



THE CITY OF  
NOVATO  
CALIFORNIA

**MEETING NOTICE AND AGENDA**  
**ECONOMIC DEVELOPMENT ADVISORY**  
**COMMISSION**

**Thursday, October 31, 2013, 3:00PM – 5:00PM**  
**City Council Chambers**  
**901 Sherman Avenue, Novato CA 94945**

A. **Call to Order** – Chairman John Williams

B. Approval of Final Agenda

C. Approval of Meeting Minutes for August 29, 2013

**D. Public Comment**

(Anyone wishing to speak on non-agenda items will be recognized at this time. These items can legally have no action as they are not on the agenda. There is a three minute time limit.)

**E. General Business**

(Anyone wishing to speak on agenda items will be recognized after the Committee has concluded their initial discussions. There is a three minute time limit for public comment per item.)

E – 1 Fiscal Sustainability – Presentation – Michael Frank, City Manager

E – 2 North Redwood Corridor Planning Recommendations – ACTION ITEM Bob Brown, Community Development Director

E – 3 Shop Local & Bio/Life Campaign Update – Chris Stewart, ED Manager & Claire Knoles, Kiosk

E – 4 Business/Job Recruitment Activity Update – Chris Stewart, ED Manager

**F. Committee / Staff Comments**

**G. Public Comment:** (Anyone wishing to speak on agenda items will be recognized after the Committee has concluded their initial discussions. There is a three minute time limit for public comment per item.)

H. Adjournment

**AFFIDAVIT OF POSTING**

I, Chris Stewart certify that on October 17, 2013, I caused to have posted the above meeting Notice and Agenda on the City of Novato Community Service Boards in City Hall and the Police Department and posted on the City website.



**STAFF REPORT**

MEETING

DATE: October 31, 2013

TO: Economic Development Advisory Commission

FROM: Robert Brown, Community Development Director

PRESENTER: Robert Brown

SUBJECT: **North Redwood Boulevard Corridor Study**

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**REQUESTED ACTION**

Consider land use and design options for redevelopment of properties within the North Redwood Boulevard Corridor and make recommendations to the Planning Commission and City Council.

**BACKGROUND**

The North Redwood Boulevard Corridor (NRBC) is considered one of the last major redevelopable areas in Marin County, and with its proximity to Highway 101 and a new SMART rail station, the corridor could be very attractive for new investment and revitalization. Two of the major land uses in the corridor, Shamrock Materials and Dairymen’s Milling, have generally ceased operations and wish to sell their properties for redevelopment.

**2009-2010 Study**

The City initiated planning for the NRBC in 2009 as part of an update to the General Plan. An Issues and Options Report was prepared by a consultant in February 2009, and two community workshops were held on March 5 and May 27, 2009. In early 2010 the Chamber of Commerce hosted a forum to examine economic aspects of redevelopment along Redwood Boulevard. The General Plan Update Steering Committee discussed options for the corridor and forwarded its recommendations to the Planning Commission, which held an initial hearing on possible zoning changes on June 21, 2010. At that time, the City Council suspended work on the corridor study to focus efforts on completion of the update to the City’s Housing Element.

The following provides a very high-level summary of the 2009 community workshops, the Chamber forum and the June 2010 Planning Commission workshop:

**March 2009 Community Workshop**

- Make Redwood Blvd. more pedestrian friendly, either by reducing the width of the right-of-way or creating a multiway boulevard.
- Support for a medium-scale “lifestyle center”
- Support for mixed-use development at “suburban” or “village” intensities (15-20 or 20-30 units/acre)

- Housing-only development might be appropriate on the Atherton Ranch site, the site east of Trader Joes and the existing hotel site.

#### May 2009 Community Workshop

Most groups favored:

- Narrowing Redwood Boulevard
- A Corte Madera-style “lifestyle center”
- Townhomes on the Atherton Ranch site

#### February 2010 Chamber of Commerce Forum

- Provide for a critical mass of 200,000-250,000 sq. ft. of retail (in the entire Redwood Blvd. corridor from Grant north).
- Mandate that retail occur prior to, or in conjunction with housing.
- Allow housing, perhaps by providing density bonuses.
- Mandate community amenities such as plazas, medians, public art and pedestrian/bicycle connections to Grant Avenue and the SMART station.

#### June 2010 Planning Commission Meeting

The Commission endorsed two new land use districts:

- Mixed Use: Retail/Commercial west of the RR tracks allowing 0.4 FAR (floor area ratio) for retail/commercial uses, with additional 0.4 FAR for office or housing.
- Light Industrial/Commercial between the RR tracks and freeway allowing 0.4 FAR for service commercial, light industrial plus local or regional serving retail, hotels and entertainment.

#### Moratorium

In early 2013 the City received two applications for development on North Redwood Boulevard. The first, submitted by Retail Opportunities Investment Corp. (ROIC), proposed 54,500 square feet of retail space in three buildings surrounding a parking lot on the vacant site located at 7530 N. Redwood Boulevard, adjacent to the Trader Joes/Starbucks development. The second was a proposal for a Sprouts Market on the Dairymen’s site at 7546 N. Redwood.

In response to the submittal of these two applications, the Novato Chamber of Commerce and the Economic Development Advisory Committee recommended the imposition of a moratorium on processing of development applications to allow the completion of the NRBC Study.

At its meeting of May 14, 2013 the City Council adopted an urgency ordinance establishing a development moratorium on the area between Olive Avenue and San Marin Drive and between Redwood Boulevard the U.S. 101. At their meeting of June 18, 2013 the Council extended the moratorium until May, 2014. Councilmembers indicated that their objectives for the NRBC were to achieve coordinated development, pedestrian-oriented development and higher quality retail uses.

## Study Area

In 2009-2010, the NRBC Study examined Redwood Boulevard from De Long Avenue to San Marin Drive. The current NRBC Study is limited to the area covered by the moratorium plus on the west side of Redwood Boulevard the vacant remaining portion of Atherton Ranch and the two commercially developed parcels at the northwest corner of Olive Avenue and Redwood. The reasons for the more limited study area is that these properties have the most immediate redevelopment potential and there was general agreement among participants in the 2009-2010 study for mixed use zoning along the Redwood frontage between the downtown and Olive Avenue.

