



**SAN RAFAEL**  
THE CITY WITH A MISSION

Agenda Item No: 5.a

Meeting Date: June 15, 2020

## SAN RAFAEL CITY COUNCIL AGENDA REPORT

Department: Community Development

*Paul A. Jensen*

Prepared by: Paul Jensen (EG)  
Community Development Director

City Manager Approval: *JS*

**TOPIC: PLAN BAY AREA 2050 - PRIORITY DEVELOPMENT AREAS (PDA)**

**SUBJECT: RESOLUTION AUTHORIZING THE SUBMITTAL OF A LETTER OF INTEREST NOMINATING THE NORTHGATE AND SOUTHEAST SAN RAFAEL/CANAL NEIGHBORHOODS AS PRIORITY DEVELOPMENT AREAS AS PART OF THE PLAN BAY AREA 2050 PROGRAM**

### RECOMMENDATION:

Adopt Resolution

### BACKGROUND:

MTC/ABAG, the regional planning organization overseeing the development of Plan Bay Area 2050, uses a Letter of Interest (LOI) process to allow jurisdictions to nominate eligible areas of the jurisdiction for a Priority Development Area (PDA) designation. The current Letter of Interest nomination phase opened on March 13<sup>th</sup>, 2020. Jurisdictions were required to submit a Letter of Interest signed by the City Manager or Planning director by May 31<sup>st</sup>, 2020. For new PDA areas, jurisdictions are also required to adopt a resolution authorizing the submittal of these LOIs by June 30<sup>th</sup>, 2020. The adoption of this resolution is the action that finalizes the LOI submittal and the proposed PDA nomination.

On May 18<sup>th</sup>, 2020, the City Council directed the City Manager to submit a Letter of Interest nominating two new PDA-designations: the Northgate PDA and the Southeast San Rafael/ Canal PDA. Letters of Interest were submitted on May 29, 2020 and can be viewed at the links below:

- [Northgate PDA Letter of Interest](#)
- [Southeast San Rafael/ Canal Letter of Interest](#)
- [Southeast San Rafael/Canal Letter of Confirmation](#)
- [Letter of Interest Attachments and Corresponding Documents](#)

The City Council also directed staff to develop and implement a community outreach plan to obtain community feedback and recommendations on the proposed PDAs.

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**FOR CITY CLERK ONLY**

File No.: \_\_\_\_\_

Council Meeting: \_\_\_\_\_

Disposition: \_\_\_\_\_

**ANALYSIS:**

Based upon community feedback, staff recommends City Council adopt a resolution authorizing the submittal of a letter of interest nominating the Northgate and Southeast San Rafael/Canal Neighborhoods as Priority Development Areas.

The proposed Northgate PDA and Southeast San Rafael/Canal PDA boundaries (Attachment 2) reflect City Council direction from May 18<sup>th</sup>, which reflects feedback received from public correspondence. As seen in the PDA boundary maps, the proposed Northgate PDA includes Northgate Mall, Northgate III, Northgate I Center, and the Las Gallinas office and gas station areas. The proposed Northgate PDA does not include Mt. Olivet Cemetery, PDA-eligible areas east of Highway 101, and the PDA-eligible areas immediately South and West of the Civic Center SMART Train Station. There was some community interest to include the parcel immediately adjacent to the west of the Civic Center SMART Train Station. Staff has not included these parcels at this time, but these areas could be added in the future as part of a Specific or Precise plan process.

The proposed Southeast San Rafael/ Canal PDA includes the majority of San Rafael's southeast city boundaries following closely the Canal Neighborhood boundaries defined in the City's General Plan 2020. These boundaries differ in two ways:

- 1) The proposed PDA northwest boundary follows Woodland Avenue to the intersection of Lindero Street and Andersen Dr.
- 2) The proposed PDA boundaries do not include the Spinnaker/Bay Point subdivisions.

**Next Steps**

If the City Council adopts an authorizing resolution, staff will finalize the submittal of LOIs for a Northgate PDA and Southeast San Rafael/Canal PDA. This submittal will be finalized and sent to MTC/ABAG staff by June 30, 2020.

Once received, the MTC/ABAG Board will consider all locally nominated PDAs for approval. Approval consideration by the MTC/ABAG Board is expected for August or September of 2020. If approved, the Northgate PDA and/or Southeast San Rafael/Canal PDA will be included in the Plan Bay Area 2050 Final Blueprint analysis.

If the proposed PDAs are approved, staff does not anticipate work to begin on a community-planning process until funding for such a process is secured. MTC/ABAG staff anticipates releasing a Call for Funding for such a planning process in approximately September 2020. This funding would be designated for PDA planning, similar to the Downtown Precise Plan. Additional planning funding is also likely after the Plan Bay Area 2050 is adopted in 2021, with funding tentatively available in 2022.

**COMMUNITY OUTREACH:**

Following the May 18<sup>th</sup>, 2020 City Council meeting, staff began setting up opportunities to facilitate virtual community outreach. Community Outreach was required to be conducted virtually due to the current Shelter-in-Place public health order in effect due to the COVID-19 pandemic. A four-pronged virtual community outreach plan was launched on May 27<sup>th</sup>, 2020 and included<sup>1</sup>:

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<sup>1</sup> Staff purposefully chose not to conduct a survey regarding the proposed PDAs due to concerns regarding the accuracy of such a survey. PDAs are a nuanced and complex topic due to the many state laws and regional agencies involved. These complexities made designing an unbiased survey and achieving the sample size necessary to achieve a representative sample extremely difficult and cost prohibitive. Staff believed more accurate and representative feedback could be obtained through qualitative efforts such as virtual community meetings and one-on-one interactions with interested community members. These efforts allowed staff to engage with residents directly and receive more detailed input regarding this topic.

- [Designated Priority Development Area City Webpage](#)
- Designated [Northgate PDA](#) and [Southeast San Rafael/ Canal PDA](#) Public Comment Sites
- Community Question Submittal Form and Corresponding Frequently Asked Questions
- Seven (7) virtual community meetings
  - Three (3) meetings for the proposed Northgate PDA,
  - Three (3) meetings for the proposed Southeast San Rafael/Canal PDA, and
  - One (1) meeting with the League of Women Voters Transportation/Land Use/ Housing Committee

Announcements of this community outreach were included in Social Media (Twitter, Facebook, Nextdoor, Instagram), a PDA specific newsletter to the City's email listserv, and a mailed Public Notice (Attachment 3). All outreach materials and online announcements were written to emphasize readability and to increase accuracy of translation available through Google Translate on all websites created by staff.

Over the period of May 27<sup>th</sup>, 2020 to June 7<sup>th</sup>, 2020, staff achieved the following community participation:

- Frequently Asked Questions- staff received ten (10) submission with questions regarding PDAs. Staff developed thirty-one (31) FAQs posted on the City's PDA webpage responding to these submissions.
- Virtual Community Meetings- 96 participants
  - Canal PDA Virtual Community Meetings- 24 participants
  - Northgate PDA Virtual Community Meetings- 57 participants
  - League of Women Voters Transportation/Land Use/ Housing Committee- 15 participants

**FISCAL IMPACT:**

There is no fiscal impact of nominating a PDA. As stated in the May 18<sup>th</sup> Staff Report, PDAs have better access to designated funding streams for PDA planning and infrastructure projects.

**OPTIONS:**

The City Council has the following options to consider on this matter:

1. Adopt resolution with staff's recommended action.
2. Adopt resolution with modifications.
3. Direct staff to return with more information.
4. Take no action.

**RECOMMENDED ACTION:**

Adopt resolution authorizing the City Manager to submit a Letter of Interest nominating Priority Development Areas for the City of San Rafael.

**ATTACHMENTS:**

1. Resolution
2. Exhibit 1 to Resolution: Map of proposed Priority Development Areas for the Northgate and Southeast San Rafael/Canal Neighborhoods
3. Public Notice
4. Correspondence

## **RESOLUTION NO.**

### **RESOLUTION OF THE SAN RAFAEL CITY COUNCIL AUTHORIZING THE SUBMITTAL OF A LETTER OF INTEREST NOMINATING THE NORTHGATE AND SOUTHEAST SAN RAFAEL/CANAL NEIGHBORHOODS AS PRIORITY DEVELOPMENT AREAS AS PART OF THE PLAN BAY AREA 2050 PROGRAM**

**WHEREAS**, the Association of Bay Area Governments and the Metropolitan Transportation Commission in coordination with the Bay Area Air Quality Management District and Bay Conservation and Development Commission (collectively, the "regional agencies") are updating the regional planning document known as Plan Bay Area 2050; and

**WHEREAS**, Plan Bay Area 2050 must meet a range of federal and state requirements, including being fiscally constrained, meeting or exceeding greenhouse gas emissions reduction target as outlined in Senate Bill 375, and accommodating housing growth at all income levels, with the parallel Regional Housing Need Allocation (RHNA) process being consistent with the ultimate Plan growth pattern; and

**WHEREAS**, the regional agencies seek local government partners to create "priority development areas", defined as places with convenient public transit service prioritized by local governments for housing, jobs, and services; and

**WHEREAS**, the regional agencies released a map of areas eligible for priority development areas designated as either "Transit Rich" due to their close proximity to a rail station or as a "Connected Community" due to the level of bus service within the designated area; and

**WHEREAS**, local governments in the nine county San Francisco Bay Area are eligible to apply for designation of an area within their community as a priority development area; and

**WHEREAS**, the regional agencies are committed to securing incentives and providing technical assistance to designated priority development areas so that positive change can be achieved in communities working to advance focused growth;

**NOW, THEREFORE, BE IT RESOLVED**, that the City Council of the City of San Rafael authorizes submitting a Letter of Interest to designate priority development areas for the Northgate and Southeast San Rafael/Canal Neighborhoods, as shown on Exhibit 1 attached hereto and incorporated herein.

