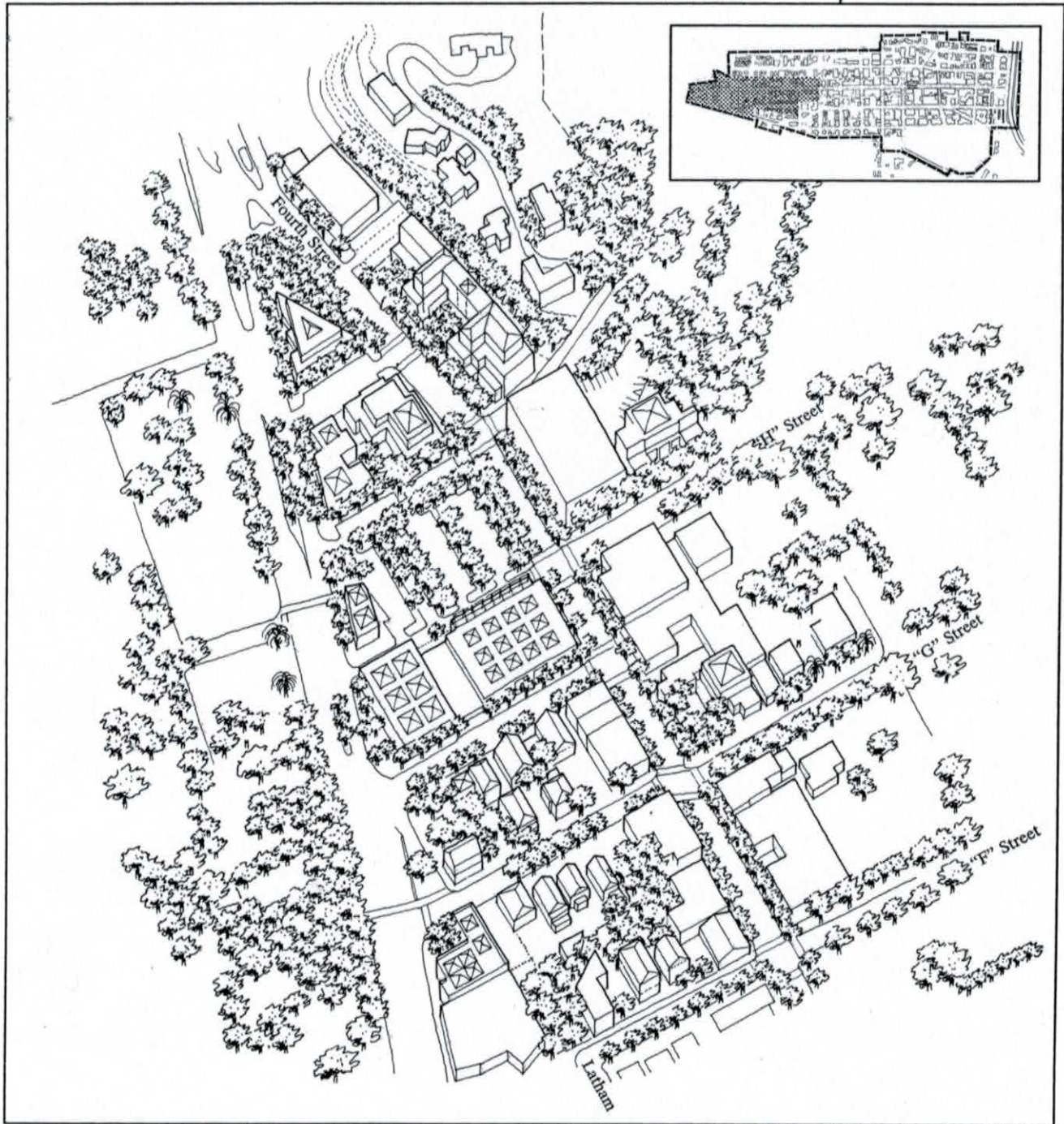


West End Village



Village Within Downtown
Unique Shopping District
Connected to the Retail Core

West End Village Vision

In 2010, the West End Village has become better than ever. It's still a unique, friendly, desirable place to live and shop and now has a clear visual link to the Fourth Street Retail Core. Residential and commercial activities smoothly intermingle, and the West End Village truly is a village.

