B N.A.	C N.A.

* Overall intersection LOS is "C" or better; listed LOS refers to delay experienced by side street.

N.A. Not Available

§ Plans for new road extension include signalizing Petaluma/McKinley and Morris/Sebastopol

The new road from Morris Street to Petaluma Avenue would primarily affect the three intersections of Petaluma/Sebastopol, Morris/Sebastopol and Petaluma/McKinley. With lower development increase levels Petaluma/Sebastopol would experience peak hour operation of LOS "D". The rerouted traffic would increase volumes at Morris/Sebastopol and Petaluma/McKinley. Although signalized, Morris/Sebstopol would still degrade to LOS "E". Petaluma/McKinley would become a signalized, four-approach intersection and, as such, operate at LOS "A". Of the remaining eight intersections, four would result in poor operating conditionsl (LOS "E"–"F") and two would operate at LOS "D". With the growth at the higher level, of the three intersections affected by the extension, Petaluma/ McKinley (as a four-approach intersection) would meet signalization warrants and operate at LOS "B". Morris/Sebastopol would operate at LOS "F". Even with the extension, Sebastopol/Petaluma would experience operating conditions of LOS "E".

Five of the remaining eight intersections would operate at LOS "E" or "F". As these projections indicate, most of the Downtown intersections would experience significant congestion.

Signal Warrants

With traffic growth, signal warrant analyses were conducted at each of the non-signalized studied intersections to determine if signal installations could be justified. (Signal warrant sheets are provided in the Appendix.) In addition to the three intersections which could warrant signalization with existing conditions, under the moderate development level the intersection of Petaluma/Burnett would experience the minimum traffic volume required for signalization.

With the build-out conditions of the higher development level, a total of six intersections would meet minimum standards for signalization. In addition to the four intersections that meet the requirements through build-out of the lower level, the intersections of Main/Keating and Petaluma/McKinley would also qualify.

Development Effects on Parking Conditions

Plans for development within the Downtown tentatively include provisions for creating additional parking spaces to accommodate the increase in parking demand. New spaces would have to provide for increased demand caused by the new development as well as replacing spaces that exist now, but would be eliminated by the new construction. The change in design of some streets, coupled with the installation of greenbelts and other Downtown improvements, would also affect the parking supply.

Development assumes that construction locations would remain the same for lower or higher increase levels, but the density of development within each location would be different. New development for the lower level assumes most commercial locations would provide sufficient on-site parking. The higher level assumes complete build-out of each location providing little or no on-site parking. Parking for these developments would therefore be forced to use public parking lots or available on-street spaces.

In order to account for the elimination of some existing parking spaces along with the creation of new spaces and the subsequent changes in demand, the parking network was divided into public and private categories. Private parking spaces were defined as lots owned by the commercial tenant and intended for the exclusive use of their customers. From existing supply and demand data for each category, reductions and additions were determined for future conditions on an individual location basis. Based upon research from several sources [9, 10] the peak parking demand for new development has been calculated to be 3.23 spaces occupied for every 1,000 square feet of the new development. The parking surveys by Omni-Means indicate there is currently a weekday demand for 300 out of 565 public spaces (54% occupancy) and 375 out of 745 private (50% occupancy).

FOOTNOTE/REFERENCES

1. City of Sebastopol, *Bypass Study, 1988*
2. FHWA Manual on Uniform Traffic Development, March, 1986
3. Parking study by Omni-Means, conducted June 30, 1988
4. Parking study conduction by Omni-Means, June 24, 1989
5. Institute of Transportation Engineers, *Trip Generation,* 1987
6. San Diego Association of Governments, *Traffic Generators,* July, 1988
7. City of Sebastopol, *Sebastopol Bypass,* September, 1988
8. City of Sebastopol, *Bypass Study,* 1988
9. Institute of Transportation Engineers, *Parking Generation—An Interim Report,* January, 1985
10. Institute of Transportation Engineers, *Parking Generation,* Second Edition, August, 1987

ECONOMICS

DISCUSSION PAPER

ECONOMIC PROFILE

SEBASTOPOL MARKET TRADE AREA

DEVELOPED FOR

SEBASTOPOL DOWNTOWN STUDY

By

ZEPHYR URBAN MANAGEMENT ASSOCIATION

ED ASTONE, PROJECT MANAGER

SEBASTOPOL: ECONOMIC HUB OF WESTERN SONOMA COUNTY

SUMMARY

INTRODUCTION

1. Population and Households
2. Population and Household Characteristics
3. Employment
4. Housing Stock
5. Retailing
6. Tourism

SUMMARY

1. Trade Area: The Sebastopol Market Trade Area (SMTA) encompasses the western portion of Sonoma County and has a total current population of approximately 40,530.

2. Population: The projected population increase over the next five years is a total of 9.45% or an average of 1.89%/yr. each.

3. Households: Households in the SMTA currently total 16,141 and are expected to increase by 11.03% or an annual increase of 2.21%/yr.

4. Population Distribution: 84.33% of the residents in the SMTA reside in a rural section with the remaining 15.62% in the urban setting.

5. Household Income: The average household income was $31,163; median household income at $26,554; per capita income at $12,469.

6. Employment: The majority of the employment by the residents of the SMTA is in white collar or office type work settings (professional specialty; administrative support; executive and managerial, sales).

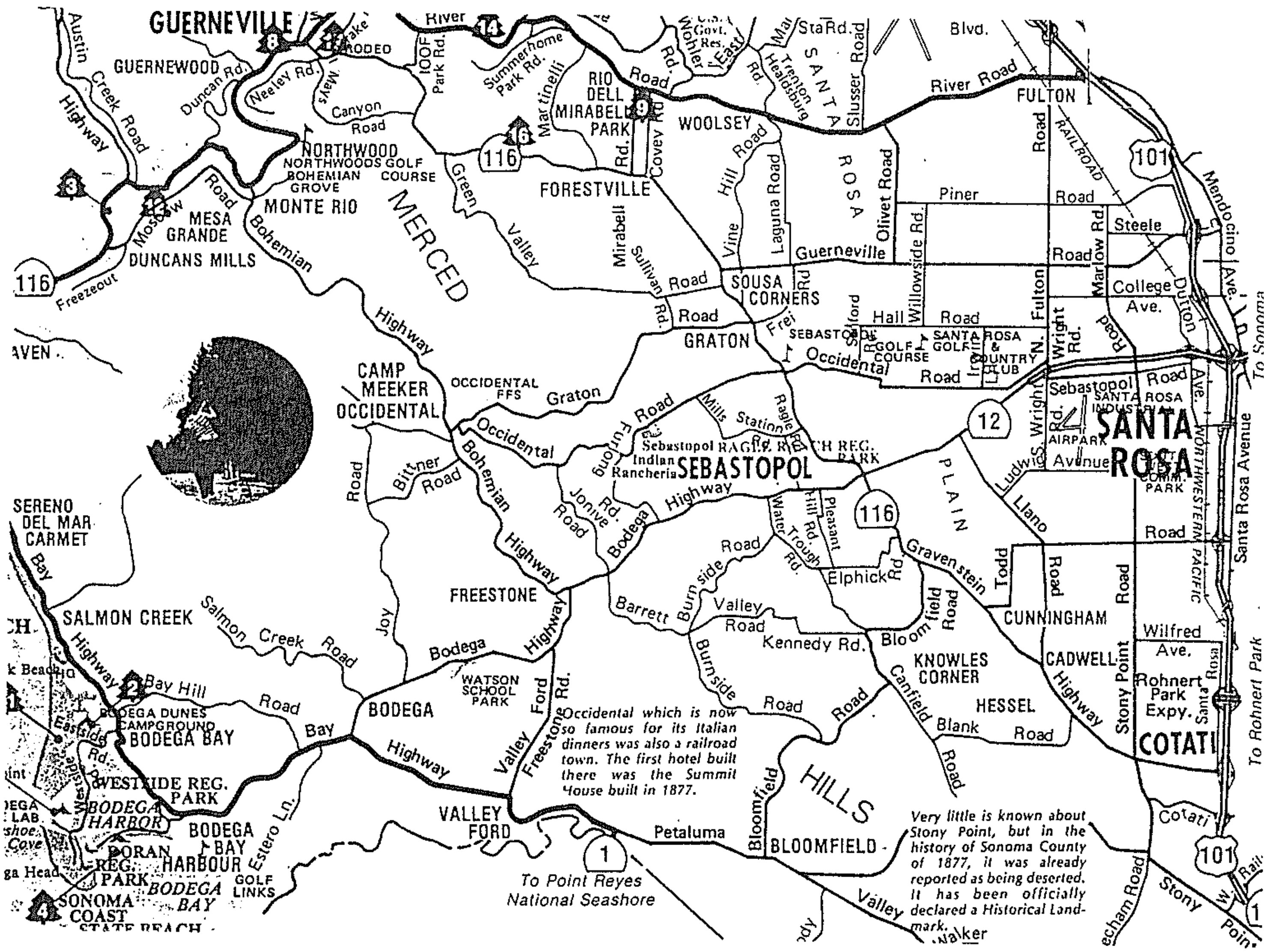
7. Housing Stock: Approximately 60% of the housing units are approximately thirty (30) years old and older.

8. Retailing: There is a potential consumer demand for retail sales of $143 million by residents of the SMTA. The City

retail sales totals for 1986 were $69.1 million. There is a leakage or lost opportunity of over $70.0 million.

9. <u>Tourism:</u> Sebastopol is situated in a thriving tourism setting. Currently, tourism is focused on and limited to day trips only because of the lack of overnight accommodations and destination type tourist facilities.

MAP 1



SECTION 1 POPULATION AND HOUSEHOLDS

1. The Sebastopol Market Trade Area (SMTA) is part of Sonoma County which has a total population of 339,400 (1986) and 349,000 (1987). Population in the SMTA is 40,530, in 16,141 households.

2. Within the SMTA, the City of Sebastopol is the largest city with a 1987 population of 6,325.

3. Growth rates from 1970 to 1980 were as follows:

Population	51.93%
Households	69.65%

4. Projected Growth: 1987 to 1992

Population 40,530 to 44,361 ..... 9.45%
Households 16,141 to 17,921 ..... 11.03%

SECTION 2 POPULATION AND HOUSEHOLD CHARACTERISTICS

POPULATION

1. Population Distribution:
The majority of residents in the SMTA, 84.33%, reside in a rural setting, with only 15.67% in the urban setting.

