

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR STUDY





## STUDY AREA

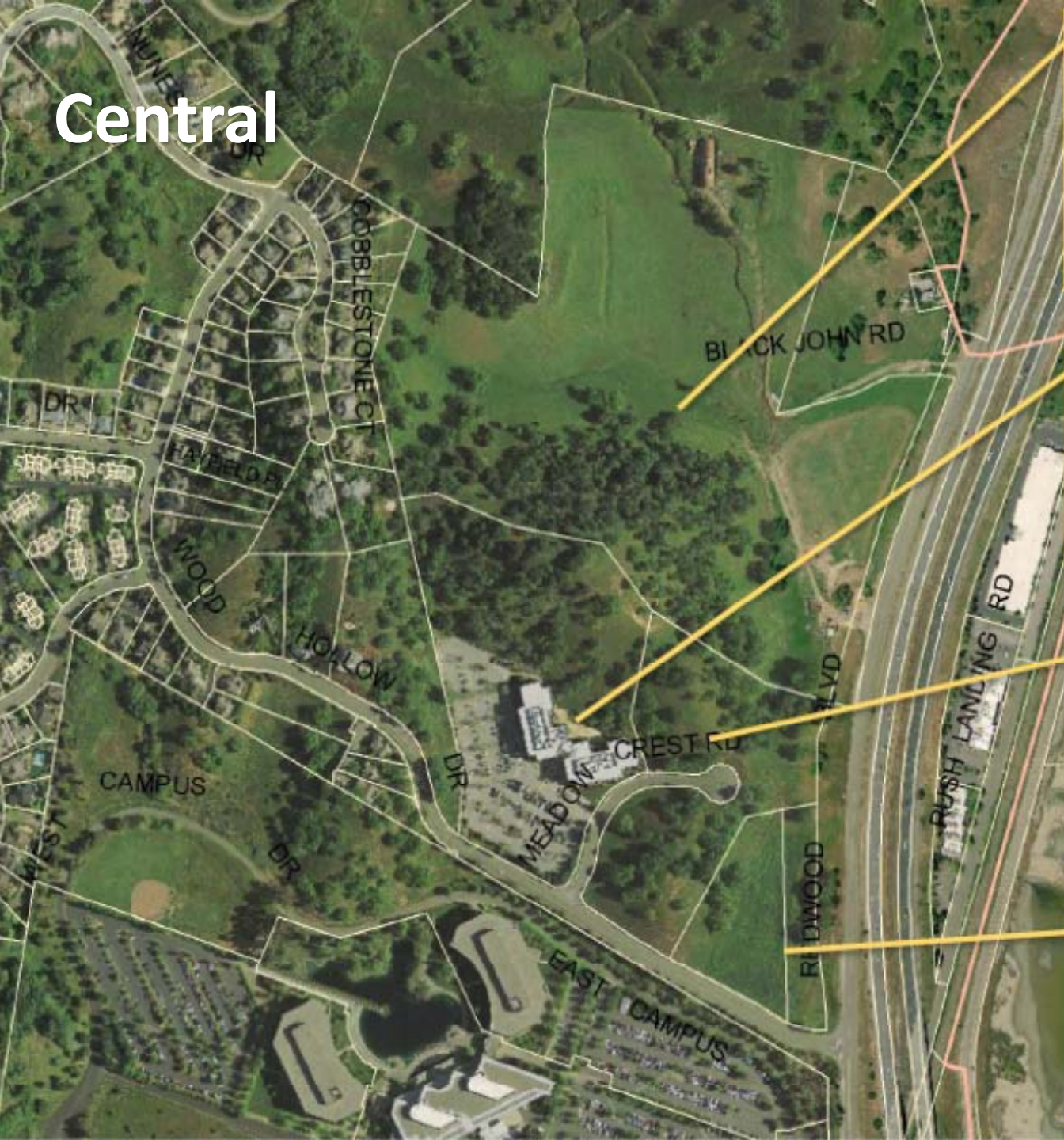
# Southern



**American Assets/Fireman's Fund**  
65 acres  
General Plan: Bus./Prof. Office  
Existing Dev.: 711,000 sf office  
1996 Gen. Plan Buildout: 0 sf

**7655-7665 Redwood Blvd.**  
1.7 acres  
General Plan: Bus./Prof. Office  
Existing Dev.: 29,000 sf office  
1996 Gen. Plan Buildout: 0 sf

# Central



**Campus Properties – Black John**  
40 acres  
General Plan: Bus./Prof. Office  
(AHO on 4 acres)  
Existing Dev.: Vacant  
1996 Gen. Plan Buildout: 272,800 sf office  
+ 75,000 sf hotel

**100 Wood Hollow**  
13 acres  
General Plan: Bus./Prof. Office  
Existing Dev.: 124,600 sf office  
1996 Gen. Plan Buildout: 0 sf

**Oakview Office**  
8.4 acres  
General Plan: Bus./Prof. Office  
Existing Dev.: Vacant  
1996 Gen. Plan Buildout: 24,000 sf office

**Campus Properties – Wood Hollow**  
4.5 acres  
General Plan: Bus./Prof. Office  
Existing Dev.: Vacant  
1996 Gen. Plan Buildout: 39,200 sf office

