



Shaping the Future of San Rafael

TOWN HALL MEETING

October 27, 2018

Albert Boro Community Center at Pickleweed Park



Agenda

1. Introductory Remarks
2. General Plan Overview
3. Audience polling and discussion of issues

Break

4. More polling and discussion!
5. Wrap-up /next steps

Other Activities

- *Sign-In/ Map Dots*
- *Post-Its*
- *Activities for Kids*
- *General Plan Mad Libs*
- *Door Prizes!*

Please fill out a comment card before you leave

Purpose of Tonight's Meeting

- Provide information on the General Plan and how it shapes San Rafael
- Capture your input on San Rafael's future:
 - What's working?
 - What's broken?
 - What's missing?
- Identify issues and ideas to be addressed in the General Plan



A Legacy of Planning



**Where are we going...
and how will we get there?**

San Rafael General Plan

- Long-term (20 year) vision for the city
- Reflects local values, aspirations, and priorities
- Guides growth, development, and conservation decisions
- Coordinates transportation, infrastructure, and services with expected growth
- Framework for future City actions, programs and initiatives
- Opportunity for community dialogue on the future

Future development decisions must be consistent with the General Plan

Plan Elements



Land Use

Economic
Vitality

Culture and
Arts



Open Space

Neighborhoods



Circulation

Parks and
Recreation



Conservation



Housing

Infrastructure



Safety

Air and Water
Quality

Community
Design

Governance



Noise

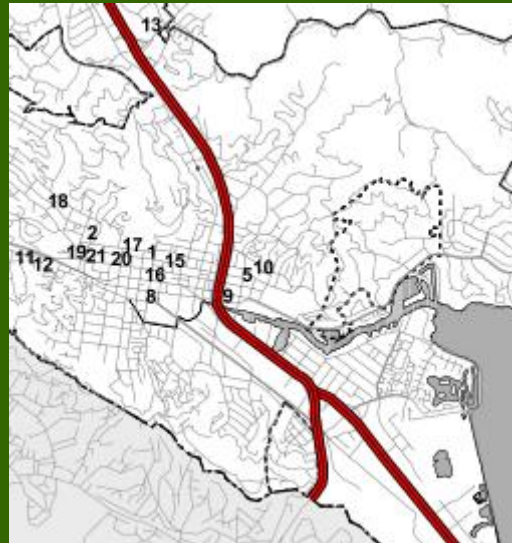
Sustainability

What's in Each Element?

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.”

