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
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

1963
We’re Not Starting From Scratch

- General Plan 2000  (1988)
- 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

City of San Rafael
General Plan 2020
Land Use Map

NOTE: This is not a study of the map due to limit individual parcel size. Therefore, refer to the City's website for more detailed information. For more specific description, please refer to the City's website. The information on this map is preliminary and subject to change.

This map was developed primarily for General Plans. The City of San Rafael is under development for public use on an online map system for more information.
Open Space Conservation

Plan Elements
Plan Elements

Safety Noise

- Damaged house
- Railway track
- Firefighters training
- Airplane in flight
Plan Elements

Economic Vitality
Culture and Arts
Parks and Recreation
Plan Elements
Plan Elements

Infrastructure Governance
Elements Grouped By Theme

Our Use of Land
- Land Use
- Housing
- Neighborhoods
- Community Design

Our Foundation
- Economic Vitality
- Circulation
- Infrastructure
- Governance
- Sustainability

Our Quality of Life
- Culture and Arts
- Parks and Recreation
- Safety
- Noise

Our Natural Resources
- Open Space
- Conservation
- Air and Water Quality
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

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2040</th>
<th>Increase</th>
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<tbody>
<tr>
<td><strong>CITYWIDE(*)</strong></td>
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<tr>
<td>Households</td>
<td>22,764</td>
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<td>Jobs</td>
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<table>
<thead>
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<th></th>
<th>2010</th>
<th>2040</th>
<th>Increase</th>
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<tbody>
<tr>
<td><strong>PRIORITY DEVELOPMENT AREA (DOWNTOWN)</strong></td>
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<tr>
<td>Households</td>
<td>1,650</td>
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<td>Jobs</td>
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(*) 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.
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
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
<table>
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<tr>
<th>Milestone</th>
<th>Timing</th>
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<tr>
<td>Appoint Steering Committee</td>
<td>Fall 2017</td>
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<tr>
<td>Evaluate Existing Plan and Data Needs</td>
<td>Fall 2017</td>
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<td>Background Data Collection and Analysis</td>
<td>2018</td>
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<td>Policy Discussion and Development</td>
<td>2018-19</td>
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<td>Draft Plan and EIR</td>
<td>2018-19</td>
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<td>Plan Adoption</td>
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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

Contact:
Barry.Miller@cityofsanrafael.org