2. Population Sex Distribution (1987)

Female	50.22%
Male	49.78%

3. Population Age (1987)
Median age: 33.78 years with the average age being 36.13 years

4. Race/Cultural Mix (1980)

Population by Race	
White	94.30%
Black	.54%
American Indian	.94%
Asian and Pacific Islander	1.33%
Spanish Origin	6.58%
Other	2.89%

5. Population (25+) by Educational Level

Elementary (0-8)	10.23%
Some High School (9-11)	10.80%
High School Graduate (12)	33.22%
Some College (13-15)	23.81%
College Graduate (16+)	21.95%

6. Population by Household Type (1980)

Family Households	81.91%
Non-Family Households	16.73%
Group Quarters	1.36%

HOUSEHOLDS

1. Household by Types
The majority of the households are married couple (54.76%) with single female 2nd (13.50%) and single male 3rd (11.40%). The balance of the households (20.34%) are distributed over "other family": male head/female head and "non-family": male head/female head.

2. Household Incomes: 1987

Average Household Income	31,163
Median Household Income	26,554
Per Capita Income	12,469

Of the total households (1987) of 16,141, 4,697, or 29.10%, had incomes of $14,999 or less.

3. Household Size: The average household size within the SMTA for 1987 is estimated at 2.51. This is down slightly from the 2.55 for 1980 and the 2.85 in 1970.

4. Household Persons in Units: (1980) The dominate category for the number of persons in a housing unit was 2 person units at 35.46%. In order, the other key numbers were: 1 person unit at 24.90%; 3 person units at 16.32%; 4 person units at 14.31%.

SECTION 3 EMPLOYMENT

1. By Occupation: (1980) Of the 14,941 in the SMTA, the leading occupation categories were:

1)	Professional Specialty	15.43%
2)	Precision Production and Craft	14.13%
3)	Administrative Support	13.68%
4)	Service (Other)	11.04%
5)	Executive and Managerial	10.96%
6)	Sales	10.45%

The remaining seven categories accounted for 24.31%

2. Travel time to work (1980): The average travel time to work of the employment base of the SMTA is 25.00 minutes. A total of 67.79% traveled 29 minutes or less. At the other end of the spectrum, 10.21% traveled 60 minutes or more to work.

3. Transportation to Work Modal Split (1980)
Typical of the California worker, 71.06% of those employed drivers drove alone; 15.24% car-pooled, and only 1.69% used public transportation. Almost 6% (5.91%) worked at home.

SECTION 4 HOUSING STOCK

1. The majority of 17,139 units in the SMTA was built prior to 1960 (59.99%) with 38.91% being built prior to 1950 and 21.87% prior to 1940.

2. The median owner occupied property value was $90,328 (1980) with the 39.53% of the 7,044 units having a property value of over $100,000.

SECTION 5 RETAILING

1. Existing Commercial: The City includes a total of _____ acres (________sf) with the land use designation of C-1 Neighborhood Commercial District; C-2 Central Commercial District; C-3 Heavy Commercial District. MAP 2 portrays the C zoned property. This commercial zoning follows the highway routing.

2. The inventory of commercial retail businesses is included here as appendix _____. (Incomplete)

3. Within the Downtown Sebastopol Study Area, there is ______ sf of retailing. (Incomplete)

4. Retail sales performance for the City of Sebastopol is portrayed in TABLE 5-1 on the following page for the calendar years 1983, 1984, 1985, 1986.

5. Annual increases totaled:
   1983-84 .... 11.27%
   1984-85 .... 13.22%
   1985-86 .... 4.25%

6. Projected Consumer Demand 1987
   The projection of the sales demand for the 1987 Estimated Population (40,530) and Households (16,141) is $142,990,000. TABLE 2 portrays the breakdown of the various retail categories.

7. Based on a projected 1987 sales growth total of 9.6% for a total city retail sales of $75.7 million, there is an estimated $67.3 million of retail sales leakage or uncaptured consumer demand.

TABLE 5-2

CONSUMER DEMAND
SEBASTOPOL MARKET TRADE AREA

DESCRIPTION TOTALS	
Restaurants ($)	24,089,942
Footwear ($)	4,223,537
Household Furnishings ($)	10,358,763
Home Improvements ($)	7,858,022
Jewelry ($)	4,309,329
Sporting Goods and Toys ($)	3,800,694
Apparel ($)	17,096,803
Drug and Grocery Items ($)	71,252,707
TOTAL	142,989,797
1987 Population (Est.)	40,530
1987 Households (Est.)	16,141

SOURCE: National Decision Systems

SECTION 6 TOURISM

The Sebastopol 1982 General Plan with an amendment in 1984 includes six major goals, one of which appears to be conducive to tourism generated economic gains for the community:

<u>Goal #4:</u> Establish the historic downtown area as a commercial edifice, and cultural core of the community.

The Downtown element of the General Plan includes references to tourism: "Should the City decide to attract the tourist trade, specific plans for downtown beautification, land use, parking and circulation should be developed".

As part of the Tourism Implementation the general plan includes:

1. Gain more community support for Chamber of Commerce promotional events

2. Encourage the growth of a more complete retail sales community.

3. Support the "Sebastopol Downtown Portfolio".

EXISTING TOURISM

The existing program is comprised of the following special events sponsored by the Chamber of Commerce.

SEBASTOPOL'S
1988 CALENDAR OF ANNUAL EVENTS

ESTIMATED ATTENDANCE

February	26	Chamber of Commerce Community Award Banquet Veterans Memorial Building
March	22-23	*Graton Flower Show - Graton Community Club 800-1,000
April	16-17	*Apple Blossom Festival 20,000
	15 -	Apple Blossom Queen Coronation
	16 -	Apple Blossom Parade
	16-17	Crafts Fair/Breakfast/BBQ/Art Show
	17 -	Apple Juice Run
	23-24	*Bodega Bay Fisherman's Festival 8,000 "Blessing of the Fleet" Parade of Boats
May	21	Santa Rosa Rose Parade
June	4-5	*Forestville Youth Park Barbeque
	19	*Moscow Road Race - Monte Rio
July	1-3	Russian River Water Carnival - Monte Rio
	3	Fireworks at Analy High School - Kiwanis Club
	10	Teriaki Barbeque - Buddhist Temple
	14-17	Sebastopol Sidewalk Sale
	23-24	Forestville Sidewalk Sale & Poison Oak Festival
	25	Sonoma County Fair begins (ends August 7) Sebastopol Day at the Sonoma County Fair
August	13-14	*Gravenstein Apple Fair at Ragle Ranch Park- Sonoma County Farm Trails

For information: Barbara Bray 544-4728

September	
October	*Graton Flower Show - Graton Community Club 800-1,000 Pumpkinfest
November	4 Suitcase Night - Rotary Club Town Christmas Tree Lighting Ceremony Petuluma & Sebastopol Aves., 7 p.m. Santa's Arrival in Sebastopol Downtown - 11 a.m.
December	Analy High School Winter Concert Living Nativity - Community Church

*Visitor Oriented Events

The Farm Trails program along with the Xmas Tree Farms results in day trip tourism.

A third tourism generator is the thoroughfare location of Sebastopol for those heading for the Coastal destination. The Russian River Resort Area and the special and unique destinations like the restaurant industry in Occidental.

Tourism information is distributed by the Sebastopol Chamber of Commerce and consists of maps, brochures, special event listings and the Director of Vista Service. In printing is a new multi-colored visitor brochure.

Within the City and of special interest is the Harold Pollini Car Collection, on view at the showroom on Petaluma Avenue. This unique collection of Chevrolets attracts from all over the country.

To date the only overnight accommodation is the four room Bed and Breakfast. The Sebastopol Chamber of Commerce's Economic Improvement Committee established a sub-committee to develop a program for the recruitment of a motel. This program is in its infancy.

Regional Tourism Setting

Sebastopol is the hub of the western portion of Sonoma County more regularly referred to as West County. The County has an extensive tourism industry and ranked 14th in county totals in 1986 for travel-generated visitor impacts.

Some of the best tourism expenditure data is provided by the State Office of Tourism, Department of Commerce.

The California Regional Travel Impacts Project (CRTIP) provides the state and counties with the capability to measure travel-generated impacts at the county and state level.

The primary emphasis of the CRTIP is on the economic benefits stemming from travel to the state and/or to individual counties within the state. These benefits derive from intercounty travel by California residents, as well as travel by U.D. and foreign visitors to the state. Accordingly, the trips included for purposes of impact measurement are those to the state from outside, ow within the state if an overnight stay is included or the trip length is beyond 100 miles. Travel by both state residents and nonresidents is included.

The tables included in this section are taken from: Regional Economic Impact of California Travel 1985-86, March 1988.

