

To all the city council members:

I am appalled that this is even being considered during this time.

This is terrible democracy to try to push something like this through when most of us do not have the time or attention right now to educate and inform ourselves and our community about the potential impact this designation may have. We are in the middle of a pandemic and it is unbelievable that something so important would try to be snuck through right now.

Where is your responsibility and obligation to the residents of San Rafael?

**DO THE JOB YOU WERE ELECTED TO DO AND REPRESENT YOUR COMMUNITY BY MAKING SURE THEY CAN BE INVOLVED IN THIS DECISION.**

**DO NOT DESIGNATE THE NORTHGATE PDA NOW.**

This decision could have huge, far reaching effects on the quality of lives of Terra Linda residents and your job is not to represent and bow down to developers in an effort to generate tax revenue.

The lives of Terra Linda residents matter and we are sick of not being listened to when it comes to making changes in our community.

Act with conscience and honor and do not designate the Northgate PDA now. It can be done a later time when we, the citizens of San Rafael, can gather and be heard as is our right!

Don't let your community down.

Sincerely,

Diana Steinbach

San Rafael, CA 94903

**From:** Keith Granger [REDACTED]  
**Sent:** Monday, June 15, 2020 6:42 PM  
**To:** Gary Phillips <Gary.Phillips@cityofsanrafael.org>  
**Cc:** Maribeth Bushey <Maribeth.Bushey@cityofsanrafael.org>; John Gamblin <John.Gamblin@cityofsanrafael.org>; Kate Colin <Kate.Colin@cityofsanrafael.org>; Andrew McCullough <Andrew.McCullough@cityofsanrafael.org>; Lindsay Lara <Lindsay.Lara@cityofsanrafael.org>  
**Subject:** Northgate PDA - I Favor Redevelopment and Housing but Oppose PDA Designation

Keith Granger  
[REDACTED] San Rafael.

Dear Mayor and City Council,

I am in favor of a major renewal or redevelopment effort in Northgate including housing, eliminating part of the mall, etc. However I do not believe we need a PDA in order to do this. We pay a fortune in taxes for community planners and economic development people who should be able to oversee this without outside interference – and if need be, the City should hire its own planning firm that will meet OUR needs and OUR objectives. PDA's merely bring in outside money, to pay for outside consultants, to develop plans for outside development interests.

The last process in 2013 tore our community apart, and as we learned, the PDA process is largely a sham. \$525,000 was spent on our behalf by outside interests and it did not generate even one conceptual drawing. It was just an argument for 4 and 5 story housing. The PDA consultants sought only limited public input, and used rigged surveys to get certain results. Video of the recap in these chambers years ago will show -- One part of the PDA said cities maintain local control over planning, while another part says local zoning needs to be changed to suit the needs of the PDA; so we do not have control. Nothing tells me anything will be different about the process this time.

One obvious solution is to move the handful of remaining shops from Northgate Three that are viable (CVS, Michaels, others) in to the empty spaces in the northern end of the main mall, or to Northgate one alongside the shops and restaurants that are prospering there. Tear down the southern half of the mall, Sears, Northgate Three, and build some condos in their place. Then build a fancy foot and bike bridge to the SMART terminal. Done!

I also oppose Costco.

Keith Granger



June 12, 2020

The Honorable Gary O. Phillips, Mayor of San Rafael  
Ms. Kate Colin, Vice Mayor  
Ms. Maribeth Bushey, Member of the City Council  
John Gamblin, , Member of the City Council  
Andrew Cuyugan McCullough, Member of the City Council  
CC: Ms. Lindsay Lara, City Clerk  
City of San Rafael 1400 Fifth Avenue, Room 203  
San Rafael, CA 94901

Dear City Officials:

On behalf of the Canal neighborhood residents, community leadership, and in partnership with various nonprofit organizations also working in the neighborhood, I am writing as CEO of Canal Alliance to request your support on June 15 in **voting to approve** the proposal going before the council to nominate approximately 11,000 acres in the Canal and Northgate neighborhoods as **Priority Development Areas**.

As you know, the City's Planning Division is leading an effort, associated with the update to the General Plan, to procure the needed funding in order to execute a more comprehensive research and planning process for the Canal neighborhood as well as the area around the Northgate Mall. Planning Division staff have announced that the MTC and ABAG's *Plan Bay Area 2050* project is calling for letters of interest for new Priority Development Areas, a designation that would provide "funding opportunities for community-driven planning efforts."

Under the new eligibility rules, both the Canal neighborhood and the Northgate Mall area qualify for nominations to receive the PDA designation. This is an exceptionally promising opportunity for these communities to have the resources needed to address pressing concerns and to plan for the creation of future opportunities. We trust that we can **count on your support** to help secure the nomination for this area in order to move ahead with these efforts to bring planning and infrastructure investments in our communities.

While the deliberations about which land parcels should be included are to take place later, we ask that you support the nomination of **both neighborhoods** and help us urge Planning Division

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staff to remain focused on the central areas of the Canal and Northgate Mall neighborhoods --the borders of what would be considered the "neighborhood proper"-- as the priorities for inclusion as PDAs.

Our communities are eager to pursue this nomination as a PDA, especially since it is focused on "community-driven planning efforts;" a qualification we already meet. Over the last 2 years, Canal Alliance has been in partnership with the City Manager's office working on collecting input for the update to the General Plan. Out of these efforts, a community leadership team was formed to work closely with planning consultants, and city planning faculty from UC Berkeley to build capacity among leaders to engage more effectively in planning processes by understanding key planning practices, concepts, terms, tools, and process. With these skills-building and awareness efforts, we are better positioned to provide more informed and effective input for the kinds of topics we think should be included in the planning process and the key attributes needed for more effective and inclusive efforts, including community-driven leadership, implementation, and accountability, as well as ongoing capacity-building and outreach campaigns. Additionally, over the last few years, we have conducted community-based participatory research, issuing a report just earlier this year on the priority challenges and opportunities about which our residents are most concerned and hopeful. We look forward to sharing leadership and this data with public sector partners in the process.

Thank you for your consideration and your support in getting the neighborhoods nominated as PDAs on June 15 to help bring community-driven development and opportunities to neighborhoods with great potential.

Sincerely,



Omar Carrera

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