

General Plan Advisory Committee

Meeting of March 11, 2015
6:30 P.M.

SEBASTOPOL CENTER FOR THE ARTS
282 SOUTH HIGH STREET
SEBASTOPOL, CALIFORNIA

AGENDA

ANNOUNCEMENT: Please turn off or silence cell phones and pagers during the meeting.

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **COMMITTEE COMMENTS ON MEETING SUMMARY of: February 11, 2015**
4. **PLANNING DIRECTOR'S REPORT (Brief updates on Future Agendas, Action of Other Boards and City Council)**
5. **COMMENTS FROM THE AUDIENCE ON ITEMS NOT ON AGENDA** - This is for items *not* on the Committee agenda, but that *are related to the responsibilities* of the Committee. Comments are limited to three minutes. The Committee will receive any such comments, but under law, may not act on them. If there is a large number of persons wishing to speak under this item, speaking time may be reduced or the item may be moved to later in the meeting to allow agendaized business to be conducted.
6. **Review and Discussion of Community Facilities Issues** - The City's consultant, De Novo Planning Group, will present information about community facilities issues and opportunities for Committee discussion.
 1. Consultant presentation
 2. Initial Public Comments (allocated 10 minutes, 2 minutes per person)
 3. Committee discussion
 4. Summary of input by consultant
 5. Public Comments (allocated 10 minutes, 2 minutes per person)
7. **Review and Discussion of Community Character Issues** - The City's consultant, De Novo Planning Group, will present information about community character issues and opportunities for Committee discussion.
 1. Consultant presentation
 2. Initial Public Comments (allocated 10 minutes, 2 minutes per person)
 3. Committee discussion
 4. Summary of input by consultant
 5. Public Comments (allocated 10 minutes, 2 minutes per person)
8. **Review and Discussion of Economic Issues** - The City's consultant, De Novo Planning Group, will present information about economic sustainability issues and opportunities for Committee discussion.
 1. Consultant presentation
 2. Initial Public Comments (allocated 10 minutes, 2 minutes per person)

3. Committee discussion
4. Summary of input by consultant
5. Public Comments (allocated 10 minutes, 2 minutes per person)

7. ANNOUNCEMENTS FROM COMMITTEE MEMBERS/STAFF:

8. WRITTEN COMMUNICATIONS/INFORMATION: Written community comments on General Plan issues that have been submitted to the Planning Department.

9. ADJOURNMENT: This meeting will be adjourned to the next regular Committee meeting, at 6:30 p.m. on May 13, 2015, which will be a review of 'policy sets' resulting from past discussions. The meeting will occur at the Sebastopol Center for the Arts, 282 South High Street, Sebastopol, California.

Public Meetings

The City of Sebastopol wishes to foster a constructive, respectful, and open process through its meeting procedures. Public comment is encouraged. Members of the public have the right to speak on all agenda items under discussion by the Committee after being properly recognized by the Chair at a time deemed appropriate by the Chair. The Committee requests that members of the audience refrain from expressions of approval or disapproval (clapping, booing, hissing) of statements of other participants, which discourages the expression of a range of viewpoints, as well as lengthening meetings. Comments should be addressed to the Committee as a body and not the audience or any individual member, staff person, or consultant. This is an opportunity for members of the public to make statements regarding matters of concern about the agendized matter, and not unrelated matters. The procedure does not provide for members of the public to conduct discussions with the Committee, the consultant or City staff, unless specifically permitted by the Committee. Comments should be limited to 3 minutes or less. If this item takes more than 15 minutes, the item may be moved to the end of the agenda to allow Committee business to be conducted.

NOTES:

The Sebastopol General Plan Advisory Committee is a temporary city committee which consists of nine citizens appointed by the City Council. There are also six alternates who may replace regular members who resign in the course of the project.

The purpose of the Committee is to act as a representative community sounding board for the General Plan update process, to help identify issues and opportunities, and help shape the policy of a new preliminary draft General Plan. Following the Committee process, which is expected to take approximately one year, a formal draft General Plan, together with a draft Environmental Impact Report (EIR) will be prepared and released for public review and comment, after which the Planning Commission and City Council will conduct public hearings, revise the draft as appropriate, certify the EIR, and adopt the Plan. The City Council has final authority over the General Plan.

The Committee members are voluntary and serve without any pay as a public service to the community. The Committee procedures are intended to be consistent with the policy directives of the Sebastopol City Council.

STAFF REPORTS ON AGENDIZED ITEMS are available for review at the Planning Department during regular business hours and at the Sebastopol Library. Agenda materials are also posted on the City web site. Reports are generally issued and posted by 4 p.m. on the Thursday before the meeting. Interested persons are encouraged to review these reports.

LETTERS OR WRITTEN MATERIALS regarding agenda items may be submitted to the Planning Department prior to or at the Committee meeting; written materials submitted at least six days in advance of the meeting will be included in the Committee's meeting packet. The Committee requests that if possible, written materials be submitted to the Planning Department in time for the meeting packet which also allows them to be posted on the City web site; it is difficult for members to effectively review materials submitted during the meeting.

Disability Accommodations: If you have a disability which requires an interpreter or other person to assist you while attending this meeting, please call the City Clerk at (707) 823-1153.

For more information regarding the General Plan Advisory Committee Agenda, please contact the Planning Department (707) 823-6167, or see the General Plan Update web site at: <http://sebastopol.generalplan.org> or the City's web site at www.ci.sebastopol.ca.us. For copies or to review all written documents relating to items listed on the agenda, please visit the Planning Department's office during regular business hours. The Planning Department's office is located at City Hall, 7120 Bodega Avenue, Sebastopol, Ca 95472 or call 707-823-6167.



TO: Sebastopol General Plan Advisory Committee (GPAC)

FROM: Ben Ritchie and Beth Thompson, De Novo Planning Group

SUBJECT: General Plan Advisory Committee Meeting Summary from February 11, 2015
(Conservation and Open Space)

DATE: February 23, 2015

This memo provides an overview and summary of the input received during the February 11, 2015 GPAC meeting that included a discussion of key issues related to conservation and open space.

Comments on previous meeting notes

- No changes or edits

General Discussion

- Request that GPAC be notified when items related to GPAC's work go to Planning Commission an/or City Council

Public Comment

- Members from SWiG provided input and discussion regarding groundwater issues, challenges and priorities. Noted importance of recharge areas, historical studies and challenges, importance of water quality, and suggestions for policy focus areas related to groundwater management and preservation.
- Member of Transition U.S. noted that City should demonstrate climate leadership and endorse the Rights of Nature.
- Public comment urging changes in landscaping practices: more native plants; landscaping with habitat value; importance of ongoing maintenance.

GPAC Conservation and Open Space Discussion

- Important to clarify the extent of City's resources: groundwater management and recharge areas.
- Groundwater recharge areas should be established.
- Support for letter submitted by SWiG.
- Promote permeable surface materials and provide for ample open space and naturalized groundwater recharge areas.

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- Establish GP goal for groundwater protection, management and enhancement.
- Use lots of sidebars/call-out boxes to provide info re: best practices, etc related to conservation.
- Policy requiring native plants on City lands, and encouraging them on private lands.
- Action item to develop list of native plants.
- Increase City's role in measuring and monitoring where water goes (to improve water quality and quantity).
- Increase recharge capacity of City lots.
- Open up creeks that are buried, and identify these projects in the CIP.
- Laguna Master Plan should be a separate document from the GP. GP should identify Laguna priorities, but have fewer specifics than current GP. The specifics should reside in the Laguna Master Plan.
- City should be a leader in water quality and water management.
- Find most efficient ways to slow water (runoff) and biofilter for quality.
- Participation in regional (SCWA) efforts to develop Groundwater Management/Sustainability Plan.
- Calculate and monitor volume (areas) of impervious surfaces to keep track of trends.
- Explore potential of using recycled water for groundwater recharge.
- Encourage rainwater catchment systems and grey water systems on private land. City should explore demonstration projects, explore requiring systems on new public buildings, and partner with groups to provide education and toolkits for residents.
- Minimize runoff leaving open space areas.
- Encourage outside agencies (such as Caltrans) to implement low impact development (LID) standards into infrastructure projects in Sebastopol.
- Promote water conservation.
- Reduce pesticides that discharge into Laguna.
- Implement a well-head protection program/measures.
- Investigate opportunities to expand City's influence over the Laguna.
- Include a good creeks map in the EIR.
- Encourage waste haulers to increase recycling.
- Promote community hazardous materials collection events/opportunities.
- Explore opportunity to re-use discarded hazardous materials.
- Strengthen recycling efforts citywide.

- Consider requiring CalGreen Tier 1 for buildings, and consider incentives for Tier 2 components.
- Educate public re: benefits of energy efficiency and how it can offset increased construction costs.
- Participate in preparation of, and then implement, Countywide Climate Action Plan (CAP).
- Manage street sweeping to reduce dust generation (as an air quality measure).
- Incorporate Dark Skies principals and tools into GP and consider including standards for sign lighting.
- Explore retrofitting City lights into LEDs.
- Improve downward illumination of crosswalk lighting.
- Luther Burbank Farm should be identified and protected as a cultural/historical resource.
- Chinatown is an important component of local cultural resources.
- Consider program to improve signage, markings, and identification of local cultural resources.
- Promote cultural history in public art and at civic buildings.
- Encourage and support local and non-profit efforts to publicize and educate re: local history and culture. Key resources may include, but not necessarily limited to: railroad culture, redwood logging industry, Pomo/Native Americans, apple farming/processing, history of Sebastopol name origin.
- Incorporate strong erosion control policies into GP, particularly along creeks to reduce sediment discharge.
- Policies related to invasive species prevention (plants, fish, etc.).
- Explore creek signage/info program and consider identifying which creeks the storm drainage system flows to (the curb/gutter markings on the street).
- Policy set on creek setbacks and protection.
- Action: identify tributaries and watersheds that influence and affect Sebastopol.
- Work with County to protect and enhance Rangle Park (strengthen existing GP language):
- Consider opportunities to expand open space areas along Atascadero Creek.
- Goal/Vision Statement for GP: Make proactive, forward-thinking environmental protection and resource management the cornerstone of Sebastopol's identity.
- Incorporate Rights of Nature into GP.
- Retain program 4.1 from existing GP and possibly revise program 6.1.
- Additional input provide via written correspondence to GPAC (which was available immediately prior to meeting).



MEMORANDUM

TO: Sebastopol General Plan Advisory Committee (GPAC)

FROM: Ben Ritchie and Beth Thompson, De Novo Planning Group

SUBJECT: March 11, 2015 Meeting – Community Services, Community Character/Design, and Economic Vitality

DATE: February 25, 2015

INTRODUCTION

The March 11th GPAC meeting will focus on the topics of Community Services, Community Character/Design, and Economic Vitality. As these topics can be very broad and will require covering a variety of specific issues, it will be particularly important to keep the meeting focused and productive.

This meeting packet includes specific reading materials related to this meeting's topics, and raises key issues to consider in preparation for the 7th GPAC meeting. As the GPAC is aware, it is critical that each member come to the meeting having read the materials identified in this memo and having prepared and organized thoughts, comments, and questions related to these General Plan topics.

The Community Services, Community Character/Design, and Economic Vitality Elements are all optional elements of the General Plan. The City has directed that these elements be included in the General Plan Update to address key local issues and community concerns.

The Community Services Element will address topics associated with the provision of police and fire protection, schools, civic services and functions, parks and recreation, and libraries, cultural, and other community facilities. This element will also address topics associated with the provision of water supplies, wastewater services, flood control/drainage facilities, and solid waste collection. As the GPAC is aware, some aspects of these topics will also be addressed in the Conservation and Open Space Element (such as water quality, water conservation, erosion control, etc.) The Community Services Element will focus primarily on the provision of these types of services, while the Conservation and Open Space Element will focus more on environmental protections. It is recognized that these are closely interrelated topics.

The Community Character and Design Element will define the urban form and character of Sebastopol, while preserving and enhancing the desirable aspects of the community. The element will establish goals and policies that will guide the revitalization of the City's existing urban environment, while coordinating design efforts in areas of new development in order to fashion sometimes diverse urban

design elements into a distinct sense of place that enhances the quality of life of those people who live and work in the community.

The Economic Vitality Element will provide necessary guidance to foster a strong and sound local economy, including goals and policies relating to employment, retention of existing businesses, and creation of new high-quality job opportunities. The element will include policies and actions designed to retain and attract business types that reflect the city’s values, complement existing land use patterns, reduce commuter traffic, and facilitate commercial and professional business development along key travel corridors. The goals and policies will focus on maintaining a high quality of life that complements the city’s small-town character while promoting employment and revenue opportunities necessary to meet the needs of city residents and businesses.

During the initial public visioning process for the General Plan Update, residents and stakeholders identified numerous concerns and priorities related to these general plan topics. Some of the primary concerns and opportunities identified through the Visioning process include:

- *Protect Sebastopol's small-town charm, unique character, and strong sense of community*
- *Support and enhance local businesses to sustain a vibrant Downtown core and strong community identity*
- *Provide strong support for local businesses*
- *Capitalize on opportunities to increase tourism, without losing community identity or becoming a "tourist trap"*
- *Preserve a strong and vibrant Downtown core*
- *Improve and expand public parks and green spaces*
- *Provide a larger and modernized local library*
- *Maintaining a vibrant local economy that provides good jobs, local services, and still supports the tourism industry*
- *Accommodating growth and economic development while protecting community identity and small town charm*

The City’s existing General Plan includes stand-alone elements addressing Community Identity and Economic Vitality. It is anticipated that many of the goals and policies in these existing elements will be retained, modified, and expanded upon, as deemed appropriate by the GPAC. The existing General Plan does not currently include a stand-alone Community Services Element, however, the range of topics to be addressed in this element are touched upon in various sections of the existing General Plan. For example, parks and recreation is currently addressed in the Conservation, Parks, and Open Space Element. Topics related to infrastructure and public services are currently addressed in the Growth Management subsection of the Land Use Element.

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It is expected and anticipated that the GPAC will review these for relevancy and scope, and if necessary, expand upon them as part of this General Plan Update.

REQUIRED READING

Prior to the meeting on March 11th, please read the following items:

1. **Existing Sebastopol General Plan:** Chapter III, subsection II (Parks and Recreation)
2. **Existing Sebastopol General Plan:** Chapter V (Community Identity)
3. **Existing Sebastopol General Plan:** Chapter VI (Economic Vitality)
4. **Existing Conditions Report:** Section 1.3, Economic Development
5. **Existing Conditions Report:** Section 3.0, Utilities and Community Services
6. **Issues and Opportunities Report:** Chapter 4.2, Community Character and Design
7. **Issues and Opportunities Report:** Chapter 4.4, Economic Vitality
8. **Issues and Opportunities Report:** Chapter 4.8, Community Services and Facilities
 - a. Chapters 1-3 of the Issues and Opportunities Report also include detailed information and summaries of input received from the community that should be read and considered prior to the meeting.

WORK EXERCISE

After reading the materials identified above, please consider the following questions and be prepared to discuss:

1. How well are the topics of Community Services, Community Character/Design, and Economic Vitality currently addressed in the 1994 General Plan?
2. Are there areas where the City's current approach and policies are deficient or need significant improvement?
3. What are the top priorities that the General Plan should address with respect to these topics?
4. Please review the Key Questions contained in the assigned sections of the Issues and Opportunities Report and come prepared to discuss your thoughts in response to these questions.

4.0 ISSUES AND OPPORTUNITIES

The General Plan Update will address an extensive set of issues and opportunities. Many of these issues and opportunities are defined by State law, while others reflect local concerns and desires.

Typically, in a general plan update program, the plan revolves around and is shaped by a handful of key issues and opportunities. Key issues in Sebastopol concern protecting Sebastopol’s small-town charm, unique character, and strong sense of community; supporting local business development and strengthening the Downtown core; improving traffic and circulation conditions through reduced congestion, reduced vehicle speeds, and providing expanded facilities for bicycles and pedestrians; emphasizing sustainability and environmental stewardship; providing a range of affordable housing opportunities; and ensuring ample opportunity for meaningful community participation in the planning process.

Despite the many challenges Sebastopol may face, there are also opportunities to take advantage of over the time frame of the General Plan. Opportunities include methods of boosting the local economy, enhancing the community’s character, providing community improvements, and expanding services for city residents. However, due to fiscal limitations and regulatory requirements, the City may not be able to address all of the issues and opportunities identified in this report. Therefore, the City and its leaders and residents will need to make important choices during the General Plan Update process as to which issues and opportunities are most important to shape the vision of Sebastopol’s future.

ISSUES

What is an Issue?

In the context of this report, an “Issue” is defined as an important condition or problem that needs to be addressed through the General Plan Update process.

Each issue is highlighted in a beige box. Following discussion of the issue, key policy questions associated with the issue are identified in italics.

OPPORTUNITIES

What is an Opportunity?

In the context of this report, an “Opportunity” is defined as a unique, favorable, or advantageous condition that the City can capitalize on through the General Plan Update process.

Each opportunity is highlighted in a teal box. Following discussion of the opportunity, key policy questions associated with the opportunity are identified in italics.

4.0: ISSUES AND OPPORTUNITIES

4.8 COMMUNITY SERVICES AND FACILITIES

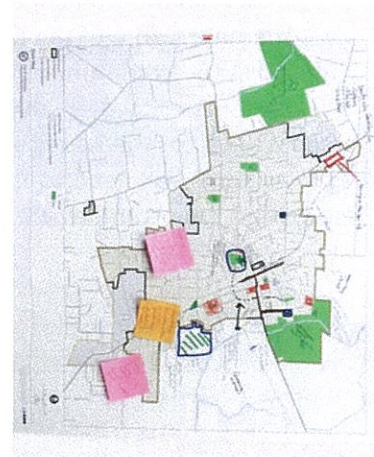
The City of Sebastopol provides a range of community services and infrastructure, including water services, sewer services, stormwater management, police services, fire protection, parks and recreation services, and general government services.

Library services in Sebastopol are provided by a County-wide joint powers entity, however, the City is responsible for providing the land and building space for the library, which is operated by the library system.

During the public visioning process some members of the community identified the need to provide a larger and modernized local library as a key priority to be addressed in the General Plan Update. Other community members identified good trails, parks, and access to natural areas as some of the City's key assets that should be built upon. Some of the other priorities identified during the visioning process included:

- Funding for infrastructure improvements and core government services
- Expand park land and open space resources near the eastern City limits
- Revitalize Ives Park

In terms of services related to police protection and fire protection, visioning workshop participants did not identify any particular needs, challenges or deficiencies, other than to note that the safe community-oriented nature of Sebastopol was a highly desirable trait that should be nurtured and maintained.



