



NORTH REDWOOD CORRIDOR COMMUNITY CHARRETTE

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Welcome!

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What's a "Charrette"?



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What's a "Charrette"?

An intense period of design or planning activity – a collaborative session in which a group of designers drafts a solution to a design problem.

Charrettes often take place in multiple sessions in which the group divides into sub-groups. Each sub-group then presents its work to the full group as material for further dialogue. Such charrettes serve as a way of quickly generating a design solution while integrating the aptitudes and interests of a diverse group of people.

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Today's Agenda

- Charrette Process & Study Parameters
- Group Debrief from the Tour: *Area Opportunities and Constraints*
- Presentation: *Where We've Been*
- Presentation: *Novato's Real Estate Market*
- Presentation: *Circulation Options (Redwood Blvd., pedestrian/bike connections)*
- Presentation: *Speaking in Place Types*
- Working Lunch
- Small Group Work: *Desired Land Uses, Place Types, Building Heights, and Design Features*
- Small Group Presentations, Summary and Next Steps

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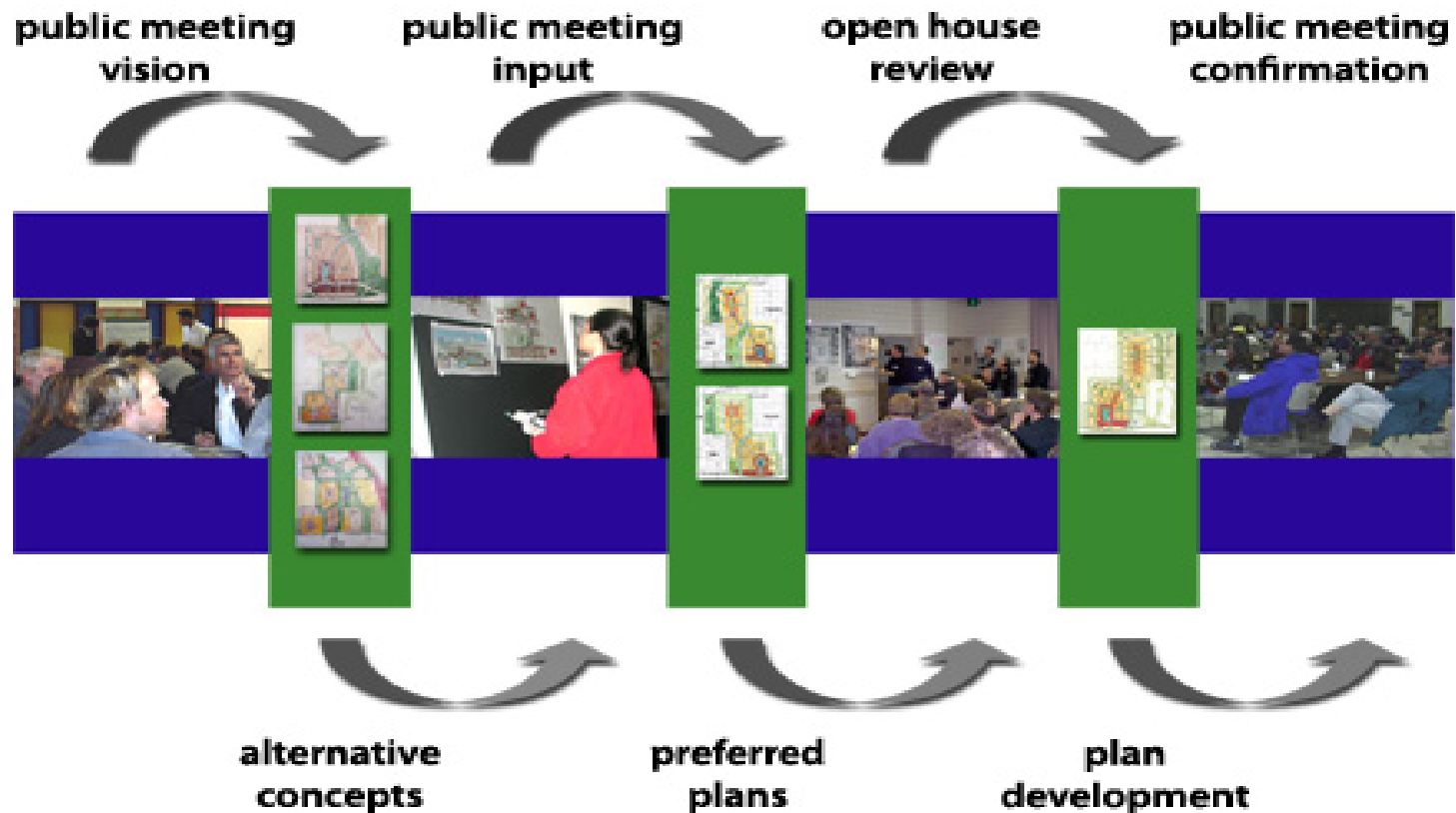
Council-approved Moratorium – April 2013

- Requested by the Chamber of Commerce and Economic Development Advisory Commission
- 2 applications: Sprouts Market on Dairymen's site and a medium-box retail center north of Trader Joe's
- No land use approvals until May, 2014
- Council objectives:
 - **Coordinated development**
 - **Pedestrian-oriented development**
 - **Higher quality uses**