**I, LINDSAY LARA**, Clerk of the City of San Rafael, hereby certify that the foregoing resolution was duly and regularly introduced and adopted at a regular meeting of the City Council of said City held on Monday, the 15<sup>th</sup> day of June 2020, by the following vote, to wit:



AYES: COUNCILMEMBERS:

NOES: COUNCILMEMBERS:

ABSENT: COUNCILMEMBERS:

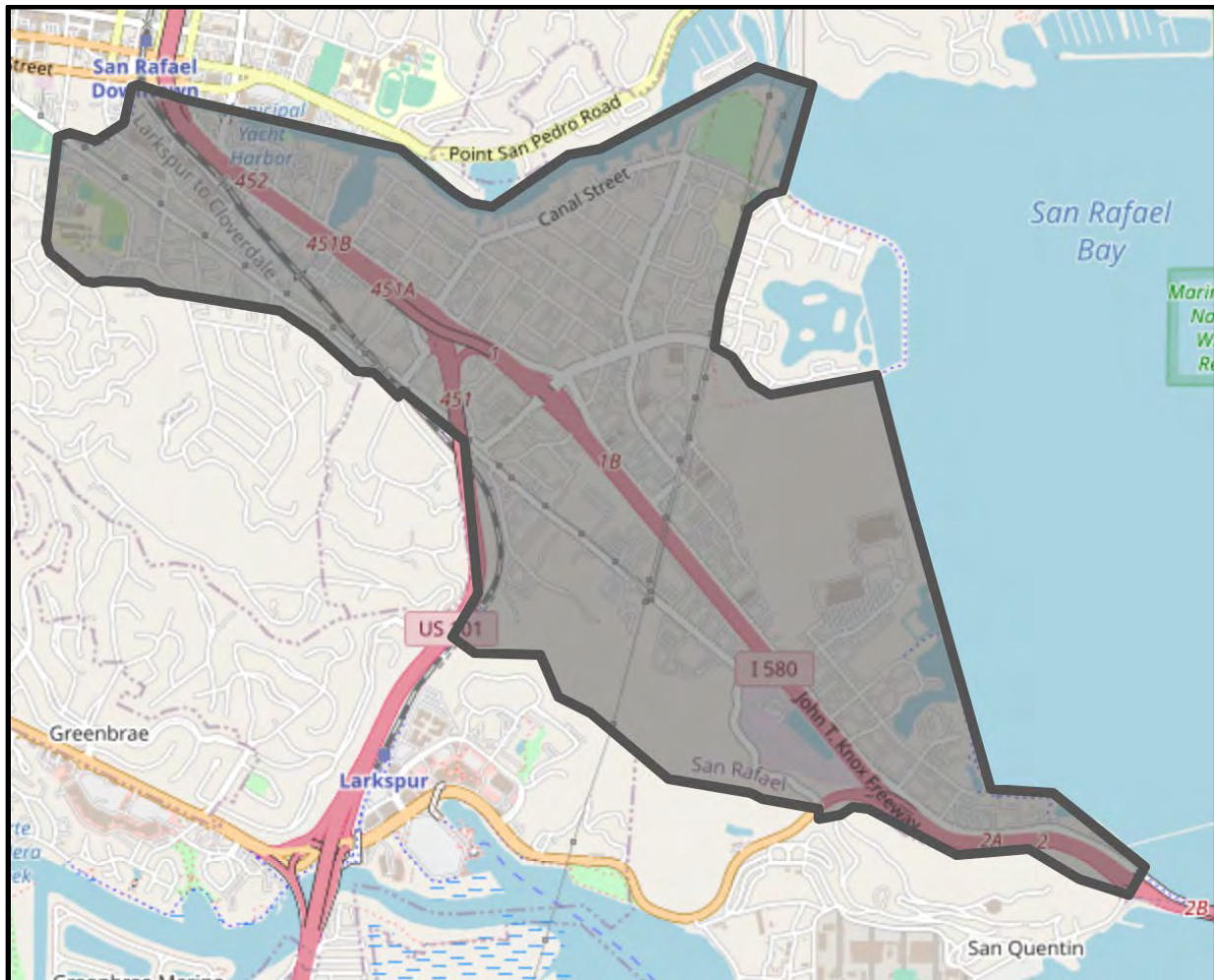
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LINDSAY LARA, City Clerk

Exhibit 1: Map of proposed Priority Development Areas for the Northgate and Southeast San Rafael/Canal Neighborhoods

**Exhibit 1. Map of proposed Priority Development Areas for the Northgate and Southeast San Rafael/Canal Neighborhoods**

**Map 1. Southeast San Rafael/ Canal Priority Development Area Boundary**





## Ethan Guy

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**From:** Anne Spatola LAST\_NAME [REDACTED]  
**Sent:** Sunday, June 7, 2020 7:19 PM  
**To:** Ethan Guy  
**Cc:** anne  
**Subject:** Fwd: PDA 2020

**Categories:** PDA

Hello,

I just finished reading the Staff Reports for PDA 2020. It seems to be very comprehensive with a lot of consideration in its development. I have lived in Marin since 1981, 25 years in San Anselmo and 5 years in San Rafael, off Pt San Pedro. In these years, I have seen many changes take place in the Northgate and Canal areas. The need for affordable housing has intensified over the years and the Northgate shopping district has suffered quite a bit with various downturns in the economy. I would certainly like to see a return to some level of vibrancy and improvement in housing in the Canal. I volunteered at the Canal Alliance for a year and 4 years at San Pedro Elementary. I have witnessed some of the effects that lack of affordable housing has on the community. I have also attended meetings with residents of the Canal describing the atrocious conditions of those apartment.

At this point, I support Option 2 for the Canal plan and Option 3 for Northgate. So much will improve in a community when the focus is directed toward creating better housing options.

Thank you for requesting public input.  
Anne Spatola

## Paul Jensen

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**From:** Vicki Fernandez [REDACTED]  
**Sent:** Friday, May 29, 2020 1:44 PM  
**To:** Paul Jensen  
**Subject:** Re Priority Development Areas

Hi,

I wanted to give feedback, but don't like zoom.

So.....

I don't live in either area and so can't speak to the questions. The opinions of the people living there should carry the most weight.

Having said that, I have no objection to housing being built but do have a problem with "low income housing". But I think the cost for the low income housing is too high for many of the people who need it. Can we adjust the definition of low income so we don't shut these people out?

And, I would love to see builders be required to put a greater number of low income into their projects in order to get breaks on parking and other variances. One low income unit shouldn't qualify them, even on small projects.

I realize developers want to to make their money, but people deserve better than this.

Thanks for listening to my two cents,

Vicki Fernandez

## Ethan Guy

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**From:** Lee FitzGerald [REDACTED]  
**Sent:** Monday, June 8, 2020 5:59 PM  
**To:** Ethan Guy  
**Subject:** PDA for North San Rafael

**Categories:** PDA

Good afternoon,

As a 32 year home owner in Terra Linda, I support the pursuit of a PDA designation and funding for the process at the Northgate area of North San Rafael.

Best,  
Lee B FitzGerald

## Ethan Guy

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**From:** JOHN GASKIN [REDACTED]  
**Sent:** Friday, June 5, 2020 12:23 PM  
**To:** Ethan Guy  
**Cc:** Jonathan Gaskin  
**Subject:** PDA for the Northgate Mall area

**Categories:** PDA

Ethan Guy,

Although not new, the idea of a PDA for the Northgate Mall Area is probably a good one. We have an opportunity to redesign an area with a failing mall that may be accessible to the Civic Center, public transportation, and walking and bicycling neighbors. However, that assumes the construct of commuting and shopping in person is still in tact after the current pandemic is no longer a health threat. But the design has to be good and needs to accommodate changing needs. I would prefer to see small independent shops that are interesting to visit. With more people working from home, there will be less "rush hour" vehicular traffic and we will need more spacious places to walk or ride a bicycle. The Smart Train may go under, with mass transit in question. For the Northgate Mall, internet shopping, and poor design and management of the mall have contributed to its demise. Interestingly, some other malls with more interesting, smaller shops and without the "anchor store on the ends" 1960's formula, are doing better. Over the years I have witnessed small shops forced out of the Northgate Mall, and the adjoining strip malls, time and time again, with lower quality replacements--or empty shells left for several years--a product of greed on the part of the mall owners. (The mall gets sold, and the new owners--like the current owner--jack up the rents to recoup the "investment".) Good design needs to be a priority, and it needs to not be overbuilt; because that will kill everything and rob the neighborhood of its character and safety.

The concept of the PDA for the Northgate Mall Area seems good enough; but I have become skeptical over the years this is just another developer inspired tool to "fast track" mass building, with many shortcuts to circumvent decent design requirements; that is a maximize profits at the expense of the neighborhoods gambit.

In the mid and late 1980's, a coalition of homeowners associations worked to develop a plan for the North San Rafael area, which specifically included "no big box warehouse type stores/Costco" in the area. And here we are, entertaining a Costco again, no longer at the Fairchild location in a business community away from residences, but now a huge eyesore backed up to the street and next to several residential homes. The proposed design would be laughable, equating underground square footage to a third story build out to the street, were it not so tragic for the homeowners--who are having the value of their homes sucked out and stuffed into the pockets of some transient developer.

Another issue that is consistently overlooked in planning is that the Northgate/Terra Linda area has already absorbed a significant amount of low income housing development, rental complexes, senior housing, and group homes.

I just hope this PDA for the Northgate Mall area is more successful and thoughtful for the surrounding neighborhoods, who are the city of San Rafael, than previous building proposals.

John & Ginger Gaskin  
[REDACTED]  
San Rafael

## Ethan Guy

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**From:** Ms Angela Gott [REDACTED]  
**Sent:** Wednesday, May 27, 2020 1:29 PM  
**To:** Ethan Guy  
**Subject:** The critical need to build more senior subsidized housing for both workforce AND seniors

**Categories:** PDA

### Angela Gott

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Lincoln Hill



I know that in other places (cities, states) under-utilized Shopping Malls have been converted into housing units above the ground floor retail spaces and these apartments are lived in by retail employees, young adults, and seniors. Marin county is 30% or more age 60+ and this county has the highest percentage of seniors of all CA counties.

For a long time there has been a huge need for more senior/disabled housing for seniors in the extremely low income HUD category of poverty. I have always earned \$19,000 to \$22,000 a year since moving to Marin in 1986 and I earned six college degrees (5 SUNY Buffalo, including a JD in law and 2 Masters) I never could find an employment opportunity commensurate with my education. Borders Books was the best job I could ever obtain and in 2003 entry pay was \$7.50/hour but as FT I finally got benefits and access to healthcare, paid holidays, PTO, guaranteed 32 hours/week, FSA, paid vacation, employee discount, and 401K. It enabled me to utilize my 6 college degrees and I could finally live like a normal person. I still cleaned houses on the side.

Borders Books went bankrupt in June 2011 as I turned 60 and I was finally up to \$10.23/hour in pay. It took me 3 years to find another steady job --I have two and work a total of 32 hrs. /week at \$12/hour since 2014. I turned 65 in 2016 and had to get on Medicare. I could not afford to get on Medicare (out of pocket premiums are over \$3,000 a year is why) AND keep my apartment. What "saved me" was I finally moved up the waitlist to get into Marin Housing for seniors/disabled. I would be homeless but for that.

There are so many seniors like me and so many are women. I am now 69 and still working and waiting to age 70 to collect social security. I earned \$20,455.00 in 2019. Because 30% of whatever I earn is what determines my rent, I finally have an affordable ability to live on what I earn. We need more housing set at 30% income. There is such a critical need for it.

I have worked all my life since age 18. I even juggled jobs while in college, graduate school, and law school. I never had children and never married. So that is why I have held off drawing Social Security. (you get 76% more from age 62 to 70 by waiting.)



Once I am 70, despite working 50+ years, due to the lifetime of low pay (inequality in pay based on gender, marital status, & age discrimination) I will only get \$1,392/month. But with senior/disabled housing I will be O.K. I feel so blessed to have senior/disabled housing. Marin county truly needs more of this so I would love to see the Mall transformed so that senior/disabled housing is built. Thank you. I wrote this to Nextdoor for San Rafael, Lincoln Hill  
19 May 2020

As a boomer generation senior woman (1946-1964 is the boomer generation) many women were raised back then to just get married and have kids and were told by older women relatives that our husbands would support us. Growing up in the 1950s and 1960s and watching shows like Leave it to Beaver and Bewitched where the housewife/mother -- look at I love Lucy--she didn't work--this was the roll model imprinted on young women growing up in the 1950s, 1960s and those were our expectations. Where I grew up women were not expected to need college or go to college. I was raised in a college educated household and was raised to get my college degree but even when I went to register-- girls had 3 choices: Nursing, Education, Home Economics. We passively did not question what school counselors, parents, teachers, college advisors told us.

We grew up when women rarely worked outside the home. They might do volunteer work or church charity work but their place was in the home. Our readers from K-garten had showed us these role models. It was all indoctrination as to how the world worked. We were expected to marry so it was not considered logical or a good use of family spending to educate a girl -- especially when she had brothers who HAD to go to college and HAD to graduate. (Lucky for me I did not have brothers.) So everyone's mothers, Aunts, Grandmothers, older sisters were living according to this life of the 1950s, 1960s. Most of us did not question this.