Maps



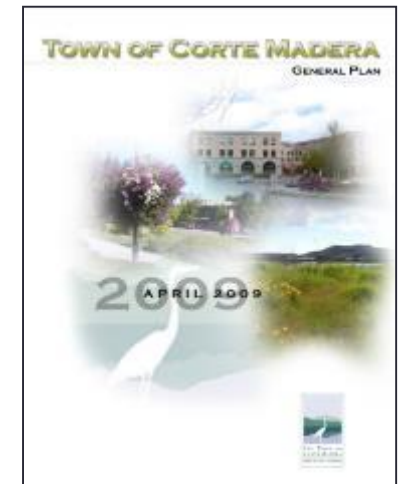
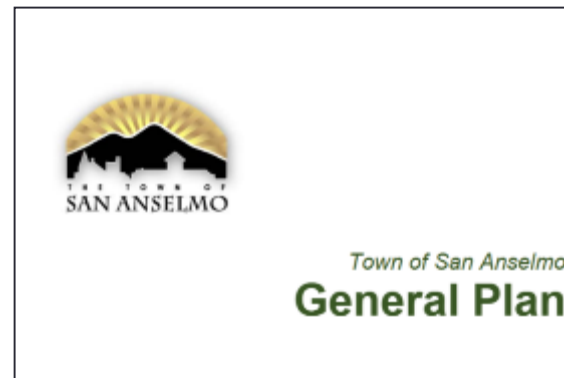
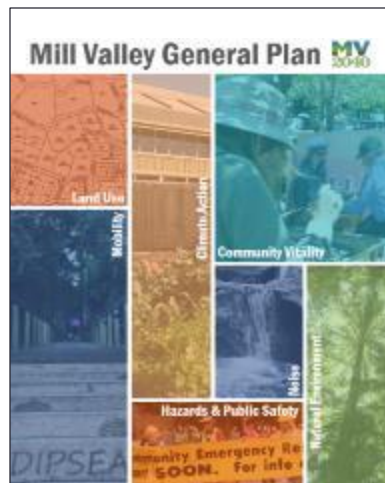
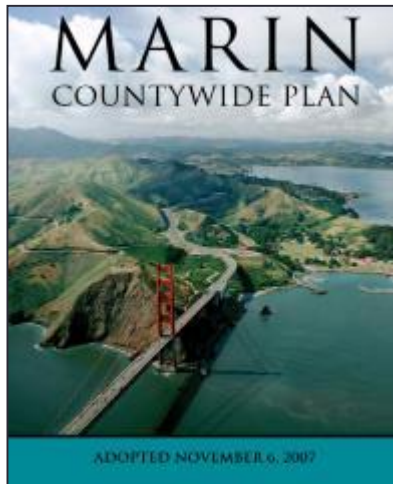
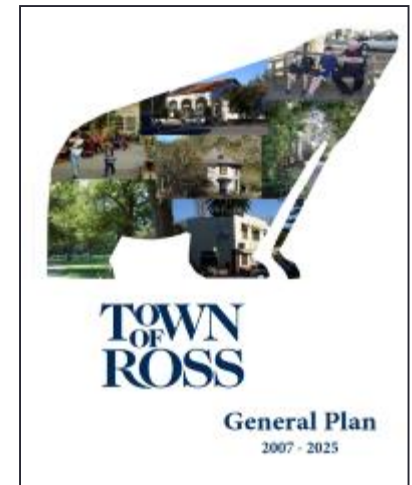
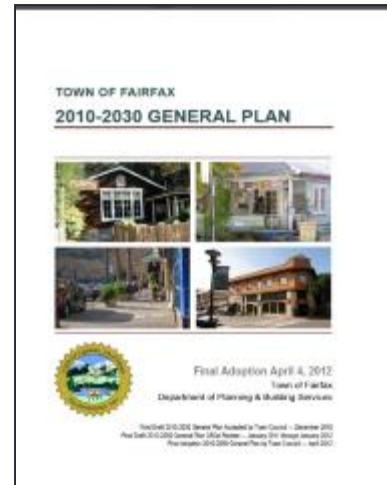
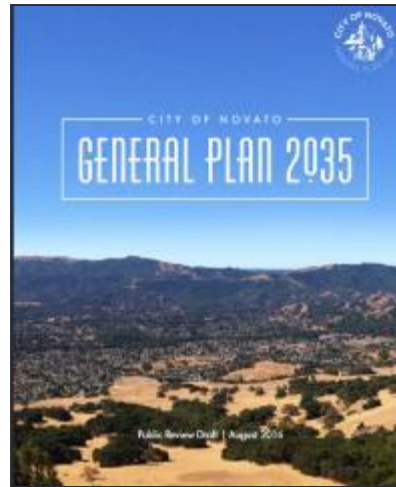
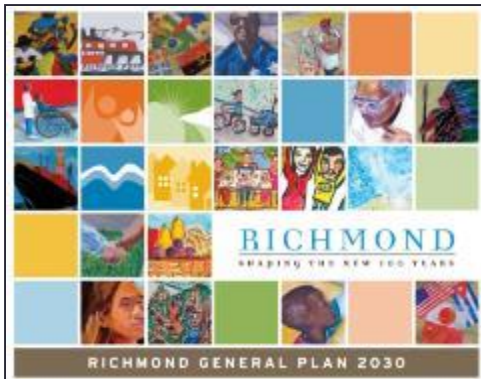
Goals, Policies, Programs

