

From: Richard Hall [REDACTED]
Sent: Wednesday, June 10, 2020 4:18 PM
To: Barry Miller <Barry.Miller@cityofsanrafael.org>
Cc: Paul Jensen <Paul.Jensen@cityofsanrafael.org>; Kate Colin <Kate.Colin@cityofsanrafael.org>; Ethan Guy <Ethan.Guy@cityofsanrafael.org>; John Gamblin <John.Gamblin@cityofsanrafael.org>; Gary Phillips <Gary.Phillips@cityofsanrafael.org>; Maribeth Bushey <Maribeth.Bushey@cityofsanrafael.org>; Andrew McCullough <Andrew.McCullough@cityofsanrafael.org>
Subject: Re: Correspondence received for this evening's Steering Committee discussion

Barry,

This letter from Shirley Fischer (attached) rather precisely highlights concerns I have shared regarding the General Plan Committee and the PDA and any possible subsequently formed committee to discuss the Northgate PDA.

(1) My recollection is quite clear that the intent was to keep level of service AND VMT, especially for North San Rafael; however just like in the Civic Center Station Area Plan what is written and codified by staff is diametrically opposite the input of the community or even committee discussion

(2) This highlights the major disconnect between city committees and input from the community which is summarily dismissed. If the PDA is sanctioned for North San Rafael I have zero trust in a city committee representing the views of the community given:

(a) The incredibly short outreach process that reached few beyond the general plan committee, not the hundreds that it should have done

(b) The dismissal of input by Ethan Guy of concerns I voiced

I fear that we are now for certain back on the path of the Civic Center Station Area Plan Committee where we have a council with groupthink dismissing input and forgetting community input given in 2013-2014.

ACTIONS REQUESTED:

(A) revise Mobility Element Policy M2.5 to continue the LOS policies in General Plan 2020

(B) postpone any application for a PDA in North San Rafael until we can have 6 months of in person outreach meetings to discuss this.

Richard Hall

On Wednesday, June 10, 2020, 12:55:55 PM PDT, Barry Miller <barry.miller@cityofsanrafael.org> wrote:

Hello Steering Committee Members

I am forwarding correspondence received today related to Item 5B on this evening's Steering Committee agenda.

Thank you -

Barry Miller
General Plan 2040 Project Manager

June 10, 2020

Dear GP2040 Steering Committee,

I am writing to you as an individual with long-standing interest in planning for the future growth and well being of our city. Many of you know that I participated in the development of San Rafael's General Plan 2000, the North San Rafael Vision 2010, and General Plan 2020. I understand and appreciate the long hours you have dedicated to developing General Plan 2040.

I want to share several serious concerns about the Mobility Element of General Plan 2040, which you will be considering tonight.

At their December 2nd meeting, the San Rafael City Council decided to retain Level of Service (LOS) as an additional tool for looking at potential development in San Rafael as well as Vehicle Miles Traveled (VMT), which by state mandate must be used for evaluating project under CEQA regulations. The intent of the City Council's instructions to staff was quite clear: "LOS should be continued in the project application process so the best possible decision can be made."

Mobility Element *Policy M2.5 Traffic Level of Service* does not fulfil the Council's intent.

- It removes the City's commitment to "maintain adequate traffic levels of service (LOS) consistent with standards for signalized intersections in the A.M. and P. M. peak hours as shown below, except as provided for under (B) Arterial LOS" (GP2020, *Policy C-5*). *Policy M2.5* nowhere states that the City has any commitment to requiring Los thresholds to be maintained. Essentially, the City is backing out of enforcing any standards for controlling traffic congestion throughout the City.
- In General Plan 2020, LOS (whether intersection or arterial) is clearly used for "analysis for any proposed development project" (GP2020, *Policy C-5*). *Policy M2.5* not only removes this requirement, but also specifically delegates LOS to be only a tool for transportation planning and managing roadway operation.
- General Plan 2020 uses LOS as a standard in Evaluation of Project Merits and gives the City Council the authority to make exemptions from these standards (GP2020, *Policy C-5C&D*). *Policy M2.5* removes this requirement for LOS to be evaluated in Project Merit Review and makes it only optional in conditions project approval. This eviscerates the City's authority, as stated in the current General Plan, to evaluate traffic impacts as a part of project approval.
- Rather than setting a clear and equitable policy mandating traffic studies as a baseline requirement for which the elected City Council is able to grant exemptions, *Policy M2.5* invests in a single City employee (not the elected officials) the power to determine whether or not a project needs to conduct any traffic impact studies and whether or not such studies need to include projections of future traffic congestion and the project's impacts on that future traffic congestion. This is a strong deviation from San Rafael's previous General Plans. This delegation of authority to an employee who is not responsible to the public is unwise, unprecedented, undemocratic, and likely to make the City vulnerable to legal actions.

