



NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE

NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



Welcome!

NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



September 14

public meeting
vision





NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



September 14

public meeting
vision



3-4 alternative
concepts

Volunteer Architects



NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



September 14

September 28

public meeting
vision

public meeting
input



3-4 alternative
concepts

Volunteer Architects

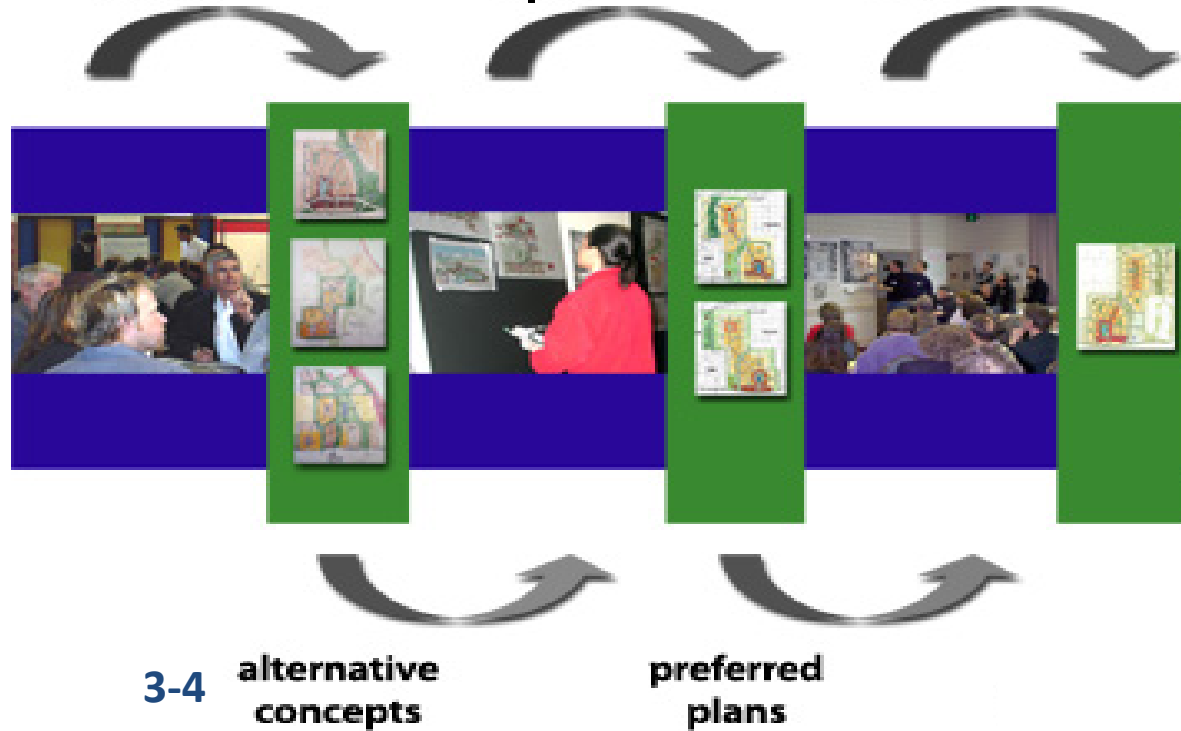
NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