Issue: Civic and Community Buildings

Comments received during the Visioning Workshops identified that the City should focus on maintaining its small-town, unique image, while improving the overall culture and architecture of the community. People indicated that additional areas for community gatherings and activities are needed.

LIBRARY

The Sebastopol branch library, located at 7140 Bodega Avenue, is one of the most heavily-utilized branches in the Sonoma County library system. The library is operated by the County library system, but is on a site and building owned by the City of Sebastopol. The need and desire for an expanded and modernized library was noted by multiple participants during the visioning process. The existing Sebastopol library is heavily used, often crowded, and generally considered to be outdated and undersized. In 2014, the City sponsored a major re-landscaping of the library and City Hall properties, which has been partly implemented and is ongoing. Although with the advent of electronic resources, the nature of libraries is changing, the Sebastopol branch is an estimated half the size as would be ideal, based on its current use. There has been community discussion of the possible need for a larger facility. In recent years, there has also been county-wide discussion of library system governance, and a desire to restore hours lost due to budget constraints. In 2013, a non-profit, LANTERN, was created specifically to work towards development of a new library facility in Sebastopol.

COMMUNITY CENTER AND YOUTH ANNEX

The Sebastopol Community and Cultural Center (Community Center) currently operates out of three City-owned buildings: The Main Event Hall (390 Morris Street), the Youth Annex (425 Morris Street), and the Garzot Community Building (7985 Valentine Avenue).

The Community Center was founded in collaboration with the City in 1982 to provide a vehicle for the citizens of Sebastopol and surrounding areas to provide recreation services. Unlike some larger cities, the City does not run 'recreation' services, and the Community Center was intended to help provide this function (along with other entities like Ives Pool, Little League, and the Center for the Arts).

The Community Center operates on the City land on a rent-free basis, and receives some budget support from the City. The Community Center is a non-profit agency, which supports itself through fees for services, fundraising efforts, donations, and limited City support. Committed to quality education and enrichment, the Sebastopol Community Center originates and develops a wide range of recreational, service, and cultural programs. The Center provides the facilities to meet these community needs at all levels and for all ages, and also rents space for community and private events.

The Community Center building itself is aging, and perhaps more importantly, is located within the 100-year floodplain, adjacent to the Laguna de Santa Rosa. The Community Center has been damaged by floodwaters several times over the years, occasionally by several feet of water entering the building. This has led to extensive floor and interior damage, mold growth, and the need for frequent repairs. Recent efforts to combat flooding impacts have included the installation of a

4.0: ISSUES AND OPPORTUNITIES

removable floor and mold-resistant wall and insulation materials. In past years, the Community Center and the City have explored options to improve conditions at the Community Center, including moving it to another location or replacing the existing building at its current location. These efforts have failed to gain adequate traction, and to date, no specific plans are in place. The building should be replaced with a facility that meets current flood protection standards, which would be a major undertaking for the community, but which would limit future losses, and be an opportunity to provide a more functional and aesthetically enhanced facility.

CITY HALL

The existing City Hall building is not adequately sized to meet the needs of the local government. The building cannot accommodate all City departments, which results in the fragmentation of government departments and services, which can adversely impact cohesion and communication. Additionally, there is not a formal City Council chambers located at City Hall, which requires the City to utilize alternative building spaces that are not designed or intended for public hearings. The City currently utilizes the Youth Annex building on Morris Street for most City Council hearings, Planning Commission hearings, and other City commission meetings and hearings. This space is often too small to accommodate all members of the public, lacks a formal dais, and is not properly structured to accommodate presentation media.

Key Questions

- *Is there interest in prioritizing a new City Hall, library, and/or community center?*
- *Which locations in Sebastopol would be appropriate for such uses?*
- *Should the City develop an action plan that helps to prioritize the range of public and civic improvements that may be needed over the next 10 to 20 years?*

Opportunity: Pine Grove Square

The City Council is in the preliminary stages of exploring opportunities to develop a new civic center at what is being called 'Pine Grove Square' on the Burnett Street parking lot. The City intends to issue a request for proposals (RFP) from firms and/or development entities to explore public/private partnerships to develop this site for commercial and civic uses. The City Council has appointed a subcommittee to explore potential options and seek viable solutions.

The Pine Grove Square site has the potential to lead to a new civic center, which in turn could provide additional options and opportunities for the reuse of the existing City Hall and library locations.

With the development or improvement of civic and public buildings, the City has an opportunity to create landmark or legacy buildings in Sebastopol, demonstrate leadership in sustainable building design, and improve services and facilities for the community.

A new civic center and/or library would provide opportunities to improve local government

services, and improve local library services to serve Sebastopol more efficiently and fully. A civic center/library could be achieved in partnership with other goals, and may be a centerpiece for the City's growth and evolution. The need for cultural and artistic venues was repeatedly expressed during the Visioning process. The center could provide a rotating art exhibition, educational displays regarding Sebastopol's cultural and historical heritage, and a community-oriented outdoor gathering area with meaningful statues or sculptures. Funding for a civic center/library is an important consideration.

Key Questions

- *Is there interest in prioritizing a new City Hall, or library, or new Community Center?*
- *Is there an opportunity to combine one or more of these uses at a site?*
- *Which locations in Sebastopol would be appropriate for such uses?*
- *How should a new City Hall, or library, or new Community Center be prioritized in light of financial constraints and other competing community needs? Should the community focus on a single project or is there capacity for multiple major projects?*

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Issue: Parks and Recreation

Sebastopol is blessed with an array of park, open space and recreational resources, including those provided by local non-profits and a private development. Most of the facilities have identified issues or needs, some of which are quite substantial (complete renovation of Ives Park, replacement of the Community Center, replacement of the local library). A number of other needs, such as for restrooms at several sites, would also be expensive.

In the last 20 years, a number of significant new park and open space areas have been created, which is to the community's credit. These include: the town Plaza; the Laguna Preserve; the Skategarden Park; the Laguna Uplands; the Railroad Forest bike path connector; Tomodachi Park; and the Barlow green. An expansion of Skategarden Park is pending. Most of these new park and open space areas have impacted the maintenance resources of the Public Works Department, which also assumed maintenance responsibilities for landscaping in numerous new 'Street Smart Sebastopol' pedestrian crossings.

While there has been continuing community interest in creating new park resources, these new facilities have created substantial ongoing maintenance and improvement needs, in addition to needs at the City's existing facilities such as Ives Park, Libby Park, the Youth Park, and recreational facilities such as Ives Pool and the Community Center.

Given the substantial expansion of park and open space resources in recent years, it is recommended that in the next one to five years resources be primarily focused on maintaining and improving existing facilities over the creation of new parks that will add to maintenance challenges. A review of park and open space maintenance needs is likely to identify a need for enhanced funding or staffing for the Public Works Department.

The City and community should engage in a process of identifying issues and needs related to parks facilities, and setting priorities for addressing these needs, some of which have received inadequate attention, and may be within the City's resources to address, while others may take 10-20 years and outside financial resources to accomplish.

IVES PARK

Ives Park is a community park, located at 7400 Willow Street. It was built over 65 years ago and is the oldest park in Sebastopol. It contains a municipal swimming pool, baseball field, playground, theatre stage, grassy fields, and picnic areas as well as a portion of Calder Creek. Ives Park is also home to several festivals: Cajun Festival, the Roma Festival, and the annual Sebastopol Apple Blossom Festival that draws approximately 25,000 people.

Issues: Ives Park has significant renovation and improvement needs. The City Council adopted a Renovation Master Plan in 2013. Implementation of the Master Plan is estimated to cost over \$4 million. Due to the interrelatedness of improvements, they should be implemented in major phases, or ideally, in a single phase. City resources are currently inadequate to initiate improvements. The City is monitoring grant opportunities for this project, and has recently applied

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for a \$1 million grant to implement a portion of the Calder Creek component of the Master Plan.

LAGUNA YOUTH PARK

The Laguna Youth Park is a community park, located on the eastern border of Sebastopol between the Community Center, Youth Annex, and the Laguna de Santa Rosa. It was built in 1987 and contains picnic areas and two baseball fields that are used by the Little League. The Youth Annex includes a brick labyrinth in its lawn area. The relatively new 'Peace Garden' is also located in this area, with implementation of improvements partly completed. The area, adjacent to the Community Center, is also home to several annual events, which draw thousands of people.

Issues: Some of the Youth Park site furnishings (benches and tables) are showing their age and should be replaced; pathway repaving is needed; there are some drainage issues; and the play structure perimeter material (a large PVC pipe) would ideally be replaced with a less visually

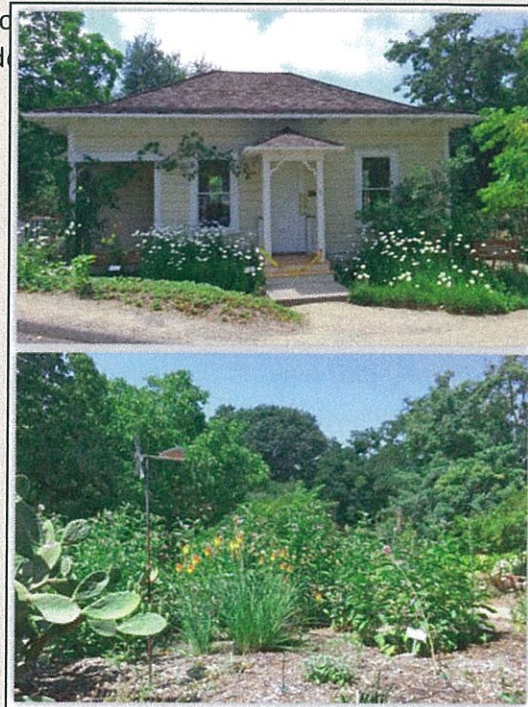


obtrusive material. In addition, while the Little League has a restroom that is open for its games, there is no public restroom, which would be desirable to serve the park and Laguna Preserve. In addition, the Peace Garden needs a drip irrigation system and some perimeter landscaping. Some of the Youth Annex landscaping needs improvement. Consideration should also be given to a locally-meaningful or inspirational name instead of 'Youth Annex.'

Although they are owned by the City, access to the two buildings has been restricted since, after some damage by event users and inconsiderate use, they are not suitable for community use, this is unfortunate and should be reviewed.

LUTHER BURBANK GOLD RIDGE EXPERIMENT FARM

Luther Burbank purchased a 15-acre farm on Gold Ridge in Sebastopol in 1885. Burbank introduced over 800 varieties of fruits, flowers, vegetables, and grains during his career. He developed many of California's plums and prunes, the ancestor of the Idaho Potato, the Shasta Daisy, as well as Plumcots, Thornless Blackberry, and Spineless Cactus. Burbank he developed and grew thousands of new hybrids, cross breeds and selections at his Experiment Farm. After Luther died in 1926, Mrs. Burbank established an apple orchard on a portion of the Farm and leased



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the rest to Stark Brothers Nursery. When their lease expired in 1957 the property deteriorated and subsequently passed into new ownership.

Local historians, intent on preserving the Burbank legacy in Sebastopol, formed the Western Sonoma County Historical Society in 1974. The cottage was placed on the National Register of Historic Places in 1978. The City worked with the Society in its efforts to obtain three acres of the original farm and to restore the Cottage on the property. Restoration began in 1983. The Society's Farm Committee, with the aid of volunteers continues to maintain the cottage and Burbank plant varieties, provide a self-guiding plant walk, and train Docents for guided tours since 1983.

Issues: Maintenance of this property is entirely performed by Historical Society volunteers, or by contractors retained by the Society. This is an ongoing challenge and volunteers have expressed the desire for maintenance assistance from the City.

SKATEGARDEN PARK

Skategarden Park includes a skate park and community garden, and is located on Laguna Park Way across from The Barlow. It was built in 2008 and contains a 15,000 square foot state-of-the-art skate structure and 23 community garden plots. There is also an 'art wall' where anyone can paint, and which changes on a weekly basis.

Issues: The City has purchased an adjacent half-acre site for expansion of the Skategarden Park and is currently engaged in a process to update and reduce costs for the expansion project design. Construction is planned for summer 2015.

There are ongoing maintenance issues with the existing park. Some of the original irrigation system failed, resulting in the loss of a substantial amount of the original landscaping and poor growth by some remaining plants; also some landscaping, particularly between the main pathway and skate structure, did not survive due to high foot traffic. Efforts should be made to repair irrigation systems and to plant durable replacement landscaping. Due to restrictions on use of leaf blowers, debris removal in the skate structure and pathways is sometimes an issue. While graffiti has not been a major issue, pathways, boulders, signs and pathways are sometimes marked, creating an ongoing maintenance need. Several custom-artist-designed benches and tables had their tops destroyed by vandals; new tops are needed.



SPOONER PARK

Spooner Park is a 'pocket park,' located at 910 South Main Street (SR 116). It also includes the 'Solar Dragon' solar panel installation, which offsets power use by a nearby City well.

Issues: Due to its location, size, lack of park amenities, and the impact of the solar installation, Spooner Park is better considered as a landscaped median rather than a 'park.' It should be removed from the official list of park resources, but could be considered as an open space/landscape resource.



TOMODACHI PARK

Tomodachi Park is a Laguna Preserve park, located at 6665 Sebastopol Avenue. It was completed in 2013 and resulted from collaboration with the Sonoma County Agricultural Preservation and Open Space District that allowed the City to purchase the 'Village Park' property. Park improvements occurred in the open space area of the property; the mobile home use has been maintained.

The entire 'Village Park' property was purchased by the City for park purposes. However, the Village Park mobile home use has been maintained, and the City has not made a determination as to the status of the mobile home use. The City did prepare a conceptual plan for park-related improvements of the entire property; Tomodachi Park represents implementation of one portion of this plan.

Tomodachi Park is approximately 8.7 acres and includes a segment, and native tree planting. The intent of the park is to be part of the Laguna Preserve system. The park includes stately Valley Oaks. Low split-rail-type fencing delineates the park area from the privacy of the Village Park residents. The improvements were also designed so as not to conflict with Caltrans frontage improvements related to the pending Highway 12 bridge replacement project. The remaining mobile home area is approximately 4 acres in size.

The entire site is in the 100-year floodplain, with lower areas generally subject to annual flooding, and the entire site at risk in a major flood. Park



4.0: ISSUES AND OPPORTUNITIES

improvements have been designed to be generally compatible with flooding; mobile homes are at substantial flood risk.

The planned Caltrans bridge replacement project will have temporary impacts on the property, but will improve access by constructing a sidewalk along the property frontage and reconfiguring the driveway.

Issues: Both Tomodachi Park and most of the Village Park property are owned by the City of Sebastopol and have City utilities. However, except for one small unimproved segment, the property is outside of the City limits. Given its location, functions, and ownership, it should be annexed into the City.

A public restroom at Tomodachi Park would be desirable, but there are challenges associated with the location, in the 100-year floodplain.

The Village Park mobile home use presents a marginal appearance. In the future, the City should make a determination about the mobile home use, and either enhance the level of maintenance, or change the mobile home use. Both scenarios have substantial budget implications and in addition, housing needs of the mobile home residents are important. In the interim, or if retained, buildings at Village Park should be painted, and likely need other repairs; driveways need repair; landscaping should be improved; and mobile home and RV facilities and lease spaces should be inspected, and maintained appropriately by their private owners.

Another issue identified in prior studies is site vehicle access. Access to a nearby traffic signal through a neighboring property should be explored.

The pending Laguna Preserve Management Plan will review issues and opportunities associated with the Tomodachi Park portion of the property.

MARIO SAVIO FREE SPEECH TOWN PLAZA

The Town Plaza is a town square, located at 6901 McKinley Street. It includes a gazebo, a fountain, numerous benches, and a public restroom as well as perimeter parking

Issues: The City Council has approved a substantial new circular bench (the 'Occupy' bench project) for one corner of the Plaza. Fundraising is ongoing and implementation is anticipated later in 2015.

Although the Plaza was renamed in recent years, there is no sign providing that identity.

There has been discussion about removing or reducing the perimeter parking, to allow enlargement of the Plaza. This parking area is one of the most intensely used in the downtown area. Removal would impact area businesses and could also reduce use of the Plaza, so complete removal does not appear



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appropriate. Removal of the row of parking immediately adjacent to the Plaza could be considered to allow some enlargement of the Plaza, while maintaining the outer row of parking, however any changes would need community discussion.

WILLARD LIBBY PARK

Willard Libby Park (Libby Park) is a neighborhood park, located at 7985 Valentine Avenue adjacent to Brookhaven School on the western side of Sebastopol. It was built in the mid-1970s and contains the Garzot Community Building, a playground, a pond, two baseball fields, tennis courts, a small rock climbing wall, a bocce ball court, a gazebo, picnic areas, and lawns. Several local schools frequent Libby Park for field trips.

Issues: The pond area and its island sometimes present a poor appearance. Improvements to the central pond feature should be considered. In addition, in the future, replacement of the current play equipment with larger and more unique play equipment should be considered. Some pathway paving improvements are also needed.



Key Questions

- *Are parks and recreational facilities adequately funded through existing sources?*
- *Should the City prioritize the maintenance of existing parks and recreation facilities? Or should the City prioritize the acquisition of additional parkland acreage and expansion of facilities at existing park sites?*
- *Are there specific recreational needs of the community that are not currently being met?*
- *Should the General Plan include an action item to develop a Parks and Recreation Master Plan? Such a plan may include priorities for the development of new park facilities, maintenance of existing facilities, funding opportunities, and priorities for near-term and long-term actions to meet the parks and recreation needs of the community.*

4.0 ISSUES AND OPPORTUNITIES

The General Plan Update will address an extensive set of issues and opportunities. Many of these issues and opportunities are defined by State law, while others reflect local concerns and desires.

Typically, in a general plan update program, the plan revolves around and is shaped by a handful of key issues and opportunities. Key issues in Sebastopol concern protecting Sebastopol’s small-town charm, unique character, and strong sense of community; supporting local business development and strengthening the Downtown core; improving traffic and circulation conditions through reduced congestion, reduced vehicle speeds, and providing expanded facilities for bicycles and pedestrians; emphasizing sustainability and environmental stewardship; providing a range of affordable housing opportunities; and ensuring ample opportunity for meaningful community participation in the planning process.

Despite the many challenges Sebastopol may face, there are also opportunities to take advantage of over the time frame of the General Plan. Opportunities include methods of boosting the local economy, enhancing the community’s character, providing community improvements, and expanding services for city residents. However, due to fiscal limitations and regulatory requirements, the City may not be able to address all of the issues and opportunities identified in this report. Therefore, the City and its leaders and residents will need to make important choices during the General Plan Update process as to which issues and opportunities are most important to shape the vision of Sebastopol’s future.