# Northern

## Birkenstock

93 acres

General Plan: Light Industrial/Office

Existing Dev.: 37,225 sf office +  
135,365 sf warehouse

1996 Gen. Plan Buildout: 27,500 sf office

## PG&E

13.5 acres

General Plan: Light Industrial/Office

Existing Dev.: Vacant

1996 Gen. Plan Buildout: 40,000 sf office

## Days Inn Motel

4.3 acres

General Plan: General Commercial

Existing Dev.: 56-room hotel

1996 Gen. Plan Buildout: 0 sf

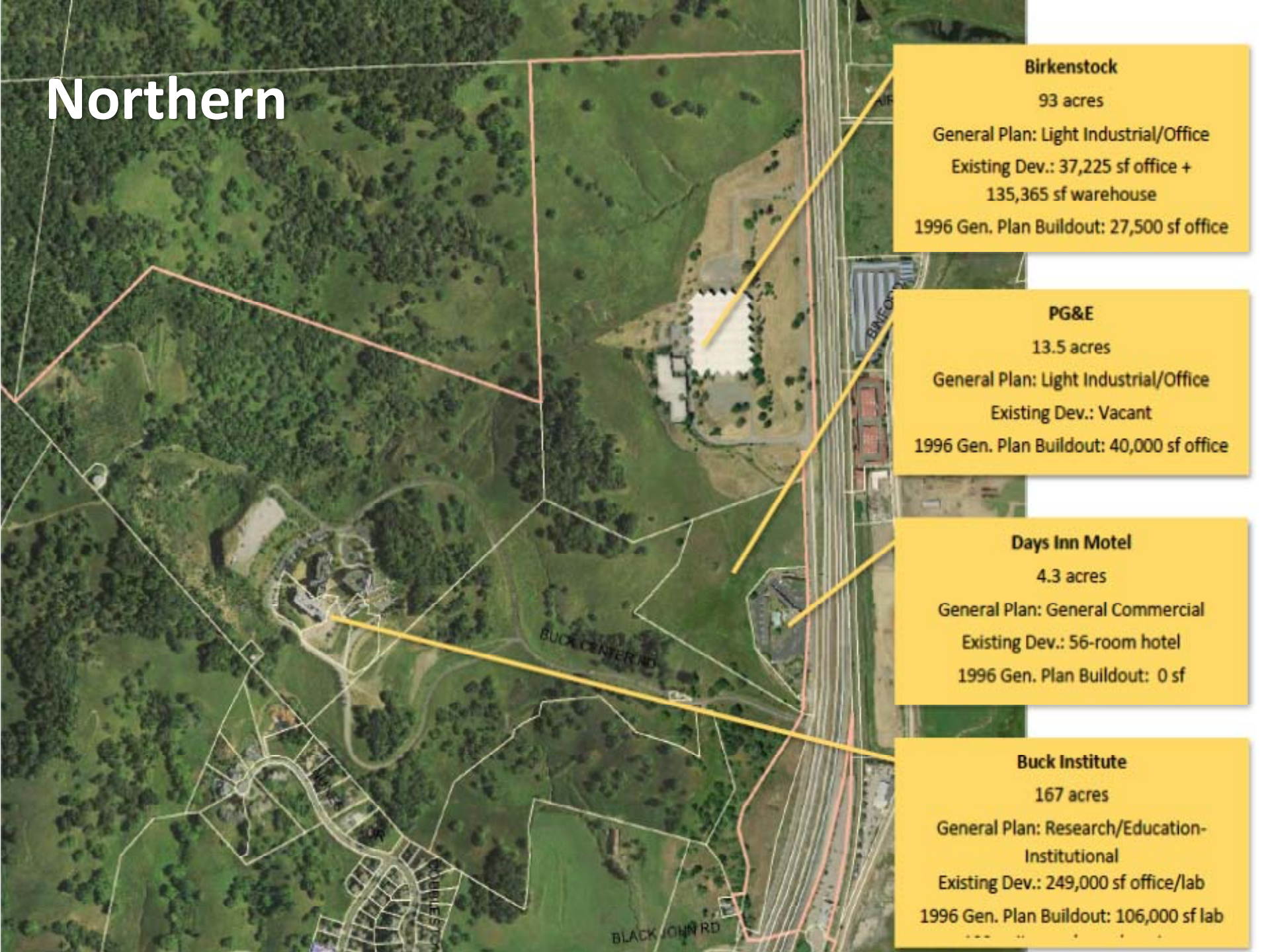
## Buck Institute

167 acres

General Plan: Research/Education-  
Institutional

Existing Dev.: 249,000 sf office/lab

1996 Gen. Plan Buildout: 106,000 sf lab





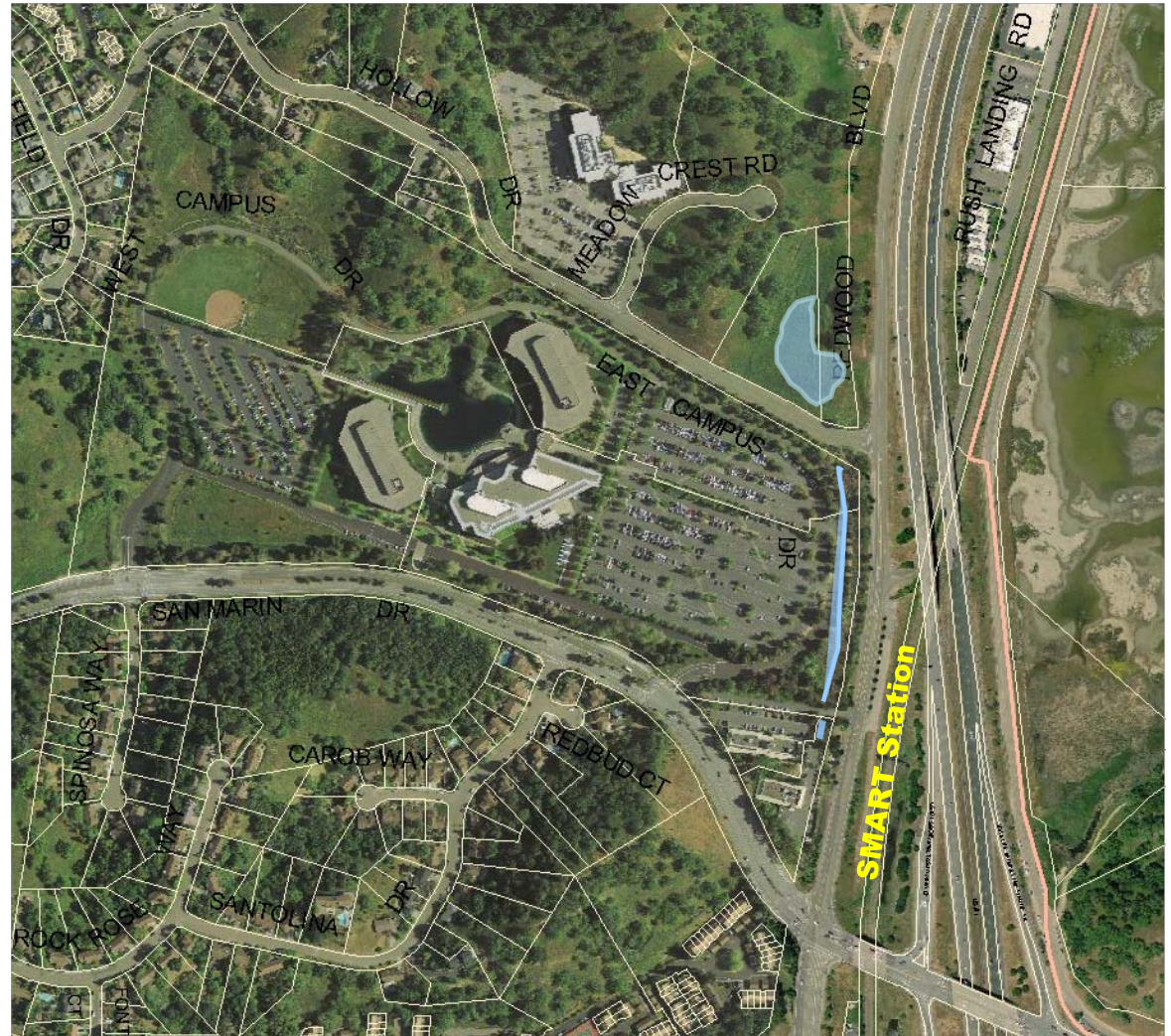
# **STUDY AREA OPPORTUNITIES AND CONSTRAINTS**

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR WORKSHOP



## Constraints

### Wetlands



For illustrative purposes only

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR WORKSHOP



## Constraints

### Wetlands



For illustrative purposes only



# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR WORKSHOP



## Constraints

Gas Transmission Lines



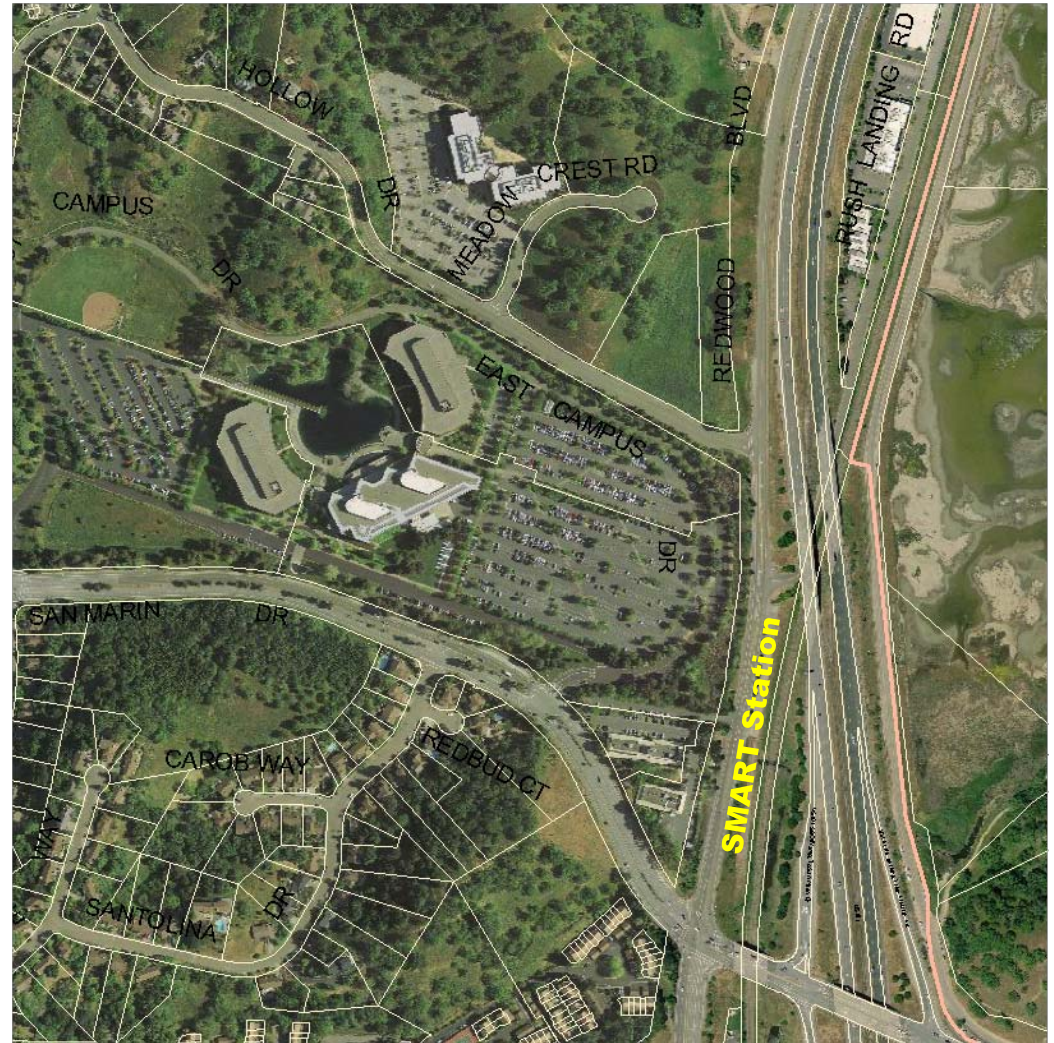
# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR WORKSHOP