The 30-acre study area is identified in the adjacent diagram. The sizes of individual parcels can be seen in Exhibit 1.

## Study Parameters

As part of the public input process, staff suggested the following parameters be applicable to the NRBC Study:

### Study Area

- Properties may be developed incrementally. The Plan should include design criteria for coordinated development.
- Water District and GGHBD bus yard sites available only if the existing uses are relocated within Novato. The Plan should consider these sites as optional.

### Economic

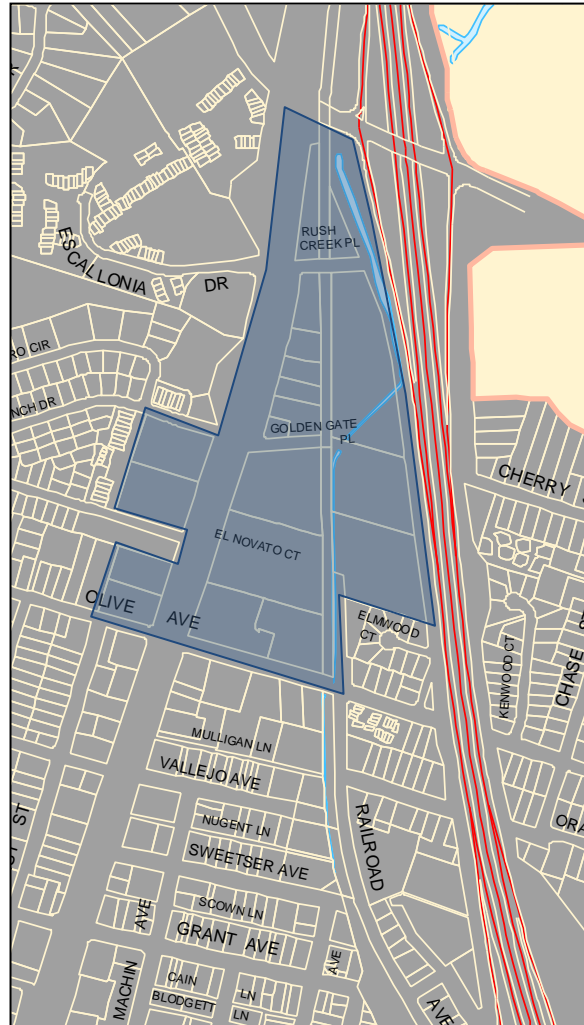
- City's Fiscal Sustainability Plan anticipates increase in retail sales and property tax from additional commercial development in Novato.
- The Plan should provide for economically viable uses for the property owners.

### Housing

- Draft Housing Element establishes a maximum density of 23 units/acre for condos/apartments and 30 units/acre for senior housing.
- 1.75 acre site on Olive behind Trader Joes is a housing opportunity site, anticipating 40 units, which can be relocated within the Study Area (except the vacant Atherton Ranch site).

### Circulation

- The SMART station location is set.



- Redevelopment funding is gone – major changes to Redwood Blvd. would have to be funded by new development and occur incrementally.

Public Process

To facilitate informed public input into the desired redevelopment of the NRBC two community workshops were held on September 14 and 28, 2013. Approximately 120 persons attended each workshop. The first workshop entailed presentations on the local real estate market, circulation options and definitions of various development “place types” to facilitate discussions in small groups. Attendees then divided into small groups of 10-12 people and discussed desired land uses and design character for each subarea, ultimately preparing a land use map. This feedback was synthesized into three different land use schemes and design priorities which were provided to fourteen volunteer architects who prepared preliminary sketches. These three design schemes were shared with the public at the September 28 workshop, and were evaluated in small group discussions and through written surveys.

The statistical results of the 94 written surveys received are shown in Exhibit 2, but are summarized below for the various subareas:



- East of Redwood – South** (ROIC and Dairymen’s) 73% favored a lifestyle retail center\*, with 20% desiring a mixed use development (retail/housing)
- East of Redwood – North** (Shamrock, recycling, landscape materials) 68% favored either lifestyle retail\* or mixed use. Other ideas included residential (12%), medium-box retail (7%) and recreation (5%).
- Motel** 47% believe the lodging use is appropriate, but wish for an upgraded facility. 32% thought it could be a residential use.
- Wood Sales** This parcel is difficult due to its small size and location. 44% felt that a service commercial use is appropriate, and 10% hoped that a feedstore could relocate here.

**Water District/Bus Yard** Many believe that it will be difficult to relocate the existing uses in Novato and that the area will remain as is (35%). 43% supported large or medium-box retail and 11% suggested a recreational use. The area was not felt to be a good location for housing.

**Atherton Ranch** Most supported housing – 50% indicating apartments/condos and 26% senior housing. 17% recommended mixed use.

**Olive/Redwood** A wide range of uses were suggested: mixed use (31%), senior housing (24%), apartments/condos (23%), , community commercial (13%) and medium-box retail (7%).

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\* “Lifestyle Retail” was defined as a mix of retail, restaurant, entertainment and recreational uses with public gathering places and a pedestrian-oriented feel.



The purpose of the three schemes prepared by volunteer architects was to assist the public in evaluating possible redevelopment ideas, and to identify the various aspects of the concepts that were widely supported. None of the schemes was expected to represent the ultimately desired redevelopment, but to help generate and refine public feedback.

The three design schemes and summaries are shown below:

### Scheme 1

Lifestyle Retail:	58,000 sf
Medium Box Retail:	67,000 sf
Large Box Retail:	70,000 sf
Mixed Use (retail/office):	50,000 sf
Townhouses:	50-70 units



- A. Retains the Dairymen’s building (or portions thereof) as part of a small lifestyle retail center (small artisan shops and restaurants) around a public plaza.
- B. Places medium box retail buildings across from Trader Joes and north of the lifestyle retail.
- C. Includes a larger box retail between the railroad and freeway, such as a home improvement store with garden center.
- D. Adds townhouses on the vacant site west of Redwood Blvd.
- E. Includes a mixed use (office over retail) at the corner of Olive and Redwood.
- F. Narrows Redwood Blvd., adding land to the west to create a wide pedestrian/bicycle promenade.

