



Design Charrette Closing Presentation

Downtown San Rafael
Precise Plan

Design Charrette
May 11th, 2019



Contents

Charrette Milestones	01
Past Planning Efforts	02
Guiding Principles	03
Downtown Districts	04
Next Steps	05

Charrette Milestones



Charrette Schedule

Many Opportunities to Participate

- Opening + Closing Presentations
- Midpoint Pinup
- Brown Bag Lunches
- Open Studio

	Wednesday 8th May	Thursday 9th May	Friday 10th May	Saturday 11th May
	<div>Closed Studio</div> <div>10.00 am - 7.00 pm</div>			<div>Closing Presentation</div> <div>9.30 am - 12.00 pm</div> <div>Jackson's Café, Whistlestop</div>
10 - 11 am		<div>Open Studio</div> <div>10.00 am - 5.00 pm</div> <div><div><div>Brown Bag Historic Resources</div><div>12.00 - 1.00 pm</div></div></div>	<div>Open Studio</div> <div>10.00 am - 12.00 pm</div> <div><div><div>Brown Bag Economics</div><div>12.00 - 1.00 pm</div></div></div>	
11 am - 12 pm				
12 - 1 pm				
1 - 2 pm				
2 - 3 pm		<div>Midpoint Pinup</div> <div>5.00 - 6.30 pm</div> <div>1200 4th St</div>	<div>Closed Studio</div> <div>1.00 - 9.00 pm</div>	
3 - 4 pm				
4 - 5 pm				
5 - 6 pm				
6 - 7 pm				
7 - 8 pm	<div>Closed Studio</div> <div>6.30 - 9.00 pm</div>			
8 - 9 pm				
	<div>Opening Presentation</div> <div>7.00 - 9.00 pm</div> <div>Jackson's Café, Whistlestop</div>			

Opening Presentation

Wednesday May 8th

- Formal presentation with Q&A
- Background information and 'big ideas' for Downtown
- Visioning exercise with table groups

65+ participants in 8 table groups



Opening Presentation



Map Exercise: Big Ideas for Downtown



Open Studio

**Thursday May 9th and
Friday May 10th**

- Informational posters on relevant topics
- Public feedback through comment cards and post-it notes
- Design schemes and ideas from local experts

**11+ hours of Open
Studio**



Open Studio



Brown Bag Lunchtime Presentations

Historic Resources

Thursday May 9th

by Garavaglia Architecture

Economic Conditions

Friday May 10th

by BAE Urban Economics

**30+ persons at each
Brown Bag**



Midpoint Pinup

Thursday May 9th

- Team review of ideas and concepts
- Public feedback



Community Feedback



Past Planning Efforts



Our Vision of Downtown San Rafael (1993)

- Long-term vision for 2010
- Downtown strengthened as Marin's economic, business, financial and retail center
- Six distinct districts
- Keep 4th Street "alive after five"
- Enhance pedestrian environment
- Promote high-quality architecture and historic preservation
- New corporate district on Lindero
- Implementation strategy



Station Area Plan (2012)

- Response to SMART construction and designation as a “Priority Development Area”
- Leverage opportunities for “transit-oriented development” around the proposed SMART station
- Recognize potential for growth along east side of 101
- More emphasis on housing (as well as retail/office)



3rd St Rehabilitation | 3rd and Hetherton

- Repair 3rd St infrastructure
- Reduce congestion
- Improve pedestrian/bike safety and access
- Improve transit
- Enhance and beautify the corridor
- Specific improvements at Hetherton



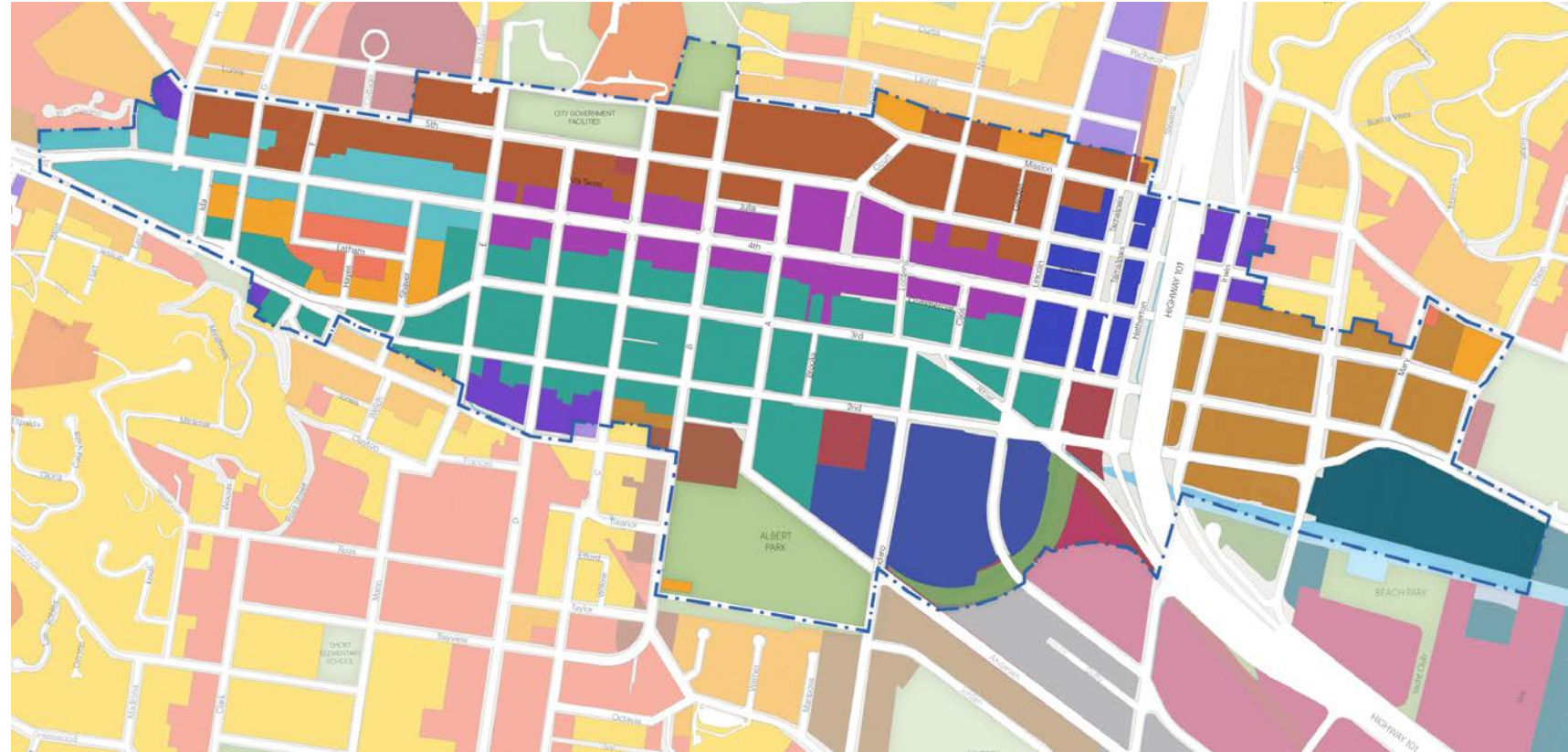
Downtown Parking and Wayfinding Study

- Identify existing and future parking needs
- Recommend parking management strategies
- Improve wayfinding signage



