Agenda

Civic Center Station Area Plan Advisory Committee Wednesday, December 15, 2011; 7:00 – 9:00 p.m. Volunteer Center, Guide Dogs for the Blind 350 Los Ranchitos Road



Desired Outcomes/Products

- List of items learned at November workshop
- List of items learned in the traffic modeling for the Alternatives
- Understanding of the progress made this year
- I. Welcome Informational and Action Item

7:00 p.m.

- Agenda review
- Action on meeting notes
- Announcements
- Correspondence
 - o MEHC Letter Oct 26, 2011
- II. November Workshop Analysis Informational, Discussion and Action Item

7:15 p.m.

- Presentation of Workshop Information Analysis report
- Comments, observations, changes
- Committee action
- III. Traffic Modeling of Alternatives Analysis Informational, Discussion and Action Item 7:45 p.m.
 - Presentation of Report on Traffic Modeling Results for Use, Intensity and Density of Development
 - Comments, observations, changes
 - Committee action
- IV. Process Review and Update Discussion Item

8:30 p.m.

- Discussion of what we have done and what the new year will bring
- V. Public Comment Informational Item

8:45 p.m.

V. Meeting Evaluation Informational Item

8:55 p.m.

VI. Closing Informational Item

9:00 p.m.

Next Meeting: Wednesday, January 11 7:00 – 9:00 p.m.

For more information, call 485-3076

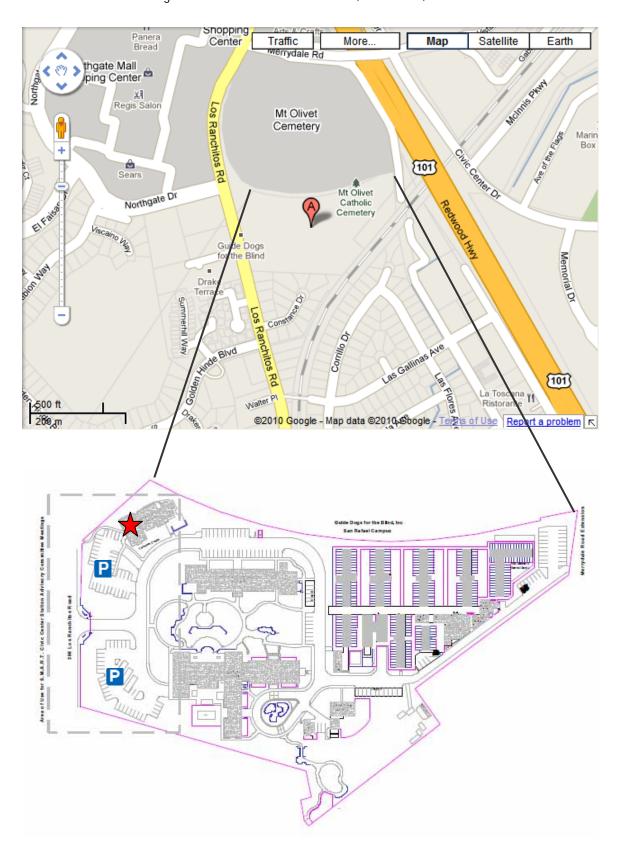












Civic Center Station Area Plan Advisory Committee

Meeting Notes: Wednesday, October 12, 2011; 7:00 – 8:30 pm Guide Dogs for the Blind, 350 Los Ranchitos Rd.

Attendance

Civic Center Station Area Plan Advisory Committee

Damon Connolly*

Emily Dean

Mike Fryer

Elissa Giambastiani

Ann Hussman (for Brigitte Moran)

Nicholas Kapas

Marcus Lee

Casey Mazzoni

Rich McGrath

Larry Paul

Jeff Schoppert

Judy Schriebman*

Roger Smith
Jean Starkweather
Tammy Taylor
Craig Thomas Yates

Absent: Bob Huntsberry*, Stanton Klose*, Greg Knell, Preston McCoy*, Andrew Patterson, Gayle Theard

Observers: Greg Andrew, Elaine Lyford-Nojima

Staff: Linda Jackson (Principal Planner, City of San Rafael), Rebecca Woodbury (Planning Coordinator, City of San Rafael), Paul Jensen (Community Development Director, City of San Rafael), Katie Korzun (Economic Development Coordinator, San Rafael Redevelopment Agency), John Eells (Consultant to TAM)

Welcome, Announcements and Introductions

Co-chair Jeff Schoppert opened the meeting at 7:02 p.m. and said the purpose of the meeting was to hear an update on the land use alternatives and plan for the upcoming community workshop. He also announced Linda Jackson's retirement after 22 years of service to the City of San Rafael. Linda Jackson introduced Paul Jensen and Katie Korzun as staff that will take over her responsibilities on the Civic Center Station Area Plan.

