The Downtown Station Area Specific Plan (Specific Plan) includes Streetscape Guidelines that apply to key streets within the Specific Plan area. These streets are identified as playing a larger role in the daily functioning and traffic patterns of the area. One of the Streetscape Guidelines calls for development of a Street Furnishings Palette. The Specific Plan defines a “palette” as a group of predetermined specifications that will be applied along individual corridors or in individual sub-areas within the Specific Plan area. The Street Furnishings Palette will provide guidance for street furniture purchases in association with new development and capital improvement projects, and for purchases made by both the public and private sectors.

The Specific Plan includes seven unique sub-areas within approximately 1/2 mile of the Sonoma Marin Area Rail Transit (SMART) station site in Railroad Square. This section of the Design Guidelines will address two of the seven sub-areas: Railroad Square and Courthouse Square. It should be noted that the boundaries of the Street Furnishing Palette extend beyond the Specific Plan boundaries, down 4th Street, east, to Brookwood Avenue (see map on page 2.6.2).

The City of Santa Rosa is intent on maintaining and reinforcing the unique character of each sub-area within the Specific Plan boundaries. Providing an appropriate variety of attractive and complementary street furniture within each sub-area is considered necessary to achieving this goal. The Railroad Square and Courthouse Square sub-areas are the primary downtown commercial areas and share many characteristics, although each has its own distinct character that should be reflected in and celebrated by its respective street furnishings. The Street Furnishings Palette is responsive to the existing context of street furniture, public artwork, and landscaping in the Courthouse Square and Railroad Square sub-areas.

The Palette includes standards for seating, including a variety of benches, moveable chairs and “leaning rails”; transportation furnishings, such as bike racks and bus stop shelters; bollards; directional signage; plant and tree furnishings, such as planter boxes, tree grates and tree guards; lighting, including light poles and decorative string lights; and trash and recycling receptacles.

In addition to the traditional goals and guidelines, this section of the Design Guidelines also includes specific street furnishings that may be selected, which were identified through a public review process. The manufacturer specifications for each of the street furnishings, as well as detailed information, including specific opportunities that provide suggestions for removal of existing furnishings and installation of new furnishings, are located in the Street Furnishings Palette Plan, dated September 30, 2010.
Overview

2.6 Street Furnishings Palette

Figure 2.6.1
Map illustrating the boundaries of the Street Furnishings Palette (boundaries in dashed, green line).
Goal 2.6.1

Support and encourage increased pedestrian activity downtown, and within walking distance of SMART station site.

Guidelines

A. Enhance the pedestrian experience.

B. Create a unifying aesthetic while maintaining unique character of individual sub-areas.

C. Provide flexibility, variety, and visual interest in applications.

D. Support long term maintenance program with durable furnishings.

E. Install street furnishings as identified in the Street Furnishings Palette Plan.

F. Identify areas of opportunity for new street furnishing location.

G. Help create safe and appealing places that contribute to a livable urban environment.

Figure 2.6.2  Downtown Santa Rosa.
Goal 2.6.2
Provide attractive and functional outdoor dining spaces.

A. The design, materials and colors of all outdoor dining furnishings should complement the associated restaurant/café.

B. Consider providing trash receptacles, with a lid, for outdoor spaces with mobile vending carts. Trash receptacles should not exceed 36-inches high by 18-inches wide.

C. If umbrellas are used, vinyl or plastic materials should be avoided. Umbrellas stands should be cast aluminum, wrought iron, fabricated steel or wood.

D. Table layout is encouraged to be in rows, parallel to the building. Suggested table top dimensions: Square: 24 to 36-inches, Rectangular: 24 to 42-inches, and Round: 24 to 36-inches.

E. The following table and chair materials are encouraged: Wrought iron, fabricated steel, cast aluminum, cane, hardwood or teak for table framework and chairs. Stone, faux stone, wrought iron, embossed aluminum, teak or hardwood, tempered glass, or metal mesh for table tops. Plastic, resin and plain metal are discouraged.

F. Any under umbrella or table top lighting, such as candles or other low level light sources, should not create glare or illuminate an area off the site.

G. Any fencing or walls should be decorative in nature, and should not be solid or opaque. Materials such as wrought iron, other metals or wood are encouraged, except that wood pickets are discouraged. Planter boxes or pots may be used. Solid masonry walls that are outside of the public right-of-way may also be used. The maximum height for fences/walls should not exceed 42-inches. Planter boxes and associated plant heights should not exceed 48-inches in height. Pots should be a minimum of 18-inches high and no wider than 24-inches wide at the base.
Section 2 – Core Area  
2.6 Street Furnishings Palette

**Goal 2.6.3**

<table>
<thead>
<tr>
<th>Specific Opportunities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Install street furniture to provide lighting, places to sit, and other functional elements that support a vibrant downtown street life.</td>
</tr>
</tbody>
</table>

**Guidelines**

A. Identify specific areas of opportunity for enhancement and amenity.

B. Add pedestrian function while reducing unnecessary clutter.

C. Improve overall streetscapes and enhance individual street characteristics.

D. Create place making intersections that foster the use of outdoor rooms.

E. Support a vibrant and comfortable downtown living environment.

F. See Street Furnishings Palette Plan for locations and specific opportunities to enhance the pedestrian experience with street furnishings.