Women in the 1950s, 1960s, did start to get divorced but were awarded alimony and child support and were kept in the family home and the husband had to maintain the lifestyle according to how she was accustomed to living. A woman was expected to be a mother and not work outside the home. That was ingrained too. The legal age was 21 and Judges routinely forced the fathers to continue to pay for the sons' college educations if they were in the financial position to pay that and college was dirt cheap back then too. Kids with dead parents-- as long as they were FT college students they got access to social security survivor's benefits until age 22 and this lasted until Ronald Reagan ended that in March 1982. This is how and why I managed to get my first BA degree 1973-- my mother died when I was 19. She had paid into Social Security with a part-time dance teacher ballet school as "self-employed" and while she did not earn much-- that is how I managed to live on that while finishing my first college degree.

I always seemed to graduate "in a recession" --I never graduated in an optimal time for getting access to lots of jobs. I joined the Teacher Corps/Peace Corps as there was a recession -- why Nixon took the US Dollar off the Gold Standard. The Vietnam War was bankrupting the US economy. I was shipped to an economically distressed area (WNY) to teach English and after a year in the program, it was decided that Afghanistan was too unstable to ship 23 English teachers (most of them women) to so I was then a NY Resident only paid \$360 a month so I became eligible for Nixon's Higher Education Assistance Act of 1972& Amendments 1973 which NY Governor Nelson Rockefeller had fully implemented.

This is how and why I wound up earning 5 more college degrees (SUNY Buffalo) and I figured at the time that adding on all these additional degrees would make me more employable, have more to offer employers. There was a huge recession after Reagan got elected and no one was hiring. I had been working for City of Buffalo legal department on a CETA (federal jobs act program) funded slot and was laid off. I stayed in higher education too long and found out that once these recessions were over-- employers hired the most recent graduates, not the casualties from two or 3 years back-- and I fell into age discrimination for entry level career path hiring programs as I was 32, 33 by the time the economy began to pick up again and corporations with new hire trainee programs did not hire people "that old" but took those under 25.

So my life became all about survival. I regularly worked 2 and 3 jobs at a time, whatever I could find and these all paid minimum wage. As a college graduate with graduate degrees I could always manage to get hired but it was always minimum wage, part-time, no benefits. My girlfriends who had not finished collage--maybe had one year-- but who were married with kids and who had starter marriages and divorce battles and on and on looked at my situation as I had no social life and worked nights, holidays, weekends, etc. I worked when I was sick. I never called out. They said that with all my education and skills that if I could not find a good paying job, what chance did they have?

My generation was the first that in many cases women no longer got alimony and could barely get their former husbands to pay child support. Access to college for their kids was no longer a given either. Higher education became extremely expensive under Reaganomics. So the boomer generation of women--whether we never married or we we married several times-- generally has had a difficult time and most women had lives of never ending struggle for themselves and their kids.

The Social Security Administration, under the Reagan Congress, did very bad changes in 1980s that went into effect for our boomer generation starting around 2008 when those who were born in 1946 turned 62. And, 10,000 a day began turning 62 every day so that is how many boomers there are. We were in the Great Recession and subprime lending mortgage crisis in 2008 and as they turned 62, many women turned to claiming their social security. Whereas their older sisters, Aunts, Mothers, Grandmothers Social Security had spousal support or survivors' checks which had been based on their husbands' work histories, the boomer generation women were hurt by the SSA two major ways-- The rules for "bonafide marriage" defined by 10 years & a day for getting spousal support or survivor's benefits based on the former husband's work history-- were done so quietly that Family Court Judges and Divorce Lawyers were not even aware of it when my generation of women began wanting out of bad marriages in late 1970s & early 1980s, after about 7 years of marriage on average. None of these women were told about the 10 year rule and only found out about it decades later when the SSA told them they were not eligible for any benefits from a former spouse and any SSA would be based on their work history and figured up for 35 years too, which most of them did not have.

Everyone was clueless in those days and the focus was on best interests of the children and creating a plan for the wives to get access to job training, or maintenance for a number of years, so they could go to work and help pay for what it took to raise the kids, etc. So the length of the marriage was not really considered with regard to old age access to spousal support and survivor's death benefits when these women in their late 20s & early 30s

wanted out of a bad marriage. No one was considering old age when these young couples were going to need social security benefits. So in 2008 when current economic crisis compelled many women to begin taking social security at age 62, they had no idea even what the cost of Medicare was going to cost them at 65. They had no clue how sky high the rents were going to be by 2016. They were just looking to survive the 2008 economic crisis.

I have gone into all this detail to explain how and why it has happened that the boomer generation of women are falling into homelessness and why they have nothing for retirement so they are becoming homeless. Most women of my generation were never told that it takes 35 years of working under the SSA system and that if you do not have 35 years, those zero years drag down your work history and your check will be lower. A lot of these women did not manage to even get 40 quarters for Medicare Part A coverage as it takes 10 years of working— earning at least a certain amount in each quarter to qualify for a quarter. They were not counseled to wait to their full retirement age of 66 because it would mean a lifetime penalty off their already too low check. Most of these women never did IRAs because they had no way to save to contribute into one.

This link below May 26, 2020 has an interactive map of the USA in it and you can see, scroll down to the interactive map by clicking on the link below-- all the states which pay tipped workers-- most of them are women in these tipped jobs whose minimum wage is still set at \$2.13/hour and this is in 2020 ! I worked as a waitress in 1984 age 33 for \$2.13/hour plus tips so these women have never gotten a minimum wage increase in over 30 years ! (I am now 69) All that white spaces are states that just pay \$2.13/hour + tips. This is discrimination against women because it is primarily women who work in these jobs for years. It's not just a summer job but a lifetime that provides little or nothing for retirement years.

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[They were laid off from full-time jobs, but made too little to get unemployment](#)



**They were laid off from full-time jobs, but made too little to get unemp...**

Millions of U.S. workers make their living off tips. Now, some are finding they don't qualify for jobless benefits.

Throughout most of the USA wait staff (both sexes) are paid \$2.13/hour plus tips for restaurant jobs and they actually earn too low for eligibility for unemployment. This is why so many service industry workers in the Southern states especially, who applied for unemployment in March have not received it. This is outrageous because when these women go to get their social security they are going to find out there is hardly anything there--their employers never paid into social security the way they were supposed to even on the little \$2.13/hour income.

So this is why so many women in their senior years are winding up out on the streets in their 70s, 80s, 90s, ----This is why City of San Rafael really needs to finally do something nice for my boomer generation and build housing for seniors/disabled and the NG Mall would be the perfect location. Please do something for my generation of boomers. Most of Marin's homeless were born and raised in Marin County. Their parents and grandparents are buried here. They graduated from high schools in Marin and how they all wound up this way is not really their fault. We need housing for my generation of seniors. It is the right thing to do. Thank you.

Angela Gott

Marin Resident since 1989,

CA resident since 1986 (I moved to CA when I was 35--best decision ever ! )

## Ethan Guy

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**From:** Claire Halenbeck [REDACTED]  
**Sent:** Saturday, June 6, 2020 4:32 PM  
**To:** Ethan Guy; Paul Jensen  
**Subject:** Please add our comments to the City Council briefing on the PDA

**Categories:** PDA

Hi Paul and Ethan,

We have lived at [REDACTED] in Terra Linda for 25 years. We raised 4 children who attended San Rafael Schools. We are strongly invested in this community and value our quality of life in Terra Linda. Claire attended an informative zoom session this week and we have made up our minds about the Priority Development Area at Northgate in Terra Linda.

**We support creating a Priority Development Area in the Northgate area of Terra Linda for a number of reasons:**

1. Northgate 1 and 3 have both been in serious trouble for years and are currently run down and a terrible **eyesore in our neighborhood**.
2. Merlone Geier promised to create a town center for Terra Linda at the Northgate properties but have literally put **no time into planning the site for the future**. Even if it must be completed in phases, we need to see what the phases are exactly and how they will work together to create this vision.
3. We believe that **housing should be planned for this site** for 2 reasons - A. to **support the mall shops** and services and B. to create badly needed **housing for San Rafael**. Right now, there is no indication where the housing will be planned.
4. The PDA if approved, will provide funding in a time when it will be **hard to find funding from other sources** for this type of community planning.
5. We believe it is critical that we **act now and not 4 years from now** to finally create a **specific or precise plan** that we have have been consistently envisioning in all city planning efforts since 1997.

We understand that there is resistance from some in Terra Linda but believe this is based in unfounded fears. We believe an inclusive process will **greatly benefit our neighborhood and also the City of San Rafael**. In these uncertain times, it would be very positive to have this process get underway as soon as possible to give us all hope of finding a better solution that **looks forward with vision** and is not just reactive to whatever comes along for these properties. If we do it correctly, **we can all be proud** of what we are leaving to those that come after us in San Rafael including our children, grandchildren and those of our neighbors.

very sincerely,  
Robert and Claire Halenbeck  
[REDACTED]  
San Rafael, CA 94903



Claire Halenbeck, IIDA, CID





## Ethan Guy

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**From:** Richard Hall [REDACTED]  
**Sent:** Tuesday, June 9, 2020 10:27 AM  
**To:** Gary Phillips; Andrew McCullough; John Gamblin; Maribeth Bushey; Kate Colin  
**Cc:** Paul Jensen; Ethan Guy  
**Subject:** Re: Insufficient outreach during a time of distraction by BLM & a pandemic to apply for a PDA at Northgate

I did already share the link to the main PDA, but as you know full well the community could not be more distracted right now. Now is not the time for such a major decision.

The engagement this topic merits - deciding whether or not a PDA is desired - simply cannot be achieved by June 15th.

Richard

On Tuesday, June 9, 2020, 09:19:11 AM PDT, Kate Colin <kate.colin@cityofsanrafael.org> wrote:

Thanks Richard for caring about San Rafael; I'm right there with you on that! I'm hoping that in addition to your polls, you could also share the below on NextDoor so folks have a place to look if they want to read for themselves about PDAs. We both want to have as much input as possible and with your extensive connections, it would really support yours and my desire to improve engagement.

Main PDA webpage here <https://www.cityofsanrafael.org/priority-development-areas-2020/>

Here's a link to the Neighborland Sites to post comments:

-Northgate <https://neighborland.com/sanrafael2040/plan-bay-area-2050-northgate-pda>

-Canal <https://neighborland.com/sanrafael2040/plan-bay-area-2050-southeast-san-rafael-canal-pda>

Thanks so much for helping to get the word out.

Kate Colin  
Vice Mayor, City of San Rafael  
Connect with me! 415 205-3119 cell



---

**From:** Richard Hall [REDACTED]  
**Sent:** Tuesday, June 9, 2020 9:06 AM  
**To:** Kate Colin <Kate.Colin@cityofsanrafael.org>; Gary Phillips <Gary.Phillips@cityofsanrafael.org>; Andrew McCullough <Andrew.McCullough@cityofsanrafael.org>; John Gamblin <John.Gamblin@cityofsanrafael.org>; Maribeth Bushey <Maribeth.Bushey@cityofsanrafael.org>  
**Cc:** Paul Jensen <Paul.Jensen@cityofsanrafael.org>; Ethan Guy <Ethan.Guy@cityofsanrafael.org>  
**Subject:** Insufficient outreach during a time of distraction by BLM & a pandemic to apply for a PDA at Northgate

Kate & members of the city council,

I want to bring your attention to the lack of engagement happening around the Northgate PDA - normally hundreds respond to outreach meetings by council and polls I run on Nextdoor - but at a time when people could not be more distracted by first a pandemic, and now BLM, only a few dozen have chimed in. People were only given 48 hours notice of Zoom meetings during the working day which were consequently only attended by the same cast of characters from activist groups and the general plan committee.

