

Re: Proposed Costco at Northgate--Start with a plan

Ann Swanson [REDACTED] >

Tue 12/31/2019 8:39 AM

To: Raffi Boloyan <Raffi.Boloyan@cityofsanrafael.org>

I am a 50 year resident of Marin County, having lived both in Novato and currently in San Rafael. Over the years, I have seen a lot of changes in both of these towns as well as in the mall at Northgate. Although Northgate is on the other side of town from me, I am frequently there for shopping as well as dental and doctor's appointments.

My comments on the proposed Costco store at the Northgate mall primarily center around the lack of a plan by the city for this area. It seems to me that the City of San Rafael should have a comprehensive master plan for the entire mall and the surrounding area, one that includes affordable housing as well as retail for this area. Once you have a master plan for this area that has been approved by your constituents, only then should you be inviting proposals by developers that conform to the master plan that you have already set for our city.

The mall owner and the city have both proposed a vision of a "town center". At the very least, there should be a plan that would show how this new store would fit into this vision. A mixed-use development of Northgate, which would include workforce and affordable housing, would contribute to the long-range goals of the city of San Rafael. The current process is piecemeal and keeps both the neighborhood around Northgate as well as the city from an opportunity to create a coherent plan for a thriving mixed-use center, incorporating retail, housing as well as a community center. You owe your constituents this much.

I've always believed that "the best defense is a good offense". It seems to me that you are letting the developer call the shots, when in fact you should be having any developer, including this one, present a plan that conforms to San Rafael's vision for this area. Then you are not on the defensive by scrambling around trying to figure out whether this is what would work, but on the offensive by having a plan already in place and a long-term vision for where this will go in the future. Then the developer is conforming to our city's vision, not the other way around. This is as it should be.

Sincerely,

Ann Swanson

[REDACTED]
San Rafael, CA 94901

Costco calibrates over 200 for Truth

Pro Vocalist <[REDACTED]>

Mon 12/30/2019 7:51 PM

To: Raffi Boloyan <Raffi.Boloyan@cityofsanrafael.org>

I am a San Rafael-Sun Valley resident and I support the Costco project. The people against it use scare tactics and lie to get supporters for their false narrative about Costco. Don't believe that everyone who has signed a petition is credible or really understands the benefit to the Northgate community this brings. They have not had a reasonable person explain the Truth about the project to them.

I have no relation or vested interest in the project or it's Owners.

I see narrow minded people pushing the petition against it.

I have done calibrated testing on the benefit to San Rafael, to Northgate and to the surrounding community.

All Hawkins tested calibrates as Truth above 200. It calibrates "Integrity,"

Approving this project will be one of the best economic decisions the City has done.

Thank you for your approval of this project.

Michael Scott

Costco at Northgate: My opinion

FontMan17 <[REDACTED]>

Thu 12/19/2019 1:22 PM

To: Raffi Boloyan <Raffi.Boloyan@cityofsanrafael.org>

Hello, Raffi. I am hearing everywhere on the internet that Costco could possibly come to the Northgate Shopping Center. The shopping center's current owners Merlone Geier Partners are planning with Costco to develop a "town center" with affordable housing and a gas station. I know that this is a process before it actually plans on happening because the mall's owners are gathering with the San Rafael citizens to hear what they think based on their opinions for the developments. I think that Costco could be a good fit for Northgate, since retailers like Safeway and Target are growing their developments with having several locations across the Bay Area. But in my opinion on housing and crowded traffic, I think that having a gas station outside of the former Sears building (temporarily Restoration Hardware Outlet) and affordable housing is not a good fit for the community because there are already two gas stations across from the shopping center on the north side. An editor named Shirley Fischer on Marin Independent Journal posted her opinions about the town center development requesting a demand on it not to happen. All of these ideas make sense to me because the population of taking trips to shop in enclosed malls is decreasing due to increases of online shopping. I have also learned that it takes time to think of what is the best way to redevelop shopping malls that are failing to succeed. To conclude my thoughts on this story, the shopping center Northgate also has two other stores across Northgate One and Northgate Three. Northgate three's tire center was forced to leave by the owner to Novato while its current and previous retailers relocated in that shopping center finding out what would replace the former tire center. I hope you respect my opinions for Elevate Northgate and Costco at Northgate.