Finally, it is very disheartening to note that, inadvertently or intentionally, substantial comments by community individuals and organizations such as homeowner groups and Responsible Growth Marin have been totally ignored. Many of the above issues were raised in writing and in oral testimony at the December 2nd Council meeting, along with personal comments on the impact that allowing increasing traffic congestion has on residents' safety, health, emergency access, and quality of life. Residents urged the City to maintain an unbiased, enforceable system for controlling traffic congestion. Apparently, no attention was given to any of these comments, since *Policy M2.5* is essentially unchanged from its original presentation, with the exception of changing "should require traffic studies" to "may require traffic studies", thereby weakening the Policy even further.

In current discussions about San Rafael's potential application for PDA funding for a Northgate Precise Plan, many residents opposing the application have expressed concerns that the City does not listen to residents and that their desires will be overruled by the interests of City staff and special interest groups. Unfortunately, the disregarding of residents' comments on the Mobility Element reinforces rather than dissipates their concerns. This is a very poor precedent for beginning the process of creating a Precise or Specific Plan for North San Rafael.

I strongly advise the General Plan Steering Committee to direct staff to revise Mobility Element *Policy M2.5* to continue the LOS policies in General Plan 2020 and to reflect the City Council's December 2nd instructions.

Sincerely,

Shirley R. Fischer

San Rafael, CA 94903

From: Kate Colin <Kate.Colin@cityofsanrafael.org>
Sent: Thursday, June 11, 2020 8:38 AM
To: Richard Hall [REDACTED]
Cc: Gary Phillips <Gary.Phillips@cityofsanrafael.org>; John Gamblin <John.Gamblin@cityofsanrafael.org>; Susan Kirsch [REDACTED]; Andrew McCullough <Andrew.McCullough@cityofsanrafael.org>; Maribeth Bushey <Maribeth.Bushey@cityofsanrafael.org>; Paul Jensen <Paul.Jensen@cityofsanrafael.org>; Ethan Guy <Ethan.Guy@cityofsanrafael.org>; Alan C. Scotch [REDACTED]; Scott Urquhart [REDACTED]; Bernick Lea Ann [REDACTED]; Glenn Bossow [REDACTED]
Subject: Re: Outreach for North San Rafael clearly one sided, biased and failing to engage

Hi Richard - I recognize that even though you address your email to me, it is input that you'd like the entire Council and staff to hear. I clearly understand your concerns and desire to stop the current conversation around PDAs and I would state that the others copied on this email do as well.

Thank you for being engaged in our city and caring about its future.

Warmly,
Kate

Kate Colin

Vice Mayor, City of San Rafael

Connect with me! 415 205-3119 cell



SAN RAFAEL
THE CITY WITH A MISSION

From: Richard Hall [REDACTED]
Sent: Thursday, June 11, 2020 7:52 AM
To: Kate Colin <Kate.Colin@cityofsanrafael.org>
Cc: Gary Phillips <Gary.Phillips@cityofsanrafael.org>; John Gamblin <John.Gamblin@cityofsanrafael.org>; Susan Kirsch [REDACTED]; Andrew McCullough <Andrew.McCullough@cityofsanrafael.org>; Maribeth Bushey <Maribeth.Bushey@cityofsanrafael.org>; Paul Jensen <Paul.Jensen@cityofsanrafael.org>; Ethan Guy <Ethan.Guy@cityofsanrafael.org>; Alan C. Scotch [REDACTED]; Scott Urquhart [REDACTED]; Bernick Lea Ann [REDACTED]

Glenn Bossow

Subject: Outreach for North San Rafael clearly one sided, biased and failing to engage

Kate,

Outreach on the North San Rafael PDA has clearly failed, the application for PDA should be delayed until the next Plan Bay Area cycle at the very earliest.