Valid points that I made during the Zoom meeting were summarily and invalidly dismissed by staff (which seems to be the tone of the council after Maribeth chastised me in a General Plan meeting), ensuring a prevailing narrative that was pro-PDA dominated these meetings.

I did run another survey on Nextdoor and directed people to the Neighborland site, the survey clearly shows the community is split on whether they want a PDA:

[https://nextdoor.com/news\\_feed/?post=150647680](https://nextdoor.com/news_feed/?post=150647680)

As you can see 49% support a PDA, while 51% oppose or say they have not had enough time or information to form a decision:



**Choose one:**


☐ I OPPOSE a PDA in I  
on Neighborland

☐ I SUPPORT a PDA in  
on Neighborland

☒ I OPPOSE a PDA in I  
Neighborland

Furthermore I have a Marin Voice submission that they intend to publish to make more people aware of the situation, addressing misinformation from a prior Marin Voice piece by Shirley Fischer. The Marin IJ tell me this cannot run before June 15th when you make a final decision. Again - insufficient time has been provided for outreach, and insufficient outreach has occurred.

Please do not apply for Northgate / North San Rafael to be made a Priority Development Area - people are highly distracted and there has been insufficient outreach and engagement on this topic. People are much more focused on a once in a century pandemic and major civil rights protests.

Richard Hall  


## Ethan Guy

---

**From:** Ethan Guy  
**Sent:** Tuesday, June 9, 2020 9:12 AM  
**To:** Ethan Guy  
**Subject:** RE: Insufficient outreach during a time of distraction by BLM & a pandemic to apply for a PDA at Northgate

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**From:** Richard Hall [REDACTED]  
**Sent:** Tuesday, June 9, 2020 9:07 AM  
**To:** Kate Colin <Kate.Colin@cityofsanrafael.org>; Gary Phillips <Gary.Phillips@cityofsanrafael.org>; Andrew McCullough <Andrew.McCullough@cityofsanrafael.org>; John Gamblin <John.Gamblin@cityofsanrafael.org>; Maribeth Bushey <Maribeth.Bushey@cityofsanrafael.org>  
**Cc:** Paul Jensen <Paul.Jensen@cityofsanrafael.org>; Ethan Guy <Ethan.Guy@cityofsanrafael.org>  
**Subject:** Insufficient outreach during a time of distraction by BLM & a pandemic to apply for a PDA at Northgate

Kate & members of the city council,  
I want to bring your attention to the lack of engagement happening around the Northgate PDA - normally hundreds respond to outreach meetings by council and polls I run on Nextdoor - but at a time when people could not be more distracted by first a pandemic, and now BLM, only a few dozen have chimed in. People were only given 48 hours notice of Zoom meetings during the working day which were consequently only attended by the same cast of characters from activist groups and the general plan committee.

Valid points that I made during the Zoom meeting were summarily and invalidly dismissed by staff (which seems to be the tone of the council after Maribeth chastised me in a General Plan meeting), ensuring a prevailing narrative that was pro-PDA dominated these meetings.

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[https://nextdoor.com/news\\_feed/?post=150647680](https://nextdoor.com/news_feed/?post=150647680)

As you can see 49% support a PDA, while 51% oppose or say they have not had enough time or information to form a decision:

Choose one:

<input type="radio"/> I OPPOSE a PDA in North San Rafael, but HAVE NOT commented on Neighborland	24%
<input type="radio"/> I SUPPORT a PDA in North San Rafael, but HAVE NOT commented on Neighborland	45%
<input checked="" type="radio"/> I OPPOSE a PDA in North San Rafael, and HAVE commented on Neighborland	8%
<input type="radio"/> I SUPPORT a PDA in North San Rafael, and HAVE commented on Neighborland	4%
<input type="radio"/> I would need more information and/or time to form an opinion than has been provided by the city	20%

51 votes

Furthermore I have a Marin Voice submission that they intend to publish to make more people aware of the situation, addressing misinformation from a prior Marin Voice piece by Shirley Fischer. The Marin IJ tell me this cannot run before June 15th when you make a final decision. Again - insufficient time has been provided for outreach, and insufficient outreach has occurred.

Please do not apply for Northgate / North San Rafael to be made a Priority Development Area - people are highly distracted and there has been insufficient outreach and engagement on this topic. People are much more focused on a once in a century pandemic and major civil rights protests.

Richard Hall

## Ethan Guy

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**From:** Richard Hall [REDACTED]  
**Sent:** Tuesday, May 19, 2020 12:42 PM  
**To:** Kate Colin  
**Cc:** Dick Spotswood; Leyla Hill; Gary Phillips; Paul Jensen; [REDACTED]  
Shirley Fischer; Ethan Guy  
**Subject:** Your words on the record from Sept 6th 2013 special council meeting "PDA sets an expectation" [of growth]

Kate,  
Want to bring to your attention **your** prior words on the topic of PDA in Terra Linda from 2013 - the parallels and contradictions could not be more startling. You state:

***"Planned Development Area doesn't set an obligation it sets an expectation and that's clear to me - we expect to have additional growth here" - Kate Colin, (3h 19m)***

<https://www.cityofsanrafael.org/public-meeting-archives/>

To view your words, select "City Council Special" and view the video for Sept 6th 2013. Jump to 3h 19m.

"I have grave concerns that we're going to have more strings attached going forward. ... when approved in 2008 we were told it was a funding mechanism. Fast forward 5 years and there are housing and job components that came through very strongly. It would be a different discussion back in 2008 if those numbers had been part of the original discussion. ... That makes me nervous....

If we have expectations handed down to us I'm concerned we won't be able to have the control that we want. The issue has been well vetted and researched. We had three meetings in addition to many one on one meetings with individuals."

Richard Hall

## Ethan Guy

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**From:** Richard Hall [REDACTED]  
**Sent:** Tuesday, May 19, 2020 10:20 AM  
**To:** Paul Jensen  
**Cc:** Dick Spotswood; Kate Colin; Andrew McCullough; Gary Phillips; Ethan Guy; Maribeth Bushey; John Gamblin  
**Subject:** Staffer Paul Jensen 9/16/2013 on the record: "PDAs create an expectation of growth", Sept 6th, 2013, 35 mins mark

Paul,  
Following up on city council's unanimous decision last night to designate an area of Terra Linda to be a "Priority Development Area" in a letter of intent to be submitted to ABAG before the May 31st deadline, once again without appropriate outreach to the community. Was nothing learned from 2013?

I am looking back at my notes and see that you stated in your presentation on PDAs in a city council special meeting on September 6th 2013 not once but twice that the PDAs designation creates an expectation of growth and an intent for the local jurisdiction to build high-density housing. Jump to around the 35 minute mark. This is further substantiated in the slides that you shared. Yet none of this is covered in [your staff report](#) of May 18 2020. The report makes no mention of "accelerated growth" or "high density".

<https://www.cityofsanrafael.org/public-meeting-archives/>

(Go to September 6th 2013, Council Special Meeting, skip to 35 minute mark).

Here are your slides...see last bullet:

# Plan Bay Area Local Land Use

- City not required to  
mandate lies with r
- City not required to

See last bullet:

What are the  
of a PDA (pgs

## Benefits=

- Opportunity for  
transit impacts

Where is this acknowledged and shown in the report to council made on Thursday?

This seems to have been obfuscated and not detailed in the staff report distributed on Thursday last week. Even in the report given in 2013 the same claim "there are no strings attached" is mentioned.

Why was the above not disclosed in your staff report last week? Council and residents have not been briefed accurately in the staff report sent out only on Thursday.

This is inconsistent - how can decisions be made on inconsistent information? Process is not being followed, people are not being represented. Council and staff are failing to perform their job.

Richard Hall



## Ethan Guy

---

**From:** Richard Hall [REDACTED]  
**Sent:** Tuesday, May 19, 2020 8:11 AM  
**To:** Gary Phillips; Andrew McCullough; Kate Colin; Maribeth Bushey; John Gamblin  
**Cc:** Paul Jensen; Susan Kirsch; Dick Spotswood; Ethan Guy  
**Subject:** Council vote last night to submit LOI for Northgate PDA

Given last nights rushed, once again poorly publicized, unanimous vote to progress a PDA at Northgate through a Letter of Intent, despite widespread and overwhelming opposition by the community both in 2013 and for the few who knew about it this last week, please would you now lay out a program of the series of meetings - for which Zoom is not an acceptable medium - either a series of in-person meetings with the community must occur or the Northgate PDA rescinded (again).

It would seem that the council (and staff) was once again tone-deaf to:

- the current COVID-19 situation inhibiting and preventing effective outreach
- a preposterously imminent decision date of June 30th which the city should have known about long ago
- what occurred in 2013 which was a long run battle between residents and council to overturn a major decision
- continued pressure and changes to definitions in Sacramento to zoning and planning amplifying intent
- repeating a process where a major decision was made in 2009 without sufficient time or outreach

...that the council is not listening to the community, but rather to organizations such as SMART (referenced by Mayor Phillips) and non-transparent non-representative groups without a mandate such as Responsible Growth in Marin. The city should not be serving SMART, or advocacy groups that happen to be inside council member's bubble.

We now need MANY HOURS of the planning team's time between today and June 30th, deproprioritizing COVID-19 so that the due process and engagement that did not happen in 2009, did not happen yesterday is not repeated and progressed yet again for a long term commitment that should have waited.

As with the Quiet Zone, can we please have 3 well publicized in person community meetings in the Terra Linda Area before June 30th and if this is not possible reject the Civic Center PDA. Given prior repeated failures in outreach the city this time around needs to make extended and protracted efforts through mailers and email within the next week so that people in the area can become aware of the major decision that has been made for them.

Staff and council SHOULD BE FOCUSING ON COVID-19 and NOT LONG TERM PLANNING on a matter that stirred up a hornets nest in 2009.

Richard Hall  
[REDACTED]

## Ethan Guy

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**From:** Ethan Guy  
**Sent:** Wednesday, May 27, 2020 9:34 AM  
**To:** [REDACTED]  
**Cc:** Paul Jensen  
**Subject:** RE: PDA Questions

Richard,

Paul is in a meeting and asked me to follow-up with your email below.

We are in the process of finalizing the email and social media messages which will include several resources answering your questions below. You should begin to see this information on the various platforms and in your inbox by midday today.

On the website you will see that there are several ways to participate in this discussion, and we encourage you to submit questions or comments through those channels.

Thank you,  
Ethan

**Ethan Guy | City of San Rafael**  
Principal Analyst  
Community Development Department  
1400 5<sup>th</sup> Avenue, 3rd Floor  
San Rafael, CA 94901  
415.458.2392



---

**From:** Richard Hall [REDACTED]  
**Sent:** Wednesday, May 27, 2020 8:42 AM  
**To:** Paul Jensen <[Paul.Jensen@cityofsanrafael.org](mailto:Paul.Jensen@cityofsanrafael.org)>  
**Subject:** Re: PDA Questions

There is nothing posted on Nextdoor.com. I searched for "PDA" and "Priority Development Area" and nothing came up except the posts I made months back.

The only outreach I have received is the one call from you just 6 days before a decision was to be made about submitting an LOI.

