
REPORT TO GENERAL PLAN 2040 STEERING COMMITTEE

Subject: Downtown Profile Report and Economic Conditions Chapter

EXECUTIVE SUMMARY

Agenda Item 5.A includes a presentation by the General Plan 2040 economics consultant and provides an opportunity for questions/ comments on recently collected economic data for San Rafael. We will also provide a quick overview of the Downtown Profile Report, which is available for downloading via the project website. This item is a “lead in” to Agenda Item 5.B, which focuses on Economic Vitality policies in the General Plan.

REPORT

Downtown Profile Report

A “Downtown Profile Report” has been completed as part of the Downtown San Rafael Precise Plan project. The report can be downloaded [here](#).

The Profile Report documents existing conditions in Downtown San Rafael, and includes sections on historic resources, demographics, economics, urban design, the transportation network, utilities, and natural resources and hazards. The purpose of this report is to provide a “baseline” for developing future plans, guidelines and regulations for Downtown. Steering Committee members are encouraged to download and peruse the document.

Economic Conditions Chapter

The Downtown Profile Report includes an “Economic Conditions Chapter” that has been excerpted and included in this agenda packet. Although the Report focuses on Downtown, much of the data in this chapter is presented at a citywide level. One purpose of the Report is to assess the relationship of Downtown to the rest of the city. Thus, this chapter includes maps and data tables summarizing economic activity in Downtown and the city as a whole.

At the Steering Committee meeting on July 10, our consulting economist (BAE Urban Economics) will provide a presentation on the data, key trends, and opportunities and challenges for the future. The Steering Committee will have an opportunity to weigh in, ask questions, and offer thoughts about the data and issues. We encourage you to review the Economic Conditions Chapter before the meeting.