The Village is much more attractive with improved sidewalks, more landscaping and trees. A special effort was taken to provide banners and public art. Outdoor uses, including sidewalk cafes, are found throughout the District. Property owners have opened up the backs of their buildings to provide views to the Creek and the Pacific Bell building has been refurbished to be a visual landmark. Infill development has been at the same height and existing buildings have been upgraded.

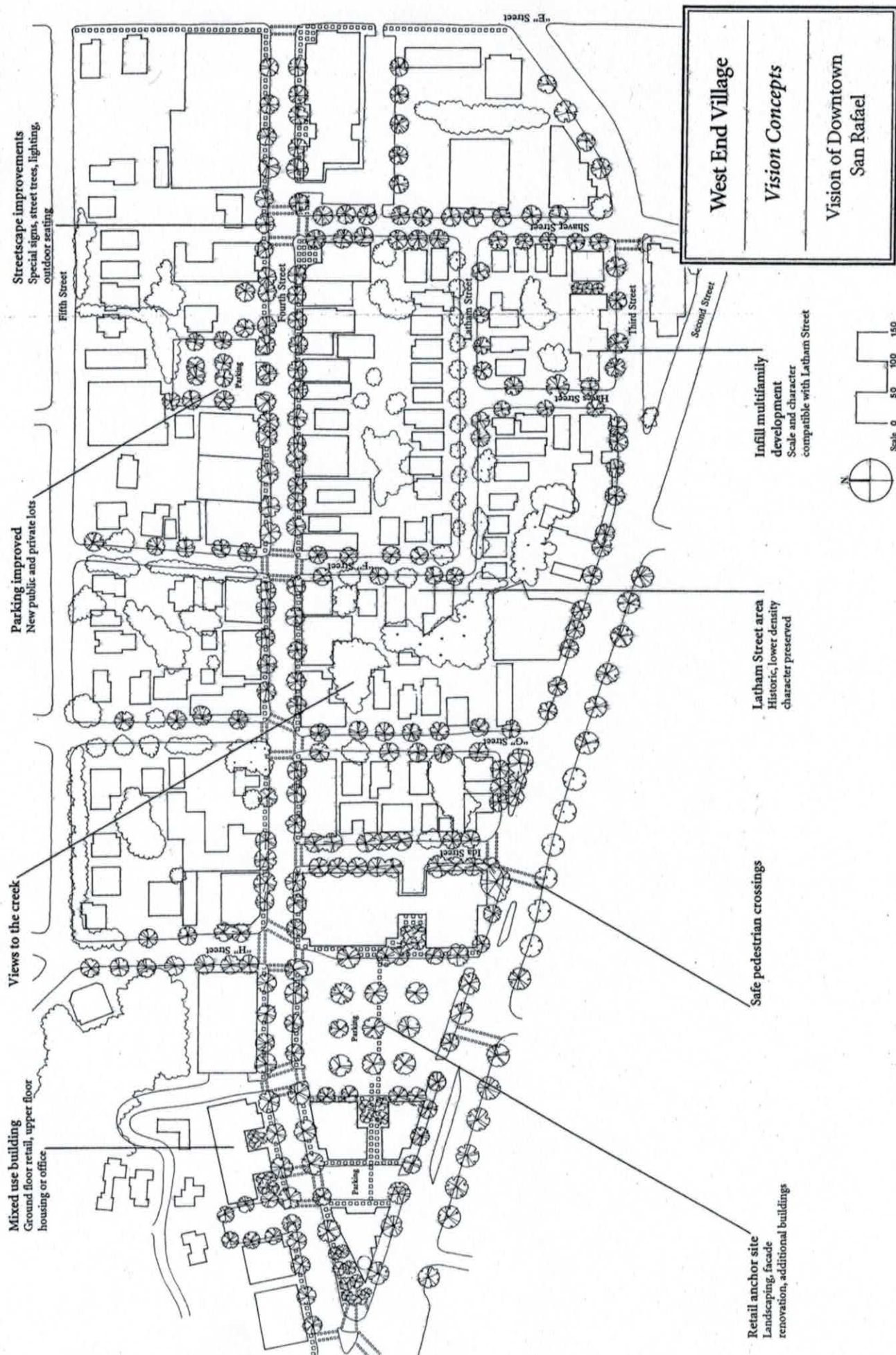
A major retail anchor use continues to be located at the Yardbird's site and connects to the other retail uses along Fourth Street. These uses complement, but do not compete with the Fourth Street Retail Core. While the Core serves everyone in Marin County, the West End Village primarily focuses on the San Rafael community, especially the surrounding neighborhoods.