ISSUES

What is an Issue?

In the context of this report, an “Issue” is defined as an important condition or problem that needs to be addressed through the General Plan Update process.

Each issue is highlighted in a beige box. Following discussion of the issue, key policy questions associated with the issue are identified in italics.

OPPORTUNITIES

What is an Opportunity?

In the context of this report, an “Opportunity” is defined as a unique, favorable, or advantageous condition that the City can capitalize on through the General Plan Update process.

Each opportunity is highlighted in a teal box. Following discussion of the opportunity, key policy questions associated with the opportunity are identified in italics.

4.0: ISSUES AND OPPORTUNITIES

4.2 COMMUNITY CHARACTER AND DESIGN

Sebastopol's unique character, small-town feel, and distinctive downtown are among its most valuable assets. Surrounded by beautiful vistas of hills, vineyards, majestic oaks, and redwoods, Sebastopol presents the opportunity for suburban living in a rural, small-town setting. A diverse range of land uses is present in Sebastopol. Developed land uses in the City are predominantly residential. Most of the residential land use designations in Sebastopol are at the medium-density range, with areas of high-density residential located north and south of Bodega Avenue, south of Healdsburg Avenue, south of Analy High School, and south of Evergreen Avenue. Commercial uses are generally concentrated within the Downtown area, and along the Highway 116 corridor.

Architecturally, Sebastopol is relatively diverse, with a variety of buildings of different vintages and styles. Rather than mandatory styles, scale, design integrity, materials, details and context are key considerations in the design review process.

Sebastopol has a long-established Design Review Board that is required to review most types of development, as well as signs and major landscaping. Given the character of Sebastopol and limited opportunities for development, most of the applications reviewed by the Board are relatively small-scale, often by applicants with limited resources.

Issues related to community design and community character are currently addressed by several existing planning documents, including the adopted General Plan Community Identity Element, the Sebastopol Zoning Ordinance, the Sebastopol Downtown Plan, and the City's Design Review Guidelines.

During the public visioning process, one of the primary and most prevalent themes identified by the community was the need to **protect Sebastopol's small-town charm, unique character, and strong sense of community**. The community also identified the need to **support and enhance local businesses to sustain a vibrant Downtown core and strong community identity**.

The existing General Plan includes the following goals related to community identity:

- Goal 1 Build on and strengthen Sebastopol's unique identity and sense of place.
- Goal 2 Preserve the character of existing residential neighborhoods.
- Goal 3 Ensure that new residential development demonstrates quality, excellence of design, and sensitivity to the character of the surrounding neighborhood.
- Goal 4 Maintain Sebastopol's identity as a small, compact town.
- Goal 5 Improve the appearance and effectiveness of parking facilities.
- Goal 6 Use lighting to create a sense of security and enhance architecture.
- Goal 7 Continue to maintain a *Downtown Plan*.
- Goal 8 Enrich existing businesses and increase the self-sufficiency of the community.
- Goal 9 Establish the Downtown as the retail center of the community.
- Goal 10 Establish the Downtown as a place for community and cultural activities.

Goal 11 Provide housing in Downtown areas for diversity, security and in order to extend “life on the streets” into the evening hours.

Goal 12 Retain and enhance the quality of life and environment in the Downtown area.

Opportunity: Community Character

“Community character” has multiple meanings. Community character refers to the physical appearance of a city – whether Sebastopol has a distinct physical identity or looks similar to other communities. Community character also refers to the design of the community, particularly residential areas. Designing neighborhoods to encourage social interaction, through walking and bicycling opportunities, as well as focal areas (i.e., parks and neighborhood shopping centers), supports social interaction and encourages a sense of community. The economic, social, and cultural aspects of a community, which is the active participation of its citizens and businesses in community affairs and activities, is another important part of community character.

Communities that provide a sense of place through recurring design elements, identified historic resources, and cultural amenities are essential to maintain the quality of life in the city. These features that protect and promote community character also attract visitors and may generate some tourism. For the General Plan Update to ensure that Sebastopol remains unique and retains its small-town appeal, those characteristics that distinguish Sebastopol from other communities must be identified and, where appropriate, retained or incorporated into new development.

Communities that provide a sense of place through recurring design elements, identified historic resources, and cultural amenities are essential to maintain the quality of life in the City. These features that protect and promote community character also attract visitors and may generate some tourism. For the General Plan Update to ensure that Sebastopol remains unique and special, those characteristics that are unique to Sebastopol must be identified and, where appropriate, incorporated into new development.

One of the most frequently repeated priorities during the Visioning Workshops was the need to protect Sebastopol's small-town charm, unique character, and strong sense of community

Sebastopol has several unique attributes that define the character of the community and contribute to the quality of life for residents. One such attribute is the Downtown area. The Downtown is bisected by two state highways, which generate noise and traffic, and impede pedestrian connectivity and walkability in many areas. Stores, restaurants and banks are arranged in a linear fashion along these two main thoroughfares.

In recent years, development near the Downtown area has expanded, most notably with the Barlow project.

There are areas of Sebastopol where the community has identified a need and shown interest in enhancing streetscapes and community character. These include the Gravenstein Highway South Area, which generally lacks street trees or special lighting fixtures, has unsightly overhead utilities, and includes sidewalk gaps. Some progress on these issues had been made by private development projects. Another area of community focus is the downtown. Prior to the demise of redevelopment due to State

4.0: ISSUES AND OPPORTUNITIES

Opportunity: Community Character

action, the City had planned an ambitious downtown streetscape improvement project, to add street trees, special lighting fixtures, benches, and other amenities where they are lacking, and underground overhead utilities where they remain. The project was terminated when the redevelopment agency was dissolved. Both of these potential projects would enhance community character.

TRADITIONAL PEDESTRIAN-SCALE NEIGHBORHOODS

Many of the older residential neighborhoods in Sebastopol follow the traditional pattern of pedestrian-scale neighborhoods. The following characteristics of these neighborhoods make them attractive and livable: sidewalks, often with a planting strip next to the curb; shade trees along the street; narrower streets with on-street parking; and garages located to the rear of the property, accessed by an alley. However, alleys are not common in Sebastopol.

These neighborhoods often have parks, stores, and other services located in small clusters within a five-minute walk of most homes. Streets on a grid system, rather than the curvilinear streets characteristic of newer suburban areas, make it easy to move around these neighborhoods and provide a sense of place. Relief from the grid system is provided by occasional squares or mini-parks, which may be surrounded by commercial and townhouse development.

OPEN SPACE AND COMMUNITY IDENTITY

Other key community characteristic of Sebastopol is the local access to significant areas of open space and naturalized habitat, particularly along the Laguna de Santa Rosa corridor along the City's eastern boundary. Sebastopol also contains numerous public areas that display local art, depict local cultural and history, and provide opportunities for community gatherings that can enhance the quality of life for residents.

The General Plan can enhance the sense of community in Sebastopol by connecting neighborhoods and commercial areas to the community's key focal points, including the local open space resources and natural habitat areas. Community design policies and decisions related to the circulation network can support improved connectivity in Sebastopol, which can enhance the quality of life.

DESIGN REVIEW GUIDELINES

The Design Review Guidelines apply to new buildings, additions, and other site improvements in the City. The Design Review Guidelines are intended to be interpreted with flexibility and are not strict standards. The Guidelines are intended to provide guidance to owners, builders, architects, landscape architects, engineers, designers and others involved in land use development and to assist the Design Review Board in reviewing applications to promote a high quality of design, and consistency in the design review process. The Guidelines address the following topics:

- Site planning
 - Neighborhood context
 - Building orientation
 - Circulation and parking
 - Open space
 - Grading and storm water management

Opportunity: Community Character

- Auxiliary structures
- Noise and privacy
- Architecture
 - Relationship to surrounding architecture
 - Massing
 - Elements
- Landscaping
 - Plant types
 - Trees
 - Parking lots
 - Hardscape
- Downtown and pedestrian-oriented commercial frontages and facades
- Laguna de Santa Rosa
- Fast food restaurants
- Shopping centers
- Auto dealerships
- Auto service stations
- Signage
 - Design
 - Placement
 - Illuminations

As noted below, the City is working on new downtown ‘design standards’ which will provide guidance for the downtown area. In addition, the City’s Design Review Board has recently indicated an interest in revisiting and potentially revising and updating the Design Review Guidelines, particular the portions related to residential design standards.

SEBASTOPOL DOWNTOWN PLAN

The Sebastopol Downtown Plan was adopted in 1990 and provides direction for the continued development of Downtown in order to maintain and strengthen the city’s role as a western county retail/cultural center and as a viable alternative to retail/service shopping in nearby cities. The Downtown Plan provides for the coordination of public and private investment in order to fulfill identified objectives for the Downtown area. The Downtown Plan was developed to encourage pedestrian-friendly streets, provide for a focal point (Town Square), and provide open spaces for community events.

The Downtown Plan establishes the following eight broad goals:

- Economic: Enrich existing businesses and increase the self-sufficiency of the community.
- Economic: Establish the Downtown area as the retail center of the community.

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Opportunity: Community Character

- Community/Culture: Establish the Downtown as a place for community activities.
- Community/Culture: Establish the historic Downtown area as the cultural core of the community.
- Community/Culture: Provide housing in the Downtown area for diversity, security, and in order to extend “life on the streets” into the evening hours.
- Environment: Retain and enhance the quality of life and environment in the Sebastopol Downtown area.
- Environment: Reduce automobile congestion by promoting other modes of transportation and providing alternatives to existing vehicle travel patterns.
- Environment: Promote ridership for transit by developing higher density residential and commercial areas on transit corridors.

POTENTIAL REVISIONS TO THE DOWNTOWN DESIGN STANDARDS

The City Council has recently established a Council subcommittee that is working on the establishment of revised and updated Downtown Design Standards. This effort was initiated following the lengthy City discussions regarding design parameters for the recently approved CVS project. The intent is to create more specific ‘standards’ rather than the existing ‘guidelines’ to better express and implement community design objectives. The Downtown Design Standards are currently in a preliminary draft format, and following revisions and refinements, will be circulated for public review and input.

Opportunity: Community Character

Key Question

- *Should the City prioritize streetscape improvements to Gravenstein Highway South, the downtown or other areas?*
- *Do the City's existing Design Review Guidelines do an adequate job of guiding the character and design qualities of new development? Are there features or design elements that need to be incorporated into new and existing development?*
- *Should the Design Review Guidelines be updated to ensure that the architecture and character of new development contributes to Sebastopol's unique, small-town feel?*
- *Does the Downtown Plan provide sufficient guidance to ensure that new commercial and mixed use development will yield quality buildings that can contribute to Sebastopol's architectural and cultural history in a manner that the existing historical buildings currently contribute to Sebastopol's sense of history?*
- *If the City adopts new Downtown Design Standards, what are some of the key considerations and priorities that should be addressed by the Standards?*
- *Do the goals, policies, and programs in the existing General Plan still reflect the community's desires with respect to community character and identity? Are there specific goals, policies, or programs that should be revised, deleted, or added?*

4.3 ECONOMIC DEVELOPMENT

Sebastopol is often identified as the economic and cultural center of the West County. Sebastopol offers a centralized downtown business area, with a variety of local specialty shops and eateries in the downtown area and vicinity, cultural attractions and festivals, as well as natural attractions, including the Laguna de Santa Rosa, Luther Burbank Experimental Farm, and Joe Rodota Trail. The City has a highly skilled workforce and encourages small, local business, entrepreneurship, and sustainable business practices.

From 2000 to 2014, Sebastopol’s population decreased from 7,774 to 7,400 persons, a 4% reduction. From 2000 to 2010, the City’s labor force increased by 7%, from 4,056 to 4,324 persons. However, employment only increased by 2% and unemployment increased from 2.5% to 6.7% from 2000 to 2010. Approximately 69% of the City residents currently work outside of Sebastopol.

In 2014, 43% of Sebastopol’s employed residents worked in management, professional, and related occupations, while 23% worked in sales and office occupations and 19% worked in services occupations. An additional 7% were employed in natural resources, construction, and maintenance occupations, and 8% were employed in a production, transportation, and material moving.

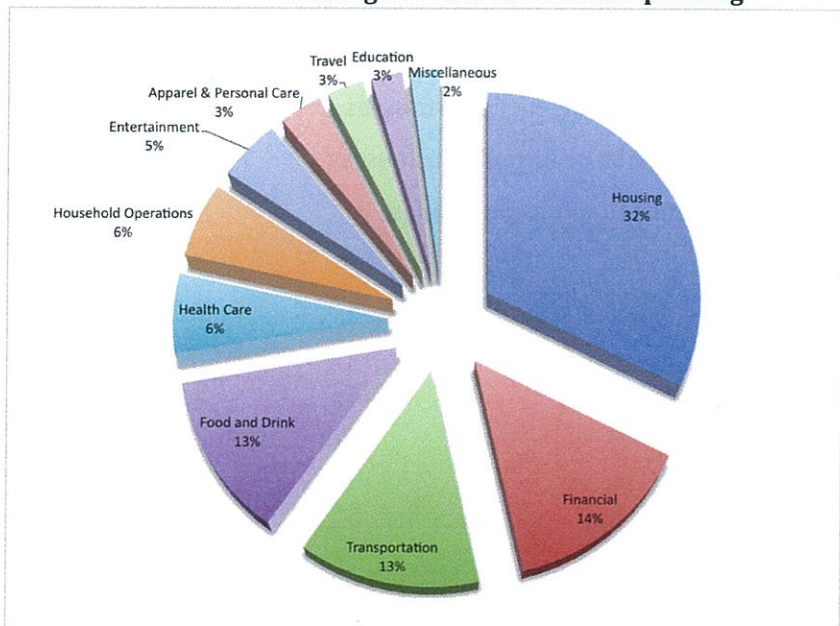
In 2014, the industries in Sebastopol with the largest amount of employees included health care and social assistance (19%), retail trade (15%), professional, scientific, and technical services (9%), educational services (7%), accommodation and food services (7%), and other services (8%). With the closure of Palm Drive Hospital, it is likely that employment in the health care and social assistance sector has decreased.

From 2000 to 2012, the median household income increased from \$46,436 to \$53,975. However, when computed in constant dollars (adjusting for inflation), the median income actually decreased from \$61,913 to \$53,975 (based on 2012 dollars).

A review of historic taxable sales data indicates an overall increase in taxable sales since 2002. However, there has been a reduction in retail and food services transactions (-3%) while there has been an increase in the number of businesses with retail and food service sales tax permits (56%). There has been an overall decline in sales tax permits from 2002-2012 by 89, although total taxable transactions have increased by 8% (almost \$11 million).

A review of spending patterns in Sebastopol indicates that categories with the highest annual spending are housing/ shelter (32%), financial (14%), food and drink (13%), and transportation (13%).

Average Annual Household Spending



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The Existing Conditions Report includes a leakage/surplus analysis that measures the relationship between supply and demand, based on the per capita sales and sales tax deviation associated with retail categories. The retail categories with the highest surplus sales include food and beverage stores, food and drinking places, and health and personal care stores. The retail subcategories with the most surplus sales include grocery stores, restaurants and drinking places, used merchandise stores, specialty food stores, lawn and garden stores, and book, periodical, and music stores. The retail categories with the most leakage include general merchandise stores (leakage of \$13.3 million), motor vehicle and parts dealers (leakage of \$12.8 million), clothing and accessories stores (leakage of \$5 million), and non-store retailers (leakage of \$3.2 million). This indicates that a substantial proportion of these categories of expenditure are occurring elsewhere, and that there could be an opportunity to capture some of these expenditures.

For additional economic and demographic data, please see the Existing Conditions Report and Housing Element that have been prepared as part of the General Plan Update.

Participants in the Visioning process identified the following issues and comments related to the city's economy:

- A vibrant and lively downtown with an urban design that enhances community and encourages visitors
- Iconic and robust tourist attractions – the Laguna, City parks and trails, cultural events, Luther Burbank Farm, new museums/learning centers
- Diversified retail opportunities
- More economic diversity
- Emphasize culture, arts, and cultural diversity
- Bring more jobs to City and increase supporting population
- Electric shuttle or trolley connecting Downtown with key attractions/destinations
- Vibrant businesses with emphasis on sustainability
- Hotel and lodging opportunities
- No big box or formula businesses
- Positive branding and image

Issue: Limited Employment Opportunities

Sebastopol has a relatively high ratio of jobs located within the City to employed persons that reside in the City. Much of the workforce in the City commutes to Sebastopol to work. However, many of the jobs in the City are retail- and service-oriented jobs, which typically have lower wages than professional and skilled jobs. During the Visioning process, a need for high-quality jobs that provide a livable wage in Sebastopol was noted.

While it is anticipated that the General Plan Update will provide greater opportunities for businesses to expand or locate in Sebastopol (see the following Opportunities discussions), this will not improve the quality of life of the city's residents unless the new jobs pay good wages and provide additional opportunities for skilled workers. In order for unemployment rates to trend downward and the ratio of jobs to labor force to trend upward, incentives for employers to locate in Sebastopol are needed.

In order for the economy to grow and prosper, it is necessary to market Sebastopol as a place to do business and to provide resources that meet the needs of commercial, office, medical, and industrial uses that Sebastopol wishes to attract. Currently, the Chamber of Commerce, Downtown Association, Cittaslow, and Sebastopol Entrepreneurs Project can provide some support to interested businesses and can connect businesses with local realtors and leasing agents. However, more extensive and detailed materials (market assessments, up-to-date workforce data, leakage studies, etc.) and potentially, dedicated economic development staff could clearly identify market demands and industry sectors with heavy needs for interested businesses.

A related issue reported by a number of local businesses is difficulty finding qualified employees. This may have a relationship to high housing costs, area demographics, and the compensation levels that local businesses are able to offer. The Sonoma County Economic Development Board has developed some tools to assist employers with job openings.

Key issues limiting Sebastopol's employment and business growth include the following:

VALUE OF OFFICE/INDUSTRIAL VERSUS RESIDENTIAL DEVELOPMENT

Local property owners are often reluctant to develop their land for office/industrial uses, given that the financial payoff for residential development is typically much higher than for office/industrial uses. Some developers have also indicated that new industrial development is not financially viable, and that there is not sufficient demand for new office space.

LACK OF ADEQUATE SPACE

New construction or substantial rehabilitation would be required to accommodate a major new employer with modern office/industrial space needs. Many emerging industries have a need for larger spaces and modern facilities, such as production, testing, and laboratory space. Sites for most types of development (particularly, larger development) are quite limited, and potentially suitable sites may not be available for development.