### Scheme 2

Lifestyle and Medium Box Retail:	110,000 sf
Townhouses/Apartments:	160 units



- A. Creates a mix of retail spaces up to 20,000 sf around Trader Joes, with a restaurant/plaza focal point.
- B. Second story recreational use (gym/club).
- C. Adds housing to the north and west.
- D. Includes a roundabout on Redwood Blvd.
- E. Improves the wide median on Redwood Blvd., adding landscaping, seating, pedestrian/bike path, etc.

### Scheme 3

Lifestyle and Medium Box Retail:	105,000 sf
Recreational Facility:	40,000 sf
Townhouses:	50-70 units
Senior Housing:	40 units



- A. Retains the Dairymen’s building (or portions thereof) as part of a small lifestyle retail center (small artisan shops and restaurants). Retains the structural framework of a portion of Dairymen’s for a plaza/entertainment space.
- B. Adds medium box retail buildings around Trader Joes.
- C. Includes a recreational use (club/gym) to the north.
- D. Adds townhomes west of Redwood Blvd.
- E. Adds senior housing at the corner of Olive and Redwood.
- F. Leaves the Water District offices and bus yard as-is.
- G. Narrows Redwood Blvd. median, includes angled parking along retail frontage.

In terms of design character of future development there were clear preferences for:

- Public gathering places, plazas and outdoor dining,
- Substantial landscaping, including large shade trees,
- Location of buildings near the street, with visibility of parking minimized,
- Wide sidewalks and bike paths along Redwood Boulevard,
- Convenient connections to the SMART bike/pedestrian path linking to the downtown and SMART station, and
- Utilizing components or the design character of the Dairymen’s Mill building.

In addition to feedback from the workshop, the three design schemes were posted on Open Novato, requesting that viewers provide input into their preferences. The results can be seen at: [http://www.ci.novato.ca.us/index.aspx?page=1987#peak\\_democracy](http://www.ci.novato.ca.us/index.aspx?page=1987#peak_democracy).

#### Next Steps

The NRBC Study is being conducted as part of the larger update of the 1996 General Plan. The Economic Development Advisory Commission, Design Review Commission and Planning Commission are being asked to review proposed development regulations and design criteria that would ultimately lead to proposed policies in the Draft General Plan. Recommendations from the three advisory commissions and from the public process will guide the City Council in providing direction to staff as to desired policies to be included in the new General Plan and development assumptions to be used in preparing the environmental impact report (EIR) on the proposed Draft General Plan.

Completion of the Draft General Plan and its associated EIR will likely take two to three years, so property owners in the study area may choose to file applications for new development and associated environmental review in advance of the adoption of the new General Plan and should be assisted in proposing projects likely to be successful by knowing the public input and City Council direction provided by the NRBC Study.

## ANALYSIS

The North Redwood Boulevard Corridor is the first of three or four Focus Areas that will be studied in the General Plan update process. The City Council will be asked to provide the following direction to staff for each Focus Area:

- A **Vision Statement** for inclusion in the Draft General Plan which will concisely describe the desired character and expectations for the future redevelopment of the area, and can be used to evaluate any future requests to amend the adopted zoning regulations,
- **Design Guidelines** that will more specifically describe desired design components such as building placement and orientation, public spaces, pedestrian and bicycle facilities, etc., that will be used in future decisions on development proposals, and
- **Zoning Parameters and Development Forecasts** that will be used in the preparation of the Draft EIR for analysis of impacts of anticipated development such as traffic, air quality, noise, etc.

### Trade Offs

All land use decisions involve tradeoffs and the careful weighing of potential benefits and consequences. The following are some issues which should be considered:

#### *Flexibility versus Certainty*

The results of the two recent community workshops were generally consistent with those expressed by the community at the 2009 workshops. There is a well-expressed desire for retail uses with public gathering places, but with a unique design character and good pedestrian and bicycle access. The question becomes how specific and rigid should the resulting regulations be to assure that the projects ultimately approved meet these expectations? Previous City policy documents, such as the Downtown Specific Plan, contain such specific criteria for certain properties that legislative changes are needed in many cases for projects to conform to all the requirements. Staff suggests the listing of Design Guidelines in the General Plan, but with language that allows an applicant to propose design deviations to decision-making bodies without having to also amend the General Plan.

#### *Economic Effects*

Depending upon the total square footage of development and the type of retail mix that could be attracted to a lifestyle retail center, sales and property tax revenues for the City of Novato would range between \$560,000 and \$800,000 annually. A home improvement store of approximately 80,000 sf. on the East side of the railroad between Olive Avenue and Rush Creek Place would additionally generate between \$400,000 and \$550,000 in sales and property tax revenue for the City. Full build-out of North Redwood Corridor would create around 180 FTE jobs with an annual payroll of \$15 to \$18 million and increase local spending by around \$26 million annually.



### *Impacts on Downtown*

The panel of economists/real estate experts who spoke at the September 14, 2013 workshop all agreed that retail is changing due to the switch of purchases to the internet and home delivery. Successful retail is now appealing to the desire of people to shop in more vibrant centers that feature outdoor dining and gathering places, entertainment, farmers markets, etc. This type of development is known as a “lifestyle center”, similar to those existing at Town Center, Corte Madera (which is about twice the land area as available in the NRBC Study Area); Fourth Street, Berkeley or The Barlow in Sebastopol which is oriented towards local artisans, wineries and organic foods. Based on public feedback at the two workshops, many members of the community also expressed a desire for this type of development.