Ms. Jackson gave an update on the project timeline. She said after the workshop on 11/9, the committee will review the results from the traffic modeling. The draft plan will be complete at the end of February and the final plan will be presented to the City Council in May.

Marcus Lee moved a motion to approve the minutes from the August meeting. Rich McGrath seconded the motion and they were approved with Jean Starkweather abstaining due to her absence in August.

Linda Jackson noted an interesting article in the Marin IJ about a recent report by Non-Profit Housing on the cost of commuting.

Emily Dean gave a report out from an event she attended on Transit-Oriented Development. She said the goal of the workshop was to learn about how to achieve the goal of people able to work and live in Marin. She said they discussed the impact of increased land values around transit and the need for affordable housing.

Land Use Alternatives

^{*}Ex officio, non-voting member

^{**}Ex officio alternate

Civic Center Station Area Plan Advisory Committee Draft Notes for 10/12 Meeting

Jeff Schoppert introduced the brief update about the land use alternatives. He explained that after the committee last met, City staff finalized calculations on the land use alternatives and realized that, inconsistent with the direction of the committee, there was not a substantial difference in the numbers between the two alternatives. Staff convened a subcommittee of the two co-chairs, Schoppert and Fryer, as well as Roger Smith and Emily Dean (both of whom had substantive comments at the last review) to refine the numbers further so as to establish two distinct alternatives that captured the committee's intent.

Linda Jackson notedthe need for distinction between the two alternatives for the traffic modeling to be meaningful. Linda explained the final Alternative 1 has 40% more residential, twice as much office, and slightly more retail than Alternative 2.

Jean Starkweather asked if the distinction between the alternatives is intensity. Ms. Jackson said that is correct. Judy Schriebman asked if there was a differentiation in one being more residential focused with another more office focused. Jackson noted that the different was in the level of development: Alternative 1 has more than alternative 2. Mike Fryer added that the project budget is able to evaluate only two alternatives.

Public Comment:

Elaine Lyford-Nojima asked if they can be provided with a copy of the final alternatives. Rebecca Woodbury said she would email her the same spreadsheet that was sent to Public Works.

Greg Andrew said he was concerned about tweaks being done in a smaller group and not at a regular meeting. He said it doesn't seem like the letter submitted to the committee from MEHC was considered and that the alternatives don't seem realistic.

Workshop Preparation

Jeff Schoppert said that a workshop subcommittee convened prior to the meeting to discuss the format and topics for the workshop. The subcommittee includes him, Judy Schriebman, Marge Macris and Sue Mace. He explained that the format for the workshop will be open house with a variety of topics. He hopes that everyone on the committee will attend and help facilitate the various stations.

Linda Jackson said that the format for the workshop is conducive to getting input from many people. The purpose of the workshop is to identify how to implement the vision. She said there will be a station on streets & connections, transit, land use & design, and parking. Judy Schriebman will work on a station for creeks and the natural environment.

Craig Yates asked if Marin Transit will be at the workshop. Linda Jackson said we will invite them.

Jeff Schoppert asked about the staffing of the stations. Ms. Jackson said that consultants from Fehr & Peers will help at the connections and transit stations. Consultants from BMS Design will help with the land use station. Ms. Schriebman will staff the creeks and environment station.

Jean Starkweather said it would be good to provide everyone with maps of the area that they can carry with them.

Judy Schriebman asked what the displays will look like. Ms. Jackson said they would be information displays with maps, images, and diagrams.

Jeff Schoppert asked the committee if they felt there was a topic missing. Emily Dean said bike and pedestrian issues should be highlighted. Judy Schriebman said the greater connections beyond the study area should be noted. Tammy Taylor said the topic of Complete Streets should be covered. Larry Paul asked if the freeway would be included in the station on streets. He said this may be a good opportunity for the community to weigh in on this topic.