NEED FOR MARKETING/INCENTIVES

While the City and Chamber of Commerce created a branding campaign (Local Flavor, Global Vision) and the Sebastopol Entrepreneurs Project provides assistance to local start-up businesses, there are not a lot of outreach and marketing materials that are readily accessible for a large business wishing to locate in Sebastopol. Market data demonstrating a need or demand for specific types of businesses is not on the

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City or Chamber of Commerce websites. Similarly, information regarding incentives for businesses to locate in Sebastopol is also not readily available.

The following Opportunities discussions identify methods to attract new businesses and to expand the base of industries to create more skilled and high-paying employment opportunities.

Opportunity: Industry Diversification

Participants in the Visioning process identified that jobs in the City need to be high-quality jobs that pay living wages where people can afford to live and work in Sebastopol, that growth needs to be sustainable, that an emphasis on supporting and enlivening the Downtown is necessary, and that there is a need for everyday retail goods.

As shown in the figure on the right, Sebastopol's commercial areas are focused along the key routes through town. Industrial uses are limited and mainly located in the northeast area of the City off of SR 12, along Morris Street and McKinley Streets, and east of SR 116.

TOURISM AND HOSPITALITY

Sebastopol's unique setting and character, combined with its location as the hub of West County near the Bay area, Pacific Ocean, and wine country, has potential to be leveraged to create a "place-making" and tourism-based environment over time.

Sebastopol's commitment to environmental sustainability also sets the City apart from other jurisdictions. The attraction of a boutique hotel or eco-tourism retreat could help Sebastopol become a higher profile travel destination. The community-oriented nature of Sebastopol is conducive to the support of locally-owned and smaller, non-chain establishments. Creating a destination retail environment, through continued support of boutique and one-of-a-kind shops in the Downtown, as well as broadened retail opportunities will provide a draw for tourists, as well as improve shopping opportunities for local residents and employees. Providing more visitor-serving commercial uses would also help Sebastopol establish a base for tourism and hospitality.

The City has identified the Lumberyard site as a major opportunity for a mixed-use development that could potentially include a hotel (see Marketing and Branding discussion). A hotel development is also being proposed at the Barlow development.

AGRICULTURAL SECTOR

Research and development is an important part of the overall agricultural economy, including winemaking. Seed companies are constantly researching and breeding plant species to select for specific characteristics (e.g., taste, yield, growing zone, frost conditions, pest resistance, longevity, etc.). Agricultural research operations can include extensive agricultural fields and greenhouses for planting of test crops, may primarily consist of office space for laboratory research, or may include a combination of the two. Some research facilities will contract with farmers, sometimes local and sometimes distant depending on the conditions needed for research, to grow test crops. Other facilities may research various products that can be manufactured with agricultural materials and by-products, and use of local agricultural by-products can be a marketing point. Attracting new agricultural research and development uses can increase a demand for planted agricultural fields in and around the city, increasing access to local foods. Increasing the demand for professional office/research space and, in some cases, manufacturing facilities would increase the City's base of skilled jobs.

HEALTH CARE

Access to health care and mental health services is an important determinant of health and disease prevention, and increased access is very likely to improve public health. The health care sector typically provides high-paying jobs that require educated and skilled employees. With the recent closure of Palm Drive Hospital, the City is lacking medical services for emergency care and conditions that require an in-

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patient hospital stay.

HOME-BASED AND ENTREPRENEUR BUSINESSES

Start-ups, home-based businesses, and micro-enterprise are important components of the local economy. These types of businesses accommodate a broad range of skill levels and interests. Home-based businesses typically do not require significant real estate investment, which reduces start-up costs. The Sebastopol Entrepreneurs Project (SEP) provides support to regional start-up businesses, through training and incubation services. SEP offers co-working space to reduce the overhead associated with real estate costs for a new business. Sebastopol has relatively liberal allowances for home-based businesses as compared to some jurisdictions.

GREEN AND CLEAN INDUSTRIES

With the local support for sustainable and green industries, Sebastopol is well-positioned to attract a range of green and clean industries. Sebastopol could endeavor to attract research and manufacturing associated with energy-efficient technologies, recycling, green building, water conservation technologies, clean and renewable energy, re-use of agricultural and winemaking by-products, and a variety of products for home and personal use. Research and development provides opportunities for skilled, technological jobs in both established and emerging industry sectors. Research and development is also an important component of developing new products, such as medical devices, and technologies, including green building, and clean energy. However, manufacturing types of use can result in air pollutants, noise, and increased truck traffic, so it is necessary to identify appropriate industrial sites that will not negatively affect residential and other sensitive uses. Apart from the potential of reducing costs to local businesses through providing new efficiencies and providing opportunities for skilled workers, a significant benefit of this industry is that it can complement the region's strong agricultural and winemaking sector. And, as previously noted, there would likely be both financial and site challenges with industrial development in Sebastopol.

REGIONAL-SERVING RETAIL

Regional-serving retail provides an important part of the local economy – offering amenities that attract key employers, supplying services for local residents, and providing job opportunities to youth and other segments of the community that might not qualify for higher paying jobs. Participants in the Visioning process identified a need for retail that provided for everyday needs, rather than a focus on specialty or tourist-oriented retail. Table 1-13 of the Existing Conditions Report identifies retail categories that are experiencing leakage, meaning that the demand for the retail category exceeds the actual sales. The retail categories with the most leakage include general merchandise stores (leakage of \$13.3 million), motor vehicle and parts dealers (leakage of \$12.8 million), clothing and accessories stores (leakage of \$5 million), and non-store retailers (leakage of \$3.2 million). The leakage identified for general merchandise stores corresponds to the comments that Sebastopol needs general retail uses that provide for everyday needs. While regional-serving retail stores would not significantly diversify employment opportunities, these uses serve household shopping needs and ensure that residents can live and shop in Sebastopol without having to travel to nearby cities to shop.

Key Questions

- *What key industries does Sebastopol wish to attract over the next 10 to 20 years?*
- *Are the vacant and underdeveloped lands in the city suitable for attracting the mix of businesses that Sebastopol desires?*
- *Are adequate sites designated to accommodate a variety of new businesses, particularly if a business has specific siting needs (e.g. research space, test kitchen facilities, production space)?*

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Opportunity: Employee Generation and Business Attraction

While the City can designate sites for a variety of job-generating uses and can plan to provide a broad range of commercial and industrial uses, as previously discussed, these plans are only meaningful if the city can attract new businesses and encourage existing businesses to expand.

Some of the key components of business generation include marketing, visibility, branding, and adequate services.

BRANDING AND MARKETING

A detailed branding and marketing plan could help Sebastopol shape its image as a desirable destination and leverage the Downtown, cultural events, community-oriented aspects, and access to natural features that distinguish Sebastopol from neighboring communities. Larger employers often look at the amenities of the community and the local workforce when considering new locations. The presence of quality of life factors (i.e., attractiveness of the area, cost of housing, quality of schools, entertainment venues, retail amenities, and variety of dining and drinking establishments) may play a significant part in an employer locating in Sebastopol. Developing a branding and marketing plan that highlights the City's assets, including its well-educated and skilled workforce and emphasis on cultural diversity, will assist in positioning the city for success when major employers are considering a location in Sebastopol.

A key component of successful branding and marketing is ensuring that the City is considered a place where businesses are welcomed and the permitting process is streamlined and provides some certainty, in terms of the types of permitted uses, development requirements, and timing for approval, for interested businesses.

The City has taken measures to market the Lumberyard site (6828 Depot Street) to attract a mixed-use type of development that is urban in nature and oriented toward the adjacent public uses and downtown. Concerted and consistent marketing efforts, such as this, assist in attracting development through identifying opportunity sites, providing an overview of the benefits of the site, and identifying how the sites can be integrated with surrounding uses.

IMPROVING BUSINESS AREAS

Many of the city's retail shopping and business areas along SR 116/Main Street/SR 12 have newer uses interspersed with older commercial uses. Revitalizing the City's primary business areas, including improved facades, signage, and cohesive design features, would strengthen interest in the areas. Maintaining a vibrant and attractive downtown helps to foster Sebastopol's small-town image. Over time, continued maintenance and occasional design upgrades of retail areas will ensure that the city continues to attract a broad base of customers and tenants. While the City can facilitate the improvement of business areas, desired improvements can only be achieved by conscientious investment on the part of the local property owners as well as organization and partnership by the local merchant communities. The City currently has a small BID in place for the downtown area. The BID pre-dates existing state law that governs the formation and activities of a BID. This district could be expanded to include a larger commercial area, creating greater potential for revenue generation and area of benefit, to address the

What is a BID?

A business improvement district (BID) is a geographically-defined area in which activities and improvements are paid for through a special assessment which is charged to all members within the district in order to equitably distribute the costs and benefits of the BID.

primary business routes and to include areas anticipated for business/retail development.

The City did re-institute a 'façade improvement' grant program in the current fiscal year. The program has a limited budget to offers small matching grants to businesses or property owners seeking to install new signs, remodel, paint, landscape or otherwise improve facades.

VISIBILITY AND CONNECTIVITY

People only visit businesses and shopping areas if they are aware that the business or shopping area exists. Implementation of a wayfinding and signage program that provides signage at the primary entrances to Sebastopol and directs out-of-town visitors to Downtown, primary destinations (Laguna de Santa Rosa Preserve), Luther Burbank Farm, and cultural/community centers would assist in making visitors aware of the attractions and destinations in Sebastopol by advertising the various venues and providing directions to destinations and public parking. Sebastopol had planned to implement a wayfinding program, however the project was terminated when the State eliminated the City's redevelopment agency. The City Council may consider reviving this project in the next fiscal year.

ECONOMIC DEVELOPMENT PARTNERSHIPS

The City participates in multiple local and regional partnerships (e.g., Downtown Association, Sebastopol Chamber of Commerce, Sonoma County Economic Development Board, Cittaslow Sebastopol, etc.) in order to stay abreast of emerging issues and to identify opportunities to support local businesses and expand the types of businesses locating in the community.

The Sonoma County released its Fall 2014 Business Confidence Report which indicates that business confidence in Sonoma County has been increasing since the recessionary period. The BCR indicates that businesses feel economically challenged operating in Sonoma County versus the rest of the United States, based on a comparison of purchasing index trend values. Industry with high purchasing trend indexes that are indicative of industry and business expansion include hospitality, manufacturing, and technology. Establishing or expanding upon a group of economic development professionals that can focus on attracting and retaining target industry companies could accelerate the city's efforts to attract new business. Businesses and organizations that provide capital resources can be partnered with new companies and companies that wish to expand. This type of effort can direct 'angel' or venture capital investments to promising companies competing for scarce capital investment.

SMALL BUSINESS SUPPORT

Small and start-up businesses are an important part of the local economy. Start-up businesses are common in industry sectors with emerging and shifting technologies, such as green energy, biotechnology, and computer science. Encouraging locally-owned small business ventures through the permitting and business license process as well as considering small business needs when considering larger office, technology, and industrial park developments can help the city attract a broader range of businesses.

BUSINESS RETENTION

Future job growth is often associated with the retention and expansion of existing businesses, rather than solely focusing on the attraction of new ones. Thus, it is critical to maintain close business relationships with business associations and existing local companies, offer seminars and consulting for business owners, link businesses to various lending programs and financial services, assist with marketing of local businesses, and provide other key services to local businesses.

4.0: ISSUES AND OPPORTUNITIES

REDEVELOPMENT

The closure of Sebastopol's Community Development Agency considerably reduced the City's resources to attract and retain business. Redevelopment had provided significant funding and mechanisms to encourage business growth and development, including funding for economic development staff, business promotion activities, and the ability to encourage development of specific sites through either assisting with the purchase of the site or providing long-term financial incentives, and also supported affordable housing. While the State has not replaced redevelopment, there have been on-going discussions of future methods to assisting local governments with redevelopment-types of activities. The City can emphasize monitoring emerging legislation that would replace redevelopment and can prioritize taking advantage of future opportunities that may be offered by such legislation.

Key Questions

- *What programs should Sebastopol prioritize to attract new businesses?*
- *What policies are appropriate in the General Plan to support an environment that is conducive to economic vitality and business growth?*

Dear Kenyon et al,

Congratulations Cittaslow and thanks for all the wonderful work you are doing for our community.

I have heard worrisome things about the Barlow and whether it will sustain itself or not. I just wanted to submit my comments on the Barlow as far as it being in line with some of Sebastopol's and Cittaslow's stated goals.

The Barlow is VERY pedestrian friendly! (Main Street Sebastopol is NOT, in fact it is dangerous for pedestrians. I have almost been hit in a crosswalk NUMEROUS times and I personally know a few people that have!) The Barlow has a posted speed limit of 15 mph and a STOP sign at every intersection. In my ideal world, that's the way it should be done everywhere!

It attracts many tourists and I know that this is one of Sebastopol's stated goals. It is set up in a very attractive manner. It's wonderful to see so many people strolling or sitting around the Barlow, smiling & talking.

It has unique businesses, all of them LOCAL, including manufacturing facilities. The Barlow supports the local economy by hosting all local businesses!

It is very enjoyable to walk around in the Barlow and sit outside in one of many lovely venues that have outdoor seating. There are many comfortable spots where people can just hang out.

Some of my favorites businesses are:

Community Market
Taylor Maid
Sub Zero
WoodFour
the Glass blowing place (name?)
Village Bakery
The Nectary

I think it would benefit the city of Sebastopol to partner with the Barlow or be supportive in some way that would ensure the sustainability of the Barlow.

I personally go there every day and can't imagine life without it!

Please realize that I don't know any of the details of the business part of the Barlow and how it is connected to Sebastopol, financially, legally or politically.

I just know that I love it.

And it seems that it fulfills many of the stated goals of Cittaslow Sebastopol!

Thank you,

Karin Lease
Andy Bunnell
Graton, Ca.

(yes we live in Graton, but we work, shop & play in Sebastopol!)

From: Karin Lease wylflowr@comcast.net
Subject: Visioning Comment
Date: February 24, 2015 at 5:24 PM
To: kwebster@cityofsebastopol.org



From: **craig rosser** craig.rosser@gmail.com
Subject: GPAC feedback
Date: February 24, 2015 at 9:29 PM
To: kwebster@cityofsebastopol.org



First off I have recently retired. I traveled 2 million miles for work, visiting 22 countries around the world taking notes as to what makes a town or city attractive, enjoyable and livable. From my perspective the key to success in Sebastopol is to make it more appealing by creating a calmer atmosphere in the town center, the traffic and noise are a huge deterrent. Making main street two ways with diagonal parking and wider sidewalks would help. Making main street a pedestrian street on weekends would be a start. Traffic calming devices, more traffic signals speed and pedestrian crosswalk enforcement would help, not to mention citations for excessive noise (motorcycles, trucks). Napa recently converted their one way streets to two way. Parking needs to be improved, poor Rite Aid takes the brunt of parking abuse on the weekends.

I live 4 blocks west of the town center on Bodega ave. but I would never consider walking to town the speeding and noise make it too nerve racking and generally unappealing. The Barlow was a great idea however there is little to attract tourism or locals . Sebastopol needs to be a destination rather than a doormat to the west county. Caltrans has been calling the shots far too long. For more ideas visit Healdsburg, Napa and even Windsor they seem to be getting it right.

I think its too late for design, the horse is out of the barn, mediocrity rules.

Lighting in Ives Park needs to be improved, my wife is afraid to walk through there at night, there once were ducks and geese in the creek now it is lifeless except for a derelict sculpture.

The future for Sebastopol is bleak until people come first, not cars, trucks and motorcycles.

Thanks for listening.

Craig Rosser

From: travis terry terrytravis@gmail.com

Subject:

Date: February 23, 2015 at 11:39 AM

To: kwebster@cityofsebastopol.org



Hi my name is Travis and I live in the town of Sebastopol. I love the community and feel the biggest threat to that is corporations and big business making its way into the town. Not only does the create unfair competition for small local business but it also destroys the unique feeling of Sebastopol making the same as every other town in America. I also feel that the police presence in Sebastopol is too much for how small it is and people who aren't doing anything wrong are made nervous by them. Some form of cheap public transportation besides the taxi service would be nice. Green spaces,public art spaces and more flowers and trees would be nice as well.

Dear GPAC Members,

I was encouraged by your commitment to climate leadership, water security, and community resilience at the last session on Conservation & Open Space. Thank you!

In light of this month's session addressing Economic Vitality, I would like to share some thinking, or reframing, around local economic development. [Transition US](#) (a national non-profit based in Sebastopol, part of the global [Transition movement](#)) is working with five other countries on the [REconomy Project](#), a strategy for building resilient, regenerative local economies that serve the community and respond to the increasing impacts of ecological and economic instability. We have come up with a set of criteria to define the types of enterprises we want to see flourishing in our communities:

1. Strengthens community resilience – enterprises help ensure the main needs of the community are met despite wider economic instability, energy and resource shortages and global warming impacts. Enterprises are also resilient in themselves, seeking to be financially sustainable and as independent of external funding as possible.

2. Appropriate resource use - Enterprises make efficient and appropriate use of natural resources, respecting finite limits and minimizing and integrating waste streams. The use of fossil fuels is minimized, and use of renewable energy sources maximized.

3. More than profit– Enterprises aim to provide affordable, sustainable products and services and decent livelihoods, rather than just generate excessive profits for others. Enterprises can be profitable, but excess profits are used for wider benefit rather than just enriching individuals.


4. Part of the community - Enterprises work towards building a common wealth, owned and controlled as much as is practical by their workers, customers, tenants and communities. They treat and pay all workers fairly. They have structures which are as open, equitable, democratic, inclusive and accountable as possible. They consciously operate as part of a collaborative, mutually supportive local system.

5. Appropriate localization – Enterprises operate at a scale appropriate to the environment, the needs they are meeting and their business sector, with regard to sourcing, distribution and interaction with the wider economy. They don't all have to grow endlessly. They provide local goods for local people as locally as possible, where this makes sense.

To encourage the development of this type of enterprise, Transition US is interested in conducting an [economic evaluation](#) to determine available market and potential incentives for entrepreneurs. We are considering a local or regional study that could serve as a model to Transition Towns across the US.

I'll be sharing more about this project on March 31 at the Sebastopol Grange, as a presentation during their monthly general meeting which is open to the public. If you're interested in learning more about REconomy, I invite you to attend or to email me at marissa@transitionus.org

With appreciation,
Marissa Mommaerts, MIPA
Communications & Operations Manager, Transition US

From: **Natasha Beauchamp** tasha@cittaslowsebastopol.org 
Subject: For March GPAC packet
Date: February 21, 2015 at 10:08 PM
To: Kenyon Webster kwebster@cityofsebastopol.org



Hello Kenyon.

Quite a full docket with Economic Development, Urban Design and Parks/Community Services all in one meeting!

