

*OUR VISION  
OF  
DOWNTOWN  
SAN RAFAEL  
AND OUR  
IMPLEMENTATION  
STRATEGY*

**San Rafael**  
Downtown Community Plan

April 1993

## ***Downtown Community Plan Sponsor Organizations***

Bret Harte Neighborhood Association  
 Cultural Affairs Commission  
 Design Review Board  
 Downtown Business Improvement District  
 Federation of San Rafael Neighborhoods  
 Gerstle Park Neighborhood Association  
 Interfaith Council  
 Kiwanis  
 Marin Builders Exchange  
 Marin Conservation League  
 Marin Council of Agencies  
 Marin County AIA Task Force  
 Marin County Historic Society  
 Marin Heritage

Mission San Rafael Rotary  
 North San Rafael Coalition of Residents  
 Redevelopment Citizen Advisory Committee  
 San Rafael Chamber of Commerce  
 San Rafael City Council  
 San Rafael City Schools  
 San Rafael Housing Corporation  
 San Rafael Library Board of Trustees  
 San Rafael Planning Commission  
 San Rafael Redevelopment Agency  
 St. Vincent de Paul Society  
 West End Neighborhood Association

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***A vision is a community dream ...***

*... a positive, detailed image  
of what the community wants to create  
for itself, its children  
and grandchildren in the future.*

*A clear, articulate vision can stimulate  
and focus a community's energy and spirit,  
especially if it's a vision that reflects  
the community's deep values and beliefs  
about its life and its future.*

*Such a vision is worthy of the community's  
commitment, resources  
and energy to bring it to life.*

*We hope we have dreamed  
such a dream here  
for Downtown San Rafael.*







April 1993

To the City Council and Citizens of San Rafael,

We are pleased to present our Vision for Downtown San Rafael and Implementation Strategy. This Vision represents an effort to involve many people and interest groups in a planning process. Over 600 citizens and 33 organizations helped develop our Vision over the last 20 months. This Vision and Implementation Strategy reflect a broad consensus of our Committee and the Community.

*Our vision is a commitment to the future* of our Downtown -- the heart of San Rafael. And that future Downtown is a vibrant, dynamic, economically successful, aesthetic place that enhances our City's civic and community life. We see Downtown as the social and economic center of our community.

*This document is a Vision* -- it isn't a conventional master plan or land use plan with site specific controls and detailed zoning recommendations. The Vision and Implementation Strategy are intended to serve several purposes: as an initial consensus document; as a basis for detailed land use policies and urban design plans; as a road map for public and private investment and cooperation. Finally it is intended to serve as a framework for the many public and private decisions necessary over the next 10-20 years to bring this Vision to fruition in the early 21st century.

We feel that if Downtown is economically healthy, it will support improvements in the social, cultural and civic aspects of Downtown. Therefore, this Vision incorporates economic development considerations as well as social, cultural, and urban design elements.

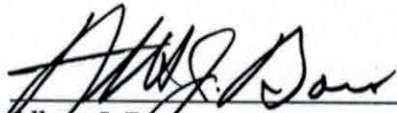
Working together as a community, we can bring the Vision to life through wise decisions, hard work, and careful investments. Implementation of some recommendations will be easy and take a short period of time. Some ideas have already been carried out during our planning process, such as the "alive after five" aspects. Other proposals require a 5 to 10 year time or further refinement and study. The private sector will implement some recommendations and the public sector will accomplish others. But all

implementation will require ongoing teamwork and collaboration between the public, private and community sectors.

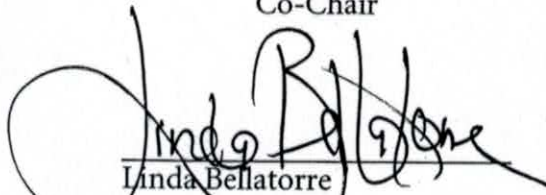
We encourage the City Council to accept this Vision and Implementation Strategy and use it as a guide for community decisions on Downtown over the next 20 years.


As Committee Members, we thank you for the opportunity to work with our fellow citizens to develop the Vision for Downtown. And we especially thank all the people who have given their talent, ideas and energy to this exciting and positive future for our Downtown.

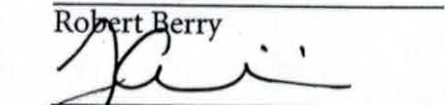
### DOWNTOWN COMMUNITY PLAN COMMITTEE

  
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Co-Chair

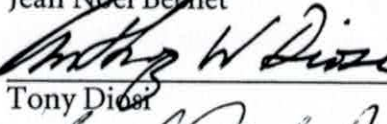
  
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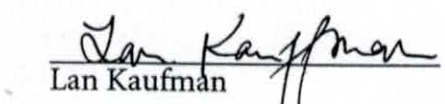
  
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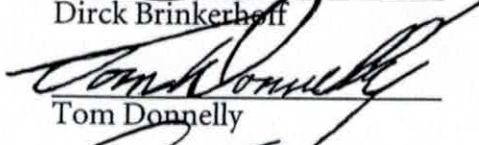
  
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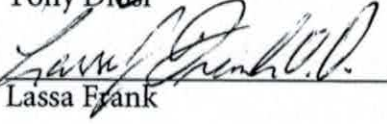
  
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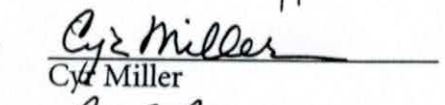
  
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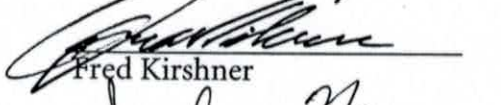
  
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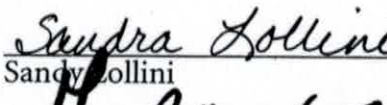
  
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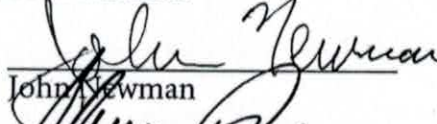
  
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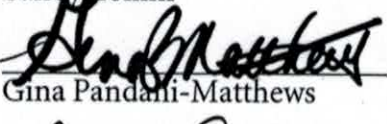
  
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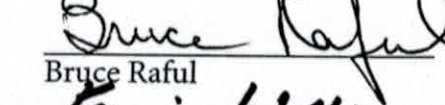
  
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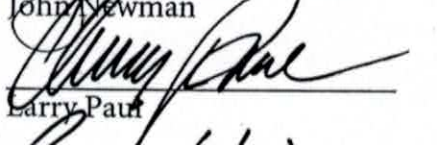
  
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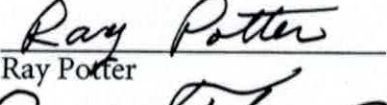
  
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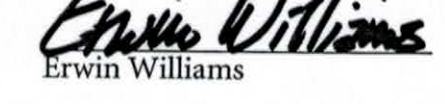
  
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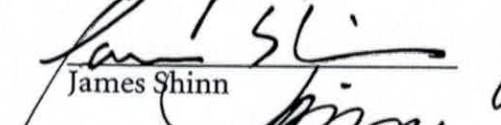
  
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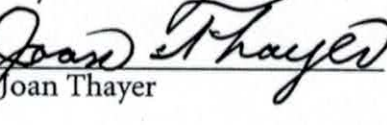
  
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