

San Rafael General Plan 2040

Introduction and Overview



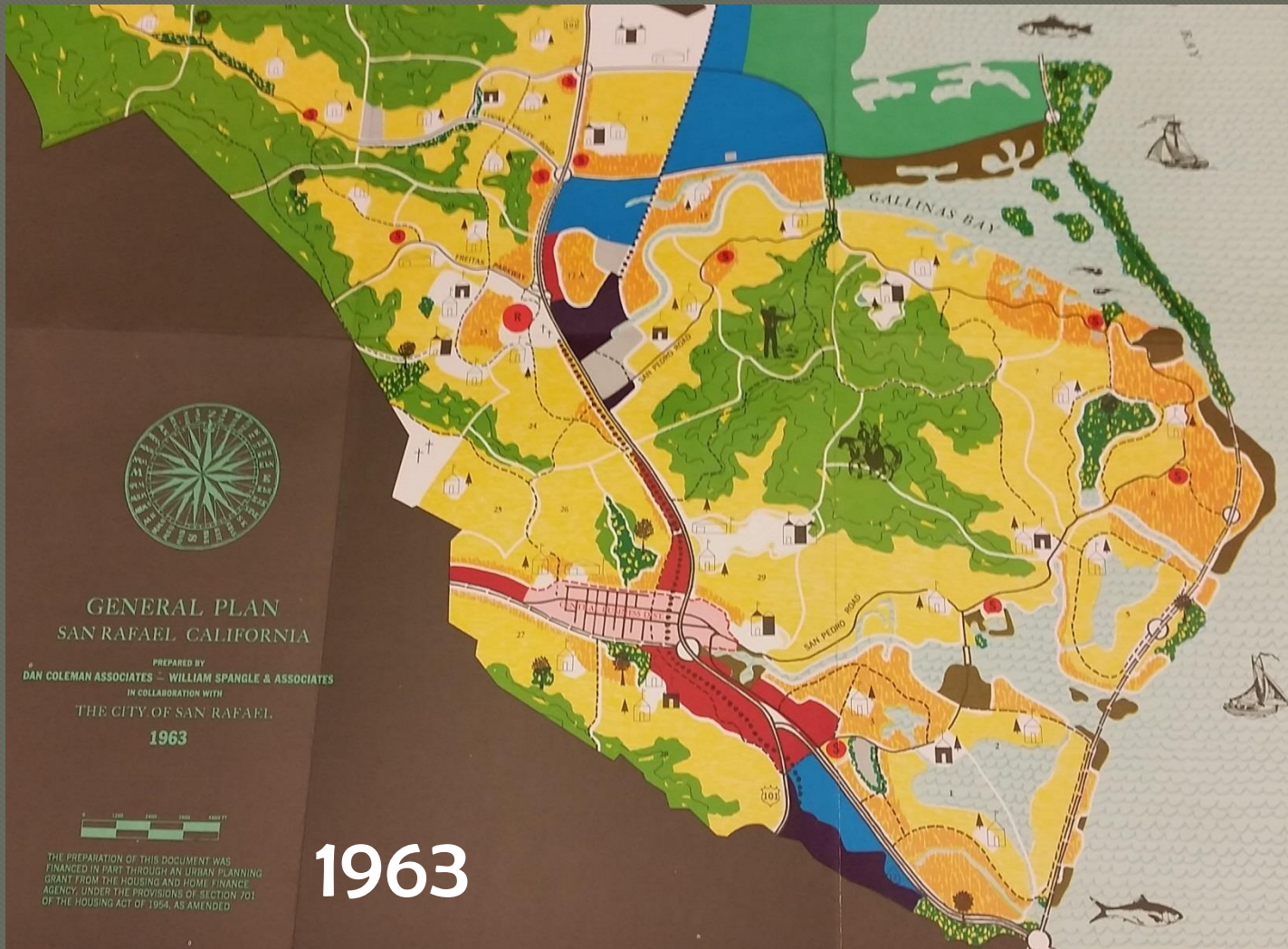
Purpose of General Plan

- Articulate local values and priorities
- Guide land use and development decisions
- Coordinate transportation, infrastructure, and City services with expected growth and available resources
- Address quality of life issues
- Provide framework for future actions, plans and City initiatives (implementation)
- Engage the community in a discussion of its future

Context

- Required of every City and County in California
- 20-year horizon
- Comprehensive in scope and area
- Focus on physical environment
- Update every 10-15 years
- Subject to CEQA

Planning Matters



We're Not Starting From Scratch

- **General Plan 2000** *(1988)*
- **General Plan 2020** *(2004)*
- **Housing Element** *2015-2023*
- **Recent Plans**
- **Plans in Progress**

