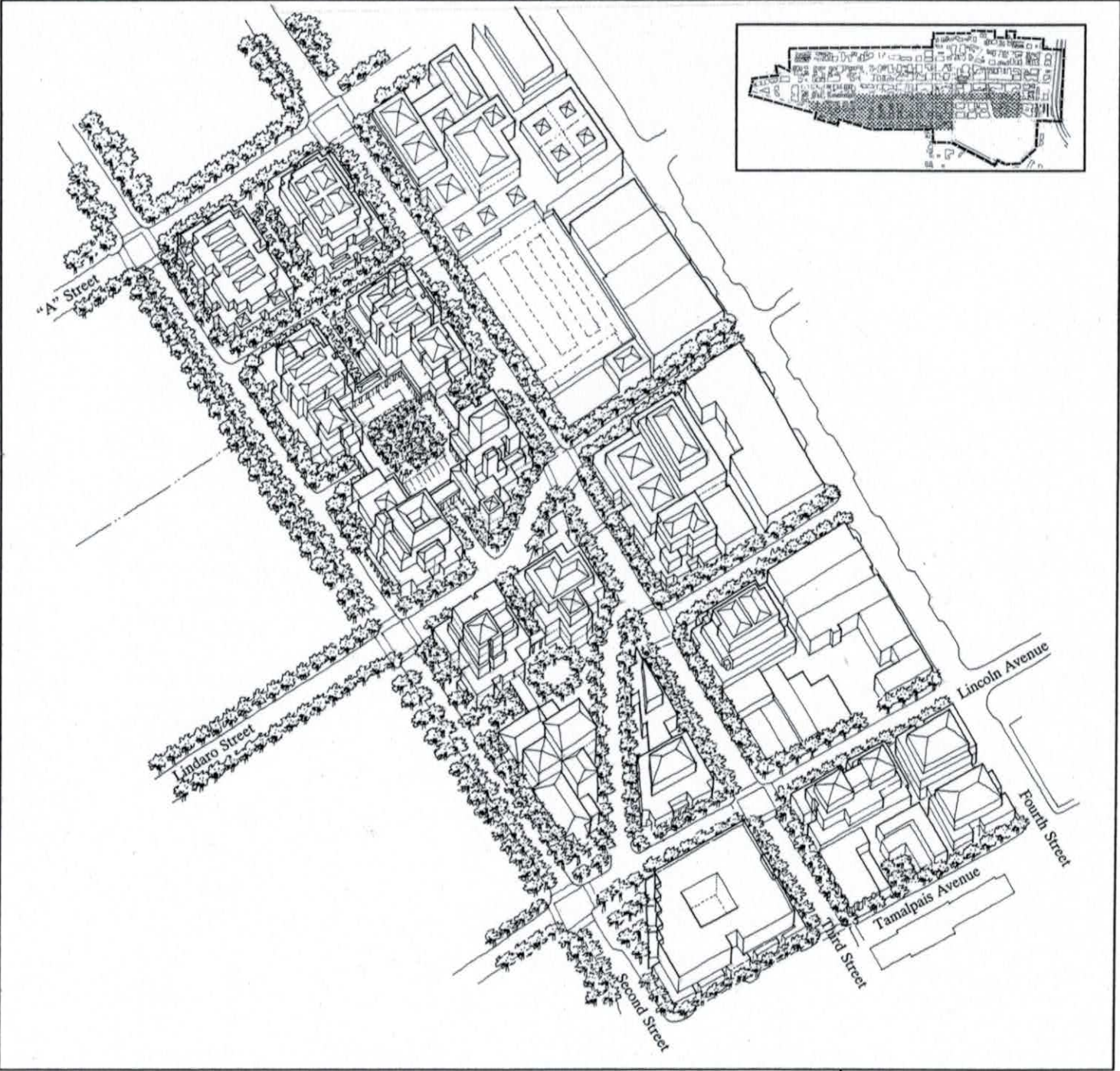


Second/Third Corridor



Transportation Corridor
Safe, Efficient and Beautiful Boulevards
Advertises the Qualities of Downtown