TABLE 6-1

TRAVEL-GENERATED VISITOR IMPACTS, BY TYPE OF BUSINESS
California 1986

Travel Tax Receipts Type of Business	Expend. ($000)	Payroll ($000)	Employment (Jobs)	Local ($000)	State ($000)
Accommodations	4,848,235	1,190,406	109,254	366,461	44,093
Eating/Drinking	7,707,243	1,891,846	208,040	110,386	413,409
Food Stores	771,762	80,154	5,131	10,680	37,810
Auto/Transport	2,086,130	182,445	12,080	14,557	115,687
Recreation	2,396,227	614,050	44,690	0	22,711
Retail Sales	5,569,795	671,820	53,347	80,032	275,799
State Total	23,379,372	4,630,725	432,544	582,118	909,512

SOURCE: REICT: 85-6

TABLE 6-2

TRAVEL GENERATED VISITOR IMPACTS, BY TYPE OF TRAVELER ACCOMMODATION
California 1986

Travel Tax Receipts Accommodation	Expend. ($000)	Payroll ($000)	Employment (Jobs)	Local ($000)	State ($000)
Hotel/Motel	11,807,458	2,425,003	223,359	452,467	391,117
Commercial CG	596,307	100,831	9,814	4,354	26,294
Public CG	220,525	34,319	3,613	1,543	10,461
Friends/Rel	5,129,675	991,929	93,271	57,801	223,507
Day Travel	5,625,417	1,078,640	102,485	65,951	258,131
State Total	23,379,372	4,630,726	432,544	582,119	909,512

SOURCE: REICT: 85-6

TABLE 6-3

BUSINESS TYPE TRAVEL-GENERATED VISITOR IMPACTS, SONOMA COUNTY: 1986

Travel Tax Receipts	Expend. ($000)	Payroll ($000)	Employment (Jobs)	Local ($000)	State ($000)
Accommodations	54,829	14,045	1,410	2,647	519
Eating/Drinking	155,972	37,197	4,446	1,832	8,351
Food Stores	21,997	2,372	152	258	1,083
Auto/Transport	47,786	3,589	268	218	2,981
Recreation	47,127	11,265	1,111	0	420
Retail Sales	109,832	13,904	1,262	1,290	5,475
Total	437,546	82,374	8,651	6,248	18,831

SOURCE: REICT: 85-6

TABLE 6-4

ACCOMMODATIONS: TRAVEL GENERATED VISITOR IMPACTS, SONOMA COUNTY: 1986

Travel Tax Receipts	Expend. ($000)	Payroll ($000)	Employment (Jobs)	Local ($000)	State ($000)
Hotel/Motel	110,400	21,641	2,259	3,300	3,928
Commercial CG	20,883	3,442	329	141	923
Public GC	2,043	330	31	14	91
Friends/Rel	148,147	27,970	2,940	1,311	6,608
Day Travel	156,072	28,989	3,091	1,480	7,278
County Total	437,546	82,347	8,651	6,248	18,831

SOURCE: REICT 85-6

TABLE 6-5

CHANGES IN TRAVEL-GENERATED VISITOR IMPACTS, SONOMA COUNTY: 1985-86

Travel Tax Receipts

	Expend. ($000)	Payroll ($000)	Employment (Jobs)	Local ($000)	State ($000)	County ($000)
1985	410,659	77,340	8,312	5,665	17,332	
1986	437,546	82,374	8,651	6,248	18,831	
Differ.	26,886	5,034	338	582	1,498	
Percent	6.5	6.5	4.1	10.3	8.6	

SOURCE: REICT: 85-6

TABLE 6-6

SIZE OF TRAVEL INDUSTRY, SONOMA COUNTY: 1986

Travel

	Expenditures ($000)	Payroll ($000)	Employment (Jobs)
Visitor Impacts	437,546	82,374	8,651
Air Travel	3,003	901	36
Total	440,549	83,275	8,687

SOURCE: REICT 85-6

ECONOMICS/IMPLEMENTATION

DEVELOPMENT OUTLOOK FOR THE SEBASTOPOL CENTRAL AREA

This section reviews the commercial upgrading and development outlook for the Sebastopol Central Business District.

This section begins with a review of retail trends in Sebastopol, how retailing in the community has been changing, and how the City fits into the overall structure of retailing in Sonoma County as a whole. Projections are made of retail expenditures by residents of Sebastopol's trade area over the next decade. This review is followed by an examination of the outlook for the services in the community and a discussion of what changing conditions imply in the way of investment opportunities in Sebastopol's central area.

Sebastopol Retail Sales, 1970 to 1988

Tables 1, 2 and 3 provide background on retailing in Sebastopol. The principal findings from these data are presented below:

1. Retail sales in the City as a whole increased by over 500 percent between 1970 and 1988. But these sales are in nominal terms (i.e., they include the substantial amount of inflation over this nearly two decade period. In real terms, when the effect of inflation has been removed, sales increased by 193 percent, a six percent compound (annual) growth rate.

2. The number of retail establishments doubled during these years. Sales per establishment increased by over 200 percent, but in real terms they increased by roughly 78 percent, a three percent growth rate.

3. While sales per capita in the community tripled, in real terms their increase was 106 percent, or four percent compounded.

4. Table 2 shows how retailing is structured in Sonoma County. There were some $2.2 billion in sales in the County as a whole in 1988, with the vast majority of these taking place in the incorporated areas. Santa Rosa accounted

Table 1
RETAIL SALES, SEBASTOPOL, 1970 TO 1988

	Sebastopol Retail Sales (000)	No. of Establish- ments	Sebastopol Population	Sebastopol Sales Per Capita	Sebastopol Sales Per Establishment (000)	Sebastopol Ret. Sales Index (1970=100)
1970	11112	77	4000	2778	144.3	100.0%
1971	12724	78	4060	3134	163.1	114.5%
1972	14556	84	4150	3507	173.3	131.0%
1973	17400	83	4190	4153	209.6	156.6%
1974	18834	96	4550	4139	196.2	169.5%
1975	21448	97	4600	4663	221.1	193.0%
1976	25263	101	4610	5480	250.1	227.3%
1977	29481	103	4650	6340	286.2	265.3%
1978	33694	111	4780	7049	303.5	303.2%
1979	37160	113	5075	7322	328.8	334.4%
1980	39162	115	5425	7219	340.5	352.4%
1981	44345	120	5700	7780	369.5	399.1%
1982	41810	126	5800	7209	331.8	376.3%
1983	46962	126	5975	7860	372.7	422.6%
1984	50890	130	6025	8446	391.5	458.0%
1985	58576	130	6150	9525	450.6	527.1%
1986	60187	145	6225	9669	415.1	541.6%
1987	63403	158	6325	10024	401.3	570.6%
1988	68010	153	6400	10627	444.5	612.0%
% Change	512.0%	98.7%	60.0%	282.5%	208.0%	512.0%
Deflated	192.5%			106.2%	78.2%	192.5%

Source: California State Board of Equalization; California State Department of Finance; Lord & Associates, Inc.

for over one-half that total, even though that city has only 30 percent of the County's total population. Sebastopol, with 1.8 percent of the population, had 3.1 percent of the County's total retail sales. The six cities in the table, with only 57 percent of the population, accounted for over 85 percent of total retail sales in the County. Retail sales for the six municipalities were, on a per capita basis, roughly double those of the unincorporated areas.

5. The dominance of the cities as centers of retailing is consistent for all general retail categories, including convenience goods, comparison goods and highway-oriented retailing. But the cities are particularly dominant in comparison goods sales. In 1988 these six cities accounted for all but six percent of the sales of apparel, home furnishings and general and specialty merchandise items. The City of Santa Rosa, with its two major regional shopping centers, had 75 percent of the County's total.

6. Santa Rosa had per capita sales of over $11,000 in 1988. But Healdsburg, Sebastopol and Sonoma all had very high per capita sales, in excess of $10,000 (compared to the County average of $5,800). These latter three communities were particularly strong in convenience goods (supermarkets, drug and liquor stores), in restaurants, and in highway-oriented retailing (hardware and building products, auto dealers and farm implements, service stations). Per capita sales in these groups were twice the County averages. These communities also did very well in specialty goods retailing (gifts, books, sporting goods, flowers, jewelry and the like). Petaluma and Rohnert Park, on the other hand, had comparatively low per capita sales.

7. Real gains in Sebastopol were greater in the early part of the 1970's. Roughly two-thirds of the real gain in retail sales volume of the past two decades took place in the years 1970 and 1979, but growth has been consistent since 1983. Table 3 examines how Sebastopol retailing changed over the course of the past roughly 20 years. The percentage changes give a somewhat distorted appearance because of the substantial price inflation during these years. But the numbers do suggest which sectors did well in relative terms, both in comparison with other Sebastopol retail groups and with Sonoma County as a whole. The groups where the greatest growth occurred in Sebastopol were convenience goods, restaurants and service stations. The growth rates in these three categories exceeded those of the County and accounted for 61 percent of Sebastopol's net increase in retail sales during these 15 years. Home furnishings sales were also strong in Sebastopol, but were a comparatively small component. Total sales grew at a more rapid rate in the County as a

Table 2
RETAIL SALES IN SONOMA COUNTY
& PRINCIPAL CITIES, 1988

TOTAL SALES (000 Omitted)	Sonoma County	Santa Rosa	Petaluma	Rohnert Park	Healdsburg	Sonoma	Sebastopol	Remainder of County
Convenience Goods:								
Food	211422	69812	26297	20775	11386	11956	12460	58736
Drugs	75176	31597	14514	11300	5126	5000	6734	905
Liquor	25546	4966	1511		745			18324
Total	312144	106375	42322	32075	17257	16956	19194	77965
Restaurants	253749	105782	36953	24115	9415	11917	9124	56443
Comparison Goods:								
Apparel	89419	67305	5431	5465	1378	5211	814	3815
General Merchandise	317871	256053	36270	11106	2561	2712	3107	6062
Home Furnishings	120242	83321	18696	2507	1083	2603	925	11107
Specialty Stores	224176	156372	24827	20971	4073	12269	6488	-824
Total	751708	563051	85224	40049	9095	22795	11334	20160
Highway Oriented:								
Auto Dealers	412202	238383	47514	6993	35574	13648	12789	57301
Building Materials	292347	124065	19256	13365	11517	10318	6241	107585
Service Stations	180319	71915	29350	7184	9683	6494	9333	46360
Total	884868	434363	96120	27542	56774	30460	28363	211246
Total Retail	2202469	1209571	260619	123781	92541	82128	68015	365814
PERCENT OF COUNTY'S TOTAL								
Convenience Goods:								
Food	100.0%	33.0%	12.4%	9.8%	5.4%	5.7%	5.9%	27.8%
Drugs	100.0%	42.0%	19.3%	15.0%	6.8%	6.7%	9.0%	1.2%
Liquor	100.0%	19.4%	5.9%	0.0%	2.9%	0.0%	0.0%	71.7%
Total	100.0%	34.1%	13.6%	10.3%	5.5%	5.4%	6.1%	25.0%
Restaurants	100.0%	41.7%	14.6%	9.5%	3.7%	4.7%	3.6%	22.2%
Comparison Goods:								
Apparel	100.0%	75.3%	6.1%	6.1%	1.5%	5.8%	0.9%	4.3%
General Merchandise	100.0%	80.6%	11.4%	3.5%	0.8%	0.9%	1.0%	1.9%
Home Furnishings	100.0%	69.3%	15.5%	2.1%	0.9%	2.2%	0.8%	9.2%
Specialty Stores	100.0%	69.8%	11.1%	9.4%	1.8%	5.5%	2.9%	-0.4%
Total	100.0%	74.9%	11.3%	5.3%	1.2%	3.0%	1.5%	2.7%
Highway Oriented:								
Auto Dealers	100.0%	57.8%	11.5%	1.7%	8.6%	3.3%	3.1%	13.9%
Building Materials	100.0%	42.4%	6.6%	4.6%	3.9%	3.5%	2.1%	36.8%
Service Stations	100.0%	39.9%	16.3%	4.0%	5.4%	3.6%	5.2%	25.7%
Total	100.0%	49.1%	10.9%	3.1%	6.4%	3.4%	3.2%	23.9%
Total Retail	100.0%	54.9%	11.8%	5.6%	4.2%	3.7%	3.1%	16.6%

Note: Drug & Specialty store sales estimated in Rohnert Park & Sonoma; combined by BOE to comply with disclosure rules.