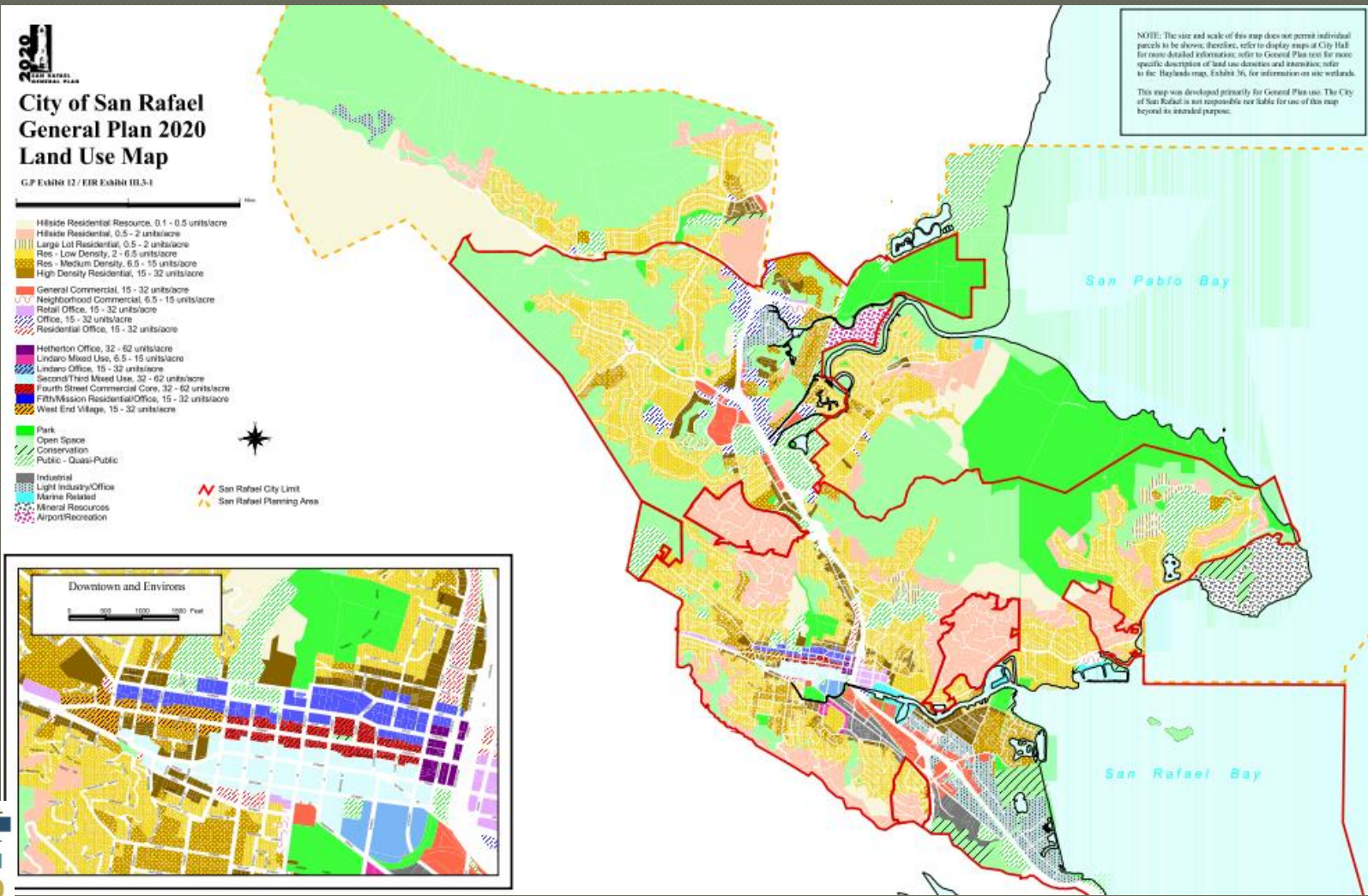
- *Climate Change Action Plan*
- *Bicycle and Pedestrian Master Plan*
- *Downtown Station Area Plan*
- *Civic Center Station Area Plan*
- *Downtown Parking/Wayfinding Study*
- *Canal Transportation Plan*
- *Canalfront Design Plan and Design Guidelines*
- *Local Hazard Mitigation Plan*
- *Bay Wave*