Civic Center Station Area Plan Advisory Committee Draft Notes for 10/12 Meeting

Elissa Giambastiani said that land use and design can be a contentious issue. She asked how this topic will be handled. Linda Jackson said they will separate housing from commercial and ask about density and intensity. Craig Yates suggested that Greenbelt Alliance can help with this topic. Jeff Schoppert said land use is probably the biggest issue and that station will need the most help from the committee for data capture. He asked for the committee's thoughts on data collection. Rich McGrath noted he would like to listen and take notes.

Jean Starkweather said that landscaping affects each of the topic areas.

Emily Dean said this workshop should build on the work that was done at the first and not repeat the same exercise. Linda Jackson agreed, and said this workshop will look at options and trade-offs for the topics.

Mike Fryer suggested comment cards or surveys for participants to fill out. Larry Paul suggested surveys that ask if people agree or disagree with statements. Rich McGrath said it will be helpful to have a lot of visuals of what it might look like with different densities. Craig Yates suggested clickers to vot; Linda Jackson said the City doesn't have that technology. Tammy Taylor said it would be helpful to record conversations. Emily Dean asked that the vision be provided.

Public Comment:

Greg Andrew said the workshop is an opportunity to talk about the Freitas exit reconfiguration. Also, the committee should consider how to best introduce people to the planning effort who may not be following it closely.

Rich McGrath asked about the order of the stations. Linda Jackson said there would be greeters at the entrance, but participants can freely go to the stations in any order. Jeff Schoppert said we should ask for ideas and solutions to major problems, like Freitas. He also asked about the outreach efforts and strategies. Linda Jackson said the City is sending a mailer to businesses, property owners, renters, and other major stakeholders in the area. Staff will also be sending out a press release and include a publicity in the City Manager's blog "Snapshot." Notification of the workshop will also be emailed to the plan's elist. Flyers were handed out for the committee members to distribute as they see fit. Jean Starkweather said the RSVP on the flyer may turn people off; staff noted that it was helpful to have a count in order to buy refreshments. Larry Paul suggested the City put together a summary of the planning effort so far.

Public Comment:

Greg Andrew said the workshop is good for information and serves a purpose. He suggests that at a future meeting, the plan is presented as a draft for public reactions and to allow time for changes to be made.

Linda Jackson said there will be several months to review the plan and opportunities for public comment at the committee meetings, as well as loop-outs to the Planning Commission and neighborhood groups. Emily Dean asked what the committee will be doing in December and January. Ms. Jackson said the committee will be reviewing the workshop feedback, resolving issues and analyzing options.

Craig Yates asked about an Environmental Impact Report (EIR). Ms. Jackson said that environmental review will happen as the projects are implemented, but no environmental work is being done as a part of this effort. Jeff Schoppert asked if MTC will fund environmental review for projects suggested in this plan. Ms. Jackson said there are a variety of grants available and they are all different. Some pay for environmental work, some do not. Paul Jensen added that this plan is similar to the Downtown Vision in that pieces of it will be subject to environmental review as they are implemented. Tammy Taylor asked if SMART's EIR covers any of the work. Linda Jackson said it only covers topics related to SMART's plan for operations. Paul Jensen added that SMART's EIR is a high level environmental review as it covers the entire rail corridor. Environmental review for projects stemming from the Civic Center Station Area Plan will need to be more specific.

Civic Center Station Area Plan Advisory Committee Draft Notes for 10/12 Meeting

Public Comment

The meeting was opened to general comments by the public on items not on the agenda. There were none.

Meeting Evaluation

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Clarity on workshop	
Subcommittee work	
Ending early	

Closing

Jeff Schoppert closed the meeting at 8:25 p.m.

