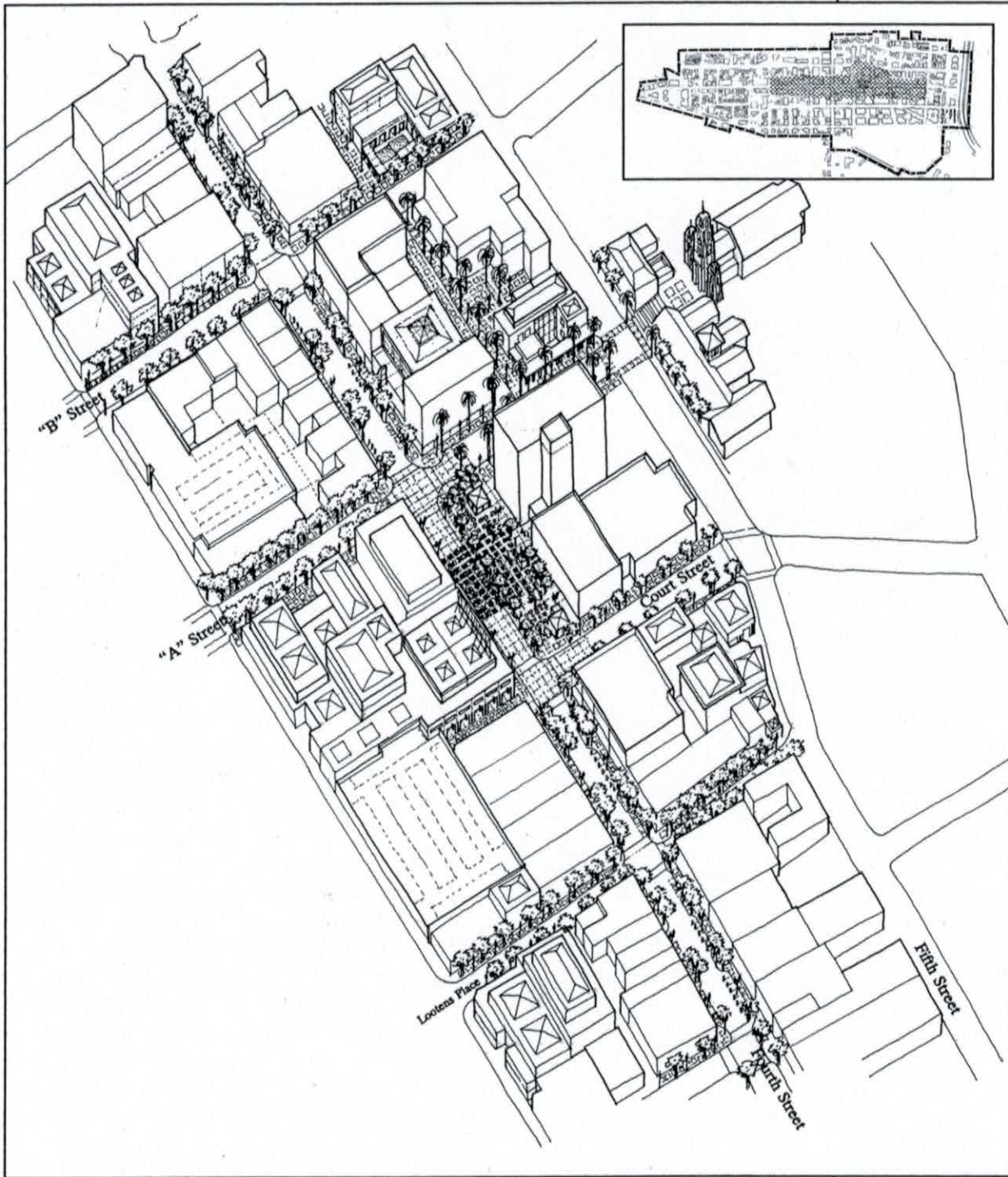


Fourth Street Retail Core



Heart of Downtown
Successful Retail Area

Center of San Rafael's Economic and Social Life

Fourth Street Retail Core Vision

In 2010, our Fourth Street Retail Core is one of the most interesting and popular shopping areas in the Bay Area. It's vibrant and alive all day and evening, full of people, activities and a wide variety of unique, one of a kind shops. These activities, along with the many restaurants, coffee houses and bookstores, make Downtown a vigorous and growing retail center highly valued by Marin County residents.