- With such a rushed timeframe, and the twin distractions of BLM and a pandemic, people cannot pay the necessary attention to this important local issue (Nextdoor.com is overrun right now with political posts on other matters)
- Less than 100 people weighed into city Zoom meetings where most had less than 2 days notice to attend meetings during working hours, most attendees were the general plan committee members and local activists. By comparison in 2012-2013 hundreds of regular residents appealed at city hall to rescind the Civic Center PDA
- Even the survey I ran which previously garnered hundreds of responses only garnered 60 votes in 2 weeks, other Northgate polls I ran had 560 and 800+ responses

CLEAR BIAS DEMONSTRATED ON CITY'S NEIGHBORLAND PDA SITE

The city's own neighborland site, which I promoted on Nextdoor to thousands of residents, demonstrates a non-representative skew between a single poll question where fewer than 50% supported a PDA, with 31% opposing and 20% saying they needed more time; yet on Neighborland 6 out of 7 comments (a tiny number of people) are for the PDA. There is clearly a disjoint.

The way the PDA is presented on Neighborland is one-sided, solely promoting benefits while suppressing concerns and reasons to oppose the PDA, it is not balanced. I regret promoting this clearly biased website. It reads like a promotion to readers to support the PDA rather than a balanced pro / con ballot measure.

<https://neighborland.com/sanrafael2040/plan-bay-area-2050-northgate-pda>

Please do point out how on the Neighborland Northgate PDA page (not in buried long linked documents) exactly how the city has presented the PDA in a balanced, neutral format? Where is prior loss of local control, shifting PDA definitions and Sacramento's constant, repeated encroachment with laws expanding definitions and intentions mentioned? This demonstrates the city's strong bias during the outreach process.

I realize how this has been predecided upon:

- the city's website demonstrates a clear, strong bias in favor of the PDA and does not display any reasons to oppose it

- once approved, council will shift the conversation to an appointed, non-representative committee like the General Plan committee, to form a precise plan presuming support for the PDA

PLEASE ADD YOUR VOICES TO NEIGHBORLOAND whichever side you are on

<https://neighborland.com/sanrafael2040/plan-bay-area-2050-northgate-pda>

Note that the city has now concluded in an accelerated timeframe outreach meetings which concluded yesterday. A council vote is scheduled for June 15th.

(Note I have reversed the options from prior polls to minimize bias, the prior poll presented SUPPORT first).

Choose one:

- I OPPOSE a PDA in North San Rafael, but HAVE NOT commented on Neighborland 23%
- I SUPPORT a PDA in North San Rafael, but HAVE NOT commented on Neighborland 43%
- I OPPOSE a PDA in North San Rafael, and HAVE commented on Neighborland 8%
- I SUPPORT a PDA in North San Rafael, and HAVE commented on Neighborland 5%
- I would need more information and/or time to form an opinion than has been provided by the city 20%

Voted

60 votes

Posted to **15 neighborhoods**

Sincerely,

Richard Hall
San Rafael



June 12, 2020

TO: Mayor Gary Phillips and Members of the San Rafael City Council

RE: League Support for PDAs in the Canal and Northgate areas

The League of Women Voters of Marin County urges you to vote for the resolution in support of sending a Letter of Interest in Planned Development Areas (PDAs) in the Canal and Northgate areas.

The LWVMC believes that PDA designations in the Canal and Northgate would go far to encourage:

- * Integration of housing planning with land use and transportation planning and job development
- * Reduction in the use of and dependence upon single-occupant vehicles and in greenhouse gas emission, bringing the county into compliance with regional air quality standards
- * Sound planning to improve access to essential social, health, educational and public-safety services.