Table 2 Continued.....
RETAIL SALES IN SOMOMA COUNTY
& PRINCIPAL CITIES, 1988

PER CAPITA SALES	Sonoma County	Santa Rosa	Petaluma	Rohnert Park	Healdsburg	Sonoma	Sebastopol	Remainder of County
Convenience Goods:								
Food	578	636	641	630	1265	1578	1932	375
Drugs	206	288	354	342	570	660	1044	6
Liquor	70	45	37	0	83	0	0	117
Total	853	970	1032	972	1917	2238	2976	498
Restaurants	694	964	901	731	1046	1573	1415	361
Comparison Goods:								
Apparel	244	614	132	166	153	688	126	24
General Merchandise	869	2334	885	337	285	358	482	39
Home Furnishings	329	760	456	76	120	344	143	71
Specialty Stores	613	1425	606	635	453	1620	1006	-5
Total	2055	5133	2079	1214	1011	3009	1757	129
Highway Oriented:								
Auto Dealers	1127	2173	1159	212	3953	1802	1983	366
Building Materials	799	1131	470	405	1280	1362	968	688
Service Stations	493	656	716	218	1076	857	1447	296
Total	2419	3960	2344	835	6308	4021	4397	1350
Total Retail	6021	11026	6357	3751	10282	10842	10545	2338
PERCENT OF CITY'S TOTAL SALES:								
Convenience Goods:								
Food	9.6%	5.8%	10.1%	16.8%	12.3%	14.6%	18.3%	16.1%
Drugs	3.4%	2.6%	5.6%	9.1%	5.5%	6.1%	9.9%	0.2%
Liquor	1.2%	0.4%	0.6%	0.0%	0.8%	0.0%	0.0%	5.0%
Total	14.2%	8.8%	16.2%	25.9%	18.6%	20.6%	28.2%	21.3%
Restaurants	11.5%	8.7%	14.2%	19.5%	10.2%	14.5%	13.4%	15.4%
Comparison Goods:								
Apparel	4.1%	5.6%	2.1%	4.4%	1.5%	6.3%	1.2%	1.0%
General Merchandise	14.4%	21.2%	13.9%	9.0%	2.8%	3.3%	4.6%	1.7%
Home Furnishings	5.5%	6.9%	7.2%	2.0%	1.2%	3.2%	1.4%	3.0%
Specialty Stores	10.2%	12.9%	9.5%	16.9%	4.4%	14.9%	9.5%	-0.2%
Total	34.1%	46.5%	32.7%	32.4%	9.8%	27.8%	16.7%	5.5%
Highway Oriented:								
Auto Dealers	18.7%	19.7%	18.2%	5.6%	38.4%	16.6%	18.8%	15.7%
Building Materials	13.3%	10.3%	7.4%	10.8%	12.4%	12.6%	9.2%	29.4%
Service Stations	8.2%	5.9%	11.3%	5.8%	10.5%	7.9%	13.7%	12.7%
Total	40.2%	35.9%	36.9%	22.3%	61.4%	37.1%	41.7%	57.7%
Total Retail	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: California State Board of Equalization; Lord & Associates, Inc.

whole, but that growth reflects the comparatively small population growth that took place in the Sebastopol trade area relative to the remainder of the County.

Changing Conditions and Their Implications

1. Sebastopol owes its strong position in food and drug store sales to (a) policies pursued by County government to hold the line on residential and commercial development in unincorporated areas, particularly to the west of Sebastopol and along the coast, and (b) growing interest in the Sonoma coast as a recreation asset for north and east Bay Area residents. Development to the west and south of Sebastopol and along the coast has been limited to either large parcelization (and very low densities) or to very small enclaves of population (Bodega Bay, Jenner, Sea Ranch, etc.). In both cases population is too small to support efficient-sized convenience goods centers, necessitating the residents of these communities to drive long distances to meet day-to-day shopping needs. The evidence also suggests that a fairly high percentage of food and drug store sales result from purchases by visitors from other Bay Area cities passing through Sebastopol on their way to the wineries and coastal playgrounds.

2. Just as supermarkets have made important inroads into drug store sales in recent years, the drug stores have become more like traditional general merchandise stores, offering a variety of merchandise that in earlier years were found in department and specialty stores. Hence the rapid gains in drug store sales in Sebastopol. The introduction of the drug chains in Sebastopol did two things: they catered to the large hinterland discussed above, and they probably took away some of the sales that otherwise would have gone Downtown or to other comparison goods store concentrations, such as in Santa Rosa.

3. Both the rapid growth in, and high per capita levels of sales at Sebastopol restaurants, food, drug and liquor stores, and service stations, point to the relatively heavy amount of pass-through traffic in Sebastopol, particularly along Highways 116 and 12. One of the City's major roles, in other words, is a jumping-off area for tourists and recreationists.

4. The substantial differences between Sonoma communities in both total and per capita retail sales is by no means unusual. Like a division of labor in

Table 3
RETAIL SALES IN SEBASTOPOL & SONOMA COUNTY, 1973 & 1988

SEBASTOPOL:	1973 (000)	1988 (000)	Change 1973-88 (000)	% Change 1973-88	% of Total Change 1973-88	% of Total, 1973	% of Total, 1988
Convenience Goods:							
Food	2852	12460	9608	336.9%	19.0%	16.4%	18.3%
Drugs	663	6734	6071	915.7%	12.0%	3.8%	9.9%
Liquor							
Total	3515	19194	15679	446.1%	31.0%	20.2%	28.2%
Restaurants	1539	9124	7585	492.9%	15.0%	8.8%	13.4%
Comparison Goods:							
Apparel	368	814	446	121.2%	0.9%	2.1%	1.2%
General Merchandise	1240	3107	1867	150.6%	3.7%	7.1%	4.6%
Home Furnishings	125	925	800	640.0%	1.6%	0.7%	1.4%
Specialty Stores	1483	6488	5005	337.5%	9.9%	8.5%	9.5%
Total	3216	11334	8118	252.4%	16.0%	18.5%	16.7%
Highway Oriented:							
Auto Dealers	4991	12789	7798	156.2%	15.4%	28.7%	18.8%
Building Materials	2389	6241	3852	161.2%	7.6%	13.7%	9.2%
Service Stations	1750	9333	7583	433.3%	15.0%	10.1%	13.7%
Total	9130	28363	19233	210.7%	38.0%	52.5%	41.7%
Total Retail	17400	68015	50615	290.9%	100.0%	100.0%	100.0%
SONOMA COUNTY: (In Millions of Dollars)							
Convenience Goods:							
Food	43.5	211.4	167.9	386.0%	9.5%	9.2%	9.4%
Drugs	16.7	75.2	58.5	350.3%	3.3%	3.5%	3.3%
Liquor	8.1	25.5	17.4	214.8%	1.0%	1.7%	1.1%
Total	68.3	312.1	243.8	357.0%	13.8%	14.4%	13.9%
Restaurants	45.3	253.7	208.4	460.0%	11.8%	9.6%	11.3%
Comparison Goods:							
Apparel	17.3	89.4	72.1	416.8%	4.1%	3.7%	4.0%
General Merchandise	94.0	393.0	299.0	318.1%	16.9%	19.9%	17.5%
Home Furnishings	19.2	120.2	101.0	526.0%	5.7%	4.1%	5.4%
Specialty Stores	26.6	224.2	197.6	742.9%	11.1%	5.6%	10.0%
Total	157.1	826.8	669.7	426.3%	37.8%	33.2%	36.8%
Highway Oriented:							
Auto Dealers	81.1	380.7	299.6	369.4%	16.9%	17.2%	17.0%
Building Materials	69.5	292.2	222.7	320.4%	12.6%	14.7%	13.0%
Service Stations	51.5	180.3	128.8	250.1%	7.3%	10.9%	8.0%
Total	202.1	853.2	651.1	322.2%	36.7%	42.7%	38.0%
Total Retail	472.8	2245.8	1773.0	375.0%	100.0%	100.0%	100.0%

Source: California State Board of Equalization; Lord & Associates, Inc.

industry, there is a division of function between cities in given areas. Regional shopping centers (and the greatest concentrations of office space) are typically found in the larger cities in most regions because they have the greatest concentration of population and are usually central to most other communities within these regions. They thereby minimize aggregate driving distances of the region's residents for work and shopping. The remaining cities, unless they grow substantially, are too small to justify the existence of regional centers of their own; there is a threshold size of population that must be in existence to make such centers feasible. Regional centers typically range from 500,000 to one million square feet in size and they are large because of the preference of most consumers for efficient (one-stop) shopping opportunities.

This is also true for convenience goods centers, although such centers are much smaller (up to 100,000 square feet) and thereby require much smaller population bases. And there are ample substitutes; small, independent groceries, restaurants or other types of stores can be slipped in more or less randomly and at least partially meet the needs of small areas. Hence, while there is a tendency for communities to meet increasing amounts of their own retail needs, they will, unless they are very large, remain relatively specialized and depend upon residents of other communities. There is, then, substantial "leakage" (of sales to residents of other communities) in all communities, but there is a reason for leakage.

5. Sebastopol, Sonoma and Healdsburg are very much alike in their characteristics and potentials. Their retail sectors are very similar; they provide convenience goods shopping opportunities to a relatively wide rural or semi-rural area, casual comparison goods shopping and entertainment opportunities for non-residents (mainly visitors from San Francisco, Walnut Creek, Sacramento, Santa Rosa and other northern California communities), and highway-oriented merchandise to both their hinterland and to visitors.