Perhaps I should have sent this sooner, or maybe the GPAC has it already, but in January and February of 2013, Cittaslow Sebastopol worked with the Planning Commission to get public input about each of the elements of the General Plan. There was a separate evening for each element with 20-45 people in attendance each cold and chilly night. The process allowed for everyone present to propose one idea. Scribes copied the ideas onto big sheets of paper which were posted on the walls around the room. At the end of the evening all attendees were given three dots with which to vote on their three top priorities.

After the 8 meetings, Cittaslow Sebastopol compiled and evaluated the data and grouped them by meta-topics, or what you might call "themes" (meaning some ideas rose up above the element level as they came across in several elements). The enclosed document is organized by meta-topics with their associated ideas listed from the top vote-getters to the lowest.

For the March GPAC meeting, I would draw the committee's attention to the sections on Promotion of Tourism (p.1) and Business Development (p.6) for Economic Vitality. For Urban Design, the input concerning Density (p.9), Access/Affordability (p.12) and plant/animal maintenance activities (p.8) would be instructive. For City Services, see Open Space and Parks (p.2) and Waste/Recycle/Pollution (p.13).

These are the best "voice-of-the-people" data Cittaslow Sebastopol has to share. We hope they will be instructive in giving the GPAC a sense of the creative solutions people had in mind, and relative popularity of those solutions among the people who came out to those winter weeknight meetings. (A committed lot!)

Lastly, I would draw the GPAC's attention to the Economic Development Board of Sonoma County's 2015 State of the County Report from this January: http://edb.sonoma-county.org/documents/sotc_2015/sonoma_county_indicators_report_2015.pdf. Although it discusses recent trends (sort-sighted compared to the GPAC scope of 20 years), it is instructive in terms of discussing the competitiveness of Sonoma County vis a vis attractiveness for business and why. The Economic Development Board also lists the top financial sectors in Sonoma County (noted below in alphabetical order). When thinking about Sebastopol's economic development, it would be wise to look to these sectors and see where our particular strengths lie (e.g., Creative Industries; Technology; Tourism; Wine, Food and Agriculture).

- Construction Industry
- Financial, Real Estate and Creative Industries
- Health Industries
- Manufacturing Industry
- Technology Industry
- Tourism and Restaurant Industries
- Wine, Food and Agriculture Industries

Tasha Beauchamp
C-Chair, Cittaslow Sebastopol



Compiled Data

(Sorted by Meta-topics)

Community Meetings 1/7/13 - 2/4/13

Voting results from 8 Community Brainstorming meetings 1/7/13 - 2/4/13. 375 ideas expressed by ≈222 attendees. Attendees were asked to vote on their top 3 priorities. "Longer descriptions" (Column C) are approximate recaps of attendee ideas. If you would like to have these data in spreadsheet form, please contact the Sebastopol Planning Department: 707-823-6167

Votes	Handle (2-4 word description of idea/issue)	Paraphrase of longer description	Meta-topic
64	Promotion/Tourism		
9	Promote Sebastopol as Core of West County -	Think of Sebastopol as the Capitol of west county	Promotion/Tourism
6	Promote Tourism -		Promotion/Tourism
5	More Lodging	Increase number of places to stay	Promotion/Tourism
5	Promote Eco Tourism	Promote our Gardens and Laguna.	Promotion/Tourism
4	Feed the Soul	Promote the Arts" Draw people to Sebastopol for our culture, music, Yoga classes, health and the arts	Promotion/Tourism
4	Gateway to West County -	Russian River to Marin areas that funnel through Sebastopol more viable when you enter Sebastopol you are in the West County. Take advantage of it.	Promotion/Tourism
4	Promote Horse and Buggies -		Promotion/Tourism
3	Convert old cement plant into museum & trolley station	Construct an iconic building that would attract tourists. Perhaps a Wetlands museum with an electric trolley doing a continuous loop from the Barlow to downtown and back.	Promotion/Tourism
3	Direction/Wayfinding Signs -	Install signs so people know where places are i.e. business, wineries, sites to see	Promotion/Tourism
3	Entry Way Arch On Highway 12 Bridge -	As you enter Sebastopol had an arch	Promotion/Tourism
3	Iconic Laguna Overlook -	Build an iconic building that is an overlook to the Laguna	Promotion/Tourism
2	Preserve and Promote Historic Significance -	Jasper O'Farrell, General Vallejo, Bodega 1st explorer many historic people from the area to promote	Promotion/Tourism
2	Promote the Arts -	Draw people to Sebastopol for the arts ie. Promotional articles newspapers PR etc.	Promotion/Tourism
2	Promote Unique Events	For instance, promote ourselves better to cyclists and work with the bicycle production people. Encourage cycling enthusiasts to visit/stay here.	Promotion/Tourism
1	Classy Upscale Tourist Lodging	We have lots of business class rooms. We need more white glove hotels for upscale visitors. This will bring in high room taxes.	Promotion/Tourism
1	Create Iconic Attraction	Construct a truly magnificent/unique building that would be a destination in its own right (think Bilbao Guggenheim). Will give people reason to stop in Sebastopol and not just drive through	Promotion/Tourism
1	Economics is not merely Money	Sebastopol has strong "social capital" That's why people want to live here. We need to find ways to preserve that and leverage that more effectively.	Promotion/Tourism
1	Emphasize our Cittaslow designation	We are part of a national/international network of "Slow Cities." Take more advantage of our Cittaslow designation	Promotion/Tourism

Compiled Data

(Sorted by Meta-topics)

Community Meetings 1/7/13 - 2/4/13

1	Need Image Consultant	We need to identify our assets and then get help projecting those assets to the rest of the world	Promotion/Tourism
1	Positive Press -	Have a process to proactively make it easy for positive press releases about events and current activities in Sebastopol	Promotion/Tourism
1	Promote Luther Burbank Farm as Destination -	Experimental Farm great place for people to come and see this work	Promotion/Tourism
1	Promote What We Have	Highlight the Luther Burbank Farm etc.	Promotion/Tourism
1	Recognize Connectivity -	Physical connecting towns and parks get an image. Recognize all the ingredients to get an image of the town and if positive they will come to town to spend money	Promotion/Tourism
0	Active Commercial Promotion of Sebastopol	Leverage our assets (natural environmental beauty and our unique culture) to attract visitors to Sebastopol	Promotion/Tourism
0	Capitalize on Our Image	There is a lot that is unique and attractive about us. We need to find a way to leverage that and increase awareness of these qualities in a way that will inspire others to visit.	Promotion/Tourism
0	Consistent Customer Service Training	If people come to Sebastopol but are treated rudely or don't have a good time, they won't come back or tell their friends.	Promotion/Tourism
0	Develop Slow Tourism	Promote and build up our local attributes that would speak to Slow Food and eco-tourist niches	Promotion/Tourism
0	Iconic Placemaking	Make Sebastopol special with a special building	Promotion/Tourism
0	Luther Burbank -	Time for Sebastopol to promote Luther Burbank and the wonderful contribution he had to the city.	Promotion/Tourism
0	Provide Visual Information on Parks and Open Space -	Advertise and promote public awareness of these areas	Promotion/Tourism
0	Sebastopol = West County Gateway -	Missing chance on promoting as gateway to West County	Promotion/Tourism
0	Wetlands Museum at the old Cement Plant	Promote environmental education and eco-tourism by building a wetlands museum at the Old Cement Plant across from the Barlow. Core Project suggested maybe an architecturally adventurous building that would also attract visitors.	Promotion/Tourism
55	Open Space and Parks		
9	New Southern Park for Sebastopol -	Litchfield Avenue option became a development, park needed in Southern area	Open Space and Parks
6	Clean up Parks -	Clean up graffiti etc. in the parks	Open Space and Parks
6	Restoration of our Railroad Forest -	Area behind Sebastopol Inn Hotel	Open Space and Parks
5	Actively Pursue Private Funding for our Parks -	Private parties donating to go to landscape projects to work on parks	Open Space and Parks
5	Restore and Embrace the Laguna -	Restore lake Jovine. We need to identify with being on the western shore and not the intersection between two highways.	Open Space and Parks
3	Access to Quality Nutrition & Active Living	Exposure to outdoor spaces and activities	Open Space and Parks
3	Open Space Modification Campaign -	As a City come up with other alternative that are perhaps within the city and not just such big remote areas	Open Space and Parks
2	Improve Village Park	Make it more of a community asset, as a park or as a Community Center	Open Space and Parks
2	Pomo Signage in our Parks -	Recognize the Pomo Indians in the area via signage for our Native Americans	Open Space and Parks

Compiled Data

(Sorted by Meta-topics)

Community Meetings 1/7/13 - 2/4/13

2	Rescue Railroad Forest -	Remove berry bushes, the area is a diamond in the rough Create scenic points, ie, deck areas, elevated public places, to view the scenic areas around the City	Open Space and Parks
2	Vista Points for Open Space -	More community involvement in choosing our public landscaping	Open Space and Parks
1	Community Involvement in City Landscaping	More greenway, less parking	Open Space and Parks
1	Daylight Calder Creek	About the features and the surroundings.	Open Space and Parks
1	Educational Signage in Our Parks - Explore Undeveloped Private Properties for Open Space Preservation -	More trees attached to ordinance & consideration of peoples line of site for building	Open Space and Parks
1	Green Line of Sight	Funds to include outlining areas	Open Space and Parks
1	Include/Annex Outlining Open Space -	Not being posted adequately in parks and open space, Lyme Disease warnings need to be promoted better	Open Space and Parks
1	Post Accurate Information on Tick Disease -	Limited space available, consider them whenever possible	Open Space and Parks
1	Prioritize Pocket Parks -	A lot of ideas get suggested, but get stalled when there's a change of City Council Members	Open Space and Parks
1	Protect Our Commons -	Bringing more consciousness and awareness with public celebration on the beautiful area we live in	Open Space and Parks
1	Public Celebrations of Wild and Open Spaces -	Upgrading and updating the park amenities.	Open Space and Parks
0	Improving Ives Park	For example the uplands	Open Space and Parks
0	Increase Set Backs to Sensitive Environments -	Need to increase awareness of existing parks and what they offer to the community.	Open Space and Parks
0	Park Information Packet	Use of gray or recycled water	Open Space and Parks
0	Recycled Water use in Parks and Open Space -	Generally public community support, including funding and improvements.	Open Space and Parks
0	Support our Public Parks		Open Space and Parks
0	Underground All Utilities within our Parks -		Open Space and Parks
52	Attitude/Culture/Education/Process		
7	Zero homeless, Zero hunger	We should not have people going hungry and without housing in our community	Attitude/Culture/Education/Process
5	Expand Community Identity beyond city limits	Sebastopol is the center of a catchment area much bigger than just the city limits. We need to expand our definition of who can participate to include those who are in the larger sphere of influence.	Attitude/Culture/Education/Process
5	Health and All Policies	Make the community as healthy as possible. Have this be a criteria for all public policy decisions	Attitude/Culture/Education/Process
4	Respect Nature's Legal Standing	We need to respect Nature's rights when we make changes or add developments in our city.	Attitude/Culture/Education/Process
3	Healthy Nutrition Awareness	More ways to make people aware of additives and their effects	Attitude/Culture/Education/Process
3	Support Responsible Freedom of Expression -	Causes should be responsible and how they portray Sebastopol and not impose on other people's rights....be considerate	Attitude/Culture/Education/Process

Compiled Data

(Sorted by Meta-topics)

Community Meetings 1/7/13 - 2/4/13

3	Sustainability through bio-mimicry	Look at patterns/solutions in nature and use these for the basis of creating some of our own sustainable practices. (Referred to documentary "I am")	Attitude/Culture/Education/Process
3	Teaching sustainability in schools	Lets be sure that we are raising the next generation with a strong awareness of sustainability and sustainable practices. There is already a lot available for educators. Need to coordinate it better so a unified message.	Attitude/Culture/Education/Process
2	Attitude of Embracing the future	Awareness about the future needs to be put in higher priority and infuse all of our decisions	Attitude/Culture/Education/Process
2	Educate on Available Recycling Programs -	We don't know what is available	Attitude/Culture/Education/Process
2	Improve Understanding of City Economy	Things would run better if the populace understood more about the expenses and sources of income for city services.	Attitude/Culture/Education/Process
2	Inclusion of all age groups	Too often we forget the needs of the elderly. Our policies need to be friendly to all age groups, including seniors.	Attitude/Culture/Education/Process
2	Metrics for economic and environmental sustainability	We need measures that will tell us when we are on track and when we are not. Both economic and environmental metrics need to be taken into account	Attitude/Culture/Education/Process
1	Awareness of our Carrying Capacity (water, garbage, etc exceeding capacity	We need to be aware of what our limits are in terms of water, landfill, etc. and create policies that address those that are near or in danger of	Attitude/Culture/Education/Process
1	City willingness to take small steps in face of big projects		Attitude/Culture/Education/Process
1	Communicate Issues/Attitudes -	Citizens need to get together and discuss plans/ideas before they become an issue i.e. CVS	Attitude/Culture/Education/Process
1	Create solutions through collaboration	Set up processes where we work together in groups to come up with solutions.	Attitude/Culture/Education/Process
1	Educate Community on Available Resources	Inform the public on existing resources available for Housing such as programs for low income families, financing, energy, repairs etc.	Attitude/Culture/Education/Process
1	Encourage Personal Responsibility	Promote self responsibility	Attitude/Culture/Education/Process
1	Integrity -	Practice and abide by it.	Attitude/Culture/Education/Process
1	Maintain an ethic of planet conservation	Important to raise our awareness and make decisions based on the needs of the planet as a whole.	Attitude/Culture/Education/Process
1	Prioritize Community Resilience	Create Disaster Preparedness Resources	Attitude/Culture/Education/Process
0	Community Disaster Preparation	More emphasis on CERT program (neighborhood-based Community Emergency Response Training provided through the Fire Dept.)	Attitude/Culture/Education/Process
0	Community Kitchen	Food can be made safely and create skills for healthy food	Attitude/Culture/Education/Process
0	Core Project Inspiration	Don't forget that we have wonderful ideas collected from an international competition of architects and urban planners. Be sure to include Core Project findings in the Update process	Attitude/Culture/Education/Process
0	Disaster Recovery Objectives	Every dollar spent on preparing for a disaster head of time saves \$4 to recover	Attitude/Culture/Education/Process
0	Disaster Response Plan -	How as a community would we respond and what we would need to do i.e. earthquake	Attitude/Culture/Education/Process
0	Embrace a Common Purpose -	Find something we can agree on as a town as a purpose	Attitude/Culture/Education/Process

Compiled Data

0	Empower Villagers - to protect and enforce our vision - Greater government participation	More citizen issues put on the agenda of city meetings. Being able to discern from self serving and able to integrate on their behalf	Attitude/Culture/Education/Process
0	Identity with Conscience -	Sebastopol is closed in. How do we open so we can feel a viable piece of community when people come here?	Attitude/Culture/Education/Process
0	Insulate, Integrate and Include -	Get people out of their homes to attend events such as the park ie. Music events that enhance the community	Attitude/Culture/Education/Process
0	More Inclusive Community Events -		Attitude/Culture/Education/Process
0	Promote Community Involvement -	Not all functions well known create a hub of information i.e. kiosk	Attitude/Culture/Education/Process
0	Promote Organic Produce and No GMO's		Attitude/Culture/Education/Process
0	Protecting the Environment	Programs and policies to further protect our environment.	Attitude/Culture/Education/Process
0	Recognize our Cultural Nuances -		Attitude/Culture/Education/Process
0	Support the Library System	Expand the hours and the number of days the library is open	Attitude/Culture/Education/Process
52	Bike/Walk/Connections		
10	Extending bicycle and pedestrian opportunities	Need more options here for those who would like to use modes of transportation other than cars.	Bike/Walk/Connections
8	Trails, Bike Ways/Open Space Connectivity -	Community identity, trails, open space, parks, the town could be identified as a rich place to visit. Connection to Health and Economic Benefits.	Bike/Walk/Connections
6	Make Sebastopol Walkable and Bikeable		Bike/Walk/Connections
4	Designated bike lanes throughout town		Bike/Walk/Connections
4	Laguna to Ives Greenway -	Bicycle path, walking path to access both areas	Bike/Walk/Connections
3	Enhancing Connections to Laguna -	Design year round access without having to drive	Bike/Walk/Connections
3	More lighted crosswalks	Make them safer	Bike/Walk/Connections
2	Bicycles share the road	Bicyclists stay to the side of the road. "Mutual" share the road so they don't impede each other	Bike/Walk/Connections
2	Laguna to Ives Park Connector -	No description provided	Bike/Walk/Connections
2	Make Sebastopol Bikeable and Walkable -	Eliminate having to our car and promote walking and biking	Bike/Walk/Connections
2	More middle-of-lane pedestrian alert signs	Pedestrians need to be protected when walking	Bike/Walk/Connections
2	Village Park to Laguna Park Connection -	Allow for a pathway between the two areas	Bike/Walk/Connections
1	Build Opportunities to get Pedestrians Downtown -	This would allow people to gather/meet and talk downtown	Bike/Walk/Connections
1	Improve signage on Joe Rodota trail	Improve signage for safety when crossing the street (e.g., at Hurlbut)	Bike/Walk/Connections
1	Increase time for pedestrian crossing at lights	Have more, safer routes for local bicyclists to get around using this mode of transportation, but also tak advantage of the many bicycle events that coem through town. Think about infrastructure, discounts and activities to attract cyclists: We speak "bike" in Sebastopol.	Bike/Walk/Connections
1	Make Sebastopol Bike Friendly	A lot of blocks that do not connect i.e. lumber yard no connection here to downtown more connectivity needed.	Bike/Walk/Connections
0	Connect Our Town -		Bike/Walk/Connections

Compiled Data

(Sorted by Meta-topics)

