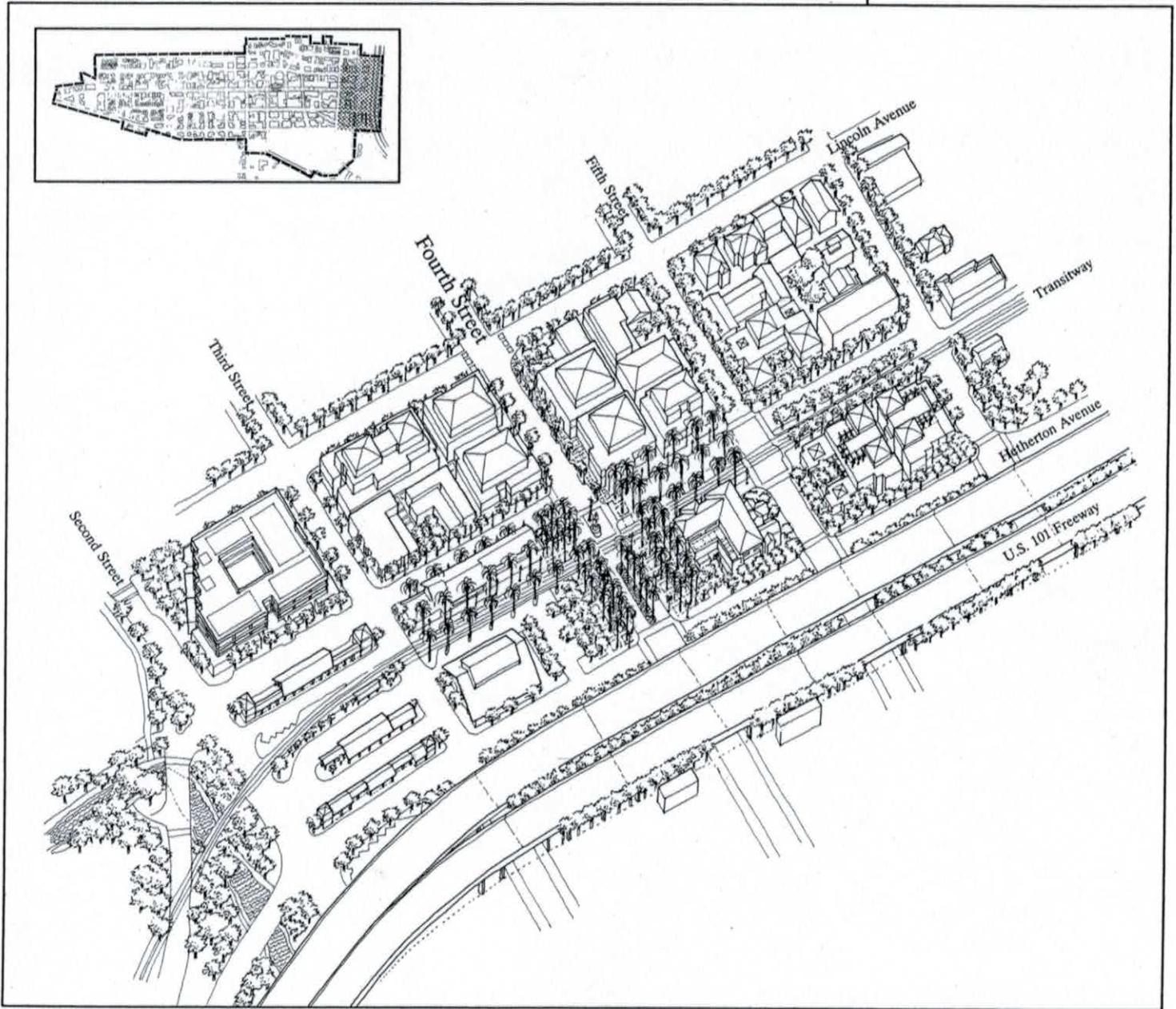
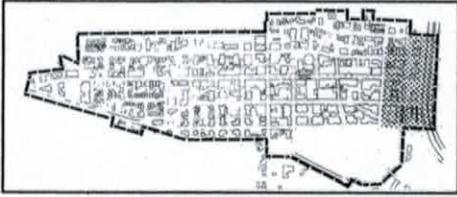