The Downtown Retail Core extends beyond Fourth Street now, with retail activities extending down the cross streets, especially "A", "B" and "C" Streets. With the Core's revitalized streetscape, public spaces, broadened sidewalks, public art and great lighting, it's one of the most attractive, clean and safe urban public spaces in the Bay Area.

The Courthouse Square area, the heart of Downtown, is especially vital and teeming with people, whether they are meeting for lunch or business, shopping or attending one of the many events held each year that celebrate life in San Rafael. The area around Courthouse Square plaza has been transformed into an inviting outdoor space where the citizens of San Rafael gather to celebrate community events, including ethnic and holiday festivals.

The Core is alive and jumping at night; shops are open late and the Rafael Theater is the center of a thriving local art and cultural scene. Its venue attracts people from all over the Bay Area. After seeing a movie or performance, visitors can eat, shop, attend a lecture in one of the bookstores or coffee houses, visit an art gallery, or listen to music.

The Core supports Downtown's office and residential uses by providing ample shopping, eating and entertainment opportunities as well as upper floor space for residences and offices.

Our Fourth Street Retail Core is organized and managed. A cooperative and harmonious effort of property and business owners, the San Rafael Chamber of Commerce, city officials and the Business Improvement District aggressively markets Downtown's businesses, with a focus on the Core. As a result, the Fourth Street Retail Core vigorously and successfully competes with nearby shopping centers and other downtowns in the County.

People enjoy the Fourth Street Retail Core; we bring our friends here and visit it year 'round ourselves.



Private outdoor areas
Courtyards, plazas,
seating areas

Falkirk Cultural Center
Onic Center Area
Library

Boyd Park
Boyd House

Rafael Theater
Center of art and evening
activities

Expanded Plaza
Extends to sidewalk and adjacent
properties, with seating, retail shops,
kiosks, event staging area