Community Meetings 1/7/13 - 2/4/13

0	Do not narrow streets downtown to accommodate bike lanes		Bike/Walk/Connections
0	Encourage Foot Traffic	Too much emphasis on the car. We need to make it easier to get around as a pedestrian. Time to think outside of the box.	Bike/Walk/Connections
0	Laguna trail->Rodata Trail Connection	Directly connect new Laguna trail, across 12 to Rodata Trail. Currently, you have to ride or walk on 12, west to Morris or east all the way to Llano road to get to Rodata.	Bike/Walk/Connections
0	Longer Pedestrian Crossing Lights	We need more time to cross	Bike/Walk/Connections
0	More traffic enforcement, especially around stop signs	People run stop signs example given on Florence Avenue. Need more police presence so pedestrians protected.	Bike/Walk/Connections
0	Pedestrian Education	Train on crossing the street properly. People cross without pushing the crossing lights	Bike/Walk/Connections
0	Pedestrian Linkages to all Open Spaces -	Links so you can walk from open space to open space	Bike/Walk/Connections
0	Support the Petaluma/Sebastopol Bike Path -	Encourage the plan to be put in place	Bike/Walk/Connections
0	Traffic control	Too difficult to get around as a pedestrian. When we have developments or make plans for our city, want to be sure we address the traffic problems they create.	Bike/Walk/Connections
51	Business Development		
7	Market Sebastopol Based upon What Things are Here -	Chamber, theater, cinema, mechanics etc.so people don't have to go out of the area for services	Business Development
6	Beautification of Downtown Corridor	Improve the structures and landscapes so we can capture the interest and attention of the 35,000 people who drive through each day.	Business Development
5	Invest in Industrial Agricultural	Slow Food practices bring tourists, but Sebastopol used to be a part of the commercial food processing industry. This could be a much bigger employer and source of local revenue	Business Development
5	Prioritize/Favor Local Business -	Citizens of Sebastopol who live here should buy locally and keep us self sustaining.	Business Development
4	Economic Sustainability Infrastructure	Must look to things like the water delivery and roads and sewer and revise with the future in mind.	Business Development
3	Retail Pharmacy at Palm Drive -		Business Development
3	Small Scale Manufacturing	Try to diversify business sector by attracting small manufacturing (e.g., tech) businesses to move to the area	Business Development
2	Accessible Crossroads -	Work Walk and Shop Downtown	Business Development
2	Community-Owned Dept Store	Done in other communities quite successfully. (Like a Co-op, but for general goods, not just food?)	Business Development
2	Downtown shopping Delivery Service	Instead of many cars coming to downtown to pick up groceries, prescriptions, etc., have a service where youth pickup and deliver shopping goods from town out to area residents	Business Development
2	Identify and Attract Business we Want -	Pasta Bella closed attract and go after business to bring to area	Business Development

Compiled Data

(Sorted by Meta-topics)

Community Meetings 1/7/13 - 2/4/13

2	Keep Evenings Lively	More activities and things to do later in the evening. Will bring more young people and will make the streets safer. Most businesses, including restaurants, are closed by 7:00 p.m.	Business Development
2	Wider Sidewalks on Mainstreet	Many cities (e.g., Santa Cruz, CA; Portland, OR; Europe) have wide sidewalks that allow businesses to "spill out" and create a lively atmosphere downtown.	Business Development
1	Consumer Research Study	Evaluate what retail businesses consumers want/need in Sebastopol	Business Development
1	Living Wage Tax Incentive	Tax reductions to attract businesses that hire locally offering livable wage jobs.	Business Development
1	Local businesses, no franchises	We do not want chain stores in our town. Local businesses only.	Business Development
1	Prevent Economic Predation -		Business Development
1	Promote Harvest of Apples	Promote the harvesting and use of apples through i.e. Farm Trails	Business Development
1	Where Agricultural Happens -	People who want ag but really don't want the smell etc. deal with GMO	Business Development
0	Actively attract Large Employers	Worried Sebastopol will be bedroom community. Need to attract employers that offer professional level jobs to Sebastopol.	Business Development
0	Available in Sebastopol	Better awareness/knowledge of items that are available in Sebastopol	Business Development
0	Broaden Economic Identity -	Broaden scope of identity to citizens. Be known and recognized for more economic opportunities.	Business Development
0	Build Local	Moving crews to build housing. Use local people to build homes	Business Development
0	Business Owners' Co-op	Member-owned advocacy group, different from Chamber, bigger than downtown association.	Business Development
0	Continue Supporting Sebastopol Entrepreneur Project	Our local business incubator, the Sebastopol Entrepreneur Project, is helping many new businesses with free consulting and workshops, and low-cost co-work space	Business Development
0	Discourage Large Box Store Business	keep city with small business keep the corporate chains out	Business Development
0	Improve our Business Friendly Reputation -	No description provided	Business Development
0	Increase Way-Finding Signs	Helps people to find downtown resources. Have hit a snafu with CalTrans. Need to find other ways to make these signs happen.	Business Development
0	Jumpstart / Motivate Business Outreach Committee -	No description provided	Business Development
0	Moratorium on Business Rent Increases	Keep downtown real estate affordable	Business Development
0	Park and Shop Campaign	Make conscious efforts to encourage people to stop and shop instead of simply driving through town.	Business Development
0	Sebastopol where Jobs Grow	Jobs for highschool and college students just out of school so our youth do not need to leave to find work. Will help to bring average age lower and make our community younger, more age-diverse.	Business Development
0	Support our health care district	Embrace and Support Palm Drive Hospital, our largest employer.	Business Development
0	Support Responsible Night Life	Be sure there is food and entertainment available, with police trained in supporting safe streets in a companionable way.	Business Development

Compiled Data

(Sorted by Meta-topics)

Community Meetings 1/7/13 - 2/4/13

			Business Development
0	Vitalize Main Street with Continuous Stores	Remove the gaps caused by parking lots so there is a consistent buisness façade down Main St. (People less likely to turn around when walking because "nothing is down there.")	
46	EMF		
10	Education about and Reduce EMF Exposures	Smart meter free zone, wi fi free	EMF
7	Make Sebastopol smart-meter free		EMF
6	Keep smart meters out	Smart meters cause too much damage to our physical and mental health.	EMF
6	No Cell Towers in Parks -		EMF
5	Reduced Radiation for Safe Housing	Reduce EMF transmissions, no smart meters	EMF
4	Stop Smart Meters and Hot Spots	Any form of wireless is dangerous to people and especially those who are sensitive to EMF	EMF
3	Reduce/eliminate radiation exposure	Concern about microwaves and electronic fields	EMF
1	Cell Phone Safety	Make it a matter of public safety to provide cell-phone-free safe zones	EMF
1	Identify and Remove Sources of Radiation -	Program to educate on safety with cell phones and sources of Radiation	EMF
1	Precautions against Wireless Plague	Why be subjected to it. Limit exposure.	EMF
1	Reduce wireless frequencies		EMF
1	Reduction of Electro-smog pollution -	Need Education Campaign to teach the problems and effects	EMF
0	Prevent the Wireless Surveillance	Of/by government and corporate entities.	EMF
0	Promote Wi-Fi Free areas	Desperate need to stop cell towers setup and disclose location of towers	EMF
0	Recognize our air use	We send all kinds of microwaves and radiation through the air waves with cell phones and radios, TV, etc. We do not currently pay enough attention to this form of pollution.	EMF
0	Reduce Our Use of Toxic Devices -	Reduce the magnetic field producing electronic devices being used	EMF
0	Reduce Wireless Radiation	Need to have ordinances to reduce the harm andstem the emmigration away from Sebastopol	EMF
0	Require Disclosure of EMF Sources		EMF
0	Safe EMF-free Public Meetings	All public meetings (e.g., City Council, Planning Commission) should occur in locations that are free of wi fi, cell phones, flourescent lights w/mercury	EMF
0	Smart Meters Out of the Community	City working on Climate Action Plan. New Construction does not have the opt out option everyone should have the right to opt out	EMF
0	Wi-Fi Free Parks -	Sweden has wi-fi free parks & beaches, no exposure, look at other countries and our parks	EMF
46	Plant, animal, maintenance activities		
6	Beautify Waterways Entrance to our Town -		Plant, animal, maintenance
5	Encourage Public Landscaping Volunteerism -	Make it easier to landscape areas i.e. City Hall, w/o too much "red tape"	Plant, animal, maintenance
5	Identify and Preserve Wild Life Corriders -	Identify, map and preserve those corridors used by wildlife	Plant, animal, maintenance
4	Daylight Existing Creeks -		Plant, animal, maintenance

Compiled Data

(Sorted by Meta-topics)

Community Meetings 1/7/13 - 2/4/13

4	Promote Community Cleanup Days -	Benefit of saving in the cost to cleanup areas of Sebastopol	Plant, animal, maintenance
3	Encourage Gardening -	More gardens in Sebastopol the sooner the better	Plant, animal, maintenance
2	Assist with Home Gardens	Help to those that want to Grow a yard garden. Preparing a site, getting started.	Plant, animal, maintenance
2	Community Gardens -	Open space not being used should be converted to create gardens	Plant, animal, maintenance
2	Define the Biodiversity Treaty -	Treaty talks about open space not about sprawl	Plant, animal, maintenance
2	Designate and Maintain Wildlife Corridors -		Plant, animal, maintenance
2	Domestic Animals	Modify zoning to allow for chickens, goats on property. Makes it more useful and contributes to independence/self-sufficiency	Plant, animal, maintenance
2	Glean Excess Produce	Harvest the excess produce to use instead of letting it waste	Plant, animal, maintenance
2	Sebastopol embraces gardens	Encourage more gardening (edible landscapes?)	Plant, animal, maintenance
1	Assistance with Home Vegetable Gardens	Assistance with converting land to grow their own food with themselves and neighbors	Plant, animal, maintenance
1	Habitat Preservation for Wildlife -	Preserve the wild life that exists i.e. birds, etc	Plant, animal, maintenance
1	Incorporate Agricultural Practices in Open Spaces -	Grazing animals in open space areas	Plant, animal, maintenance
1	Increase Food Security	Grow more food locally, encourage more farm animals, have a year-round Farmer's market in a covered space.	Plant, animal, maintenance
1	Native and Edible Plant Gardens -	In open space areas	Plant, animal, maintenance
0	Eliminating irrigated landscaping	We need to emphasize native plants.	Plant, animal, maintenance
0	Encourage Community Gardens		Plant, animal, maintenance
0	Encouraging water-wise native plant landscaping	We don't need to have irrigated yards. Promote use of native plants	Plant, animal, maintenance
0	Food Sustainability	Food needs to be grown in a way that is sustainable environmentally, but also affordable.	Plant, animal, maintenance
0	Garden Bank	Central place that people could find a place to grow a garden	Plant, animal, maintenance
0	Identify Wildlife Conflicts -	Concerned about predators and other dangers	Plant, animal, maintenance
0	Landscaping that absorbs toxicity -	Plants that help with restoring air and water quality	Plant, animal, maintenance
0	Understand Impact of Wildland Project	Large corporations are funding this project which greatly impacts our roadways	Plant, animal, maintenance
0	Use Goats to Cleanup Areas -	i.e. blackberries in the area	Plant, animal, maintenance
45	Density		
6	More Granny Units on Properties	Increase quantity of affordable housing to allow rentals	Density
4	Conservation of our City Limits -	Make sure we hold strong to conserve our city boundaries	Density
4	Downtown 2nd- story affordable housing	Gets more people downtown and makes it more lively, especially at night.	Density
4	Housing Downtown	More options for housing downtown so people don't have to drive, help businesses with walk in business	Density

Compiled Data

(Sorted by Meta-topics)

Community Meetings 1/7/13 - 2/4/13

4	Increased Downtown Housing Opportunities	More people. Better use of space	Density
3	Increase maximum height in the downtown core		Density
3	Larger Granny Units	If you have a larger parcel allow a larger granny unit for more people to live in	Density
3	More Low Income and Senior Housing in Downtown -	Need more infill of housing for senior age and families	Density
2	Annex acres Sebastopol used to have	Need medium priced houses for young families to move here	Density
2	Annexation of Village Park -	Integration into the city	Density
2	Convert Large Houses to Shared Living or Apartments	Older Victorian craftsman homes could be converted without building new construction	Density
2	Rethink Parking Requirements	Trying to promote walking, biking and buses need to reduce the parking to reduce the amount of land for parking	Density
2	Second Unit Streamlining	Promote infill by making it easier for residences to add a second (e.g., granny unit) to their properties.	Density
1	Increased City Boundary Lines	Revisit the current city boundaries and consider expansion of new areas.	Density
1	Promote Integration of Primary Urban Facilities -	Coalesce City government buildings	Density
1	Rules for Shared Housing	There are good rules currently in place here so important they be implemented and any new/needed ones be incorporated as well in Sebastopol	Density
1	Vertical Mixed Use	Mixed use of commercial & residential in vertical designs, multi-story, in the downtown area.	Density
0	Downtown Density is Good	Make it easier to increase density in downtown area so we have dual use buildings (commercial and residential). Will bring more people downtown and make it safer at night.	Density
0	Higher Density Housing Options	Sebastopol has mainly single family homes but very little higher density options for young people/couples	Density
0	Limited Amount of Growth	We have a significant water problem with replacement of tanks. We are exceeding our capacity. Cannot grow more.	Density
0	More Co-Housing	High Density housing with significant common areas (eg., dining/meeting room) designed to promote community, like "Two Acre Wood"	Density
0	Multi Level housing Downtown with Underground Parking	Housing for elderly and underground parking tough	Density
0	Review Urban Growth Boundary	These ideas are all going to take more land. We should review our Urban Growth Boundary and see if we need to expand	Density
45	Energy/Climate Change		
7	Require Solar on All New Construction -		Energy/Climate change
5	Better Public Transportation	Look at public transport in and out of area. Increase awareness of non-car transportation alternatives	Energy/Climate change
4	Expanded transportation choices	Want to have more options besides the car	Energy/Climate change
4	Pay attention to Sonoma Clean Power initiative	The County has already identified guidelines for wise power use and sources, including decentralized options that would reduce reliance on the grid. We should be applying those policy ideas to our town.	Energy/Climate change

Compiled Data

(Sorted by Meta-topics)

Community Meetings 1/7/13 - 2/4/13

		Add an element on energy use to the General Plan that relates to energy conservation, renewables, and how our planning and development practices affect those things.	Energy/Climate change
3	Adding an Energy element to the General Plan	Toilets and other energy efficient installed credits	Energy/Climate change
3	Conservation Credits Cash back Program -	The information is out there. We need to incorporate impact on climate change as a stronger priority in our policies and practices	Energy/Climate change
3	Pay attention to climate change criteria	We want to encourage use of more sustainable options than the standard combustion-engine automobile.	Energy/Climate change
3	Zero and low-emission transportation	One of the beautiful centers of rural area, but people are in their cars make more transportation available	Energy/Climate change
2	Creative and Sustainable Transportation -	Let's help our area farmers to grow food in ways that is not harmful to the environment. Covers a range of strategies from no pesticides to no fertilizers, wise water usage...	Energy/Climate change
2	Sustainable Agricultural practices	"PUD" = Planned Urban Development. Consider making on that is off the grid, water conservation, solar etc.	Energy/Climate change
1	Create/Convert PUD or Condo to a Model Conservation	Understand the impact	Energy/Climate change
1	Education for Climate Change Impact -		Energy/Climate change
1	Identify General Plan Impact of Climate Change -		Energy/Climate change
1	Incentives for Solar Panels	Newer houses built with solar and incentive for current homes to go solar	Energy/Climate change
1	Install Smart meters so we can monitor our usage	Smart meters can help increase our awareness of our usage and moderate our behaviors	Energy/Climate change
1	Reduce Auto Footprint -	Increase Transit Options	Energy/Climate change
1	Reduce the Restrictions on Certified Wood Stoves -	Certified woodstoves are very efficient. They don't pollute and they use renewable energy. Should not be included in "Spare the Air" restriction days	Energy/Climate change
1	Solar Hot Water Panels -	Strongly encourage and provide incentives for existing and new construction	Energy/Climate change
1	Use of Climate Change Filter	Make sure we take impact on climate change into account when we make public policies.	Energy/Climate change
0	Become Alternative-Car friendly	Let's support cars that draw on non-gasoline sources of energy, such as having charging stations around town.	Energy/Climate change
0	Become Energy Self-Sufficient -	No description provided	Energy/Climate change
0	Carbon Credit Exchange -	Opportunity for carbon credit exchange with new developments	Energy/Climate change
0	Diverse energy conservation	Not just solar and wind. Explore other options	Energy/Climate change
0	Easy Energy Conservation Campaign -	Public comes through with support & action when there are easy plans to implement.	Energy/Climate change
0	Energy Sustainability	We need to review our energy practices	Energy/Climate change
0	Incentives for Improving Older Homes	Update to them into green standards. Give the incentives to old 70's home	Energy/Climate change
0	Increase bus opportunities	Not enough bus transportation for those looking for non-car options	Energy/Climate change
0	Promote Park Development to Climate Changes -		Energy/Climate change

Compiled Data

(Sorted by Meta-topics)

Community Meetings 1/7/13 - 2/4/13

	Sustainability = conserving resources	Focus on conserving our resources	Energy/Climate change
0			
38	Traffic/Parking		
9	Park Once	Park your car in one place and walk around and shop	Traffic/Parking
5	Downtown Trolley Loop	Have a continuous loop vehicle that goes from the Barlow to downtown (and maybe other spots) so people can park and ride to get around.	Traffic/Parking
4	Improve 2 pinch points where the one-way roads come together		
4	More downtown parking	Spooner Park and Plaza areas. Safety concerns. Integrate with park and walk. More unrestricted parking downtown. Signage to go along with it.	Traffic/Parking
3	Creative Parking Solutions	Parking is the biggest problem in Sebastopol. Consider Overground and underground parking to improve conditions.	Traffic/Parking
3	Fix Traffic Downtown or Relocate It -	A pedestrian mess, fix the traffic or relocate downtown	Traffic/Parking
3	More solar speed signs	Place solar police speed monitors more around town to slow down traffic. Like the one at Bodega Heights	Traffic/Parking
2	Bypass 116	Get serious with Caltrans so 116 does not come through Sebastopol. Find a way to go around	Traffic/Parking
1	Bypass beneath Hwy 116	From Joe Rodota to Ives, along the creek	Traffic/Parking
1	Fix Traffic Issues	Work on fixing the traffic problems	Traffic/Parking
1	Highlight Available Parking -	No description provided	Traffic/Parking
1	Improve peripheral roads	ie. Lynch and Hurlbut. The main roads need to be improved	Traffic/Parking
1	Study light timing at major intersections	Minimize idling cars	Traffic/Parking
0	Add a stoplight at McKinley and Petaluma Ave.		Traffic/Parking
0	Coordinated Traffic Lights	Timing of lights for better traffic flow.	Traffic/Parking
0	Reduce parking while adding alternative transportation options		Traffic/Parking
0	Roundabouts	Lots of traffic lights and stop signs. These are confusing and dangerous. Look into roundabouts	Traffic/Parking
34	Access/Affordability		
11	Free Public Healthcare in Sebastopol	Expensive to get medical care	Access/Affordability
5	Homeless Shelter	Amazing how many kids homeless couch surfing, too include adults	Access/Affordability
5	Median House Pricing	Families would like to move in to the area 350-500K price homes.	Access/Affordability
2	Homeless Facility -		Access/Affordability
2	Housing Assistance for Young Medical Professionals	Tax incentives or low income housing for health providers coming to community	Access/Affordability
2	Moderate Income Affordable Housing		Access/Affordability
2	More Affordable Health Insurance	Do something local, i.e local health exchange	Access/Affordability
2	Provide Workshop for Choosing Medical Insurance	People need help Navigate the insurance plans	Access/Affordability
1	Develop Hostel Housing	Develop place for students coming/traveling through the area a place to stay	Access/Affordability
1	Friends House Style Living	Medium range housing for Seniors, especially with assisted living services. Nearest assisted living facilities are in Santa Rosa	Access/Affordability