Hetherton Gateway



Grand Entryway to Downtown

Transportation Hub

Thriving Office Center

Hetherton Gateway Vision

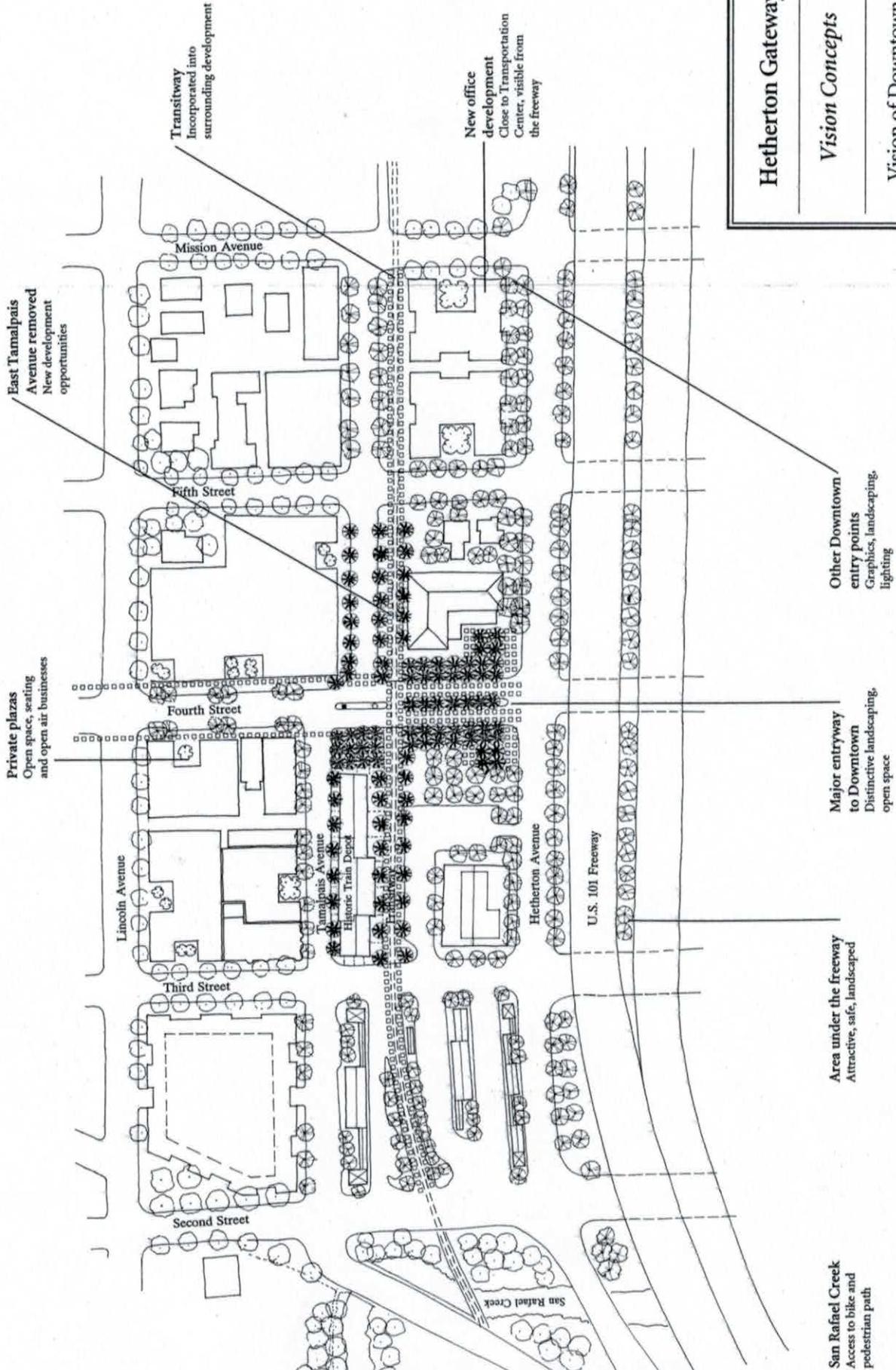
In 2010, the Hetherton Gateway District has been transformed into an elegant entryway into Downtown San Rafael and a thriving office area. The careful development of this area has helped to preserve and enhance our neighborhoods as well as revitalize our Fourth Street Retail Core.

The office and professional service buildings here serve San Rafael residents as well as commuters from elsewhere in Marin County. The increased office densities, located near the freeway and the Transportation Center and County Transitway, facilitate an ecologically sound city design. The Transportation Center and County Transitway provide attractive and convenient ways to get Downtown to work, shop, seek entertainment and return home at the end of the day.

