1. Introduction
What is the Precise Plan?

- A 16-month planning effort led by City staff to develop a 2040 Vision for Downtown San Rafael, guided by active community input at all key stages.

What will the Precise Plan do?

- Assess previous planning efforts.
- Analyze current Downtown conditions and identify development opportunities.
- Establish a Downtown Vision for the next 20 years with zoning-level development standards and design direction for architectural quality, streetscape design, and historic preservation.

The Precise Plan is a continuation of previous and ongoing Downtown planning efforts including:

- Downtown Station Area Plan (2012)
- Good Design Guidelines for Downtown (2017)
- San Rafael Bicycle & Pedestrian Master Plan (2018)
- Downtown Parking and Wayfinding Study (2018)
- San Rafael Transit Center Replacement Project (ongoing)
- Third Street Rehabilitation Project (ongoing)
The Precise Plan project area covers approximately 265 acres and includes most of the Downtown PDA, the West End Village and the Montecito Commercial Area.
2. Progress to Date
Precise Plan Milestones to Date

January 30th 2019

- Project Kick-Off

March 13th 2019 + April 10th 2019

- General Plan Steering Committee Presentations:
  Visioning + Prioritization Exercises

- Visioning Pop-Up Workshop at 2nd Friday Art Walk

April 12th 2019

- Focus Group Meetings with Downtown Stakeholders

May 2nd 2019 + May 8th 2019

- Multi-Day Design Charrette: Opening + Closing Presentations, Brown Bags, Open Studio

May 8th – 11th 2019

- Downtown Profile Report

June 10th 2019
General Plan Steering Committee Presentations + Pop-Up Workshops
Visioning Exercise - March 13th
Steering Committee members described **Assets, Constraints and Opportunities** in Downtown.

Prioritization Exercise - April 10th
Steering Committee members **voted on their top three** Assets, Opportunities and Constraints.

**Top 3 Assets**
- **16% Ambience**: walkable streetscapes, environment
- **16% Diversity**: of people, businesses and activities
- **18% Human scale**: “not too big, not too small”

**Top 3 Constraints**
- **15% Homelessness is unattractive, uncomfortable**
- **17% Lack of housing and people to support businesses**
- **18% Not pedestrian or bike friendly**: cars too fast, too much through-traffic

**Top 3 Opportunities**
- **15% Repurpose obsolete or underutilized sites**
- **15% Reuse of Bettini Transit Center and Whistlestop**
- **21% New infill housing**
Downtown Plan Visioning Pop-Up

- Held on **April 12th 2019** at the 2nd Friday Art Walk.

- Passers-by participated in a simple *prioritization exercise*, choosing their top three from two lists: ‘what was working’ in Downtown San Rafael and ‘what was not’.

- Participants could also contribute ideas and thoughts on the topic: “In 2040, Downtown San Rafael will be.....”
### Visioning Pop-Up: Results

#### What do you think of Downtown?

<table>
<thead>
<tr>
<th>What's working? Identify the top three strengths you see.</th>
<th>Dots counted</th>
<th>What's not working? Identify the top three weaknesses you see.</th>
<th>Dots counted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interesting Destinations</td>
<td>14</td>
<td>Lack of attractive destinations</td>
<td>14</td>
</tr>
<tr>
<td>Hillside Views</td>
<td>1</td>
<td><strong>Homelessness</strong></td>
<td><strong>31</strong></td>
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<tr>
<td>Historic and Cultural Resources</td>
<td>3</td>
<td>Parking: difficult, expensive</td>
<td>15</td>
</tr>
<tr>
<td>Something for all ages and backgrounds</td>
<td>7</td>
<td>Bad traffic</td>
<td>9</td>
</tr>
<tr>
<td>Human scale: not too big, not too small</td>
<td>22</td>
<td>Lack of housing</td>
<td>14</td>
</tr>
<tr>
<td>Arts and events</td>
<td>24</td>
<td>Not enough interesting things to do</td>
<td>11</td>
</tr>
<tr>
<td>Close proximity to neighborhoods</td>
<td>15</td>
<td><strong>Lack of public space (such as a town square)</strong></td>
<td><strong>16</strong></td>
</tr>
<tr>
<td>Easy to get around: walking, biking, driving</td>
<td>22</td>
<td>Not pedestrian or bike friendly</td>
<td>4</td>
</tr>
<tr>
<td>Other (please write)</td>
<td>0</td>
<td>Other (please write)</td>
<td>2</td>
</tr>
</tbody>
</table>
Focus Group Interviews
Focus Group Interviews

- The consultant team attended **4 focus group meetings with 30+ stakeholders** on 2nd and 8th May 2019.
- Each focus group included **7-10 local stakeholders**, selected to include a range of viewpoints and opinions.