Civic Center Station Area Plan Advisory Committee Draft Notes for 10/12 Meeting

Attendance

	9/22	10/13	10/16 (tour-opt	11/10	12/8	1/12	2/9	3/9	4/13 vorksh	5/11	6/8	7/13	8/10 1	0/12
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Emily Dean	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	$\sqrt{}$	\checkmark	\checkmark	$\sqrt{}$	\checkmark	\checkmark	\checkmark	$\sqrt{}$
Michael Fryer	\checkmark	Ε		\checkmark	\checkmark	\checkmark	$\sqrt{}$	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
Elissa Giambastiani	\checkmark	\checkmark	\checkmark	$\sqrt{}$	\checkmark	\checkmark	$\sqrt{}$	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
Bob Huntsberry* (DRB)	-	\checkmark		-	\checkmark	\checkmark	$\sqrt{}$	\checkmark	\checkmark	-	-	\checkmark	Ε	-
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Brigitte Moran	\checkmark	Ε		$\sqrt{}$	\checkmark	\checkmark	Ε	\checkmark	Е	$\sqrt{}$	-	Е	√ (A	nn Hussman)
Larry Paul* (PC)	\checkmark	-		-	-	Е	$\sqrt{}$	\checkmark	Е	(Wise)	-	-	\checkmark	\checkmark
Andrew Patterson	\checkmark	$\sqrt{}$		$\sqrt{}$	\checkmark	$\sqrt{}$	\checkmark	Е	\checkmark	$\sqrt{}$	$\sqrt{}$	\checkmark	\checkmark	E
Jeff Schoppert	\checkmark	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$	\checkmark	$\sqrt{}$	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark	\checkmark
Judy Schriebman* (LGVSD)	\checkmark	Ε		\checkmark	-	-	$\sqrt{}$	\checkmark	\checkmark	$\sqrt{}$	\checkmark	\checkmark	(Loder)	\checkmark
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Tammy Taylor	\checkmark	$\sqrt{}$	$\sqrt{}$	$\sqrt{}$	\checkmark	-	\checkmark	\checkmark	Ε	$\sqrt{}$	$\sqrt{}$	\checkmark	\checkmark	\checkmark
Gayle Theard	-	\checkmark		-	\checkmark	\checkmark	$\sqrt{}$	\checkmark	\checkmark	-	-	\checkmark	\checkmark	Е
Craig Thomas Yates	\checkmark	-		Е		-	\checkmark	-	\checkmark	-	-	-	$\sqrt{}$	\checkmark

*Ex officio, non-voting member

E: excused

BPAC: Bicycle/Pedestrian Advisory Committee

CC: City Council DRB: Design Review Board LGVSD: Las Gallinas Valley Sanitation District

PC: Planning Commission GGBPAC: Golden Gate Bicycle Pedestrian

Committee



Marin Environmental Housing Collaborative PO Box 9633 San Rafael, CA 94912 415-686-5204

To: Civic Center Station Area Plan Advisory Committee

Via Fax: 485-3184 (Rebecca Woodbury)

From: Ron Albert, Chair, Marin Environmental Housing Collaborative (MEHC)

Gregory Andrew, San Rafael Meadows Improvement Association

Marge Macris, MEHC

Elaine Lyford-Nojima, Coordinator, MEHC

Date: October 31, 2011

Re: Public Review of the Draft Civic Center Station Area Plan

We have been following closely the City and Advisory Committee's work on the plan for the area around the future Civic Center SMART station. We appreciate the City's efforts to chart the future of this important area.

It is essential that the public, especially residents of nearby areas, have maximum opportunity to review and comment on the plan as it evolves and before it develops too far to incorporate changes. One of the main purposes of the Marin Environmental Housing Collaborative is to encourage citizen involvement in planning, especially in relation to environmentally friendly affordable housing.

We know that the November 9th workshop on the plan will be an "open house" format, in which members of the public visit different stations to get information and make comments. There will be no opportunity for comments and discussion on the plan as a whole or a forum for the entire group of people who attend. The "open house" format can be useful in providing information, but it does not allow full public participation. It is our understanding that there is not another workshop planned for after the November 9th workshop. We strongly urge the City to develop another opportunity for public participation in this planning process.

At the subcommittee meeting for workshop planning on October 27, Planning staff assured us that there will be ample opportunity for public review and discussion before the Advisory Committee decides on the preferred plan, but the forum for this was not specified. We request that there be another workshop after the traffic analysis of the alternatives has been completed and before the preferred plan is finalized, at which the public can review and comment on the alternatives and make recommendations for what the plan should contain. There should be enough advance notice that the public has ample time to review all relevant information.

The flyer for the November 9th workshop should specify what the next steps will be for plan preparation and public comment. This information should also be made clear to the workshop participants.

We are pleased with the great work you are doing, and we would appreciate a reply, to Ron Albert, rpalaw@sbcglobal.net, and Gregory Andrew, andrewenv@aol.com. Thank you.

Draft response

Ron Albert, Chair, Marin Environmental Housing Collaborative (MEHC) Gregory Andrew, San Rafael Meadows Improvement Association Marge Macris (MEHC) Elaine Lyford-Nojima (MEHC)

RE: October 26, 2011 letter – Civic Center Station Area Plan

Dear MEHC members and Mr. Andrew,

Thank you for your participation in the Civic Center Station Area Plan (SAP) process. We understand that, on December 7, Marge Macris, Patsy White and Elaine Lyford-Nojima met with City staff members Paul Jensen and Katie Korzun to discuss your letter and other issues.