Fourth Street
Improved sidewalks,
lighting, street trees

Pedestrian route
Connection to
Lindero District

**Pedestrian friendly
cross streets**
A, B, C, D Streets, two way
traffic, retail shops, better sidewalks

Second/Third Crossings
Safe, secure, improved
access to neighborhoods

**Victorian character/
Compatible architecture,
adaptive reuse of buildings**

"B" Street
Historic character emphasis,
specialty shops

Pedestrian route
Connection to Albert Park

Fourth Street Retail Core

Vision Concepts

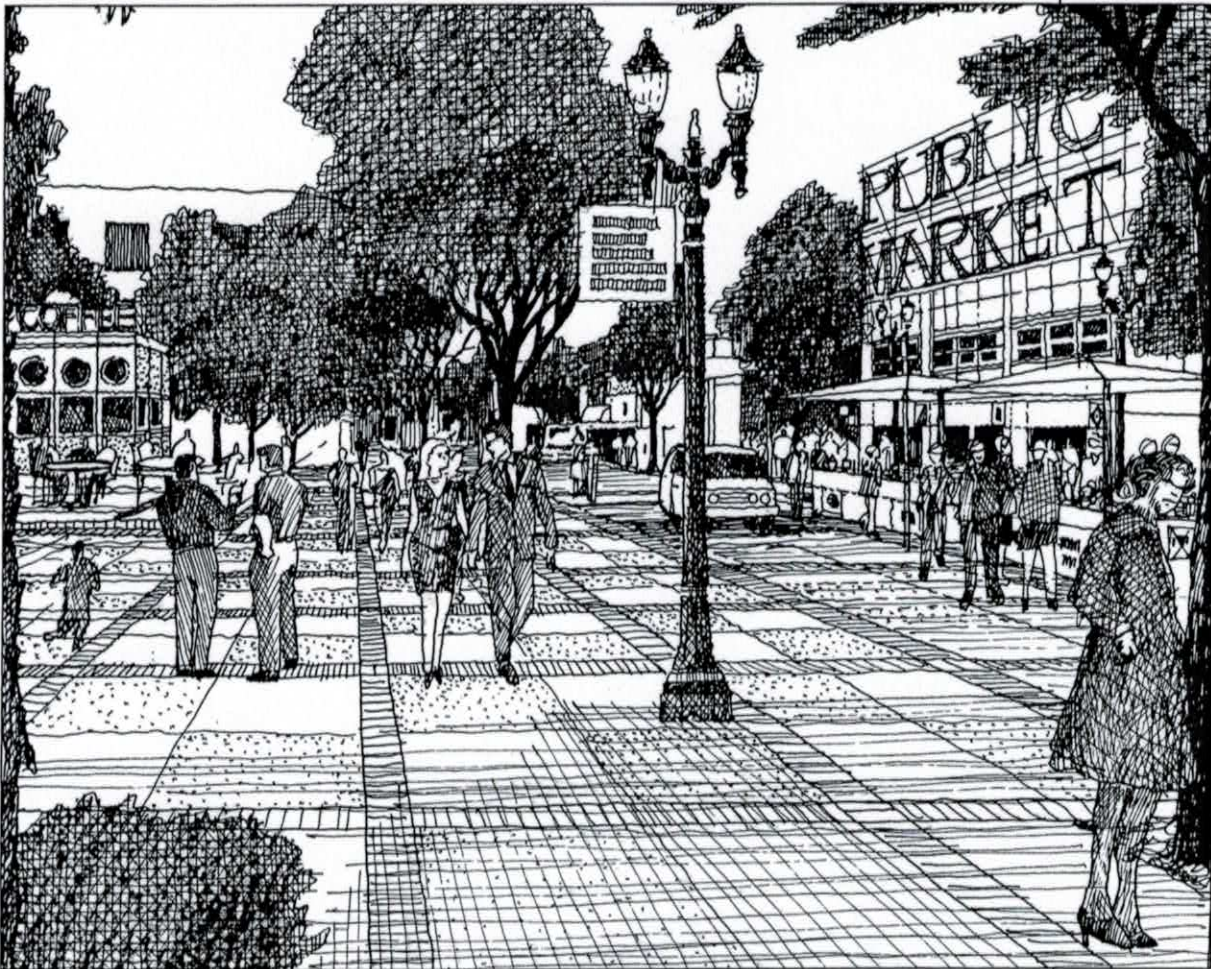
Vision of Downtown
San Rafael



Fourth Street Retail Core Economic Principles

We want to:

- Create a dynamic, compact center full of people and activity including:
 - ✦ Competitive, healthy retail businesses,
 - ✦ Entertainment and cultural uses,
 - ✦ Public markets and events,
 - ✦ Offices,
 - ✦ Residential units and live/work facilities.

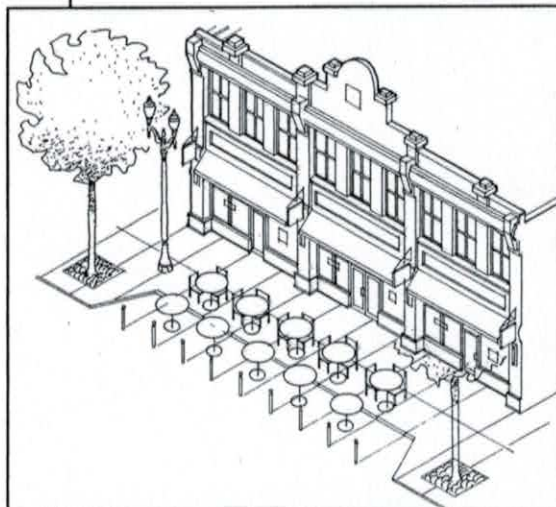


- Upgrade the Core to an exciting, diverse shopping environment through a carefully tailored merchandising mix that emphasizes:
 - ✦ Specialty retail, entertainment, cultural opportunities and restaurants on Fourth Street,