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

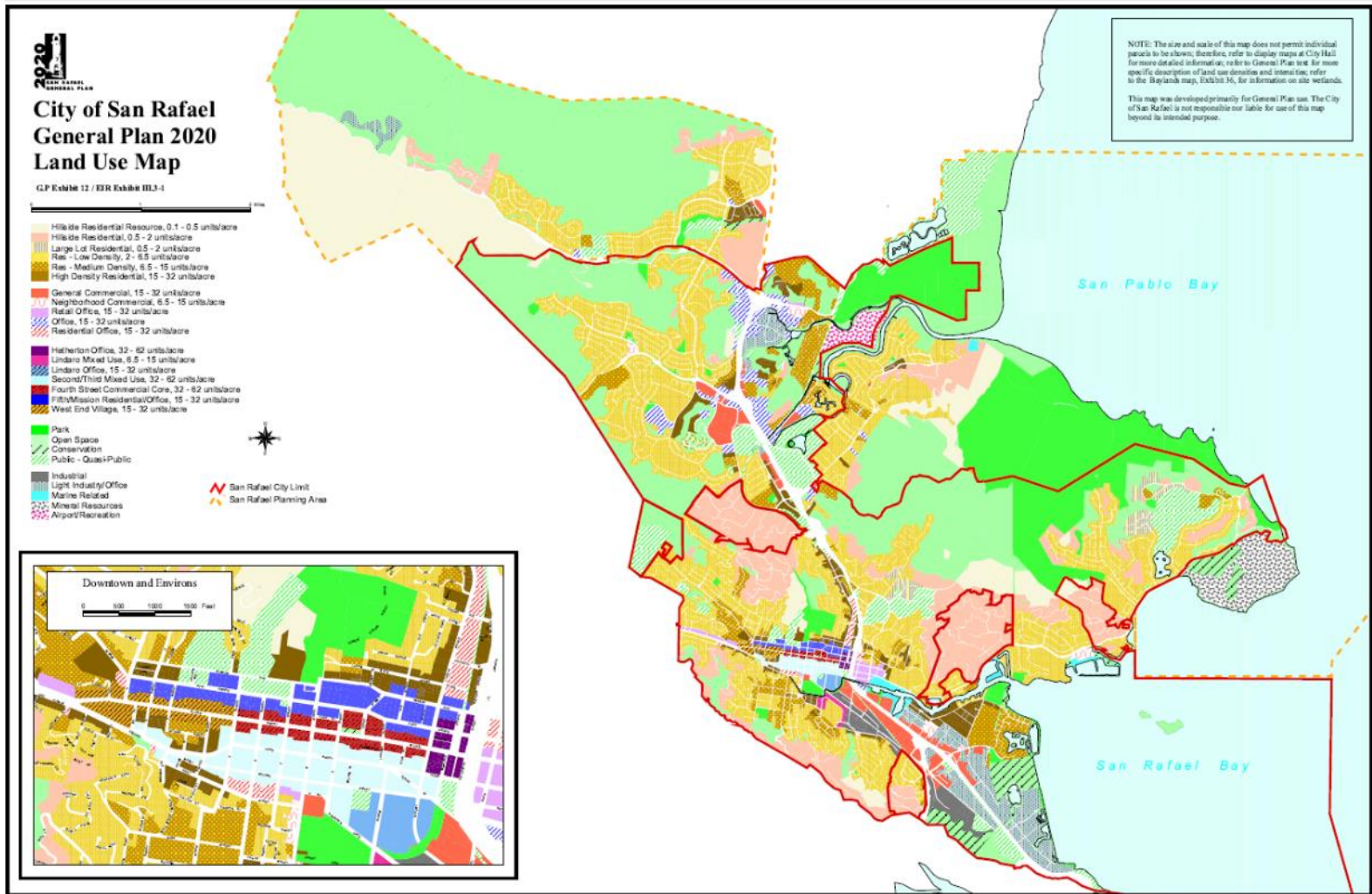
Policy: Protect the visual identity of the hillsides and Bay by controlling development within hillside areas, providing setbacks from the Bay, and providing public access along the Bay edge.

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

It's the Law



It's Bigger than the City



Why the General Plan Matters



Community Design Element

Land Use Element

Open Space
Element,
Culture and
Arts Element

Housing Element

Conservation
Element

Noise Element
Safety Element

Economic Vitality Element

Transportation Element

Infrastructure Element

Why Update the Plan Now?