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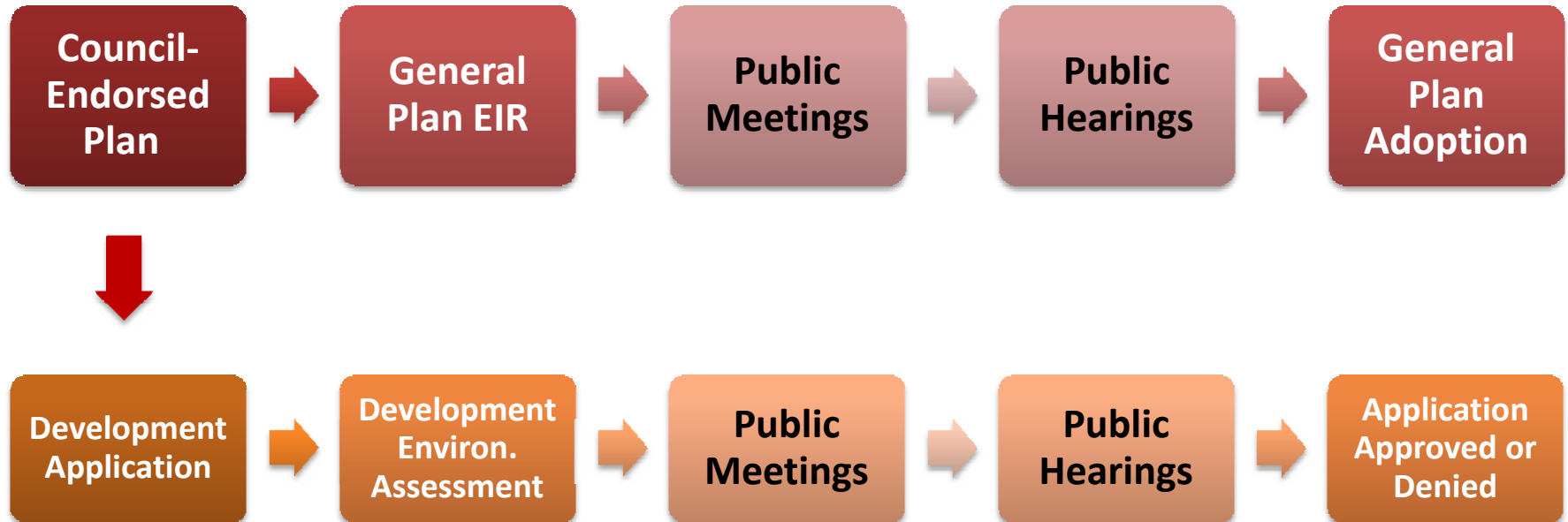
North Redwood Boulevard Corridor Study Process



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Next Steps



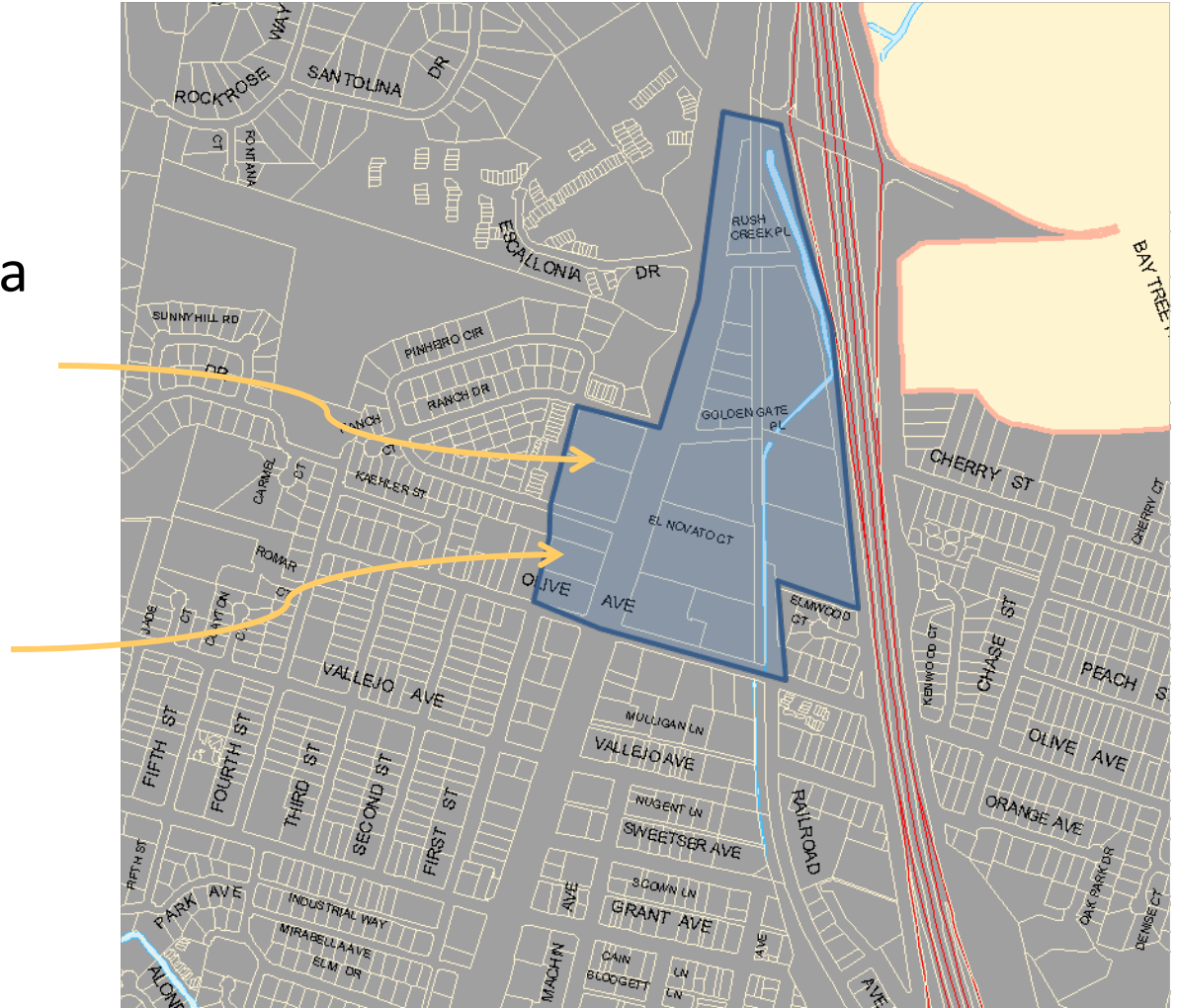
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Parameters

Study Area

- Moratorium Area



Parameters

Study Area



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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.