The vision process for the SAP that is being followed by a City Council-appointed Committee that is committed to full public participation. All of the Committee members have a stake in the North San Rafael community and represent a variety of interests. These members include representatives with interest in housing, business, environment, accessibility, commuters, renters, cyclists, schools, land development and the North San Rafael neighborhoods. It is the responsibility of the Committee members to keep their respective interest groups informed and reflect their interests in the Committee meetings. We take our charge seriously, and have had many meetings with our constituent groups.

At all Committee meetings, public comment is welcomed and encouraged on each agenda item under discussion and at the end of the meeting. Our overall process is set by our major funding source, the Metropolitan Transportation Commission, and significant alterations to that process are not possible. Nor is there any hope of additional funding.

To respond to your request for additional input, and to stay within our constraints, staff will be preparing and distributing written materials prior to all meetings. Further, additional public meetings with the Planning Commission and the Design Review Board have been added to the process to increase opportunities for public comment on the Draft Plan.

Again, thank you for your interest in the SAP process and we look forward to your continued participation through the next phases of work.

Sincerely,

The cochairs

Workshop Information Analysis

The workshop was attended by 37 members of the public and twelve members of the Advisory Committee. Following the workshop, remaining committee members, staff, and consultants debriefed. This is an analysis of the information gathered at the workshop as well as the debrief after.

Transit Connections

People were curious about connections between bus, rail, and shuttles. Some wondered if there was an opportunity for a mini bus hub near the SMART station.

Parking

There was an interest in parking opportunities on the west side of the freeway. Most people were OK with the on-street parking opportunities identified.

Bike/Ped Connections

There was general consensus that the area needs more sidewalks and safer bike facilities and felt the proposals to "fill in the gaps." Several people stressed the importance of an at-grade pedestrian crossing on the west side of the SMART station. There was some interest in regional connections with regards to bikes.

Promenade

General consensus around "Option A" for the Promenade. This option connects the Promenade from Northgate through the middle of the CVS parcel down along Merrydale to the SMART MUP.

Roundabouts

People were wary, citing concerns about bike/ped safety.

Land Use

Tabulated survey results:

Area	Alt 1	Alt 2	Δ
Α	13	8	5
ВС	10	10	0
С	14	5	9
D	11	10	1
E	12	8	4
E F G	12	8	4
G	11	7	3
Н	10	8	2

^{*} Two people indicated that both Alternatives proposed too much development.

We learned:

- 1. Generally, workshop attendees favored the higher density alternative. In Area B (Northgate Storage) people were split.
- 2. There is a desire for affordable housing.

- 3. There is a desire for mixed-use development (preferably a mix of housing and retail).
- 4. There is an interest in increased building heights.
- 5. There is a desire to split areas D and E lengthwise to allow 4 floors along Redwood and 3 floors along Merrydale.
- 6. There is a desire to see more public space in the Merrydale area, such as an attractive gathering place.
- 7. More office on the east side is viewed as a favorable use to augment the existing hotel.

REPORT ON TRAFFIC MODELING RESULTS FOR USE, INTENSITY AND DENSITY OF DEVELOPMENT

BACKGROUND

One of the components of the Station Plan will be consideration of the development around the Station. The Committee has been discussing how the area should function, and described two possible alternatives. Both alternatives had significantly higher retail and office intensity (Floor Area Ratios, FAR) than what is currently allowed, and Alternative 1 also increased residential densities (units per acre). In general, Alternative 1 was more intense than Alternative 2. There were also differences in where proposed development was located in the Plan Area. The purpose of the modeling was to see if the road system could accommodate substantially more development, and what the limits of development might be.

MODELING RESULTS

A word of caution is in order: all this discussion is based on assumptions and estimations. It is not a prediction of the future. Also, the traffic model is a generalized tool; specific development proposals will need detailed, site specific traffic analysis to determine traffic impacts.

Public Works has completed the traffic modeling of the Alternatives and their official report on the results will be made available at the December 15 Committee meeting. What the report will show is that even with inclusion of the General Plan 2020 planned transportation improvements, the circulation system becomes inoperable under both Alternatives. The system failure was attributed to the overall amount of development included in Alternative 1 and the office increases in Alternative 2. The report also indicates that traffic conditions can be maintained at acceptable conditions with the growth projected in General Plan 2020 and possibly an increase of an additional 200 residential units throughout the entire Plan Area.