Compiled Data

(Sorted by Meta-topics)

Community Meetings 1/7/13 - 2/4/13

1	Shelter for the Homeless			Access/Affordability
0	ADA Access/Open Space -	More accessible for ADA, to open space areas		Access/Affordability
0	Diverse Population Housing	Develop housing policies and support cultural expressions that encourage and promote ethnic diversity in the Sebastopol area		Access/Affordability
0	Reasonably Priced Single-Level Homes	Housing built for elderly or handicapped for reasonable price		Access/Affordability
0	Very Low Affordable Housing			Access/Affordability
33	Waste/Recycle/Pollution			
5	Awareness of Geo-Engineering Pollution	The contrails of jets are the equivalent of aerosol in the atmosphere and are damaging to air quality. See toxicsky.org		Waste/Recycle/Pollution
5	Expanded recycling options	For odd items that are harder to dispose of		Waste/Recycle/Pollution
5	Protect Environment from Geo-Engineering	Pertains to the chem-trails left by airplanes. See toxicsky.org		Waste/Recycle/Pollution
4	Halt Geo-Engineering over Sebastopol	Continuous military flying over Seb sinus, allergy mold we need safe community		Waste/Recycle/Pollution
3	Reduce/eliminate plastic	Plastics are damaging the oceans and landfill. This is something we could revise very quickly and see immediate benefit for the environment.		Waste/Recycle/Pollution
3	Safe air declaration	No jets flying over Sebastopol we don't want the jets flying over our area. No chem trail zone...NO CHEM Trails		Waste/Recycle/Pollution
2	Education of Existing Conservation Programs -	Don't know what maybe currently available to educate		Waste/Recycle/Pollution
2	Municipal Bio-waste Contracts -	On a county level		Waste/Recycle/Pollution
2	Regenerate and reuse in our built environment	Enhance our understanding and practice of reusing and regenerating existing structures. May take a different mindset than we've had.		Waste/Recycle/Pollution
2	Youth Conservation Programs -	Educate the youth about recycling and other programs		Waste/Recycle/Pollution
0	Expand Recycling Options -			Waste/Recycle/Pollution
0	Gleaning Clothes	Better reusing of used clothing not needed, for those in need.		Waste/Recycle/Pollution
0	Protest Geo-Engineering	Need to pay attention to environmental degradation caused by chemtrails		Waste/Recycle/Pollution
0	Recall Compact Fluorescent Lights	Toxic waste and should be recalled		Waste/Recycle/Pollution
0	Use the Landfill as our Last Resort -	Recycle and use items before going to landfill		Waste/Recycle/Pollution
28	Regulations			
7	Amend the Zoning/Municipal Code -	To define decision making process for city boards and commissions that reflect the community identity.Currently too large a range in the code, narrow for the different districts.		Regulations
5	Grace Period for Regulations	Not so expensive to set up business initially. Allow for a grace period on some regulations so business can open sooner and begin making money, employing residents...		Regulations
5	Representation for People Outside City Limits -			Regulations
4	Overhaul Design/Review Guidelines -	guidelines too general, need an overhaul		Regulations
2	Improve transitional zone protection			Regulations
2	Keep city government local			Regulations
2	Protect private property rights	No international guidelines dictating our policies		Regulations

Compiled Data

(Sorted by Meta-topics)

Community Meetings 1/7/13 - 2/4/13

	Beyond Sebastopol Limits - Funding/Financial	Voice for those living outside the city limits	Regulations
1	20		
4	Make Affordable Housing Resellable	By not having certain restrictions on reselling, that make it an unsealable property for the owner.	Funding/Financial
4	Sustainable City Services Strategy	Come up with ways that City Services are self-supporting. Want to avoid having to add services to attract new businesses and then being forced to keep growing because we have to feed the services demanded by growth.	Funding/Financial
2	Funding Path for Infrastructure Development	Need to setup to allow for infrastructure improvements. This should be done before too much growth happens and outpaces the needed infrastructure	Funding/Financial
2	Shared Housing	Seek the help of non profits to use existing housing given to non profits for at risk or homeless	Funding/Financial
2	Traffic Sales Tax Revenue	Find a way to tax the traffic that moves through Sebastopol as a way for the city to get revenue	Funding/Financial
2	Unbundle the Price of Parking	If you buy a home downtown the option to unbundle the cost of parking spaces so as to be able to choose to not have parking spaces if a person does not have the need.	Funding/Financial
1	Do not increase city debt to make improvements	Fiscal Responsibility in tackling any of these improvements	Funding/Financial
1	Do Not Increase the City Debt -	don't increase the debt of the city to implement these ideas	Funding/Financial
1	Fund our identity		Funding/Financial
1	Partnership with City for Affordable Housing	Biggest obstacle finding locations for very low income	Funding/Financial
0	Develop Private Public Partnerships	For commercial and residential projects	Funding/Financial
0	Financially Feasible Projects -	Keep the projects reasonable and financially responsible	Funding/Financial
0	Focus on Village Park -	To move people and make improvements to the Village Park before we lose the grants	Funding/Financial
0	More Home Ownership	People take better care of homes if they own them as opposed to renting. Make it easier to become a home owner.	Funding/Financial
17	Health		
6	Move Medical Marijuana License to the Palm Drive Foundation	Have the clinic be operated by the Palm Drive Foundation, instead of by private business in order to generate needed funds for the Hospital.	Health
3	Lyme Disease Clinic	There is an epidemic of Lymes Disease. We need affordable care for this condition in Sebastopol	Health
3	Lyme Disease Treatment Clinic	Establish clinic in Sebastopol. Would attract many patients.	Health
3	Veteran Rehab Programs	We owe our Vets such programs for jobs rehabilitations and health.	Health
1	Proactive Mental Health Programs	Awareness and Program in Place. Programs and information that the citizens can use for healthier living.	Health
1	Well Being for Mothers & Newborns	Programs and services for healthier mothers and newborns.	Health
0	Achievable Health Goals	Work on the type of goals that can be reasonable to complete.	Health

Compiled Data

(Sorted by Meta-topics)

Community Meetings 1/7/13 - 2/4/13

0	Conserve our Health - Health Related Films	Lyme disease a problem in the area Public availability to Health Films, make it an event.	Health
0	Inclusive Health Concerns	All Sebastopol concerning with health. To be aware of and sympathetic to everyone's type of health issues/problems.	Health
0	List of Community Resources	Programs we are not aware of to create awareness of what is available in terms of health	Health
0	Public Awareness around Sebastopol Tobacco	More awareness about the second hand smoke ordinance and protecting non-smokers from its harmful effects.	Health
0	Residential Treatment Center for Lyme Disease	to treat locally, Lyme disease epidemic	Health
0	Resiliency, Recovery, Knowing	Need to know more to help ourselves. More knowledge of how to take better care of ourselves.	Health
0	Sebastopol Health Resource Census	We need an easily available, up-to-date directory that lists what health resources are currently available in Sebastopol. Needs to be promoted.	Health
0	Sebastopol Supports Healthy Foods	Support healthy foods. Awareness and support towards foods that are healthier for us.	Health
0	Toxicity of Scented Products	More awareness and sensitivity towards people that are affected.	Health
0	Value of Supplements		Health
17	Water/Wetlands		
5	Incentivize rainwater harvesting	Create tax credits, rebates and other incentives to encourage people to capture rainwater and re-use for landscaping and other appropriate water needs.	Water/Wetlands
2	All Wetlands remain Permanent Open Space -	We loose so much of the wetlands, would like to see them protected, preserved	Water/Wetlands
2	Gray Water Use Plan -	Plan to help homers use gray water for landscapes	Water/Wetlands
2	Sustainability of water discharge practices	We need to pay more attention to the impact of our water discharge practices (e.g., storm drains)	Water/Wetlands
1	Always the Wetlands	Need to keep preservation of the wetlands always as a priority	Water/Wetlands
1	Anti-Flouridation	We have flouride toothpaste for those who want flouridation. Don't force everyone to take in flouride by putting it in water	Water/Wetlands
1	Encourage Gray Water Treatment	City not knowledgeable on gray water treatment i.e. washer water	Water/Wetlands
1	Expand Permeable Surfaces -	Require certain amount with construction	Water/Wetlands
1	Reduce Storm Water Runoff -	Some water goes into sewers some are separate, better management	Water/Wetlands
1	Seek Privately Owned Watershed Grants -	Restoration of creek running through private properties, they cannot afford to fund it themselves.	Water/Wetlands
0	Celebrate Our Hydrology -		Water/Wetlands
0	Rainwater Harvesting in New Housing	Incentivise rainwater harvesting reduce need for ground water	Water/Wetlands
0	Recapture Rain Water -	For use in home landscaping	Water/Wetlands
0	Restoration Grants for Water shed properties -	No resources available for corrective issues	Water/Wetlands
0	Return Concrete Plant to Laguna -	Great to link the former concrete site on morris with the Laguna	Water/Wetlands
0	Sustainable Water Extraction	Analyze our methods of extracting water to be sure they are as sustainable as they can be.	Water/Wetlands
15	Youth		

Compiled Data

(Sorted by Meta-topics)

Community Meetings 1/7/13 - 2/4/13

6	Institute Mixed Generational Programs	Mix programs in community involving both young and old. Have programs, classes and events, etc. that mix interactions with younger people with older ones to communicate and exchange knowledge and ideas for better future.	Youth
4	Teen Clinic in Sebastopol		Youth
2	More Involved with the Teen Center	More Community Involvement with the Teens	Youth
1	Children's Health First	Health starts with education; teach it more in the schools.	Youth
1	Collaborative Program for Youths	Connecting youth to businesses (and jobs?). And jobs, to learn and gain work experience.	Youth
1	Support Programs for Young People	Build more Programs at the Teen Center and School System, more Partnerships	Youth
0	Community Daycare	Help homeowners to work, time for themselves	Youth
0	Ensure Children's Physical Activities	Poor habits with youth today. Ensure healthy activities	Youth
0	Free Youth Music Concert Program		Youth
0	Youth Safety Programs	Policies and programs to promote and insure safer environments for kids.	Youth
10	Noise		
4	Awareness, Education, Enforcement Noise Pollution	Need to reduce noise from generators, noise, leaf blowers, animals	Noise
3	Adopt a noise metric	Setup a noise metric like Santa Rosa to control noise	Noise
2	Noise Control in the Core	Planting trees and other ways to control noise	Noise
1	Health on our Streets	Reduce noise levels from car, music. Reduce EMF. Provide public areas for people to limber up	Noise

From: **Tasha Beauchamp** tasha@letscollaborate.us
Subject: Re: Economic Vitality, Urban Design and Parks/Services
Date: February 22, 2015 at 4:18 PM
To: nedavi7@comcast.net
Cc: Kenyon Webster kwebster@cityofsebastopol.org



Thank you for your feedback, Neil. I'm thinking you meant for this to go to Kenyon Webster for the GPAC packet. I have cc'd him so he can include it.

Tasha Beauchamp

On Feb 22, 2015, at 3:47 PM, nedavi7@comcast.net wrote:

I always start with the same old rant. if downtown Sebastopol isn't going to give their trees some LOL and pruning and if no one is going to do anything about junky/abandoned newspaper racks what's the fuss about design and visual improvement in downtown Sebastopol?

and since that years old rant has never worked... how about this? trying to meld two entirely different approaches in lifestyles, architecture (wood vs metal) , and marketing. the ultimate tale of two cities. anything that tries to draw foot traffic away from the charming downtown only hurts the downtown merchants. barlow's is sterile and metal and appeals to the hard-edge, Wi-Fi crowds. downtown is soft and cuddly and should be promoted as such. as I read the promotion and redirection of foot traffic it favors the barlow which I hope is not the direction of the future of the tax-based economy in what was once an old-fashioned downtown. I have watched first hand the disintegration of downtown Sausalito over the decades. no self-respecting resident would be caught in downtown Sausalito. it sold out to t-shirts and tourism and there is nothing for a resident to buy in downtown Sausalito. meet the new drift in Sebastopol. and does anyone really think having a cvs across from mimi's will do anything but turn those approximately 5+/- square blocks into a commercial/traffic Bermuda triangle nightmare? then throw the proposed boutique hotel , also across from mimi's, and what do you have... napa+healdsburg=Sausalito.

trying to combine old-charm with new tech doesn't work for me. barlow's envisions tour buses bringing hordes(?) of tourists to barlows as a destination day trip. oh really? on the other hand if barlows prunes their trees and doesn't allow junky/eyesore newspaper racks, maybe there is an upside i'm missing about this "tale of two cities" plan.

neil davis of Sebastopol

From: "Cittaslow Sebastopol" <cittaslowsebastopol@gmail.com>
To: "nedavi7" <nedavi7@comcast.net>
Sent: Sunday, February 22, 2015 6:33:25 AM
Subject: Economic Vitality, Urban Design and Parks/Services

Having trouble viewing this email? [View as a webpage.](#)



cittaslow sebastopol



Get your GPAC feedback in by Tuesday 2/24

kwebster@cityofsebastopol.org

Dear neil,

Wow, what a packed agenda!

- Economic Vitality
- Urban Design
- Parks/Community Services

Hat's off to the General Plan Advisory Committee (GPAC) for all the study and preparation they do to address visioning about these very big topics.

The best way to get your views heard is to have them included in the study packet for the March meeting.

Send your comments to kwebster@cityofsebastopol.org by Tuesday 2/24.

Economic Vitality has to do with what you think we need to do to create sustainable business climate and community. Business sectors emphasized by the Sonoma County Economic Development Board include (in alpha order):

- Construction Industry
- Financial, Real Estate and Creative Industries
- Health Industries
- Manufacturing Industry
- Technology Industry
- Tourism and Restaurant Industries
- Wine, Food and Agriculture Industries

What do you see in Sebastopol's future?

Urban Design has to do with city aesthetics.

Community Services covers everything from Parks to City Facilities.

New Public Comment time during meetings:

Sebastopol has been a "Slow City" since 2010

Priorities of a Slow City:

- Support locally made products and agriculture.
- Celebrate local history and culture.
- Welcome visitors and embrace neighbors.
- Integrate technology for improved well-being.
- Protect the health of the environment.
- Develop community-friendly infrastructure.

Cittaslow Sebastopol Steering Committee

- Tasha Beauchamp (Co-Chair)
- Clare Najarian (Co-Chair)
- Robert Jacob (City Liaison)
- John Eder (Alternate Liaison)
- Debbie Morris
- George Curtis
- Marty Roberts
- Meg Mizutani
- Richard Von Sternberg
- Sarah Guerney

Although they have much to cover, the GPAC agreed to allow 10 minutes of public comment (2 minute cap per person) during the meetings, rather than just at the end. Get in line quick if you want to speak your suggestions rather than mail them in for the packet.

If there are other ways we can help you connect with City visioning process, let us know. Cittaslow Sebastopol is all about helping your voice to be heard.



Clare Najarian and Tasha Beauchamp
Co-Chairs, Cittaslow Sebastopol

Cittaslow Sebastopol is a project of
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Cittaslow Sebastopol | Office of the City Clerk | 7120 B Bodega Ave. | Sebastopol | CA | 95472



c/o Sebastopol Regional Library
7140 Bodega Ave
Sebastopol, CA 95472

To the General Plan Advisory Committee:

LANTERN is a local 501(c)(3) non-profit formed two years ago to work toward the creation of a new library facility for Sebastopol and the surrounding service area. Attached is a document we have prepared assessing that need. It is our hope that this needs assessment will help prepare your committee for our presentation on March 11, when we will explain our vision and answer any questions.

We are collaborating with the City of Sebastopol as well as the County library system to plan an improved building that will meet the needs of library patrons and be a vibrant focus of the Sebastopol community. Our present library is a busy, vibrant, well-used center of our community, one of the busiest places in town. But there is a well-defined need for a better library.

Thank you for your service on this Committee, and we look forward to working with you.

Sincerely,

LANTERN Board of Directors

Sebastopol Library 2015 Needs Assessment

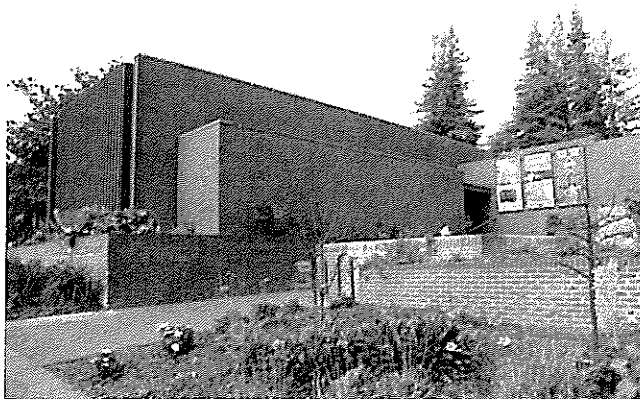
LANTERN is a non-profit, volunteer organization dedicated to raising money for a new library building for Sebastopol and the West County. Our current building was built in 1974 and remodeled in 2012, but it is too small and the space too inflexible to meet the community's needs.

Sebastopol is a town with a vision. It has successful businesses, fine schools, and a vibrant art scene with the newly expanded Center for the Arts and numerous music venues. Many fine civic organizations serve here—The Ceres Project, The Apple Blossom Festival, Gravenstein Apple Fair, Farm Trails, Art Trails and Art at the Source, Luther Burbank Experimental Farm, Cittaslow Sebastopol, Shakespeare in the Park, and many others, most of which are manned almost entirely by volunteers. Ours is a generous and involved citizenry and one that values its library.

WHY DO WE NEED A NEW LIBRARY?

1. LIBRARY SIZE

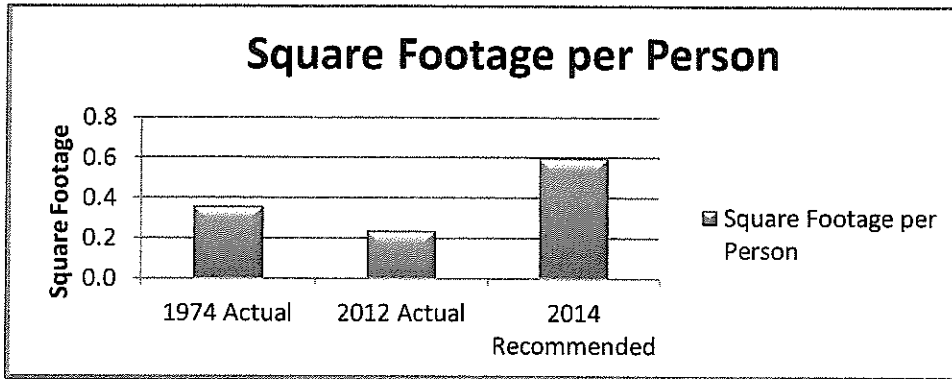
The original library in Sebastopol, a Carnegie library, was built in 1916. It was just 3,500 square feet, but the population of Sebastopol then was just 1,350.