*Figure 2.6.4 Existing street furniture in the Downtown.*
Goal 2.6.11

Enhance the pedestrian path of travel with careful placement of furnishings.

Figure 2.6.5

Guidelines

A. All pedestrian paths of travel should be clear and uncluttered.

B. New street furnishings should be placed such that the public right-of-way remains uncluttered and safe for pedestrian access.

C. A clear separation between vehicles and pedestrians should be provided.

D. Benches and planters should be placed against a building wall in order to promote easy pedestrian movement along the sidewalk. Where there are wider sidewalks, benches and planters may be located away from the building.

E. Social arrangements of benches (facing, on corners, etc.) are encouraged to help create livable “outdoor rooms”. Consider social bench placements and moveable furnishings to enhance areas where people tend to meet and congregate.

F. Where sufficient space is present, furnishings may be added along the edge of the street so long as the minimum clearances are kept clear between objects and/or face of building.

G. Mid-block bulk-outs should support free pedestrian movements, and not be filled with unnecessary furnishings.

H. Consider ease of entry and exit when placing bike racks or other furnishings with the potential for pedestrian/bicycle conflict.

I. Refer to “Street Furnishings Palette” for specific placement details.
Goal 2.6.4

Provide public seating that is attractive, easy to maintain and enhance the identity of the neighborhood that they are located within.

Guidelines

A. Art start benches (identified in Figure 2.6.3 with an asterisk) should only be placed in limited locations - one bench per block each side.

B. Groupings of benches should be of the same style rather than differing styles adjacent to each other.

* See manufacturer specifications located in the Street Furnishing Palette Plan dated September 30, 2010.
Goal 2.6.5

Provide bicycle, bus and vehicular furnishings that are discreet, functional, and easy to use and maintain.

**RAILROAD SQUARE AND COURTHOUSE SQUARE SUB-AREAS:**

Hoop rack / Round pole attachment

Wheel Stops

**Bus Shelter**

Figure 2.6.7
Transportation furnishings for both the Railroad Square and Courthouse Square Sub-Areas. *

**Guidelines**

A. Bus shelters should be painted “traffic blue” in the Courthouse Square Sub-Area and black in the Railroad Square Sub-Area.

B. The hoop bicycle rack is generally preferred; however, the circular attachment to existing parking meters is also encouraged.

* See manufacturer specifications located in the Street Furnishing Palette Plan dated September 30, 2010.
## Goal 2.6.6

Provide bollards that are attractive, functional, easy to maintain and enhance the identity of the neighborhood that they are located within.

### Guidelines

A. The thinner profile bollard (identified in Figure 2.6.5 with an asterisk) is a possible secondary bollard for Railroad Square. The preferred bollard is the larger profile.

B. Bollards should be used to provide a barrier between vehicles and pedestrians. Care should be taken in the number of bollards placed adjacent to sidewalks, especially along narrow sidewalks. Only the total number bollards needed to provide safety for pedestrians should be used.

* See manufacturer specifications located in the Street Furnishing Palette Plan dated September 30, 2010.
Goal 2.6.7

Provide directional signage that is attractive and enhances the character of the neighborhood.

Guidelines

A. Individual signs, with a consistent size, mounted to existing light posts are encouraged.

B. Sign kiosks should be limited to a maximum of one per street block.

* See manufacturer specifications located in the Street Furnishing Palette Plan dated September 30, 2010.
Goal 2.6.8

Provide plant and tree furnishings that are attractive, easy to maintain and enhance the identity of the neighborhood that they are located within.

**Guidelines**

A. Two slightly different styles of tree grates are provided for the Courthouse Square Sub-Area. The use of both styles of grates on one block is discouraged; one type of grate should be used for each street block.

B. Planters are encouraged along the edges of sidewalks wherever possible to provide greenery between vehicles and the pedestrian space.

* See manufacturer specifications located in the Street Furnishing Palette Plan dated September 30, 2010.
Goal 2.6.9

Provide lighting for the public right-of-way that is attractive, easy to maintain and enhances the identity of the neighborhood that it is located within.

Guidelines

A. LED string lighting should be considered for specialty lighting along alley ways, Jeju Way off of 4th Street in the Courthouse Square Sub-Area, and along 4th Street in both the Railroad Square and Courthouse Square Sub-Areas.

B. Globe lights should be considered for the Comstock Mall area, off of 3rd Street in the Courthouse Square Sub-Area.

C. Consider installing cobra light standards at street intersections only; approval by the City of Santa Rosa’s Public Works Department is required.

* See City of Santa Rosa Standards for street light details.
Goal 2.6.10

Provide trash and recycling receptacles that are discreet, functional, and easy to maintain.

Guidelines

A. Consider reducing the size of the signs on recycling receptacles.

* See manufacturer specifications located in the Street Furnishing Palette Plan dated September 30, 2010.