Zoning

- Development standards
- Height, density, minimum yards (setbacks), parking
- Use standards
- Residential, office, retail, services, etc.
- Permitting requirements
- Downtown “zones” reflect the 1993 Plan

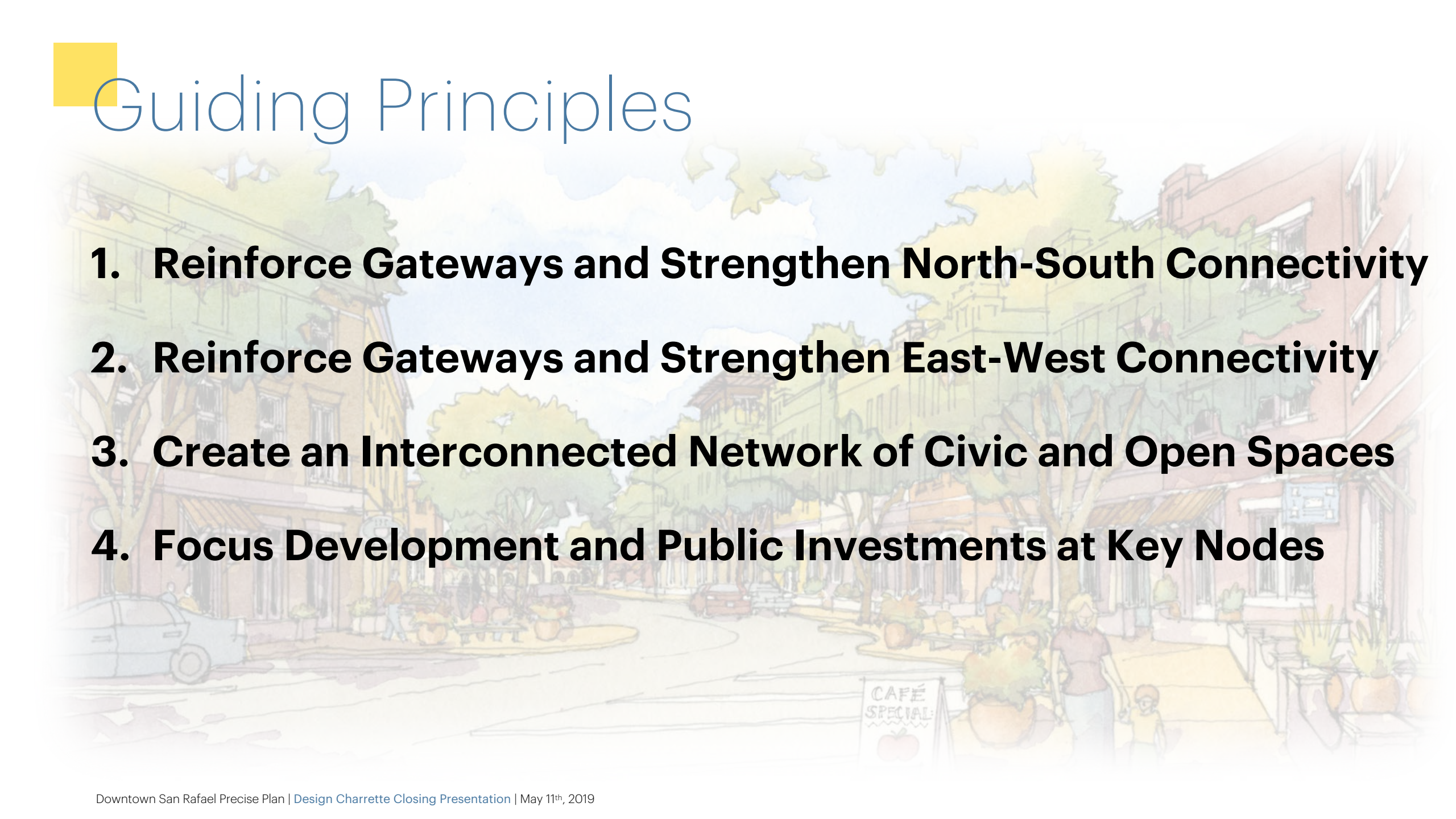


Guiding Principles

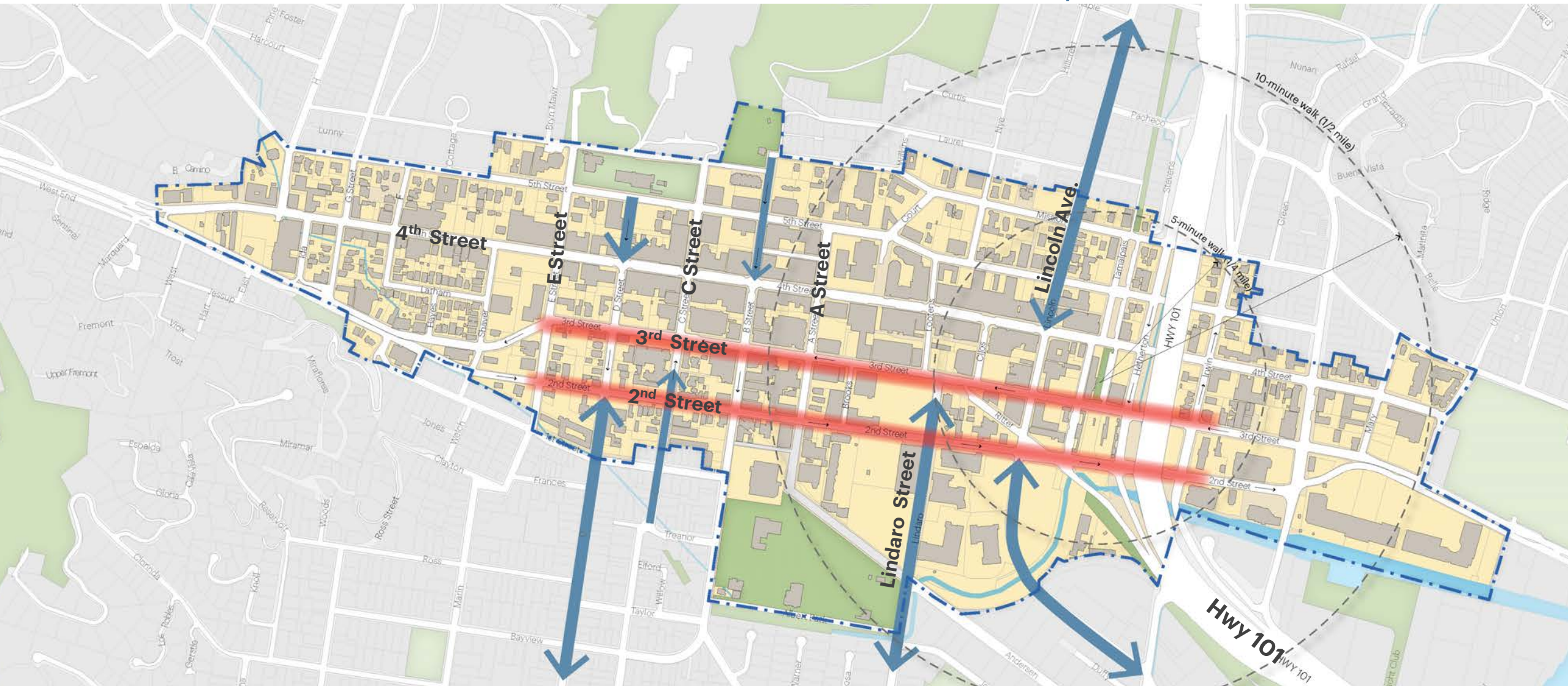