We commend the Council for supporting community driven holistic planning in the Canal and Northgate. Critical issues that still must be addressed are sea-level rise, compact development, and effective and efficient public transportation. The key benefit of a PDA designation is in access to funding for planning for the future and for key infrastructure improvements.

Both communities deserve your attention, and pursuing a PDA designation is a step in the right direction. We urge you to support the Letter of Interest.

Sincerely,

A handwritten signature in cursive script that reads "Ann Wakeley".

Ann Wakeley, President



415 578 2392
Admin@ResilientShore.org

828 Mission Avenue
San Rafael, CA 94901

June 11, 2020

San Rafael City Council

City Hall
1400 5th Avenue
San Rafael, CA 94901

Via Email

Reference:

June 15, 2020 San Rafael City Council Agenda Item 5a
Support for City Council Resolution for Letters of Interest Nominating Northgate and Southeast San Rafael/Canal Neighborhood as Plan Bay Area 2050 Priority Development Areas (PDA)

Mayor Philips, Vice Mayor Colin and City Council Members:

As Executive Director of Resilient Shore, the San Rafael nonprofit project focused on flood risk reduction, sea level rise adaptation and transportation resilience and as a member of the 2040 General Plan Steering Committee, I support the above referenced resolution.

Each of the proposed PDAs have Steering Committee and community support for preparation of area plans. Each face unique challenges and opportunities brought on by economic, environmental and social change.

In my conversations with Paul Jensen, we discussed how the PDA designation provides the opportunities to apply for ABAG grants to fund preparation of specific or precise plans.

Northgate is in transition as a result of changing consumer purchasing trends, specifically the moving to online purchases from brick and mortar stores. This process has been accelerated by the Covid 19 Pandemic placing additional stress on most retail operations including credit tenants. It's likely when a new equilibrium is reached many Northgate tenants will not reopen. All traditional anchor stores may be gone. With current land uses in play, the city and the community have both an opportunity and obligation to reconsider the future of Northgate.

Land use decisions on a proposed Costco store and filling station are at the heart of the future of Northgate. These decisions are made more difficult by the tension between the city's fiscal health and community interests.

The North San Rafael community has already expressed support for creation of a mixed-use village center at Northgate through a visioning process. A specific plan is an appropriate step on the path toward implementing this vision and addressing questions such as Costco.

Together we can do this.

— ResilientShore.org
A Non-Profit Project

Resilient Shore's current focus is on working with the city to fund and prepare a community based shore and watershed Adaptation Plan from Point San Pedro to Point San Quentin. This is the area identified by the BCDC Adapting to Rising Tides Bay Area Report as the San Rafael Operational Landscape Unit (OLU). The Draft 2040 General Plan identifies the Adaptation Plan as a policy and action. The OLU extends beyond the proposed Southeast San Rafael/Canal PDA boundaries. Regardless, the lion's share of San Rafael's at-risk community and regional assets are located within the proposed PDA.

Addressing the PDA's three major environmental issues: flooding, sea level rise adaptation and transportation (specifically improved access and egress) will be existential requirements. An Adaptation Plan and a specific plan will be needed to protect Southeast San Rafael, our city's economic engine, the Canal Neighborhood and homes for approximately one third of our population. A regionally funded specific plan can address issues including protection of existing and development of new affordable housing, protection of existing critical service industries, new commercial and residential development, parks and open space, habitat restoration and other stakeholder goals. It also should address mobility and transportation solutions.

An Adaptation Plan for the San Rafael OLU is a deeper dive effort that will require separate funding. Our estimate is \$2,000,000 including programmatic environmental clearance. This plan will provide a blue print for individual adaption projects. These can proceed based on risk profile, funding, design, permitting, construction and governance including operation and maintenance.

The Adaptation Plan sets out adaptation solutions and how to achieve them. A Southeast San Rafael/Canal specific plan sets out community design, mobility, social, economic, environmental, land use and implementation policies to strengthen our economic engine. The two are interrelated.

