

SANTA ROSA NORTHWEST REGIONAL LIBRARY



Service Area Map + Demographics

2000 Service Area Population: 61,186
 2025 Service Area Population: 73,840

Population by Age:

0-4 years	6%
5-19 years	17%
20-44 years	32%
45-64 years	25%
65+	20%

Population by Ethnicity:

White	74%
Black + African-American	3%
American Indian	1%
Asian	5%
Hawaiian/Pacific Islander	0%
Other	12%
Two or More Races	5%

Hispanic or Latino* 22%

Recommendations Strategy: Improvement
 Building Area: 27,600-30,500 sf

*The Hispanic or Latino designation reflects a cultural heritage and not an ethnic group. Therefore, this designation is reported separately from ethnicity.

Library Profile

Like its Central Santa Rosa counterpart, the Santa Rosa Northwest Regional Library was constructed in 1968. Located on a small City-owned parcel surrounded by parking for the privately-owned Coddington shopping center, it serves the area bounded roughly by West College Avenue to the south, Mendocino Avenue to the east, the city border on the west side, and up to Larkfield to the north.

Nearly half of patrons surveyed at the Northwest branch visit other libraries, with the majority reporting that they use the Central Santa Rosa Library.

Library Needs

Seating at the current Northwest Regional Library has been sacrificed for more shelving, which is at capacity and provides no room for growth of the collection. Noise is a problem, as sounds travel easily between children’s and adult areas, and the din from study groups or literacy programs pervades the facility. Northwest desperately needs a program/meeting room, which it now lacks. Technology is extremely limited, with patrons frequently requesting more public computers as well as places to plug in their personal laptops. Parking is generally sufficient, although patrons often must compete with shoppers during the holiday season.

Santa Rosa Northwest Regional Library patrons described their library in this way...

Liked most:	Improvements needed:
+ Location and convenience	- More books
+ Friendly staff	- More computers
	- Longer hours

Recommendations

Today’s Santa Rosa Northwest Regional Library is too small to provide the full range of services needed. A significantly larger library is required to meet the current and future needs of the Northwest service area.

Service	Current	Future
Population served	61,186	73,840
Building size	7,840 sf	27,600 – 30,500 sf
Collection	39,454 vols.	140,300 – 155,000 vols.
Computers	12	55 – 60
Seats	81 seats	140 – 155 seats
Group study area	0 seats	23 – 25 seats
Storytelling space	0 seats	40 – 45 seats
Meeting room	0 seats	120 - 135 seats

The existing library site is city-owned, although its location in the midst of acres of parking for Coddington Mall gives the impression that it is part of the shopping center. A larger site is required to accommodate the necessary library floor area and patron parking. On the existing site, options to explore include discussing with mall owners and management the possibility of sharing parking areas or enlarging the current City-owned library site. Another option that could be considered is the relocation of the library to another site. A suitable alternate site should be easily accessible by transit, have ample space for parking, and be easy to reach by pedestrians. Site availability and cost should be examined along with the benefits the library could derive from its site and the contributions it can make to its surroundings.

Implementation

The Santa Rosa Northwest Regional Library is in priority Group 1 in terms of need because of the size of its service population; the branch will serve nearly 74,000 residents by 2025.

A library of the recommended size should be a single story building. While the present small site would likely accommodate the building, little or no room would be available for parking. Prior to proceeding with development, a needs assessment specific to this service area and a detailed building program should be prepared by experienced professionals. These should be undertaken as part of a focused predesign study setting out project requirements, budget and schedule in detail. From this information, a site feasibility study should be developed that addresses opportunities at the current site and other site options.



*Santa Rosa Northwest
Regional Library*

What residents said:

"The library serves as the source of my favorite pastime -- reading and enjoying repartee with staff."

survey respondent

"I'm old and alone. The library is a place to go. It's dry when it's raining. When it's cold, it's a warm place to go."

survey respondent

"I could not buy the books, magazines, newspapers, reference books, etc. that the library provides for me and the community. Thank you for being here!"

survey respondent

"I see many of the same people often. That means the community must enjoy the services and, like me, a place for reading, pleasure, and recreation."

survey respondent