**Focus Group Topics:**

- Historic Resources in Downtown
- Downtown Merchants and Businesses
- Downtown Service Providers
- Major Employers and Developers
Multi-Day Design Charrette
What is a Charrette?

A **collaborative and iterative process** that relies on several (minimum 3) **feedback loops**

- **loop 1**: alternative concepts
- **loop 2**: preferred alternatives
- **loop 3**: test
- **preferred plan**

*Slide repurposed from Bill Lennertz, National Charrette Institute*
Charrette Summary: May 8th-11th

- Downtown Walking Tour with 30+ participants
- Opening Presentation + Map Exercise with 65+ participants
- Midpoint Pinup, Transportation Discussion with 25+ attendees
- Brown Bag Lunches on Historic Resources and Economics, 30+ attendees at each
- 11+ hours of Open Studio with 100+ visitors, 285+ comments
- Closing Presentation with 50+ participants
Downtown Walking Tour

- 1.5 hour-long walking tour of Downtown Plan area
- Participants included General Plan Steering Committee members, City staff, community members and the consultants
- Each group stopped at key points along the route and shared observations and ideas

The group at Whistlestop, the starting point for the tour
Opening Presentation + Map Exercise

Wednesday May 8th

- **Formal Opening Presentation** by consultant team.

- **Visioning Map Exercise** with table groups to share ideas for Downtown.

65+ participants in 8 table groups
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
Open Studio

Thursday May 9<sup>th</sup> and Friday May 10<sup>th</sup>

- 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
Closing Presentation + Discussion

**Wednesday May 11th**

- Formal **Closing Presentation** by the consultant team summarizing the work produced at the Charrette.

- Presentation followed by an informal discussion of **Guiding Principles and Design Ideas** with attendees.

**50+ participants**
Post-Charrette Feedback

- Key graphics including the preliminary design ideas were displayed in the charrette space on May 11th and 12th.
- Passers-by could view the exhibits and comment online at www.cityofsanrafael.org/2040
Downtown Profile Report
Downtown Area Profile Report

A summary of existing conditions and key findings on relevant topics to guide the Precise Plan

- Historic Resources
- Demographic Profile
- Economic Conditions
- Urban Design
- Transportation Network
- Utility Infrastructure
- Natural Hazards
3. Charrette Results
Community Feedback: Key Takeaways

Community Support for:

- Infill and reinvestment in Downtown, focusing on key Opportunity Sites such as the Bettini Transit Station Area
- Encouraging residential mixed-use development
- Maintaining existing and creating new public space
- Preserving and integrating important historical buildings such as Whistlestop
Design Principles

1. Focus Development at Key Nodes to Establish a Distinct Downtown Experience and Identity

2. Reinforce Gateways and Design the Transit Station to Create a Sense of Arrival

3. Strengthen Multimodal Connectivity, Prioritizing Pedestrian and Bicycle Safety and Access

4. Create a Cohesive Public Realm Through an Interconnected Network of Civic Spaces

5. Generate a Development Program and Policies that Support City Goals Related to TOD, Mixed-Use Development, Affordable Housing, and Jobs-Housing Balance

6. Recommend Growth and Adaptation Strategies that are Resilient to Climate Change, in Particular Sea-Level Rise
1. Focus Development at Key Nodes
2. Reinforce Gateways + Sense of Arrival

- **Existing Public Open Space**
- **Bike-Ped Network**
- **Vehicular Network**
- **Potential Gateways**
3. Strengthen Multimodal Connectivity
4. Create a Cohesive Public Realm