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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

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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)

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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



STUDY AREA

OPPORTUNITIES AND

CONSTRAINTS

















What does the study area look and feel like today?



What do you consider some of the challenges we'll need to address in creating a planning vision for this area?



What are some of the important opportunities this area offers for redevelopment?





WHERE WE'VE BEEN

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Where We've Been

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.

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Where We've Been

May 2009 Community Workshop

Most groups favored:

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

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Where We've Been

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.

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Where We've Been

June 2010 Planning Commission Meeting

Commission endorsed two new land use districts:

- Mixed Use: Retail/Commercial west of the RR tracks allowing 0.4 FAR 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.



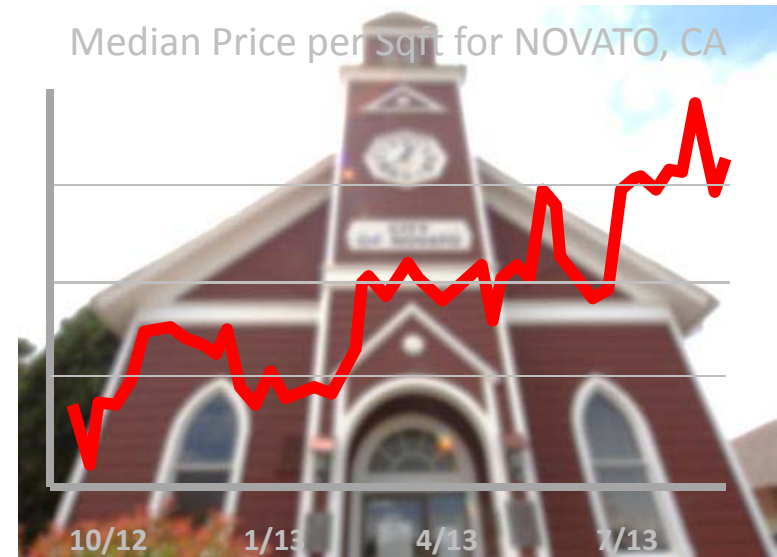
NOVATO'S REAL ESTATE MARKET

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Novato's Real Estate Market

- What's marketable in the foreseeable future?
- What land uses on North Redwood would contribute to, and not compete with, Downtown vitality?