Strong and easy to use pedestrian connections link this area to the stores, services, cultural facilities, and recreational opportunities in other parts of Downtown. Pedestrians and office workers enjoy the Hetherton Gateway, whether they are walking to and from work, relaxing in the open space areas on their lunch hour or strolling to the many shops on Fourth Street. People like the scale of the District and appreciate the many trees and courtyards.

Welcoming, safe, clean and pleasant are words that come to mind when people think of this District.

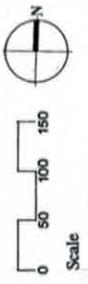




Hetherton Gateway

Vision Concepts

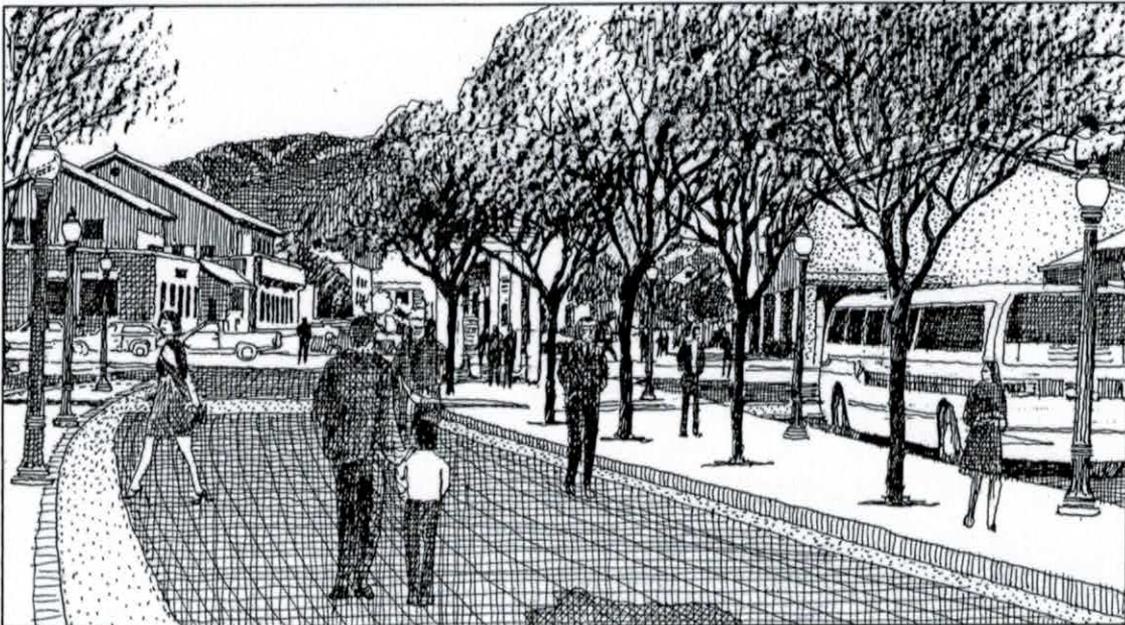
Vision of Downtown
San Rafael



Hetherton Gateway Economic Principles

We want to:

- Highlight the Gateway as the crossroads and transportation hub of San Rafael and the county.
- Make the Transportation Center a busy place by:
 - ✦ Incorporating a variety of retail services for commuters,
 - ✦ Coordinating and centralizing all the different ways people move around including bus, rail, auto, bicycle and on foot.