In discussing the types of development might occur on North Redwood that would benefit and not compete with the Downtown, it was suggested by panelists that larger floor area uses could be incorporated into the North Redwood Corridor, such as Trader Joes, that can draw shoppers to the lifestyle center, which would constitute a different draw than the Downtown. Popularity of the development along North Redwood would likely have positive spinoff benefits to the Downtown.

### *Traffic Impacts*

As noted previously, the environmental impacts of the potential redevelopment in the Focus Areas will be evaluated in the future EIR to be prepared on the Draft General Plan. The NRBC is located just south of the San Marin Drive/Redwood Boulevard/U.S. 101 interchange, which is projected to have increased congestion with future growth and will eventually warrant a major improvement of the interchange and intersection. During the upcoming community workshops on the North, North Redwood Corridor (north of San Marin Drive, up to the Olompali State Park) staff will present some early traffic modeling results incorporating both the Council direction on the NRBC and land use/development options for the properties north of San Marin Drive.

### Proposed Vision Statement

The following language is proposed as a Vision Statement for the NRBC:

“The North Redwood Corridor provides an opportunity to create at its core a vibrant retail center with a unique design character, featuring inviting community gathering places with restaurants and entertainment. New commercial development should be pedestrian-oriented with an active street frontage and convenient pedestrian and bicycle connections to the Downtown and the SMART station. New residences are encouraged, both on the remaining Atherton Ranch site and possibly on upper stories in appropriate locations as part of retail development. Redwood Boulevard should be improved with landscaping, pedestrian/bicycle paths and wide sidewalks.”

## Design Guidelines

The following are proposed Design Guidelines for the various subareas of the NRBC:

<b><i>Subarea</i></b>	<b><i>Design Criteria</i></b>
<b>E. of Redwood – South</b>	<ul style="list-style-type: none"> <li>▪ Create a retail development composed of smaller shops and medium-sized retailers of 20,000-30,000 square feet each along with restaurants and entertainment facilities.</li> <li>▪ Allow for second and/or third story residential, recreational or office space, if practical and if a minimum 0.3 Floor Area Ratio of retail space is provided in this subarea.</li> <li>▪ Provide for public gathering places and outdoor seating.</li> <li>▪ Incorporate extensive landscaping with shade trees.</li> <li>▪ Provide pedestrian and bicycle connections between retailers and public spaces to the bicycle/pedestrian facilities along the SMART corridor and along Redwood Blvd.</li> <li>▪ Attempt to incorporate portions or design features of the Dairymen’s Milling building into the retail development.</li> <li>▪ Create wide pedestrian sidewalks and a bicycle path along the Redwood Blvd. frontage.</li> <li>▪ Locate buildings near the Redwood Boulevard frontage, with display windows and shop entries facing the street and gathering places.</li> <li>▪ Minimize views of parking areas from Redwood Boulevard, typically by locating parking behind buildings.</li> </ul>
<b>E. of Redwood – North</b>	<ul style="list-style-type: none"> <li>▪ Create a retail development composed of smaller shops and/or larger retailers of 20,000-40,000 square feet each.</li> <li>▪ Allow for second and/or third story residential, recreational or office space, if practical.</li> <li>▪ Incorporate extensive landscaping with shade trees.</li> <li>▪ Provide pedestrian and bicycle connections between retailers, to development on the E. Redwood South subarea to the south, to bicycle/pedestrian facilities along the SMART corridor and along Redwood Blvd.</li> <li>▪ Create wide pedestrian sidewalks and a bicycle path along the Redwood Blvd. frontage.</li> <li>▪ Locate buildings near the Redwood Boulevard frontage, with display windows and shop entries where practical facing the street.</li> <li>▪ Minimize views of parking areas from Redwood Boulevard, typically by locating parking behind buildings.</li> </ul>
<b>Motel</b>	<ul style="list-style-type: none"> <li>▪ Allow for continued motel/hotel use, or residential.</li> <li>▪ If redeveloped, project architecture should reflect the prominence of the site as a gateway or focal point at the northern end of the North Redwood corridor.</li> </ul>
<b>Wood Sales</b>	<ul style="list-style-type: none"> <li>▪ Allow for retail or light industrial/service commercial uses.</li> </ul>
<b>Water District/Bus Yard</b>	<ul style="list-style-type: none"> <li>▪ Allow for larger retail or recreational development in addition to light industrial/service commercial uses.</li> <li>▪ Provide pedestrian and bicycle connections between retailers, to development on the E. Redwood subareas and to bicycle/pedestrian facilities along the SMART corridor.</li> <li>▪ Improve the appearance and habitat value of Rush Creek if permissible.</li> </ul>