- Move horizon from 2020 to 2040
- Provide current data
- Integrate recent plans
- Address emerging trends and issues
- “Check in” with the community
- Address new state laws

Where will we be in 2040?

Bay Area

3.4 million households (+30%)
4.7 million jobs (+38%)

Marin County

111,600 households (+8%)
135,000 jobs (+11%)

San Rafael

25,550 households (+12%)
49,000 jobs (+13%)

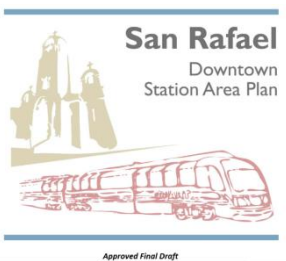
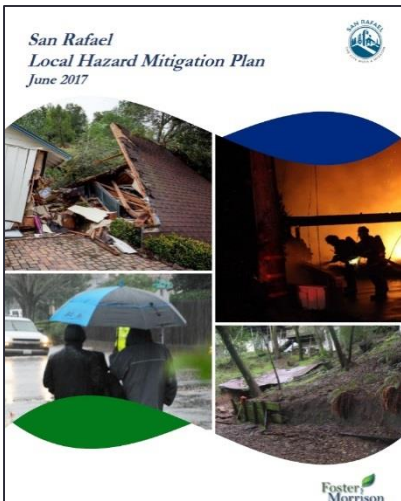
2010-2040 change
+2,800 households
+5,600 jobs



In 2040, our population will be:

- *Older*
- *More Diverse*

Integrating Recent Plans



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

Emerging Trends and Issues

- Climate change
- Sea level rise
- Housing crisis
- Self-driving vehicles
- “Sharing” economy
- Changing workplace
- On-line shopping
- Technology /smarter cities/
Internet of Things/ AI
- Cleaner Energy
- Aging of population
- Urban agriculture
- Low impact development



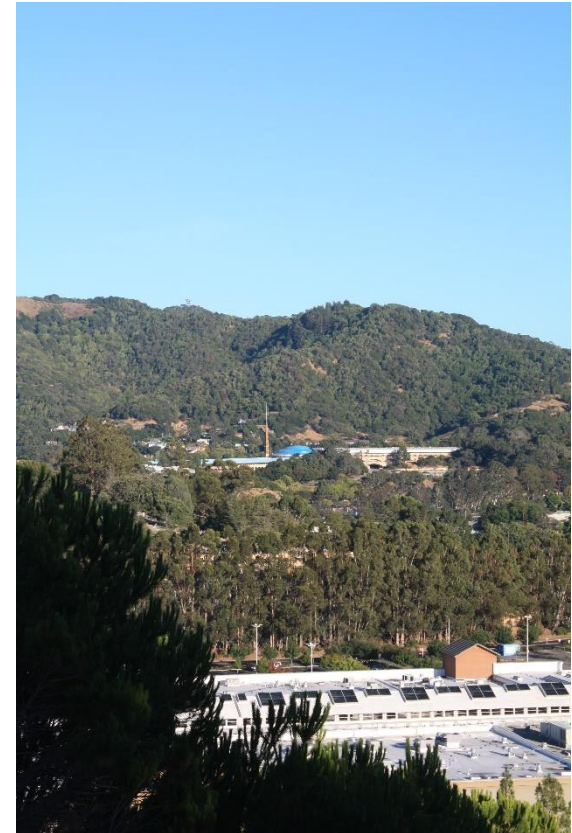
New State laws

- Environmental Justice
- Resilience
- Native American Consultation
- Mapping of Extreme Fire Hazards
- Greenhouse Gas Reduction
- “Complete” Streets
- Flood hazards on future housing sites
- Measuring Traffic Impacts
- Hazard Mitigation Planning



It's an Update (not a brand new Plan)

- Plan policies will build off those adopted in 1988 and 2004
- Not anticipating major shifts in City growth patterns
- Focus will be on fundamental quality of life concerns
- Map amendments may be proposed during this process
- New policies will reflect emerging issues