Projected Retail Expenditures and Retail Space Requirements

Table 4 provides estimates of per capita and total retail *expenditures* by residents living within the trade area served by Sebastopol, regardless of where these expenditures are made. They are based on the total amount of income families and individuals have available to spend and on aggregate spending habits. The table contrasts these expenditures with actual *sales* by Sebastopol merchants to determine the extent to which the trade area residents spend money outside of Sebastopol (leakage) and the extent to which visitors contribute to local retail revenues. Table 5 provides a projection of future retail expenditures made by residents in Sebastopol's trade area to the year 2000 and estimates the amount of additional retail space that such expenditures would support.

These expenditure projections are based on the assumption that Sebastopol serves a fixed trade area that presently contains approximately 38,000 residents and a vast but undefined occasional market (visitors). According to the Sonoma County Planning Department, there are roughly 38,000 people living within an area that Sebastopol would logically serve as a retail center. Roughly 6,500 are in the Sebastopol City limits; another 25,000 live within its immediate sphere of influence; and another 6,500 live along the Sonoma Coast in an area extending between Bodega Bay and the Sea Ranch. An additional 14,000 residents live along the Russian River and would conceivably do at least some of their shopping in Sebastopol but are not included in this analysis, nor are residents of Santa Rosa who might occasionally or frequently shop in Sebastopol.

How many, or what percentage, of these 38,000 trade area residents actually shop in Sebastopol on any consistent basis is unknown. The merchants acknowledge dealing with residents living at considerable distance along the Sonoma Coast, but no systematic studies have been done of the actual geographic sweep of Sebastopol's retail market. Sales are obviously also made to a large number of residents from other parts of the San Francisco Bay Area, and, for that matter, from all over the country.

The evidence suggests that at least 50 percent of the residents in this trade area do shop in Sebastopol with some regularity. Per capita expenditures of roughly 19,000 persons would account for about 100 percent of Sebastopol sales in many retail categories, in other words. As will be seen, the magnitude of the potential market is substantial and requires no imagination to see that there is ample opportunity for additional retail space in Sebastopol.

The principal findings in Tables 4 and 5 are presented below:

1. Food and drug store expenditures by trade area residents are *at least* twice as high as Sebastopol's sales in 1988. Expenditures were $92 million, compared

Table 4
ESTIMATED TRADE AREA RESIDENT EXPEDITURES COMPARED TO ACTUAL RETAIL SALES, SEBASTOPOL, 1988

	Per Capita Expenditures 1988	Total Expenditures 1988 (000)	Total Sales 1988 (000)	Sales % of Expenditures 1988
Convenience Goods:				
Food	2408	91517	51917	56.7%
Drugs	206	7828	6734	86.0%
Liquor	70	2660		0.0%
Total	2684	102005	58651	57.5%
Restaurants	694	26372	9124	34.6%
Comparison Goods:				
Apparel	244	9272	814	8.8%
General & Specialty	1482	56316	9595	17.0%
Home Furnishings	329	12502	925	7.4%
Total	2055	78090	11334	14.5%
Highway Oriented:				
Car Dealers	1127	42826	12789	29.9%
Building Materials	799	30362	6241	20.6%
Service Stations	493	18734	9333	49.8%
Total	2419	91922	28363	30.9%
Total Retail	7852	298389	107472	36.0%

Notes: Food store sales divided by .24 to include non-taxable sales. Trade area population presently estimated at 38,000.

Source: See text and tables 1,2 and 3; Lord & Associates, Inc.

Table 5
PROJECTED REAL RETAIL EXPENDITURES & SUPPORTABLE
RETAIL SPACE, SEBASTOPOL, 1990 TO 2000

	Per Capita Expenditures		Total Expenditures (000 Omitted)		Space Supportable (Sq. Ft.)		Increase (Sq. Ft.)	Sebastopol Potential Expenditures
	1990	2000	1990	2000	1990	2000	1990-2000	1990-200
Convenience Goods:								
Food	2605	3175	98984	147087	269345	400237	130891	
Drugs	223	272	8467	12581	43198	64190	20992	
Liquor	76	92	2877	4275	11743	17450	5707	
Total	2903	3539	110328	163943	324286	481877	157590	75000
Restaurants	751	915	28524	42385	155232	230669	75437	45000
Comparison Goods:								
Apparel	264	322	10029	14902	46781	69514	22734	
General & Specialty	1603	1954	60911	90512	284135	422213	138078	
Home Furnishings	356	434	13522	20093	81767	121502	39735	
Total	2223	2709	84462	125507	412682	613229	200547	60000
Highway Oriented:								
Car Dealers	979	1193	37196	55272	216888	322287	105399	50000
Building Materials	864	1053	32840	48798	223398	331961	108563	50000
Total	1843	2247	70036	104070	440286	654248	213962	
Total Retail	7720	9410	293350	435907	1332487	1980023	647536	280000

Source: See table 4 and text; Lord & Associates, Inc.

with $52 million in actual sales by Sebastopol merchants. The sales of Sebastopol restaurant and highway-oriented retailers accounted for about one-third of the total expenditures made by trade area residents in these categories.

2. The sales of comparison goods by Sebastopol merchants were roughly 15 percent of the expenditures made by trade area residents. Trade area residents spent on the order of $78 million on apparel, home furnishings and general and specialty merchandise. Sales by local establishments were only $11 million. The bulk of expenditures were made in areas other than Sebastopol in other words.

3. The projected retail sales and resulting space requirements outlined in Table 5 are based on certain assumptions, namely (a) continued population growth in Sebastopol and its outlying trade area of approximately one percent per year, above the Sonoma County Planning Department's projections (which they admit are low) but not significantly so; (b) continued growth in per capita real income on the part of County residents of two percent compound over the next decade, in line with experience in the U.S. over the past 20 years; (c) continued growth in visitation to the Sonoma Coast by residents of northern California and other areas, in line with trends over the past two decades.

   Total convenience goods expenditures by *trade area* residents are expected to increase in *real terms* by $54 million over the next decade, and will support an additional 158,000 square feet of convenience goods retail space. Highway-oriented retail expenditures will grow by a similar magnitude. Expenditures on restaurants and comparison goods are expected to grow by $55 million and support another 275,000 square feet of retail space by the year 2000.

How much of this total is supportable in Sebastopol? As seen in Table 5, another roughly 75,000 square feet of convenience goods space will most probably be developed in the community in the next decade, or another supermarket and additional drug store space. A total of 100,000 square feet will be required for auto dealers and building materials vendors.

The outlook for restaurants and comparison goods space is less clear. It depends upon whether certain conditions are met within the City that would enable the community to capitalize on its unmet or undiscovered potential for attracting visitors. But if this potential can be addressed, Sebastopol could attract another 120,000 square feet of retail space over the next decade to house these two retail components. What are these conditions and what are the City's requirements?

Sources of Non-Resident or Visitor Support

The visitor-generated sales potential is related to the scenic and recreation attractions of western Sonoma County and the absolute size and strength of population and income growth in northern California. The area's attractions are not going to disappear and northern California's population will almost certainly continue to expand, resulting in continued interest in recreational use of the Sonoma Coast. The outlook for retail activities catering to visitors in Sebastopol is therefore very promising.

What are the bases of this potential? Several are outlined below:

1. Population growth in California as a whole doubled, beginning in 1978, from its pace of the previous two decades. Growth since that time has been 2.6 percent compounded, roughly three times the U.S. growth rate. This upsurge has resulted in annual gains in population in recent years of some 600,000 for the state as a whole. In 1989 the increase was 740,000. Growth in California accounted for 23 percent of the nation's total population growth in the past decade.

2. A substantial amount of that growth has taken place in northern California. The population of the nine-county San Francisco Bay Area increased by 600,000 between 1980 and 1989. The five-county Sacramento, Stockton and Modesto metropolitan areas accounted for another 500,000. Growth in these two areas represented 20 percent of the net gain in population in California. A very large number of people (well over eight million) are therefore within easy driving distance of the Sonoma coast, 1.2 million more than lived in these two areas just nine years ago.

3. Some significant changes are taking place within the nine-county San Francisco Bay Area. Between 1974 and 1979, over 75 percent of the total employment increases within the region took place in San Francisco and the three South Bay counties of San Mateo, Santa Clara and Alameda. In the years 1984 and 1988, 54 percent of the total regional employment gains were in the five North Bay counties of Contra Costa, Marin, Napa, Sonoma and Solano.

Employment and population has begun to shift markedly to the northern part of the region.

4. The number of wineries increased dramatically in Sonoma County over the past decade, by 148 percent, to a total of 154 in 1988. Visitation in Sonoma, according to the California Department of Tourism, was 3.1 million in 1988. Of that total, 1.9 million were California residents and the remainder were from other states. Fifty-nine percent visited Sonoma County wineries.

5. There are some major changes taking place in travel patterns in the U.S. Probably the most significant is the almost radical shift to short and frequent weekend trips, compared with more conventional long duration (two or more week) holiday trips taken once a year. The reasons are complex but a major factor is a decline in leisure time. Part of this is an age-group phenomenon; younger people take the short trips while older people have more time for longer holidays.

6. San Francisco attracts an enormous number of visitors. In 1978 this city had over 733,000 convention registrants. This number had increased to 1.09 million by 1988, a gain of 49 percent. Some 2.92 million non-convention visitors stayed in San Francisco hotels in 1988, compared with 2.49 million in 1978, a 21 percent increase. A large number of visitors were foreign. A high percentage of all visitors take side trips, with many going to Sonoma County.

7. The Sonoma County Convention and Visitors Bureau recently sponsored a major study of Sonoma County tourism. The study found that over one-third of all visitors to the County were residents of states other than California. A high percentage of California visitors are frequent repeaters. They spend substantial amounts of money and support a relatively large amount of employment in the area. The Sonoma Coast and Russian River areas were the primary destinations of at least one-third of the visitors to the County and were included in most visitor's itineraries.