September 14
public meeting
vision

September 28
public meeting
input

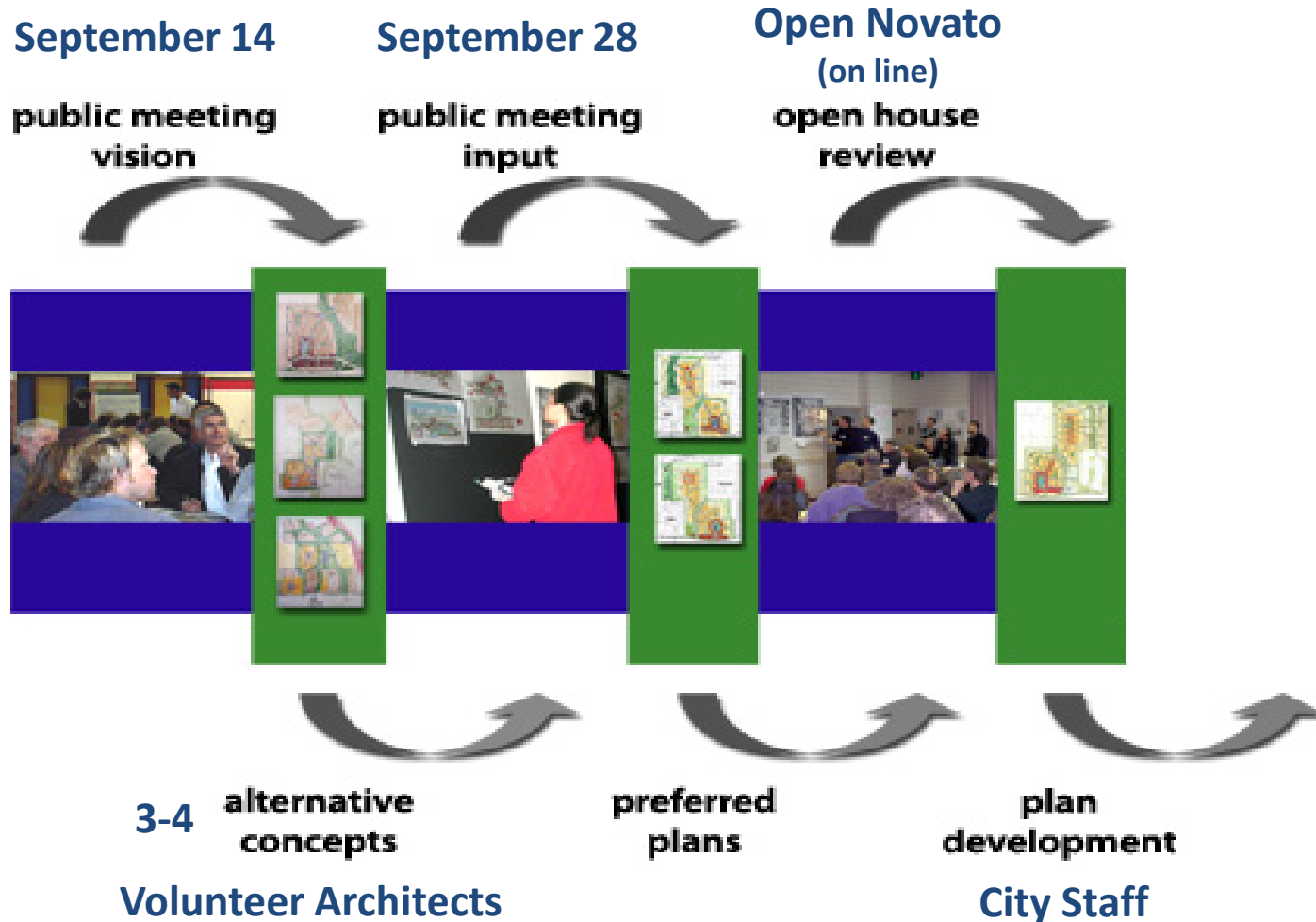
Open Novato
(on line)
open house
review



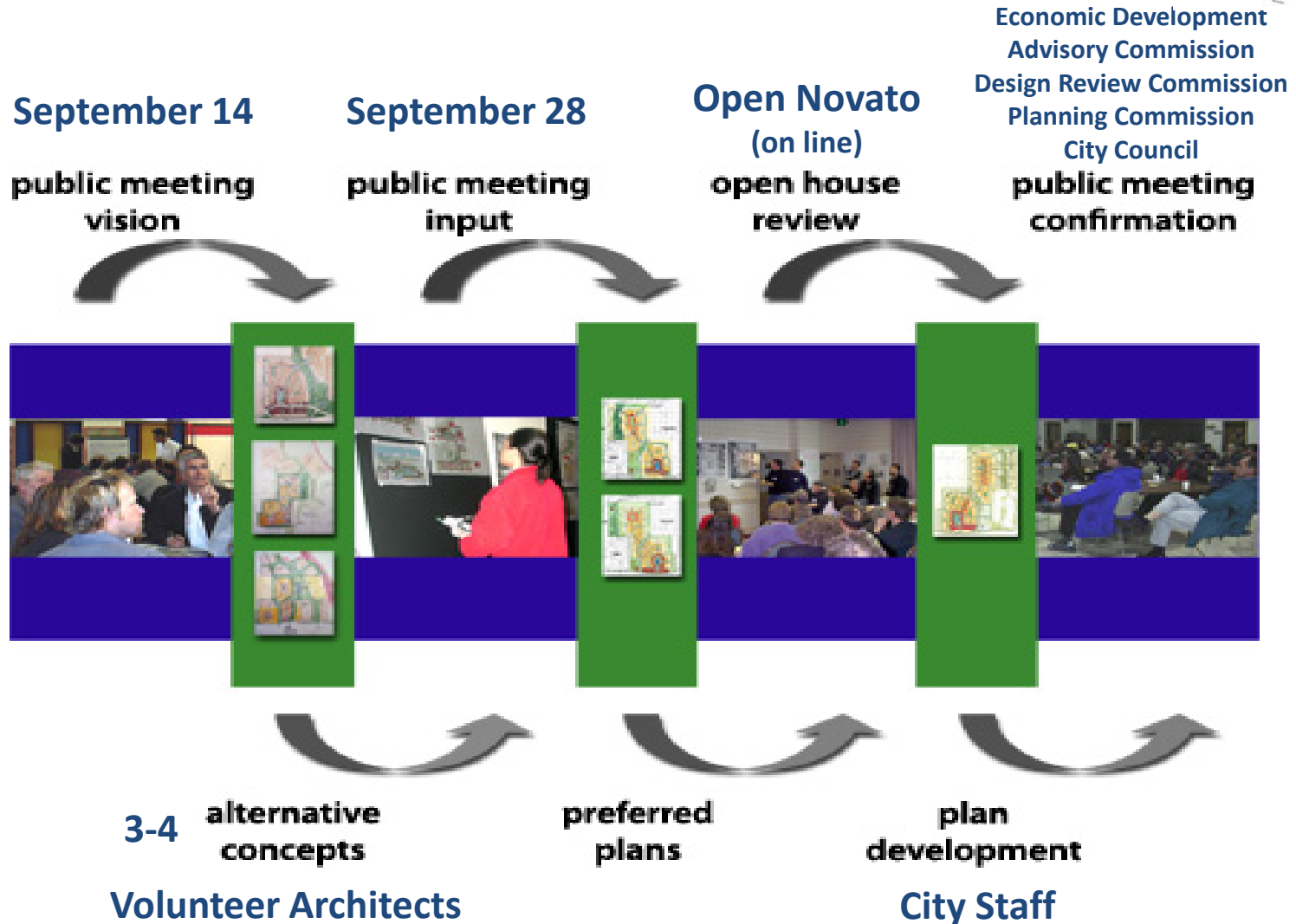
3-4 alternative
concepts
Volunteer Architects

preferred
plans

NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



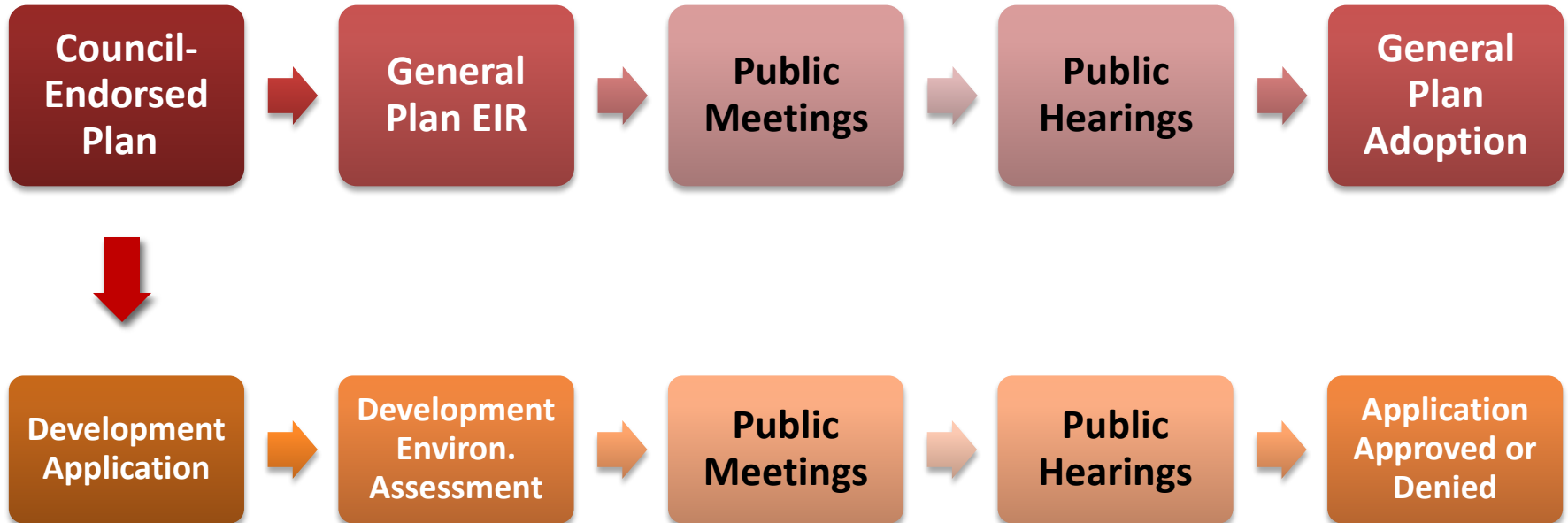
NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



