



Partnering for Downtown Vitality

Sonoma's Plaza is the heart of the community and a central tourist destination. Over the past decade, the Economic Vitality Partnership of the Sonoma Chamber and the City of Sonoma has been an effective way for business and government to work together to identify ways to improve the downtown experience and to implement solutions.

Business Wayfinding

For business located off the immediate Plaza, attracting foot traffic can be a challenge. The Partnership researched, developed, and implemented a way-finding signage program to let visitors know what business can be found just a short walk away.



Parking Management

The City's parking signage was confusing and limited. The Partnership initiated changes to increase the number of directional signs and add wording to encourage day trippers to utilize the free all day lot, extending their shopping time and avoiding tickets.



Welcome to Sonoma Plaza

The Partnership led a project to replace an aging, overloaded sign at the entrance to the Plaza with one that is more welcoming, functional, and appealing.



Newsrack Clean-Up

To address the proliferation and disrepair of newsracks in the downtown, the Partnership worked to develop and implement a Newsrack Ordinance that consolidated and cleaned up these units.



Incentives for Business Improvements

Through the Partnership, the City and the Chamber worked to expand and market a matching funds loan program for façade improvements, accessibility, and other rehab projects. To date, 18 businesses around the Plaza have utilized this program to make upgrades.



Where do I turn?

Business feedback identified an issue with visitors finding their way around town. In response, the Partnership initiated a project with CalTrans to add cross-street signage at five signalized intersections downtown.