Second/Third Corridor Vision

In 2010, the Second/Third Street Corridor has become an attractive, landscaped, safe and efficient transportation corridor that significantly enhances the overall impression of Downtown given to people who see it from their cars. The Corridor provides a pleasant driving experience for those who travel through the City on Second and Third Streets and, at the same time, its inviting appearance entices people to visit and shop in the nearby Fourth Street Retail Core.

The character of the Corridor has changed quite a bit in the last 15 years. Second and Third Streets are now tree lined boulevards where utilities have been placed underground. Pedestrians find it much safer and more pleasant to walk to the Core and to cross both streets. Traffic still moves smoothly, but traffic speed and noise are no longer the primary characteristics of the Corridor.

The Corridor is much more alive and well-utilized today and its character changes as one travels west from Highway 101. East of "B" Street is a vital, varied and compatible mix of offices and business serving retail uses. Grocery stores, drug stores, gas stations and other retail uses usually accessed by car are concentrated along the west end of Second Street and utilize the high traffic volumes to their benefit rather than detriment.

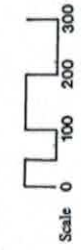
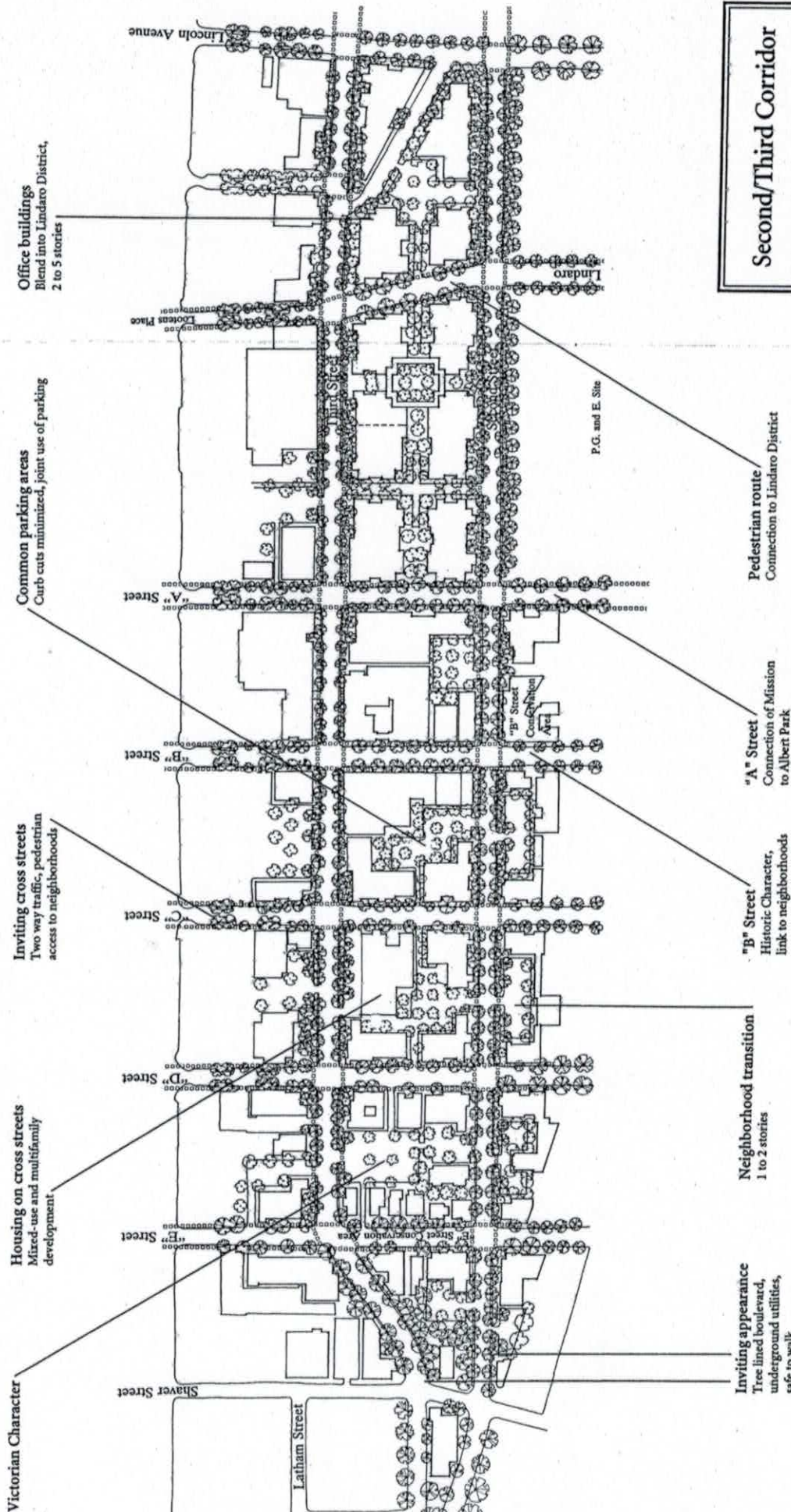
People like living in the new apartments and condominiums on the "A", "B", and "C" cross streets, and utilize the specialty retail and restaurants as well as the local serving corner markets and dry cleaners. Residents of Downtown and of the nearby neighborhoods all walk to Fourth Street on the cross streets. Each cross street has a delightful walking environment and a unique, identifiable character.