Richard

On Wednesday, May 27, 2020, 07:59:23 AM PDT, Paul Jensen <[paul.jensen@cityofsanrafael.org](mailto:paul.jensen@cityofsanrafael.org)> wrote:

Good morning Richard-

I am preparing for an 8:00am meeting so I will respond to yo PDA website: <https://www.cityofsanrafael.org/priority-development-areas-2020/ur> email and questions after this meeting. You should have received a notice through several social media sources (including Next Door) about the Outreach Program and PDA website that went live yesterday. Here are the links:

PDA website: <https://www.cityofsanrafael.org/priority-development-areas-2020/>

\* Northgate- <https://neighborland.com/sanrafael2040/plan-bay-area-2050-northgate-pda?preview=668ba8d1b4b25a79>

\* Canal- <https://neighborland.com/sanrafael2040/plan-bay-area-2050-southeast-san-rafael-canal-pda?preview=668ba8d1b4b25a79>

Will get back to you later.

Paul

-----Original Message-----

From: Richard Hall [REDACTED]  
Sent: Tuesday, May 26, 2020 8:04 PM  
To: Paul Jensen <[Paul.Jensen@cityofsanrafael.org](mailto:Paul.Jensen@cityofsanrafael.org)>  
Subject: PDA Questions

If you ever want to restore the situation and be on good terms you need to:

1) tell me how the PDA was put on the council agenda, why and by whom? RGM did not appear to directly ask for a PDA, the topic of financing sources may have arisen and a PDA touched on... but there seems to have been a leap of logic

2) why was the entire PDA fight forgotten? Why are we repeating 2009 where there was almost no outreach, when again we were told there were no strings attached?

3) why did your staff report omit what you Yourself had said on sept 6th 2009, that PDAs create the expectation of development

4) why are you rushing this through during a pandemic?

5) if the deadline was already known many months ago why did this suddenly come about?

Richard

## Ethan Guy

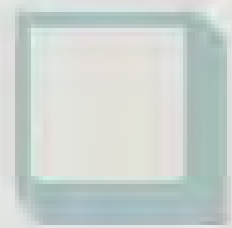
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**From:** Richard Hall [REDACTED]  
**Sent:** Thursday, June 4, 2020 4:03 PM  
**To:** Ethan Guy; Paul Jensen; Kate Colin  
**Cc:** Glenn Bossow; Bernick Lea Ann; Susan Kirsch  
**Subject:** Feedback to your North San Rafael PDA questions

You presented the following questions in today's Zoom meeting that few attended or were aware of.

# We want

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## Do you sup

I do not support the proposed PDA

The boundaries are moot, I do. not want a PDA

The planning process is moot, there should not be a PDA designated in North San Rafael.

How are you possibly getting unbiased responses to these questions given most people had less than 48 hours notice of this zoom meeting, attendance was the usual cast of pro growth characters (highly over-represented)

Richard Hall

## Ethan Guy

---

**From:** Richard Hall [REDACTED]  
**Sent:** Thursday, June 4, 2020 3:53 PM  
**To:** Paul Jensen; Kate Colin  
**Cc:** Ethan Guy; Susan Kirsch; Glenn Bossow; Bernick Lea Ann  
**Subject:** Offensive and condescending response to my Q comparing Quiet Zone application to PDA application

I found staff's response condescending and offensive about the Quiet Zone designation and the San Rafael PDA designation as "apples and oranges". It was manipulative.

The Quiet Zone, requiring 6 months of meetings, was also an application for a "designation" just as is the NSR PDA is an application for a "designation". Once an application is made it is much, much harder to rescind that designation (as the 3 years fighting the Civic Center PDA demonstrated) - momentum is in place and I can already see the conversation progressing to the presumption that there is a community mandate for a PDA (this is the tone conveyed). So hey, let's now just focus on the precise plan.

This can only be addressed if the first 6 months of conversations after Shelter In Place finishes there are in-person community meetings solely focused on *"does the community want a PDA in North San Rafael?"*.

Only once an unbiased discussion on this sole topic occurs, for sufficient time (6 months, 6 in person meetings) and a referendum or unbiased vote taken by the community can we transition to a precise or specific plan, should the PDA be supported by the community.

Please can city council and staff stop acting and responding as if you have a community mandate for a PDA in North San Rafael, you clearly do not. I have run polls showing hundreds oppose this designation. You only have a mandate from the usual cast of pro-development activists (as demonstrated by the attendees of the Zoom call) who will likely be over-represented on any precise plan committee.

Richard Hall

## Ethan Guy

---

**From:** Richard Hall [REDACTED]  
**Sent:** Thursday, June 4, 2020 8:58 AM  
**To:** Kate Colin; John Gamblin; Gary Phillips; Andrew McCullough; Maribeth Bushey  
**Cc:** Paul Jensen; Ethan Guy  
**Subject:** Prohibitively short engagement period during SIP inhibiting democratic discussion of North SR PDA

Kate, city council & staff,

In the time allowed to even try to get the word out about PDAs I have submitted a Marin Voice article. But the time allotted for input - until June 15th (with input Zoom meetings running through this week) - just simply isn't enough. Please read the response below from the Marin IJ below.

We have the council and activist Shirley Fisher sharing what may be misinformation that the PDA is back to only being a *"funding mechanism"* in a one-sided (not balanced) article advocating PDA approval, there is not enough time to affirm if claims "it's just a funding mechanism" is true (at this particular point in time) or ascertain if this will change (yet again).

For the Quiet Zones there were 6 public meetings over the course of 5 months. This was a lesser, with QZ supporters limited to those affected - people living near the train tracks bothered by the noise. The Terra Linda PDA application affects the entire North San Rafael community.

How many people weighed in - attending meetings or writing - during the Quiet Zone process, and by comparison how many people have weighed in on the PDA? If only a tiny fraction weighed in on the PDA that should be ringing alarm bells that insufficient outreach and engagement has occurred and this matter should be shelved.

I received a mailer from the city on June 2nd - it referenced meetings for input occurring the very next day and the day after - not enough for people to rearrange their calendars. For many, the mailer may have arrived too late. 24 - 48 hours notice is not good outreach!

The message below provides concrete evidence that not enough time has been set aside for proper democratic process - outreach, engagement, fact-checking (are PDAs just a funding source for now? won't this change, again?) and opinion forming.

In the meantime, at this very moment Senate Bills such as SB-995, SB-1085, and AB-1279. Pls support SB725, SB 1120, SB90 are progressing through the state legislature that inflate and distort local control and intent during planning, such as further inflating bonuses and streamlining CEQA and community engagement. There is strong evidence definitions and intentions are being changed at the state level.

In the meantime I continue to see no intent to run surveys by the city ascertaining the true sentiments of the community on growth around Northgate, but instead, to progress a process dominated by an appointed committee - we know how that movie ends, it's not balanced outreach. It fails to garner input of those happy with the current status quo of slow, low-density growth.

Richard Hall

----- Forwarded Message -----

**From:** Dave Allen <dallen@marinij.com>  
**To:** Richard Hall [REDACTED]  
**Sent:** Tuesday, June 2, 2020, 10:01:40 AM PDT  
**Subject:** Re: Intent to submit Marin Voice responding to Shirley Fisher's June 1st piece

Thanks, Richard.

Thank you for your Marin Voice submission.



We are working through a high volume of submissions right now. In fact, I have more than 50 under consideration today. Lately, I am getting an average of nearly four submissions per day. There are only six slots per week.

Your column will be considered for publication by the editorial board ASAP. If approved, the process may still take longer than three weeks.

If your submission includes material that could become dated, please let me know or rewrite it so we can consider it for a longer period of time. Right now, resubmitting as a letter to the editor at 300 words is a quicker route for print. Let me know if you'd like to resubmit as a letter.

I appreciate your contribution to our page. Talk to you soon.

On Tue, Jun 2, 2020 at 9:23 AM Richard Hall [REDACTED] wrote:

Dave,

Heads up - I have drafted a response to Shirley Fisher's June 1st Marin Voice piece "Priority Development Status is Overdue for North San Rafael" .

I am having this reviewed by a few others but my hope is you can run it ahead of June 15th when city council meets to make a final decision on PDA application.

Richard  
San Rafael  
[REDACTED]

--

**Dave Allen** Digital Editor/Opinion Editor | Marin Independent Journal

[dallen@marinij.com](mailto:dallen@marinij.com)

415.382.7206 Direct | 415.726.1891 Mobile



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## Ethan Guy

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**From:** Richard Hall [REDACTED]  
**Sent:** Friday, June 5, 2020 9:25 AM  
**To:** Paul Jensen; Ethan Guy; Kate Colin  
**Cc:** Alan C. Scotch; Glenn Bossow; Bernick Lea Ann; Greg Knell; John Gamblin  
**Subject:** Re: Misinformation, failed outreach & pushing a pre-determined outcome for the North San Rafael PDA

What is interesting, if not remarkable, is that the comments received on the Neighborland site are, with the exception of my own, directly contradictory to polls responded to by hundreds of residents in the immediate community on Nextdoor.com where the majority oppose the PDA designation. This raises major questions about the ineffectiveness of the city's outreach.

Reviewing these comments it's clear that so far the only outreach that has been achieved has been to activist groups like Responsible Growth in Marin and the General Plan committee.

I have posted the following, attempting to balance out misinformation / selective information shared by the city with references to Marin Post articles that help provide balance.

I think we can conclude based on what we are seeing that OUTREACH HAS FAILED - unless the goal was to only secure selective input from activist and pro growth groups.



## Should a Priority Develop

Several weeks ago I posted

Priority Development Area

fund a specific or precise

[marinpost.org](http://marinpost.org) and the city

Polls conducted here on M

the comments the city is

On Friday, June 5, 2020, 09:02:05 AM PDT, Kate Colin <kate.colin@cityofsanrafael.org> wrote:

Thanks Richard for caring deeply about the future of San Rafael. I am hopeful you will use your connections to continue to bring people into the discussion - which is what you and I both want. Info is below and I appreciate your help.

And for the others copied on this email, it would be awesome if you could help get the links out below. The main page also has links to FAQs which I know from my participation on the PDA calls capture many of the questions out there.

The main PDA webpage here <https://www.cityofsanrafael.org/priority-development-areas-2020/>

The "How to Participate" section lists the ways we're are collecting comment. We are asking people to also use our Neighborland Sites to post comments:

-Northgate <https://neighborland.com/sanrafael2040/plan-bay-area-2050-northgate-pda>

-Canal <https://neighborland.com/sanrafael2040/plan-bay-area-2050-southeast-san-rafael-canal-pda>

Note, there are also "Quick Links" to these sites at the top of the page.

Thanks again.

Kate

Kate Colin

Vice Mayor, City of San Rafael

Connect with me! 415 205-3119 cell



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**From:** Richard Hall [REDACTED]  
**Sent:** Thursday, June 4, 2020 10:24 PM  
**To:** Kate Colin <Kate.Colin@cityofsanrafael.org>; Paul Jensen <Paul.Jensen@cityofsanrafael.org>; Ethan Guy <Ethan.Guy@cityofsanrafael.org>  
**Cc:** Alan C. Scotch [REDACTED] Glenn Bossow <[REDACTED]> Bernick Lea Ann [REDACTED] Greg Knell [REDACTED] John Gamblin <John.Gamblin@cityofsanrafael.org>  
**Subject:** Misinformation, failed outreach & pushing a pre-determined outcome for the North San Rafael PDA

Kate,  
It was clear from today's zoom call that the only people that the city has been able to engage on the PDA issue in the very limited timeline, during shelter in place, is the cosy bubble of the general plan committee and perhaps a few others. I heard Bill Carney, Jeff Rhoades, Kate Powers, and then the activist group Responsible Growth in Marin's Grace Geraghty and Shirley Fisher.