- Bike-Ped Priority Network
- Community/ Civic/ Religious Institutions
- Existing Public Open Spaces
- Potential New Public/ Publicly Accessible Open Spaces
5. Development Program + Policies

A Development Program that Supports:

- Transit-Oriented Development
- A Mixed-Use Downtown
- Greater housing access and affordability
- Improving the City’s jobs-housing balance

A visualization of a mixed-use, pedestrian-scaled environment
6. Climate Change + Sea Level Rise

Adaptation Strategies that Respond to:

- Climate Change and Sea Level Rise
- Development Standards for resiliency at both building and district level

Map showing 2050 sea level rise + 100-year storm scenario for the Downtown Area
Source: ESRI, 2017; FEMA, 2016; City of San Rafael, 2019; Placeworks, 2019
4. Illustrative Plan + Sub-Areas
Four Sub-Areas in Downtown

Four Downtown Sub-Areas recognize differences in form and character, and suggest potential phasing for implementation.

The vision for each sub-area has the following goals:

- Reinforce the existing character of various Downtown areas and their distinct roles within Downtown
- Create variety and interest while adding to overall Downtown identity
- Establish a hierarchy of form and intensity of use to improve wayfinding, reinforce a sense of place and protect views
Downtown Illustrative Plan
Sub-Area 1
Transit Station Area
Existing Character
### Design Intent

#### Form and Use

<table>
<thead>
<tr>
<th>Building Type</th>
<th>Mostly block-form with some house-form</th>
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</thead>
<tbody>
<tr>
<td>Heights</td>
<td>2-7 stories</td>
</tr>
<tr>
<td>Frontage</td>
<td>Shopfront, gallery, arcade</td>
</tr>
<tr>
<td>Building use</td>
<td>Vertical Mixed-use with ground floor retail</td>
</tr>
<tr>
<td>Open spaces</td>
<td>Plaza, pocket park</td>
</tr>
<tr>
<td>Parking</td>
<td>Subterranean, podium</td>
</tr>
</tbody>
</table>

#### Potential (new) program

<table>
<thead>
<tr>
<th>Type</th>
<th>Area</th>
<th>Units/Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>908,250 sf (865 units)</td>
<td></td>
</tr>
<tr>
<td>Non-residential</td>
<td>143,500 sf (410 jobs)</td>
<td></td>
</tr>
</tbody>
</table>

*Note: Program calculations do not assume any change in existing zoning or heights*
1. Transit-oriented development integrates historic Whistlestop building
2. New public plaza adjacent to the SMART station extends north till 5th Avenue, and links to the new 4th Street Shared Street
3. Bettini Transit Center shown relocated beneath US-101, opening up the previous site for redevelopment
4. Traffic calming and enhanced bicycle facilities improve bicycle and pedestrian connectivity on 3rd and 4th Streets
5. New mixed-use buildings with active ground floor uses enliven sidewalks and the new transit center plaza
6. Small-lot infill development provides additional housing close to transit
7. Podium and detached buildings fill in Ritter Street and provide a direct connection from BioMarin to downtown

Study area for relocating Bettini Transit Center

Three locations are being considered for relocation of Bettini Transit Center, within this study area. One is shown here, others are Whistlestop site and 4th/Hetherton
Built Form Comparison
Today, the SMART station area lacks sufficient public open space to accommodate transit riders and others entering downtown. Although the area is an entry point for both traffic from the highway and those using SMART and the bus depot, its built form does not currently provide a gateway experience.

Underutilized land along the rail lines and south of 2nd Street provides an opportunity to envision infill development that could support a more vibrant activity node at this location.

The transit station area sits between the 4th Street corridor and the neighborhoods east of Highway 101, including the Canal District. Currently, there is poor pedestrian and bicycle connectivity between these neighborhoods and districts. The transit station area offers an opportunity to address this lack of connectivity.
Transit Plaza (proposed)

The proposed Transit Plaza includes the following components:

1. A public space adjacent to the rail line, extending from the SMART station across 4th Street, integrating the historic Whistlestop building as an iconic feature.

2. An activity node with amenities, streetscape improvements, and space for community activities that serves as a gateway feature at a major entrance to Downtown.