Plan Elements

Land Use



Land Use Map



Transportation

Plan Elements



Plan Elements

Housing



Open Space Conservation

Plan Elements



Safety Noise

Plan Elements



Plan Elements

Economic Vitality



Neighborhoods



Community Design



Sustainability

Air and Water Quality

Plan Elements



Culture and Arts Parks and Recreation

Plan Elements



Infrastructure Governance

Plan Elements



Elements Grouped By Theme

Our Use of Land

- ❖ Land Use
- ❖ Housing
- ❖ Neighborhoods
- ❖ Community Design

Our Quality of Life

- ❖ Culture and Arts
- ❖ Parks and Recreation
- ❖ Safety
- ❖ Noise

Our Foundation

- ❖ Economic Vitality
- ❖ Circulation
- ❖ Infrastructure
- ❖ Governance
- ❖ Sustainability

Our Natural Resources

- ❖ Open Space
- ❖ Conservation
- ❖ Air and Water Quality

Components

Narrative

“The major features that give San Rafael its visual character are the hills and valleys, the Bay, creeks, the San Rafael Canal, the highways and other transportation corridors, neighborhoods, and the Downtown.”

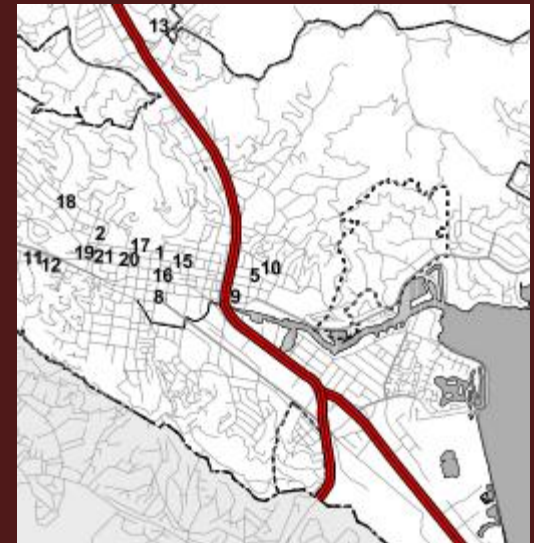
Goals, Policies, Programs

Goal: Preserve and strengthen San Rafael’s best natural and built features to enhance the attractiveness and livability of the City.

Policy: Protect the visual identity of the hillsides and Bay by controlling development within hillside areas, providing setbacks from the Bay, and providing public access along the Bay edge.

Program: Continue to implement hillside design guidelines through the design review process. Update the guidelines as needed.

Maps



Forecasts*

	2010	2040	Increase
CITYWIDE(*)			
Households	22,764	25,550	2,786
Jobs	43,430	49,000	5,570

	2010	2040	Increase
PRIORITY DEVELOPMENT AREA (DOWNTOWN)			
Households	1,650	2,750	1,100
Jobs	9,000	10,100	1,100

(*) These forecasts cover the City only, and exclude unincorporated areas. The General Plan covers a larger area, including approximately 3,000 households in unincorporated “pockets” and areas on the perimeter of the city.

Environmental Impact Report

- General Plan is a “project”
- EIR evaluates possible impacts of Map and policy changes on the environment
- How can these impacts be mitigated?
 - New policies
 - New programs and requirements
 - Alternatives to the project

CEQA Topics

- Aesthetics
- Agriculture
- Air Quality
- Biological Resources
- Community Resources
- Cultural Resources
- Geology and Soils
- Hazards/ Haz Materials
- Hydrology/Water Quality
- Population/Housing
- Recreation
- Transportation
- Public Services
- Utilities

Essentials

- Plan policies will build off those adopted in 1988 and 2004
- Not anticipating major shifts in City growth patterns
- Must address ongoing land use issues, including:
 - Transit Center relocation
 - Downtown opportunity sites
 - Other key sites
- Focus will be on moving the time horizon forward and dealing with fundamental quality of life issues
- Need realistic strategies for a rapidly changing world

Schedule

Milestone	Timing
Appoint Steering Committee	Fall 2017
Evaluate Existing Plan and Data Needs	Fall 2017
Background Data Collection and Analysis	2018
Policy Discussion and Development	2018-19
Draft Plan and EIR	2018-19
Plan Adoption	Late 2019



Community Engagement

Steering Committee

- City Council approved creation of a 21-member Steering Committee to guide preparation of General Plan 2040
- CAC listed as one of about a dozen specific organizations to be represented
- Nominate a member plus an alternate
- Letters and application forms to be sent by end of August

Community Engagement

- Steering Committee
- Stakeholder group meetings
- Workshops
- City Boards and Commissions
- City Council
- Mobile exhibits
- Interactive Website
- Social Media
- Public Hearings



Stay Involved!

www.cityofsanrafael.org/generalplan

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