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Edward Gelenter
[REDACTED]

Costco Terra Linda

Don McCrea <[REDACTED]>

Wed 12/18/2019 2:03 PM

To: Raffi Boloyan <Raffi.Boloyan@cityofsanrafael.org>

To: Raffi Boloyan and San Rafael City Council

Subject: Proposed Costco Store in Terra Linda

I'm a registered voter in Marin County and live in San Rafael. I'm a former resident of Terra Linda and a frequent user of stores in Northgate Mall.

I am absolutely opposed to a Costco of any size or configuration in the Terra Linda/Northgate area. There are a number of reasons for my taking this position:

1. The streets and intersections in this area will not support the traffic Costco will generate without a gas station. Traffic around this Costco with a gas station included would be unbearable. I have seen no viable plans to mitigate this severe limitation.
2. There is a very serviceable Costco about 15 minutes away that is ideally located to serve the most populous parts of Marin County, and it has decent parking and traffic flow. I'm a Costco member and visit this store frequently during many different parts of the day and week.
3. I suspect this is very suitable financially for the relatively new owner of Northgate Mall and very suitable to the City of San Rafael for the tax revenue, but neither of these take into account all of the people who would be impacted in so many ways.
4. This becomes another effort to hollow out the downtown stores of San Rafael.
5. This location is directly across the street from a senior retirement home and a residential neighborhood.
6. It is located close to Terra Linda HS and would cause greater traffic congestion when school lets out.
7. For all the other reasons this is a really poorly-thought-through idea, see <https://responsiblegrowthmarin.org/facts>.

The bottom line of this is, What in the world are the San Rafael City Council members thinking? A lot of money, time, and energy is being spent on all sides by a lot of people, but the inability to mitigate the traffic headaches this would create should have stopped consideration of this screwball idea right from the start.

Sincerely,
Don McCrea

*Don McCrea, Ph.D.
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Costco in TL

Brooks, Derree <[REDACTED]>

Tue 11/26/2019 6:59 AM


To: Raffi Boloyan <Raffi.Boloyan@cityofsanrafael.org>

Dear Raffi Boloyan,

- I have lived in San Rafael or Terra Linda for 60 years and I vote in ALL elections and am an active participant in my community. For this reason, I'm writing to let you know that not only I but all my friends and relatives in neighboring Marin communities are totally opposed to Costco Wholesale at Northgate mall. We're opposed because:
- No plans for improvements to Hwy 101 freeway on/off ramps—already some of the worst in the county
- Entrances to the parking structure are at residential intersections (opposite Nova Albion and Thorndale Drive)
- I grew up here and remember a family friendly place.
- Why can we not use this Mall for Low Income Housing and small affordable apartments?
- I think by Target in San Rafael or off Lucas Valley where large nonresidential areas are and there is better freeway on/off ramps.

Sincerely Derree Brooks

(Select from the Facts page or state your own concern)

 Marin General Hospital **Derree Brooks | Unit Clerk Medical Unit**
Marin General Hospital
[REDACTED]
Greenbrae, CA 94904
Office 415-[REDACTED] | Fax 415-[REDACTED] | [REDACTED]

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Costco & Northgate Mall renovation opposition

Laura Holmes Haddad [REDACTED]

Fri 11/22/2019 8:28 AM

To: Raffi Boloyan <Raffi.Boloyan@cityofsanrafael.org>

Dear Mr. Boloyan and San Rafael City Council Members,

I have lived in San Rafael for five years, and am a native of Marin. I vote in all elections and am an active participant in my community. For this reason, I'm writing to let you know that not only I but all my friends and relatives in neighboring Marin communities are totally opposed to Costco Wholesale at Northgate mall. We're opposed because:

- *Traffic created in the area, which is already becoming impassable at certain hours of the day.*
- *Noise from the cars and delivery trucks;*
- *Light pollution from the parking lot; and*
- *Inconsistent with the neighborhood. This area of San Rafael is not set up for a large store like Costco. Smaller chain stores like Macy's and Applebees are in line with the space, along with a mix of smaller local businesses.*

I frequent the current Northgate Mall regularly but would not shop or visit a new mall with Costco as the tenant. The mall should represent chains as well as local businesses and offer ample outdoor space for residents and visitors. I hardly ever bring my kids there except for the movies and ice skating but with a redesigned kid-friendly space we could have a community atmosphere. Look at the success of The Village and The Town Center. Even the newly renovated Bon Air center has added to the Greenbrae area and increased foot traffic to that shopping complex (a friend of mine worked on the rebrand and so I'm aware of the impact on the tenants).

I urge you to consider the health risk to our community and the overall quality of life impact on our community if this proposal was approved. There are far better alternatives to consider that would add to the city of San Rafael rather than detract from our community.

Sincerely,
Laura A. Holmes-Haddad
San Rafael

--
Laura Holmes Haddad

Author, *This is Cancer: Everything You Need to Know, from the Waiting Room to the Bedroom*

[REDACTED]

[REDACTED] | @HolmesHaddad

Costco

Helen Bodington <[REDACTED]>

Wed 12/4/2019 2:11 PM

To: Raffi Boloyan <Raffi.Boloyan@cityofsanrafael.org>

I am greatly disturbed by the proposal to locate Costco in an entirely inappropriate location.

Local neighborhood streets (Las Gallinas, Nova Albion, Golden Hinde, Los Ranchitos) will be clogged because real-time online maps programs such as Waze or Google Maps divert traffic away from congestion

Sent from Mail for Windows 10

Strongly opposed to Costco in our neighborhood

Rose Appel <r[REDACTED]>

Tue 12/3/2019 9:36 PM

To: Raffi Boloyan <Raffi.Boloyan@cityofsanrafael.org>

Consider the health risk to our community especially the elderly and children. Is it worth slightly cheaper gas, toxic air, incredible traffic congestion and accidents, excessive noise for a small boost in local sales revenue?

Rose Appel (A long time resident of Terra Linda)

Costco Proposal

Peter Walker <[REDACTED]>

Mon 1/6/2020 10:51 AM

To: Raffi Boloyan <Raffi.Boloyan@cityofsanrafael.org>

Raffi,

I am a resident of Terra Linda and I have heard of the proposal to build a Costco at Northgate Mall. I wanted to send my thoughts on such a development and the impact it would have on our community.

I have long thought Northgate Mall needed revitalization. It is a tired area that needs to better reflect the demographics and interests of the surrounding community. It needs to be a central hub of local activity. It needs to be a place where our community can go and congregate. Let me unequivocal here. Costco is absolutely not that solution.

I am not apposed to Costco. My family and I are members and visit the Navato location regularly. But what need have we of a Costco when one is already so conveniently located? It may benefit those south of San Rafael for convenience but it would be largely for them and not for the local community. A residential area is not a good fit for such a large and impersonal retailer. It would only bring additional outside traffic, light pollution and inevitably reduced property values.

What would be a better development is one that promotes community - especially since Terra Linda is so family-friendly. Instead of Costco, we need a revitalization of the current mall with targeted retail for our specific and changing demographics. In addition to retail, the area should have experiential attractions that can bolster that retail such as, an updated movie theater, bowling alley, children's indoor play place, additional (not chain) restaurants, and/or other similar attractions. Let it be a destination where the community can come together!

The demographics of this area are changing and the food and retail that is developed need to reflect that changing demographic. Costco is not what this community needs or wants. I could not be more opposed to this project and will actively work against it. Please reconsider this course.

Regards,

-Peter Walker