Building heights and densities decrease from east to west and from north to south so as to transition gradually into the neighborhoods south of Second Street.

The Second/Third Corridor has overcome the dominance of cars traveling through the City and has become a true asset to the City of San Rafael.



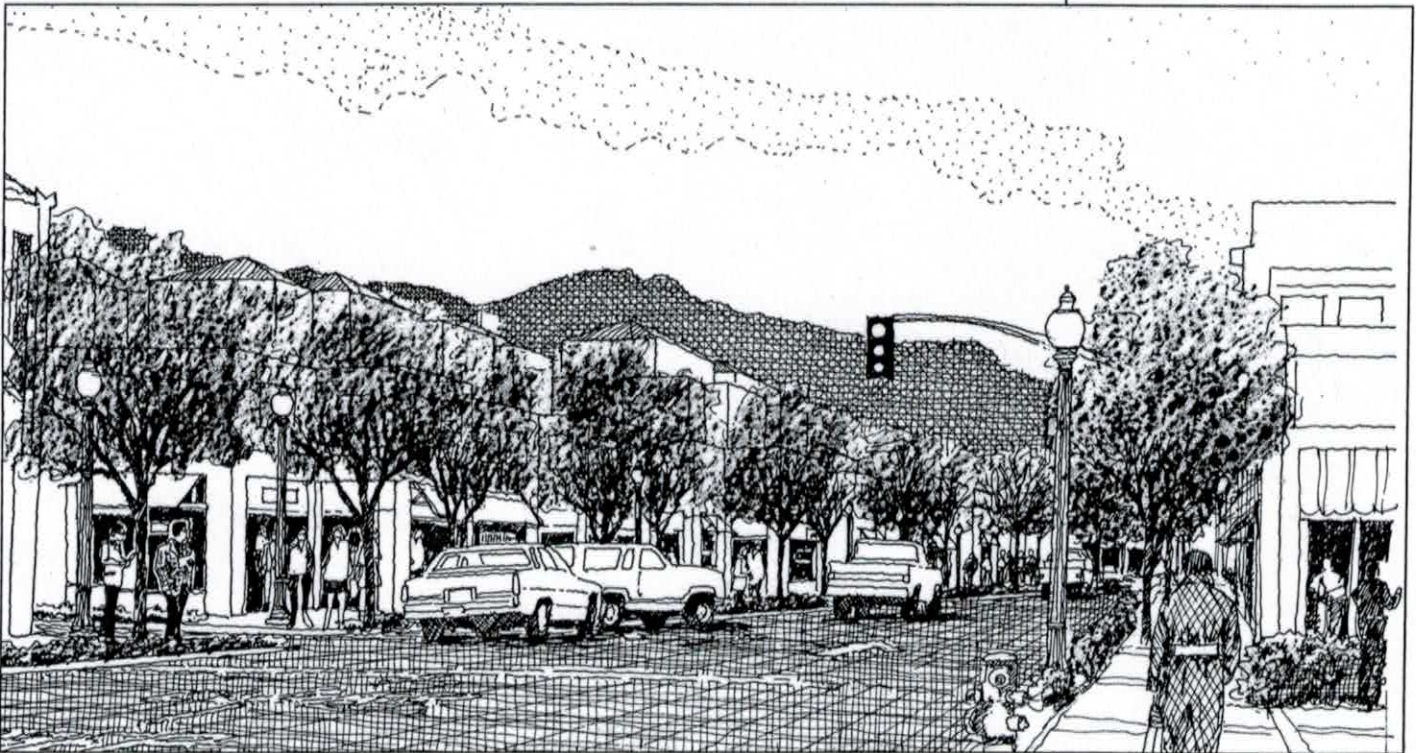
Second/Third Corridor
Vision Concepts
 Vision of Downtown
 San Rafael