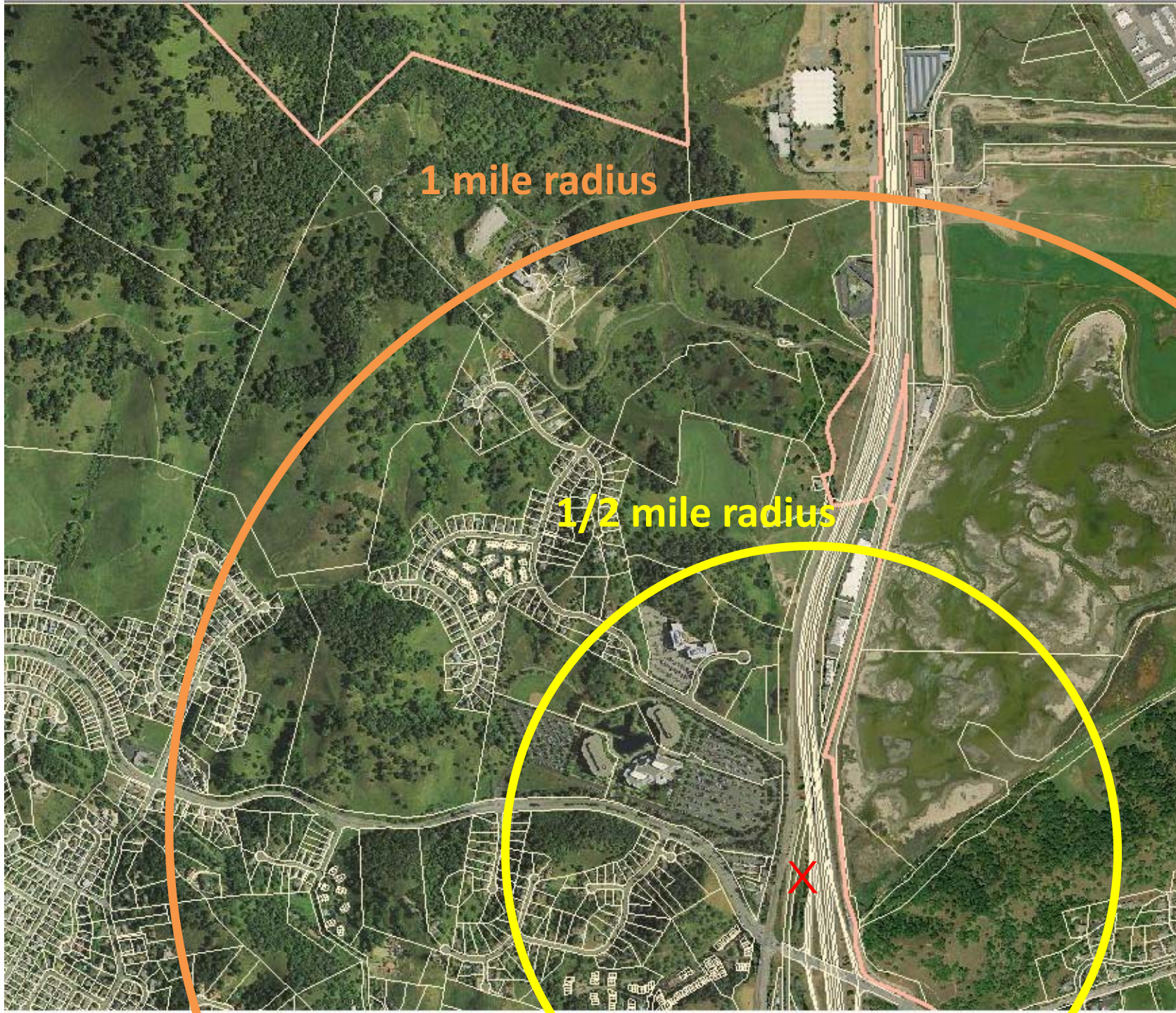


## Opportunities

### Transportation:

- SMART Station
- Future Bike Path





1 mile radius

1/2 mile radius

X

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## Opportunities

**Buck Institute  
for Research  
on Aging**



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## Opportunities

### Natural Beauty



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## Opportunities

### Natural Beauty



# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR WORKSHOP



## Opportunities

### Natural Beauty





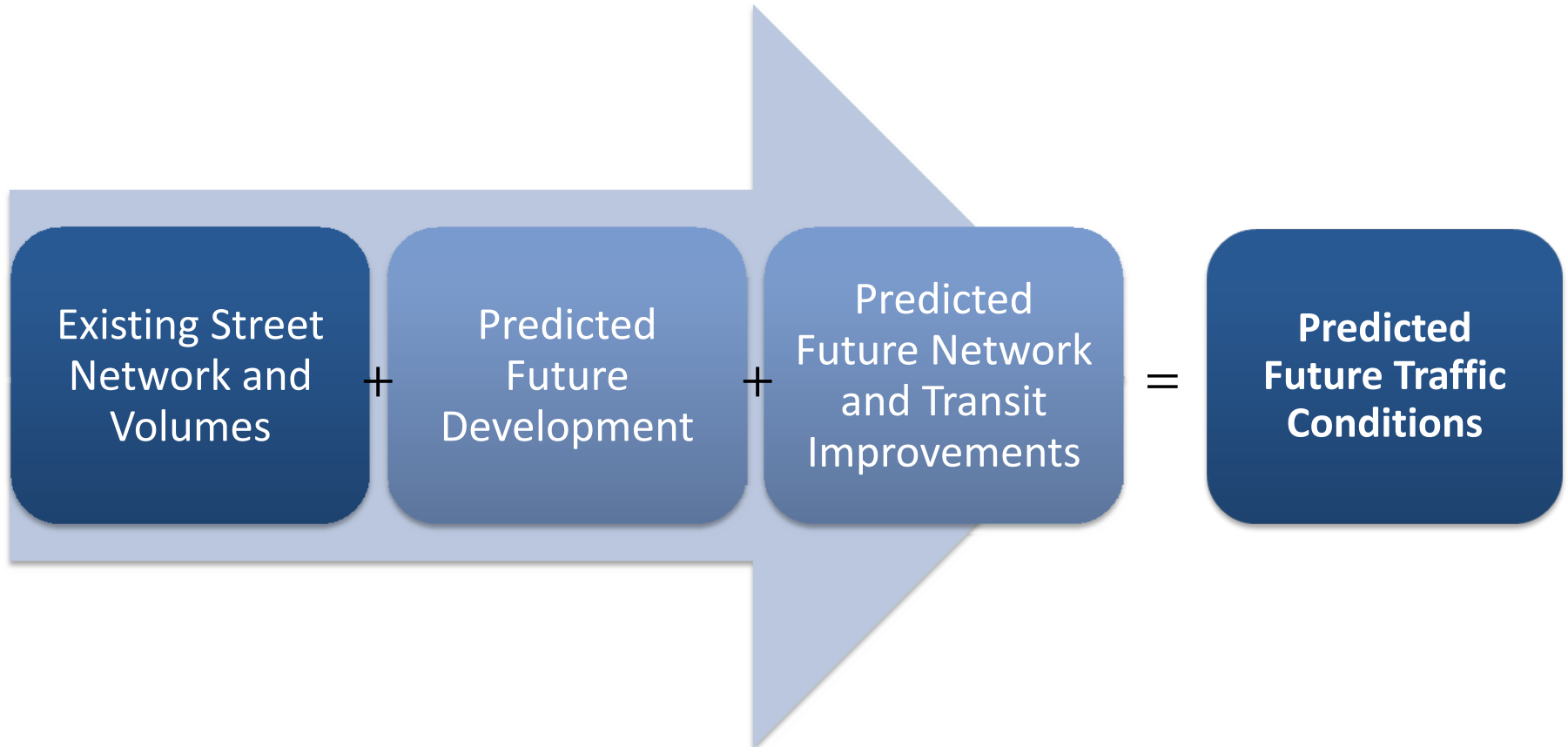
# TRAFFIC MODELING RESULTS



# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR WORKSHOP



## Traffic Modeling 101:



# **NORTH, NORTH REDWOOD BOULEVARD CORRIDOR WORKSHOP**



## **Traffic Modeling Assumptions**

- **Future projections assume all existing development is fully occupied (no vacancy)**
- **Assumes additional traffic to the SMART Station**
- **Does not account for a reduction in vehicular travel due to SMART service**
- **Assumes connection of Redwood Boulevard to Olompali State Park**

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR WORKSHOP



## Land Use Scenarios

- **1996 General Plan Build-Out:** Nothing at American Assets; office and hotel on Campus properties; 2 more lab buildings and employee housing at Buck; small additional office at PG&E and Birkenstock
- **Alternative 1:** 1996 GP plus: American Assets (Commons at Mount Burdell) redevelopment plan; add 100,000 sq. ft. of office at Birkenstock
- **Alternative 2:** 1996 GP plus: American Assets redevelopment plan; add 100,000 sq. ft. of office at Birkenstock; *replace office and hotel on Campus Properties with 300 housing units and 100 senior assisted living units*

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## Land Use Scenarios

- **Alternative 3:** 1996 GP updated with City Council direction from North Redwood Blvd. Corridor Study, without a home improvement center
- **Alternative 4:** 1996 GP updated with City Council direction from North Redwood Blvd. Corridor Study, with a home improvement center

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## Land Use Scenarios

- **Alternative 5A:** 1996 GP updated with City Council direction from North Redwood Blvd. Corridor Study, without a home improvement center plus: American Assets redevelopment plan (*less 200,000 sq. ft. office*); *change from office to R&D on Campus Properties, no further development assumed for Birkenstock.*
- **Alternative 5B:** Same as above, with a home improvement center.

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR WORKSHOP