If true outreach was intended it appears to have failed - the voices of the silent majority happy with continued slow growth were never consulted or polled. If the intent of outreach was to confine the effort to selected voices sympathetic to growth and easily persuaded by one sided guidance then mission accomplished.

Obedient pro development voices seeking to appease the council preposterously even claimed on the call that there was a lot of misinformation being perpetrated - directed at PDA opponents.

I heard misinformation spread by yourself that even if a lot of units are planned these never seem to happen, citing San Rafael's existing zoning and the 100 units built in the last few years. You dismissed that any significant number of units would ever be built, with no ability for others to respond. There was no opportunity or other side of the coin shared that Merlone Geier, owners of Northgate, are HIGHLY ACTIVE and added 998 units.

- In Laguna Hills MG asked for 2,100 units but settled for 988 units, none of which were affordable  
<https://www.ci.laguna-hills.ca.us/482/Five-Lagunas-Update>

- in Mountain View MG built 330 units, none of which were affordable:  
<https://www.bizjournals.com/sanjose/news/2019/10/02/developers-sell-apartment-complex-at-the-village.html>

Worse yet there was discussion and requests to refer to the housing crisis, but no reference to whether the market rate units likely to be build would have any impact, instead serving to absorb SF tech companies ever growing appetite for tech workers. Furthermore we don't know what shape the housing market will be in post COVID-19, who is to presume there is still a crisis?

The entire process appears designed to squelch community opposition and drown out voices that might perpetuate slow growth, sewing misinformation and serving a like-minded body of pro-growth supporters in the General Plan and Responsible Growth in Marin groups. Instead voices aligned with the council and staff's pre-determined path pave the way.

As mentioned, I found Ethan Guy's inappropriate dismissal of the Quiet Zone 6 month 6 meeting process before the application and comparison to the PDA application as "apples and oranges" particularly manipulative and detrimental to today's discussion.

You can do a lot better, the city is not listening or conducting outreach except to those aligned with its goals.

How to remedy this:

- conduct a clear poll of a random set of North San Rafael residents asking if they want development of housing at Northgate to be made a priority
- ask how many additional units would be acceptable, asserting a specific affordable mix
- if you insist on pushing ahead with the application the first 6 months of the process needs to be the council conducting proper outreach to first affirm if a PDA is wanted and supported NOT shifting immediately to a precise plan that presumes this mandate has been obtained

Please rectify this matter and restore proper outreach, instead of pushing down a pre-determined path and silencing opposing voices.

Richard Hall

## Ethan Guy

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**From:** Andrew McCullough  
**Sent:** Tuesday, May 19, 2020 5:37 PM  
**To:** Richard Hall  
**Cc:** Paul Jensen; Dick Spotswood; Kate Colin; Gary Phillips; Ethan Guy; Maribeth Bushey; John Gamblin  
**Subject:** Re: Staffer Paul Jensen 9/16/2013 on the record: "PDAs create an expectation of growth", Sept 6th, 2013, 35 mins mark

Richard,

If you want to engage in a thoughtful way, call me. We can sift through the distortions and figure out what works best in a representative democracy.

Andrew

**Andrew Cuyugan McCullough**  
**San Rafael City Council**

andrewm@cityofsanrafael.org  
T (415) 448-8421



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**From:** Richard Hall [REDACTED]  
**Sent:** Tuesday, May 19, 2020 5:13 PM  
**To:** Andrew McCullough <Andrew.McCullough@cityofsanrafael.org>  
**Cc:** Paul Jensen <Paul.Jensen@cityofsanrafael.org>; Dick Spotswood [REDACTED] Kate Colin <Kate.Colin@cityofsanrafael.org>; Gary Phillips <Gary.Phillips@cityofsanrafael.org>; Ethan Guy <Ethan.Guy@cityofsanrafael.org>; Maribeth Bushey <Maribeth.Bushey@cityofsanrafael.org>; John Gamblin <John.Gamblin@cityofsanrafael.org>  
**Subject:** Re: Staffer Paul Jensen 9/16/2013 on the record: "PDAs create an expectation of growth", Sept 6th, 2013, 35 mins mark

Andrew

Will you commit to a 6 month engagement process for the community to decide if it even wants a PDA designated.

It's clear that you want the PDA in place then you can channel all conversation into a precise or specific plan assuming PDA funding is a given - that's not acceptable.

Richard

On May 19, 2020, at 3:00 PM, Andrew McCullough <andrew.mccullough@cityofsanrafael.org> wrote:

That's not correct. June 30 is actually the beginning of a much longer process which, at any point, can be terminated by the City. June 30 is simply the date by which the City must (following a public hearing, of course) adopt a resolution nominating a PDA for consideration by the MTC. Should the MTC approve our nomination later in the summer, and should the City Council choose to move forward, then a public planning process will start and will take many more months.

My point, Richard, is that there will be more noticed public meetings, with ample opportunity for public input. If you remain alarmed by all of this, call me. I can't continue to type away and hope do this topic justice.

Andrew

**Andrew Cuyugan McCullough**  
**San Rafael City Council**

andrewm@cityofsanrafael.org  
T (415) 448-8421  
<Outlook-2qspa0hs.png>

---

**From:** Richard Hall [REDACTED]  
**Sent:** Tuesday, May 19, 2020 2:33 PM  
**To:** Andrew McCullough <Andrew.McCullough@cityofsanrafael.org>  
**Cc:** Paul Jensen <Paul.Jensen@cityofsanrafael.org>; Dick Spotswood [REDACTED] Kate Colin <Kate.Colin@cityofsanrafael.org>; Gary Phillips <Gary.Phillips@cityofsanrafael.org>; Ethan Guy <Ethan.Guy@cityofsanrafael.org>; Maribeth Bushey <Maribeth.Bushey@cityofsanrafael.org>; John Gamblin <John.Gamblin@cityofsanrafael.org>  
**Subject:** Re: Staffer Paul Jensen 9/16/2013 on the record: "PDAs create an expectation of growth", Sept 6th, 2013, 35 mins mark

Am I not to understand that the PDA process completes on June 30th?

Please lay out the extensive public outreach that took months for the quiet zone and years to finally occur and unravel the prior instance of a PDA being instantiated in a rushed and non transparent manner again without outreach.

Are we to believe that short term acute issues of covid-19, the financial implications on the city and its business are all solved so that an unprecedented degree of outreach and effort will be made by planning team and council between now and June 30th, all while we continue to be in shelter in place?

Richard

On May 19, 2020, at 2:12 PM, Andrew McCullough  
<andrew.mccullough@cityofsanrafael.org> wrote:

Richard,

The issue you identify (added development) was featured in our meeting and was obvious in the staff report, if not stated in the manner you would have preferred.

A PDA, as is obvious from its name, anticipates "development" within the designated area. The Northgate Mall option that we identified last night as an area of interest for a potential PDA designation is under-utilized, has been languishing for years, and would benefit greatly from a community-driven planning process. That process, if pursued, would ultimately identify the types of development embraced by our community.

As to your general criticism that inadequate notice has been given to the community about this potential planning effort, you may be right that too few currently understand what an eventual PDA might entail. For that reason, we made it clear last night that issuing a letter of interest is only the first step in a long and public process towards a future development plan. If we fail to engage with transparency during that process, then we deserve criticism. Until then, though, I don't think your criticism is warranted. Nothing that occurred last night commits us--or the community--to a course of action.

Andrew

**Andrew Cuyugan McCullough**

**San Rafael City Council**

andrewm@cityofsanrafael.org

T (415) 448-8421

<Outlook-i0evzbmg.png>

---

**From:** Richard Hall [REDACTED]  
**Sent:** Tuesday, May 19, 2020 10:19 AM  
**To:** Paul Jensen <Paul.Jensen@cityofsanrafael.org>  
**Cc:** Dick Spotswood [REDACTED] Kate Colin  
<Kate.Colin@cityofsanrafael.org>; Andrew McCullough  
<Andrew.McCullough@cityofsanrafael.org>; Gary Phillips  
<Gary.Phillips@cityofsanrafael.org>; Ethan Guy <Ethan.Guy@cityofsanrafael.org>;  
Maribeth Bushey <Maribeth.Bushey@cityofsanrafael.org>; John Gamblin  
<John.Gamblin@cityofsanrafael.org>  
**Subject:** Staffer Paul Jensen 9/16/2013 on the record: "PDAs create an expectation of growth", Sept 6th, 2013, 35 mins mark

Paul,  
Following up on city council's unanimous decision last night to designate an area of Terra Linda to be a "Priority Development Area" in a letter of intent to be submitted to ABAG before the May 31st deadline, once again without appropriate outreach to the community. Was nothing learned from 2013?

I am looking back at my notes and see that you stated in your presentation on PDAs in a city council special meeting on September 6th 2013 not once but twice that the PDAs



designation creates an expectation of growth and an intent for the local jurisdiction to build high-density housing. Jump to around the 35 minute mark. This is further substantiated in the slides that you shared. Yet none of this is covered in [your staff report](#) of May 18 2020. The report makes no mention of "accelerated growth" or "high density".

<https://www.cityofsanrafael.org/public-meeting-archives/>

(Go to September 6th 2013, Council Special Meeting, skip to 35 minute mark).

Here are your slides...see last bullet:

<1589907576074blob.jpg>

See last bullet:

<1589907893036blob.jpg>

Where is this acknowledged and shown in the report to council made on Thursday?

This seems to have been obfuscated and not detailed in the staff report distributed on Thursday last week. Even in the report given in 2013 the same claim "there are no strings attached" is mentioned.

Why was the above not disclosed in your staff report last week? Council and residents have not been briefed accurately in the staff report sent out only on Thursday.

This is inconsistent - how can decisions be made on inconsistent information? Process is not being followed, people are not being represented. Council and staff are failing to perform their job.

Richard Hall

## Ethan Guy

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**From:** [REDACTED]  
**Sent:** Thursday, May 28, 2020 10:26 AM  
**To:** Ethan Guy  
**Subject:** Comment: Proposed Priority Development Areas  
  
**Categories:** PDA

NO! Proposed dense development will create more congestion, worse traffic and add to greenhouse gas emissions. You and the City of SAN RAFAEL are fooling yourselves if you think this will help the planet or Marin. Tell the Regional Planning Czars to Shove It.

---Peter Hensel, [REDACTED] Corte Madera

## Paul Jensen

---

**From:** Leyla Hill [REDACTED]  
**Sent:** Monday, May 18, 2020 12:16 PM  
**To:** Gary Phillips; Maribeth Bushey; Kate Colin; John Gamblin; Andrew McCullough  
**Cc:** Paul Jensen; Ethan Guy  
**Subject:** Re: City of San Rafael's vote on Monday, May 18, regarding a proposal to submit a Letter of Interest to apply for a PDA designation for the area around Northgate Mall  
  
**Importance:** High

I am writing at this time to express my opposition to a vote of the City Council taking place about the above-referenced topic on Monday, May 18, 2020. Designating such an area of Terra Linda around Northgate to be a Priority Development Area would be one of the most significant decisions for the community in many years, and a decision the community historically strongly opposed. Yet even despite this only a few people in the community were invited to a teleconference about the proposed PDA.