Second/Third Corridor Economic Principles

We want to:

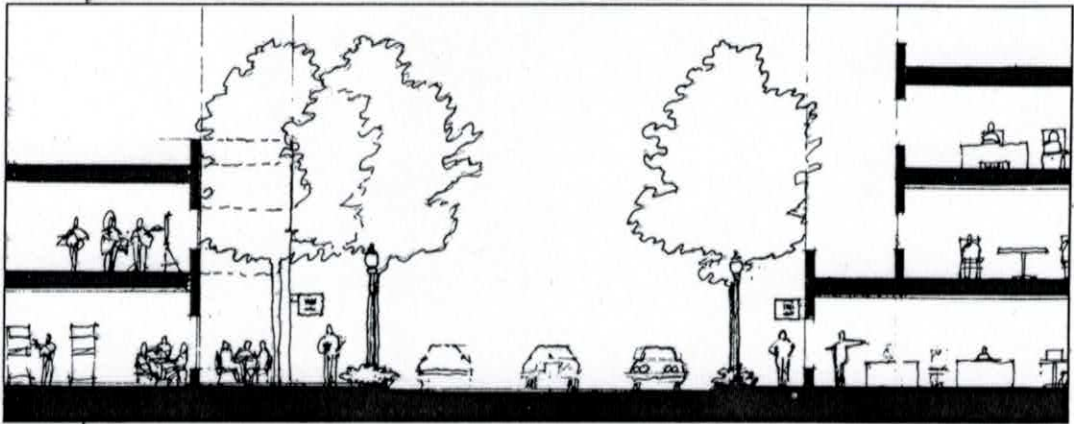
- Make Second and Third Streets a very attractive, safe and efficient transportation corridor which:
 - ✦ Advertises the fine qualities and image of Downtown through its appealing development and character,
 - ✦ Allows smooth travel through Downtown,
 - ✦ Provides easy access to the Core via the cross streets,
 - ✦ Is safe to walk along and cross.



- Establish a vital, varied and compatible mix of office, retail and residential uses that utilizes the special strengths given to this District by the high traffic volume and visibility of Second and Third Streets.
- Capitalize on the proximity to the freeway, Transportation Center and vitality of the Lindero District in the area east of "B" Street with:
 - ✦ Larger scale, higher intensity office development,
 - ✦ Retail uses to support the needs of office businesses and office workers, such as copy shops, restaurants and cleaners,

Third Street will be an attractive, safe, efficient transportation corridor

◆ Housing in mixed use projects.



