
SONOMA VALLEY REDEVELOPMENT PROJECT AREA STRATEGIC PLAN

March 2007

Prepared by:



Moore Iacofano Goltsman, Inc.

800 Hearst Avenue

Berkeley, CA 94710

510-845-7549

www.migcom.com

Si tiene preguntas o necesita mas información acerca de este plan,
puede llamar a la oficina del Centro La Luz (707-938-5131).

A VISION FOR THE FUTURE

The following is the community's vision for the future of the Sonoma Valley and describes conditions in the year 2024.

The Sonoma Valley Redevelopment Project Area is a **strong, healthy and tightly-knit community** with facilities and services that reflect the area's **rich history and eclectic culture**. Residents are proud of the unique community and heritage found in the Springs area.

Highway 12 is a safe street, with well-maintained sidewalks, street trees and lighting. The **attractive streetscape** connects major activity hubs along Highway 12. Fiesta Plaza is a **thriving commercial center** that anchors the hub at the southern end of the corridor. In another hub the intersection of Boyes and Highway 12 has been realigned to create a plaza, which now functions as a **gathering place for residents and visitors alike**. This central crossroads or "town center" has public art in the plaza and along Highway 12, includes distinct local retail services, and celebrates the culture of the Springs and Sonoma Valley. The northern-most hub **integrates housing, retail and local community amenities**, such as the Flowery Elementary School, Charter School and Teen Center.

Children walking to the Charter School and the Flowery Elementary School are able to **cross busy streets safely** because of new flashing crosswalks at major intersections. With little "cut-through" traffic, the streets adjacent to Highway 12 are **pedestrian friendly** while continuing to adequately serve the transportation and parking needs of local residents.

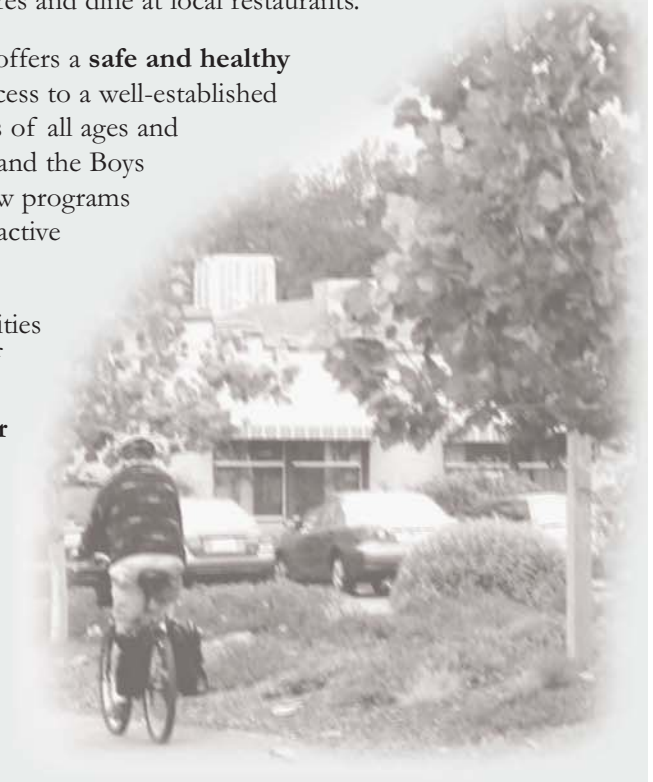
The unique character of established residential areas is maintained, and a **diversity of housing types** helps provide new homes for first-time homebuyers from a range of income levels, with a special emphasis on providing **affordable housing options** for residents with special needs, including seniors, students, extended families, and farm workers.

Several formerly vacant or underutilized sites along Highway 12 now provide **mixed-use housing**, with diverse neighborhood-serving stores on the ground floor. Visitors, who are staying at one of the area's several resorts, shop at destination retail stores and dine at local restaurants.

The Sonoma Valley Redevelopment Project Area offers a **safe and healthy environment for children and families**, with access to a well-established system of open spaces, trails and parks. Residents of all ages and abilities have access to playgrounds, a teen center and the Boys and Girls Club. In addition to youth activities, new programs for adults and seniors keep the entire community active and engaged.

Community groups host a series of monthly activities that help to engage residents and create a sense of belonging. Immigrant and farm worker service providers work collaboratively to provide a **higher quality of life for the area's workers and their families**.

Residents are healthy and thriving members of the community who have access to **high-quality ongoing and affordable health care** within their neighborhood.



EXECUTIVE SUMMARY

The Sonoma Valley Redevelopment Project Area Strategic Plan was developed as a partnership between the Sonoma Valley Redevelopment Advisory Committee (SVRAC), Sonoma County and participants in the public outreach process as part of a planning process that launched in November 2005.

Sonoma Valley community members identified a two-tiered hierarchy of strategic improvements. The first tier identifies three Primary Strategies that should be the focus for redevelopment activity in the Sonoma Valley Redevelopment Project Area, and the second tier includes three Supporting Strategies to attract and complement revitalization in the area.