3. New mixed-use development with active ground floor uses.

4. Traffic calming and bicycle facilities along 4th Street, transformation of the existing street to a Shared Street.
Sub-Area 2
Downtown Core
Existing Character
### Design Intent

#### Form and Use

<table>
<thead>
<tr>
<th>Building Type</th>
<th>Block-form and house-form</th>
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</thead>
<tbody>
<tr>
<td>Heights</td>
<td>2-6 stories</td>
</tr>
<tr>
<td>Frontage</td>
<td>Shopfront, gallery, arcade, terrace</td>
</tr>
<tr>
<td>Building use</td>
<td>Vertical Mixed-use with ground floor retail, residential</td>
</tr>
<tr>
<td>Open spaces</td>
<td>Plaza, paseo, pocket park</td>
</tr>
<tr>
<td>Parking</td>
<td>Podium, surface</td>
</tr>
</tbody>
</table>

#### Potential (new) program

<table>
<thead>
<tr>
<th>Residential</th>
<th>708,750 sf (675 units)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-residential</td>
<td>169,750 sf (485 jobs)</td>
</tr>
</tbody>
</table>

*Note: Program calculations do not assume any change in existing zoning or heights*
1. A portion of 4th Street is reconstructed with a paving pattern designating it as a shared street, extending from the transit plaza to the downtown core.

2. Pedestrian-friendly design promotes north-south connectivity across 3rd Street.

3. New ground-floor development lines existing parking garages, providing active ground-floor uses.

4. Pipeline projects and additional proposed development on opportunity sites throughout the downtown core provide new employment opportunities and housing options.

5. Small-lot infill development integrates a variety of building types suited to Downtown’s context.
Built Form Comparison

Existing

Proposed
Currently, the Downtown core has the potential to introduce new housing, both to take advantage of proximity to amenities and transit and to help enliven the area. Vacant and underutilized parcels offer promising opportunity sites for new development.

Pedestrians and cyclists currently face obstacles in unsafe or uncomfortable crossings at 2nd and 3rd Streets.

The Downtown core has an opportunity to strengthen its identity as the main destination for residents in the surrounding neighborhoods.
The proposed improvements to the downtown core include the following components:

1. Improved public space along 4th Street that includes a network of open spaces along a shared street environment

2. New mixed-use development to support the active environment along 4th Street, enlivening the pedestrian realm and serving the retail and service needs of residents and visitors

3. Streetscape enhancements, including wide sidewalks, street trees, and public art

4. 4th Street transformed into a Shared Street
Sub-Area 3
West End Village
Existing Character
## Design Intent

### Form and Use

<table>
<thead>
<tr>
<th>Building Type</th>
<th>House-form and block-form</th>
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<tbody>
<tr>
<td>Heights</td>
<td>2-4 stories</td>
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<tr>
<td>Frontage</td>
<td>Shopfront, porch, stoop</td>
</tr>
<tr>
<td>Building use</td>
<td>Vertical and Horizontal Mixed-use with ground floor retail, residential</td>
</tr>
<tr>
<td>Open spaces</td>
<td>Pocket park, paseo, playground</td>
</tr>
<tr>
<td>Parking</td>
<td>Podium, surface</td>
</tr>
</tbody>
</table>

### Potential (new) program

<table>
<thead>
<tr>
<th>Residential</th>
<th>346,500 sf (330 units)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Non-residential</td>
<td>70,000 sf (200 jobs)</td>
</tr>
</tbody>
</table>

*Note: Program calculations do not assume any change in existing zoning or heights*
1. New residential development includes a variety of housing types that reinforce the unique identity of the West End, responding to the existing form and scale of the neighborhood while providing additional housing choice.

2. Pedestrian and bicycle improvements prioritized on 2nd and 4th Streets help connect this area to the Downtown core and Transit Station area.

3. New development at the western edge of downtown helps create a gateway experience that indicates a special downtown environment.

4. New neighborhood-scale public space, such as a pocket park, serves surrounding residents and activates the 4th Street corridor.
Built Form Comparison

Existing

Proposed
West End Village (existing)

The current streetscape has “missing teeth”, where the sidewalk is not spatially contained or met with active uses.