<b>Atherton Ranch</b>	<ul style="list-style-type: none"> <li>▪ Allow for either residential development or for residential with ground floor commercial space.</li> <li>▪ Residential units along the Redwood Boulevard frontage should have individual unit entries facing the street, ideally as individual rowhouses with balconies or stoops at the ground floor level unless commercial space is located on the ground floor.</li> <li>▪ Incorporate a landscaped view corridor through the new development to the linear park behind.</li> <li>▪ Housing units adjacent to the linear park should have unit entries facing the park.</li> <li>▪ Minimize the visibility of parking from Redwood Boulevard and from existing housing which surrounds the site.</li> <li>▪ New development should expand the existing linear park if feasible.</li> </ul>
<b>Olive/Redwood</b>	<ul style="list-style-type: none"> <li>▪ Allow for retail, office, residential or mixed use development.</li> <li>▪ Minimize the visibility of parking from Redwood Boulevard.</li> <li>▪ Locate buildings near the Redwood Boulevard and Olive Avenue frontages, with display windows and building entries facing the street to the extent practical.</li> </ul>
<b>Circulation/Infrastructure</b>	<ul style="list-style-type: none"> <li>▪ Improve Redwood Boulevard in conjunction with redevelopment in the study area. If necessary and as permitted by law, initial development may be required to fund full infrastructure improvements with a reimbursement agreement where appropriate for contributions from future development in the study area.</li> <li>▪ Improvements to Redwood Boulevard should either enhance the existing landscaped median with additional landscaping, seating areas and possibly a pedestrian/bicycle path, with retention of existing cork oak trees, or may propose reducing the right-of-way width with land area added to properties on the east side of Redwood Boulevard, with the former right-of-way used for a generous, landscaped pedestrian/bicycle path, wide sidewalks, outdoor seating areas and some retail space. Consideration will need to be given to the location of existing gas distribution lines, and to the value of any vacated right of way.</li> <li>▪ Install the SMART bicycle/pedestrian path in conjunction with redevelopment in the study area, if these improvements are not in place or scheduled to be installed by SMART in a reasonable time frame to coincide with new development. If necessary and as permitted by law, initial development may be required to fund the full infrastructure improvements with a reimbursement agreement, where appropriate, for contributions from future development in the study area or from SMART. The City should also pursue possible grant funding for path installation.</li> <li>▪ The City may consider allowing diagonal parking along the east side of Redwood Boulevard in the public right-of-way or permitting the use of a portion of the existing right-of-way for redevelopment. Consideration will need to be given to design, safety, value of any vacated right of way and costs associated with any bicycle and pedestrian improvements along the Redwood frontage, SMART right-of-way or for improvements to the Redwood Boulevard median.</li> <li>▪ The City should explore and implement, where feasible and as opportunities arise over time, additional pedestrian/bicycle connections to downtown, such as connection of Machin Avenue to Olive Avenue.</li> <li>▪ If feasible, consider relocation of high-voltage overhead utility lines along the Redwood Boulevard frontage.</li> </ul>

Zoning Parameters and Development Forecasts

The following are recommended draft development regulations for the various subareas:

Subarea	Acres	Existing Zoning				Draft Proposed Zoning			
		Zoning Dist.	FAR	Coverage	Height	Allowable Uses	Floor Area Ratio	Coverage	Height
E. of Redwood – South	6	CG	0.4	40%	35'	Retail, office, housing, recreation, entertainment, restaurants, hotel, no additional grocery sales beyond existing sq. ftg. of Trader Joes	0.4 for commercial + 0.2 for residential/office mixed use Min. 0.3 FAR of retail/entertainment/restaurant prior to residential or office	40%	35' (except for modifications to Dairymen's building – 53')
	3	CI	1.0	40%	35'				
E. of Redwood – North	3	CI	1.0	40%	35'	Retail, office, housing, recreation, entertainment, restaurants, hotel	0.4 for commercial + 0.2 for residential/office mixed use	40%	35'
Motel	1	CI	1.0	40%	35'	Hotel, housing, office	0.4 for commercial + 0.2 for residential/office mixed use	40%	35'
Wood Sales	0.5	CI	1.0	40%	35'	Light industrial/service commercial	0.4	40%	35'
Water District/Bus Yard	11.5	LIO	0.4	60%	35'	Light industrial/service commercial, retail, office, recreation	0.4	40%	35'
Atherton Ranch	3.5	PD Mixed Use	0.45	25%	45'	Housing or mixed use	n/a (if housing)	40%	35'
Olive/Redwood	2	CG	0.4	40%	35'	Retail, office, restaurant, housing	0.4 for commercial + 0.2 for residential/office mixed use	40%	35'

It should be noted that the zoning parameters reviewed by the Planning Commission in June, 2010 recommended a floor area ratio (FAR – the ratio of building square footage to land area) of 0.4 for retail and an additional 0.4 for mixed use (housing or office above). Staff has calculated the parking needs for development having an FAR of 0.8 and structured parking is required. At this time it seems unlikely that proposed development in the NRBC would warrant the cost to build structured parking. Staff therefore recommends a maximum FAR of 0.6 for mixed use, which will also result in less potential traffic impacts at the San Marin/Redwood/U.S.101 intersection and interchange to be analyzed in the General Plan EIR.

The following table identifies the maximum potential development under the proposed zoning parameters and compares that with a more likely redevelopment scenario of vacant or underutilized properties, with and without relocation/redevelopment of the Water District offices

and corporation yard and the Golden Gate Transit bus yard. The development forecasts are also compared with prior assumptions of development contained in the City’s traffic model from the existing General Plan.

<i>Subarea</i>	Max. Dev. Potential Proposed Zoning	Estimated Likely Near-Term Development Potential Proposed Zoning		Traffic Model Alt 1 (1996 GP buildout)	Traffic Model Alt 2 (1996 GP + NRBC 2010 Study)
		Without Water District and Bus Yard Redev.	With Water District and Bus Yard Redev.		
<b>E. of Redwood – South</b>	157,000 sf retail plus 78,000 sf office OR 78 du	130,000 sf retail	130,000 sf retail	103,000 sf retail 53,500 sf office	200,000 sf retail
<b>E. of Redwood – North</b>	53,000 sf retail 26,000 sf office OR 26 du	45,000 sf retail	45,000 sf retail	36,000 sf office	
<b>Motel</b>	17,400 sf retail plus 8,700 sf office OR 8 du	n/a	n/a	n/a	n/a
<b>Wood Sales</b>	8,700 sf service commercial	n/a	n/a	n/a	n/a
<b>Water District/Bus Yard</b>	200,000 sf retail	n/a	100,000 sf retail	203,000 sf office	130,000 sf office
<b>Atherton Ranch</b>	80 du	70 du	70 du	70,500 sf office	54 townhomes
<b>Olive/Redwood</b>	35,000 sf retail plus 17,500 sf office OR 18 du	17,000 sf retail 15 du	17,000 sf retail 15 du	n/a	70,000 sf hotel
<b>TOTAL</b>	<b>427,400 sf retail</b> <b>130,200 sf office</b> <b>8,700 sf service commercial</b> <b>80 du (+ 130 du if 130,200 sf office eliminated)</b>	<b>192,000 sf retail</b> <b>85 du</b>	<b>292,000 sf retail</b> <b>85 du</b>	<b>103,000 retail</b> <b>363,000 sf office</b>	<b>200,000 sf retail</b> <b>130,000 sf office</b> <b>70,000 sf hotel</b> <b>54 du</b>