Government by personal invitation to a limited attendance phone call in the middle of a pandemic is, in my opinion, not an appropriate way to consider and implement policies that will affect many homeowners and residents and the long term planning and development of the northern end of the City of San Rafael as well as the adjacent unincorporated neighborhoods. Not enough people know about it or have had enough of an opportunity to study the matter, have discussions among interested parties, and provide thoughtful public comment.

I've heard that a Letter of Interest in designating a PDA will earn funds for planning. What type of planning? A Community Plan? A Specific Plan? A Precise Plan? What are the implications of the Northgate site being in a Transit Priority Area (TPA), and how does this interact with designating it a PDA? All of these are technical terms that need to be defined and the distinctions, desirabilities, and downsides discussed. What else is implied in Priority Development? I see on a new map from the State of California that we are a "High Resource" area regarding affordable housing. What does this mean? What is its relationship, if any, to the designation of a PDA, to Northgate being in a TPA? People in the community need to know there are complex, specific factors involved, and they need answers to the many other questions that arise if they are to make reasonable and informed decisions whether or not to support this proposal. There is no time for this before the meeting and proposed vote on May 18.

There is still time for this to occur before the May 31 deadline to send the Letter of Interest. At the very least a series of FAQ and definitional emails should be sent out to a broader group of those active in these matters in the past and showing interest in the present. And since we can't attend open, public presentations and meetings, there should be an opportunity for the recipients to ask further questions based on the answers supplied.

If the proposal is, nevertheless, voted upon, I advocate for its defeat at this time, until the interested public can more fully participate in discussing and educating themselves about the topic.

As a compromise position, the Staff Report says that an LOI submitted by May 31, 2020, may be "signed by the Planning Director or City Manager. However, Resolutions from a City Council or Board of Supervisors are required for new PDAs, and must be adopted or agendized by May 31, 2020, with all agendized resolutions adopted by June 30, 2020." This means that the City Council can defer the decision to approve or disapprove of a Resolution to send an LOI tonight, the Planning Director can sign an LOI and submit it before May 31, and the City Council can afford the community additional time to understand this proposal before the Council adopts or rejects such a Resolution by June 30, 2020.

Sincerely,

Leyla Hill

## Ethan Guy

---

**From:** Susan Kirsch [REDACTED]  
**Sent:** Thursday, June 4, 2020 10:31 AM  
**To:** Richard Hall  
**Cc:** Paul Jensen; Ethan Guy; Kate Colin; John Gamblin; Gary Phillips; Andrew McCullough; Maribeth Bushey  
**Subject:** Re: Prohibitively short engagement period during SIP inhibiting democratic discussion of North SR PDA

Dear Richard -

Thank you for your leadership and vigilance re: city planning and decision-making. You're asking the right questions: Who's pushing for a rushed decision that excludes public participation? Why? What's the benefit (beyond \$\$) of the rushed PDA vs. a thoughtful process with meaningful engagement? One of the lessons of the past is this: When people know, they care and when they care, they connect. In light of the tumultuous times, the City Council can contribute to building trust and re-establishing a collaborative, resilient process of working with the community by delaying action on this PDA proposal.

Thanks again for taking a stand and encouraging the city to call the shots, but only after informing the community and getting community input.

Best wishes,  
Susan Kirsch

---

**From:** [REDACTED]  
**Sent:** Thursday, June 4, 2020 8:58 AM  
**To:** Kate Colin <kate.colin@cityofsanrafael.org>; John Gamblin <john.gamblin@cityofsanrafael.org>; Gary Phillips <gary.phillips@cityofsanrafael.org>; Andrew McCullough <andrew.mccullough@cityofsanrafael.org>; Maribeth Bushey <maribeth.bushey@cityofsanrafael.org>  
**Cc:** Paul Jensen <paul.jensen@cityofsanrafael.org>; Ethan Guy <ethan.guy@cityofsanrafael.org>  
**Subject:** Prohibitively short engagement period during SIP inhibiting democratic discussion of North SR PDA

Kate, city council & staff,

In the time allowed to even try to get the word out about PDAs I have submitted a Marin Voice article. But the time allotted for input - until June 15th (with input Zoom meetings running through this week) - just simply isn't enough. Please read the response below from the Marin IJ below.

We have the council and activist Shirley Fisher sharing what may be misinformation that the PDA is back to only being a *"funding mechanism"* in a one-sided (not balanced) article advocating PDA approval, there is not enough time to affirm if claims "it's just a funding mechanism" is true (at this particular point in time) or ascertain if this will change (yet again).

For the Quiet Zones there were 6 public meetings over the course of 5 months. This was a lesser, with QZ supporters limited to those affected - people living near the train tracks bothered by the noise. The Terra Linda PDA application affects the entire North San Rafael community.

How many people weighed in - attending meetings or writing - during the Quiet Zone process, and by comparison how

many people have weighed in on the PDA? If only a tiny fraction weighed in on the PDA that should be ringing alarm bells that insufficient outreach and engagement has occurred and this matter should be shelved.

I received a mailer from the city on June 2nd - it referenced meetings for input occurring the very next day and the day after - not enough for people to rearrange their calendars. For many, the mailer may have arrived too late. 24 - 48 hours notice is not good outreach!

The message below provides concrete evidence that not enough time has been set aside for proper democratic process - outreach, engagement, fact-checking (are PDAs just a funding source for now? won't this change, again?) and opinion forming.

In the meantime, at this very moment Senate Bills such as SB-995, SB-1085, and AB-1279. Pls support SB725, SB 1120, SB90 are progressing through the state legislature that inflate and distort local control and intent during planning, such as further inflating bonuses and streamlining CEQA and community engagement. There is strong evidence definitions and intentions are being changed at the state level.

In the meantime I continue to see no intent to run surveys by the city ascertaining the true sentiments of the community on growth around Northgate, but instead, to progress a process dominated by an appointed committee - we know how that movie ends, it's not balanced outreach. It fails to garner input of those happy with the current status quo of slow, low-density growth.

Richard Hall

----- Forwarded Message -----

**From:** Dave Allen <dallen@marinij.com>

**To:** Richard Hall [REDACTED]

**Sent:** Tuesday, June 2, 2020, 10:01:40 AM PDT

**Subject:** Re: Intent to submit Marin Voice responding to Shirley Fisher's June 1st piece

Thanks, Richard.

Thank you for your Marin Voice submission.

We are working through a high volume of submissions right now. In fact, I have more than 50 under consideration today. Lately, I am getting an average of nearly four submissions per day. There are only six slots per week.

Your column will be considered for publication by the editorial board ASAP. If approved, the process may still take longer than three weeks.

If your submission includes material that could become dated, please let me know or rewrite it so we can consider it for a longer period of time. Right now, resubmitting as a letter to the editor at 300 words is a quicker route for print. Let me know if you'd like to resubmit as a letter.

I appreciate your contribution to our page. Talk to you soon.

On Tue, Jun 2, 2020 at 9:23 AM Richard Hall [REDACTED] wrote:

Dave,

Heads up - I have drafted a response to Shirley Fisher's June 1st Marin Voice piece "Priority Development Status is Overdue for North San Rafael" .

I am having this reviewed by a few others but my hope is you can run it ahead of June 15th when city council meets to make a final decision on PDA application.

Richard  
San Rafael  
[REDACTED]

--

**Dave Allen** Digital Editor/Opinion Editor | Marin Independent  
Journal

[dallen@marinij.com](mailto:dallen@marinij.com)

415.382.7206 Direct | 415.726.1891 Mobile



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## Ethan Guy

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**From:** Mike Leonard [REDACTED]  
**Sent:** Wednesday, May 27, 2020 11:19 AM  
**To:** Ethan Guy  
**Subject:** Northgate Area

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

**Categories:** PDA

I oppose any other building or changes in the Northgate area. The city has already approved changes off of Freitas Parkway by the gas station and hotel. We do not have the infrastructure in place for a Costco with a gas station as well as the high density housing.

I would love to know what had been proposed in the areas where our city council members live and the mayor. Probably none because they ensure those areas are not impacted Sent from my iPhone

May 18, 2020

**VIA E-MAIL**

Mayor Gary Phillips and  
City Councilmembers  
San Rafael City Council  
1400 Fifth Ave., Room 203  
San Rafael, CA 94901

**Re: Agenda Item 6.b.: Plan Bay Area 2050 - Priority Development Areas**

Dear Mayor Phillips and City Councilmembers:

Merlone Geier Partners (Merlone Geier) owns the Northgate Mall property in the City of San Rafael (City). The Northgate Mall is currently developed as a shopping mall of over 700,000 square feet with a mix of retail, restaurant, and entertainment uses. Over the past several years, Merlone Geier and the City have engaged in preliminary discussions regarding the reconfiguration and redevelopment of the Northgate Mall property to optimize retail, restaurant and entertainment options and add needed housing. In the near future, Merlone Geier anticipates submitting entitlement applications to the City for a financially viable project that will further the City's goals to revitalize and expand the Northgate Mall property.

City Council agenda item 6.b for Monday, May 18, 2020 proposes that the City Council should submit a Letter of Interest to the Metropolitan Transportation Commission (MTC) and Association of Bay Area Governments (ABAG) nominating Priority Development Areas (PDA) for the City. Nomination of PDAs would help the City to ensure that future regional planning and investment decisions take into account the City's priorities for redevelopment. The Staff Report specifically recommends nomination of a PDA in the North San Rafael/Northgate neighborhood, and specifically calls out the Northgate Mall as the "site of most interest in the community for a deeper planning study" within the envisioned PDA area. As noted in the Staff Report, the designation of PDAs is voluntary and is designed to align local and regional planning and investment decision. Importantly, the City would retain full land use authority to consider and approve project applications within the proposed PDA areas.

Merlone Geier agrees with Staff's conclusion that Northgate Mall represents a significant and immediate opportunity for redevelopment into a robust mixed-use community. Merlone Geier and the City have made significant effort and progress to identify a shared vision for the redevelopment of Northgate Mall. It is critical for the viability of any redevelopment project that Merlone Geier be able to proceed through the entitlement process without processing delays as a consequence of any pending PDA nomination encompassing the site. When Merlone Geier submits its applications in the near future, it expects the City will timely process those applications in the ordinary course. We respectfully request that the City Council confirm it will



process those applications without waiting for any PDA designation of associated broader planning effort. Merlone Geier appreciates the City Council's attention to these comments and looks forward to continuing its productive relationships with the City and the community in regard to these matters.

Very truly yours,

Merlone Geier Partners

A handwritten signature in black ink, appearing to be 'S Logan', with a long horizontal line extending to the right.

Stephen Logan

VP, Development

## Ethan Guy

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**From:** Larry Luckham [REDACTED]  
**Sent:** Thursday, June 4, 2020 4:46 PM  
**To:** Ethan Guy  
**Subject:** Re: Proposed Canal Priority Development Area

**Categories:** PDA

Ethan Guy  
Principal Analyst – Community Development  
City of San Rafael

Re: Proposed Canal Priority Development Area

Please add my name to those in favor of the City moving forward to create the PDA as currently configured. It's no secret that the Canal area has been in need of attention for a considerable time. But the City has been limited by budget constraints from providing the extra level of planning needed. The creation of a Canal PDA could provide the needed funding without adding a requirement to carry out whatever recommendations might result. It's hard to envision a better deal than that.