The West End Village contains a residential neighborhood between 3rd and 4th Streets with a unique character in downtown. The neighborhood lacks small-scale public outdoor gathering places to serve these residents. While larger parks are nearby, neighborhood-scale amenities are missing.

Some parcels are used for purposes that are not the highest and best use of land in this location, such as surface parking lots and a retail center with parking in front.
The proposed improvements to the West End Village include the following components:

1. New mixed-use buildings with active ground floor uses

2. Streetscape improvements and sidewalk amenities like street furniture, outdoor seating for restaurants and cafes, awnings and canopies for shade, and bicycle storage

3. A neighborhood-scale public open space such as a pocket park

4. Improved bicycle facilities along 2nd Street and 4th Street
Existing Character
The Montecito area is located between the canal, San Rafael High School, and Highway 101. The western blocks adjacent to the highway contain retail and services and some housing. The eastern blocks contain large-scale auto-oriented uses, including a Whole Foods Market and Montecito Plaza, a large shopping center that is set back from 3rd Street up to 250' behind a surface parking lot.

A new bicycle and pedestrian bridge at Grand Avenue connects this area to the Canal District and other neighborhoods. However, the area lacks active frontages and adequate bicycle or pedestrian infrastructure that would contribute to connectivity within the Montecito area.

The waterfront is minimally engaged by Montecito Plaza. Two pedestrian passages between buildings provide access to the canal, and there is a publicly accessible path along most of the water, but currently the buildings of Montecito Plaza use this path for service functions and it is not attractive or welcoming for the public.
### Design Intent

#### Form and Use

<table>
<thead>
<tr>
<th>Building Type</th>
<th>Block-form</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heights</td>
<td>2-6 stories</td>
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<td>Frontage</td>
<td>Shopfront, gallery, arcade, porch, stoop</td>
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<tr>
<td>Building use</td>
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<tr>
<td>Open spaces</td>
<td>Plaza, pocket park, paseo</td>
</tr>
<tr>
<td>Parking</td>
<td>Podium</td>
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</table>

#### Potential (new) program

<table>
<thead>
<tr>
<th></th>
<th>Residential</th>
<th>Non-residential</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>367,500 sf (350 units)</td>
<td>134,750 sf (385 jobs)</td>
</tr>
</tbody>
</table>

*Note: Program calculations do not assume any change in existing zoning or heights*
Illustrative Plan

1. Extension of street network into the existing Montecito Plaza, subdividing shopping center into a series of streets and blocks

2. New block-form mixed-use buildings with active ground floor uses provide housing and employment options in proximity to the transit center

3. Smaller-scale infill with Missing Middle building types (multi-family units in house-form buildings) on smaller opportunity sites

4. Buildings adjacent to the canal are oriented towards the water and an improved waterfront promenade resilient to sea-level rise

5. New public space includes a new public plaza framing a view of the canal, with an opportunity for canal improvements, water access, and water-related recreation

*Potential Montecito Plaza housing units not included in the total on page 62.*
Built Form Comparison

Existing

Proposed
5. Multimodal Street Framework
Street Prioritization
Street Framework + Prioritization

- Auto Priority
- Transit Priority
- Bike Priority
- Pedestrian Priority
- Transit Facilities
- Intersection Improvements
Bicycle Priority Network

Legend

- Class I Bicycle Facility (Separated Path)
- Class IV Bicycle Facility (Protected/Separated Bike Lane)
- Class II Bicycle Facility (Striped/Buffered Bike Lane)
- Class III Bicycle Boulevard (Shared Street, Low Speed)
- Special Study Segment *
- Intersection Treatments to Accommodate Bicycle Circulation
- Special Study Intersection *

* Areas that require further study include locations where multiple potential projects have been identified as part of previous studies, and no apparent clear recommended improvement has been identified.