Fourth Street will be full of people, events, and healthy retail businesses

- ◆ Retail, including office and business support retail, personal and professional services on cross streets,
- ◆ Residential, business support, personal and professional services and live/work uses on upper floors of buildings.
- Fill the District, especially on Fourth Street, with lively retail uses characterized by:
 - ◆ High customer turnover,
 - ◆ Large volume of pedestrian traffic,
 - ◆ Windows, storefront displays and signs designed for pedestrian viewing,
 - ◆ Merchandise likely to be purchased in a multiple stop shopping trip.
- Focus the highest activity levels on Fourth Street, and transition to less intense activity levels extending down the cross streets to the Second/Third Corridor.
- Reserve ground floor areas for retail, service, entertainment and cultural uses, and utilize the upper floors of buildings for residential units, offices and live/work opportunities.
- Launch the Core as the "alive after five" center of the city by encouraging businesses to remain open in the evenings and seeking coffee houses, restaurants, theaters, clubs and other uses frequently open after 5 pm.
- Make the District the primary staging area for Downtown's many special events and activities and accommodate enterprises ranging from the Downtown Farmers Market, parades and sidewalk sales to outdoor cafes and vendors. Fourth Street and the cross streets will all be used to stage events and activities.
- Locate office uses throughout the Core, with higher density office buildings closer to the freeway.

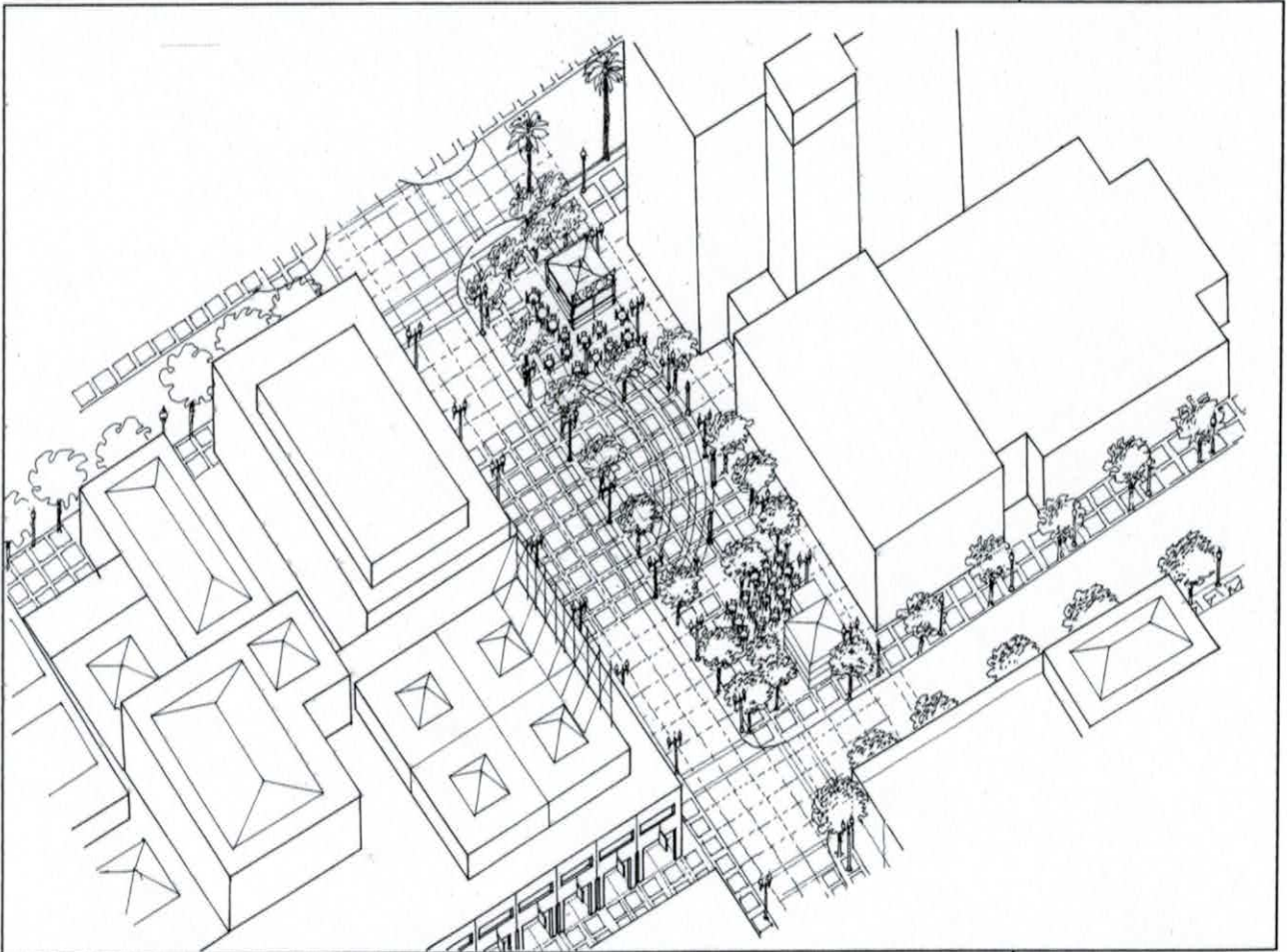
Outdoor uses are a special activity that will add to the street life



