

## **REPORT TO GENERAL PLAN 2040 STEERING COMMITTEE**

**Subject: Downtown Precise Plan Visioning Part 2**

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### **EXECUTIVE SUMMARY**

The Steering Committee will continue its discussion of Downtown San Rafael's future. This is the second part of a workshop being conducted by the Downtown Precise Plan consultant--Opticos Design. Opticos will review the feedback from the March meeting, conduct a prioritization exercise with the Committee, and present key findings from their preliminary evaluation of Downtown. The Committee will also be briefed on plans for the May 8-11 design charette.

### **REPORT**

#### **Background**

As part of the General Plan Update, the City is preparing a Downtown Precise Plan. The General Plan 2040 Steering Committee is also serving as the Steering Committee for the Precise Plan. At its last two meetings, the Committee approved a boundary for the Downtown Plan Area (February) and shared their thoughts about Downtown's strengths, weaknesses, challenges, and opportunities for the future (March). This discussion will be continued at the April meeting.

#### **Scope of the April 10 Discussion**

At the previous meeting, each Steering Committee member was asked to express aspirational ideas for Downtown in 2040. The information was recorded on index cards which were collected at the end of the meeting. At the upcoming meeting, the synthesized ideas will be presented back to the Committee by the consultants. The Committee will be asked to use their electronic polling devices to express their priorities; the results will be discussed during a group exercise.

The April meeting also will include a PowerPoint presentation on preliminary findings of the consultant's work to date on Downtown. A more detailed presentation of findings will be provided at the charette in May; the April presentation is intended to provide "food for thought" for the Committee and a discussion of initial ideas.

Last, the April meeting will include an overview of the Downtown Design charette, which has been confirmed for May 8 – May 11, 2019. The City has made arrangements to use the vacant retail space at the northwest corner of 4<sup>th</sup> and B Streets (a former jewelry store next to Scandinavian Designs) for a

four-day period. The Wednesday May 8 Steering Committee meeting will include a 90-minute walking tour, followed by a 2-hour design exercise in this space. Steering Committee members will also be invited to participate in Focus Groups, brown bag lunches, and a final presentation on Saturday May 11. More information on the schedule, format, and scope of the charette will be provided at the April 10 meeting.

We have allotted 75 minutes for this agenda item.