Primary Strategy Topics

- A. Street Environment
- B. Housing Development and Preservation
- C. Business Attraction and Retention

Supporting Strategy Topics

- D. Community Character and Identity
- E. Natural Environment and Recreation
- F. Programs, Services and Neighborhood Organizations

Primary Strategies		
<p>A. Street Environment</p> <p>Create safe, attractive and well-maintained pedestrian, bicycle and vehicular circulation improvements along Highway 12.</p> <p>Provide adequate parking that meets the needs of visitors and residents.</p> <p>Improve public transportation.</p>	<p>B. Housing Development and Preservation</p> <p>Promote home ownership for individuals and families at a variety of income levels.</p> <p>Provide incentives for building rehabilitation and infill of multi-family dwelling units and mixed-use development.</p> <p>Identify and, when possible, provide sites for new infill home construction.</p> <p>Emphasize housing for renters and special needs groups.</p>	<p>C. Business Attraction and Retention</p> <p>Attract diverse and local-serving retail.</p> <p>Retain and increase the number of visitor-serving resorts, retail and restaurants.</p> <p>Create vibrant commercial hubs along Highway 12 that provide services for residents and visitors.</p> <p>Support local workers with job training programs and by offering livable wages.</p>
Supporting Strategies		
<p>D. Community Character and Identity</p> <p>Preserve and foster the unique and diverse local character throughout the area.</p> <p>Develop a public relations and communications effort to promote local businesses.</p> <p>Encourage the preservation of local historic resources and feature the history of the entire Springs area.</p> <p>Promote cultural festivals, public art displays and other community events.</p>	<p>E. Natural Environment and Recreation</p> <p>Provide a system of open spaces, trails and parks throughout the Redevelopment Area.</p> <p>Use physical improvements to promote safe and secure recreation environments.</p> <p>Promote responsible resource management, including green building techniques and environmentally friendly landscaping.</p>	<p>F. Programs, Services and Neighborhood Organizations</p> <p>Offer incentives for collaboration among community organizations, business groups, immigrant and farm worker service providers, schools, and faith-based and not-for-profit organizations to improve the services in the Sonoma Valley Redevelopment Area.</p> <p>Provide a range of possible activities for all community members, including the elderly, teens and children.</p>

The hierarchy of goals is covered in detail in Chapter III of the Plan.

Priority Actions

The following list identifies 13 actions prioritized by the SVRAC for early implementation because of their particular importance to the community and their high potential for bringing about positive change in the Redevelopment Area. The single prerequisite action, constructing Highway 12 improvements, is the highest priority for implementation. The 12 other priority actions are considered to be of equal importance and are listed alphabetically.

Prerequisite Action

Construct Highway 12 Improvements.

Other Priority Actions

Acquire sites for affordable housing.

Assist new and existing businesses, including “green” businesses, and advertise the benefits of locating a business in the area.

Conduct a parking analysis.

Create a public plaza that is a central gathering place and part of an activity hub.

Develop and promote home ownership and housing rehabilitation assistance programs.

Establish a public art program.

Encourage and support the development of health care services and facilities.

Improve safety and security.

Install crosswalks with flashing lights.

Reduce blight and attract development by identifying vacant sites and consolidating small parcels.

Require pedestrian amenities along Highway 12.

Support and expand the “Springs Cleaning” program with an emphasis on reduction, re-use and recycling.



Improving Highway 12 is the community’s highest priority action.



Additional pedestrian amenities and a central gathering place in an activity hub along Highway 12 are both priority improvements.

TABLE OF CONTENTS

Chapter I: Introduction

Background	2
Redevelopment Overview	4
Strategic Planning Goals	5
Process Overview	6
Organization of the Plan	8

Chapter II: Assets and Challenges

Community Character and Residential Environment	10
Commercial Corridor and Activity Hubs	11
Transportation, Parking, and Neighborhood Connections	13
Parks and Community Facilities	14
Programs, Services and Neighborhood Organizations	15
Market Overview	16

Chapter III: Strategy Framework

Redevelopment Strategy	23
------------------------------	----

Chapter IV: Action Plan

Guiding Principles	30
Action Matrix	31
Glossary of Action Plan Matrix	46

Chapter V: Implementing the Plan

Si tiene preguntas o necesita mas información acerca de este plan, puede llamar a la oficina del Centro La Luz (707-938-5131).

ACKNOWLEDGEMENTS

County of Sonoma

Board of Supervisors

Chairman Paul Kelley, District 4
Vice Chairwoman Valerie Brown, District 1
Supervisor Mike Kerns, District 2
Supervisor Mike Reilly, District 5
Supervisor Tim Smith, District 3

Community Development Commission Staff

Kathleen Kane, Executive Director
Boris Sztorch, Redevelopment Manager
Vicki Sacksteder, Redevelopment Associate
Angela Ortiz, Redevelopment Assistant

Sonoma Valley Redevelopment Advisory Committee (SVRAC)

Rick Arendt
Steve Cox
Gay Kisbey
Rich Lee
Lisa Murray
Kathy McKenna Perry
Kara Olness Reyes

**A special thank you to all Sonoma Valley
Community Workshop participants!**

Planning Team

Moore Iacofano Goltsman, Inc. (MIG)

Chris Beynon, Project Director

Eric Phillips, Project Manager

Esmerelda Garcia, Planner/Facilitator

Dan Drazen, Project Associate

Economic and Planning Systems, Inc. (EPS)

Walter Keiser, Principal-In-Charge

Jungjoo Pak, Project Manager