While external funding for implementation of projects is needed it will only go so far in a highly competitive environment. A robust economic engine must exist to contribute a local share and help fund both transportation and adaptation solutions.

These two planning efforts are of existential importance to the future of our city. PDA designations are helpful steps in securing a resilient and vibrant future for San Rafael.

Sincerely,

Jeffrey D Rhoads, RA LEED AP
Executive Director



June 11, 2020

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Joanne Webster
Patsy White
Steve Willis
Sallyanne Wilson
Tom Wilson

Lisel Blash,
Housing Specialist

P.O. Box 9633
San Rafael CA 94912
www.MarinMEHC.org
MarinMEHC@gmail.com

San Rafael City Council
1400 Fifth Avenue, Room 203
San Rafael, CA 94901

Dear Council Members:

Marin Environmental Housing Collaborative (MEHC) is a consortium of advocates building support for projects and policies that advance affordable housing as well as environmental integrity and social justice.

We support Staff's recommendation that the City submit to MTC its Letter of Intent to designate two Priority Development Areas for the next cycle of Plan Bay Area: North San Rafael and Southeast San Rafael/Canal. While PDA designations would bring valuable funding opportunities for much needed community-driven planning efforts, they would not obligate the City beyond using the funds to support planning.

MEHC believes that deep and coordinated planning is necessary for these two areas of San Rafael, as we anticipate extraordinary societal and environmental changes over the next 20–30 years in technology, demographics, business and commerce, and ways of working and getting around. In addition, the impacts of sea level rise on housing and displacement; public utilities and infrastructure; transportation, public transit and traffic; and the economy and social equity can best be studied and addressed through a well-funded, coherent and comprehensive process.

Access to substantial funding grants will enable the City to do the "deep dive" necessary for inclusive community outreach and engagement to create Specific Plans or Precise Plans that can help guide development for generations to come. In particular, MEHC is eager to see significant engagement of the Spanish- and Vietnamese-speaking communities who comprise a considerable constituency in these areas, and whose lives will be profoundly affected by coming changes, planned for or not. Gaining PDA designations for North San Rafael and Southeast San Rafael/Canal puts us in line for the funding these efforts require, no strings attached. Thank you for moving forward with both of these PDA designations.

Sincerely,

David Levin
Co-Chair

Sami Mericle
Co-Chair

rom: Kate Colin <Kate.Colin@cityofsanrafael.org>
Sent: Thursday, June 11, 2020 4:13 PM
To: Carol Colbert [REDACTED]
Subject: Re: PDA for North San Rafael

Hi Carol - Thanks so much for taking the time to share your thoughts on the City's potential Letter of Interest regarding PDAs. We've many challenges ahead and I think we all agree that being strategic in addressing those challenges is paramount. We are all in this together and hearing from the community is important every time we think about the future. Thanks again! Stay safe out there.

Warmly,
Kate

Kate Colin

Vice Mayor, City of San Rafael

Connect with me! 415 205-3119 cell



SAN RAFAEL
THE CITY WITH A MISSION

From: Carol Colbert [REDACTED]
Sent: Thursday, June 11, 2020 3:29 PM
To: Kate Colin <Kate.Colin@cityofsanrafael.org>
Subject: Fwd: PDA for North San Rafael

----- Forwarded message -----

From: Carol Colbert [REDACTED]
Date: Thu, Jun 11, 2020 at 3:22 PM
Subject: PDA for North San Rafael
To: <gary.phillips@cityofsanrafael.org>

Dear Mayor Phillips and Council Members Bushey, Colin, Gamblin and McCullogh,

I am writing in support of establishing a Priority Development Area for North San Rafael. I believe a PDA for North San Rafael would be a valuable asset in helping to shape the future in Terra Linda to include the vision for a Northgate Town Center.

Thank you for your attention to this matter. Carol Carter Colbert

For inclusion in the Public Record.