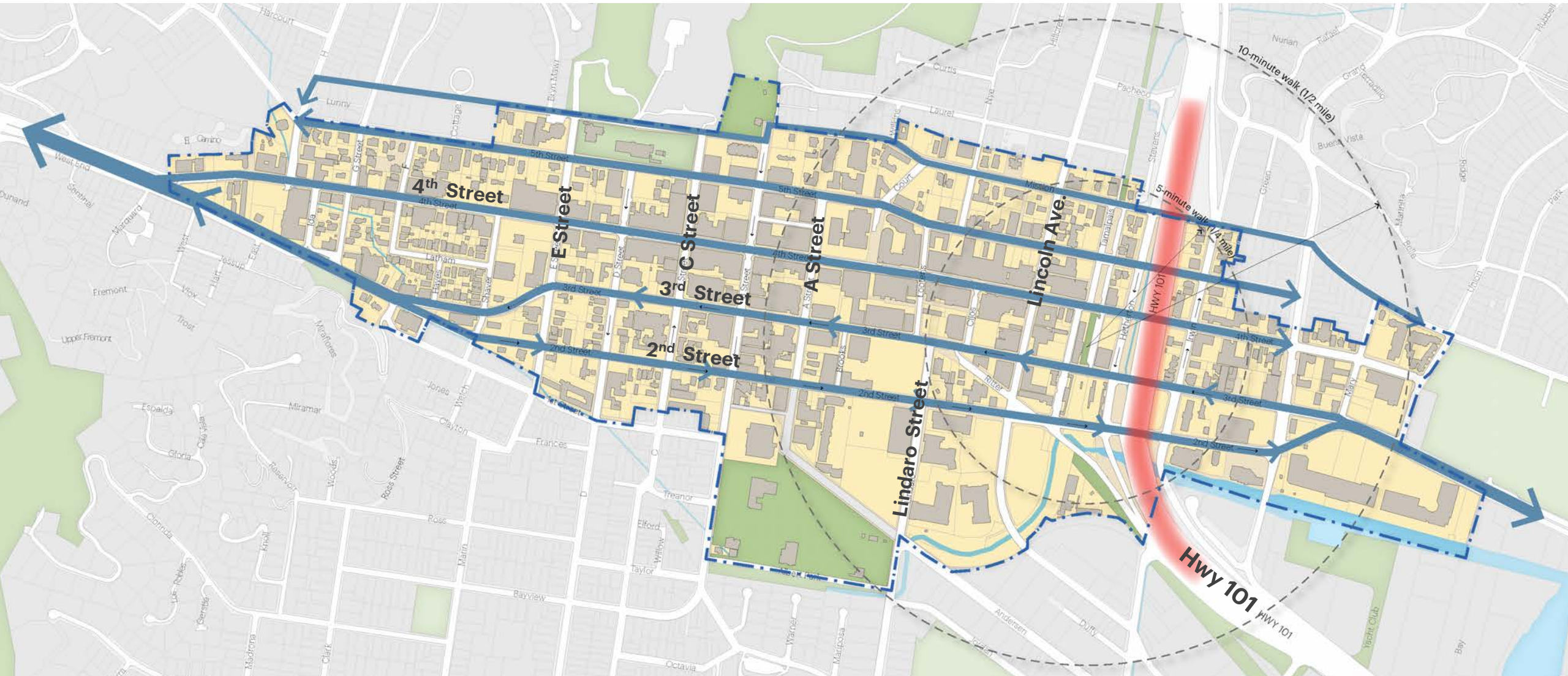
Guiding Principles

- 
- 1. Reinforce Gateways and Strengthen North-South Connectivity**
 - 2. Reinforce Gateways and Strengthen East-West Connectivity**
 - 3. Create an Interconnected Network of Civic and Open Spaces**
 - 4. Focus Development and Public Investments at Key Nodes**