When the current library was being planned in 1974, the population of Sebastopol was around 4,300. The current population of Sebastopol is 7,335. But the library serves more than just the City of Sebastopol. The current service area population, from Sebastopol to Bodega Bay and almost the entire West County is 41,978. Our library averages 243,000 visitors per year.

Sebastopol Library 2015 Needs Assessment

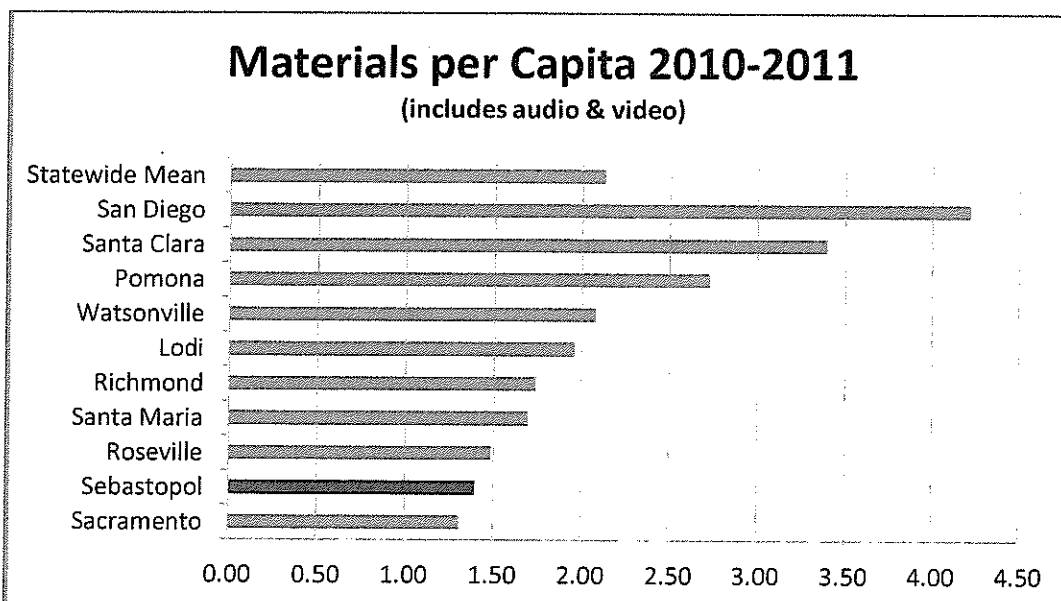
As you can see from the chart below the square footage per capita has diminished as the population has grown. Our specific needs assessment conducted in 2014 indicates that we need approximately .6 square feet per person rather than the .21 we now have.



The remodel done in 2012 did not affect the square footage. It was motivated in part by the need to replace old shelving, which was not earthquake proof. The new shelves did not provide as much space as the old ones, so many books had to be removed from our library.

2. COLLECTION AND SERVICE

The Sebastopol Library is too small to house an average sized collection. The current library houses a collection that is 44% smaller than the average for our population. There are 59,000 books and other materials crammed into the library now. The shelves are full and the library staff must operate on a "one in one out" model. For every book added to the collection, another book has to be discarded. As a result of the limited space, we are unable to have a deep and robust collection.



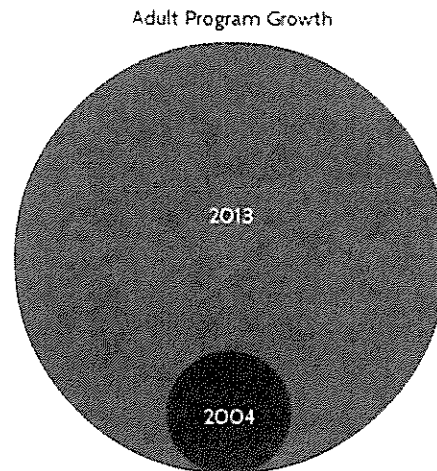
Sebastopol Library 2015 Needs Assessment

Service Comparisons 2009						
	Solano County	Camarillo	Los Angeles County	Long Beach	Oakland	Sebastopol Regional Library
Square feet per capita	0.76	0.69	0.5	NA	.7-.9	0.2
Collections per capita	2	3.57	1.84	1.73	3.84	1.4
Seating	3.1/1000	3/1000	5/1000	3/1000	3.5/1000	.6/1000
Public computers	1.3/1000	1/1000	1/1000	1/1000	1.5/1000	1/3500

The Sebastopol Regional Library circulates over 400,000 items per year, which works out to an average of 9.5 items per person in our service area. Nearly 100,000 of those items are borrowed from other libraries in the system. If we had a bigger building and a larger collection, wait times for circulation would be lower, staff workload would be lower, and energy and environmental impact from moving materials around the County would be lower.

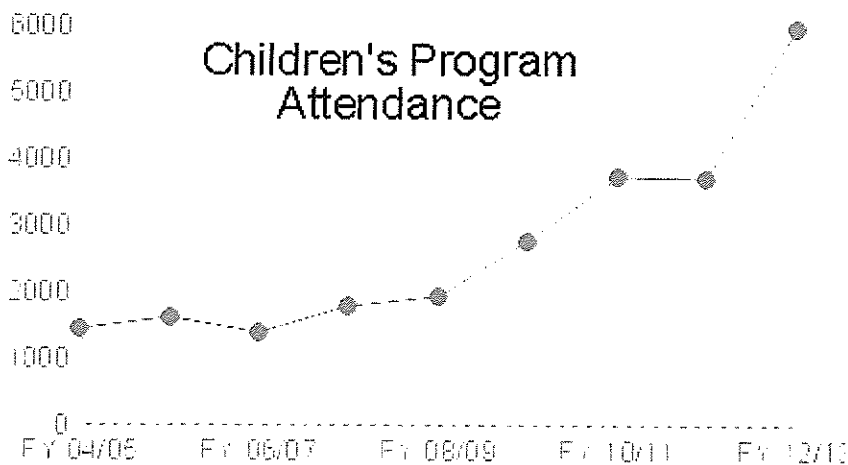
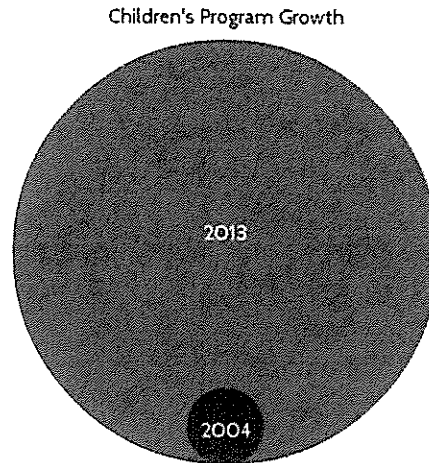
3. PROGRAM GROWTH

Adult programs: The current library building is too small to meet the demand for programs. The number of programs, classes, and events for adults has tripled in the past ten years, from 12 per year in 2004 to over 36 in 2013. Attendance at these events for adults grew from 300 in 2004 to 900 in 2013. These programs are educational, provide lifelong learning opportunities, provide valuable social connections, build community networks, and are entertaining and fun. The programs include lectures, book club discussions, musical performances, gardening classes, technology workshops, and more.



Sebastopol Library 2015 Needs Assessment

Children's programs: The number of children's programs, classes, events, and performances have grown by 300% in the past ten years. Attendance has also increased from 1410 children in programs at the library in 2004 to over 5000 in programs in 2013. Children's programs provide vital services to families, teach early literacy skills, build parenting groups, reinforce lessons taught in schools, and provide safe gathering places for children to learn and grow.



The only meeting room available currently for either adult or children's programs is our Forum Room. If it is unavailable, meetings have to be in the main library space. The Forum Room is scheduled for these programs much of the time, which means that it is unavailable then for quiet study time, tutoring, art shows, or regular meetings for library and community groups. For many programs and other uses, smaller meeting rooms would suffice if we had them.

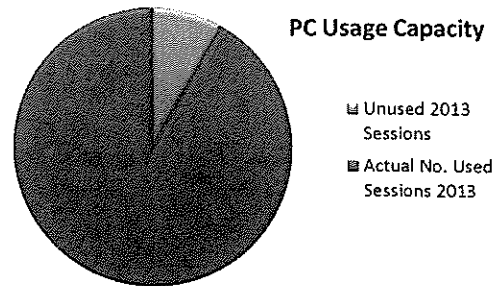
4. COMPUTERS

Today's libraries are not simple repositories of books. Modern libraries provide a full range of audio-visual and online resources, including computers with access to sophisticated research tools that the typical computer user or small business owner cannot access without paying high fees. Our limited space allows for only 14 computers,

Sebastopol Library 2015 Needs Assessment

with high demand for their use. Increasing the number of computers will enhance access to the world of information. For many in our service area, internet access at their homes is slow or even unavailable. The number of internet sessions increased by 4,000 between 2007 and 2013, growing from 22,631 to 26,743. The computers were used for 26,743 sessions and our wireless access was used for 11,424 hours in 2013.

The current building was not designed with modern electricity access needs nor with modern computer use in mind. The library provided an average of 952 hours per month of active wireless access, but only has three laptop friendly tables. The library also lacks capability to allow for the full range of tools for wireless computers. With a new library, technology needs could be planned into the design. Wireless printing could be offered. More laptop friendly furniture and electrical outlet accessibility could be provided.



RESPONSIBILITY FOR FUNDING THE LIBRARY

The Sonoma County Library System is governed by a Joint Powers agreement between the County and the cities where libraries exist. County funds pay for the collections at each library and all the staffing. Each city is responsible for the building and its maintenance. So, the City of Sebastopol is responsible for our building. But we all realize that the City does not have the money to afford a new building, no matter how great the need. So LANTERN has been formed to raise money for this project through private donations, grants, and other fund-raising efforts.

CONCLUSION


Our community loves our library. It is one of the smallest libraries in the County, yet one of the busiest. In addition to an expanded collection of books, research materials, and electronic resources, a new library will provide educational facilities for all ages, including group study or meeting rooms, an improved children's area, and more efficient staff workspace. Our community's expectations of what a library should be are evolving. The design of the new library will be a dynamic community process where the needs of all will be considered.

A free public library has been a landmark of civic, democratic, and educational life. A new public library building will be an investment that will serve as our community's cultural and intellectual focus. It will be a cornerstone of the Sebastopol vision for the 21st century and a benefit to the whole community.



City of Sebastopol

Planning Department Memorandum

Date: February 25, 2015
To: File
From: Kenyon Webster, Planning Director 
Subject: Summary of Recent Business Visitations

The Sonoma County Economic Development Board initiated a business outreach program to visit businesses throughout the County. This memorandum summarizes periodic/ongoing Sebastopol business visitations coordinated by the Sonoma County Economic Board, and including when possible, participation by Planning staff and a Chamber of Commerce representative. The purpose is to perform outreach, hear about issues of concern, and inform businesses of County and City services. Key issues/ comments are summarized below.

May 8, 2014

Water company (not in City limits)

- Difficulty finding qualified workers
- Some concerns re timeliness of County permitting; no comments on City services
- CVS situation should be resolved
- Gravenstein Highway South area needs aesthetic enhancement
- Barlow development is major positive improvement
- Like increased pedestrian activity in downtown Sebastopol
- Think there is a safety issue with lane configuration on South Main in the 1-2 blocks south of Bodega

Computer service company

- No comments on City or County regulatory issues
- Palm Drive Hospital closure will have major impacts
- Some challenges finding qualified staff
- Issue with making safe left turns out of Corline Court
- Barlow project is great improvement
- Not supportive of new CVS location
- More tech-related businesses in Sebastopol would be good
- The old concrete plant on Morris Street would be suitable for additional parking
- The former 'lumber yard' is a prime opportunity for appropriate development
- More larger office spaces should be developed

June 4, 2014



City of Sebastopol

Planning Department Memorandum

Pool service company

- Business has improved somewhat over last year, people more open to addressing maintenance and making improvements
- Some difficulty finding qualified employees
- Challenges competing with internet parts prices, customers not understanding cost of service aspects
- Decided not to improve building with awnings due to City permit process
- Permit process should be simplified
- Believe there is a perception in business community that City is anti-business; that should be addressed
- Appreciate the outreach

Hardware company

- Consistent growth in business
- Appreciate City's support for their expansions
- Will be taking over Chinese restaurant space, re-organize their paint, pet store and will shift video store
- Considering focus on sporting goods in new space
- Considering additional focus on clothing
- Considering a second location in South Sebastopol
- Have 68 employees, 40 full-time; often hire high school and JC students; have much more service than big box hardware stores
- Need help from County or City re recycling of florescent tubes, paint—could be a local service, but appear to be regulatory barriers

August 5, 2014

Bookkeeping company

- 14 years in Sebastopol
- 200 clients, including a number West County wineries, some non-profits
- 4 employees
- Substantial difficulty finding qualified employees
- Chamber very helpful when business was starting
- Husband has electrical contracting business-last year best ever
- While more downtown parking is needed, not sure about viability of the 'civic center' idea on the South Main parking lots
- Barlow good, vacant space needs to be filled for more activity
- Frustrated when pedestrians don't use the great new crossings



City of Sebastopol

Planning Department Memorandum

- Appreciate City services, Chamber
- Concerned that some new initiatives may fracture the community instead of bringing people together
- No permit process issues (minimal interaction) with City or County

Web site company

- Creates/maintains web sites
- Major issues for this and other web-type companies: 1) lack of access to venture capital funding; 2) lack of access to qualified employees
- VC firms and North Bay Angels (VC group) don't believe the talent is here in Sonoma County
- Difficulty finding qualified employees; have switched to using contractors instead of having employees
- Values lifestyle in Sonoma County, but for business, San Francisco or Silicon Valley superior—there is a structural problem trying to do web-type businesses here
- However, proximity to SF should count for more than it appears to
- If Sonoma State improved engineering and other programs it would be helpful in the long run
- WIMP (Web and interactive media professionals) efforts in Sonoma County are good.
- Experience with Sonoma County marketing professionals suitable for his needs has been disappointing
- Barlow good, but should have also had housing
- Lumber yard site an opportunity
- Given street patterns, traffic issues are a given; perhaps improved signal timing would help
- Thrilled with growth in local restaurants
- More choices in office spaces would be good
- SEP is good, but note it is not focussed on tech start-ups, which is probably appropriate for this area
- Chimera has potential as a hub
- There is need for more business networking, however in his field there probably aren't enough comparable businesses in the area
- Would like more community business meetings focussed on particular topics

September 8, 2014

Medical offices/outpatient surgery center

- In Sebastopol for over 40 years



City of Sebastopol Planning Department Memorandum

- Business is a mix of several different medical services; have changed and added over time to meet needs/perception of opportunity.
- After Palm Drive closed, began providing venue for outpatient orthopedic surgery, and are leasing some equipment from Palm Drive Hospital; these services will likely return to the Hospital if Palm Drive reopens.
- Have other office in Lake County
- Total staff in both offices about 44; six doctors work out of Sebastopol office; three in Lake County.
- Most business is eye-related.
- No issues with employee recruitment; use Craig's List, but many unqualified people apply.
- Many long-term employees
- Work habit issues with some younger candidates.
- Concern with City sign enforcement—if done, enforcement should be comprehensive, not individual.
- Concern with City sidewalk repair requirements—they were asked to repair, but observed other nearby sidewalks in similar or worse condition.
- Concern with planned changes to Petaluma Avenue (change to one lane; removal of some parking).
- Concern with repetitive accidents knocking down fire hydrant near Palm Drive Hospital—could hydrant be relocated?
- Major 'city' issues from their perspective include: closure of Palm Drive Hospital; change to 1-way street system; traffic congestion, particularly coming into Sebastopol on Hwy 12; the Hwy 116 bike lane project (reducing lanes and eliminating some parking).

Child and family service agency

- Near city but not in city limits.
- Began in Sonoma County in 1980.
- Operate three group homes, 40-student high school, foster adoption program, transitional housing program for foster kids; provide shelter and foster services for Marin and Mendocino counties.
- About 140 employees, about 90 of which are full-time.
- Ongoing need to adapt programs to available funding, ongoing grant applications.
- Major issues with housing affordability for transitional foster program; rentals limited, costly; new construction far too costly.
- Use Craig's List for most employee recruitments except more specialized positions.
- When economy is strong, more difficulty with recruitments.
- Good experiences working with County service agencies.



City of Sebastopol

Planning Department Memorandum

- Some budget challenges with agency building projects due to impact of detailed requirements like ADA, but appreciate intent of regulations.

December 3, 2014

Financial management firm

- Currently employ 13 people
- Serve close to 400 families, several foundations, a number of trusts, nearly two dozen businesses
- Business has been growing 10-15% per year
- Will need to expand space
- Clientele centered in Sebastopol area, so will not move out of area
- Sebastopol lacks 'Class A' office space
- Would like to hire one or two more staff, persons with financial planning degree/experience
- Difficulty recruiting qualified staff. Younger people want to be in more urban areas.
- An up-to-date and engaging County web site for prospective employees would be useful
- See a need for higher-end condo development, assisted living facility in Sebastopol to serve aging population
- Downtown has a parking challenge; a parking structure at the library lot would be desirable
- Some clients from other areas of Sonoma County have had negative comments about traffic conditions in Sebastopol and have not wanted to come here

Spa

- Started as one room/one person operation at another location; substantial expansion in new location in 2012
- Happy to be in downtown Sebastopol, but second floor location problematic in terms of people being aware of business
- Limited parking in downtown area is an issue
- Second floor location/design of building also has some challenges in terms of accessibility for persons with disabilities
- Expansion was more challenging than she first understood; costs and timeline longer than anticipated
- When needed to modify plans, had difficult delay in changing permits when Building staff out of office during holiday period



City of Sebastopol Planning Department Memorandum

- Business has been good; very pleased with community support, support from Chamber
- 8 employees
- Would like to hire two more part-time employees; have flexible hours
- Difficulty recruiting employees
- Downtown needs better connection with Barlow
- Ongoing learning process regarding marketing her business
- See need for mentoring/advice for new or expanding businesses to help entrepreneurs