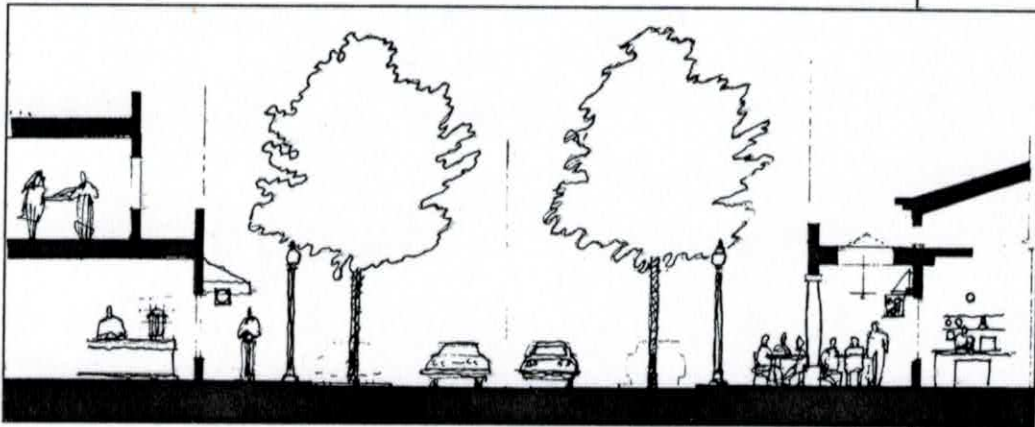
*East of "B" Street
buildings will be higher*

- Provide a transition area between residential neighborhoods and the Fourth Street Retail Core with smaller scale, lower intensity office buildings in the area west of "B" Street.
- Include retail and commercial services designed for automobile access on Second and Third Streets west of "B" Street. This type of retail use benefits from the high auto traffic visibility of Second Street and does not require heavy pedestrian traffic. It would include:
 - ◆ Daily needs retail, such as grocery and drug stores.
 - ◆ Limited number of auto serving retail uses such as gas stations,
 - ◆ Large item retail such as furniture stores.
- Focus neighborhood serving and specialty retail uses on the cross streets. These shops would add to the pedestrian environment of the cross street, and similar types of shops could cluster together on a given cross street to become a specialty area.
- Recognize the major opportunity for residential development throughout the District, especially on the cross streets, west of "B" Street. Both mixed use and multifamily development could work well in this District.