Larry Luckham  
[REDACTED]

## Paul Jensen

---

**From:** Petra Pless [REDACTED]  
**Sent:** Monday, May 18, 2020 3:05 PM  
**To:** Gary Phillips; Maribeth Bushey; Kate Colin; John Gamblin; Andrew McCullough  
**Cc:** Paul Jensen  
**Subject:** City Council May 18, 2020 Agenda Item 6.b: Proposed Priority Development Area for Northgate Mall Area

Dear Mayor Phillips and Council Members,

I hope this email finds you well in these unprecedented and challenging times.

I am writing today as a resident of Terra Linda to express my opposition to the City Council taking a vote tonight on the proposed Letter of Interest (LOI) to apply for a Priority Development Area (PDA) designation for the area around Northgate Mall. This proposal, if adopted, would have far-reaching consequences for the future planning and development of Terra Linda. Yet, there has been little public outreach to educate the community about the potential consequences - upsides and downsides and invite meaningful dialog. In fact, it appears that only a few members of the community are even aware of this proposal.

According to tonight's Agenda Report, an LOI "must be adopted or agendized by May 31, 2020 with all agendized resolutions adopted by June 30, 2020." This appears to provide sufficient time for additional public outreach and feedback before the City must take a final vote. I encourage the City Council to defer its decision to afford the community additional time to understand the proposal. I suggest that the City publish information in the Marin IJ and provide local representatives such as homeowners' associations, RGM, etc. with FAQs and summary sheets to forward to their constituents and invite feedback.

Sincerely,  
Petra Pless

~~~~~  
Petra Pless  
[REDACTED]

San Rafael, CA 94903  
[REDACTED]

---

**From:** Lindsay Lara  
**Sent:** Tuesday, June 9, 2020 3:41 PM  
**To:** Ethan Guy; Paul Jensen  
**Subject:** FW: Make Northgate Area of San Rafael a Priority Dev. Area - For inclusion in Public Record

**Lindsay Lara, CMC, CPMC**

Office: (415) 485-3065

Mobile: (415) 827-3806

**From:** Kate Colin <Kate.Colin@cityofsanrafael.org>  
**Sent:** Tuesday, June 9, 2020 3:39 PM  
**To:** Lindsay Lara <Lindsay.Lara@cityofsanrafael.org>  
**Subject:** Fw: Make Northgate Area of San Rafael a Priority Dev. Area - For inclusion in Public Record

Kate Colin

Vice Mayor, City of San Rafael

Connect with me! 415 205-3119 cell



**SAN RAFAEL**  
THE CITY WITH A MISSION

---

**From:** Loren Powers  
**Sent:** Tuesday, June 9, 2020 1:58 PM  
**To:** Gary Phillips <Gary.Phillips@cityofsanrafael.org>; Maribeth Bushey <Maribeth.Bushey@cityofsanrafael.org>; Kate Colin <Kate.Colin@cityofsanrafael.org>; John Gamblin <John.Gamblin@cityofsanrafael.org>; Andrew McCullough <Andrew.McCullough@cityofsanrafael.org>  
**Subject:** Make Northgate Area of San Rafael a Priority Dev. Area - For inclusion in Public Record

Dear Gary Phillips and Council Members,

I am a resident of Terra Linda San Rafael and volunteer with the TLHOA community development subcommittee. I would like to encourage city council support to pass the resolution and make the Northgate Area a PDA. I have also

participated during town hall meetings to support San Rafael's General Plan 2040 and it has become very clear to me that this area requires focus and funding to make it a Town Center that we can all be proud of. I am also a father to a young daughter and I look forward to my daughter growing up with a Town Center that can enrich her sense of community and provide a safe area for her to enjoy. The current Northgate Mall requires immediate and continued attention and large warehouse stores are not what we as residents have in mind, nor do they align with the vision that we have had and documented for this location.

Personally, I hope the developers would consider options other than large box stores. For example, I truly hope that the old Sears building will become a rock climbing/general purpose gym similar to the Touchstone and Planet Granite owned climbing/gyms that are extremely successful across the entire bay area. Architecturally it would be perfect with high ceilings and significant structural integrity.

I hope that a PDA would help to steer the developers in ways that include the residents rather than challenging them.

Thank you for your time and consideration,  
Loren Powers

## Ethan Guy

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**From:** Elaine REICHERT [REDACTED]  
**Sent:** Wednesday, June 3, 2020 1:48 PM  
**To:** Ethan Guy  
**Subject:** Enough is Enough: No PDA for Northgate

**Categories:** PDA

With hundreds of high density apartments already in the pipeline for Northgate area, any additional development poses a severe threat to our quality of life. I suspect the only and real reason behind this cynical resumption of a proposal we rejected in 1998 is the token funding San Rafael might receive from local alphabet orgs.

Costco is not a fit for this area. The Mall is probably on its last legs after the Covid shutdown so reusing that site could offer some real opportunity to move into the 21st Century with a real community plan.

How very sad and cynical it is to see a 180+ room hotel approved in the Canal area instead of the desperately needed affordable housing for that area. Where will the low wage hotel workers live? Or will their cars add to congestion as they commute from more affordable areas? Sick planning.

---

**From:** Lindsay Lara  
**Sent:** Tuesday, June 9, 2020 2:17 PM  
**To:** Paul Jensen; Ethan Guy  
**Subject:** FW: San Rafael/Northgate PDA

**Lindsay Lara, CMC, CPMC**

Office: (415) 485-3065

Mobile: (415) 827-3806

**From:** lynn robinson

**Sent:** Tuesday, June 9, 2020 1:09 PM

**To:** Maribeth Bushey <Maribeth.Bushey@cityofsanrafael.org>; Kate Colin <Kate.Colin@cityofsanrafael.org>; John Gamblin <John.Gamblin@cityofsanrafael.org>; Andrew McCullough <Andrew.McCullough@cityofsanrafael.org>; Rob Epstein <Rob.Epstein@cityofsanrafael.org>; Lindsay Lara <Lindsay.Lara@cityofsanrafael.org>

**Subject:** San Rafael/Northgate PDA

Dear Council Members,  
Thank you for your service.

As a 50 year resident, graduate of Terra Linda High, member of Responsible Growth Marin and contributor to the economy; I'd like to take the opportunity to make my voice heard.

I'm offering my support designating North San Rafael/Northgate as a Priority Development Area. I understand there is state money that can be proposed for and that is a good thing-as long as it's used wisely with residents' wishes in mind.

I stand by many of my community residents who feel (and know) that our community would be ruined by pollution and traffic if big box stores (such as Costco) were to be allowed in to the Terra Linda Mall. I think we all know (including the mall owner) that bringing in these non-community focused corporations is a quick "fix" and leaves the community decimated. For traffic reasons, carbon footprint (30 gas pumps????) and safety for the elderly and high school kids, walking and on bicycles. There is no need (another Costco 8 miles away) and no desire for this kind of economy in our neighborhood. The very thought of it is abhorrent and would be a dinosaur shoe-horned into a thimble.

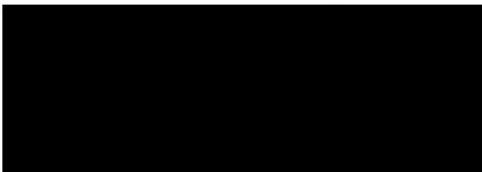
That said, I DO support mixed use units. Cutting square feet of store size down so that individual small businesses can return because the rent doesn't cripple them. Building HOUSING on top of store fronts, greening areas for multi-generational family use as is done so well in Europe.

People want a community not a warehouse selling things they don't need. We want a place to congregate outside, coffee houses, local restaurants (not chains) and SMALLER stores where independent, creative entrepreneurs can survive. A risk, possibly, but a humane risk. And we look at other areas (Larkspur, Embarcadero) we see this type of mixed use working beautifully and drawing communal crowds.

I/we thank you for listening to my desires. Just because I'm in my 60's doesn't mean I don't also listen to young people. They too want a place to come together...what do they care about big box stores? They need things that keep them here, small places they can work and learn to be entrepreneurs while they're going to college.  
We want to enliven this community, not turn it into a dying concrete mall.

Thank you for taking the time to read this.  
Lynn

*Lynn Robinson, MA, MFT.*  
*Certified EFT Practitioner & Trainer*





## Ethan Guy

---

**From:** Cynthia Sjhsam [REDACTED]  
**Sent:** Wednesday, May 27, 2020 5:59 PM  
**To:** Ethan Guy  
**Subject:** San Rafael Northgate PDA - too rushed!

**Categories:** PDA

Hi Ethan,

I am opposed to a PDA for the Northgate area.

This decision, with a deadline on June 15th, is not reasonable. The community has no time to organize and discuss due to SIP restrictions.

I do not want a PDA at all. At a minimum, please postpone the decision to allow for proper community involvement.

I am a homeowner near Northgate, with two elementary age children in the school district.

Thank you,  
Anne

---

**From:** Rob Epstein  
**Sent:** Tuesday, June 9, 2020 12:37 PM  
**To:** Paul Jensen  
**Subject:** Fw: I support designating North San Rafael/Northgate as a Priority Development Area

**Robert F. Epstein**  
**City Attorney**

Office of the City Attorney  
1400 5<sup>th</sup> Avenue  
San Rafael, CA 94901  
Tel: (415) 485-3080  
Fax: (415) 485-3109



---

**From:** Alex Stadtner  
**Sent:** Tuesday, June 9, 2020 12:35 PM  
**To:** Rob Epstein <Rob.Epstein@cityofsanrafael.org>  
**Subject:** I support designating North San Rafael/Northgate as a Priority Development Area

Thank you!  
Alex Stadtner  
[REDACTED]

## Ethan Guy

---

**From:** Lindsay Lara  
**Sent:** Tuesday, June 9, 2020 2:16 PM  
**To:** Paul Jensen; Ethan Guy  
**Subject:** FW: Support Designating the North San Rafael/Northgate as a Priority Development Area

Lindsay Lara, CMC, CPMC  
Office: (415) 485-3065  
Mobile: (415) 827-3806

-----Original Message-----

From: Isabel Lydon [REDACTED]  
Sent: Tuesday, June 9, 2020 1:05 PM  
To: Lindsay Lara <Lindsay.Lara@cityofsanrafael.org>  
Subject: Support Designating the North San Rafael/Northgate as a Priority Development Area

Good Afternoon,

As a long time resident of Terra Linda, I support designating the North San Rafael/Northgate area as a Priority Development Area.

Please support long forgotten Terra Linda too.

Thank you,

Isabel Lydon  
[REDACTED]  
San Rafael, Ca 94903

## Ethan Guy

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**From:** Kate Colin  
**Sent:** Wednesday, June 10, 2020 2:26 PM  
**To:** Carol Mack  
**Subject:** Re: For inclusion in Public Record

Hi Carol - Thanks for taking the time to write the Council and give input on the potential of a PDA designation for the Northgate area. I agree with you that deliberate planning is preferable to just reacting to what comes our way.

Warmly,  
Kate

Kate Colin  
Vice Mayor, City of San Rafael  
Connect with me! 415 205-3119 cell



---

**From:** Carol Mack [REDACTED]  
**Sent:** Tuesday, June 9, 2020 4:12 PM  
**To:** Gary Phillips <Gary.Phillips@cityofsanrafael.org>; Maribeth Bushey <Maribeth.Bushey@cityofsanrafael.org>; Kate Colin <Kate.Colin@cityofsanrafael.org>  
**Subject:** For inclusion in Public Record

I support designating North San Rafael/Northgate as a Priority Development Area. I believe it is important to create a specific plan for North San Rafael/Northgate area for the 2040 San Rafael general plan.

Thank you for all your work in helping the city of San Rafael including the Northern area.

Carol Mack