Themes of the 2020 Plan

Keep San Rafael's
'hometown' character



Sustain the diversity of the
local economy



Improve the appearance of
the neighborhoods



Manage the traffic



Increase the
housing supply



Foster
accessible,
responsive
government

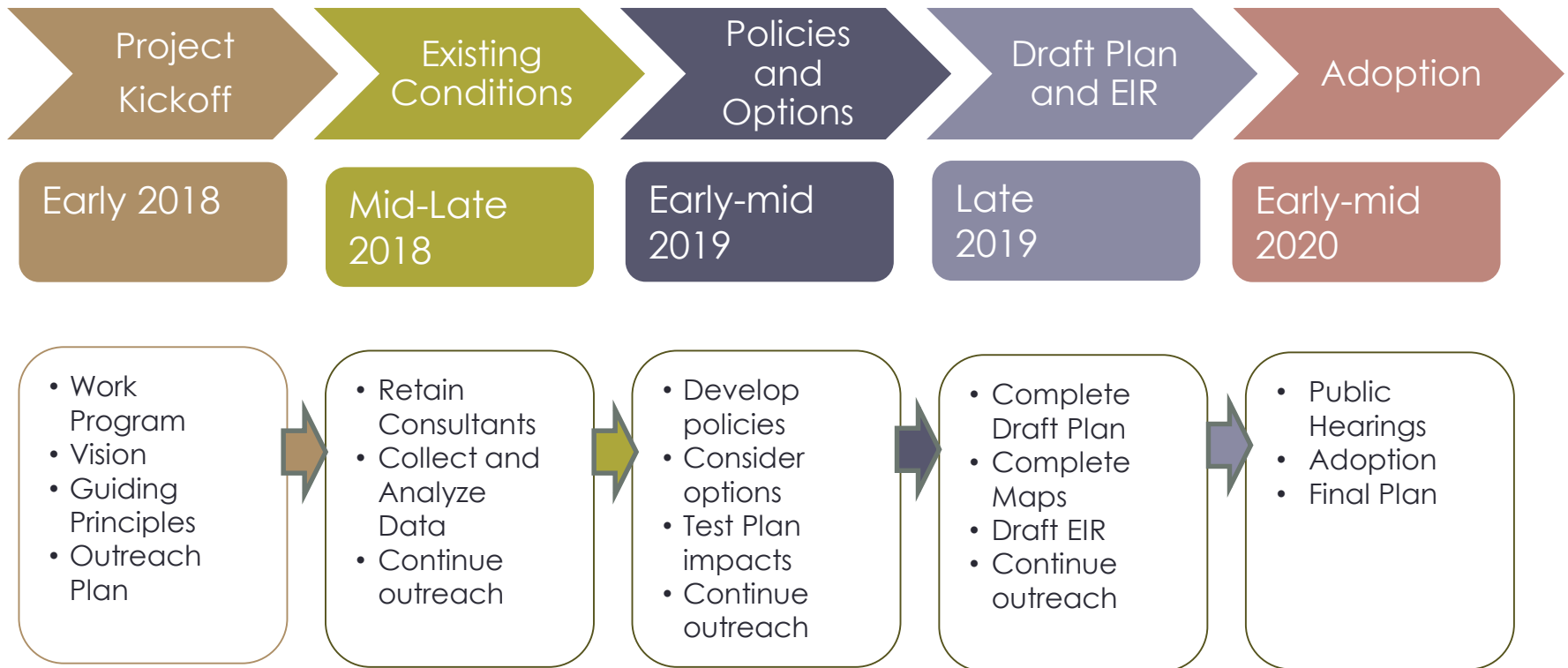


Treasure the
open spaces



**Do these themes
still work as we
plan for 2040?**

General Plan Timeline



Steering Committee

- Represent commissions, organizations, neighborhoods, advocacy groups, and the community at large
- Liaisons to the community
- Discuss / debate long-range planning issues
- Sounding board for proposed policies and map decisions



Web-based Engagement

The screenshot shows a web-based engagement platform for San Rafael 2040. At the top, there is a search bar, a language selection dropdown, and a 'Sign in / Sign up' button. Below the header, the main content area features a question: 'How can we better prepare for natural disasters?' asked by the City of San Rafael. A photograph of a road with orange traffic cones is displayed. To the right of the photo, there is a 'Participants (476)' section showing a grid of colorful smiley face icons and a '468' count. Below this, there is a 'Topics' section. Underneath, a 'Popular Ideas' section lists three ideas, each with a smiley face icon, a 'Me Too' button, and a 'Supporters' count.