The major information generated by the traffic modeling exercise was that the development the Committee projected for the year 2035 cannot be accommodated in the road system planned for 2020. The development capacity of the Plan Area, by the Areas indicated in the Alternatives was determined and is shown below.

2020 Planned Traffic Capacity								
Areas	Res Units	Office (sf)	Retail (sf)					
A *	260	0	80,000					
В	60	0	0					
С	0	0	0					
D,E	100	0	0					
F,G,H**	200	200,000	0					
Total	620	200,000	80,000					

- * Area A is larger in the model than in the Alternatives as it includes the Mall and Northgate 1.
- ** Area H includes the County Government Center and the 200,000 sf office area represents potential increases to the activities there as well as in the surrounding area.

Staff compared the development generated under the Alternatives to the 2020 traffic capacity figures and they are significantly higher. To determine what development could be accommodated under the 2020 capacity limits, we estimated what portion of the development projected to occur by 2035 in the Alternatives might occur by 2020. There is no crystal ball to predict development, so we made assumptions based on the areas of interest identified in the November Workshop. These assumptions were:

- The areas closest to the station would develop Area A would include the larger Northgate sites; Areas B and C would completely develop; in Area D only the mini storage, adult day school, the glass store, taqueria and pool would redevelop; and Area H would have housing added with some increased in the Government Center grounds.
- The type of uses, including the limited retail assumed and the mini storage and adult day area sites, remained as projected by the Committee.
- In both Alternatives, the FAR was set at 0.3.

The results of this exercise are shown below, and the Areas where the Alternatives exceeded the Capacity are shaded.

	2020 Timeframe									
		Alternative 1		Alternative 2						
Areas	Res Units	Office (sf)	Retail (sf)	Res Units	Office (sf)	Retail (sf)				
Α	331		-6,125	243		-6,125				
В	39			0						
С	28			28						
D,E	346		2,563	245		63				
F,G,H	132	95,000	5,000	108	95,000	5,000				
Total	876	95,000	1,438	624	95,000	-1,062				

In looking first at the totals, residential development in Alternative 1, the higher 60 unit /acre assumption, was significantly higher overall, but Alternative 2 at 44 unit /acre was only slightly higher. With the reduced FAR, the retail and office development overall numbers fit within the capacity numbers for both Alternatives.

At the Area level, Alternative 1 exceeded the residential unit capacity significantly in Areas A, and D,E. In Alternative 2, the residential capacity of Area D,E is significantly exceeded. Retail capacity was exceeded in Areas D,E, and F,G,H in both Alternatives because those areas are estimated to have no capacity in the 2020. The overages are small however.

INFORMATION GAINED

This modeling exercise has been very valuable. We learned:

- 1. Increases in residential density to 60 units/acre across the board are not supportable; it may be possible in area FGH. Some increases in density, on a case by case basis, may be possible.
- 2. The addition of housing in the general area of the Northgate Mall, Northgate I and III, and the office area on Las Gallinas, is possible.
- 3. The addition of housing in Area B is possible.
- 4. Some addition of housing in Area DE is possible, but the regulations and locations must be carefully reviewed.
- 5. Increases in FAR over 0.3 are not possible
- 6. Increases in activity at the County Government Center, a major employment and activity node, is possible.
- 7. Retail development can be accommodated in the general area of the Northgate Mall, Northgate I and III, and the office area on Las Gallinas.
- 8. The addition of retail in area FGH was not indicated in the capacity numbers, but might be possible in limited amounts if the office development is altered.

CONCLUSION AND IMPLICATIONS FOR THE STATION PLAN

The information gathered in this analysis will help shape the land use and development portion of the Station Plan. In doing this analysis, staff also found sites where the zoning is not consistent with the Alternatives and would need to be rezoned. There are also differences in land uses between the Alternatives. For example, Area B is residential in Alternative 1 and parking in Alternative 2. Areas D and E generated a lot of interest by the Committee and the public in the November Workshop. The model results indicate that these areas need more review, and that residential densities need further investigation.

Staff proposes to bring the land use and development intensities to the Committee for work and consideration at the January meeting. The discussion will most likely cover parking and heights as well.