Next Steps



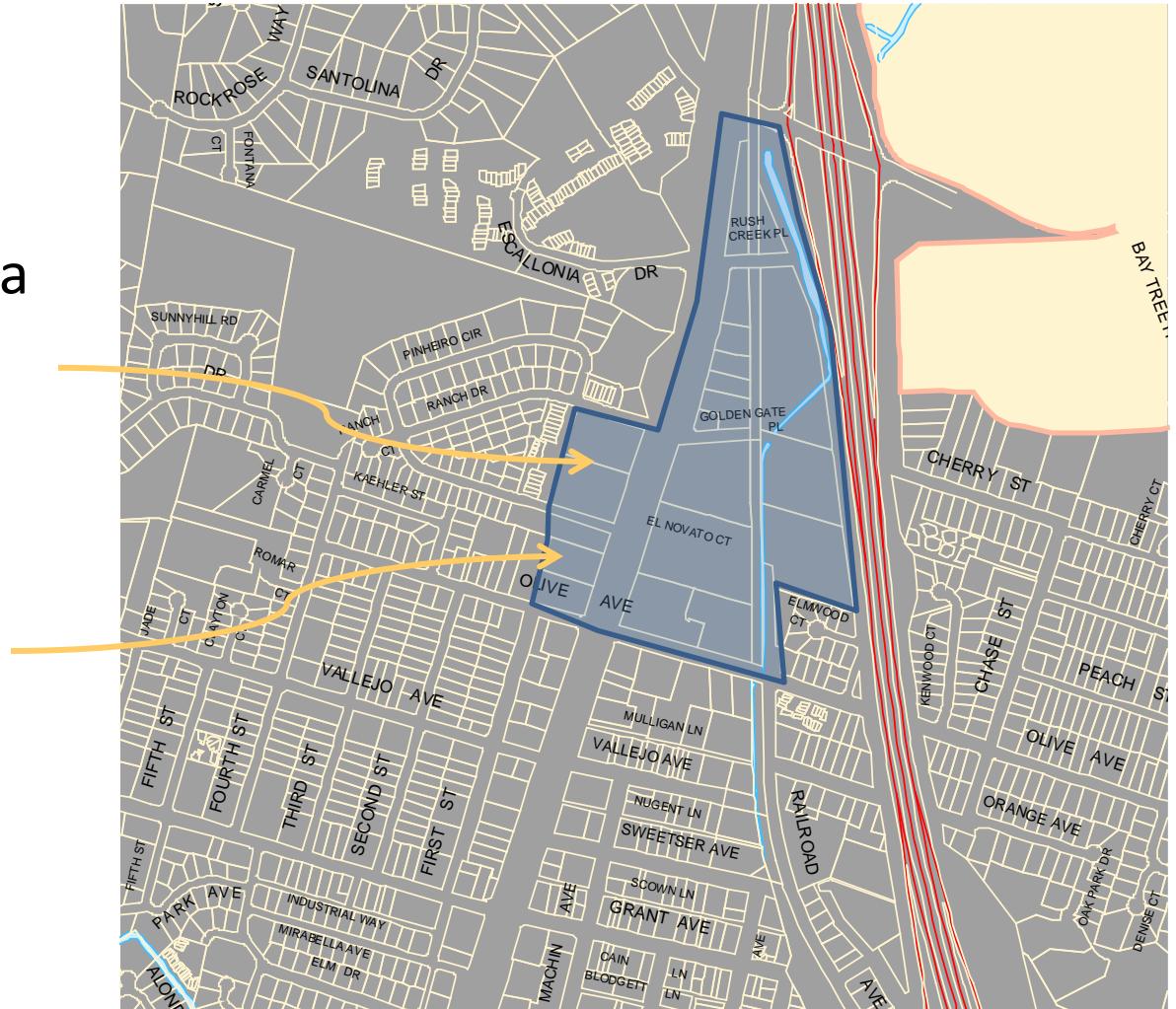
NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



Parameters

Study Area

- Moratorium Area



NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



Parameters

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.

NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



Parameters

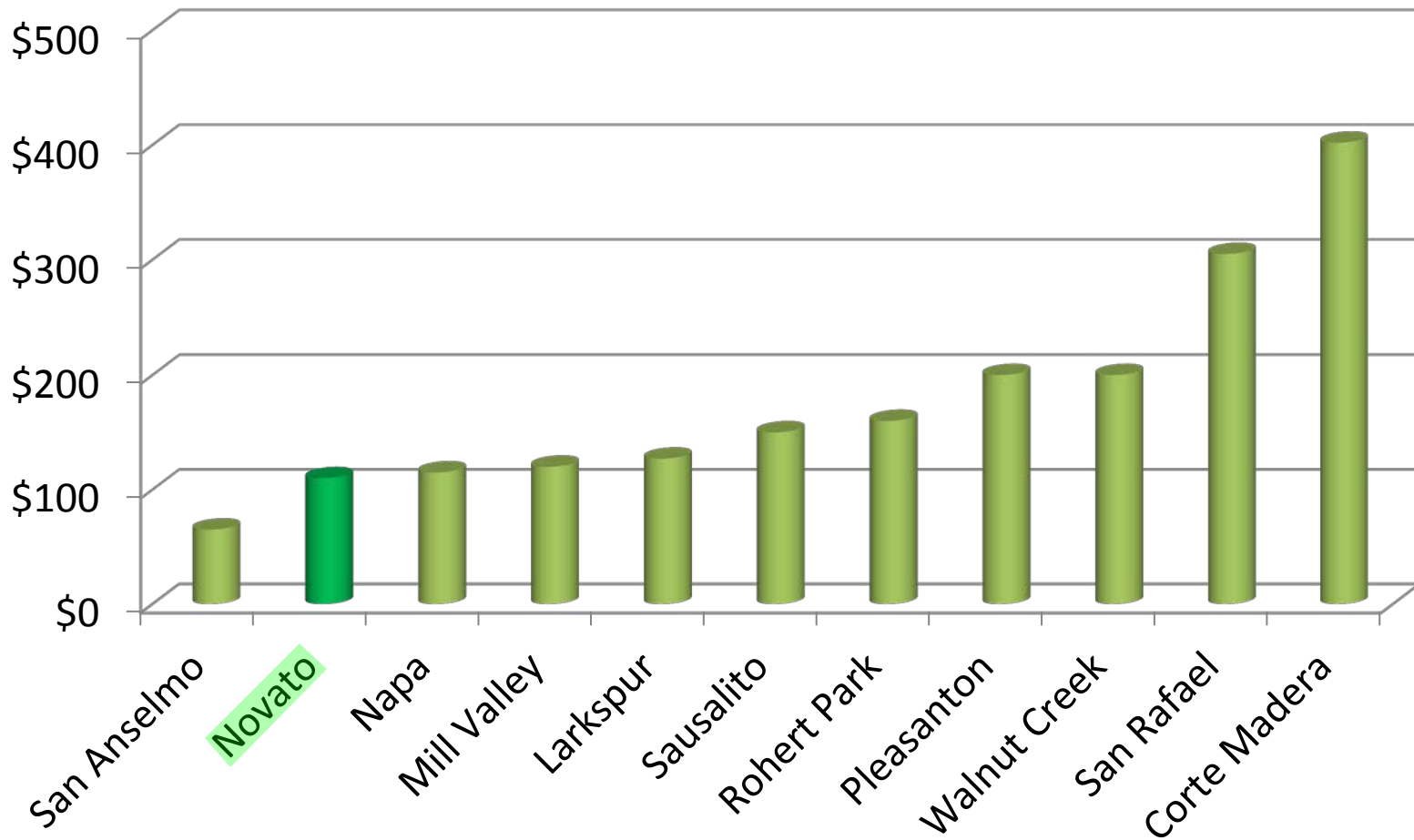
Economic

- City's Fiscal Sustainability Plan anticipates increase in retail sales and property tax from additional commercial development in Novato

NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



Sales Tax per Capita



NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



Parameters

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

NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



Parameters

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)

NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



Parameters

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

NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



Speaking in "Place Types"



NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



Speaking in “Place Types”

RETAIL

- “Community Retail Center”
- “Medium-Box Retail”
- “Larger-Box Retail”
- “Lifestyle Center”

NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



RETAIL:

“Community Retail Center”

- Examples:
 - Hamilton Marketplace (92,000 sf with Safeway on 8.5 acres)
 - Pacheco Plaza (76,000 sf with Paradise Foods on 8 acres)
- 60,000 – 100,000 sq. ft. on 6-10 acres
- Individual stores with common parking serving the local community
- May include outdoor dining, community gathering places

RETAIL:

“Community Retail Center”



Hamilton Market Place,
Novato



NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



RETAIL:

“Medium-Box Retail”

- 30,000 – 40,000 sq. ft. major tenant, often grouped with other similar or smaller sized tenants on 3-10 acres
- Both local and regional serving
- Typically sited behind field of parking
- Examples:
 - Staples/Mancini’s, Novato (24,000 sf on ~ 2 acres)

RETAIL:

“Medium-Box Retail”



Staples & Mancini, Novato



NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



RETAIL:

“Larger-Box Retail”

- 100,000 – 200,000 sq. ft. major tenant, on 10 - 15 acres
- Both local and regional serving
- Typically sited behind field of parking
- Examples:
 - Target
 - Friedman’s Home Improvement

RETAIL:

“Larger-Box Retail”



Friedman's – 80,000 sq. ft. on 10 acres

Target – 140,000 sq. ft. on 15 acres



NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



RETAIL:

“Lifestyle Retail Center”

- Examples:
 - Town Center, Corte Madera
 - Fourth Street, Berkeley
 - The Barlow, Sebastopol
- 200,000 – 300,000 sq. ft. on 10-20 acres
- Major and minor tenants with common parking serving the local and regional markets
- Includes a mix of retail, restaurants, entertainment and recreational uses with outdoor dining and community gathering places

RETAIL:

“Lifestyle Retail Center”

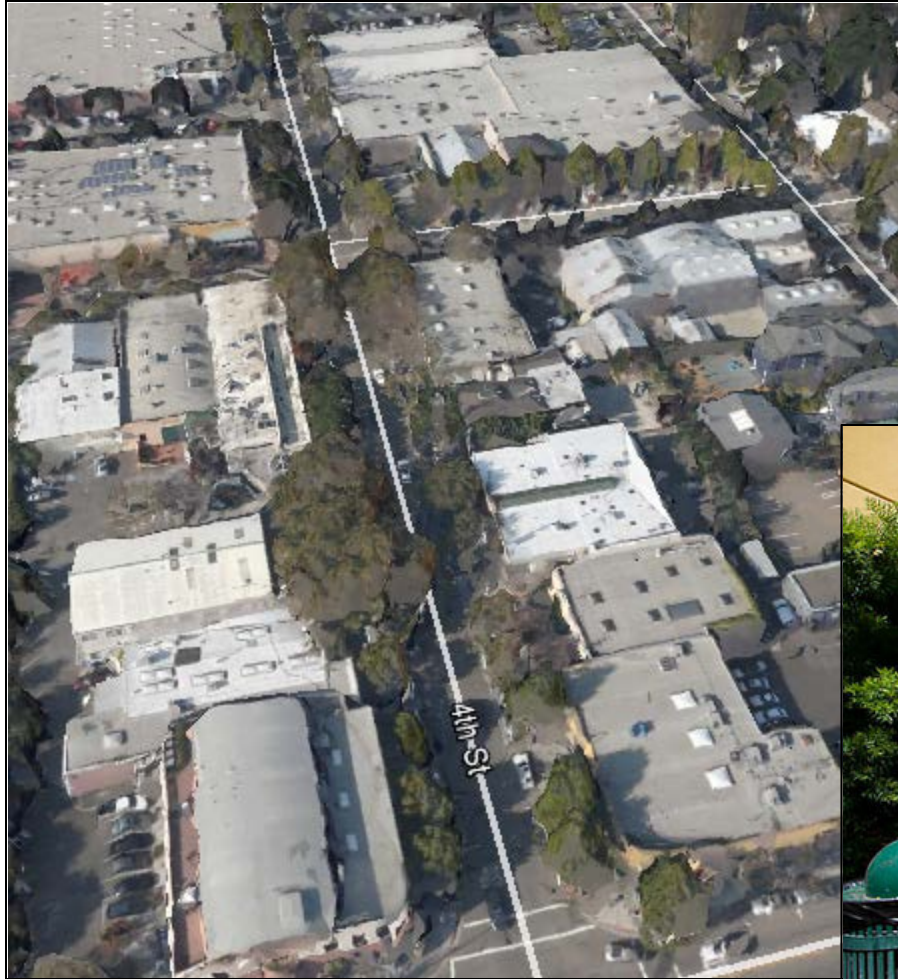


Town Center, Corte Madera – 384,000 sq. ft. retail + 82,000 sq. ft. office on 30 acres



RETAIL:

“Lifestyle Retail Center”



Fourth Street, Berkeley – 120,000 sq. ft. retail, city street



RETAIL:

“Lifestyle Retail Center”



“The Barlow” , Sebastopol – 215,000 sq. ft. retail on 12.5 acres



NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



Speaking in “Place Types”

RESIDENTIAL

- Apartments/Townhouses



NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



Speaking in “Place Types”

MIXED USE

- Ground-floor Retail
- Residential
- Office



NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



What We Heard



NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



LAND USES:

- Support for “Lifestyle Retail Center” along east side of Redwood: higher-end retailers, pedestrian-orientation, gathering places
- Possible support for residential atop ground floor retail
- Uncertainty re: motel and firewood sites
- Multiple options for area between railroad and freeway: leave as-is or for light industrial/service commercial, box retail, housing

NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



DESIGN DESIRES:

- Gathering places, plazas
- Substantial landscaping
- Buildings near the street, views of parking minimized
- Wide sidewalks/bike path on Redwood
- Connections to the SMART bike/pedestrian path
- Try to utilize the Dairymen's building/character

NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



REDWOOD BOULEVARD:

- Support for keeping ROW as-is, but “activating” the median
- Support for narrowing the ROW, providing additional land area to properties on the east side for development (note constraint of the PG&E gas lines at the current edge of the ROW)
- Potential for angled/perpendicular parking in front of retail buildings on Redwood

NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



Design Schemes



Our Volunteer Architects

Phil Abbey

Sudhish Mohindroo

Don Blayney

Ritu Raj Sharma

Max Chrome

Peter Strauss

Joe Farrell

Rick Strauss

David Israel

Bill Valentine

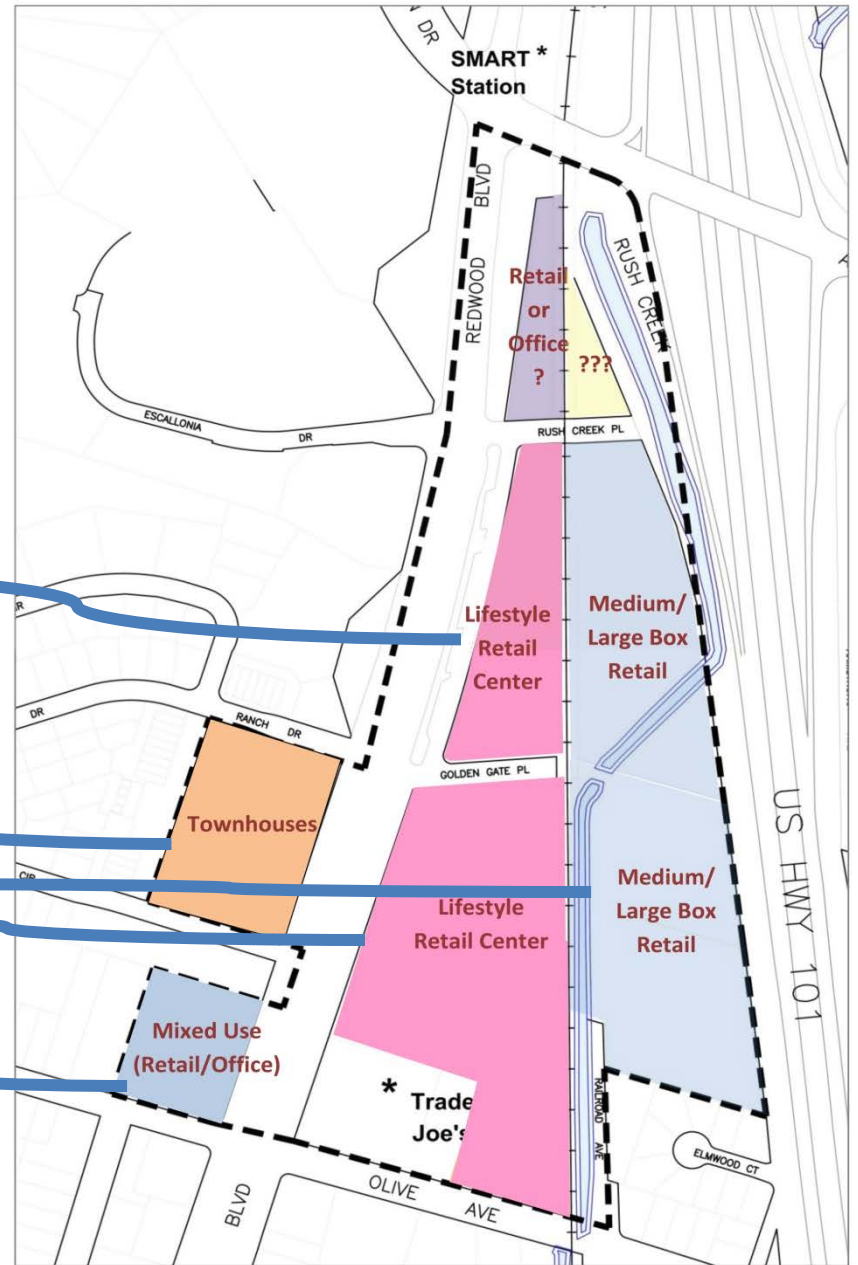
Dan Macdonald

Rick Williams

Patrick MacLeamy

Bob Wright

DESIGN ALTERNATIVE 1

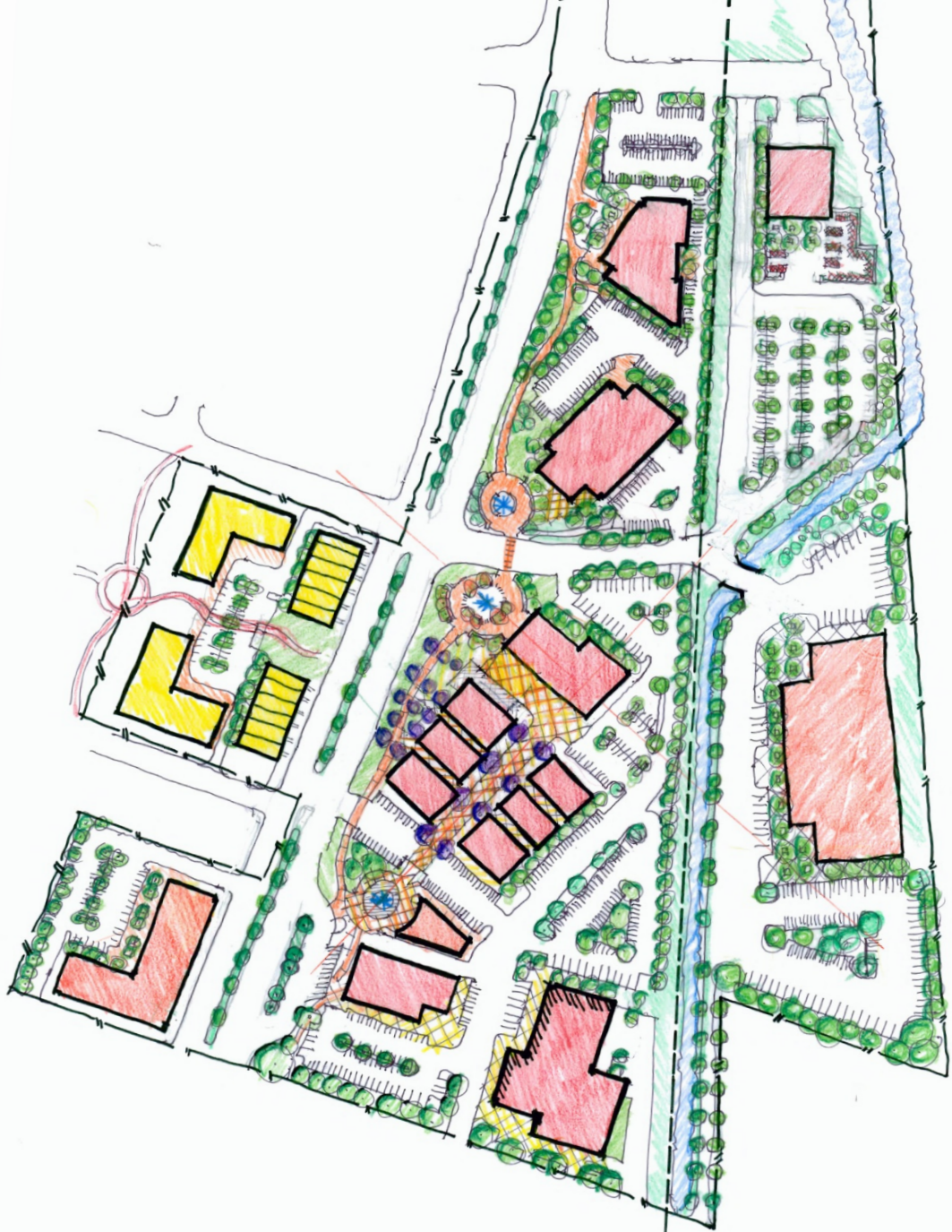


0 100' 200'