Search [] Select Language [] Sign in / Sign up []

SAN RAFAEL 2040 Home Topics Events

How can we better prepare for natural disasters?
Asked by City of San Rafael

Participants (476)
468

Topics

Popular Ideas

- We want clearing broom and eucalyptus from openspace to to make San Rafael a safer and more resilient community. [Me Too](#)
By Doug G Supporters
- We want local government to help rather than hinder homeowners in seismic retrofit of homes to to make San Rafael a safer and more resilient community. [Me Too](#)
By Deborah Supporters
- We want lowlands and future flooding evaluated to to make San Rafael a safer and more resilient community. [Me Too](#)

What we've been hearing:

- Traffic and housing!
- Diverse views about the level of growth and type of housing desired
- Concerns about climate change and sea level rise
- Quality of life issues

Your Input Matters

Please help us:

- Identify priorities and issues
- Express your thoughts on new and emerging issues
- Develop new policies and action programs
- Consider changes to the General Plan Map

We will:

- Strive to create a plan that is responsive to your feedback
- Share feedback with partner departments and agencies

But Wait---There's More!

Downtown Precise Plan

- Update to 1993 Plan
- Reflects new issues/ opportunities
- Will include urban design, zoning, and preservation recommendations



Environmental Impact Report (EIR)

- EIR will cover the General Plan and Downtown Plan
- Will assess potential impacts of growth by 2040 and identify mitigation measures



More Meetings Ahead

- Student engagement initiative
- Spanish language meeting(s) and input
- Neighborhood briefings
- Business briefings

- **Spring 2019**, Round 2
- **Fall 2019**, Round 3
- **Spring 2020**, Planning Commission and City Council Hearings

- **Invite us to your organization, association or event**
- **Share your thoughts on-line, by email, by phone**



Watch for pop-up events



SAN RAFAEL
General Plan

2040

And Now...

IT'S POLLING TIME



How this Works

Will ask a series of questions:

- About you (who's here?)
- About San Rafael's future
- San Rafael trivia

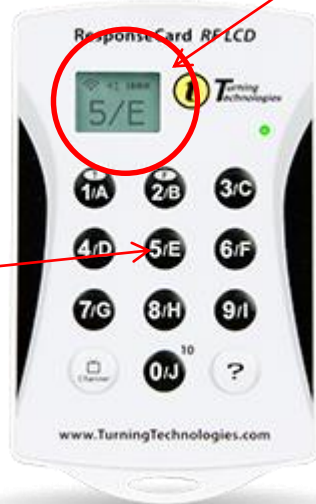
- Hand-held electronic polling devices
- Make your choice after question is read
- We will discuss outcome of key votes and related issues
 - *Why did you vote the way you did?*
 - *Thoughts you'd like to share on the issue at hand*

How this Works

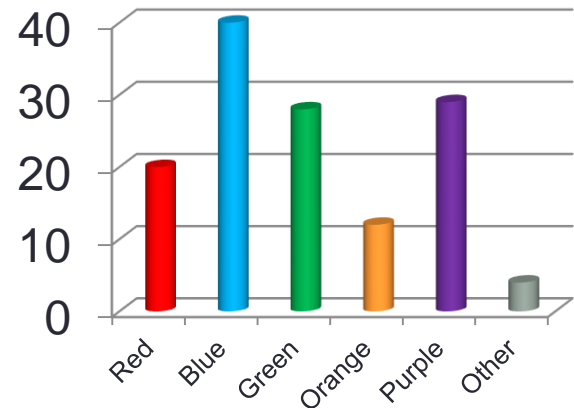
What's your favorite color?

- A. Red
- B. Blue
- C. Green
- D. Orange
- E. Purple
- F. Other

Your selection will appear here



Make your choice



Question types

- Pick one
- Pick your top three (press each button one at a time)