

From: [Kate Colin](#)
To: [REDACTED]
Subject: Re: Terra Linda PDA
Date: Monday, June 15, 2020 10:16:34 AM
Attachments: [Outlook-14dogwuq.png](#)

Hi Anne - 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



From: [REDACTED]
Sent: Wednesday, June 10, 2020 10:38 AM
To: Kate Colin <Kate.Colin@cityofsanrafael.org>
Subject: Terra Linda PDA

Please designate the Northgate area of San Rafael as a Priority Development Area. It would be a valuable asset in helping to shape the future of this area to include the vision for a Northgate Town Center. Anne Zishka, [REDACTED]

From: [Kate Colin](#)
To: [Bobbi Ryals](#)
Subject: Re: Letter re PDA to the city - "PLEASE INCLUDE IN PUBLIC RECORD"
Date: Monday, June 15, 2020 10:07:23 AM
Attachments: [Outlook-rvkyduof.png](#)

Hi Barbara - 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



From: Bobbi Ryals [REDACTED]
Sent: Saturday, June 13, 2020 2:06 PM
To: Gary Phillips <Gary.Phillips@cityofsanrafael.org>; Kate Colin <Kate.Colin@cityofsanrafael.org>; Maribeth Bushey <Maribeth.Bushey@cityofsanrafael.org>; John Gamblin <John.Gamblin@cityofsanrafael.org>; Andrew McCullough <Andrew.McCullough@cityofsanrafael.org>; Laura Silverman [REDACTED]
Subject: Re: Letter re PDA to the city - "PLEASE INCLUDE IN PUBLIC RECORD"

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

I am a 25 year resident of Terra Linda.

After reading the PDA Q&A on the City of San Rafael's website, participating in an online Community Meeting with Ethan Guy and Paul Jensen and doing additional research I am writing to support a PDA designation for the Northgate area of North San

Rafael.

The funding will help the city create a Plan to develop Northgate which is much needed. I'm concerned that if we don't have a holistic plan, the Northgate area and specifically the Mall could potentially be developed piecemeal without a coherent long term strategy. We need to develop a vibrant 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 could perhaps receive what might in the short term be a revenue stream but in the long term it could backfire if the rest of the mall is not developed with a comprehensive big picture view. A comprehensive plan will influence and shape the economic vitality of the Mall and subsequently the City of San Rafael.

In addition, we need to understand the ramifications of development and make sure that we are doing the best for the future of the community and that there is a well thought out plan to protect the environment and the quality of life that we all value.

In addition, 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,

Barbara Ryals,
Member of Responsible Growth in Marin (RGM)

SAN RAFAEL CHAMBER

WE ARE ONE COMMUNITY ● CELEBRATING 100 YEARS

June 15, 2020

City of San Rafael
City Councilmembers
1400 5th Avenue
San Rafael, CA 94901

Re: Support Resolution Authorizing the Submittal of a Letter of Interest Nominating the Northgate and Southeast San Rafael/Canal Neighborhoods as Priority Development Areas as Part of the Plan Bay Area 2050 Program

Dear Mayor Phillips and City Council:

On behalf of the San Rafael Chamber of Commerce, which represents nearly 625 Marin County employers with over 26,000 employees across 25 different industry sectors, I write in support of sending a Letter of Interest in Planned Development Areas (PDAs) in the Canal and Northgate areas to the Metropolitan Transportation Commission (MTC) and Association of Bay Area Governments (ABAG). The key benefit of the PDA designation is access to funding for planning for the future and for key infrastructure improvements.

As we have seen, funding a Specific/Precise Plan is a tall order for the City, which requires reliance on outside funding sources such as grants. With both areas meeting the eligibility requirements for a PDA designation, the Plan Bay Area 2050 process provides an opportunity to consider the PDA designation to leverage outside funding resources to conduct this planning.

With a community-driven and holistic planning approach, we will actually be able to address the infrastructure issues facing North San Rafael and the Canal area community.

Furthermore, designating PDA's within San Rafael presents an opportunity to access designated funding to support several City goals and housing priorities, including the integration of housing planning with land use and transportation planning and job development. The plan will also achieve allocating additional resources to support planning for an increased RHNA and corresponding Housing Element update; and increase access to designated funding and tools for streamlining planning and housing development.

With this, we strongly urge the City to send a letter to MTC and ABAG to put San Rafael in a strong position to acquire additional funding for future planning. Each of these regions would benefit greatly from this designation and would promote continued collaboration between the community and government.

Sincerely,



Joanne Webster, President and CEO

From: [Kate Colin](#)
To: [Laura Silverman](#)
Subject: Re: PLEASE INCLUDE IN PUBLIC RECORD
Date: Monday, June 15, 2020 10:13:28 AM
Attachments: [Outlook-1kxb2fnu.png](#)

Hi Laura - 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



From: Laura Silverman [REDACTED]
Sent: Wednesday, June 10, 2020 1:51 PM
To: Gary Phillips <Gary.Phillips@cityofsanrafael.org>; Kate Colin <Kate.Colin@cityofsanrafael.org>; Maribeth Bushey <Maribeth.Bushey@cityofsanrafael.org>; John Gamblin <John.Gamblin@cityofsanrafael.org>; Andrew McCullough <Andrew.McCullough@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,

I am a 16 year resident of Terra Linda.

After reading the PDA Q&A on the City of San Rafael's website, participating in an online Community Meeting with Ethan Guy and Paul Jensen and doing additional research I am writing to support a PDA designation for the Northgate area of North San Rafael.

The funding will help the city create a Plan to develop Northgate which is much needed. I'm concerned that if we don't have a holistic plan, the Northgate area and specifically the Mall could potentially be developed piecemeal without a coherent long term strategy. We need to develop a vibrant 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 could perhaps receive what might in the short term be a revenue stream but in the long term it could backfire if the rest of the mall is not developed with a comprehensive big picture view. A comprehensive plan will influence and shape the economic vitality of the Mall and subsequently the City of San Rafael.

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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,

Laura Silverman
Member of Responsible Growth in Marin (RGM)



June 15, 2020

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415.457.7656

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

RE: Letters of Interest for Priority Development Areas (PDAs) in the Canal and North San Rafael/Northgate

Honorable Mayor and Councilmembers,

Despite unfounded warnings in years past that PDA designation would destroy the character of north San Rafael, the truth is that the commercial area has declined significantly in the interim, in part because it has lacked the resources that a PDA could offer. The Downtown PDA received millions of dollars, while the Northgate community has seen core businesses close.

Likewise, the vulnerable Canal neighborhood could greatly benefit from PDA dollars. The difference today is that there are growing numbers of residents in both these communities that see the value of planning for the future and accessing regional resources to make improvements. The involvement of these local residents and businesses is in fact critical to the comprehensive planning process needed to realize the potential and enhance the character of both areas.

The Canal and Northgate deserve the kind of community-based, no-strings-attached, planning that the PDA designation provides a community. It's time that these two neighborhoods have the same kind of attention and investment that downtown has enjoyed. There are critical climate change, transportation, housing, and displacement issues to address.

The evidence is irrefutable that PDAs receive cash. As the City faces years of rebuilding its tax base, we must turn over every stone to bring in outside resources. The letter of interest to apply for PDA status for Southeast San Rafael/Canal and Northgate provides an excellent start. We urge your approval.

Sincerely,

Bob Spofford
Vice-President, Sustainable San Rafael