From: Kate Colin <Kate.Colin@cityofsanrafael.org>

Sent: Thursday, June 11, 2020 4:18 PM

To: Andrew [REDACTED]

Subject: Re: FOR INCLUSION IN PUBLIC RECORD: Support of PDA for North San Rafael

Hi Andrew - Thanks so much for taking the time to share your thoughts on the City's potential Letter of Interest regarding PDAs. We've many challenges ahead and I think we all agree that being strategic in addressing those challenges is paramount. We are all in this together and hearing from the community is important every time we think about the future. Thanks again! Stay safe out there.

Warmly,

Kate

Kate Colin

Vice Mayor, City of San Rafael

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SAN RAFAEL

THE CITY WITH A MISSION

From: Andrew [REDACTED]

Sent: Thursday, June 11, 2020 12:18 PM

To: Gary Phillips <Gary.Phillips@cityofsanrafael.org>

Cc: Kate Colin <Kate.Colin@cityofsanrafael.org>; John Gamblin <John.Gamblin@cityofsanrafael.org>;

Andrew McCullough <Andrew.McCullough@cityofsanrafael.org>; Maribeth Bushey

<Maribeth.Bushey@cityofsanrafael.org>

Subject: FOR INCLUSION IN PUBLIC RECORD: Support of PDA for North San Rafael

Dear Mayor Phillips and Council Members,

I have lived in Terra Linda for the past ten years, having moved here to be part of a small-town community ensconced in nature.

I'm writing this email to let you know that I support designating a Priority Development Area in the Northgate area of Terra Linda for a number of reasons:

- The Northgate Mall area has been in serious trouble for years and is currently run down and a terrible eyesore in our neighborhood.
- Mall owners Merlone Geier promised to create a town center for Terra Linda at the Northgate properties, but their only proposal is now a Costco which will destroy the mall and the neighborhood.
- Costco is not a long term solution and does not belong in a low-density residential neighborhood. It is a bandaid which will exacerbate traffic, noise, and light pollution. And it will cannibalize surrounding businesses. **San Rafael can do better! The PDA is a great step forward in doing that.**
- We believe that limited housing should be planned for this site for two reasons - A) to support the mall shops and services, and B) to create badly needed housing for San Rafael. Right now, there is no indication where the housing will be planned.
- The PDA if approved, will provide funding in a time when it will be hard to find funding from other sources for this type of community planning.
- We believe it is critical that we act now and not 4 years from now to finally create a specific or precise plan that we have have been consistently envisioning in all city planning efforts since 1997.

We understand that there is resistance from some in the community, but believe this is based in unfounded fears. We believe an inclusive process will greatly benefit our neighborhood and also the City of San Rafael. In these uncertain times, it would be very positive to have this process underway as soon as possible to give us all hope of finding a better solution that looks forward with vision.

Thank you,

Andrew Abrahams
Terra Linda

From: Kate Colin <Kate.Colin@cityofsanrafael.org>

Sent: Thursday, June 11, 2020 4:21 PM

To: Jon Previtali [REDACTED]

Subject: Re: Support for Northgate Mall PDA - FOR INCLUSION IN PUBLIC RECORD

Hi Jon and Meghan - Thanks so much for taking the time to share your thoughts on the City's potential Letter of Interest regarding PDAs. We've many challenges ahead and I think we all agree that being strategic in addressing those challenges is paramount. We are all in this together and hearing from the community is important every time we think about the future. Thanks again! Stay safe out there.

Warmly,

Kate

Kate Colin

Vice Mayor, City of San Rafael

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SAN RAFAEL
THE CITY WITH A MISSION

From: [REDACTED]

Sent: Thursday, June 11, 2020 10:50 AM

To: Gary Phillips <Gary.Phillips@cityofsanrafael.org>; John Gamblin <John.Gamblin@cityofsanrafael.org>; Andrew McCullough <Andrew.McCullough@cityofsanrafael.org>; Maribeth Bushey <Maribeth.Bushey@cityofsanrafael.org>; Kate Colin <Kate.Colin@cityofsanrafael.org>

Subject: Support for Northgate Mall PDA - FOR INCLUSION IN PUBLIC RECORD

Hello Mayor Phillips and Council Members,

My wife and I are writing to voice our support for the Priority Development Area designation for the Northgate Mall. We are new members of the Terra Linda neighborhood with an eight-year-old son and ten-year-old daughter. We believe turning Northgate into a vibrant mixed-use neighborhood and town center would benefit the community in a number of ways.

