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*
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.”

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 Bigger than the City
Why the General Plan Matters

- Community Design Element
- Open Space Element, Culture and Arts Element
- Land Use Element
- Housing Element
- Conservation Element
- Noise Element
- Safety Element
- Economic Vitality Element
- Infrastructure Element
- Transportation 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

Project Kickoff
- Early 2018
  - Work Program
  - Vision
  - Guiding Principles
  - Outreach Plan

Existing Conditions
- Mid-Late 2018
  - Retain Consultants
  - Collect and Analyze Data
  - Continue outreach

Policies and Options
- Early-mid 2019
  - Develop policies
  - Consider options
  - Test Plan impacts
  - Continue outreach

Draft Plan and EIR
- Late 2019
  - Complete Draft Plan
  - Complete Maps
  - Draft EIR
  - Continue outreach

Adoption
- Early-mid 2020
  - Public Hearings
  - Adoption
  - Final Plan
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
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
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*
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)