

# MEMORANDUM

Date: August 11, 2017  
For: General Plan 2040 Project File  
From: Barry Miller  
Re: Recap of August 10 Farmers Market exhibit

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Staff provided a “sneak preview” of the upcoming General Plan Update at the Downtown Farmers Market on the night of August 10, 2017. Barry Miller and Raffi Boloyan staffed a Plan exhibit. positioned on Fourth Street (just east of A Street) from 5.30 PM until 8.45 PM. The exhibit included three maps (mounted on boards and supported by easels), and a brochure describing the Plan Update. Passers-by were invited to:

- (a) place a “gold star” on their home on a large aerial photo of the city (Board 1);
- (b) Respond to the question “What’s your favorite place in San Rafael”? (Board 2).
- (c) Respond to the question, “What place in San Rafael would you most like to see changed in 20 years, and why?” (Board 3)

Boards 2 and 3 included a large map of the city, with post it notes and pens available for visitors to jot down their thoughts. As visitors stopped by, staff explained the purpose of the General Plan, provided a brochure, and engaged in conversation. About 30-40 people visited the exhibit over the course of the evening. About 15 engaged in one of the three exercises.

## **Board 1 (Find your Home)**

“Gold stars” were placed in the following places: Downtown (3), Canal (2), Dominican (1), Lincoln (1), Montecito(1), Sun Valley (1), Terra Linda (1), Gerstle Park (2), other cities (2).

## **Board 2 replies (What’s your favorite place in San Rafael?)**

- Johnny’s Donuts
- St. Rafael Mission—because it’s the focus of the city
- Next Generation Scholars
- Parks
- The Police Department—because it’s so cool
- China Camp
- Manzanita grove on Hummingbird Trail in China Camp
- China Camp—because it’s for family gatherings, birthdays, BBQs, and swimming

## **Board 3 replies (What do you most want to see changed in 20 yrs?)**

- Need younger demographics
- Improve Canal neighborhood  
Safe bike path connecting transit center to Larkspur Ferry
- Less police checks targeting Latinos in the Canal area; Canal Garden improvements; Marin IJ covering Latino community and issues
- Create a legal wall for graffiti
- Affordable housing

- SROs, simple affordable units with shared kitchen and baths, in Downtown—because retail has been killed by the internet and isn't coming back
- Build a dike to hold back the sea
- More advertisement of activities
- Community block party
- Bring back cruising on 4<sup>th</sup> Street
- Community activities and projects for teens and adolescents; clean shoreline at China Camp; more options to recycle and Go Green, more community involvement and activities