Space for Financial, Professional and Other Services

A substantial amount of space is required in all communities to accommodate a wide variety of services, financial, professional, business and personal. Most of this space is for office functions, for banks, insurance and real estate agents, accountants, attorneys, physicians and other professionals, and for business and professional organizations and associations Some is leased by government agencies. An additional, substantial amount of space is for activities such as data processing and copying, miscellaneous repair services (shoes, jewelry, small electrical appliances), barbers and beauty parlors, laundries and cleaning establishments. How much of this type of space has been built in Sebastopol over the years is not known; a number of new structures have been constructed for these uses and many are integrated into new shopping centers. A large number of residential buildings appear to have been converted to commercial uses.

Table 6 shows how office-oriented employment has grown in Sonoma County as a whole since 1972, and the total amount of space that would have been required to accommodate that increased employment. Total employment increased from 10,700 in 1972 to 28,400 in 1988, a 6.3 percent compound growth rate. Some 4.4 million square feet of office space would have been required to house this increased employment, or over 260,000 square feet per year (additional space would have been needed for marketing and administrative functions of a number of other types of industries, including manufacturing, construction, transportation, public utilities and government, including education. Using the same ratio as we used for retail sales, in Table 2, or 3.1 percent of the County's total, Sebastopol would have supported a net addition of some 137,000 square feet over this 1972 to 1988 interval, or an average of nearly 8,100 square feet per year. By 1995 this total will average 9,000 square feet and an additional 10,800 will be needed in the years around 2000, or 10,000 square feet per year.

The ratio appears warranted and the overall countywide space projection could be very low. As in the case of retailing, there is a division of function within regions. Much of the financial, business and professional services in any given region tends to concentrate in the principal commercial centers of that region. While San Francisco accounted for 20 percent of the nine-county San Francisco Bay Area's total employment in 1988, it had 38 percent of the financial and related employment (the City had 13 percent of the region's population). Sonoma County had only 3.9 percent of such employment that year (and six percent of the region's population). Similarly, within Sonoma County, office-oriented employment tended to concentrate in Santa Rosa. But there is a tendency for such employment to move out to service the new population centers. In 1972, San Francisco accounted for 52 percent of the region's financial employment. Hence it garnered a significantly smaller share of the net increase in such employment over the 16 year interval (an impressive 20 percent nonetheless). We would expect Santa Rosa to continue to

Table 6
EMPLOYMENT & SPACE REQUIREMENTS, SONOMA COUNTY
OFFICE-ORIENTED & MISCELLANEOUS SERVICES, 1972 TO 1988

	Finance, Ins. & R.E.	Office & Misc. Services	Self-Employed	Total Empoyment	Net Change	Addit'nal Space Required	Sebastopol Require-ment
1972	3600	5700	1395	10695			
1973	3900	6200	1515	11615	920	230000	7130
1974	3800	6500	1545	11845	230	57500	1783
1975	3600	6900	1575	12075	230	57500	1783
1976	3800	7700	1725	13225	1150	287500	8913
1977	4400	8100	1875	14375	1150	287500	8913
1978	5000	9000	2100	16100	1725	431250	13369
1979	5500	9700	2280	17480	1380	345000	10695
1980	5800	10600	2460	18860	1380	345000	10695
1981	6000	11300	2595	19895	1035	258750	8021
1982	6100	11400	2625	20125	230	57500	1783
1983	6500	11800	2745	21045	920	230000	7130
1984	7100	13000	3015	23115	2070	517500	16043
1985	7600	14000	3240	24840	1725	431250	13369
1986	8000	14600	3390	25990	1150	287500	8913
1987	8300	15600	3585	27485	1495	373750	11586
1988	8500	16200	3705	28405	920	230000	7130
Totals	97500	178300	41370		17710	4427500	137253
Average	5735	10488	2434		1042	260441	8074
Projections:							
1995				36500	1156	289107	8962
2000				43500	1400	350000	10850

Source: California State Employment Development Department; Lord & Associates, Inc.

attract a growing share of this employment, particularly that which is directly population serving.

Nearly all of this type of space has been concentrated along the Gravenstein Highway, Highway 116, with a large share in or near the City's Downtown. This pattern should continue in the future in light of zoning regulations within the City of Sebastopol.

The Conditions for Successfully Competing

The above review suggests a wide range of retail and other commercial development opportunities exist in Sebastopol, both at present and certainly in the future. The potential for continued expansion in convenience goods, highway-oriented retailing and the various services is evident.

The potential for development of more comparison goods shopping is equally strong, but the conditions are more complicated. Sebastopol needs to differentiate itself from Santa Rosa if it wishes to capitalize on opportunities evident in Table 5 and the discussion above. For example, Sebastopol could and should not meet deficiencies in its comparison goods sector by trying to emulate Santa Rosa, by encouraging the development of conventional comparison goods retail centers. As was seen earlier, there are threshold sizes for such centers to be feasible, and Sebastopol's population, even without growth constraints imposed by County land use policies, is unlikely to grow to a point where sufficient support could be generated locally for even a very small regional center. Santa Rosa has a comparative advantage in this type of retailing and will continue that dominance in the future.

Sebastopol can significantly improve the performance of its comparison goods sector through the employment of a realistic concept and sensible land use policies and planning. It needs to develop the attractions that will make visitors from other northern California cities wish to include Sebastopol as one of their principal *destinations* while visiting the Sonoma coast, and make residents of other Sonoma communities use Sebastopol as one of their *regular* playgrounds. other communities, namely Sonoma, Mill Valley, Healdsburg, Los Gatos, Larkspur, Burlingame, Santa Cruz, St. Helena, to name a few, have done this by focusing attention on their downtowns, by making appropriate municipal improvements there, and by developing appropriate incentives and regulatory measures, all of which were designed to encourage private investment. Their actions have paid off. Most have per capita comparison goods and restaurant sales form 50 to 100 percent higher than Sebastopol.

While there are no magic formulas, the successful cities have certain similar characteristics:

1. They have attracted or encouraged retail uses that offer non-standardized comparison goods, not the kind that are generally sold in department stores with their centralized buying, distribution and promotional networks, in other words. These cities encourage small boutiques offering unusual or upgraded apparel, household goods, specialty food items, and the like, that are typically not found in conventional shopping centers. Such retailers are attracted to small, unique, higher income communities because of their potential for attracting substantial pedestrian traffic.

2. These communities have a village flavor or character. They are characterized, in other words, in the main by small shops and by buildings that are contiguous with other buildings and that extend to sidewalks, with parking tucked in the rear or in landscaped, ground-level public spaces. The scale of structures and shops is small, and streetscapes are embellished with plantings, street furniture, attractive lighting, brickwork or other architectonic features. They occasionally have large structures, which accommodate large retailers or groups of retailers, or other commercial uses, which provide impact and counterpoint, but these are not mandatory to the success of such communities. Their overall scale and feeling is intimate.

3. Restaurants are key elements. They are the recreational or entertainment assets that will, if popular, attract residents from substantial distances, and help support the retailers. But the shops and the restaurants work together; visitors are frequently drawn to the unusual shopping opportunities and remain for lunch or dinner.

4. Such village centers are usually compressed, not long and linear. they are accessible, and they frequently offer public spaces for public gathering, which help define their center. They are usually located near large cities which provide market support. They are attractive to the residents of such cities who seek their uniqueness, intimate scale and relaxing flavor. People generally go to conventional shopping centers for one purpose only—to shop. They gravitate to communities with the above features for a multiplicity of reasons. Shopping is only one of the motives.

Not all of these elements need be present, but the more of them that are extant, the more successful such communities seem to be. How successful are they? The prototype is probably Carmel. Land values on Ocean Avenue, its main commercial stem, significantly exceed $100 per square foot. Sebastopol will not be another Carmel, but that is the direction that would make sense for the community to capitalize on its underserved comparison goods potential.

DEVELOPMENT OUTLOOK SUMMARY

Tables 5 and 6 summarize Sebastopol's commercial development potential over the next decade. A total of at least 300,000 square feet of additional retail space and roughly 100,000 square feet of commercial space for office and other service functions are potentially feasible within the community during the next decade, with nearly all of this space to be developed within the boundaries of the City's redevelopment area. This total represents an average of 40,000 square feet per year. But the projections are conditional, depending upon whether the City creates the conditions that make some of this space, particularly space for comparison goods, viable.

The distinction is important because the City's redevelopment boundaries include essentially all of the City's commercial land. But it is the Downtown where most of the comparison goods and many of the restaurants, entertainment activities and office space developed in the future will be concentrated. To meet the commercial development potential noted above, then, the City must have a strong and consistent Plan and development program for its Downtown.

THE OUTLOOK FOR PLAN IMPLEMENTATION

The overriding objectives of the Plan are to (1) provide a better point of focus for the community, (2) expand retailing in the central area through reuse of several unused or underused properties, (3) encourage future Downtown development to conform to the essential village character presently found there, particularly along North Main Street, and embellish the Downtown through a general upgrading program complete with a number of municipally sponsored capital improvements. This section reviews the proposed Plan in light of the capability of the City to pay for proposed changes.

Financing the Plan Improvements

Preliminary cost estimates have been prepared for at least some of the proposed Plan improvements. Less than $1 million will be required for first phase improvements, including street improvements and the Town Square. Cost for obtaining options for, or purchase of, the Exchange Bank, Speas, Diamond Lumber, etc., properties are not included in this figure. Generally, most cities of the size, character and general economic health of Sebastopol are completing downtown renovation efforts for costs of $5 million or less.

The financial implications of the growth projections found in the Development section are presented in Table 7. The table estimates the probable growth in property values within the City's redevelopment boundaries from commercial development there and shows the amount of tax increment revenues available to the Agency as a result of that development.

The Agency's tax base is presently $50 million. Tax revenues resulting from increased property values over that base amount go directly to the Sebastopol Redevelopment Agency. A portion of these incremental revenues could be used to pay for future Downtown municipal improvements.

Table 7 uses the commercial space absorption projections developed in the Development Outlook section of 40,000 square feet per year with $80 per square foot average construction costs. New construction is escalated at a six percent growth rate over the thirty year period, slightly above the U.S. consumer price index, but well below recent California price movements. The existing tax base and all new additions once in place are escalated at 3.5 percent (the existing tax base can, by California law, only increase at a two percent rate unless properties change ownerships, in which case they are reassessed at the resale value.)