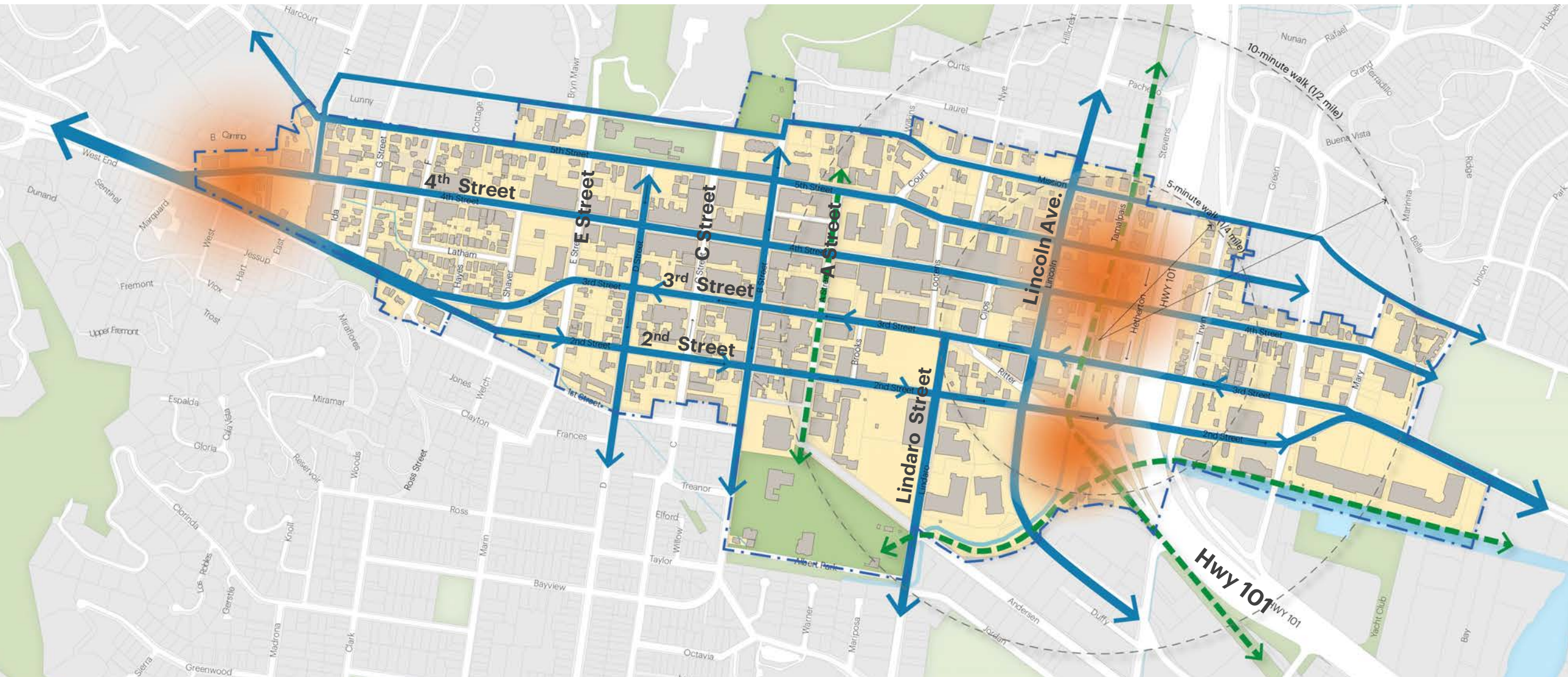
1. North-South Connectivity: Barriers



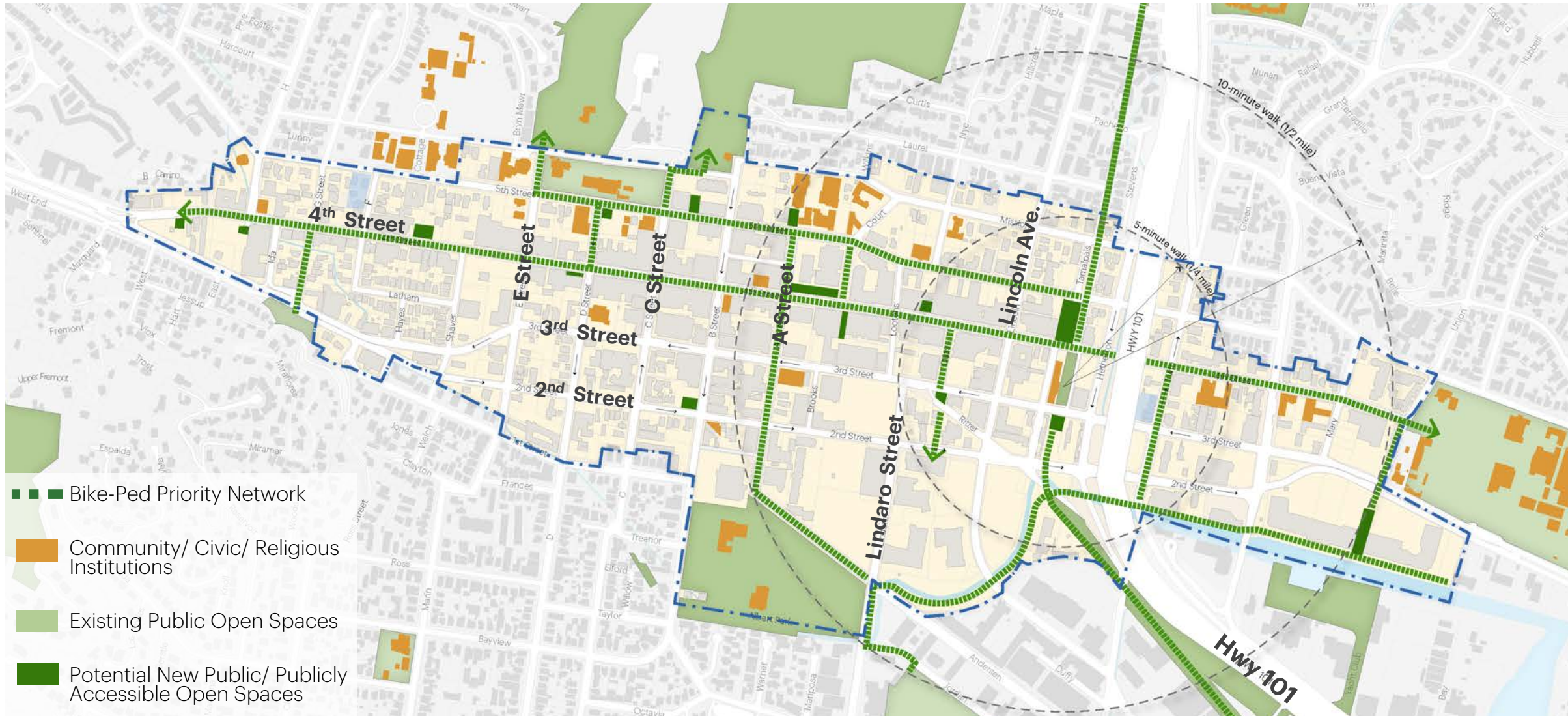
2. East-West Connectivity: Barriers



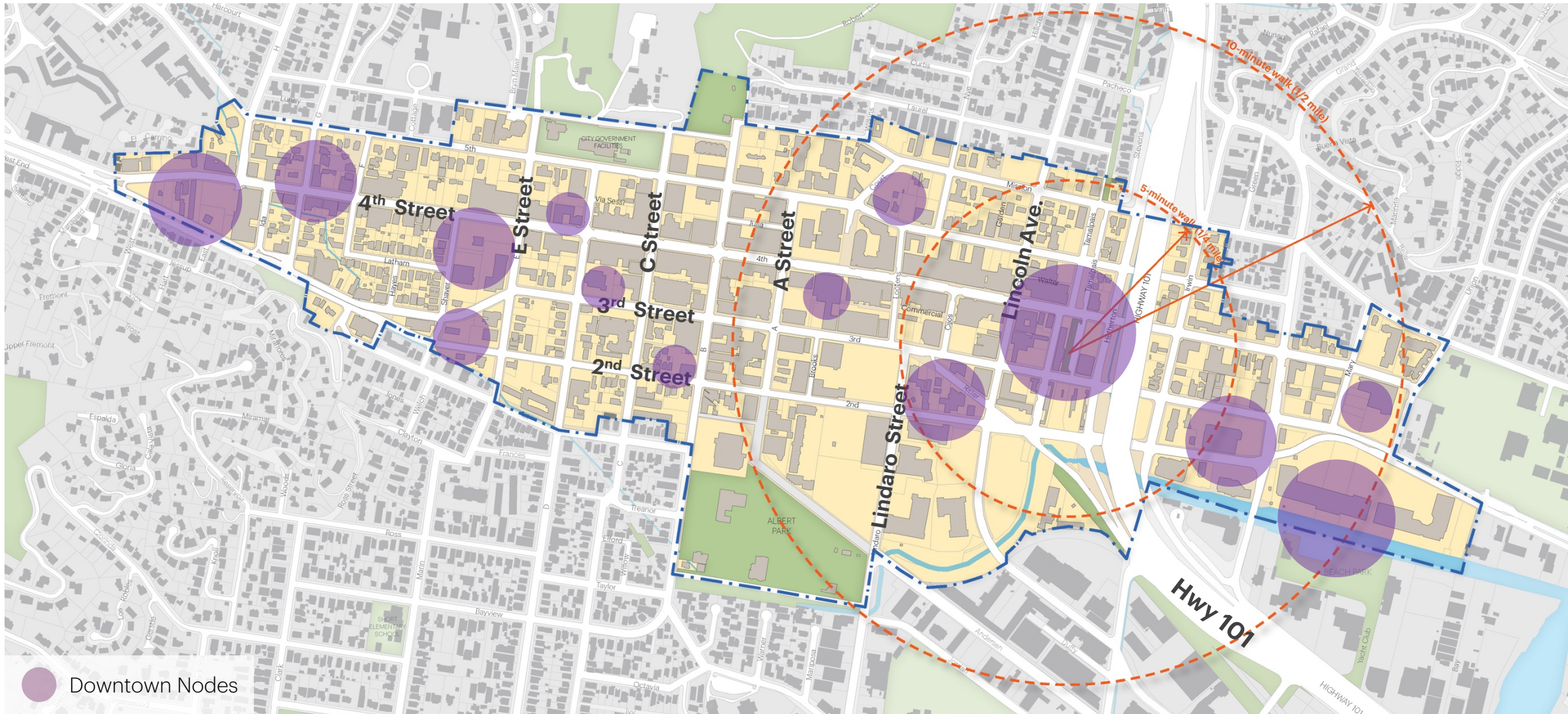
Reinforcing Connectivity + Gateways



3. Civic + Open Space Network



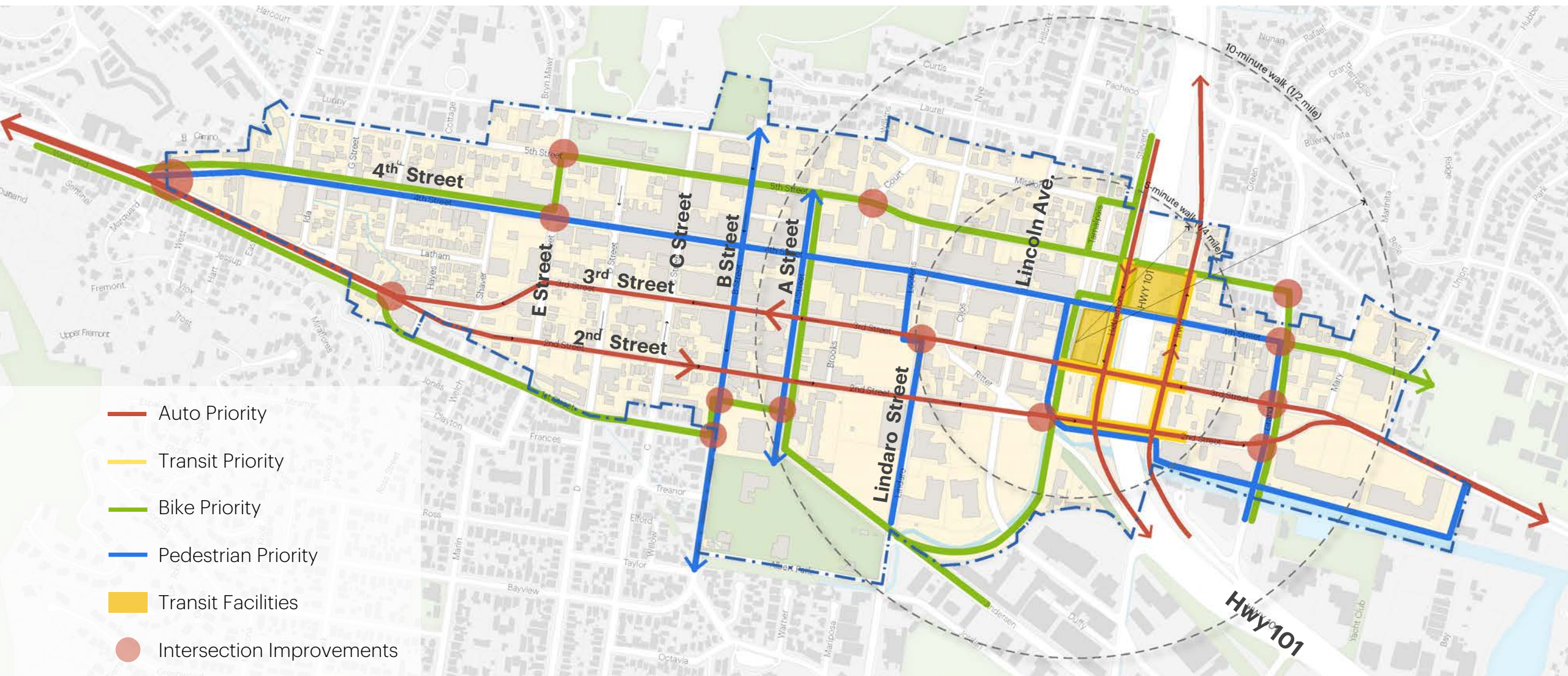
4. Focus Development at Nodes