Second/Third Corridor Design Principles

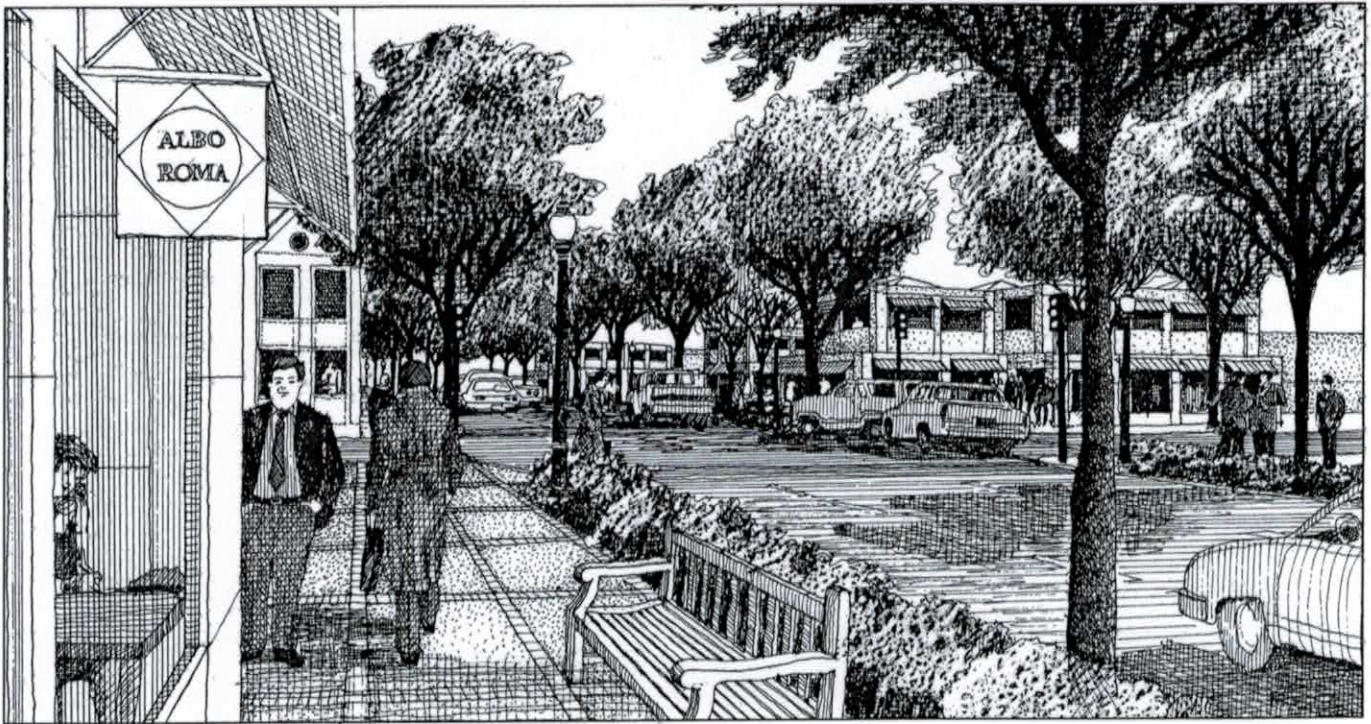
We want to:

- Create an inviting appearance which declares that Downtown is worth visiting to those who travel Second and Third Streets.
- Make Second and Third Streets more attractive and safe for pedestrians by:
 - ✦ Planting more street trees,
 - ✦ Creating a visual buffer between pedestrians and the street,
 - ✦ Reducing the number of driveways which interrupt sidewalks.
- Make each cross street a pleasant way to enter Downtown and honor it as a neighborhood access street. Traffic flow on the cross street will be two way if feasible.



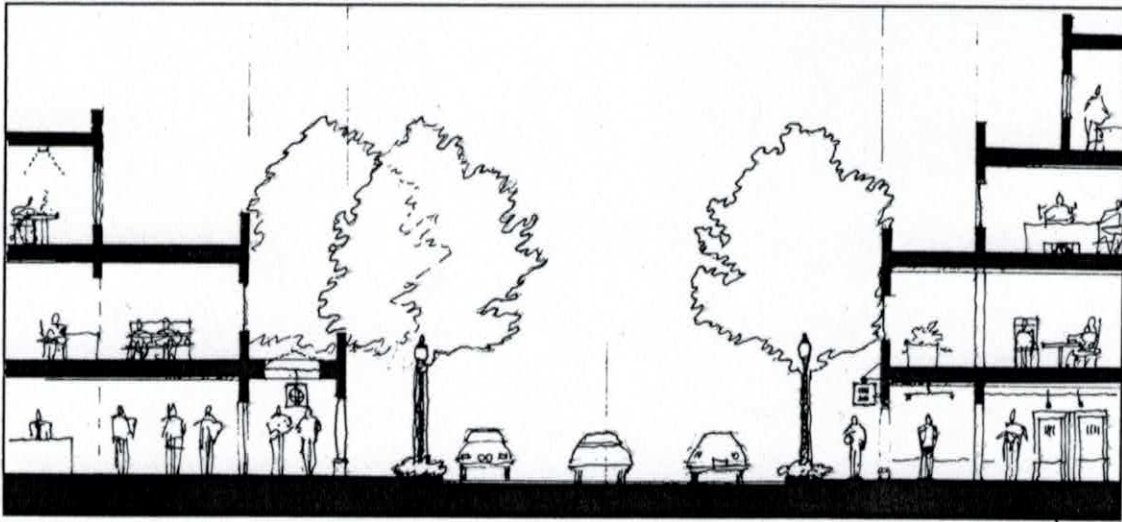
- Strengthen the unique character of each cross street and give special treatment to:
 - ✦ "A" Street as an important visual and pedestrian connection between Mission San Rafael Arcangel and Albert Park,
 - ✦ "B" Street as an area of strong historic character and the primary connection between the Gerstle Park Neighborhood and the Fourth Street Retail Core.
- Encourage safe and efficient auto transportation to and through Downtown on Second and Third Streets and respect the needs of pedestrians. Second and Third Streets are the county access streets.