The projections in the first five years are based on assumptions employed by Sebastopol's municipal financial consultants, the Sutro Company. Sutro's projections assume that projects that are presently being actively pursued in the Sebastopol Redevelopment Area boundaries will be completed.

These appear to be realistic. There is substantial investor interest in the Sebastopol Downtown at present, and it does appear that the community will undergo a significant commercial building boom during the next five years. Between 1985 and 1989 building permits valued at $4,256,000 were applied for in 14 separate projects in the Sebastopol Downtown. The City now estimates some $23 million will be spent on new construction Downtown over the next five years. Included are projects along Morris Street and on the Speas, Exchange Bank, Brown Street, Burnett Street and Colombo properties. A $5 million motel development is proposed south of the Downtown and other projects are under consideration. This total could be expanded further before the half decade is history. Thus average new construction will have increased from $850,000 per year in the past five years to an average of *at least* $4.6 million in the next five years if the City's expectations come to fruition.

In the years after 1995 we have assumed the level of commercial space development or absorption will revert to the long term trend line discussed in the Development section. The boom could actually continue, or construction within the Sebastopol Redevelopment Agency boundaries could drop below the trend line for a few years as demand catches up with new supply. There would appear to be unmet demand for commercial space in Sebastopol at present, and that is the basis for our assumptions regarding future new supply additions.

Table 7
PROJECTED PROPERTY TAX INCREMENTS, DEBT SERVICE & CASH FLOW,
CITY OF SEBASTOPOL REDEVELOPMENT AGENCY, 1990 TO 2020
(000 Omitted)

Period	Year	Property Tax Base ($000)	Annual Commercial Space Additions ($000)	Cumulative Impact of Space Additions	Property Value, Total	Property Taxes	Funds Shared With County	Funds Retained	Housing Set Aside	Total Debt Obligations	Available For Other Redevelop. Projects	Debt Service, $5 million serial bond issue	Agency Cash Flow	Cumulatve Cash Flow
1	1990	50000	0	0	50000	500	91	409	42	198	169	0	169	169
2	1991	51750	5800	5800	57550	576	109	466	46	222	198	80	118	287
3	1992	53561	6148	12366	65927	659	130	529	62	377	90	80	10	298
4	1993	55436	6517	19544	74980	750	164	586	88	419	79	166	-87	210
5	1994	57376	6908	27378	84754	848	190	658	109	428	121	166	-46	165
6	1995	59384	4539	33034	92418	924	227	697	130	439	128	166	-38	127
7	1996	61463	4812	39170	100633	1006	252	754	149	447	158	166	-8	119
8	1997	63614	5100	45820	109434	1094	274	820	166	454	200	263	-63	56
9	1998	65840	5406	53019	118859	1189	297	892	183	458	251	263	-13	44
10	1999	68145	5731	60806	128951	1290	321	969	201	463	305	263	41	85
11	2000	70530	6074	69221	139751	1398	347	1051	219	475	357	386	-30	55
12	2001	72998	6439	78308	151307	1513	372	1141	238	487	416	386	30	85
13	2002	75553	6825	88113	163667	1637	399	1238	257	497	484	565	-82	3
14	2003	78198	7235	98685	176883	1769	427	1342	278	504	560	565	-5	-2
15	2004	80935	7669	110076	191011	1910	457	1453	299	512	642	565	77	75
16	2005	83767	8129	122343	206110	2061	489	1572	322	517	733	565	168	242
17	2006	86699	8617	135543	222242	2222	520	1702	345	522	835	565	270	513
18	2007	89734	9134	149740	239474	2395	553	1842	368	527	947	565	382	894
19	2008	92874	9682	165002	257876	2579	587	1992	302	529	1161	565	596	1490
20	2009	96125	10263	181399	277524	2775	623	2152	418	531	1203	565	638	2128
21	2010	99489	10878	199007	298497	2985	661	2324	445	532	1347	565	782	2910
22	2011	102972	11531	217907	320879	3209	700	2509	518	304	1687	565	1122	4031
23	2012	106576	12223	238185	344760	3448	740	2708	547	305	1856	565	1290	5322
24	2013	110306	12956	259931	370237	3702	782	2920	577	306	2037	565	1472	6794
25	2014	114166	13734	283243	397409	3974	827	3147	609	160	2378	565	1813	8607
26	2015	118162	14558	308224	426386	4264	869	3395	616	0	2779	565	2214	10820
27	2016	122298	15431	334983	457281	4573	911	3662	646	0	3016	565	2451	13271
28	2017	126578	16357	363637	490216	4902	955	3947	677	0	3270	565	2705	15976
29	2018	131009	17339	394310	525319	5253	978	4275	855	0	3420	565	2855	18831
30	2019	135594	18379	427133	562727	5627	1020	4607	921	0	3686	565	3121	21951
Total			274414			71031	15272	55759	10633	10613	34512	12561	21951	115554

Notes: Construction in years 2 through 5 from Sutro & Company. Estimates of funds shared, housing set asides and existing obligations also from Sutro & Company. Construction from year 6 on by Lord & Associates, Inc. All new construction escalated at 6 percent; the existing tax base and all space additions once completed escalated at 3.5 percent. New 7%, 30 year bonds issued in years 2,4,8,11 and 13, with 1990 values of $1 million each.

Sources: Sutro & Co., Municipal Bond Consultants, and Lord & Associates, Inc.

As can be seen in Table 7:

1. Redevelopment area property values are expected to reach $140 million by the year 2000. Property taxes, which will be $500,000 in 1990, will be on the order of $1.4 million annually by 2000.

2. A substantial amount of these incremental revenues are already spoken for. Sonoma County government will receive roughly 20 percent of the total as a result of contributions it made to the Cannery Area. California law requires that 20 percent of the total must be used for the provision of low and moderate income housing within the community. The City already has excess housing credits from another bond measure, however, so the City's contribution to this fund could be considerably smaller in the early years, reaching 20 percent only after the year 2010. And the Agency has several prior obligations (namely the "A" Street assessment district and the proposed new police station). These requirements absorb 51 percent of the total incremental tax revenue generated between 1990 and 2019.

3. The Agency will generate a fairly substantial amount of tax increment revenue in the future and could cover most of the central area improvements if they could be phased over a 10 to 13 year period. Between 1990 and 2005 a total of $4.9 million will be available for projects other than those where commitments have been made. In the next five years $6.2 million are generated.

4. In the near term, the amount of Redevelopment Agency revenue available for new undertakings will, by comparison, be small. As can be seen in Table 7, an average of only $157,000 will be available annually between 1990 and 1995, which would support $2 million of additional debt.

   If the City issues bonds worth approximately $1 million each on a serial basis in years 2, 4, 8, 11 and 13 (beginning with 1991), it could cover the cost of at least $5 million of Plan improvements through the tax allocation process. This timetable could be accelerated if the anticipated building boom continues past 1995. The last four columns in Table 7 show the Redevelopment Agency's cash flow, assuming the Plan improvements were financed in this fashion. The Agency has sufficient cash flow to finance the early years' bond issues. There are some lean years in the middle period (unless, again, the level of development anticipated in the next five years remains strong in subsequent years). The Agency is again financially strong beginning around 2005.

Implementation of the Plan

There are some problems connected with many of the Plan's elements. There are also substantial opportunities connected with many. For example:

1. The proposed Square is a critical element in the future of the Downtown, as it encourages development to the east, making both the Speas and Diamond Lumber sites suddenly very relevant and very valuable retail opportunity blocks. The location of the proposed Town Square presents the City with a problem to resolve. The existing parking lot was paid for by U.S. Department of Commerce, Economic Development Agency funds, which were received by the City during a period of economic distress. The Commerce Department may give the City its approval for reuse of the parcel or it may create roadblocks, resulting in delays or even a demand for indemnification. In addition, parking spaces lost will have to be replaced elsewhere, probably at additional cost.

2. Reuse of the Diamond Lumber site to a combination of retail, office and entertainment applications is a key element in the Plan, and Diamond Lumber may not actually wish to vacate the site. The company has made a proposal to the City to expand onto Sebastopol Avenue to be able to offer hardware on a site between two auto dealerships. This is an unforeseen move; the future value of company's present site is almost certain to be too great for a highway-oriented retailer such as Diamond Lumber. A move further to the east along Sebastopol Avenue and nearer the proposed Bypass would probably be of much greater long term value to Diamond Lumber, it would seem to us, as such businesses depend to a large extent on visual exposure. On the other hand, the company has looked for an alternative site in Sebastopol without success, and it is making money at its existing site. To move, it must also calculate relocation costs which could be high.

   The City has some options. Rezoning the property to a higher use-intensity allows its value to increase and provides a greater incentive to move. It could help the company find a new site and help finance, on an interim basis, its relocation. But the higher resulting value from rezoning could also slow its reuse potential and it is unclear where the City would find the money to provide all but token or short term financial assistance. As a minimum it could negotiate an option and encourage a competition for reuse of the property. Of all the options, probably the most sensible strategy would be to give the property a higher zoning designation, thereby enhancing its potential value, but only with an agreement that Diamond Lumber would move its present operation elsewhere and that the reuse conform to the Plan's objective of a very intense, multi-use commercial development of the property.

3. Retail and parking uses of the Speas property is another key element of the Plan. The City should probably encourage whoever buys the Speas property to raze the existing concrete building, as only an outstanding renovation would make that building an asset to the Downtown. Prospective buyers must wrestle with the dilemma of the high cost of tearing the building down compared to the high cost and uncertain results connected with its renovation.

4. Sprouse is unlikely to respond favorably to a request to sell its North Main Street edge for street front retail and thereby lose both parking and street exposure. The best the City can probably achieve is to try to compel the company to upgrade its building and landscape its parking lot in line with Plan guidelines. The City could offer low interest loans or a combination of loans and grants to the company (and to others) to achieve the same thing.

5. Improvements along Edman Way are important since it is the entry to the Downtown from the High Street parking lot. A pedestrian extension to Wilton could provide a potentially charming European touch and improve pedestrian circulation between the Downtown and the hillside area, but may be difficult to effect in light of apparent disinterest on the part of the landowner to discuss a possible sale.

6. The future extension of "A" Street to Main Street as an internal bypass of the Downtown should be investigated.

7. Another transportation proposal, the Bypass, is apparently generating growing interest and acceptance on the part of the California State Department of Transportation. This project needs to be encouraged.