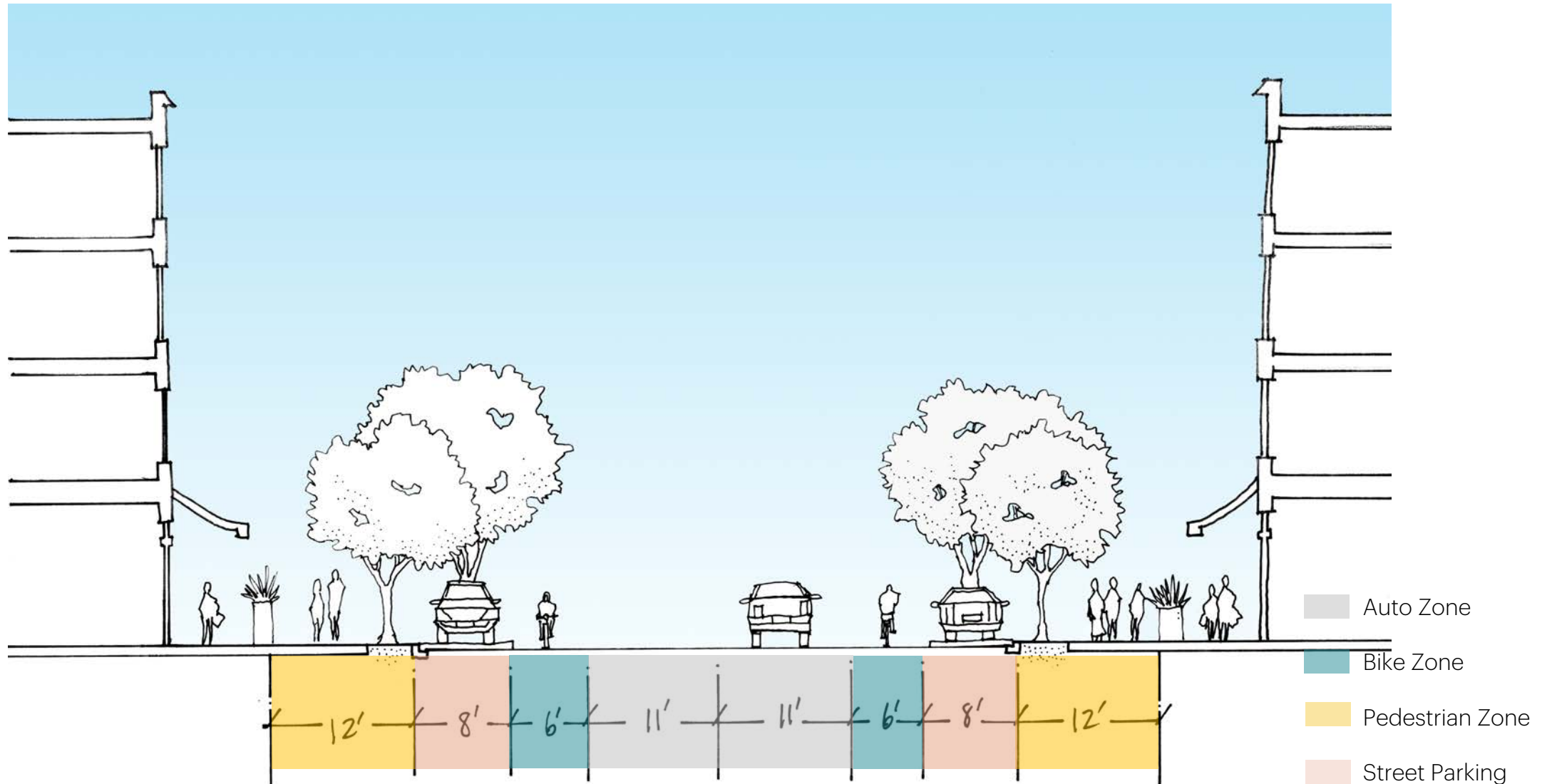
Street Hierarchy



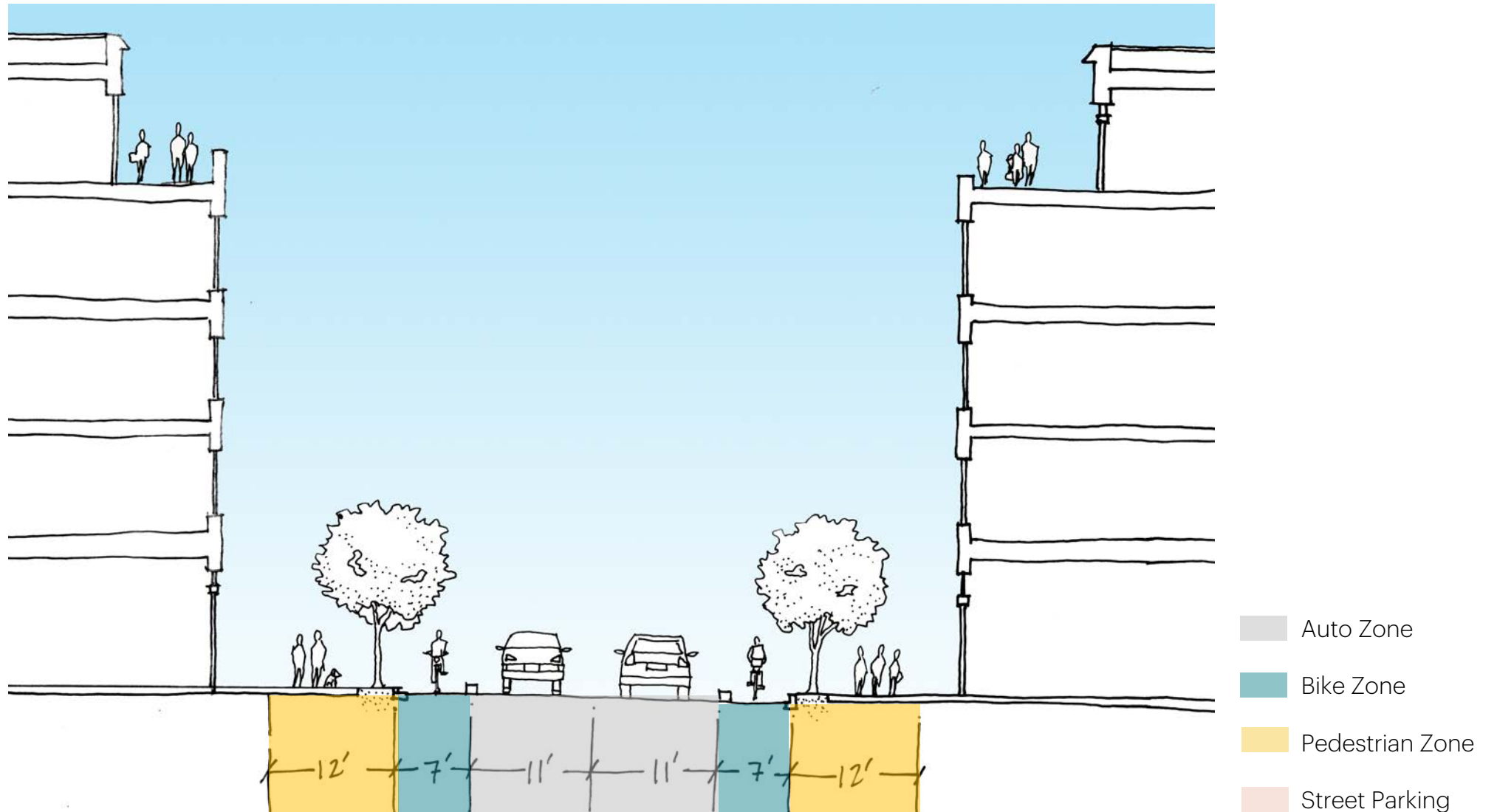
Street Prioritization



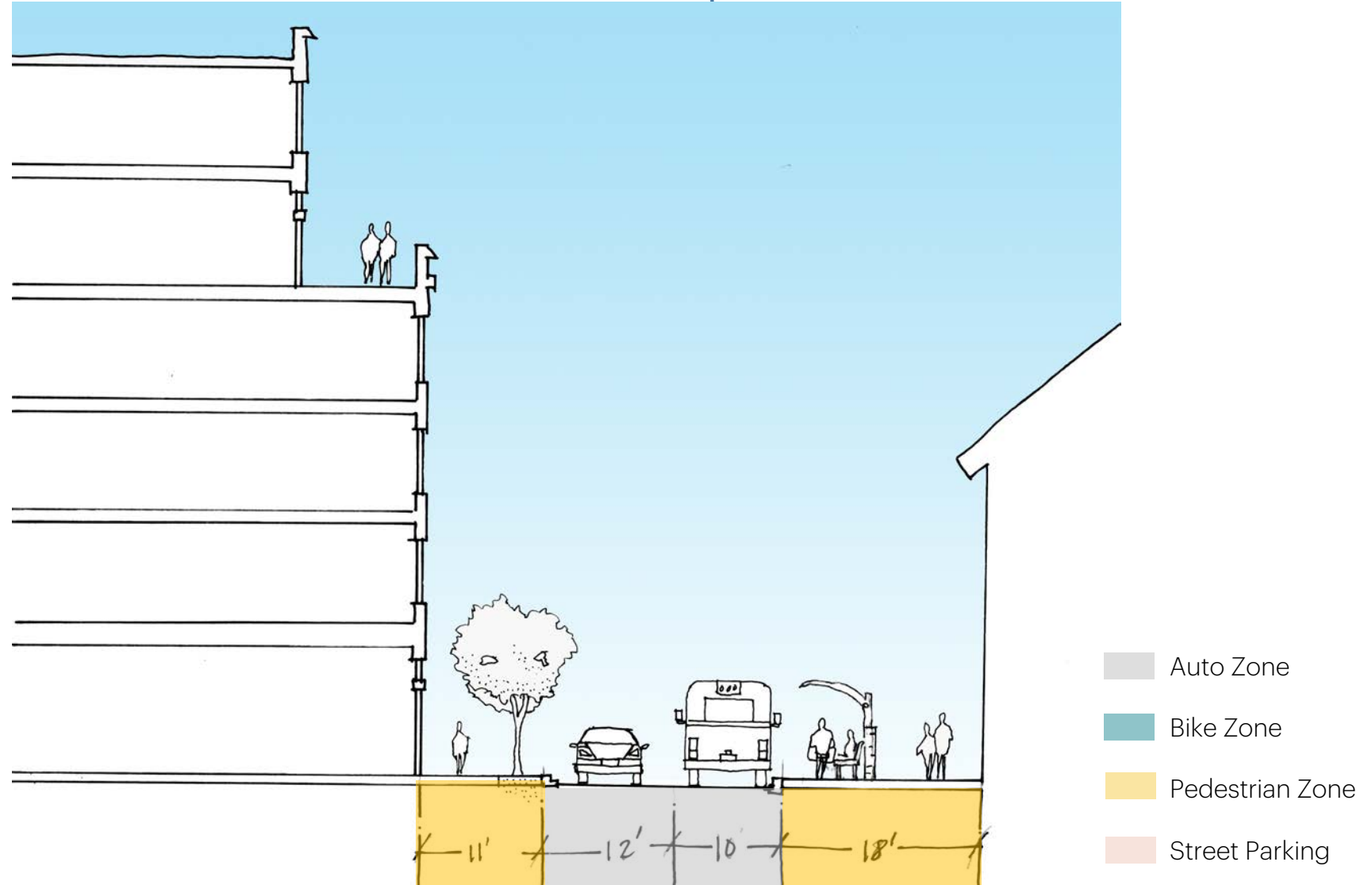
Street Sections: 4th Street



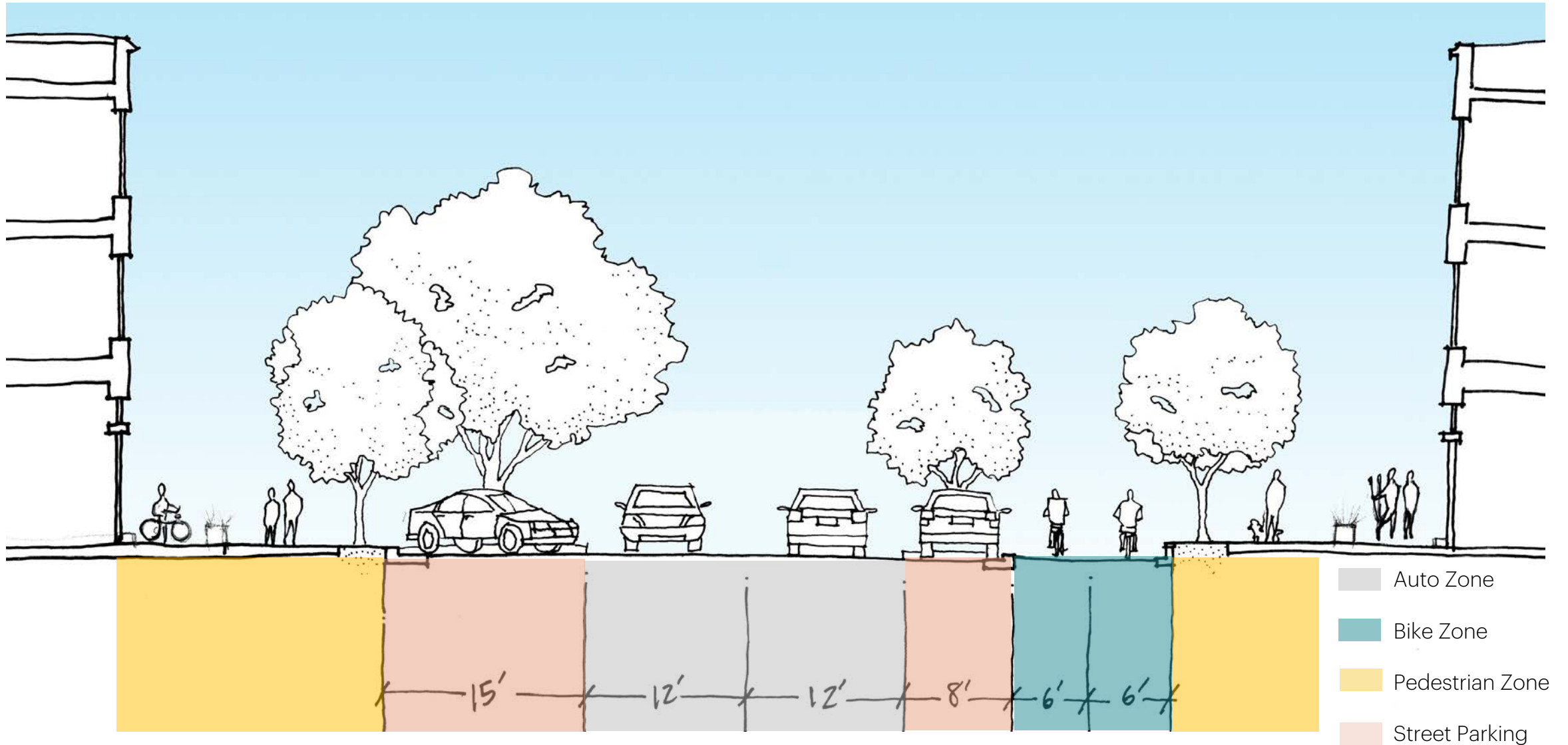
Street Sections: 5th Street



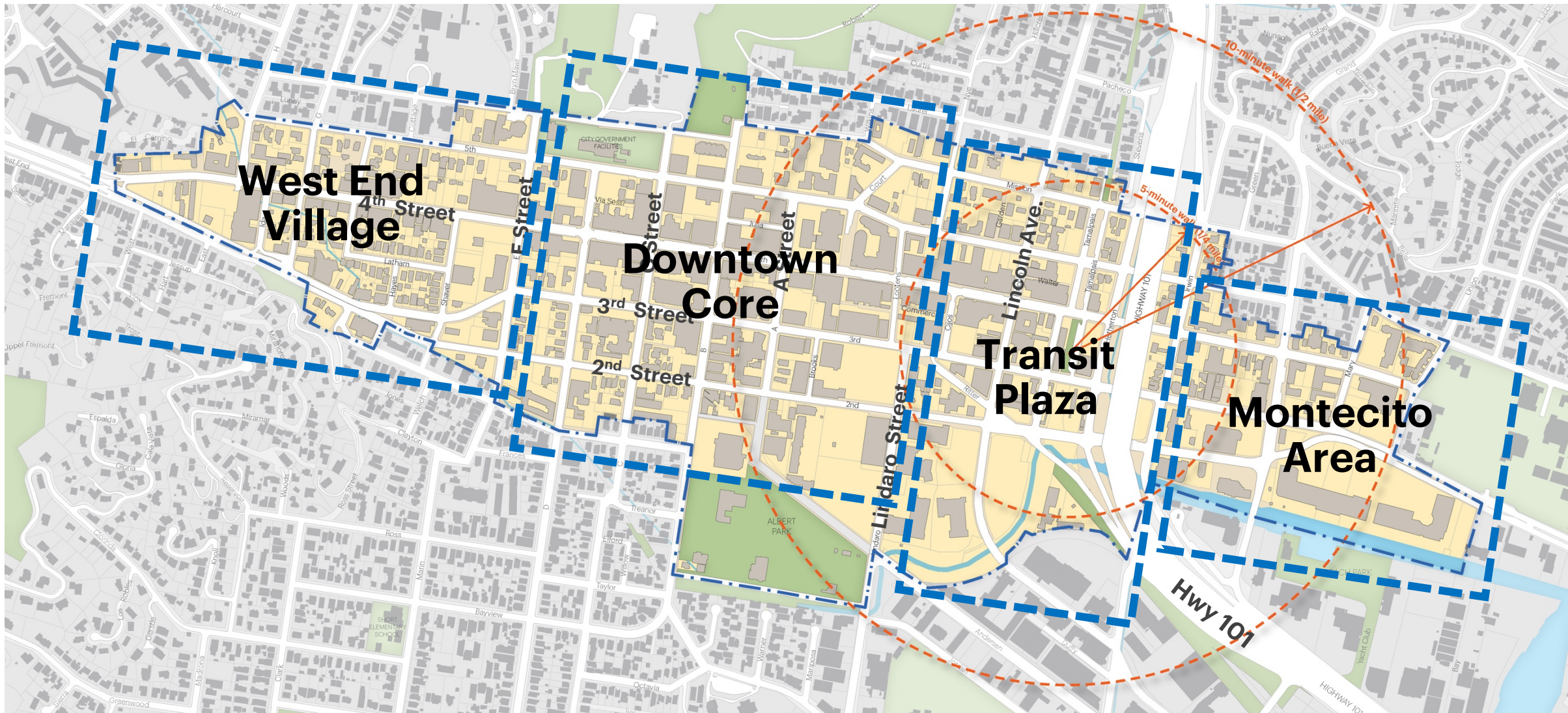
Street Sections: Tamalpais Street



Street Sections: Grand Avenue



Downtown Districts



1. Transit Plaza (existing)



1. Transit Plaza (after)



Transit Plaza Illustrative Option 1



Transit Village Illustrative Option 2



Design Precedent

Mixed-use development
at the Del Mar station of
the Metro Gold Line in
Pasadena: Transit Plaza
as a community space



Images courtesy MP Architects

Design Precedent



Images courtesy MP Architects

2. 4th Street (existing)



2. 4th Street (after)



Downtown Core Illustrative: Short-Term



Downtown Core Illustrative: Long-Term



3. West End Village (existing)



3. West End Village (after)



West End Village Illustrative: Short-Term



West End Village Illustrative: Long-Term



Montecito Area Illustrative: Short-Term



Montecito Area Illustrative: Long-Term



Next Steps





What's Next

Charrette Summary Report - May 2019

Downtown Profile Report - May 2019

Downtown Plan Alternatives – June & July 2019

Pop-Up - Plan Alternatives – Summer 2019

Study Sessions with Council and Commissions – Fall 2019

Draft Downtown Precise Plan and Code – Early 2020

Thank you for participating!