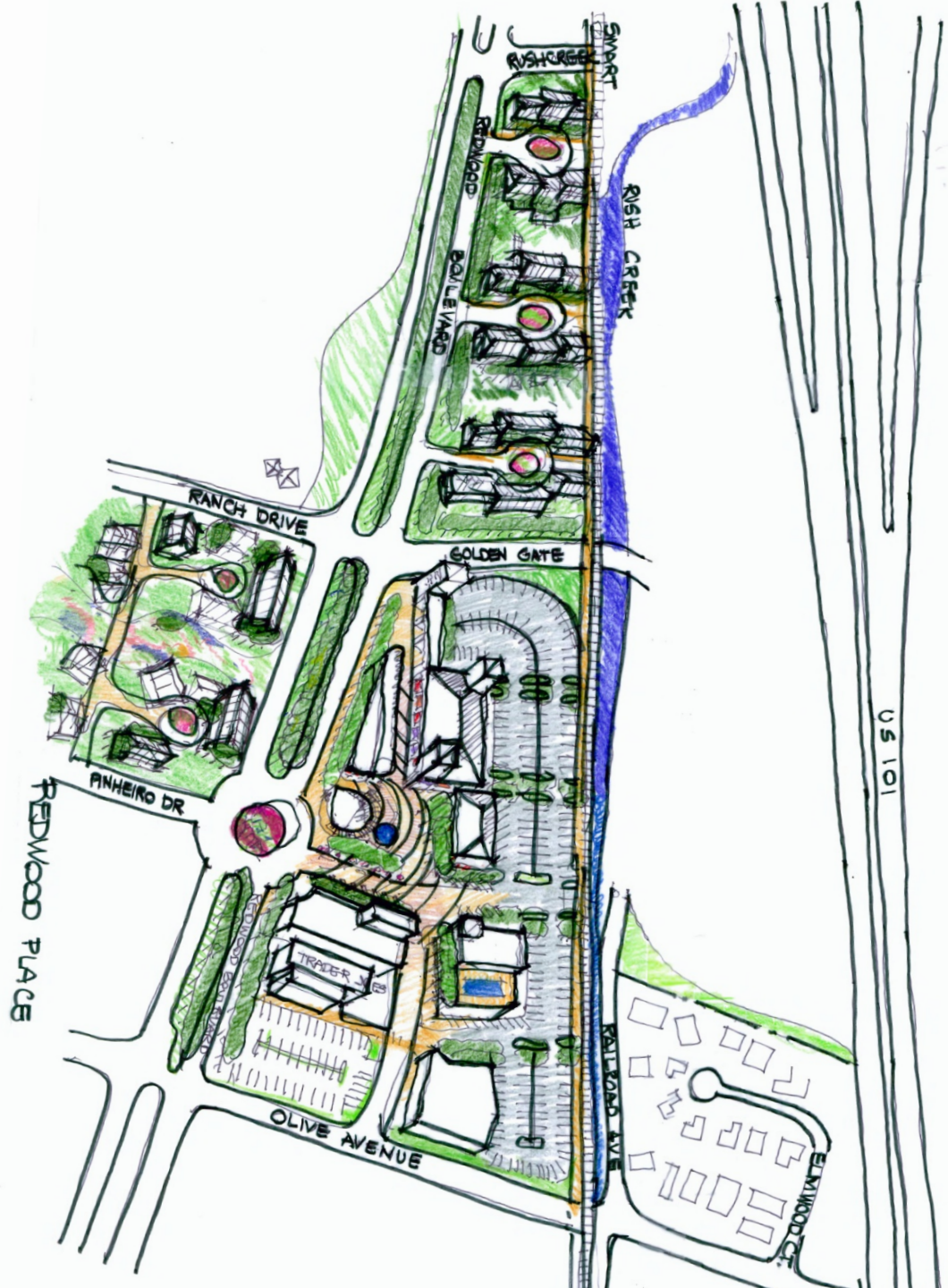




Lifestyle Retail:	58,000 sf
Medium Box Retail:	67,000 sf
Large Box Retail:	70,000 sf
Mixed Use:	50,000 sf
Townhouses	







05 101

REDWOOD PLACE

- GOOD FOR NOVATO
- ATTRACTIVE TO DEVELOPERS
- PLACE FOR PEOPLE
- PEDESTRIAN & BIKE FRIENDLY
- COMPLEMENTS - NOT COMPETES - WITH OLD TOWN
- FUN TO BE THERE!

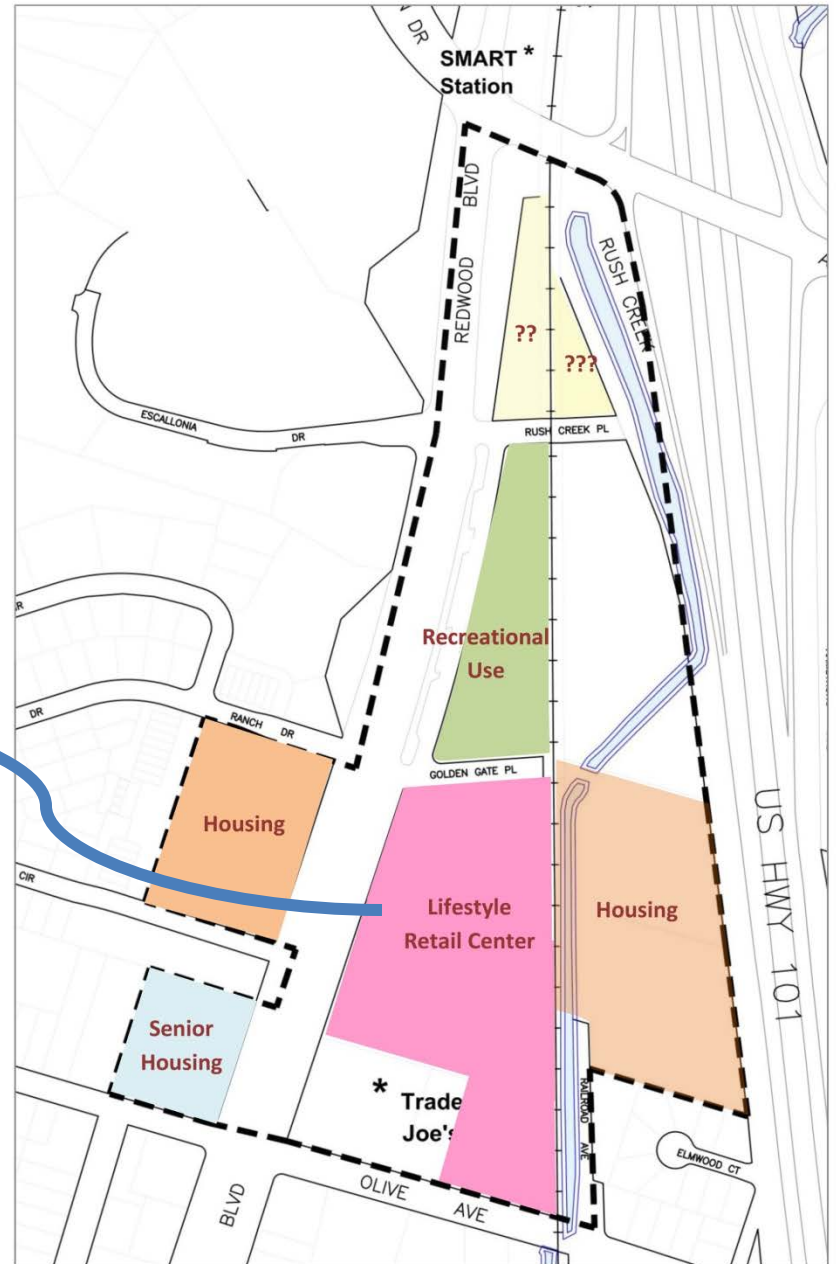
STATISTICS

- 110,000 SQUARE FEET RETAIL (15,000 2ND FLOOR)
- 440 PARKING SPACES
- MIX OF RETAIL SIZES UP TO 20,000 SQ FT
- SECOND FLOOR: BAY CLUB NORTH
- HOUSING NORTH & WEST OF REDWOOD PLACE
UP TO 160 UNITS