1. BPMP Project C-6 recommends conversion to Class I multi-use path with retaining wall or two-way protected cycletrack with parking removal.
2. BPMP Project C-14 recommends conversion to one-way eastbound and installing a contra-flow bike lane or maintain one-way westbound and install advisory bike lanes.
3. BPMP C-12 recommends study to determine feasibility of one-way cycle track coupled on C and D Street, or Bicycle Boulevards on both streets. Due to auto volumes and connectivity, DFP recommends Bicycle Boulevard on C Street only with considerations for Class III signage and wayfinding on D Street.
4. Consider mid-block crossing between park and BioMarin campus.
5. Not included in BPMP, but consider Class I connection from B Street to Andersan/Lindaro to complete the Class I bicycle path network.
6. BPMP Project D-2 includes Class IV or Class I facility. Study appropriate bicycle facility and connections as part of San Rafael Transit Center Relocation project.
Pedestrian Priority Network

Legend
- Pedestrian Priority Street
- Key Pedestrian Corridor
- Special Study Segment
- Pedestrian Crossing Safety Treatments (See BFMP for details)
- Pedestrian Crossing Safety Treatments (See Note 1 for details)

1. BFMP Projects C-2, C-3, C-5, C-7, C-8 include intersection reconfiguration, channelization, and pedestrian crossing improvements
2. Study pedestrian crossing improvements. BFMP Project C-8 includes installation of a raised crosswalk, which is likely infeasible given speeds, volumes, priorities for 2nd Street traffic
3. BFMP Project C-10 includes study of pedestrian intersection improvements at G Street & 10th Street
4. Study pedestrian crossing improvements. BFMP Project C-9 includes installation of a raised crosswalk, which is likely infeasible given speeds, volumes, priorities for 2nd Street traffic
5. Study converting to paved/pedestrian path, or relinquish to develop parcel and construct improved, standardized pedestrian crossings at intersections
6. Study appropriate pedestrian facilities and connections as part of San Rafael Transit Center Relocation project.
7. BFMP Project D-20 includes lighting and art improvements to address pedestrian safety and experience
Vehicular Priority Network
One-Way Streets

The primary east-west vehicular traffic is on the **Second and Third Street** couplet.

**Hetherton and Irwin Streets** also act as a one-way couplet feeding US-101.

Within Downtown, **B, C and D** are north-south one-way streets that can be converted to two-way, for better circulation and wayfinding.
Preliminary Street Sections
Fourth Street

- Auto Zone
- Bike Zone
- Pedestrian Zone
- Street Parking
Fifth Avenue

Auto Zone
Bike Zone
Pedestrian Zone
Street Parking
Tamalpais Avenue

- Auto Zone
- Bike Zone
- Pedestrian Zone
- Street Parking
Grand Avenue
6. Program + Phasing
Target Housing + Jobs (from ABAG)

Development Program

- 1,000 new dwelling units
- 900 new jobs

Affordable housing

- 181 new moderate income units
- 268 new low and very low income units

Source: Association of Bay Area Governments (ABAG) 5th Cycle RHNA.
* AMI: Area Median Income for Marin County
Incremental Development on Infill Sites

Program Testing

- Infill sites were identified in the project area
- These opportunity sites were tested with a range of building types suitable for downtown
- Pipeline projects were mapped and included in the program estimates
Development Capacity

Residential

2,331,000 sf potential new residential BUA

~2,220 new DUs @ 1,050 sf average unit size

Non-Residential

518,000 sf potential new non-residential BUA

~1,480 jobs @ 1 job per 350 sf (gross BUA)

<table>
<thead>
<tr>
<th>Area</th>
<th>Residential SF</th>
<th>Residential DUs</th>
<th>Non-Residential SF</th>
<th>Non-Residential Jobs</th>
</tr>
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<tr>
<td>West End Village</td>
<td>346,500</td>
<td><strong>330</strong></td>
<td>70,000</td>
<td><strong>200</strong></td>
</tr>
<tr>
<td>Downtown Core</td>
<td>708,750</td>
<td><strong>675</strong></td>
<td>169,750</td>
<td><strong>485</strong></td>
</tr>
<tr>
<td>Transit Station Area</td>
<td>908,250</td>
<td><strong>865</strong></td>
<td>143,500</td>
<td><strong>410</strong></td>
</tr>
<tr>
<td>Montecito Area</td>
<td>367,500</td>
<td><strong>350</strong></td>
<td>134,750</td>
<td><strong>385</strong></td>
</tr>
</tbody>
</table>
Program + Phasing: Things to Consider