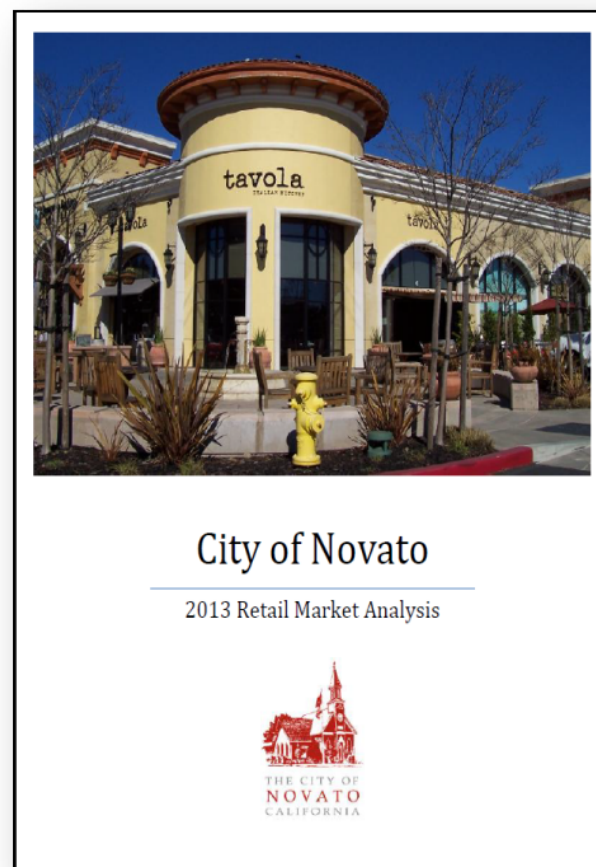


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2013 Retail Market Analysis

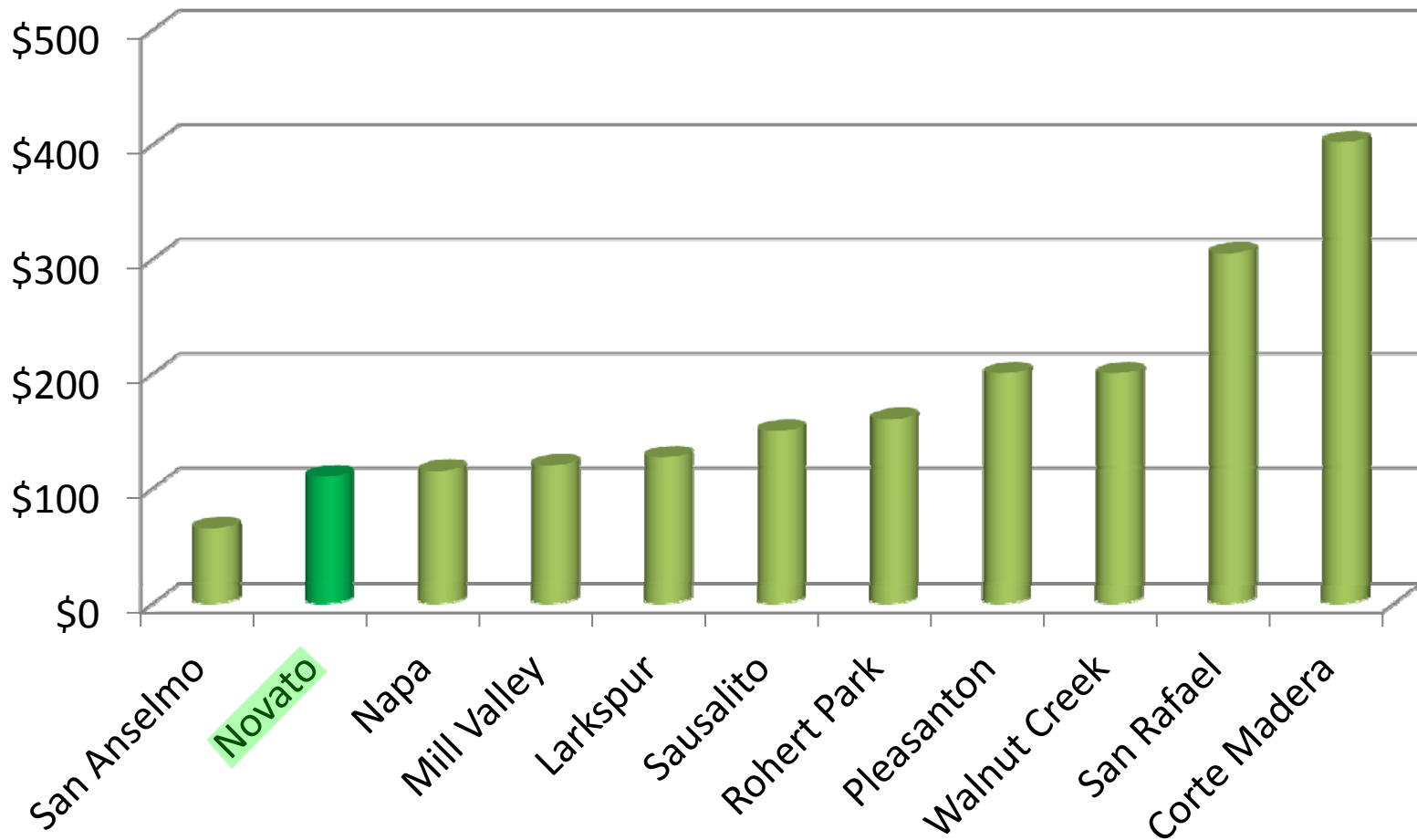
- Total retail sales leakage from Novato = **\$169 million/year**
- Largest leakage of any city in Marin



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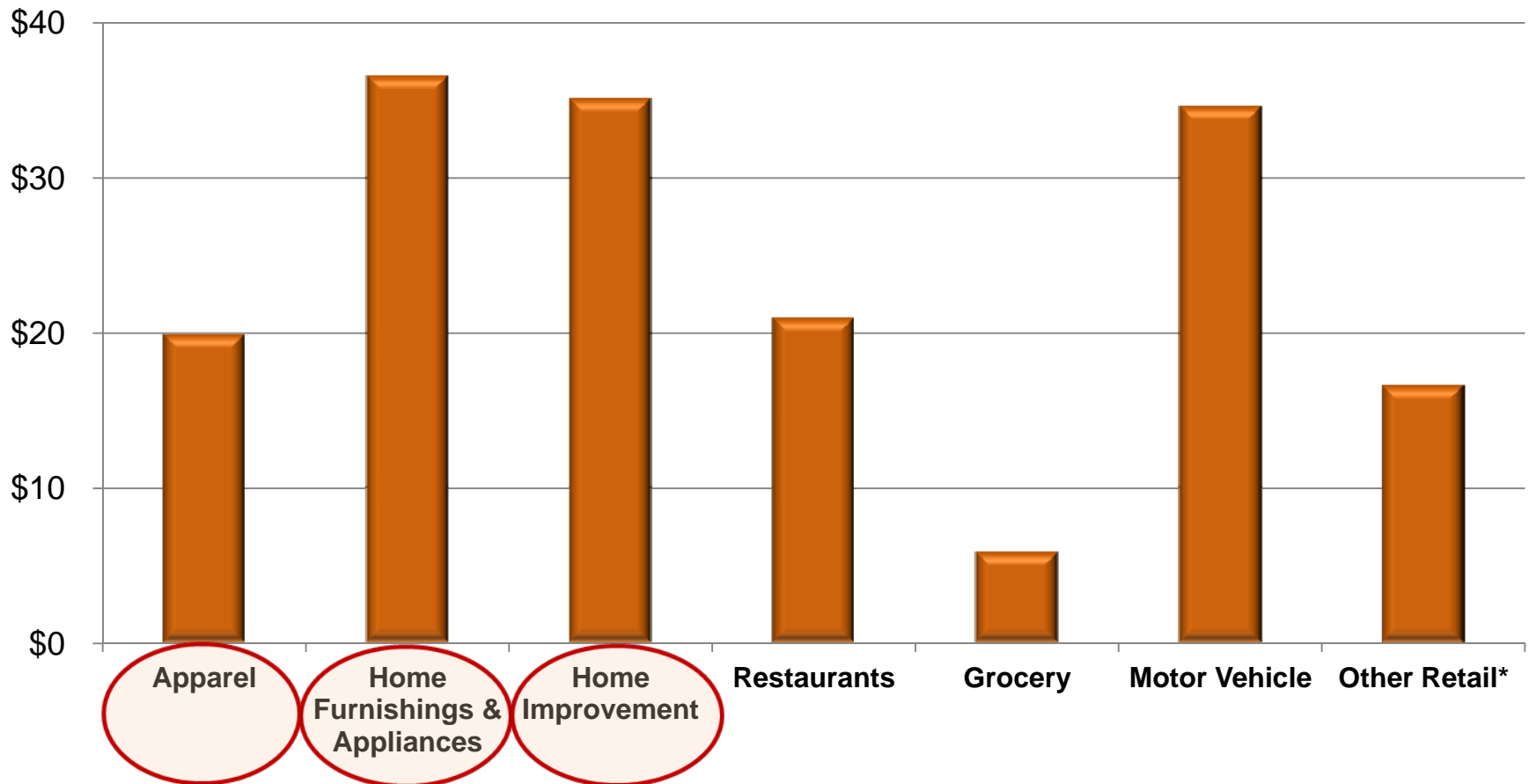
Sales Tax per Capita