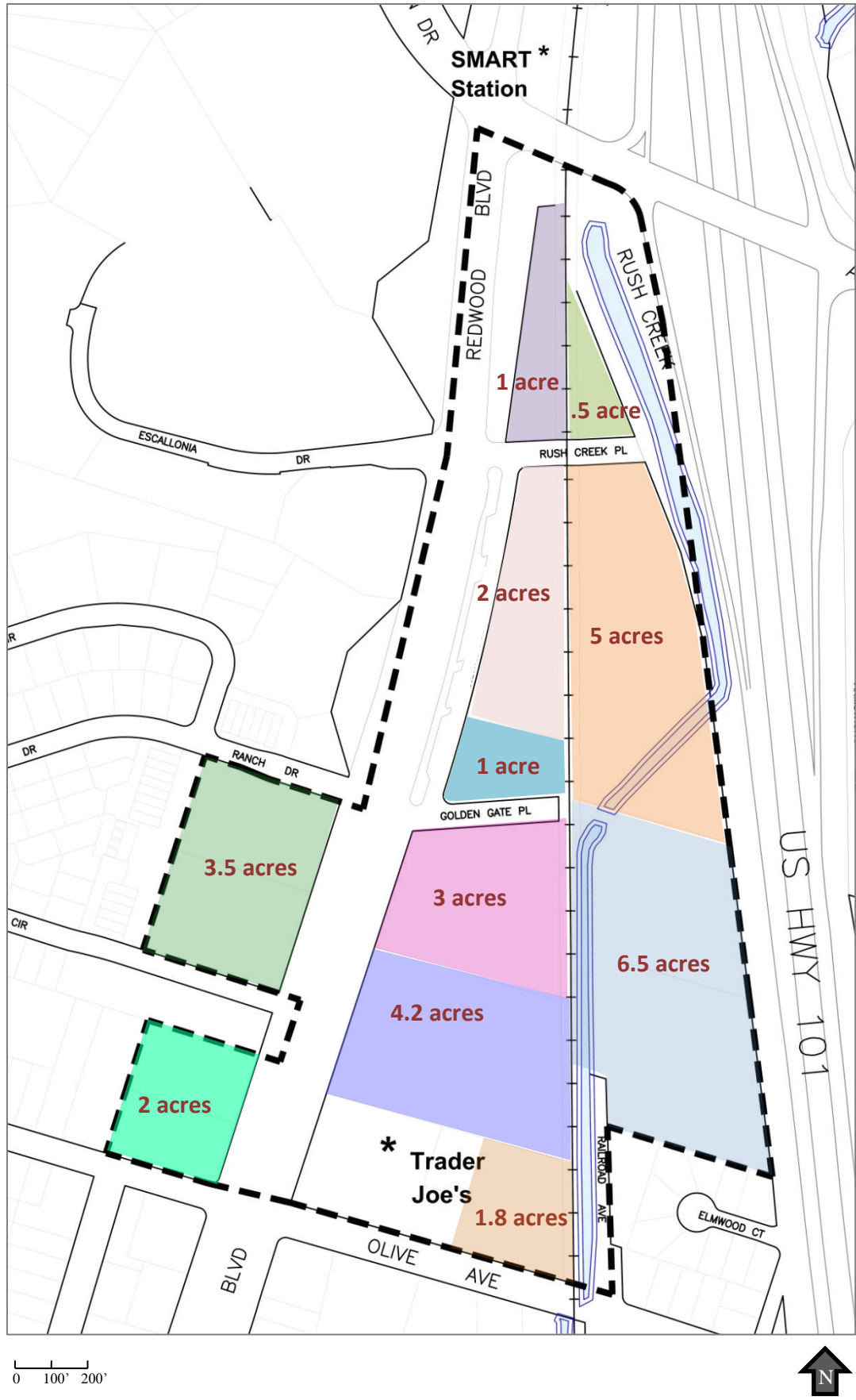
**REQUESTED ACTION**

The Economic Development Advisory Commission is being asked to provide feedback on the proposed Vision Statement, Design Guidelines and Zoning Parameters/Development Forecasts outlined above in the form of a recommendation to the City Council. The Commission should consider in its evaluation the overall economic needs of the City, the findings of the recently completed Retail Leakage Study and the relationship between development in the North Redwood Boulevard Corridor and the Downtown.

**ATTACHMENTS**

- Exhibit 1: Study Area Parcel Sizes
- Exhibit 2: Survey Results from 9/28/13 Community Charrette

**Exhibit 1: STUDY AREA – PARCEL SIZES**





## Exhibit 2: SURVEY RESULTS FROM 9/28/13 COMMUNITY CHARRETTE

(94 responses)

### East of Redwood South (ROIC & Dairymen's)

Lifestyle Retail	67	73%
Mixed Use	18	20%
Apartments/Condos	4	4%
Small Scale Retail	2	2%
Health Club	1	1%

#### Preference for Design Scheme:

Team 1	49	58%
Team 2	16	19%
Team 3	20	24%

### East of Redwood North (Shamrock, recycling, landscape materials)

Lifestyle Retail	35	38%
Mixed Use	28	30%
Apartments/Condos	11	12%
Medium Box Retail	6	7%
Recreation	5	5%
Community Retail	3	3%
Entertainment	2	2%
Light Industrial/Service Commercial	2	2%

#### Preference for Design Scheme:

Team 1	38	58%
Team 2	14	22%
Team 3	13	20%

### Motel

Motel	29	47%
Apartments/Condos	20	32%
Office	3	5%
Recreation	3	5%
Light Industrial/Service Commercial	2	3%
Medium Box	2	3%
Self Storage	1	2%
Parking	1	2%
Chamber of Commerce	1	2%

**Wood Sales Lot**

Light Industrial/Service Commercial	21	44%
Feedstore	5	10%
Retail	4	8%
Chamber of Commerce	4	8%
Recreation	3	6%
Park	3	6%
Apartments/Condos	3	6%
Office	4	8%
Medium Box Retail	1	2%