## Land Use Scenarios

- **Alternative 6A:** 1996 GP updated with City Council direction from North Redwood Blvd. Corridor Study, without a home improvement center plus: American Assets redevelopment plan (less 200,000 sq. ft. office); change from office and hotel to *300 housing units and 100 assisted living senior units on Campus Properties*, no further development assumed for Birkenstock.
- **Alternative 6B:** Same as above with a home improvement center

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR STUDY



## Land Use Assumptions Southern

Site	Existing	1996 GP	Alt 1	Alt 2	Alt 3	Alt 4	Alt 5	Alt 6
<b>American Assets (Fireman's Fund)</b>	711,000 office	0	213,000 office 41,000 retail/rest. 175 room hotel 84,000 health club 8,000 day care 10 acres rec. fields 150 hsg. units	Same as Alt. 1	0	0	13,300 office 41,000 retail/rest. 175 room hotel 84,000 health club 8,000 day care 10 acres rec. fields 150 hsg. units	Same as Alt. 5
<b>7655-7665 Redwood</b>	29,000 office	0	0	0	0	0	0	0

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR STUDY



## Land Use Assumptions Central

Site	Existing	1996 GP	Alt 1	Alt 2	Alt 3	Alt 4	Alt 5	Alt 6
<b>Campus Properties (Wood Hollow)</b>	0	39,200 office	39,200 office	100 units assisted senior housing	39,200 office	39,200 office	39,200 office	100 units assisted senior housing
<b>Oakview Office</b>	24,000 office	0	0	0	0	0	0	0
<b>100 Wood Hollow</b>	124,600 office	0	0	0	0	0	0	0
<b>Campus Properties (Black John)</b>	0	272,800 office; 75,000 hotel	272,800 office; 75,000 hotel	300 housing units	272,800 office; 75,000 hotel	272,800 office; 75,000 hotel	347,800 R&D	300 housing units



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## Land Use Assumptions

### Northern

Site	Existing	1996 GP	Alt 1	Alt 2	Alt 3	Alt 4	Alt 5	Alt 6
<b>Buck Institute</b>	249,000 office and lab	106,000 lab; 130 employee housing units	Same as 1996 GP	Same as 1996 GP	Same as 1996 GP	Same as 1996 GP	Same as 1996 GP	Same as 1996 GP
<b>Days Inn Motel</b>	56-room motel	0	0	0	0	0	0	0
<b>PG&amp;E</b>	0	40,000 office	Same as 1996 GP	Same as 1996 GP	Same as 1996 GP	Same as 1996 GP	Same as 1996 GP	Same as 1996 GP
<b>Birkenstock</b>	37,225 office; 135,365 warehouse	27,500 office	127,500 office	127,500 office	27,500 office	27,500 office	0	0

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR STUDY



## Circulation Improvement Options

Alternative	Network Assumptions
<b>1996 General Plan</b>	<ul style="list-style-type: none"><li>▪ Widen San Marin railroad overpass by 1 lane;</li><li>▪ Widen/reconfigure Redwood/SM intersection: Add 1 additional lane SB, EB and WB;</li><li>▪ Widen Redwood to two SB lanes between Wood Hollow and San Marin</li><li>▪ Widen freeway NB offramp to 3 lanes</li><li>▪ Signalize Atherton/Binford;</li><li>▪ Widen SB freeway onramp and create free right turn for EB San Marin drivers onto freeway ramp</li><li>▪ Coordinate signal timing</li></ul>

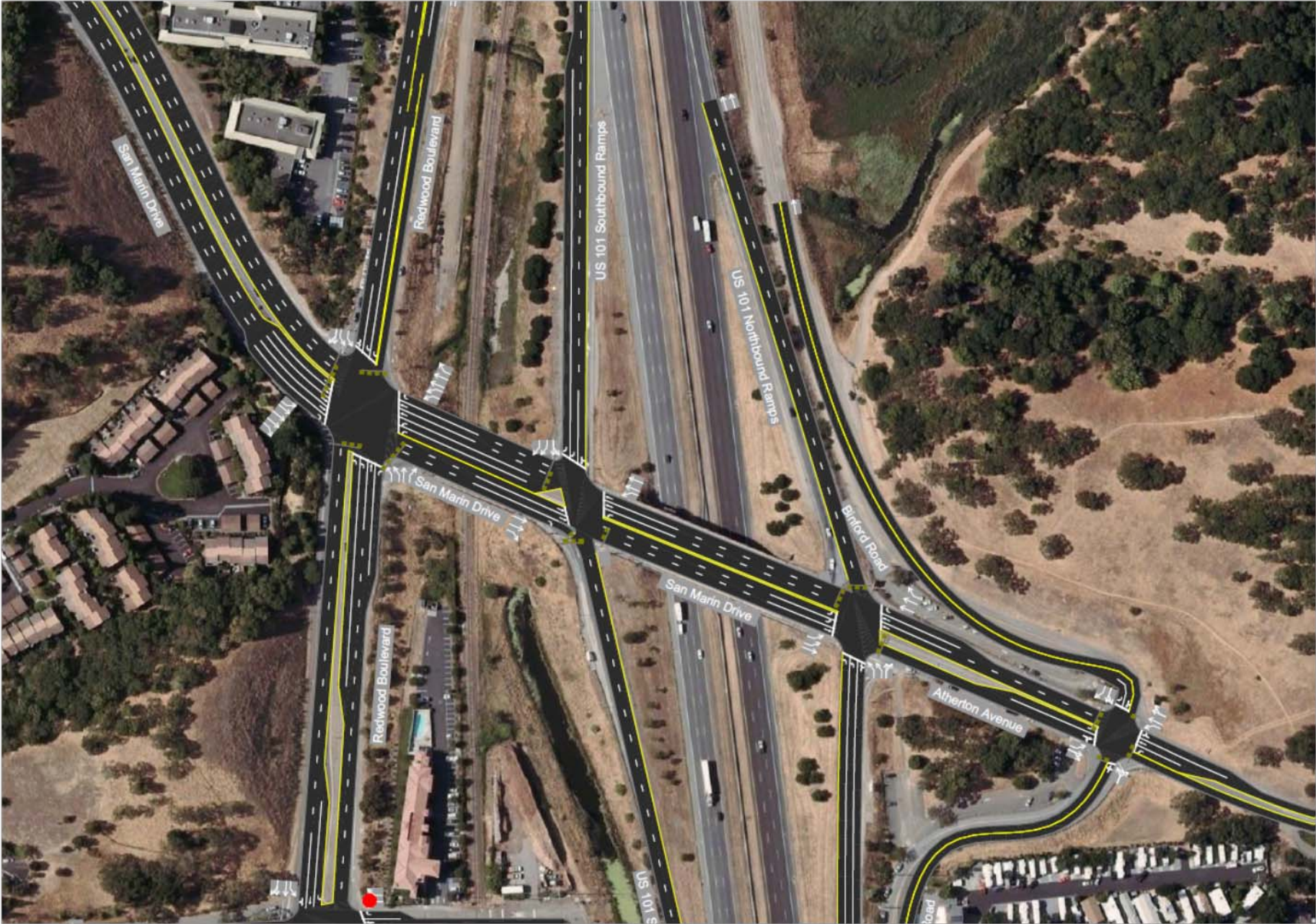
# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR STUDY



## Circulation Improvement Options

Alternative	Network Assumptions
1	<ul style="list-style-type: none"> <li>▪ 1996 GP Improvements above, plus:</li> <li>▪ Widen San Marin railroad overpass by 2 lanes and add second right turn lane onto SB freeway on-ramp;</li> <li>▪ Modify Redwood/San Marin intersection, widening EB approach for additional through lane and SB right turn pocket;</li> <li>▪ Add signal or roundabout at Redwood/Rush Landing Road and extend Rush Landing Road into American Assets site;</li> <li>▪ <i>Add a Southbound US 101 off ramp (“hook ramp”) onto Redwood Blvd. near Buck Center;</i></li> <li>▪ <i>Add a Northbound US 101 on ramp (“hook ramp”) from Rush Creek Landing Road</i></li> </ul>
2	<p>Same as above, but <i>no new US 101 hook ramps and no signal/roundabout accessing American Assets site at Redwood/Rush Landing Road</i></p>

# 1996 General Plan Circulation Improvements



# “Hook Ramp” offramp from SB 101 onto Redwood Blvd.



# “Hook Ramp” onramp onto NB 101 from Rush Landing Road



# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR WORKSHOP



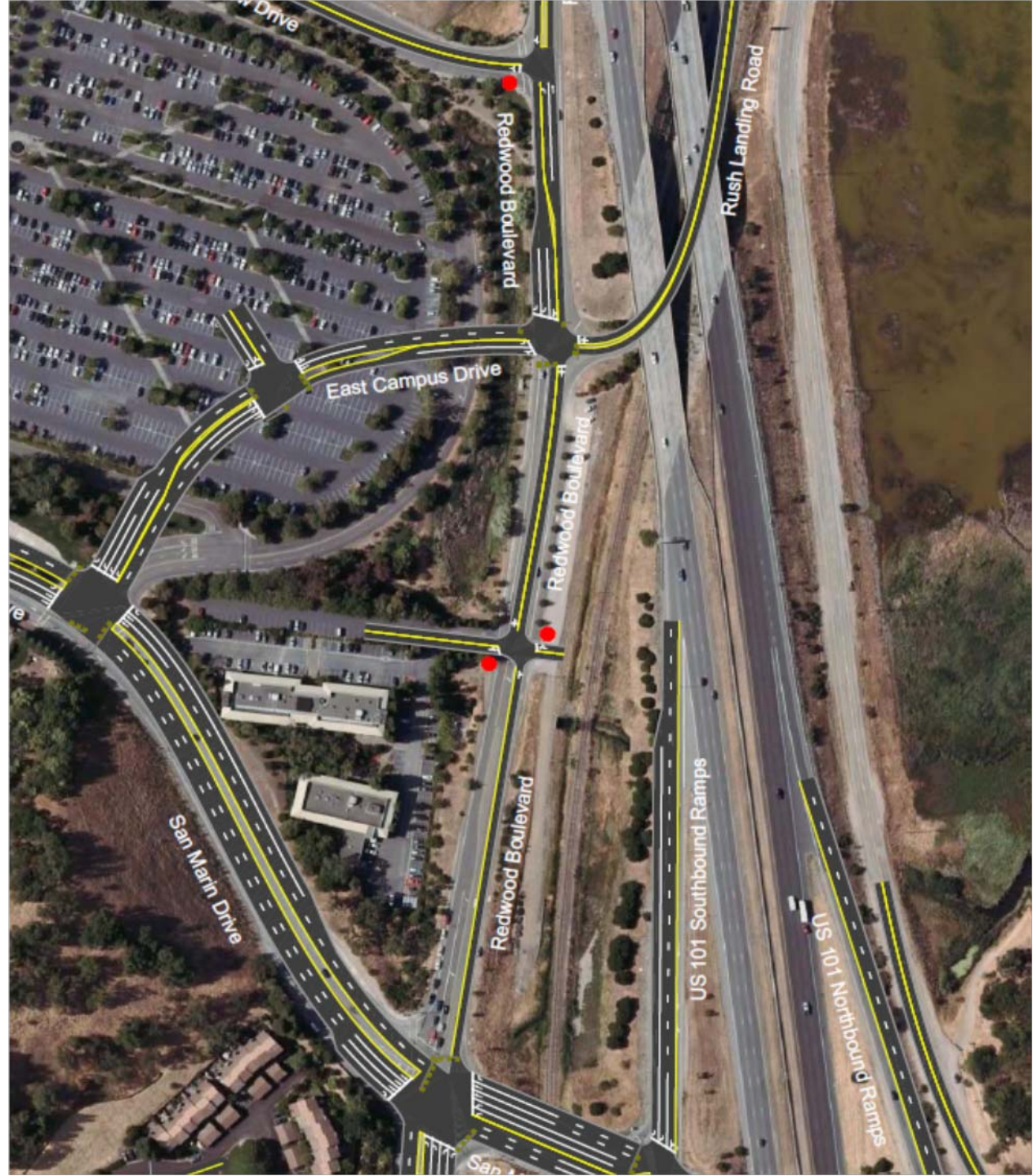
## Circulation Improvement Options

Alternative	Network Assumptions
3	<ul style="list-style-type: none"><li>▪ 1996 GP Improvements above</li></ul>
4	<ul style="list-style-type: none"><li>▪ 1996 GP Improvements above</li></ul>
5	<ul style="list-style-type: none"><li>▪ 1996 GP Improvements above, plus:</li><li>▪ <i>Connect East Campus Drive to Redwood Blvd. at Rush Creek Landing Road and close Redwood north of San Marin to all traffic except westbound right turns;</i></li><li>▪ <i>Add an additional left turn lane from East Campus Drive onto San Marin</i></li></ul>
6	<ul style="list-style-type: none"><li>▪ 1996 GP Improvements above, plus:</li><li>▪ <i>Connect East Campus Drive to Redwood Blvd. at Rush Creek, but retain Redwood Blvd. to San Marin as is</i></li></ul>

# Connection of Redwood to East Campus

(Limiting traffic on  
Redwood just  
north of San Marin  
to wetbound right  
turns from San  
Marin)

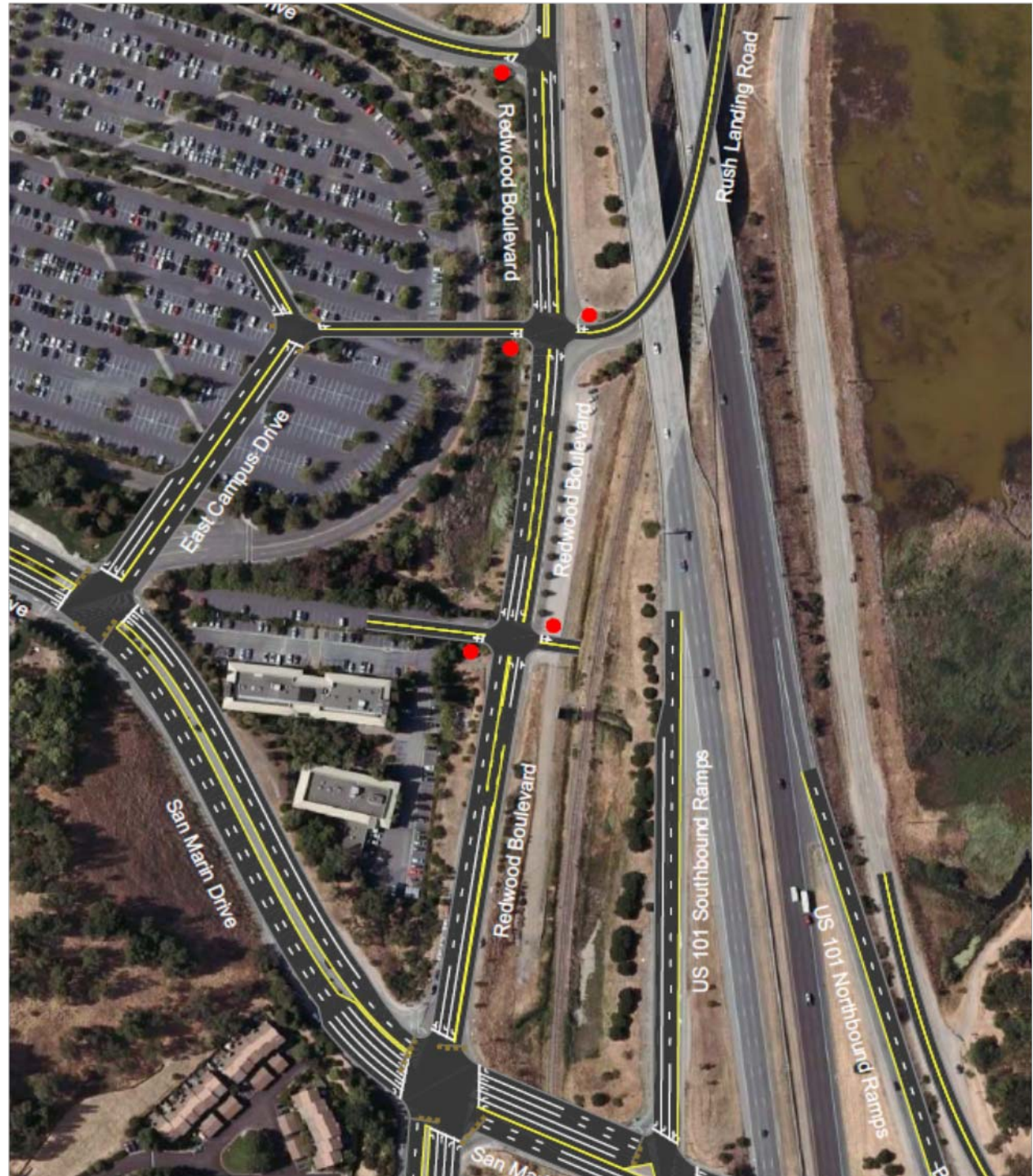
**DEEMED  
INFEASIBLE**





# Alternate Connection of Redwood to East Campus

(Retaining Redwood between San Marin and Rush Landing)



# Traffic Modeling Results

Alternative	Level of Service		Ave. Effective Speed		Queuing Impacts
	Redwood/SM	Freeway Ramps	AM	PM	
<b>2013 Conditions</b>	<b>C</b>	<b>B</b>	16 mph	14 mph	None
<b>1996 General Plan Build-Out</b>	<b>D</b>	<b>C</b>	12 mph	8 mph	US 101 SB off ramp in AM and NB off ramp in PM; EB approaches to Redwood/SM
<b>1</b>	<b>C</b>	<b>C</b>	13 mph	12 mph	None
<b>2</b>	<b>D</b>	<b>D</b>	10 mph	11 mph	US 101 SB off ramp in AM occasionally
<b>3</b>	<b>D</b>	<b>D</b>	12 mph	9 mph	EB approaches to Redwood/SM nearly to E. Campus in PM
<b>4</b>	<b>D</b>	<b>D</b>	11 mph	9 mph	EB San Marin in PM
<b>5A</b>	<b>C</b>	<b>C</b>	9 mph	10 mph	US 101 SB off ramp in AM ; EB San Marin and SB E. Campus in PM
<b>5B</b>	<b>C</b>	<b>D</b>	9 mph	10 mph	US 101 SB off ramp in AM ; EB San Marin and SB East Campus in PM
<b>6A</b>	<b>D</b>	<b>D</b>	13 mph	9 mph	EB San Marin in PM
<b>6B</b>	<b>D</b>	<b>D</b>	13 mph	9 mph	EB San Marin in PM

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR STUDY



## Initial Conclusions from Modeling

### Land Use

- Replacing General Plan Build-Out assumptions with Council's direction from North Redwood Blvd. Corridor Study significantly reduces future trip generation
- Eliminating new office development at American Assets (as part of Commons at Mt. Burdell-type mixed-use project) and at Birkenstock significantly reduces future trip generation
- The addition of a Friedman's-like home improvement store doesn't have an appreciable effect on Redwood/San Marin intersection operations

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR STUDY



## Initial Conclusions from Modeling

### Land Use

- Change from office to residential on Campus Properties results in 20-30% traffic reduction
- All future land use scenarios can meet the General Plan intersection level-of-service standards (maximum LOS D)

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR STUDY



## Initial Conclusions from Modeling

### Circulation

- Widening the freeway overpass doesn't appear necessary for any of the future land use scenarios
- There are a number of needed future improvements to Redwood/San Marin intersection, freeway ramps and railroad overpass
- In some scenarios (including building of the 1996 General Plan) total elimination of peak hour queuing impacts would require further widening of the railroad overcrossing to 9 lanes (2 more than current vs. 1 additional lane previously planned)

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR STUDY



## Initial Conclusions from Modeling

### Circulation

- Rerouting Redwood Blvd. north of San Marin to East Campus Drive improves the performance of the Redwood/San Marin intersection but results in excessive queuing that would require further widening of the railroad overcrossing to address
- Creating a minor, low-speed roadway connection between North Redwood and East Campus Drive would enhance multi-modal connectivity, provide a modest amount of traffic relief and improve emergency response options
- “Hook ramps” to and from US 101 are helpful, but may not be worth the cost and time to implement through Caltrans



# **PANEL DISCUSSION: OFFICE AND BIOTECH MARKET**

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR STUDY



## Office and BioTech Market

- Office market in Novato is likely to regain strength and refill existing space within next 3-5 years.
- Office rental rates will have to increase to about \$3.50 (roughly a 1/3 increase over current) to justify and finance new office construction.
- The City is leading a regional attraction campaign for biotech firms.
- The Marin Economic Forum estimates increases in biotech employment in Novato ranging from 100 employees/year in 2014 to 300 annual new employees in 2016.





# **CAPITALIZING ON OUR SMART STATION**

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR STUDY



## Capitalizing on our SMART Station

Novato has an opportunity to capitalize on the SMART station by:

- Improving multi-modal access (walking, bicycling) to the station for current residents and employees
- Ensuring that new development is such that new residents and/or employees will want to use SMART.



# PUBLIC FEEDBACK

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR STUDY



## Public Preferences

### Land Use

- Very little support for additional housing, although some support for senior housing.
- Generally, support for as little new development as possible due to concerns over traffic impacts, and some support for no development (i.e., public purchase) of remaining vacant properties.
- American Assets: Preference for R&D replacing existing office space, some local-serving retail, but generally no or minimal additional development.
- Campus Properties – Wood Hollow: Preference for office or R&D, or for no development/public purchase.
- Campus Properties – Black John Road: Strong preference for R&D or office.

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR STUDY



## Public Preferences

### Land Use

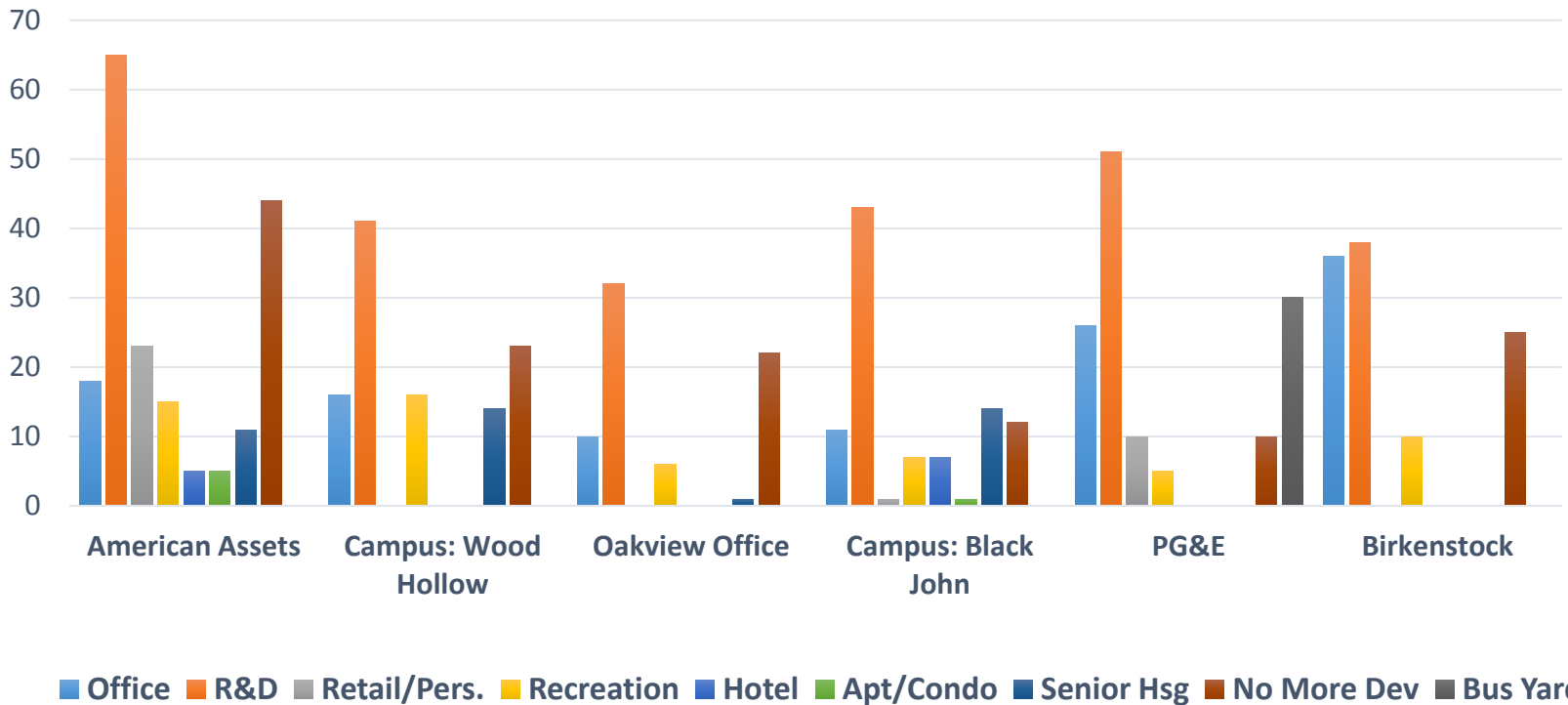
- PG&E: Preference for office, R&D or a bus yard.
- Birkenstock: Preference for office or R&D reutilizing the vacant warehouse square footage, or for no further development.

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR STUDY



## Public Preferences

### Land Use



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## Public Preferences

### Circulation

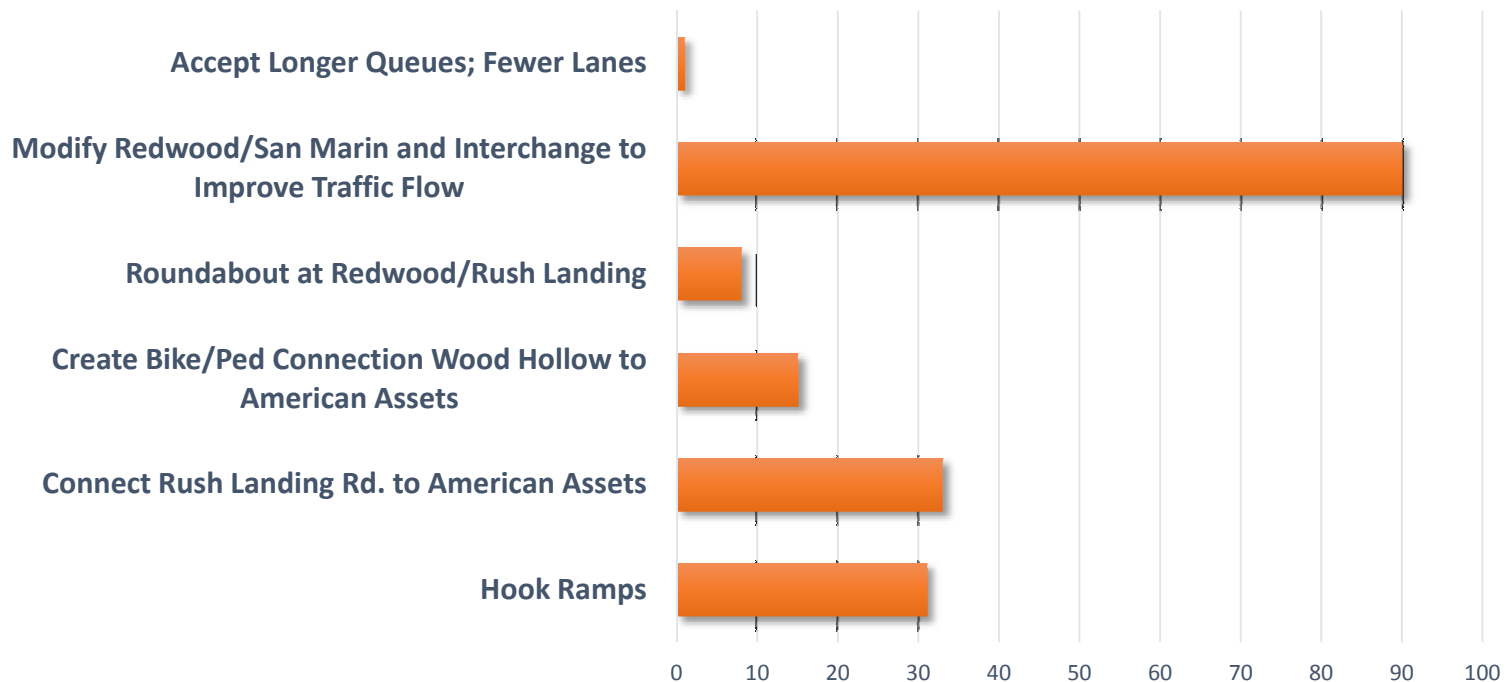
- Strong support for making improvements to the San Marin/Redwood intersection and freeway ramps to improve traffic circulation.
- Support for widening southbound Redwood Boulevard between Wood Hollow and San Marin.
- Concern over potential spill-over parking effects of the new SMART station.
- Support for a connection between Rush Landing Road and East Campus Drive, particularly to improve pedestrian and bicycle access by office employees to the SMART station.

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR STUDY



## Public Preferences

### Circulation







# STAFF RECOMMENDATIONS

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR STUDY



## PROPOSED CRITERIA FOR FUTURE DEVELOPMENT:

- 1. Vision Statement:** *A concise* description of the desired character of future development
- 2. Land Use & Design Guidelines:** Desired land uses and design components for future developments.
- 3. Circulation Improvements:** Improvements to the street network or bicycle/pedestrian facilities to improve mobility of residents and employees.
- 4. General Plan Land Use Designations & Development Forecasts:** Preliminary land use classifications and likely development forecasts to be evaluated in the Draft EIR for the General Plan

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR STUDY



## 1. Vision Statement:

“The North, North Redwood Boulevard Corridor provides an opportunity for the City to address its economic development objective of creating new high-wage jobs through development and redevelopment of properties located between the scenic slopes of Mount Burdell and U.S. 101. The corridor should generally be developed with high-quality office and research and development uses and supporting uses such as local-serving retail and recreational uses. New development should maximize the use of the new SMART railway station in terms of site design, on and off-site bicycle and pedestrian access and through innovative employee trip reduction measures. Circulation improvements must be made to the San Marin/Redwood Boulevard intersection and freeway ramps to assure that the City’s traffic level-of-service standards are met at all times and that new development, in conjunction with the City’s traffic impact fees, pays for needed traffic improvements commensurate with their impacts and timing of development.”

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR STUDY



## 2. Land Use & Design Guidelines: Southern

Property	Land Use and Design Criteria
American Assets	<ul style="list-style-type: none"><li>▪ Allow conversion of existing office space to research and development.</li><li>▪ Allow addition of up to 30,000 square feet of small locally-serving retail/personal service space in a location near the new SMART station.</li><li>▪ Consider a mixed use redevelopment if proposed by the property owner to benefit from proximity to the new SMART station, but do not assume such development in the EIR prepared for the new General Plan.</li></ul>

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR STUDY



## 2. Land Use & Design Guidelines: Central

Property	Land Use and Design Criteria
<b>Campus Properties – Wood Hollow</b>	<ul style="list-style-type: none"> <li>▪ Retain existing land use designation and zoning of the site for Business/Professional Office.</li> <li>▪ Take vehicular access to the site from Redwood Boulevard.</li> <li>▪ Respect existing wetlands and oak trees in project design.</li> <li>▪ Take into account slope stability and the presence of gas transmission pipelines in project design and siting of buildings.</li> </ul>
<b>Oakview Office</b>	<ul style="list-style-type: none"> <li>▪ Retain existing land use designation and zoning of the site for Business/Professional Office.</li> <li>▪ Respect existing oak trees in project design.</li> </ul>
<b>Campus Properties – Black John</b>	<ul style="list-style-type: none"> <li>▪ Retain existing land use designation and zoning of the site for Business/Professional Office.</li> <li>▪ Respect existing wetlands and oak trees in project design.</li> <li>▪ Take into account slope stability and the presence of gas transmission pipelines in project design and siting of buildings.</li> </ul>

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR STUDY



## 2. Land Use & Design Guidelines: Central

Property	Land Use and Design Criteria
Lands of Wright	<ul style="list-style-type: none"><li data-bbox="531 496 1599 586">▪ Redesignate and rezone the site from Light Industrial/Office to Business/Professional Office.</li></ul>

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR STUDY



## 2. Land Use & Design Guidelines: Northern

Property	Land Use and Design Criteria
PG&E	<ul style="list-style-type: none"><li>▪ Redesignate and rezone the site from Light Industrial/Office to Business/Professional Office.</li><li>▪ Allow a bus storage facility if appropriately screened from off-site views and if noise impacts on the adjacent motel are mitigated.</li></ul>
Birkenstock	<ul style="list-style-type: none"><li>▪ Redesignate and rezone the site from Light Industrial/Office to Business/Professional Office.</li><li>▪ Allow reuse of the existing warehouse structure for office or research and development use.</li></ul>

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR STUDY



## 3. Circulation Improvements

- Implement identified improvements to the San Marin Drive/Redwood Boulevard intersection, freeway ramps and Atherton Avenue/Binford Road intersection to assure continued traffic operations which meet the City's level-of-service standards. [Note: The Draft General Plan will include a list of anticipated roadway improvements, including those listed in Alternative 2 above.]
- Evaluate the need for an additional southbound lane on Redwood Boulevard between Wood Hollow Drive and San Marin Drive.
- In conjunction with redevelopment of the American Assets site connect East Campus Drive to the Rush Creek Landing Road/Redwood Boulevard intersection, including pedestrian and bicycle facilities to promote access by office employees to the SMART station and to create a location for the retail/personal service uses described above. Respect existing wetlands in making the roadway connection.
- Improve bicycle, pedestrian and transit facilities along the corridor through City investments or in conjunction with private development.
- Require new development to prepare and implement an employee trip reduction plan.
- Develop a funding plan for required roadway improvements in the area, determining if an additional area impact fee is necessary for full funding.



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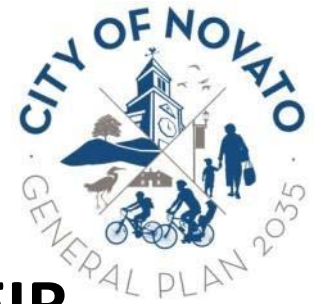


## 4. General Plan Designations

	Current General Plan Designations	Draft General Plan Designations
American Assets	BPO	BPO
Campus Properties – Wood Hollow	BPO	BPO
Oakview Office	BPO	BPO
Campus Properties – Black John	BPO	BPO
	BPO with AHO zoning	BPO with AHO zoning
Lands of Wright	LIO	BPO
Buck Institute	LIO	REI
PG&E	LIO	BPO, with bus storage yard added as an allowable use with a Use Permit
Birkenstock	LIO	BPO

\* BPO = Business and Professional Office; LIO = Light Industrial/Office; REI = Research/Education-Institutional

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR STUDY



## 4. Development Forecasts for General Plan EIR

Property	Estimated Likely Near-Term Development Potential
American Assets	30,000 sq. ft. neighborhood retail
Campus Properties – Wood Hollow	40,000 sq. ft. office/R&D
Oakview Office	24,000 sq. ft. office
Campus Properties – Black John + Lands of Wright	350,000 sq. ft. office/R&D 120 senior living units
Buck Institute	130,000 sq. ft. lab space 130 employee housing units
PG&E	40,000 sq. ft. office/R&D
Birkenstock	Convert 135,365 sq. ft. warehouse to office
<b>TOTAL</b>	<b>669,365 sq. ft. office/R&amp;D</b> <b>114 senior living units</b> <b>130 employee housing units</b> <b>30,000 sq. ft. neighborhood retail</b> <b>Less 135,365 sq. ft. warehouse</b>

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR STUDY



## Next Steps

- City Council workshop on September 9 with direction to staff re: what to incorporate into the Draft General Plan for this Focus Area



**QUESTIONS?**

# NORTH, NORTH REDWOOD BOULEVARD CORRIDOR STUDY