Fourth Street Retail Core Design Principles

We want to:

- Create a distinct image for the area around Courthouse Square as the "heart" of Downtown. This area could be redesigned to function as a lively plaza full of people, events and retail uses where people congregate before moving on to the Rafael Theater, shopping areas and evening activities.



- Accentuate the pedestrian environment with:
 - ✦ Flexible use of sidewalks and streets,
 - ✦ Attractive street furniture and lighting,
 - ✦ Information kiosks and public art,
 - ✦ Well designed window displays and views into stores,
 - ✦ Signs that are easy for pedestrians to see and read,
 - ✦ Sun filled outdoor courtyards, plazas and seating areas,
 - ✦ Outdoor businesses and street vendors.

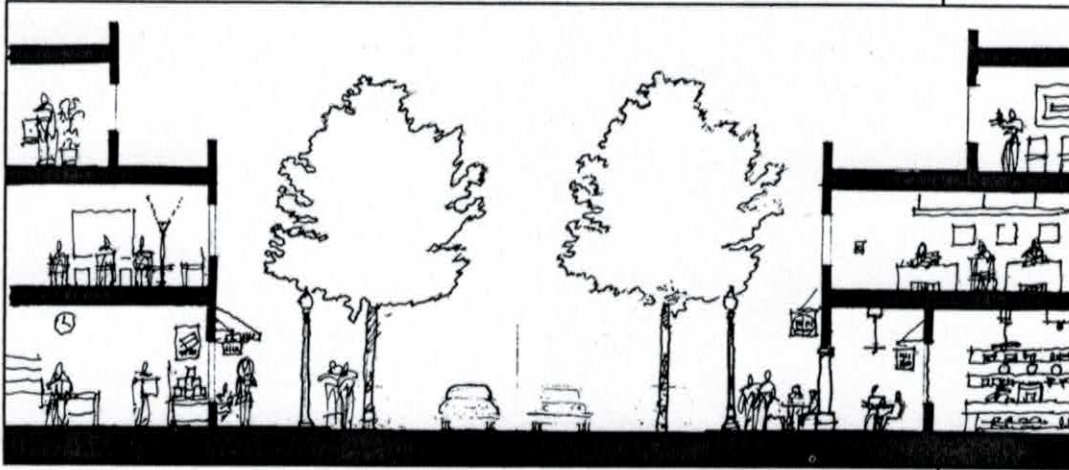
The area around Courthouse Square will be the "heart" of Downtown



Pedestrian environment includes flexible sidewalk area, outdoor uses and special signs

- Encourage inviting and safe public and private outdoor gathering places for community celebrations, “people watching,” and recreation.
- Transform streets, sidewalks and parking lots into temporary gathering areas and event staging areas of all sizes as needed to accommodate the busy event schedule of the Core.
- Improve the appearance of Fourth Street through:
 - ✦ Landscaping, street and sidewalk enhancements,
 - ✦ Infilling vacant and underdeveloped lots,
 - ✦ Renovating building facades.
- Address the perceived lack of parking through:
 - ✦ Improving pedestrian connections between public parking lots and Fourth Street,
 - ✦ Making all parking lots and garages easy to find, safe, attractive and well landscaped,
 - ✦ Providing a range of long and short term parking.

- Recognize and utilize the unique visual opportunities and character given to the Core by the many attractive, well liked, historic buildings.
- Maintain building heights of two to four stories in general, and allow increased height in some locations when substantial public amenities and features are incorporated into the project design.



Building heights in the Core will be two to four stories