It would increase much needed property taxes that would be used for schools. I learned at the last School Board meeting that Miller Creek is the least funded school district in Marin County. This is due to

lower property taxes compared to other communities. The prospect of the mall continuing to decline would exacerbate the problem while redevelopment would improve the situation.

It would give the people of the neighborhoods of Northern San Rafael and visitors an exciting new place to gather, have fun, dine, experience art, experience new park-like spaces, etc., thus improving the sense of pride, health and general happiness of the community.

It would provide new housing for a range of new residents of various income levels and current residents in need of new housing for a variety of reasons, e.g. downsizing, changing economic conditions, new family, etc.

For the sake of full disclosure, I, Jon Previtali, am a member of the Architecture Committee of the non-profit community group Responsible Growth Marin. In addition to ideas about a redevelopment plan, my primary contribution was an economic analysis. The analysis suggested redevelopment would be economically feasible over a wide range of project sizes and use cases.

Also, for the record, although I work for a large bank that has a location in Terra Linda, I work in a separate division and would not professionally benefit from redevelopment of the mall.

Thank you,
Jon Previtali and Meghan Sheedy

From: Kate Colin <Kate.Colin@cityofsanrafael.org>

Sent: Thursday, June 11, 2020 4:35 PM

To: Patrick Gannon [REDACTED]

Subject: Re: PLEASE INCLUDE IN PUBLIC RECORD

Hi Patrick - Thanks so much for taking the time to share your thoughts on the City's potential Letter of Interest regarding PDAs. Really appreciate you taking the time to delve into the nuances surrounding the designation of a PDA as it can be confusing.

Thanks again! Stay safe out there.

Warmly,

Kate

Kate Colin

Vice Mayor, City of San Rafael

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SAN RAFAEL
THE CITY WITH A MISSION

From: Patrick Gannon [REDACTED]

Sent: Wednesday, June 10, 2020 7:12 PM

To: Gary Phillips <Gary.Phillips@cityofsanrafael.org>; Kate Colin <Kate.Colin@cityofsanrafael.org>; John Gamblin <John.Gamblin@cityofsanrafael.org>; Andrew McCullough

<Andrew.McCullough@cityofsanrafael.org>; Maribeth Bushey <Maribeth.Bushey@cityofsanrafael.org>

Subject: PLEASE INCLUDE IN PUBLIC RECORD

Dear Mayor Gary Phillips, Vice-Mayor Kate Colin, Councilwoman Maribeth Bushey, Councilman John Gamblin & Councilman Andrew McCullough,

My family and I live and work in San Rafael and have been homeowners for the last 25 years.

I am writing to support a PDA designation for the Northgate area of North San Rafael.

As I understand it, the funding will help the city create a Plan to develop Northgate which is much needed. I am hopeful that a holistic plan will provide the the Northgate area and specifically the Mall with a development plan that will meet the needs of San Rafael and the residents of North San Rafael. We need to develop a mixed-use Town

Center and that takes planning. Without a Plan, there could be a quick fix without a really well thought out vision which could result in a disaster! The city should take into account the needs and preferences of the area and not sell the community short with a limited revenue stream that brings added problems to the area--more traffic, pollution and threats of public safety. A big box store like Costco is not is not what we thought we were getting when Merlone-Geier bought the property a few years ago. Lets not forget, we are a residential neighborhood and big box stores belong in industrial malls, not across the street from senior citizen housing.

In addition, we need to protect the environment and the quality of life that we all value.

I am in support of the PDA as it comes with 'no risk', and can be rescinded without penalty.

Since the city will have control over zoning and land use and will include a community driven process, I feel confident that a PDA is the best vehicle for the city.

The PDA that developed the Downtown Precise Plan has been very successful and so it seems logical that we should pursue the same for NSR/Northgate.

Best regards,

Patrick Gannon
Member of Responsible Growth in Marin (RGM)