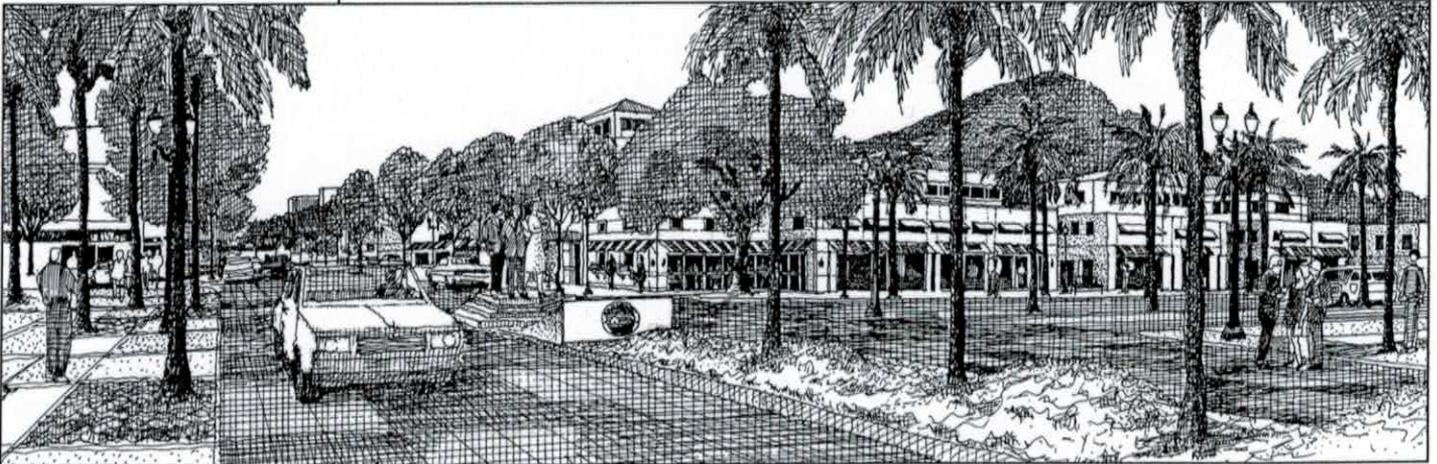
- Contribute to Downtown's standing as a business and financial center by emphasizing new office development. Office uses will capitalize on:
 - ✦ Proximity to public transportation at the Transportation Center,
 - ✦ Services provided by the Fourth Street Retail Core,
 - ✦ Visibility from the freeway.
- Provide a limited amount of business support retail services, personal services and restaurants on the ground floor of office buildings for the convenience of the building occupants.
- Provide housing especially in mixed use projects.
- Promote joint use of parking facilities for businesses, new development and commuters.

The Transportation Center will be attractive and busy

Hetherton Gateway Design Principles

We want to:

- Create a gracious and inviting entrance to all of Downtown by:
 - ✦ Improving the gateway and entry point character of Third, Fourth, Fifth Streets, Mission and Lincoln Avenues,
 - ✦ Extending the Hetherton Gateway quality of development along Fourth Street to Irwin Avenue,
 - ✦ Making the area under the freeway attractive and safe.
- Announce and mark the edge of Downtown with a distinctive gateway treatment at Fourth Street and Hetherton. The Gateway would be gracious and welcoming in character with:
 - ✦ Plaza or other open space areas both public and private,
 - ✦ Public art,
 - ✦ Strong, colorful landscaping,
 - ✦ Retail uses opening on to a plaza or other open space areas.



Gateway at Fourth Street and Tamalpais Avenue will announce the entrance to Downtown

- Involve public and private contributions to the Fourth Street Gateway. New development would locate open space and landscape areas so as to expand the public areas, and retail uses would open on to these areas. Buildings would be designed to incorporate accent elements, public art and other items to emphasize the gateway character of the District.
- Improve the other entry streets of Third Street, Fifth, Mission and Lincoln Avenues with entrance graphics, planting and lighting.

- Encourage all new development to include usable outdoor spaces, courtyards and arcades in sunny locations protected from freeway noise.
- Expand connections from the Transportation Center to other parts of Downtown by:
 - ✦ Providing shuttles and trolleys to the Fourth Street Retail Core, West End Village, Montecito neighborhood and Albert Park,
 - ✦ Improving walking and biking facilities leading to nearby residential neighborhoods,
 - ✦ Providing safe connections to the bicycle and pedestrian path along San Rafael Creek,
 - ✦ Facilitating the movement of commuters to and from the neighborhoods.
- Incorporate attractive parking structures throughout the District with retail or commercial uses on the ground floor areas adjacent to the street.
- Encourage high quality and varied project designs with some landmark features to enhance the District's gateway image.
- Develop the area between the Transitway and Lincoln Avenue with:
 - ✦ Larger scale buildings of three to five stories with upper stories stepped back,
 - ✦ Ground floor area designs that are human in scale and are pleasant to walk past.
- Develop the area between Transitway and Hetherton Avenue with:
 - ✦ Smaller scale buildings of three stories with stepped back upper floors to soften the visual impact of Highway 101 and buffer Downtown from freeway noise,
 - ✦ Building designs that complement the entryway treatment,
 - ✦ Attractive facades along Hetherton Avenue.

Building heights vary with three to five stories west of the Transitway and one to three stories on east of the Transitway