REDWOOD PLACE

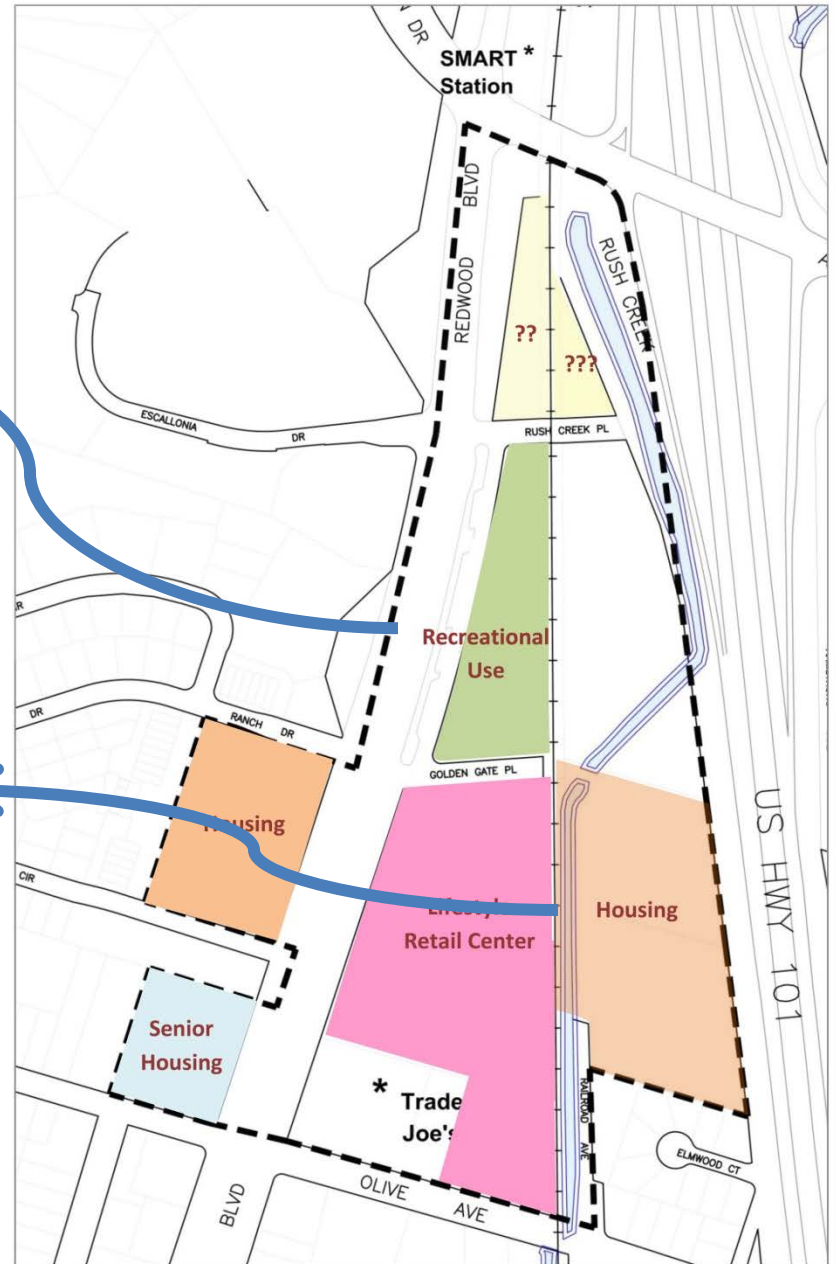
DESIGN ALTERNATIVE 3



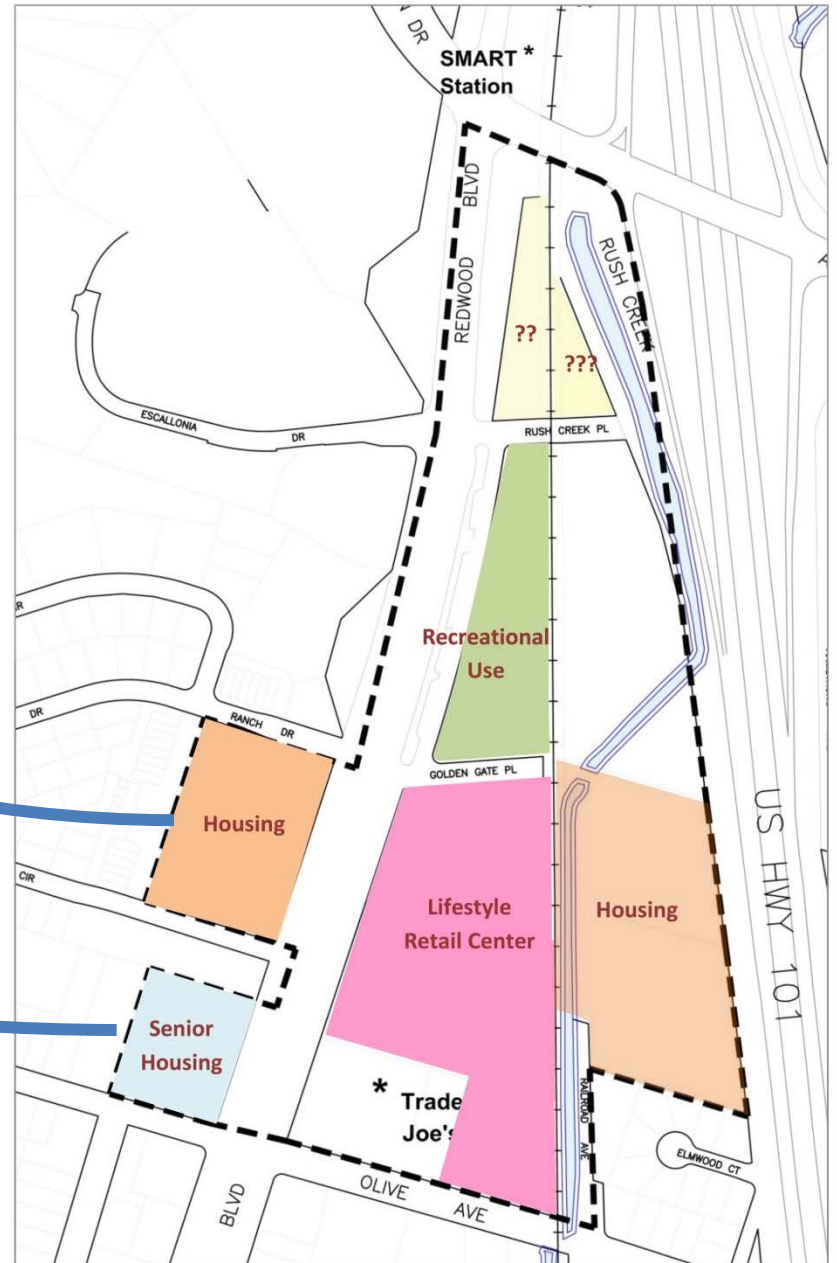
0 100' 200'