1. How much development should the Plan recommend?

<table>
<thead>
<tr>
<th></th>
<th>ABAG Projections</th>
<th>Current Analysis</th>
<th>PDA Analysis</th>
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<tbody>
<tr>
<td>Target jobs-housing</td>
<td>~1,000 new units</td>
<td>~2,220 new units</td>
<td>~1,325 to 2,800 new units</td>
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<tr>
<td>numbers from ABAG</td>
<td>~900 new jobs</td>
<td>~1,480 new jobs</td>
<td>~1,300 new jobs</td>
</tr>
</tbody>
</table>

2. How quickly should development happen?

Should the phasing focus on the near-term (0 – 10 years) or incrementally (0 - 20 years)?

3. Where should development happen?

Focused at key opportunity sites or distributed proportionally across Study Area?
Phasing Approach: One Build-Out Scenario
Phasing Approach: One Scenario

Assume four phases, five years each

Initiate development around Transit Station Area, then spread out east and west

Time development with infrastructure improvements

Strategic catalyst projects initiated by City + incremental infill

Pipeline projects within each phase stimulate continued development

For long-term projects, consider initial demonstration projects to test viability, convert to pilot projects as funding becomes available

Explore grants, public-private partnerships, assessment districts, etc. for funding
Phase I: Years 0 - 5

Create a mixed-use node and downtown gateway at the SMART station

- SMART Transit plaza with new mixed-use/ commercial development + Whistlestop improvements
- New mixed-use development + pedestrian plaza on block north of 4th Street at Tamalpais
- Transit Center relocation (assumed under US-101 north-east of SMART station)
- 4th Street shared street between Lincoln and Irwin connecting SMART Plaza to Bettini Transit Center
- East-west bike-ped improvements + connection to Hetherton Class I route
Phase I: Years 0 - 5
Phase II: Years 6 - 10

Extend sense of arrival to heart of downtown, establish a new central focus at downtown core

- Development expands south of SMART station area to create new mixed-use development and a parking structure at 2\textsuperscript{nd} and Hetherton Streets

- New development at 2\textsuperscript{nd} and 3\textsuperscript{rd} Streets frame southern gateway to downtown; traffic calming and mixed-use development start to balance out commercial nature of 2\textsuperscript{nd} – 3\textsuperscript{rd} Street corridor

- Pipeline projects in key locations – 703 3\textsuperscript{rd} Street, 999 3\textsuperscript{rd} Street,

- Shared street increased further west on 4\textsuperscript{th} Street to connect to City Center plaza and Courthouse Square improvements to create a cohesive central gathering place

- Incremental infill on 4\textsuperscript{th} and 5\textsuperscript{th} Streets fills in missing gaps
Phase II: Years 6 - 10
Phase III: Years 11 - 15

Continue momentum of initial phases to extend incremental development and public realm improvements towards West End and Montecito Area

- Pipeline projects + incremental infill projects extend development east and west, including missing middle building types + potential garage conversions to mixed-use in key locations
- Bike-ped network and improvements expand to on 5th Avenue, A Street, Grand Avenue
- Shared street on 4th completed, along with new public spaces in downtown core
- Improvements to San Rafael Canal, to create bike-ped connection to downtown
- An urban wetland created south of 2nd Street on an underutilized site to provide flood protection and new habitat; Irwin Creek potentially widened/deepened to link better to this area
Phase III: Years 11 - 15
Phase IV: Years 16 - 20

Development at west and east ends to create gateways, cohesive public realm created with streetscape improvements and new public spaces

- New mixed-use development at West End create the west gateway to downtown

- Montecito commercial area redevelops into a mixed-use node oriented to the canal, creating a sense of arrival from the east. Canal improvements enable placemaking, and potentially a new way to access downtown

- Bike ped network completed within downtown, extending to adjacent areas. Street hierarchy established through modal prioritization and connectivity enhanced in both north-south and east-west directions
Phase IV: Years 16 - 20
Other Topics to Consider
Urban Form

Building Heights and Density Bonus

Observed building heights in most of downtown are lower than maximum allowed by right. Additional height allowed as a density bonus is seen in a few cases only.