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City of Novato Taxable Sales Leakage (in mil \$) by Store Type



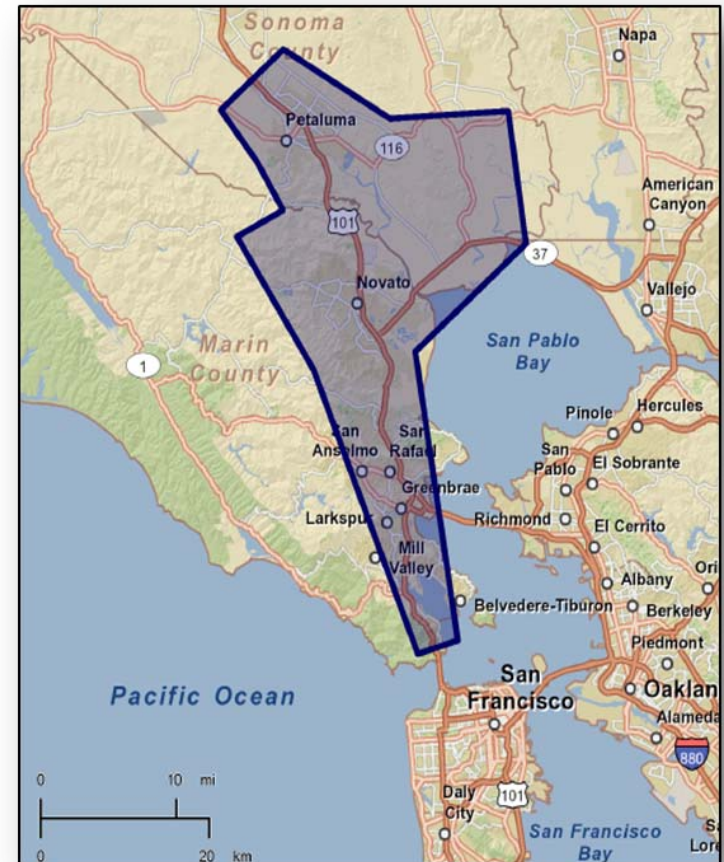
* Other Retail includes health & personal care, hobbies, books, music, sporting goods, etc.

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2013 Retail Market Analysis

- **Greater Novato Market Area** (20-minute travel time) = **\$851 million/year**
- Opportunity to capture SF to Wine Country upscale tourism



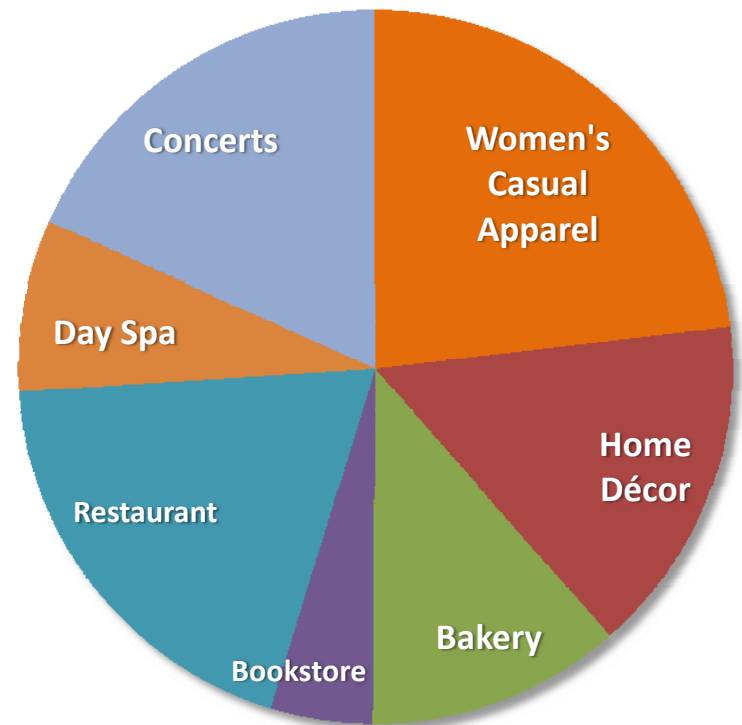
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2013 Retail Market Analysis

Novato Shopper Survey

- 1,022 responses
- Most desired store types:





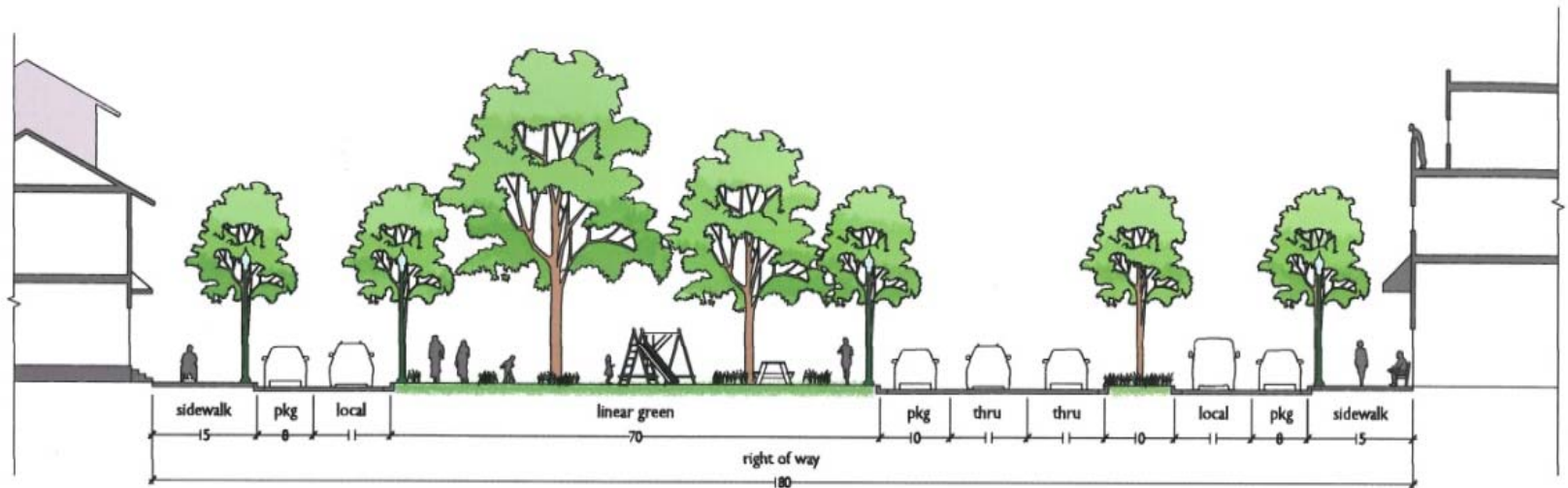
CIRCULATION OPPORTUNITIES

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Examples of Options for Redwood Blvd.

Option A



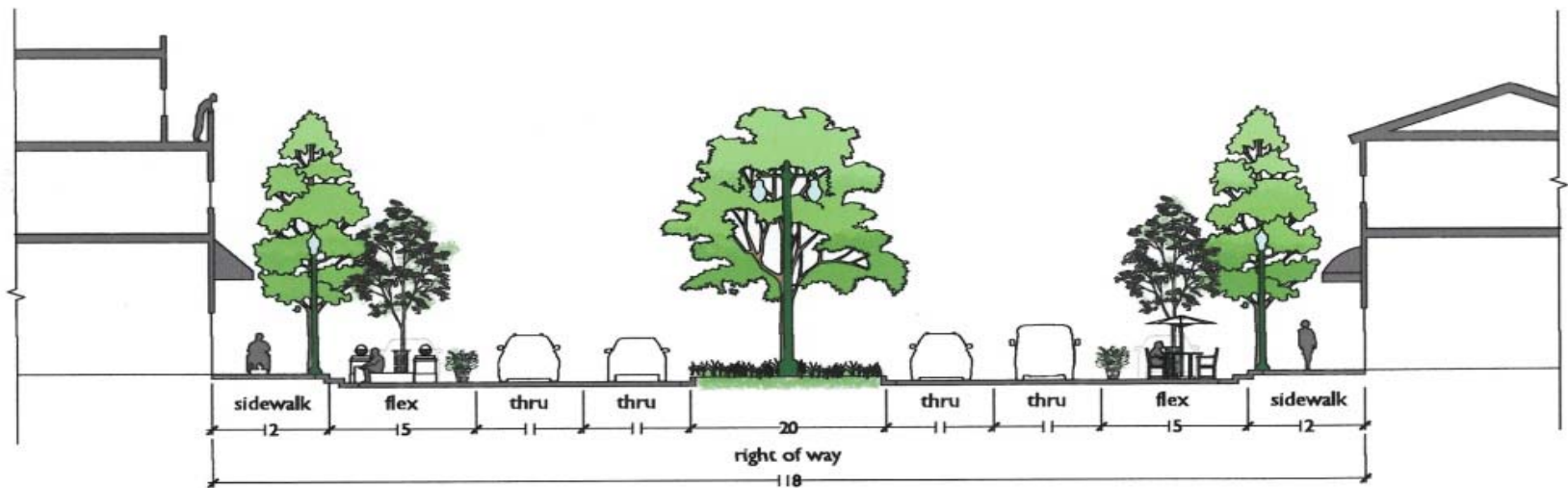
- “Through Lanes” reduced from 4 to 2
- Local frontage roads and street parking on each side
- Activated median (“linear green”)

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Examples of Options for Redwood Blvd.

Option B



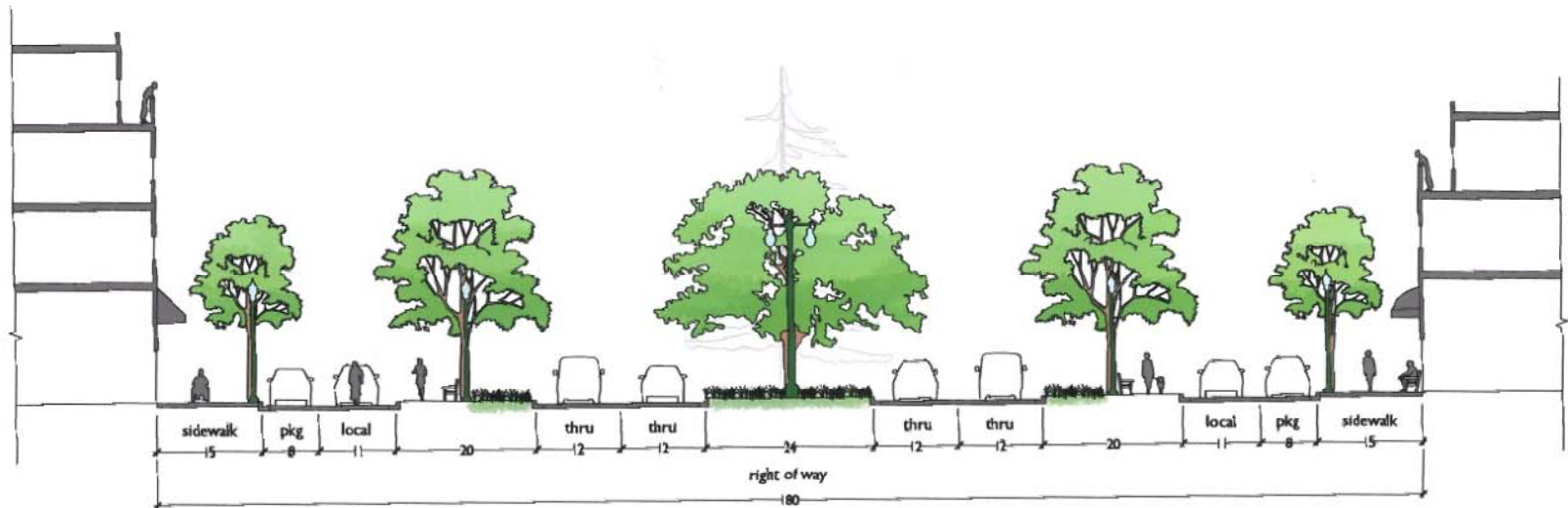
- Narrowed right-of-way and median, with additional area given to development (conflict on the east side with the PG&E gas pipelines)
- No local frontage roads
- On-street “flex space” for parking or outdoor seating

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Examples of Options for Redwood Blvd.

Option C



- Retain 4 through lanes
- Local frontage roads and parking on either side
- Multiple medians to reduce the scale of the roadway

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Examples of Options for Redwood Blvd.

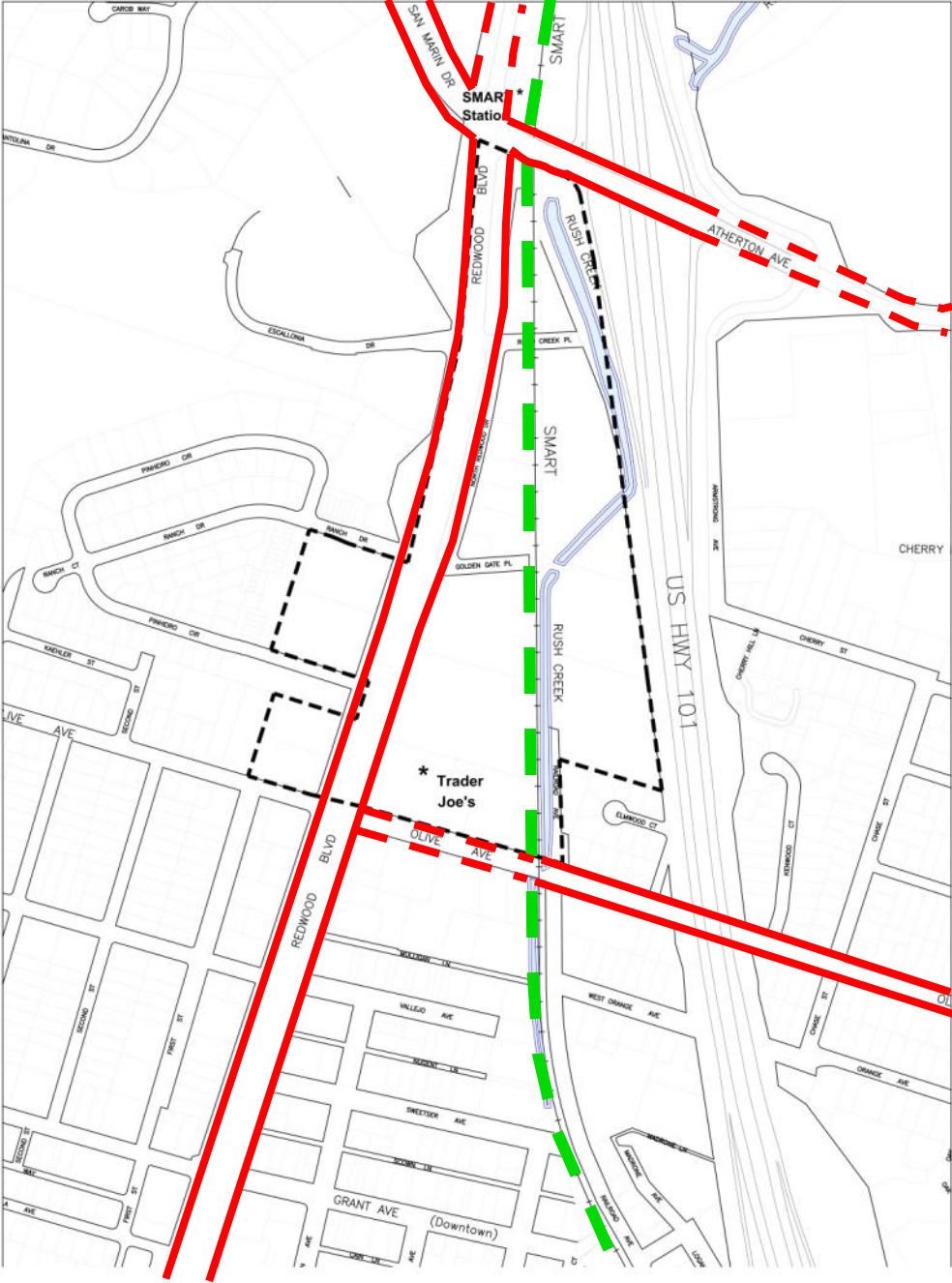
Option D



- Retain 4 through lanes
- Narrowed median, very wide sidewalks
- Bike lanes added
- Angled or perpendicular parking on either side

Bike Paths

-  Existing Class II (on street) Bike Lane
-  Proposed Class II (on street) Bike Lane
-  Proposed Class I Bike/Pedestrian Path





LAND USE AND DESIGN OPTIONS

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Speaking in "Place Types"



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Speaking in “Place Types”

RETAIL

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

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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



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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)
 - E. Washington Plaza - Petaluma

RETAIL:

“Medium-Box Retail”



Staples & Mancini, Novato



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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



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RETAIL:

“Lifestyle Retail Center”

- Examples:
 - Town Center, Corte Madera
 - Fourth Street, Berkeley
 - The Fountains, Roseville
- 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”

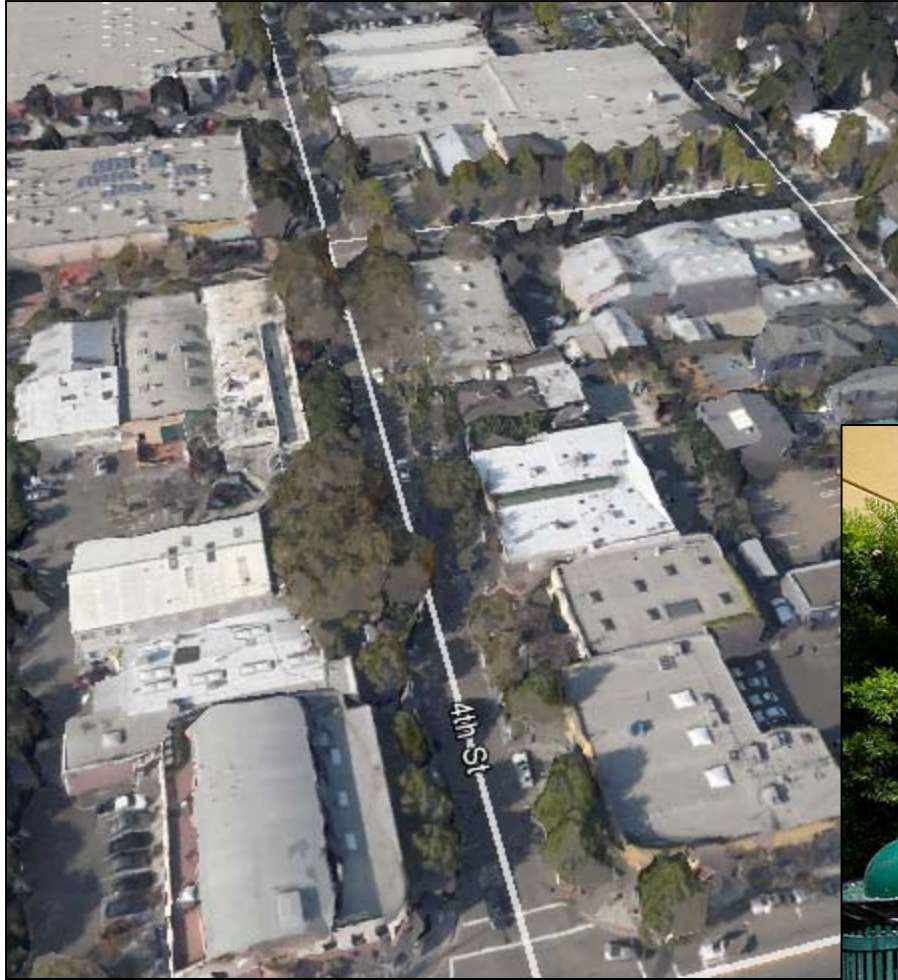


The Fountains, Roseville – 330,000 sq. ft. retail + 15,000 sq. ft. office on 31 acres



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



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Speaking in “Place Types”

OFFICE

- Office Building



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Speaking in “Place Types”

RECREATION/ENTERTAINMENT

- Gym
- Theater



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Speaking in “Place Types”

INDUSTRIAL

- Light Industrial/
Service
Commercial



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Speaking in “Place Types”

RESIDENTIAL

- Apartments/Townhouses



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Speaking in “Place Types”

MIXED USE

- Ground-floor Retail
- Residential
- Office



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Design Parameters

SCALE

- 1-2 stories
- 2-3 stories
- 3-4 stories

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Design Parameters

PEDESTRIAN ORIENTATION

- Buildings, entries and windows face the street
- Gathering places
- Parking is de-emphasized

DESIGN Parameters: Pedestrian Orientation



DESIGN Parameters: Pedestrian Orientation



DESIGN Parameters: Pedestrian Orientation



DESIGN Parameters: Pedestrian Orientation





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