

**CITIZENS ADVISORY COMMITTEE ON REDEVELOPMENT
APPROVED MINUTES**

October 6, 2011

PRESENT: Jane Winter Bob Jackson Abe Yang
Bill Carney Dirck Brinckerhoff Phil Abey Glenn Koorhan

ABSENT: Gladys Gilliland, Diane Linn

STAFF PRESENT: Stephanie Lovette, Linda Jackson, Patti Brennan

OTHERS PRESENT: Jerry Belletto, Joe O’Hehir, Alicia Yballa, Michael Murray

Vice-Chair Phil Abey called the meeting to order at 7:05 p.m.

APPROVAL OF MINUTES

As there were no additions or corrections to the minutes of the September 1st meeting, Jane Winter moved to approve the minutes as submitted. Glenn Koorhan seconded the motion, and the vote to approve was unanimous.

UPDATE OF PROJECTS

- 1) Former Yardbirds: Stephanie Lovette reported that she attended a protest gathering regarding the vacant properties in the West End. A group of residents circulated a petition asking the City and the BID to attempt to get the owners of the three properties to do something to get these spaces filled. Ms. Lovette told the group that Home Depot’s leases are in effect for four more years. There has been interest in these properties, but no offers have been made.
- 2) San Rafael Corporate Center: the owners have submitted an application to the Community Development Department in order to add medical office as an approved usage in the complex.
- 3) SMART Downtown Station: SMART will focus on getting the initial station construction done without a lot of amenities. Their staff is still working on the quiet zones and investigating locations for shuttles and buses to link the station to other areas. No date has been set for the commencement of construction. The project is estimated to take approximately 1-1/2 years to complete. Ms. Lovette informed the group that Linda Jackson, Principal Planner and the City’s representative for the Civic Center and Downtown Station Area Planning, has announced her retirement at the end of October. No replacement has been identified yet.
- 4) Venture Greenhouse: member Bob Jackson told the group that Venture Greenhouse held its Grand Opening celebration on October 5th, and that the event was well attended. Dominican University is partnering with Marin Economic Forum and the City of San Rafael on this business development/ accelerator program. The program will accept four new ventures every four months into the year-long program, and will be able to accommodate 12

incubators at a time. This partnership offers aspiring business owners the opportunity to develop new entrepreneurial ideas without needing to start out with investment capital. Venture Greenhouse is located at 30 Castro Street, and in the future will also be offering classes and workshops.

- 5) Hospitality Career and Resource Expo: this event will be held on October 10th at Pickleweed Park Community Center. The purpose of the expo is to offer Marin residents an opportunity to connect to businesses from the hospitality industry that are looking for qualified employees, as well as to provide access to vocational education and training.
- 6) Taste of Downtown: this annual event was held on September 21st, and event producers reported higher ticket sales, happy merchant participants, and great feedback from event participants.

DOWNTOWN SAN RAFAEL STATION AREA PLAN

See Attachment A, a detailed synopsis provided by Community Development Principal Planner Linda Jackson.

OPEN TIME

No items were discussed.

ITEMS FOR NOVEMBER 3RD MEETING

No new items were proposed.

ADJOURNMENT

Glenn Koorhan seconded the standing motion to adjourn. All approved, and the meeting was adjourned at 8:25 p.m.

ATTACHMENT A

DOWNTOWN SAN RAFAEL STATION AREA PLAN UPDATE LINDA JACKSON, COMMUNITY DEVELOPMENT DEPARTMENT

Parking Discussion

What do we want to accomplish with a parking strategy?

- Aggregate parking
 - Less surface parking
 - Puts parking in one spot
 - Allows for more retail frontage
 - Encourages redevelopment
- Helps smaller parcels achieve higher densities
 - Makes parcels more attractive if parking isn't required (or reduced parking)
 - Parking is expensive to build
 - Good for pedestrian environment to detach people from their parking (have their parking in another building)
 - Need to accommodate demand while separating people from their cars
 - Don't want small parcels to have to provide parking
- Car share is a good idea
 - Provides alternatives for people
- Consider overall character of the city and the experience we want to create
- Have a mixed approach to manage demand. Be flexible
- Technology/credit card meters are great
- Redevelopment east of 101 is stymied by a lack of parking
- Need to look at a parking structure in the plan area, to look at all the options, and explore financing options
- Variable Pricing can prevent parking for SMART.
 - Don't like the variable rate of parking; it's not in keeping with San Rafael's small town character
- Look at transit incentive programs, such as shuttles to move people around to serve the Downtown station
- Re. unbundling parking: consider allowing for the transfer of parking with in a project – i.e. allow people to unbundle parking as an option
 - This should be a site specific option, and privately managed, and kept within the development
 - Don't require unbundled parking, as it may not work
- Consider a parking benefit assessment district. Explore parking assessment for on-street parking to create a revenue stream for transit-related amenities for the parking district
 - Look at an ongoing assessment for the benefit of a parking district

The document subcommittee will be set up to meet sometime the end of October to review the draft.

Public comment: The Caltrans parking lot does not feel safe and needs to be improved with lighting and public art to make the area feel safer.