8. A landscaping program for the Glendale-Tuttle parking lot and some careful design analysis of how this parcel could relate to the proposed Town Square would be one cost-effective solution for integrating this very important property with the overall urban design features contained in the Downtown Plan. A better solution would be to allow the building owner to expand his building coverage of the site, perhaps in a horseshoe design, out to McKinley. This brings the building to McKinley rather than McKinley to the building.

9. The theater objective is laudable and worth pursuing, as it would bring people into the Sebastopol Downtown during evening hours and provide other entertainment options besides the usual restaurants and bars. But it, too, will not be an easy goal to achieve. The problem is not in the small size of the Sebastopol market, but in the nature of film distribution and exhibition in the U.S. Roughly 15 companies own or control 85 percent of all the theaters in the U.S.; Santa Rosa is essentially a United Artists' town (it owns most of the theaters there in other words), and it has first choice (and usually exclusive rights) for the new releases that make the theaters their money (popcorn and other concession sales are the other principal source of income for most theaters). It would be very difficult for an independent to compete under those terms and unlikely that one of the major distributors would place a competitive theater in a small, nearby market such as Sebastopol. The art theater wave has come and gone in light of the extensive availability of video tape movies. A possible option might be a small theater group Downtown; many communities have developed successful amateur groups. But such an effort should not come with a parallel expectation of a spoken arts theater of consequence. These are very expensive to build and both capital and operating costs must be directly subsidized.

   The only way this proposal makes sense is for a developer to see the commercial linkages connected with a theater and decide to subsidize it in order to enhance the overall potential of his project. This might be achievable if the use-intensity of the site is increased. Some developers may find this an interesting option, but a theater should by no means be made a mandatory requirement.

10. A small and intimate pocket park at the present Union Station site at the southwest corner of Main and Burnett, would be an interesting counterpoint to the Town Square, which we perceive as a more open, public space. It will probably require acquisition of the land, unless the City has something to trade, and its cost could be out of reach in light of the Sebastopol Redevelopment Agency's thin budget. This, too, is a worthwhile project, but it will probably require an alternative funding mechanism. Landowners in some communities have seen commercial advantages connected with pocket parks on their properties. Usually they have donated the land, with the cities picking up the park development and maintenance costs.

10. Street beautification is a comparatively straightforward element. Nearly all cities try to do this today, and the cost is comparatively low. The improvements (sidewalk materials, landscaping, street furniture, lighting fixtures, signage) need to be *appropriate* for the community and Plan, and they need to be *consistent*. But this element should be the least difficult to achieve.

The above discussion suggests that the overall objectives of the proposed Plan are strong and compelling but that there are potential problems with at least some of the specific elements. But all city plans have problems, and it would be unrealistic to assume that Sebastopol will have smooth sailing in its Downtown Plan objectives. What the City eventually achieves Downtown will be the result of some compromises, but the overall guidelines and objectives set, in our judgment, the appropriate path to follow if the community is to achieve the commercial development potentials outlined in the Development Outlook Section and the social benefits desired by its citizens. That discussion centered on the advantages connected with developing the City's comparison goods retail and restaurant offerings to attract a broader array of visitors and to make Sebastopol a much more exciting and attractive community to be a part of. Vigorous pursuit of the Plan would be warranted despite potential problems with specific elements.

Priorities

1. Reuse of the Diamond Lumber property is a critical Plan element and needs to be addressed immediately. The site has outstanding reuse potential for an intensive mixed-use commercial project *of some form*. If the Sebastopol City government can take the lead in encouraging the firm to relocate, there may be a chance to save this valuable site.

2. In terms of *construction priorities*, the Town Square, replacement parking and *some* Main Street beautification would make the most sense. These appear to be very doable items and would appear to be comparatively low in cost. The remaining elements will depend upon the availability of Agency funding and upon some realistic assessments of their benefits and costs.

Supplementary Financing Alternatives

One thing that is very apparent is use of the usual financing mechanism for redevelopment, the tax allocation process, will need to be supplemented if Plan improvements are to be sustained over a realistic time frame. There is a protracted period, roughly between 1993 and 1997, when tax increment revenues will be inadequate to support another bond issue and when additional improvements should be made to sustain the Plan's momentum.

The use of a parking district for construction of a series of small parking lots is one option. The merchants may object, because they will be expected to cover the costs of free parking. But the merchants are also the beneficiaries of the parking, and such parking obviously does pay for itself.

As a minimum, the district should cover the cost of parking lost through conversion of the Weeks block to the Town Square. This strikes us as a viable trade-off. The City needs a point of focus and the Square could provide that, attracting greater visitation to the community. The cities of Sonoma and Healdsburg have town squares, and they are the point of focus of much of the new recent investment in these communities. The Sebastopol Town Square could actually have considerably greater interest than those of the other two cities because it will be smaller and potentially more active. And providing parking through the vehicle of a municipal parking district would be one way in which more intense use of the Diamond Lumber and Speas sites could be justified. The City could also meet all or part of the parking requirements of other Downtown properties with development potential, thereby enabling these sites to be used more intensively.

If the City is indeed the recipient of a Downtown construction boom in the next five years, the amount of sales tax revenues generated could be substantial. Use of a portion of this increment to create the kind of conditions that will maximize the attractiveness of Downtown to shoppers and visitors would make substantial good sense. It was perhaps unfortunate that much of the Downtown improvement potential had to be postponed because of the necessity to fund other civic improvements through the redevelopment process, but use of some sales tax revenue for Downtown improvements would, it seems to us, be a reasonable *quid pro quo.*

The City can also provide interim loans to the Redevelopment Agency (or the Agency can take out short term loans with commercial banks), while it awaits the issuance of the next series of bonds to smooth out the flow of funds somewhat so that the upgrading process can be less disjointed. It could guarantee and subsidize low cost loans by commercial banks for building cosmetics and enhancement.

Some Things to Think About

If there are any problems with the Plan that we can see, the main one seems to be an ambivalence with regard to accommodating the automobile. On the one hand the City would like to expand and enhance the village flavor found on Main Street and created so successfully in communities such as Carmel and Mill Valley, to name just two. But it still wishes to accommodate vehicles in an inconsistent fashion by encouraging developers to provide on-site parking (on the Speas and Diamond Lumber sites, for example). It could go a long way towards the village objective by insisting that commercial space be developed to front the proposed Town Square, in the case of these two projects, with parking placed in the rear, thereby reversing the usual shopping center approach of parking in front and buildings to the rear.

But the City runs the risk in this approach of merely ending up with a conventional shopping center in reverse, and possibly one with some design problems. A better solution would be to encourage development of these parcels as conventional city blocks and provide parking elsewhere, in well-designed municipal lots. The City does not need any more conventional shopping center developments in its Downtown. The Sprouse and Tuttle blocks are examples of what *not* to do Downtown in the future.

There is probably too great an implicit reliance on the municipal funding process to achieve Plan objectives and not enough on regulatory procedures. The City can achieve many of its goals by simply changing its zoning, by providing incentives, both positive and negative.

Increasing the allowable use-intensity of the Diamond Lumber and Speas sites would result in a much more intense, interesting Downtown—one with significant visitor appeal. The same approach would probably work on the Sprouse and Tuttle blocks. Greater allowable development might encourage their owners to consider new additions or the sale of their land to developers, in other words. But the greater intensity of development allowed on these blocks must not come at the expense of the small town, low-profile flavor of one- and two-story buildings presently found Downtown. It would come through greater allowable building coverage and limited on-site parking on these and other parcels surrounding the Square.

There is a trade-off in this approach. Greater allowable use-intensity results in greater value for the sites and generates higher tax increments Downtown. Land with 60 to 80 percent allowable site coverage (with 20 percent for circulation) is worth considerably more than land with the 20 percent coverage found in most shopping centers. As was seen above, there appears to be ample potential space demand to support higher land use-intensity in the Sebastopol Downtown. But it also necessitates, in the case of superblocks, additional municipal improvements (streets, utilities, parking). The only clear winners are the land owners unless the regulations stipulate that all or some of these infrastructure improvements would be included in any new developments on these sites.

This forces the land owners, developers *and* the City to cooperate in covering the costs of the infrastructure improvements. The higher tax increments would fund the City's contribution.

Parking is always the problem, because it is difficult to convince merchants and community leaders that there are other alternatives to providing immediate parking to the front doors of the community's retail establishments. The reality is that there are ample options. Both Carmel and Mill Valley, mentioned earlier, have comparatively little off-street parking, but we see no aversion on the part of people to shopping in these two communities. In fact, as was seen, they are commercial magnets. In the case of major cities, both San Francisco and Portland have deemphasized Downtown parking. Portland has a cap on the number of spaces allowed Downtown, and this cap has been in effect for 15 years. San Francisco has constructed no additional Downtown municipal lots in the past two decades and discourages private parking lots, despite an enormous amount of new commercial development. Both of these cities have attracted national attention because of those policies and the significant upgrading that has been the result.

The reality is that, if communities are interesting enough, people will find a way to get into them, even if it means some inconveniences in parking. If the municipality feels compelled to provide parking, use of properties on the periphery of the Downtown, rather than integrated into Downtown blocks, would be more appropriate. Parking lots are dead areas and detract from the charm and excitement of unusual and interesting Downtowns. In the final analysis it depends upon how adventurous a City is willing to be in its redevelopment policies and programs. Sebastopol needs to be a little more daring.

ECONOMIC IMPLEMENTATION SUMMARY

The City's Downtown development Plan is relatively ambitious but represents a worthwhile set of goals and programs. The achievement of just a few of the key elements will have an important effect on the performance of the Downtown's commercial core. The more of these elements that are achieved, the better that core will be. The Plan's overall direction toward upgrading the appearance of the Downtown, creating more of a village environment, encouraging more comparison goods shopping, restaurants and other entertainment opportunities to provide more varied fare for residents and visitors is appropriate in light of the potential of the area.

Planned improvements will have to be phased over at least a ten year period in light of limited availability of Redevelopment Agency funds, and other, supplemental financing sources will be needed in the middle years to sustain the Plan's momentum. Heavier use of the City's regulatory policies to achieve desired objectives is strongly recommended, but the overall philosophy and direction of the Plan needs to be maintained.