Should the Plan reconsider allowed heights in order to ‘up-zone’ key sites, or should it be a uniform maximum height envelope for each zone/sub-area?
Urban Form

Floor Area Ratio (FAR)

The maximum permitted FAR for Downtown has been set as 2.0 in the Draft General Plan 2040 Land Use Categories.

Initial testing of opportunity sites suggests that this envelope will not be exceeded even by the most aggressive development program option.

Downtown San Rafael (Maximum FAR 2.0)

This category corresponds to properties in Downtown San Rafael. It includes the highest development densities and intensities in the city, and contains a mix of housing, office, retail, service, and public land uses. Development in this area is guided by the Downtown San Rafael Precise Plan, which identifies a series of Downtown subareas, each with its own set of development standards and land use guidelines. The maximum FAR of 2.0 applies only where shown in the Downtown Precise Plan; lower FAR limits apply on most parcels within the Precise Plan boundaries. In addition, some of the zoning districts within the Downtown Mixed Use designation (characterized by existing residential uses) may be subject to maximum density standards rather than FAR standards. Properties with this designation may also be subject to minimum FAR and density requirements, to ensure that land is used efficiently and that the City’s housing and economic development goals may be achieved.

General Plan 2040 Draft Land Use Categories
Urban Form

View Corridors

Downtown design guidelines suggest a view analysis to avoid obstructing views of St. Raphael’s church spire.

Any redevelopment around the SMART station and current Transit Center parcels is likely to be impacted by this requirement.
Climate Change + Sea Level Rise

Downtown is susceptible to both flooding and sea-level rise, requiring a range of short-term and long-term adaptation strategies. Recommended design strategies (to be analyzed for feasibility):

1. Wetland restoration on an underutilized site to alleviate flooding, provide habitat

2. Dredging and other improvements to San Rafael Creek to increase navigability and decrease flooding; explore opportunities to increase capacity of Irwin and Mahon creeks and connect to new urban wetland

3. Shared street on 4th can be designed with permeable paving and underground tanks to temporarily store runoff during severe storm conditions and improve runoff quality
Open Space

Privately owned, publicly used spaces

This strategy is recommended to create new public spaces within existing downtown conditions which is largely built, with few vacant parcels.

Suitable incentives need to be provided to encourage the provision of such spaces, and standards established for the design, degree of access and allowed uses. Mechanisms such as creating a Community Facilities District/other Special Assessment Districts need to be considered for implementing and maintaining such spaces.

Illustrative examples of new privately owned, publicly accessible open spaces in downtown.
Open Space

Transit Plaza

The SMART Station area provides an opportunity to design a new public plaza for station access as well as community gathering.

Extending the existing small plaza fronting the Whistlestop building to north of 4th Street can create an attractive new public space at a key location, framed by new mixed-use buildings with active ground floor uses. Activities can be temporary such as a Farmer’s Market or permanent such as kiosks or a Market Hall.

Illustrative of Transit Plaza (left, top right) and Del Mar Station, Pasadena, a precedent.
4th Street is the established Main Street for downtown and its role can be further enhanced through traffic calming and public realm improvements. The Plan proposes its transformation to a Shared Street that would accommodate all modes but will prioritize pedestrian movement.

Improvements such as removing curbs and repaving will enable the street to function as a flexible public plaza. Permeable pavers can help in absorbing stormwater runoff, and potentially drain to underground cisterns for storage.
Historic Resources

Historic Preservation, Rehabilitation, Adaptive Reuse

A survey of Downtown properties is underway that might result in additional historic resource sites being added to the Downtown inventory.

The Plan needs to consider a balanced approach between preservation and adaptive use to protect Downtown’s built heritage and character while not encumbering new development.

Opportunity sites that are potentially eligible for historic status:
- No condition/ No listed address or construction date
- Listed in survey
- Needs re-evaluation
- Pre-1969 construction but not listed in survey
7. Next Steps
What’s Next

Pop-Up: Downtown Options – August 29th 2019
Downtown Options Report (Final) – September 27th 2019
Study Session with Planning Commission – September 10th 2019
Steering Committee Meeting: Downtown Options – October 9th 2019
Study Session with City Council – October 21st 2019 (tentative)
Draft Downtown Precise Plan and Code – Early 2020
Thank you!