DESIGN ALTERNATIVE 3

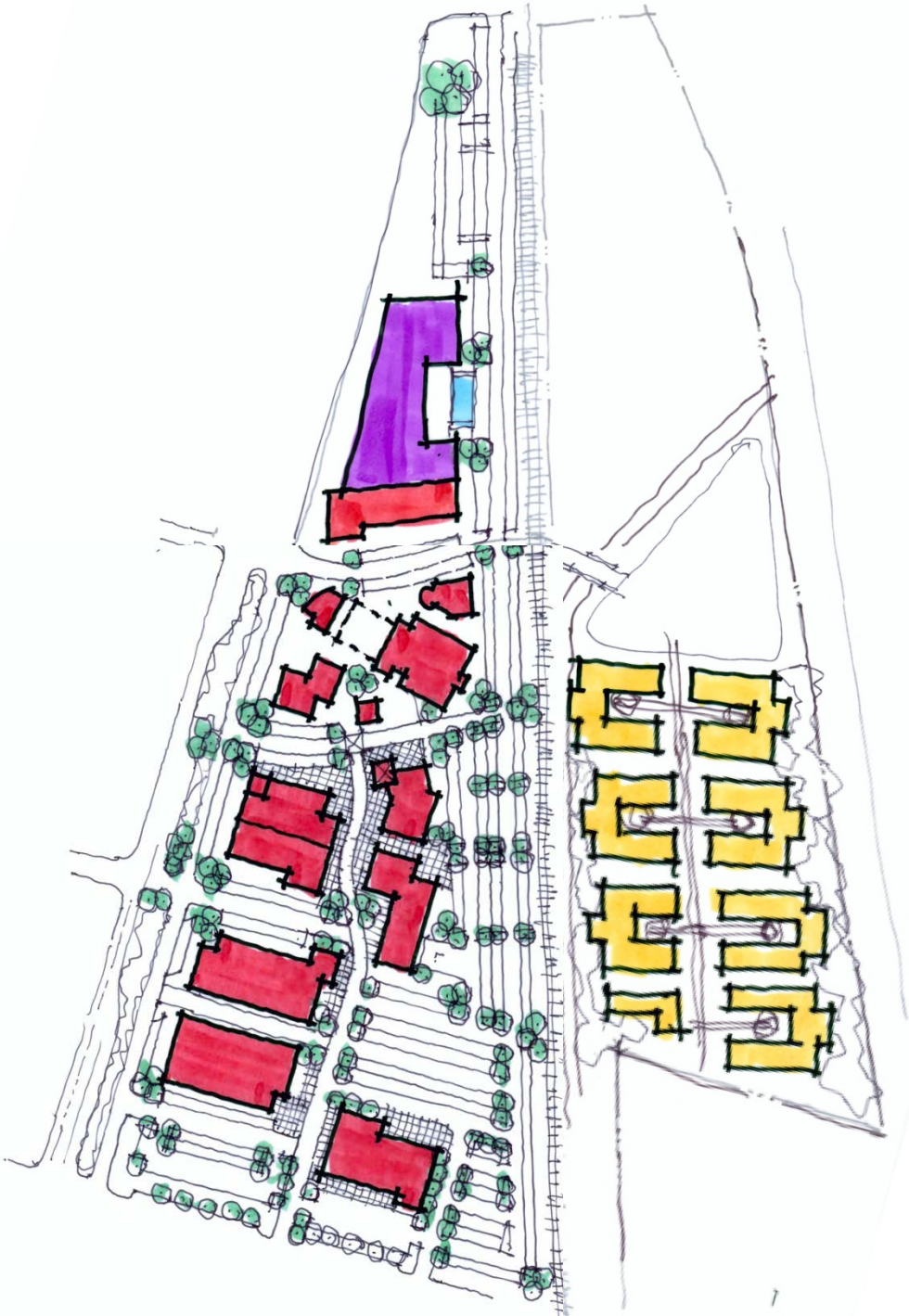


DESIGN ALTERNATIVE 3



0 100' 200'









OUTDOOR THEATRE +
PLAZA @ GOLDEN GATE PLACE



REDWOOD BOULEVARD







EVALUATION FORM:

NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



Participant Survey Form

Please take a few moments to identify your preferences or ideas. We'll collect these sheets at the end of the charrette.




Subareas	Is there a development type that you think is most appropriate for this subarea?	Is there a particular sketch that you like for this subarea?		
		Team 1	Team 2	Team 3
East side of Redwood:				
1 East of Redwood – South (ROIC, Dairymen's)	<input checked="" type="checkbox"/> Lifestyle retail <input type="checkbox"/> Mixed use (ground floor retail/housing above) <input type="checkbox"/> Apartments/condos <input type="checkbox"/> Other: _____	X		
2 East of Redwood – North (Shamrock, recycling, landscape materials)	<input type="checkbox"/> Lifestyle retail <input type="checkbox"/> Mixed use (ground floor retail/housing above) <input checked="" type="checkbox"/> Apartments/condos <input type="checkbox"/> Other: _____		X	
3 Motel	<input type="checkbox"/> Motel/Hotel <input type="checkbox"/> Apartments/condos <input type="checkbox"/> Other: _____			
Between the Railroad and Freeway:				
4 Wood Sales	<input type="checkbox"/> Light industrial <input type="checkbox"/> Other: _____			
5 Water District	<input type="checkbox"/> Leave as-is (or light industrial) <input type="checkbox"/> Medium box retail <input type="checkbox"/> Larger box retail <input type="checkbox"/> Apartments/condos <input type="checkbox"/> Recreation <input checked="" type="checkbox"/> Other: _____			
6 Bus Yard	<input type="checkbox"/> Leave as-is (or light industrial) <input type="checkbox"/> Medium box retail <input type="checkbox"/> Larger box retail <input type="checkbox"/> Apartments/condos <input type="checkbox"/> Recreation <input type="checkbox"/> Other: _____			
West side of Redwood:				
7 Atherton Ranch site	<input type="checkbox"/> Apartments/condos <input type="checkbox"/> Senior housing <input type="checkbox"/> Mixed use (retail/housing) <input type="checkbox"/> Other: _____			
8 Olive/Redwood	<input type="checkbox"/> Apartments/condos <input type="checkbox"/> Senior housing <input type="checkbox"/> Mixed use (retail/housing) <input type="checkbox"/> Community commercial <input type="checkbox"/> Medium box retail <input type="checkbox"/> Other: _____			

Were there ideas from the sketches that you particularly like?

NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE



STATION QUESTIONS:

- What did you like about this scheme? 
- What didn't you like? 
- What improvements would you suggest? 



NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE