
REPORT TO GENERAL PLAN 2040 STEERING COMMITTEE

Subject: Developing a “Vision” for General Plan 2040

EXECUTIVE SUMMARY

General Plan 2020, which was adopted in 2004, included a “Vision” for San Rafael’s future. That vision is now 15 years old. At the March 2018 Committee meeting, we will discuss possible changes and revisions. The 2020 Vision is included on the next page of this report.

REPORT

Many General Plans begin with a “Vision” for the community’s future. The intent is to describe the kind of place the city will be in the plan’s horizon year. The Vision is an aspirational statement meant to express the values of the community and its hopes for the future. General Plan Vision statements are typically one or two pages long.

The 2020 General Plan Vision is on the next page of this report. It is a single page, with 283 words attempting to capture the City’s broadest goals. The vision highlights the City’s natural features and environment, diversity and human capital, neighborhoods, history, economy, culture, schools, and transportation system.

Committee members are asked to look the Vision over, and suggest edits or changes to reflect emerging issues and priorities. Think about the responses to the “eight questions” (see Attachments 4 and 5) as you review the Vision—are there elements that sound outdated? Are there topics that are missing?

Revisions will be discussed at the March 14 meeting, with the goal of having an updated Vision for 2040 available for Committee review at the April committee meeting.

San Rafael General Plan 2020 Vision

In 2020...

Life in San Rafael is cause for celebration.

We revere our natural setting, bathed in a Mediterranean climate, nestled in grassy wooded hills, with shoreline vistas and wetlands rich with wildlife and vegetation.

We are enriched by our diversity. Our community includes a broad mix of individuals, families and business enterprises of various racial, cultural and economic backgrounds. We are a vibrant community of consensus builders, with innovative leaders and active and informed residents. Our distinctive neighborhoods provide housing for people at all stages of life, at all income levels.

We honor our historic roots as a Mission City, one of the oldest in California. We have restored and maintained landmarks, including the Frank Lloyd Wright - designed Marin Civic Center, Falkirk Cultural Center, the Boyd Gate House and the Rafael Film Center.

San Rafael's healthy economy is a product of our commitment to business vitality across a broad spectrum of enterprise. Our vigorous economy plays a key role in providing jobs, housing, safe and attractive neighborhoods and a well-maintained infrastructure.

San Rafael is a gathering place with exciting events offering a wide selection of cultural and entertainment venues and excellent restaurants. Our inspirational setting, cultural diversity, and community prosperity set the stage for a thriving arts community.

We have great schools and teachers. We are dedicated to providing a quality education for our children and ongoing educational opportunities for all.

Our role as the economic, cultural, political, and social services center of Marin County is enhanced by excellent transportation. Our efficient system accommodates vehicles while encouraging walking and biking as safe, appealing and practical alternatives.

Small wonder that we are wont to exclaim: "We are living well in San Rafael."