People come to the Village to shop in the one of a kind businesses, especially the bakeries, restaurants, craft stores, art galleries and interior decorators. Guide Dogs for the Blind train dogs in the area and are a familiar sight on the streets. It is easy to get to the West End from the Fourth Street Retail Core, whether by car, on foot or on the shuttle service, and it is easy to find parking.

The Village is connected to the Fourth Street Retail Core and participates in the marketing and managing efforts for Downtown retailers. The street trees, twinkle lights and sidewalk improvements are the same as those used on the rest of Fourth Street, and parades, celebrations and public events have been extended into the District. A special sign program of projecting signs and other decorative elements has been established exclusively for the Village.

People are very fond of the Village, and return to it time and again. It holds a special place in the hometown feeling of Downtown.





Mixed use building
Ground floor retail, upper floor housing or office

Views to the creek

Parking improved
New public and private lots

Streetscape improvements
Special signs, street trees, lighting, outdoor seating

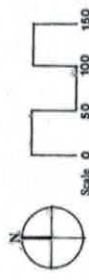
Retail anchor site
Landscaping, facade renovation, additional buildings

Safe pedestrian crossings

Latham Street area
Historic, lower density character preserved

Infill multifamily development
Scale and character compatible with Latham Street

West End Village
Vision Concepts
Vision of Downtown San Rafael



West End Village Economic Principles

We want to:

- Shape the Village as a specialized, cohesive shopping district offering one of a kind goods and services and with a community market focus. Uses will complement rather than compete with the Fourth Street Retail Core.
- Continue the charming pedestrian-oriented mix of uses including:
 - ✦ Retail shops selling items needed on a daily or regular basis by neighborhood residents,
 - ✦ Small scale, "mom and pop" and locally owned and operated businesses,
 - ✦ Family and youth oriented retail and activities,
 - ✦ Restaurants,
 - ✦ Specialty retail.
- Retain and upgrade the retail anchor at the Yardbird's site by:
 - ✦ Integrating all the individual properties and parking lots into a well designed center,

The retail anchor site could be improved with trees, lighting and new building facades