**Water District/Bus Yard**

As Is/Light Industrial/Service Commercial	41	35%
Larger Box	28	24%
Medium Box	22	19%
Recreation	13	11%
Apartments/Condos	7	6%
Office/Biotech	3	3%
Parking	3	3%
Lifestyle Retail	1	1%

**Atherton Ranch Vacant Parcel**

Apartments/Condos	54	50%
Senior Housing	28	26%
Mixed Use	18	17%
Plaza/Park	5	5%
Amphitheatre	1	1%
Hotel	1	1%
Retail	1	1%

**Olive/Redwood**

Mixed Use	34	31%
Apartments/Condos	25	23%
Senior Housing	27	24%
Community Commercial	14	13%
Medium Box Retail	8	7%
Hotel	1	1%
Community Center	1	1%
Live/Work	1	1%

**Workshop Evaluation**

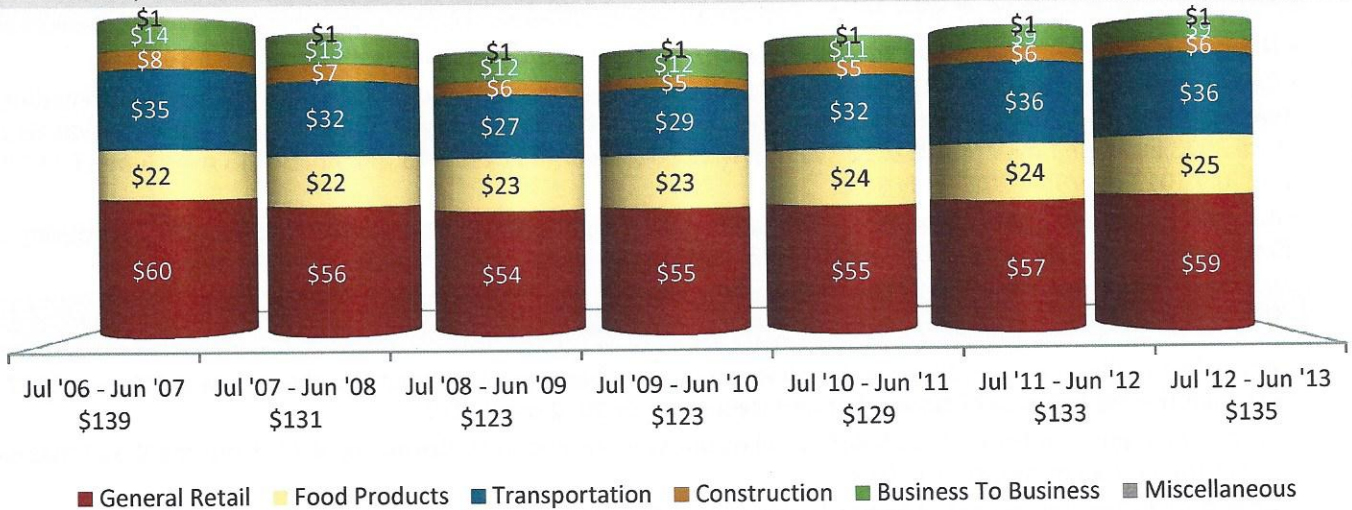
	<i>Yes</i>	<i>Somewhat</i>	<i>No</i>
Did you enjoy the workshop process?	<b>95%</b>	<b>2%</b>	<b>3%</b>
Do you feel like you had an opportunity to express your ideas?	<b>95%</b>	<b>2%</b>	<b>3%</b>
Do you feel like your ideas are reflected in the sketches prepared?	<b>78%</b>	<b>5%</b>	<b>17%</b>
Will you continue to participate in the General Plan Update process?	<b>100%</b>		

# City of Novato

Sales Period: July 2012 - June 2013

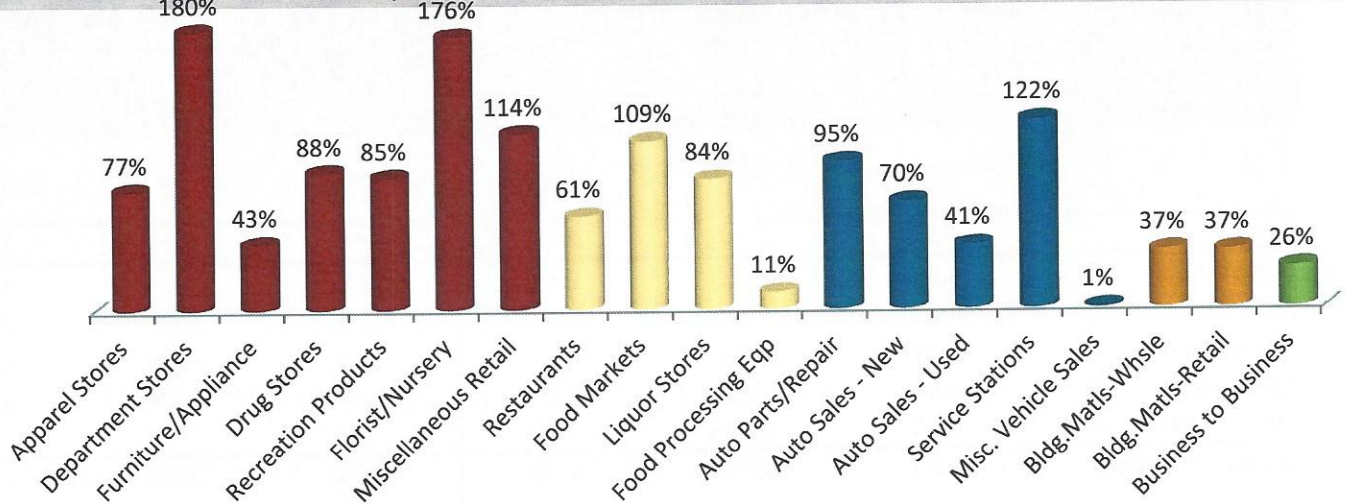
## Sales Tax Per Capita

City of Novato's annualized sales tax divided by its population as reported by State Department of Finance

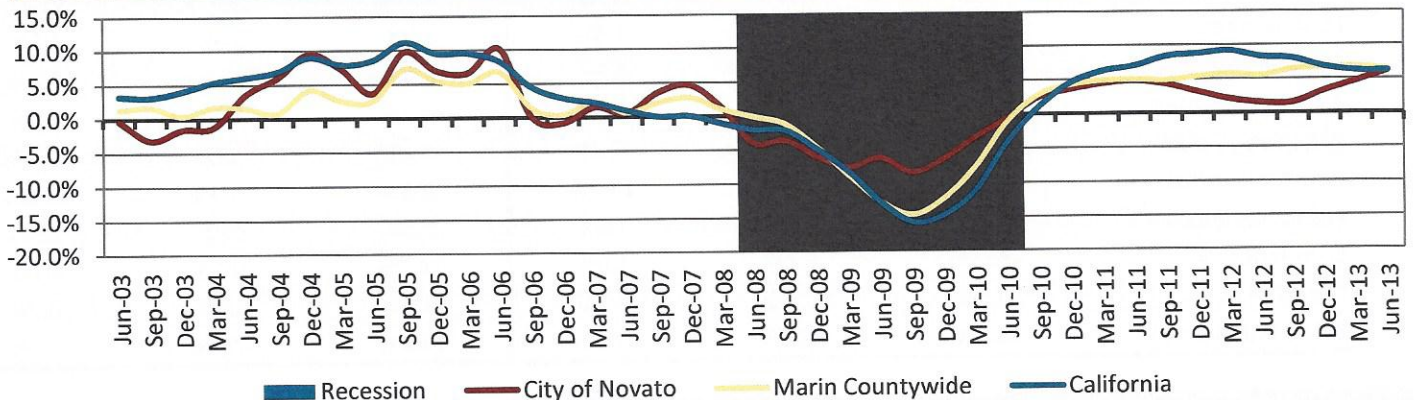


## Sales Tax Capture & Leakage Analysis

100% = Equilibrium; Over 100% = Capture; Under 100% = Leakage



## Annualized Change in Sales Tax Cash Receipts





# City of Novato

Sales Period: July 2012 - June 2013

## Summary

### News from Sales Tax Quarter

- Nationally, 2013Q2 Retail Trade was up 5% over 2012Q2 and up 3.3% over last quarter.
- California Residential Building Permits continued to increase in July, though not at the pace of the preceding twelve months. The average increase over the same month in the prior year for the past 12 months was 63.6%. April 2013 increased over April 2012 172.3%, May 2013 over May 2012 43.2%, June 2013 over June 2012 29.8% and July 2013 over July 2012 only 18%.
- According to the California Department of Finance, New Light Vehicle Registrations increased 12.5% during the first 6 months of 2013 versus a year earlier, much higher than the 7.7% improvement nationally.

### News from Today

- According to ShopperTrak, National Retail Revenue in November and December should rise 2.4% over 2012, a little less than the 3% increase of November and December of 2012 over 2011.
- In the first eight months of 2013 9,830 small business were sold in California, up 4.6% from the 9,397 that were sold in the first eight months of 2012.
- According to the Bureau of Economic Analysis, U.S. Retail and Food Services Sales for August were up 4.7% over August 2012. Total sales for the June through August 2013 period were up 5.4% from the same 3 month period a year ago.
- Inflation Update: The California Consumer Price Index, (CPI-U), for August is up 1.2% over August of 2012.

## Quarter-Over-Quarter

Apr - Jun 2012 to Apr - Jun 2013

## Year-Over-Year

Jul - Jun 2012 to Jul - Jun 2013

	Quarter-Over-Quarter			Year-Over-Year		
	City of Novato	S.F. Bay Area	Statewide	City of Novato	S.F. Bay Area	Statewide
<b>Total</b>	<b>4.9%</b>	<b>2.1%</b>	<b>2.7%</b>	<b>2.9%</b>	<b>5.0%</b>	<b>4.8%</b>
General Retail	9.9%	3.3%	2.8%	4.6%	4.4%	4.0%
Food Products	4.7%	6.1%	4.9%	4.1%	6.6%	5.4%
Transportation	-2.0%	6.9%	3.8%	1.1%	10.6%	6.5%
Construction	1.8%	9.2%	6.2%	-0.1%	9.0%	8.4%
Business To Business	6.4%	-10.2%	-2.4%	-2.6%	-3.0%	1.6%
Department Stores	3.0%	1.5%	2.1%	3.9%	3.8%	3.8%
Service Stations	-1.8%	-3.3%	-4.4%	1.5%	1.0%	-0.7%
Restaurants	5.3%	6.8%	5.9%	4.2%	7.0%	5.6%
Miscellaneous Retail	37.5%	4.6%	3.7%	12.7%	2.2%	3.2%
Auto Sales - New	-5.1%	16.1%	11.4%	-0.5%	22.4%	15.2%
Food Markets	3.5%	3.9%	1.8%	3.9%	5.4%	4.8%
Apparel Stores	0.4%	6.1%	4.3%	2.1%	10.1%	8.0%
Auto Parts/Repair	3.6%	4.2%	3.0%	-0.1%	4.4%	3.5%
Bldg.Matls-Retail	7.0%	5.2%	-0.3%	7.1%	7.2%	3.3%
Bldg.Matls-Whsle	-3.5%	13.7%	13.2%	-6.6%	11.1%	14.0%
Furniture/Appliance	7.9%	1.0%	1.6%	2.7%	2.8%	1.3%
Light Industry	-20.1%	1.3%	1.0%	-14.3%	-0.1%	0.1%
Drug Stores	-1.4%	0.5%	0.1%	-5.4%	0.0%	-0.7%
Office Equipment	35.4%	-18.2%	-7.2%	10.6%	-7.9%	-1.7%