Cross streets will be pleasant to walk, with trees, retail stores and safe traffic

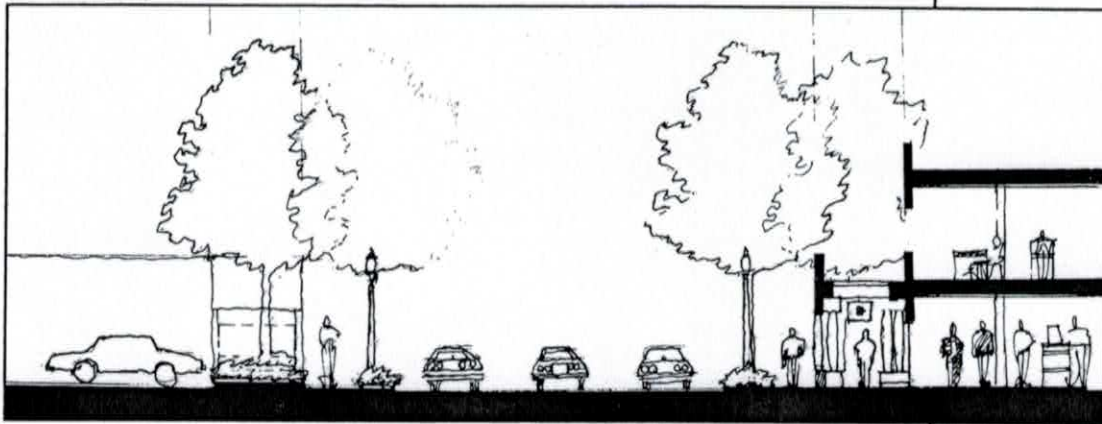


Second Street provides safe and efficient auto transportation and is a safe place for pedestrians as well.

- Develop attractive, screened and easy-to-find public and private parking areas serving both the Fourth Street Retail Core and the Second/Third Corridor.
- Vary building heights and densities, concentrating the most intense development toward the east, closest to the freeway and Transportation Center including:
 - ✦ Building heights of two to five and higher densities of east of "B" Street and heights of one to three stories and lower densities west of "B" Street,
 - ✦ Building heights of one to two stories south of Second Street to protect neighborhoods south of Downtown,
 - ✦ Greater heights and densities in special cases when desirable amenities and features are provided.



Densities and building heights are higher east of "B" Street



Building heights south of Second street will be one to two stories to protect residential neighborhoods

- Encourage attractive, creative and varied architecture, with:
 - ✦ Design detail on all sides of buildings visible to the street or pedestrians,
 - ✦ Sensitivity to the special design characteristics of some areas, such as the historic character of the "B" Street and the Victorian character of "E" Street,
 - ✦ Careful maintenance of existing historic buildings, especially on "B" Street.