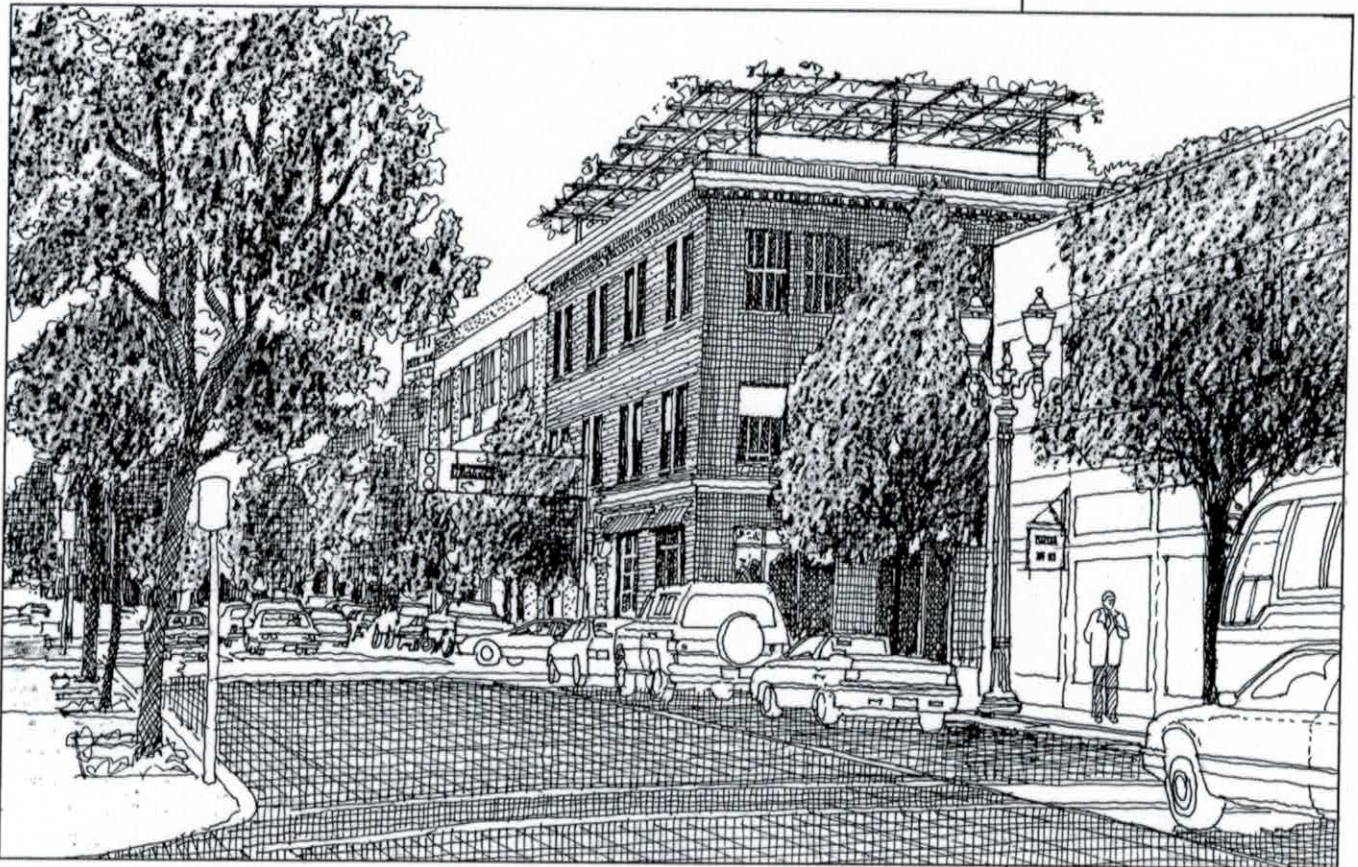


- ◆ Coordinating and connecting the shopping center with the other stores and services along the west end of Fourth Street,
- ◆ Providing a wider variety of goods and services,
- ◆ Including outdoor restaurants, sales and activities.
- Improve parking in the area by converting underdeveloped open lots into public and private parking lots.
- Locate personal service and office uses on the second floor of buildings.
- Incorporate more residential uses into the Village by:
 - ◆ Keeping the Latham Street neighborhood as a historic, lower density area,
 - ◆ Encouraging multifamily residential compatible with the character and scale of Latham Street on cross streets and Third Street,
 - ◆ Advocating residential uses on the upper floors of buildings,
 - ◆ Promoting live/work.

West End Village Design Principles

We want to:

- Preserve the West End Village as a beautiful, inviting, relaxed place with a comfortable neighborhood character and keep its historic appearance and small scale buildings.



- Add to the attractive outdoor setting of the Village and increase its interest for pedestrians. These improvements could include:
 - ✦ More outdoor cafes and other activities,
 - ✦ Streetscape improvements such as banners, benches, and public art,
 - ✦ Small staging areas for events and celebrations in the District and for events that could extend into the Core District,
 - ✦ Sidewalk repairs,
 - ✦ Views to the creek where possible,
 - ✦ Plentiful and colorful landscaping.

The Village will remain a beautiful, relaxed place with historic buildings

- ◆ Coordinating and connecting the shopping center with the other stores and services along the west end of Fourth Street,
- ◆ Providing a wider variety of goods and services,
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