



THE CITY OF
NOVATO
CALIFORNIA

AGENDA ECONOMIC DEVELOPMENT ADVISORY COMMISSION

Thursday, July 9, 2015
3:00PM – 5:00PM
922 Machin Avenue, Novato 94945
Baget Conference Room, 2nd Floor

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

B. Approval of Final Agenda

C. **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 ACTION:

Downtown Specific Plan White Paper
Recommendation

*Presentation from Bob Brown Community
Development Director*

*Attachments-Downtown Specific Plan Staff
Report*

F. **Commission / 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, Carla Hansen certify that on July 6, 2015, 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: July 9, 2015

TO: Economic Development Advisory Commission

FROM: Robert Brown, Community Development Director

SUBJECT: **Downtown Specific Plan White Paper**

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REQUESTED ACTION

Consider the attached evaluation of the 1998 Downtown Novato Specific Plan and make recommendations to the City Council.

BACKGROUND

Preparation of the Downtown Novato Specific Plan was initiated by the City Council in 1993, in response to requests by the Downtown Revitalization Committee which formed in 1992 to revitalize downtown, largely in response to competition from the Vintage Oaks shopping center. The Plan has guided major infrastructure improvements, including almost \$11 million in streetscape improvements along Grant Avenue, a wayfinding signage program, art installations historic building monuments, restoration of City Hall and creation of a Civic Center complex with the new City administrative offices and Town Green. It also resulted in zoning changes including allowances for mixed use development and restrictions on ground floor uses along Grant Avenue and Redwood Boulevard south of Olive Avenue to create a more cohesive pedestrian-oriented streetscape. Finally, the Plan provided guidance on land use and design criteria for redevelopment of several sites.

ANALYSIS

The attached White Paper evaluates the 183-page Specific Plan, including all 110 policies and programs, addressing the following topics:

Accomplishments

Much has occurred over the past 17 years since the Plan adoption, particularly in terms of public improvements. The remaining identified capital improvements are largely streetscape improvements along North Redwood Boulevard, Sweetser, Machin and Sherman, and a public parking structure. The loss of Redevelopment Agency funding will severely limit the City’s ability to complete these projects in the near term.

The Plan also provides very detailed criteria for redevelopment of 18 “catalyst sites” (which, in some cases involve multiple parcels). The White Paper analyzes the six new buildings built since adoption of the Specific Plan (Millworks, Woodside Office Building, Trader Joes/Starbucks, 999 Grant, Tresch Galleria and Smashburger/Peets), a few of which seemed to deviate from the design criteria established by the Plan.

Ground Floor Use Limitations

The Plan called for the creation of a continuous pedestrian-oriented retail environment along Grant Avenue and portions of North Redwood Boulevard. The Zoning Code was amended to restrict the use of ground floor tenant spaces, including prohibitions on financial services, including banks, adjacent to the sidewalk. The White Paper compares Novato's downtown zoning restrictions with those of other suburban communities, several of which has similar restrictions but also include a provision for the granting of exceptions.

Difficulties with Implementing the Plan

The White Paper addresses a number of challenges that staff believes exist with the current Specific Plan:

Mandatory Design Guidelines

The Plan contains 140 specific design and property maintenance criteria which are described as "guidelines," but which are mandated to be complied with by language in the Zoning Code. Design guidelines are typically provided to guide applicants designing their projects and decision makers in analyzing compliance of a proposal with the City's objectives. However, in very few cases are guidelines made mandatory requirements.

Village Design Concept

A major land use/design concept embedded in the Plan is the "Village Design Concept" which calls for the redevelopment of many of the "catalyst sites" with multiple buildings housing multiple tenants with multiple building entries. The intent is to retain the small scale character of retail buildings, such as those which exist on Grant Avenue east of North Redwood Boulevard. While this has proven successful in the Tresch Galleria and Smashburger/Peets buildings, it was not carried out in the Millworks and Woodside Office Buildings. Staff believes that this requirement has hampered redevelopment of sites such as former Mission Lodge property and should be reconsidered in light of the current real estate market.

Level of Specificity

The Specific Plan is very detailed in its direction for redevelopment of specific properties, design criteria and public improvements. As an example, it contains five pages of possible themes for historic murals. This level of specificity is not typical in most specific plans, and it is challenging for staff to administer and applicants to comply with.

Organization of the Plan

The Plan is awkward in its organization. Policies are not grouped by topic area, and this results in substantial repetition of information and issues, making the document unwieldy for staff to administer.

Need for a Plan Update

Staff's conclusion in the attached White Paper is that the Downtown Specific Plan requires a substantial update in order to:

- Eliminate policies and programs which have been accomplished,
- Reconsider the remaining public improvements called for in the Plan, particularly given the loss of potential Redevelopment funding,

- Incorporate the results of City Council direction from the Civic Center Master Plan, North Redwood Boulevard Focus Area and the North Redwood Boulevard Streetscape Design Study,
- Reconsider the land use and design criteria for several of the “catalyst” sites, and
- Make the Plan more readable for the public, decision-makers and staff.

The principal question posed in the White Paper is how best to accomplish this Plan update? Three options are set forth:

1. Retain the Plan as is, and continue to utilize it as a decision-making guide,
2. Comprehensively update the Downtown Specific Plan as a follow-up to the adoption of the new General Plan (this would delay the initiation of Plan update until 2017), or
3. Distill the more important and relevant policy direction from the Plan into the new General Plan as a Focus Area in the Land Use Element (similar to North Redwood; North, North Redwood and the Northwest Quadrant study areas); incorporate the design criteria in the Plan into an update of the Downtown Novato Design Guidelines and have the City Council formally adopt this document; and repeal the Downtown Specific Plan as a separate policy document.

REQUESTED ACTION

The Economic Development Advisory Commission is being asked to provide feedback on the policy options below (and discussed on Pages 15-19 in the attached White Paper) in the form of a recommendation to the City Council.

1. Ground Floor Use Limitations

- A. Make no changes to ground floor use limitations in the Downtown Core Retail District.
- B. Consider modifications to ground floor use restrictions in the Downtown Core Retail District that would allow banks and other financial services that contain customer service areas, subject to stated criteria or findings.
- C. Consider modifications to ground floor use restrictions in the Downtown Core Retail District that would allow office uses, subject to stated criteria or findings, such as the infeasibility of using the subject tenant space for a preferred pedestrian-oriented use.
- D. Consider the elimination of ground floor use restrictions on banks, financial services and offices.

2. Catalyst Sites & Village Design Concept

- A. Reduce the specificity of site-specific development and design policies.
- B. Either eliminate or clarify that the Village Design Concept is preferred, but not mandated for catalyst sites.
- C. Retain the specificity of site-specific development policies and the Village Design Concept.

3. Remaining Infrastructure Projects

- A. Update implementation measures in the Specific Plan and develop a funding plan for remaining infrastructure improvements.
- B. Rather than retaining a separate list of infrastructure improvements in the Specific Plan, incorporate desired projects into the annual Capital Improvement Program prioritization process.

4. Plan Update

- A. Maintain the Downtown Specific Plan in its current form, and take no action.
- B. Retain the Downtown Specific Plan, however, comprehensively update the document, including removing the programs that have been implemented, reconsidering appropriate land use and design criteria for remaining catalyst sites, updating desired public improvements based upon fewer financial resources, and streamlining the document for easier administration.
- C. Repeal the Downtown Specific Plan and retain and update policies and programs which remain relevant in the Land Use Element of the Draft General Plan as a Focus Area (along with North Redwood; North, North Redwood and the Northwest Quad). Incorporate and refine design policies from the Specific Plan into an updated version of the Downtown Novato Design Guidelines, with formal adoption of the guidelines by Council and amend Section 19.16.040(D)(1) of the Zoning Code to strongly encourage, but not require, compliance with the adopted design guidelines to create context-sensitive development.

ATTACHMENT

Downtown Novato Specific Plan White Paper

SUMMARY OF THE DOWNTOWN SPECIFIC PLAN WHITE PAPER

The Downtown Specific Plan (DSP) was developed over a 6-year period with extensive public input, and adopted in 1998. The Plan has not been substantially updated in 17 years. As part of the General Plan Update, the DSP is being evaluated to determine policies and programs which are still relevant and which need to be updated.

Plan Vision: To retain and improve Downtown Novato “as the heart of the community by maintaining and enhancing the small town feel, historical character, charm and human scale that is pedestrian friendly while facilitating the development of the downtown as a thriving, multi-faceted hub of economic, social, and cultural activities and an active gathering place that reflects quality in its built environment and personal services provided. Promoting a pedestrian friendly environment that encourages browsing, social interaction and people watching will reinforce the historical "small town" qualities and provide more opportunities for vibrant street life.”

Major Plan Objectives and Accomplishments:

<i>Policy/Objective</i>	<i>Status</i>
Grant Avenue improvements (sidewalks, street trees, art work, pedestrian amenities, sewers)	Completed - \$10.7 million infrastructure upgrade finished in 2003.
Gathering Places	Civic Center Green created. Options to expand or create additional public gathering places are under consideration in Civic Center Master Plan and Redwood Blvd. Streetscape studies.
Linear Park along Railroad ROW	Bike/Ped. path is planned along SMART corridor
Village Design Concept (requires multiple uses, multiple buildings with multiple entries on 18 key “catalyst” sites)	Tresch Galleria, 999 Grant and Peets/Smashburger buildings are examples. Woodside Office Building and Mill Works did not really comply.
Theater District	Reopening of the Novato Theater being pursued
City Hall Campus	City Hall rehabilitated and City Offices built - \$21 million projects. New campus master plan being considered
Parking Structure at Community House	Parking added with City Office Building
Gymnastics/Teen Center	Completed in 2000 (\$2.8 million project)
Public Information Signage	Completed in 2014 (\$400,000 project)
Gateway Enhancements	Street enhancements being considered in the Redwood Boulevard Streetscape Study
Retail on Ground Floor on Grant	Implemented in Zoning Code
Allowances for Mixed Use (increased height limits)	Implemented in Zoning Code
Downtown Sign Criteria	Implemented in Zoning Code

<i>Policy/Objective</i>	<i>Status</i>
Design Guidelines	The Zoning Code requires compliance with all 140 listed design criteria
Downtown Business Improvement District	DBID established and operating.
Façade Improvement Program	Attempted, not successful

New Development: Since adoption of the Plan there have been six new private projects constructed:

Tresch Galleria
(7400 Redwood Blvd.)



Umpqua Bank Building
(999 Grant)



Woodside Office Building
(7250 Redwood Blvd. at DeLong)



Trader Joe's/Starbucks
(7514 Redwood Blvd.)



The Millworks
(790 De Long)



Smashburger/Peets
(7370 Redwood Blvd.)



White Paper Issues:

- Whether to retain the current ground floor use limitations on Grant and Redwood that preclude financial institutions and banks on the street frontage
- If all remaining public improvements called for in the DSP are still reasonable, particularly given the loss of Redevelopment funding
- Whether the specificity of land uses and design criteria for 18 “catalyst” redevelopment sites are still realistic in the current or foreseeable real estate market, or whether they inhibit new development
- Whether design guidelines in the DSP should continue to be mandatory criteria
- How best to update the DSP: either prepare a comprehensive update (with consultant assistance and new environmental review) following adoption of the new General Plan, or whether the DSP should be distilled down and incorporated into the new General Plan as a major focus area of the Land Use Element.

City of Novato
General Plan 2035 Policy White Paper



DOWNTOWN SPECIFIC PLAN
JUNE 2015



The Issue

The Downtown Specific Plan was adopted in 1998 to guide redevelopment and infrastructure upgrades in the downtown area. The intent of the Plan was to retain Downtown as the “heart of the community,” improve its economic vitality and focus on retail services, and enhance the pedestrian-oriented streetscape. Many of the major Plan objectives have been accomplished, including the investment of \$10.7 million into streetscape enhancements on Grant Avenue. However, many proposals remain and may not be implemented in the foreseeable future due to the elimination of the Redevelopment Agency as a funding source.

After seventeen years it is time to comprehensively update the Downtown Specific Plan. While the basic objectives of the Plan would remain unchanged, City Council direction is needed in identifying which policies and objectives should be amended to reflect current expectations, and whether it is appropriate to retain and update a separate specific plan or incorporate the remaining policies and programs into the updated General Plan and Downtown Design Guidelines.

White Paper Purpose

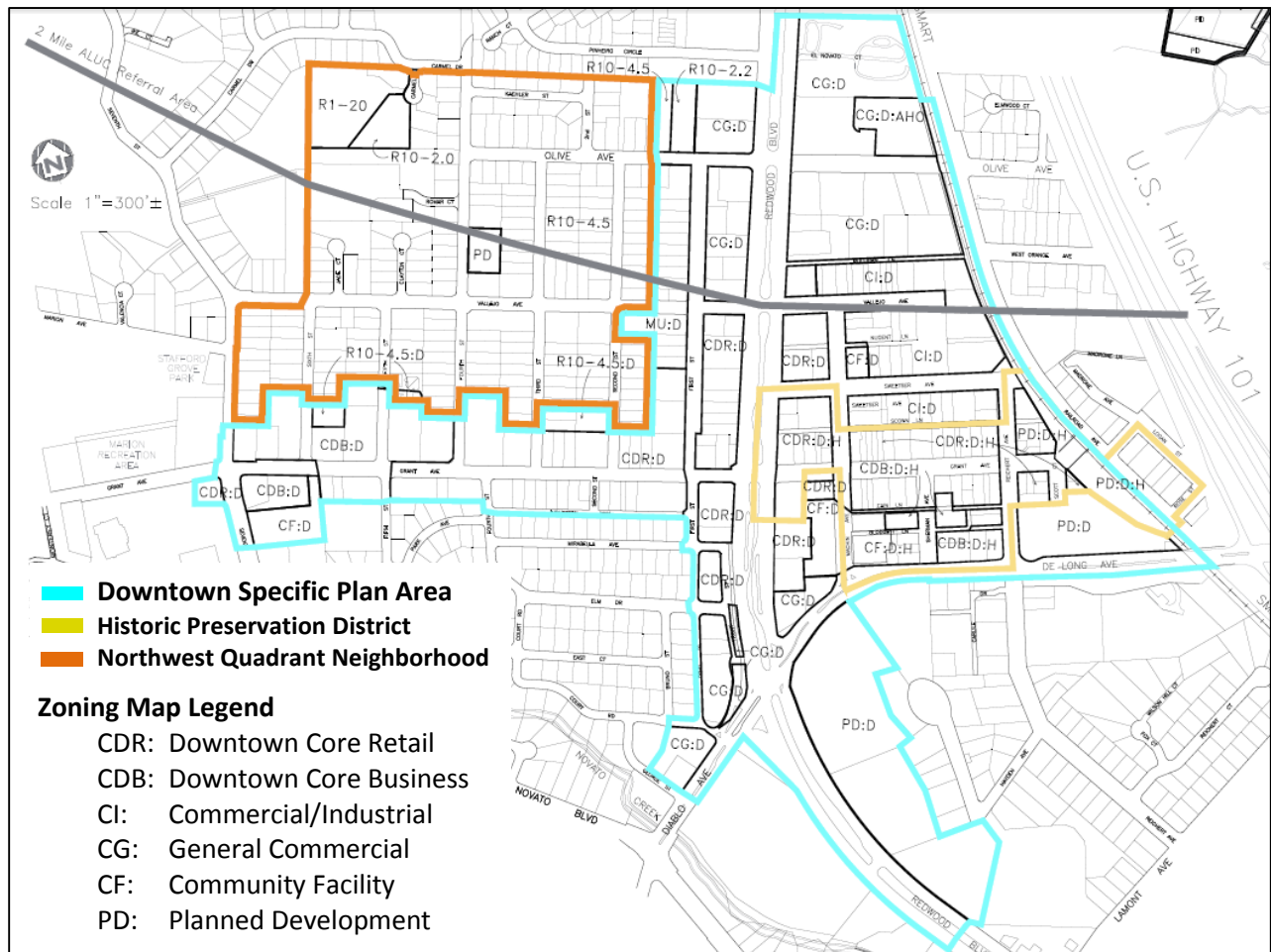
The purpose of the General Plan White Papers is to provide initial direction on certain policy questions to aid staff in the preparation of the Draft General Plan, which will then be evaluated in the environmental impact report (EIR) prepared for the General Plan. As such, the Commission recommendations and Council direction are preliminary, and will be reconsidered upon review of the Draft General Plan and EIR.

BACKGROUND

Downtown Novato Specific Plan

In 1992, the Downtown Revitalization Committee, an ad hoc citizens group, desired to revitalize downtown through a variety of initiatives and programs due to retail competition from Vintage Oaks. In July 1993, the City Council funded the preparation of a Specific Plan and appointed a 7-member Downtown Specific Plan Steering Committee. The Steering Committee guided an extensive public process with over 80 public meetings and tours of 20 other downtowns over a four year period.

The stated objectives of the Plan were to retain and improve Downtown Novato “as the heart of the community by maintaining and enhancing the small town feel, historical character, charm and human scale that is pedestrian friendly while facilitating the development of the downtown as a thriving, multi-faceted hub of economic, social, and cultural activities and an active gathering place that reflects quality in its built environment and personal services provided. Promoting a pedestrian friendly environment that encourages browsing, social interaction and people watching will reinforce the historical "small town" qualities and provide more opportunities for vibrant street life.”



The purpose of the Downtown Specific Plan is to provide regulatory and design guidance to public and private decision makers. For projects and programs consistent with the Specific Plan and within the Specific Plan area, the approval/entitlement process is intended to be streamlined. In July 1998, the Novato City Council adopted the Downtown Novato Specific Plan (Specific Plan) as part of the Novato General Plan. The Specific Plan has been amended three times since 1998:

- 1) In August 1999 to amend the language in the Specific Plan to clarify text, and eliminate internal inconsistencies in the Novato General Plan and within the Specific Plan;
- 2) In March 2001 to eliminate inconsistencies between the existing land uses and zoning designations between the Specific Plan and General Plan text and map exhibits; and
- 3) In November 2013 to establish an Affordable Housing Opportunity Combining Designation (AHO) and assigning this designation to 7506 Redwood Boulevard.

Downtown Novato Design Guidelines

In September 2005, the Design Review Commission, with assistance from Planning staff, released the Downtown Novato Design Guidelines (Design Guidelines). The Design Guidelines are meant to “guide site and architecture design for new buildings, additions, and renovations of existing buildings to optimize the look and function of each building and its aesthetic and functional

contribution to the greater Downtown area”. A project can “anticipate expedited Design Review and approval by following the applicable criteria contained within the Design Guidelines.”

The Design Guidelines were not formally adopted by the City Council, largely due to the cost of preparing an environmental analysis, pursuant to the California Environmental Quality Act (CEQA). However, staff continues to use the Guidelines to help applicants understand the design approach and philosophy contemplated in the Specific Plan area.

Novato Zoning Ordinance

The Novato Zoning Ordinance was amended to implement several of the development criteria articulated in the Specific Plan. Two new zoning districts, Downtown Core Retail and Downtown Core Business were created to establish allowed, conditionally allowed, and prohibited uses for properties along Grant Avenue, including restrictions on ground floor uses to create a pedestrian-oriented streetscape. Other zoning districts found in the Specific Plan area include: Commercial/Industrial, Community Facilities, General Commercial, Mixed Use, and Planned District zoning districts. Allowable uses in these districts and applicable development regulations are attached as Exhibit 1.

Also added to the Zoning Ordinance was Section 19.16.040, the Downtown Specific Plan (D) Overlay District, which applies to the Specific Plan area. The Overlay prohibits multi-family housing on First Street, allows building heights up to 45 feet on Grant Avenue, identifies standards for mixed use development and established reduced parking requirements.

Summary of the Downtown Specific Plan

The Downtown Specific Plan is organized into six chapters: 1) Introduction 2) Plan Framework and Background 3) Recommendations for Improvement and Development 4) Infrastructure 5) Design Guidelines and 6) Implementation. The Mission, Values and Goals Statements of the Specific Plan are attached as Exhibit 2.

The 358-page document contains 96 policies and 14 programs divided into six topic areas: 1) Land Use; 2) Urban Design; 3) Circulation and Parking; 4) Infrastructure and Utilities; 5) Public Services; and 6) Implementation.

What is a Specific Plan?

Under California Statute [Government Code Sec. 65450], Specific Plans are tools to implement the goals and policies of the General Plans for selected areas of towns and cities. They are most often used for coordinated development of large areas of developable land, including master infrastructure plans.

State law identifies a range of topics which must be addressed in a specific plan, including land use and development criteria, infrastructure and utility facilities and financing mechanisms. Specific Plans call for a level of detail and specificity in planning a designated area greater than the General Plan. Due to the increased specificity and comprehensive planning done, the Specific Plan can create a streamlined entitlement process for a wide variety of both public and private projects which comply with provisions of the Specific Plan. In addition, the environmental analysis performed on a specific plan can be cited by subsequent projects to streamline the review process.

Major Objectives

Many of the major objectives of the Specific Plan have been implemented, as indicated below:

<i>Policy/Objective</i>	<i>Policy #</i>	<i>Status</i>
Grant Avenue improvements (sidewalks, street trees, art work, pedestrian amenities, sewers)	UD2, UD6, UD7, UD8, UD11, CP14, IM1	Completed - \$10.7 million infrastructure upgrade finished in 2003.
Gathering Places	LU6	Civic Center Green created. Options to expand or create additional public gathering places are under consideration in Civic Center Master Plan and Redwood Blvd. Streetscape studies.
Linear Park along Railroad ROW	LU4, CP17	Bike/Ped. path is planned along SMART corridor
Village Design Concept (requires multiple uses, multiple buildings with multiple entries on 18 key “catalyst” sites)	LU3 and several site-specific policies	Tresch Galleria, 999 Grant and Peets/Smashburger buildings are examples. Woodside Office Building and Mill Works did not really comply.
Theater District	LU11	Reopening of the Novato Theater being pursued
City Hall Campus	LU21	City Hall rehabilitated and City Offices built - \$21 million projects. New campus master plan being considered
Parking Structure at Community House	LU20	Parking added with City Office Building
Gymnastics/Teen Center	LU18	Completed in 2000 (\$2.8 million project)
Public Information Signage	UD4	Completed in 2014 (\$400,000 project)
Gateway Enhancements	UD9	Street enhancements being considered in the Redwood Boulevard Streetscape Study
Retail on Ground Floor on Grant	LU2	Implemented in Zoning Code
Allowances for Mixed Use (increased height limits)	LU7, UD11.2, IM15	Implemented in Zoning Code
Downtown Sign Criteria	UD5	Implemented in Zoning Code
Design Guidelines	UD11, UD12	The Zoning Code requires compliance with all 140 listed design criteria
Downtown Business Improvement District	IM1, IM2, IM30, IM32	DBID established and operating.
Façade Improvement Program	IM25	Attempted, not successful

Catalyst Sites

Very detailed policy directives (land use, design and infrastructure improvements) were established for 17 “catalyst” sites, some of which include multiple parcels. While the specific directives for these sites are too detailed to summarize succinctly, the table below lists the sites, the implementation status and the policy number(s) in the Specific Plan relating to each site.

A map of the catalyst sites from the Specific Plan is attached as Exhibit 3.

<i>Catalyst Sites</i>	<i>Policy #</i>	<i>Status</i>
Railroad Depot and Pini Mill Area	LU 7	Millworks developed on former Pini Mill site.
Mission Lodge	LU 8	Former motel removed.
Southeast Corner of De Long and Redwood	LU 9	Woodside Office Building developed. No redevelopment has occurred.
Town Plaza	LU 10	Public plaza not created on sites identified which include properties occupied by Redwood Credit Union, Viking Bar and Decadence Spa. Potential for Town Plaza in Redwood Blvd. right of way being considered in Redwood Blvd. Streetscape Design study.
Theater District	LU 11	Theater restoration being pursued. No redevelopment of Mexican restaurant site at 905 Grant Ave.
Redwood/Vallejo/Machin/Sweetser Development Area	LU 12, 13 and 14	No redevelopment has occurred with exception of Tresch Galleria at 7400 Redwood Blvd.
“Young Brothers” and Adjacent Parcels	LU 15	Renovation for Trader Joes/Starbucks on portion of site. No transit station created.
“Toyota” Parcel Commercial/Retail Development	LU 16	No redevelopment has occurred.
Northeast Corner of Fourth and Grant	LU 17	No redevelopment has occurred.
“Goodman’s” Building Reuse for a Gymnastics Center and Teen Center	LU 18	Gymnastics/Teen Center built by the City.

<i>Catalyst Sites</i>	<i>Policy #</i>	<i>Status</i>
Industrial Way	LU 19	No redevelopment, streetscape or parking improvements have occurred.
Community House Parking Structure	LU 20	City Offices have included surface and subterranean parking (mostly for City staff). No parking structure built.
Sherman Avenue Plaza and Nearby Areas	LU 21	Town Green created as part of Civic Center complex. Improvements to Sherman Avenue have not occurred.
Vacant Lot at 858 Grant	LU 22	No improvements have occurred.
Scown Lane	LU 23	No redevelopment or street improvements have occurred.
Lot Adjacent to “Las Guitarras” Restaurant Outdoor Dining	LU 24	Outdoor dining area remains.
Use of Single Family Houses on Machin	LU 25	No redevelopment has occurred.

Evaluation of Policies and Programs

Staff has prepared an evaluation of the implementation and continued relevance of each of the 110 policies and programs, including those for the “catalyst” sites, which is included as Exhibit 5. The color-coded evaluation table identifies which policies/programs have been implemented and which are recommended to be retained, modified or eliminated by staff. The table below is a summary of the topic areas, number of policies and programs in the Specific Plan, and those programs that have been accomplished, not accomplished and staff’s recommendations.

Topic Area	Number of Policies	Number of Programs	Accomplished	Carry forward	Proposed for Deletion
Land Use	27		7	13	7
Urban Design	12	14	3	22	1
Circulation and Parking	17		5	6	6
Infrastructure and Utilities	5		2	2	1
Implementation	31		15	4	12
Public Services	4		2	0	2
TOTAL	96	14	34	47	29

Accomplishments under the Downtown Specific Plan

Since the inception of the Specific Plan, several new buildings have been constructed in Downtown Novato. A brief description of these projects are discussed below.

Public Projects

The most significant improvement to Downtown Novato is the renovation of Grant Avenue. With its new street trees, and angled parking, this street creates an intimate setting for shoppers and diners who frequent Grant Street. Many restaurants have outdoor seating, which creates a lively atmosphere for restaurant patrons as well as those who are walking on Grant Avenue. Hardscape features, such as new light poles and brackets for banners, information kiosks, trash containers and new sidewalks add to the enhancements and refreshed look and feel of Grant Avenue.

The new City Administrative Offices at 922 Machin and the rehabilitated Council Chambers at 901 Sherman set the tone for a campus feeling of civic functions. This combination of civic buildings and the City Green are often used when hosting community events, or private parties, and contributes to the multi-use function of this important public space for the residents of the City of Novato. The total development cost of both projects was \$21 million.

The Novato Gymnastics Facility at 950 7th Street is another civic use that adds to the vitality of Downtown Novato. Located at the western end of Grant Avenue, and in a neighborhood shopping center, the Novato Gymnastics Center is a state-of-the-art, 10,000 square foot facility that provides gymnastics instruction for students aged one year through adults.

With the requirement to install public art in new residential or commercial projects, the City has seen the installation of several art pieces. In 2009, five new public art pieces were installed along Grant Avenue. Umpqua Bank installed a relief on the portion of the building that faces Redwood Boulevard. A mural is along the Reichert elevation at the Whole Foods building; plaques are installed in the walkway adjacent to Reichert Avenue at this building.

Between January and March 2014, the City installed new way finding signage. This signage is to let visitors know where to park, and where local attractions are. There are new kiosks that are used to advertise city sponsored workshops and community holiday events. In summer 2015 plaques will be installed to identify historic buildings.

New Private Projects

Six new buildings have been constructed since adoption of the Specific Plan in 1998. A brief description of these projects is provided below.

Tresch Galleria, 7400 Redwood Boulevard

This is a mixed use building with four ground floor commercial spaces and four second floor apartments that was approved by the Planning Commission and Design Review Commission in 1998. The building creates presence along Redwood as it hugs the property line along Redwood and Sweetser, and improves the pedestrian environment with large display windows adjacent to the sidewalk and numerous pedestrian entries from the street. The parking is to the rear of the building, which isn't visible along Redwood Boulevard.



Woodside Office Building, 7250 Redwood Boulevard

This three story, 89,031 square foot office building was approved by the City Council in June 2000, before the adoption of the City's Hillside and Ridgeline Preservation Ordinance in 2001. To reduce its mass the building was broken into three components with façade, roofline and material changes. The developer considered a variety of ways to implement the village design concept called for in the Specific Plan into the development of this site, but

concluded it was not cost effective to grade the hillside to locate multiple buildings with multiple entries at the street level.

The Millworks, 790 DeLong Avenue

This mixed use building consists of 53,675 square feet comprising a retail grocery store (Whole Foods) and 125 apartments. Podium parking serves both the commercial and residential uses. The architecture of the building includes three insets to attempt to break up the length of the building along DeLong Avenue. The project incorporates an intimate public plaza at the corner of De Long and Reichert and very attractive historic murals disguising a blank ground floor wall along Reichert (part of the project's public art requirement). The Specific Plan called for this area to be "redeveloped with multiple historic village scale commercial spaces."





999 Grant Avenue (Umpqua Bank) Approved in 2010 by the City Council, this two-story building, 19,200 square-foot building creates presence on both Redwood Boulevard and Grant Avenue by building to the curved edge of the sidewalk. The Italianate style architecture has cornice detailing below the roofline, with a pattern of upper and lower story windows that creates a rhythm that is appropriate for the building, and its proximity to the street. Currently, Umpqua Bank is the sole tenant.

7514 Redwood Boulevard (Trader Joes’/Starbucks)

In 2005, the Design Review Commission approved the renovation of the former Greenmark building in order for Trader Joe’s to operate at this location. This 20,000 square foot building was approved and updated with a Spanish Colonial Revival façade. In addition to Trader Joe’s, this property now also has Pharmaca, Starbucks and a new local dry cleaner which serves the neighborhood and the residents of Novato.



7370 Redwood (Smashburger, Peets Coffee, and YogaWorks)

This single story building was approved by the Council in 2012 and has three tenant spaces, with Smashburger, Peets, and an approved yoga studio. The multi-tenant building has been located close to Redwood Boulevard with an outdoor eating area to create presence along this busy street.



None of the projects discussed required an amendment to the Specific Plan, and all of the projects required design review. The Millworks and Woodside Office Building projects received approval by the City Council as both sites have a PD (Planned District) zoning designation, which requires action by Council. The Umpqua Bank and Smashburger/Peets projects were approved by the City Council, as both projects were appealed to this decision making body. The Tresch Galleria was approved by the Planning Commission, as a Use Permit was required for the residential above retail, and a Variance was approved to allow 18 parking spaces, where 24 would be required.

ANALYSIS OF THE SPECIFIC PLAN

Ground Floor Use Restrictions

As noted above, one of the major objectives of the Downtown Specific Plan was to create a pedestrian-oriented retail environment along the Grant Avenue streetscape. Policy LU 2 states, “Encourage retail uses on ground floor in all appropriate Specific Plan designations.” A common way of achieving this through zoning regulations is to restrict the types of uses which can occupy ground floor space along the street frontage, as well as creating a continuous line of buildings with interesting customer entries and display windows to produce an interesting pedestrian experience. During the subsequent preparation of zoning regulations to implement the Specific Plan the Council urged local business and property owners to work with staff in defining acceptable regulations to foster a vibrant pedestrian-oriented environment in the Downtown, which included a series of workshops with the Novato Downtown Old Town Business Association. The group consensus included dividing the Downtown Core into two subareas with differing regulations. The Retail Core area from Fourth Street to Railroad Avenue would include a ground floor restriction limiting allowable land uses to retail, restaurants, entertainment and personal service uses, with office and financial services limited to upper floors of the rear of sites. The Business Core area, from Fourth to Seventh Streets, would allow a broader array of ground floor land uses, including offices, medical services, financial services and business services. The consideration of appropriate ground floor use restrictions in the Downtown elicited substantial public input, particularly related to provisions for banks and financial services on the ground floor in the Retail Core area. The zoning regulations were adopted in 2001.

In 2001 the Zoning Ordinance was updated to include limitations on the types of commercial uses which could occupy ground floor tenant spaces in the CDR (Downtown Core Retail) District which is located on Grant Avenue generally from Fifth Avenue to Scott Street, along Redwood Boulevard between Vallejo Avenue to Elm Drive (just north of De Long) and along the east side of First Street south of Vallejo (see Zoning Map on Page 3 for locations).

The uses allowed on the ground floor within the CDR District include retail, restaurants and bars, personal services (beauty and barber shops, spas, nail salons, tailors, shoe repair, tanning salons, laundromats and dry cleaning pickup), real estate offices, travel agencies, health and fitness facilities, art galleries, indoor amusement or entertainment venues, theaters, hotels, clubs and lodges, and community centers. Other uses, including offices, residential and financial services, including banks, are restricted to an upper floor or to the rear of the site, presumably away from the street frontage.

On March 4, 2014 the City Council revised the regulations to preclude First Street from the ground floor use limitations since it was acknowledged that First Street is not, and is not likely to become in the future, a pedestrian-oriented retail street.

During the Great Recession a number of ground floor tenant spaces on Grant Avenue remained vacant due to the poor economic conditions and reduced retail spending. When surveyed in fall 2012 there were 8 tenant spaces vacant, totaling 31,526 square feet of space, which equated to a 4% overall vacancy rate for ground floor space. The City Council discussed whether to direct

staff to revisit the ground floor use regulations on October 23, 2012, but concluded that staff's completion of the Housing Element was a higher priority. Staff indicated at that time that the ground floor use limitation would be reexamined during update of the General Plan, which would include this evaluation of the 1998 Downtown Specific Plan.

There are currently six vacant ground floor tenant spaces: 826 Grant (1,600 sf), 906 Grant (800 sf), 999 Grant (6,500 sf), 1115 Grant (former Pini Hardware – 20,700 sf), 1555 Grant (2,500 sf) and the former Novato Theater. Excluding the theater, these total about 32,100 square feet of space, two-thirds of which is the long-vacant 1115 Grant, equating to a vacancy rate of approximately 4%. A 5-10% vacancy rate in downtown areas is considered a reasonable rate for a well-functioning commercial area.

Staff conducted a survey of other cities' downtown zoning restrictions on ground floor uses, which is attached as Exhibit 4. While there are many differences in specific use types which are permitted or not, the principal differences relate to whether offices or financial institutions are allowed on ground floors. Novato's regulations are more restrictive than almost all other surveyed jurisdictions in precluding banks or financial services from building street frontages. Many cities allow banks subject to issuance of a use permit, and San Rafael allows the customer-serving aspects of a bank to be on the street front, limiting office space to the rear or upstairs. Most surveyed cities preclude offices (medical, professional or administrative offices) on the ground floor, although most have some form of permit process allowing approval of ground floor offices subject to specified criteria, examples of which are included in Exhibit 4. These criteria typically require findings that the particular tenant space isn't feasible for other permitted uses, that the use generates substantial pedestrian traffic or customer turnover, or that the building design retains the pedestrian-oriented features to maintain a vibrant street front.

Need for a Plan Update

The Downtown Specific Plan has been in effect for seventeen years and is due for a comprehensive reexamination and update if it is to remain a relevant policy tool. As stated in the document itself, "The Specific Plan is meant to be an organic, living document..." However, substantive updates of the Plan have not occurred. An update of the Plan is needed for several reasons:

- Many programs have been implemented, particularly those calling for infrastructure investments and regulatory changes in the Zoning Ordinance. These programs should be removed from the Plan,
- The remaining public improvements called for in the Plan (such as a town plaza, parking structure, streetscape improvements on Redwood Boulevard, Sweetser and Machin, and gateway enhancements) will require several million dollars in City funds to implement. With the loss of the Redevelopment Agency as a funding source, reconsideration of some of these infrastructure priorities should occur,
- Policy-setting studies are underway for areas within the Specific Plan area, including a Civic Center Master Plan, a Downtown Parking Study, and land use/design study of the

North Redwood Boulevard north of Olive Avenue and a Redwood Boulevard Streetscape Design process,

- Many site-specific policies which regulate new development are very detailed, as discussed below, and warrant reconsideration with consideration of current commercial market conditions, and
- The document is challenging for staff to implement and the public to understand in its current form as discussed below.

Loss of the Redevelopment Agency

Redevelopment agencies were created to eliminate blight, through development, reconstruction, and rehabilitation of residential, commercial, industrial, and retail districts. Redevelopment law established tax increment financing (TIF), which is a public financing method to subsidize redevelopment, infrastructure, and other community-improvement projects. The Novato Redevelopment Agency was created in 1999, and invested \$11.1 million in downtown projects. In 2011, state legislation was passed to dissolve redevelopment agencies throughout California. Cities and counties no longer have this financing tool as an option to fix infrastructure or seed economic development programs that create local businesses and jobs.

Difficulties with Implementation of the Specific Plan

Overall, the implementation of the Specific Plan has been successful. However, there are four aspects of the Specific Plan that have created challenges for prospective applicants and for staff implementation of the Plan. These issues are: 1) the mandatory nature of the design “guidelines”; 2) the prescriptive approach to development of numerous “catalyst sites;” 3) excessive specificity of programs in the Plan; and 4) the organization of the document.

1. Mandatory Design “Guidelines”

The Specific Plan includes UD 11 (Design Guidelines) and UD 12 (Building Enhancement Standards) that contain a total of 140 design criteria addressing building and site design, streetscape, parking and circulation, landscaping, signage, utilities, and building maintenance. Many of these are very detailed and prescriptive in nature. As noted above, the Downtown Specific Plan Overlay District in Section 19.16.040(D)(1) of the Zoning Code requires that “proposed development, façade renovations and new uses shall be designed in compliance with the design guidelines provided by the Downtown Specific Plan” (emphasis added). This language makes the design “guidelines” mandatory. Most guidelines provide some leeway for alternative approaches, usually subject to findings by the decision-making body as to why compliance with the guidelines is not a preferable solution.

2. Village Design Concept for Catalyst Sites

As described above, a major design directive of the Specific Plan was to require a “Village Design Concept” for several important “catalyst” sites which include the Mission Lodge site, Pini Mill area, Railroad Depot site, the Woodside Office Building site, 1316-1324 Grant Avenue (northeast corner at Fourth Street) and along Industrial Way.

Land Use Policy 3 states that “multiple uses associated with multiple buildings or single buildings with multiple facades and entryways are given preference over large single use structures. This multiple use/multiple structure concept will create and maintain the small town, human scale pedestrian, curious, friendly, attractive visions for Downtown Novato.” Some new development successfully exemplified this design concept (Tresch Galleria, Smashburger/Peets), others have not strictly complied with the policy (Mill Works, Woodside Office Building).

Site-specific policies for some of these sites mandate use of the Village Design Concept. For example, LU 8 (Mission Lodge) states, “Allow only multiple uses (not one single use) which support Downtown and the community, such as a mix of commercial/retail and professional offices.” This policy has prevented the filing of applications for development of the Mission Lodge site. Staff has discussed possible redevelopment of the site with a number of developers. Applicants have been challenged to produce a mixed/multiple use project, as well as compliance with several other prescriptive design requirements. Deviation from these specific criteria would require an amendment to the Specific Plan, which is costly and uncertain. The intention of the Specific Plan to streamline future development entitlements is not accomplished when the Plan is so prescriptive that it does not provide flexibility to respond to changing market conditions or practical development realities.

3. Specificity of Policies and Programs

The Specific Plan not only contains 110 policies and programs, but many of these are very specific. As an example, UD 10 lists five pages of potential historic mural themes. Detailed property maintenance standards are provided in UD 12, but not enforced. The number and specificity of programs make it very difficult for staff and applicants to determine compliance of all project details with the Plan, and again create the need for exceptions from or revisions to the Specific Plan for projects to achieve full compliance.

4. Organization of the Specific Plan

An additional difficulty with implementation of the Specific Plan is the organization of the document. Policies for the various topic areas (Land Use, Urban Design, Circulation and Parking, etc.) are scattered throughout the document and not grouped by topic. Policies and programs related to specific catalyst sites are similarly not all grouped together, appearing in different sections of the document.

If the Downtown Specific Plan is to continue to be utilized as a tool to define City policies and objectives and to specify in substantial detail future land use, design and infrastructure upgrades, it will need to be comprehensively updated to remove policies and programs which have been implemented, those which are no longer feasible due to funding constraints and those which no longer have viability in the present and foreseeable real estate market. Options discussed below

include a comprehensive update of the document or repeal of the Specific Plan and incorporation of relevant policies and programs into the updated General Plan and Downtown Specific Plan Guidelines.

DOWNTOWN SPECIFIC PLAN POLICY OPTIONS

There are several policy options for consideration by the Economic Development Advisory Commission, Design Review Commission, Planning Commission and City Council. These policy options and staff's analysis of the pros and cons of each option are discussed below.

1. Ground Floor Use Limitations

A. Make no changes to ground floor use limitations in the Downtown Core Retail District.

Pros

- a. Continues existing policies which are familiar to staff and most commercial brokers.
- b. Policies do not seem to have significantly restricted leasing of ground floor space.

Cons

- a. There has been interest by some financial services in locating downtown, some of which have suggested that they have client turnover similar to other allowed uses.

B. Consider modifications to ground floor use restrictions in the Downtown Core Retail District that would allow banks and other financial services that contain customer service areas, subject to stated criteria or findings.

Pros

- a. Would allow some additional flexibility for owners to lease ground floor space.
- b. Allowing additional tenant spaces for financial services could improve the marketing of downtown as a suburban financial center.

Cons

- a. Financial services are typically closed during evening and weekend hours, thereby not contributing to nightlife and weekend vitality.
- b. Financial services may not generate sufficient client traffic to contribute substantially to the retail environment.
- c. Financial services do not contribute to the pedestrian experience as other preferred uses do, often lacking display windows or customer service areas, although design criteria could be incorporated to mandate such streetscape design features.

C. Consider modifications to ground floor use restrictions in the Downtown Core Retail District that would allow office uses, subject to stated criteria or findings, such as the infeasibility of using the subject tenant space for a preferred pedestrian-oriented use.

Pros

- a. Would allow some additional flexibility for owners to lease ground floor space.

Cons

- a. Office uses are typically closed during evening and weekend hours, thereby not contributing to nightlife and weekend vitality.
- b. Office uses do not contribute to the pedestrian experience as other preferred uses do, often lacking display windows or customer service areas, although design criteria could be incorporated to mandate such streetscape design features.

D. Consider the elimination of ground floor use restrictions on banks, financial services and offices.

Pros

- a. Would allow a great deal of flexibility for owners to lease ground floor space.
- b. Would likely reduce an already low vacancy rate for ground floor space.

Cons

- a. May significantly detract from the pedestrian-oriented retail environment desired for Grant Avenue by creating a less interesting streetscape and would not contribute to a more vital nightlife or weekend use of the downtown.
- b. May have substantial implications on weekday parking availability due to conversion of space to office uses with higher employee density.

2. Catalyst Sites & Village Design Concept

A. Reduce the specificity of site-specific development and design policies.

Pros

- a. Would provide more flexibility to property owners or developers in proposing redevelopment projects.
- b. Would reduce the need for Specific Plan Amendments to revise prescriptive policy statements if deviation from the listed criteria is desired.

Cons

- a. Provides less direction to staff and applicants on City desires for redevelopment.
- b. If retained, these site-specific policies should be revisited and updated, which will entail a major public process and staff effort, including an analysis of current market demand and trends.

B. Either eliminate or clarify that the Village Design Concept is preferred, but not mandated for catalyst sites.

Pros

- a. Would provide more flexibility to property owners or developers in proposing redevelopment projects.
- b. Would reduce the need for Specific Plan Amendments to revise prescriptive policy statements if deviation from the listed criteria is desired.

Cons

- a. Concerns that the Village Design Concept retains the smaller-scale character of the downtown.

C. Retain the specificity of site-specific development policies and the Village Design Concept.

Pros

- a. Greater specificity yields more certain results.
- b. The Village Design Concept was a key objective of the 1998 Specific Plan.

Cons

- a. Level of specificity can reduce the potential for redevelopment of key sites due to lack of market demand for the type/scale of development stipulated.
- b. Level of specificity can lead to more requests for Specific Plan amendments, which is contrary to the original intent of the Specific Plan to streamline development processing.
- c. If retained, these site-specific policies should be revisited and updated, which will entail a major public process and staff effort, including an analysis of current market demand and trends.

3. Remaining Infrastructure Projects

A. Update implementation measures in the Specific Plan and develop a funding plan for remaining infrastructure improvements.

Pros

- a. Would guide future Capital Improvement Program prioritization and funding.

Cons

- a. Would require staff time to prepare an implementation plan and prepare updated cost estimates.
- b. Downtown projects will compete with capital improvements needed elsewhere in the community since there have been insufficient funds available for maintenance of existing infrastructure, as well as new improvements.

B. Rather than retaining a separate list of infrastructure improvements in the Specific Plan, incorporate desired projects into the annual Capital Improvement Program prioritization process.

Pros

- a. Would leave all or most of proposed infrastructure improvements in the Specific Plan without change, but would not assume that the projected timing of the improvements listed in the Specific Plan will be achieved.

- b. Would not require additional staff and consultant time to update the Specific Plan infrastructure list.

Cons

- a. Downtown infrastructure projects would have to compete with citywide projects.

4. Plan Update

A. Maintain the Downtown Specific Plan in its current form, and take no action.

Pros

- a. Retains the current document as Council policy and eliminates staff and community time to update.

Cons

- a. Retains an out-of-date policy document which may inhibit new development and is challenging for staff to implement due to its specificity.

B. Retain the Downtown Specific Plan, however, comprehensively update the document, including removing the programs that have been implemented, reconsidering appropriate land use and design criteria for remaining catalyst sites, updating desired public improvements based upon fewer financial resources, and streamlining the document for easier administration.

Pros

- a. Results in an updated policy document that reflects current community objectives and Council direction.
- b. Would provide better direction to staff and applicants on development policies and infrastructure priorities.
- c. Would update CEQA review, which could streamline the processing of development applications.

Cons

- a. The staff and community time and cost of a major update process, likely including an EIR.
- b. The length of time necessary to produce a revised document, which would have to be initiated after the adoption of the new General Plan, leaving the current document in place for several years.

C. Retain and update policies and programs which remain relevant in the Land Use Element of the Draft General Plan as a Focus Area (along with North Redwood; North, North Redwood and the Northwest Quad). Incorporate and refine design policies from the Specific Plan into an updated version of the Downtown Novato Design Guidelines, with formal adoption of the guidelines by Council and amend Section 19.16.040(D)(1) of the Zoning Code to strongly encourage, but not require, compliance

with the adopted design guidelines to create context-sensitive development. Repeal the Specific Plan as a separate policy document.

[Note: The intent of this option is not to change the priority role of the downtown, the overall objectives of the DSP or most of the policy intent, but to produce a much more succinct and updated version of the policies in the new General Plan.]

Pros

- a. A specific plan does not provide more effective policy direction than a General Plan (with carefully crafted policies) and zoning requirements relating to specific subjects (e.g. historic building preservation).
- b. Would provide the most expedient path towards updating policy direction for the downtown by utilizing the General Plan update process and EIR.

Cons

- a. The level of detail included in the original Specific Plan could not be retained in the General Plan. A prioritization and synthesis of retained policies and programs would be necessary to create an appropriately detailed focus area of the General Plan Land Use Element.
- b. Update of the Downtown Novato Design Guidelines would have to occur after the adoption of the new General Plan and would require funds for assistance of a design consultant to work with staff and the Design Review Commission.

EXHIBITS

- 1. Zoning Code – Allowable Uses and Development Regulations
- 2. Mission, Value and Goals statements from Specific Plan
- 3. Map of Catalyst Sites from Specific Plan
- 4. Comparison of Downtown Ground Floor Use Allowances
- 5. Staff Evaluation of the Downtown Novato Specific Plan

A copy of the Downtown Novato Specific Plan (without exhibits) can be found at: novato.org/government/community-development/planning-division/documents

EXHIBIT 1: ALLOWABLE USES AND DEVELOPMENT REGULATIONS

KEY TO ZONING DISTRICT SYMBOLS

BPO	Business and Professional Office	CDB	Downtown Core Business
CN	Neighborhood Commercial	CI	Commercial/Industrial
CG	General Commercial	LIO	Light Industrial/Office
CDR	Downtown Core Retail		

NOVATO MUNICIPAL CODE - CHAPTER 19, ZONING ORDINANCE

Commercial/Industrial Zoning Districts

19.12.030

TABLE 2-7 Allowed Uses and Permit Requirements for Commercial/Industrial Zoning Districts							P Permitted Use (2) UP Use Permit required (3) — Use not allowed	
LAND USE (1)	PERMIT REQUIRED BY DISTRICT							Specific Use Regulations
	BPO	CN	CG	CDR	CDB	CI	LIO	

MANUFACTURING & PROCESSING USES

Assembly of products from parts produced off-site	—	—	—	—	—	P	P	
Electronics, equipment, and appliance manufacturing	—	—	—	—	—	P	P	
Food and beverage product manufacturing	—	—	UP	—	—	P	P	
Furniture/fixtures manufacturing, cabinet shops	—	—	—	—	—	P	P	
Handcraft industries, small-scale manufacturing	—	—	UP	—	—	P	P	
Laundries and dry cleaning plants	—	—	—	—	—	P	P	
Metal products fabrication, machine/welding shops	—	—	—	—	—	P	P	
Printing and publishing	—	—	UP	—	—	P	P	
Quarry materials storage and processing	—	—	—	—	—	UP	UP	
Recycling facilities - Large collection facilities	—	—	—	—	—	UP	UP	19.34.150
Recycling facilities - Processing, light	—	—	—	—	—	—	UP	19.34.150
Recycling facilities - Reverse vending machines	P	P	P	P	P	P	P	19.34.150
Recycling facilities - Scrap and dismantling yards	—	—	—	—	—	—	UP	19.34.150
Recycling facilities - Small collection facilities	—	UP	UP	—	—	P	P	19.34.150
R&D (Research and development)	P	—	P	—	—	P	P	
R&D - Biotechnology, chemical, pharmaceutical	UP	—	UP	—	—	UP	UP	
Storage or use of hazardous materials as accessory use	UP (4)	—	UP (4)	—	—	UP (4)	UP (4)	
Warehouses, wholesaling and distribution	—	—	—	—	—	P	P	

TABLE 2-7	Permitted Use (2)
Allowed Uses and Permit Requirements for Commercial/Industrial Zoning Districts	UP Use Permit required (3)
	— Use not allowed

LAND USE (1)	PERMIT REQUIRED BY DISTRICT							Specific Use Regulations
	BPO	CN	CG	CDR	CDB	CI	LIO	

RECREATION, EDUCATION & ASSEMBLY USES

Adult-oriented businesses	—	—	—	—	—	—	UP (6)	19.23
Clubs, lodges and membership meeting halls	—	UP	UP	UP(5)	UP	—	—	
Community centers	—	UP	UP	UP	UP	—	—	
Health/fitness facilities	UP	P	P	UP	P	P	P	
Indoor amusement/entertainment facilities	—	UP	UP	UP	UP	UP	UP	
Libraries, museums, galleries	UP	UP	UP	UP	UP	UP	UP	
Outdoor recreation facilities, active	—	UP	UP	—	—	—	UP	
Outdoor recreation facilities, passive	P	P	P	P	P	P	P	
Parks and playgrounds	—	—	—	P	P	—	—	
Religious Facilities ⁴	— ⁴	UP ⁴	UP ⁴	UP(5) ⁴	UP ⁴	— ⁴	— ⁴	
Schools – Private ²	UP ²	—	UP ²	UP (5) ²	UP	—	UP ²	
Schools - Specialized education and training	UP	UP	UP	UP (5)	UP	—	P	
Studios - Art, dance, martial arts, music, etc.	UP	UP	P	UP (5)	UP	P	P	
Theaters and auditoriums	—	—	UP	UP	UP	—	—	

RESIDENTIAL USES

Caretaker quarters	UP	—	UP	—	—	UP	UP	
Emergency Shelters	—	—	—	—	—	—	—	19.34.072
Home occupations	P	P	P	P	P	—	—	19.34.080
Live/work projects	P	—	P	P	P	P	P	19.34.090
Multi-family dwellings and duplexes, in a mixed use project ²	—	UP	—	UP (5)	UP (5)	—	—	19.34.100
Single family dwellings	—	—	—	—	—	—	—	

RETAIL USES

Accessory retail and service uses	P	P	P	P	P	P	P	19.34.034
Alcoholic beverage sales, on or off-site (15) ^{1,2}	UP	UP	UP	UP	UP	UP	UP	19.34.050
Art, antique, collectible, and gift stores	—	P	P	P	P	P ²	—	
Auto parts sales	—	P	P	P	P	P	P	
Auto sales and rental	—	—	UP	—	—	UP	P	
Bars and night clubs	—	—	UP	UP	UP	—	UP	
Book stores	—	P	P	P	P	P	P	
Building material stores	—	—	UP	—	—	UP	P	
Construction/heavy equipment sales and rental	—	—	—	—	—	UP	UP	
Convenience stores	—	UP	UP	UP	UP	—	—	
Drive-in and drive-through sales	—	UP	UP	— ¹	—	—	UP	
Equipment rental	—	—	UP	UP	UP	P	P	
Extended hour businesses (11 p.m. to 6 a.m.)	P (9)	UP	P (9)	P (9)	P (9)	P (9)	P (9)	
Florists	—	P	P	P	P	P	P	
Furniture, furnishings & appliance stores	—	—	P	P	P	—	—	
General retail	—	P	P	P (10) ²	P (10) ²	P	P	
Grocery stores	—	UP	P ¹	P (7) ²	P (7) ²	—	—	
Gun sales	—	—	UP	—	—	UP	—	
Marijuana Dispensaries ²	— ²	— ²	— ²	— ²	— ²	— ²	— ²	
Mobile home, RV, and boat sales	—	—	—	—	—	UP	P	
Outdoor displays retail sales, temporary ²	—	P	P	P (11) ²	P (11) ²	P	P	19.34.130
Outdoor displays retail sales, permanent	—	UP	UP	UP	UP	UP	UP	19.34.130
Plant nurseries and garden supply stores	—	UP	P	UP	UP	P	P	
Restaurants and outdoor dining areas, including incidental on-site alcohol sales ²	UP	P	P	P (8)(11) ²	P (8)(11) ²	UP	UP	19.34.050 ² 19.34.130
Tobacco product shops	—	—	—	UP ¹	UP ¹	—	—	19.34.166

TABLE 2-7 Allowed Uses and Permit Requirements for Commercial/Industrial Zoning Districts		PERMIT REQUIRED BY DISTRICT							Specific Use Regulations
		BPO	CN	CG	CDR	CDB	CI	LIO	

LAND USE (1)	PERMIT REQUIRED BY DISTRICT							Specific Use Regulations
	BPO	CN	CG	CDR	CDB	CI	LIO	
SERVICE USES								
Animal Grooming	—	UP	UP	UP (5) ³	UP	UP	UP	
Auto repair and maintenance - Major	—	—	—	—	—	UP	UP	
Auto repair and maintenance - Minor	—	—	UP	—	—	P	P	
Automated teller machines (ATMs) (non-drive through) ¹	P	P	P	P	P	P	P	
Banks ²	P	P	P	UP (14) ²	P(13)	—	P	
Business support services	P	P	P	P (5)	UP (5)	P	P	
Car wash	—	—	UP	—	—	—	UP	
Check Cashing	—	—	UP	—	—	—	—	
Child/adult day care centers	UP	UP	UP	UP (5)	UP	—	UP	19.34.070
Congregate care/group facilities	UP	—	UP	—	—	—	—	
Contractor storage yard	—	—	—	—	—	UP	UP	
Drive-in and drive-through services, including ATM ¹	—	UP	UP	UP ¹	UP (12)	—	—	
Financial Services	P	P	P	P (5)	P (13)	—	P	
Gas stations	—	UP	UP	—	—	—	UP	19.34.050.F
Hotels and motels	UP	UP	UP	UP	UP	UP	UP	
Kennels & boarding	—	—	UP	—	—	UP	UP	
Medical - Clinics, offices, and laboratories	P	P	P	P (5)	P (13)	—	—	
Medical - Extended care	UP	—	UP	—	—	—	—	
Medical - Hospitals	UP	—	UP	—	—	—	—	
Mortuaries & funeral homes ³	UP (16) ³	— ³	UP (16) ³	— ³	— ³	— ³	UP (16) ³	
Offices	P	P	P	P (5)	P (13)	P	P	
Pawn Shops ³	— ³	— ³	UP ³	— ³	— ³	— ³	— ³	
Personal services	P	P	P	P	P	P	P	
Public utility facilities	UP	UP	UP	UP	UP	UP	UP	
Residential care facility for the elderly (RCFE)	—	UP	—	—	—	—	—	19.34.160
Real Estate Offices	P	P	P	P	P	P	P	
Storage Facilities - Indoor	—	—	UP	—	—	UP	UP	
Storage - Outdoor	—	—	UP	—	—	UP	UP	
Tattoo Parlor ¹	— ¹	— ¹	— ¹	— ¹	— ¹	— ¹	UP ¹	19.34.168 ¹
Travel Agency	P	P	P	P	P	P	P	
Upholstering shops	—	—	—	— ¹	UP	P	P	
Veterinary clinics, outpatient treatment only	—	UP ¹	UP	— ¹	UP	UP	UP	
Veterinary clinics, animal hospitals	—	— ¹	UP	— ¹	UP	UP	UP	

TRANSPORTATION & COMMUNICATIONS USES

Broadcasting studios	UP	—	UP	UP (5) ²	UP (5) ₂	P	P	
Heliports	UP	—	— ¹	—	— ¹	— ¹	— ¹	19.34.074
Parking facilities	—	—	P	P(17) ²	P(17) ²	P	P	
Telecommunications facilities	UP	UP	UP	UP	UP	UP	UP	19.38
Truck and freight terminals	—	—	—	—	—	UP	UP	
Vehicle storage	—	—	—	—	—	UP	UP	
Wireless communication facilities: New towers or monopoles or new building-mounted facilities ²	UP ²	UP ²	UP ²	UP ²	UP ²	UP ²		19.38 ²
Wireless communication facilities: New facilities co-located on existing towers, monopoles or buildings with existing permitted antennas ²	P(2) ²	P(2) ₂	P(2) ²	P(2) ²	P(2) ²	P(2) ₂		19.38 ²

COMPLETE LIST OF NOTES FOR TABLE 2-7 (Reflects all revised notes above and highlighted as new additions to Ordinance).²

- (1) See Article VI for land use definitions. See Section 19.02.020.F regarding uses not listed.
- (2) Zoning Clearance required (Section 19.42.020. (Design Review may also be required; see 19.42.030.
- (3) See Section 19.42.050 for Use Permit processing requirements.
- (4) Accessory use may be allowed in accordance with standards as promulgated by the Novato Fire Protection District and all other local, state and federal laws and regulations.
- (5) For properties with building frontage on Grant Avenue or Redwood Boulevard: Use allowed only on upper floors or rear of building site, with ground floor street frontage reserved for retail, entertainment and personal service uses.
- (6) Permit requirements established by Division 19.23 (Adult-oriented Businesses).
- (7) Use Permit required if shopping carts are proposed.
- (8) Permitted if in compliance with the design standards of the Downtown Specific Plan.
- (9) Use Permit required if located within 300 feet of a residential zone.
- (10) Related uses are permitted which meet all of the following criteria: open during weekdays 10 a.m. to 5 p.m. and Saturday; provides window displays which are changed monthly; and has two-hour customer turnover.
- (11) Also permitted in the public right-of-way with a license agreement pursuant to Section 15-4 of the Municipal Code.
- (12) Drive-through banking services only.
- (13) Ground floor offices, medical, business and financial services in the Downtown Business Core shall provide required parking at 1 space per 250 sq. ft. of gross floor area.
- (14) Use allowed only on upper floors and up to a maximum of 25% of the ground floor in rear of a building, with ground floor street frontage reserved for predominantly retail, entertainment and personal service uses.
- (15) Except for restaurants with incidental on-site alcohol sales.
- (16) Crematories are only allowed in the LIO District, and must be located a minimum of 1,000 feet from residential uses, schools and day care centers.
- (17) Parking facilities shall not front on Grant Avenue or Redwood Boulevard.

TABLE 2-8
COMMERCIAL DISTRICT GENERAL DEVELOPMENT STANDARDS (Continued)

Development Feature	Requirement by Zoning District		
	CDR & CDB Downtown Core Retail & Business	CI Commercial/ Industrial	LIO Light Industrial/ Office
Minimum lot size	Minimum size for new parcels will be determined through the subdivision process, consistent with the General Plan.		
Setbacks	<i>Minimum and maximum setbacks required. See Division 19.20 for setback measurement, allowed projections into setbacks, and exceptions to setbacks.</i>		
Front	None required		
Sides (each)	6 ft if adjacent to a single-family residential zone; 10 ft if building is over 20 ft in height at the building setback line, and adjacent to a single-family residential zone; none required otherwise.		
Rear	10 ft if adjacent to a single-family residential zone; 15 ft if building is over 20 ft in height at the building setback line and adjacent to a single-family residential zone; none required otherwise.		
Building coverage (1)	100%	40%	60%
Floor Area Ratio (FAR)	1.2 or 2.0 (2)	1.0	0.40 (4)
Height limit (3)	35 ft (5)	35 ft	
Landscaping	As required by Division 19.28 (Landscaping)		
Parking	As required by Division 19.30 (Parking and Loading)		

Notes:

- (1) Maximum percentage of site area that may be covered by structures.
- (2) Higher value FAR applies if housing is incorporated in a mixed-use project.
- (3) Maximum allowed height of structures. See also Section 19.20.070 (Height Limits and Exceptions).
- (4) Except for the Novato Industrial Park and Hamilton Hangar area, the maximum FAR shall be .6.
- (5) Within the Downtown Overlay zone, the height limit may be increased by 30 percent up to a maximum of 45 feet for the habitable floor area (excluding roof) with Design Review approval in accordance with Section 19.20.070.

EXHIBIT 2: MISSION, VALUES AND GOALS OF DOWNTOWN SPECIFIC PLAN

2. PLAN FRAMEWORK AND BACKGROUND

2.1 THE VISION FOR THE DOWNTOWN SPECIFIC PLAN

The Downtown Specific Plan Steering Committee (DSPSC) adopted a set of objectives for Downtown on April 7, 1994, which the City Council approved in May 1994, to assist in preparation of the Specific Plan. It was based upon an original draft prepared by the Downtown Revitalization Committee, a grass-roots citizens group (from which the entire DSPSC was drawn).

The Vision for the Downtown Specific Plan has been adapted from the Steering Committee's Mission Statement, Value Statement, and Goals Statement, as discussed below.

Downtown Mission Statement

The mission of Downtown Novato is to be the heart of the community to:

- Be Novato's thriving multi-faceted economic hub;
- Serve as a social, cultural, historical and transit center;
- Attract people for commerce and community affairs from Novato and the surrounding region;
- Maintain and enhance its small town feel, historical character, and charm;
- Reflect quality in its built environment and in the personal services provided there; and
- Be an active gathering place, providing the focal point for the community.

Downtown Value Statement

Novato's Downtown should be a place for people where we can:

- Provide our own leadership to achieve our goals and mission, enhance commerce, build a strong economic future and maintain the diversity of Downtown;
- Gather, stroll, visit with friends;
- Conduct business in an easy, friendly manner;
- Enjoy quality social, cultural and recreational opportunities;
- Experience a visually pleasing environment;
- Appreciate our natural surroundings and historic setting;
- Feel safe and secure in a small town atmosphere, and
- Belong!

Downtown Goals Statement

AESTHETICS

- Keep Downtown clean, and free of litter and graffiti.
- Undertake seasonal street cleaning and clean-up.
- Provide more pedestrian-oriented amenities, including street benches, planters, drinking fountains, public toilets, etc.
- Maintain a safe and secure Downtown and control vandalism and crime.
- Tie old (east) and new (west) Grant Avenue together visually. Provide easier and safer pedestrian access and linkage.
- Provide level, attractive sidewalks.
- Provide street trees, installed properly, maintained and trimmed to allow views of stores and businesses.
- Preserve historic buildings.
- Provide an environment for the artistic and the cultural aspirations of the community.

LAND USE

- Maintain City Hall Downtown.
- Establish a Downtown branch post office.
- Locate appropriate recreational and park facilities Downtown.
- Locate a museum in Downtown.
- Locate a small hotel in Downtown.
- Maintain a diversity of businesses, services and multi-ethnic restaurants in Downtown.
- Improve and maintain retail at street level, with potential offices and/or residences above the street.

CIRCULATION AND PARKING

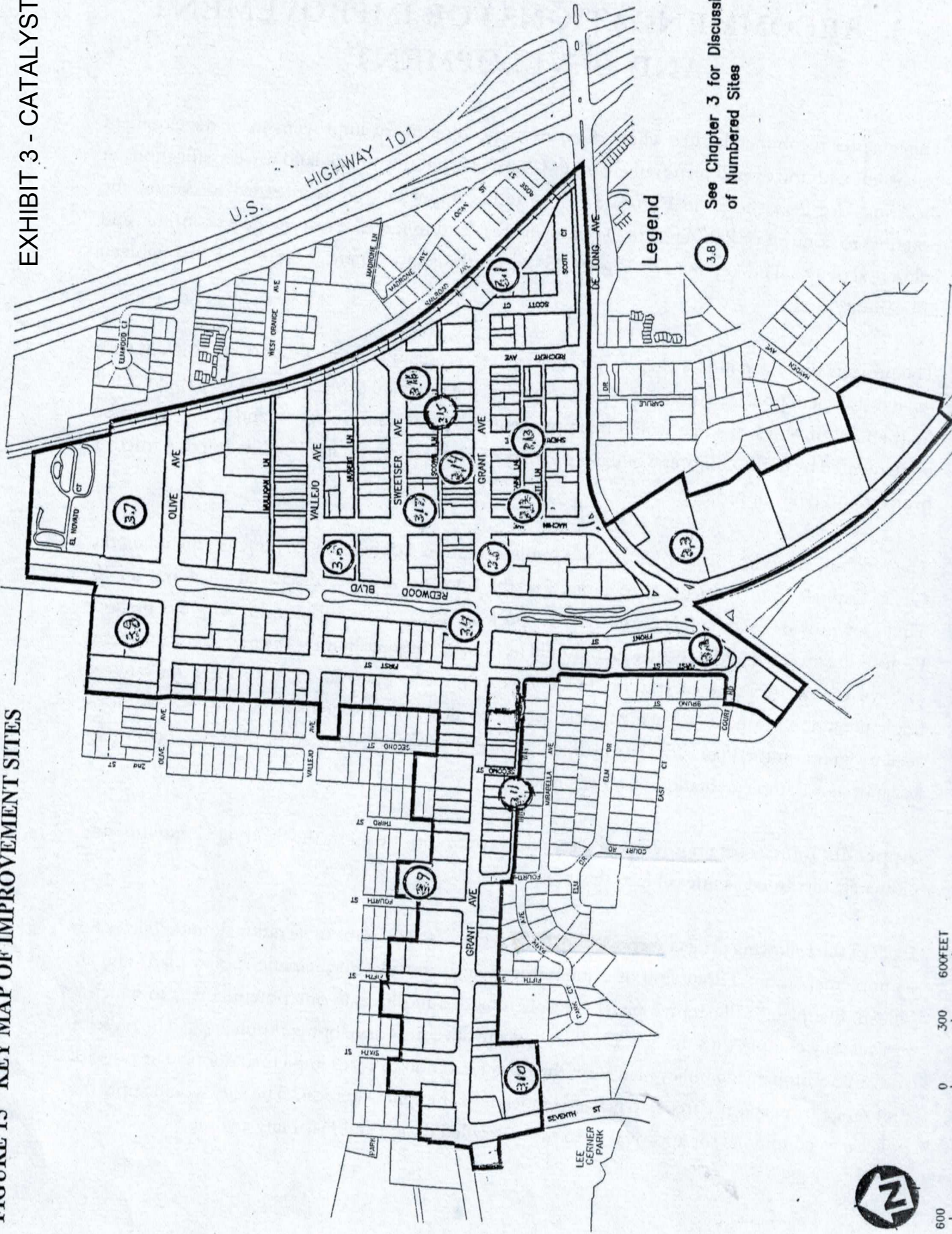
- Provide ample, convenient parking throughout Downtown.
- Plan and implement needed improvements to the traffic circulation system.
- Improve bicycle access and bicycle parking.
- Create a pedestrian-oriented Downtown built and maintained at a human and village scale.

SIGNAGE AND LIGHTING

- Provide clear street signs and more directional signs.
- Provide better and more attractive street lighting.
- Develop and maintain the City Hall (church building) logo of the City as a symbol of the feel and character we want for Downtown.
- Improve freeway signage and local street signage leading to Downtown.
- Provide street banner standards for Downtown (lower priority).
- Provide street directory of businesses in Downtown (lower priority).

FIGURE 15 KEY MAP OF IMPROVEMENT SITES

EXHIBIT 3 - CATALYST SITES



See Chapter 3 for Discussion of Numbered Sites

Legend

3.8



600 0 300 600 FEET

EXHIBIT 4: COMPARISON OF DOWNTOWN GROUND FLOOR USE ALLOWANCES

Use Type	Novato	San Rafael	Mill Valley	Tiburon	Petaluma	Walnut Creek	Palo Alto	Mountain View	Lafayette
Recreation, Education and Assembly Uses									
Health/fitness	UP	UP	NA	UP	P	UP	UP	NA	UP
Indoor amusement	UP	UP	NA	UP	NA*	UP	UP	P	UP
Galleries/museums	UP	UP	P	UP	P	P	P	P	NA
Clubs/lodges	NA*	NA*	UP	UP	P	NA	NA	NA	NA
Religious facilities	NA*	NA	NA	NA	UP	NA	NA	NA	NA
Private schools	NA*	NA*	NA	NA	NA*	NA	UP	NA	NA
Art, martial arts studios	NA*	P	P	UP	P	P	P	P	NA
Theaters	UP	UP	NA	UP	UP	P	P	NA	NA
Retail Uses									
Retail stores	P	P	P	UP	P	P: less than 10K sf; UP for >10K sf	P	P	P
Auto sales/rental	NA	NA	NA	NA	P	NA	NA	NA	NA
Gun sales	UP	UP	P	NA	P	P	NA	NA	UP
Tobacco store	UP	UP	P	NA	P	P	NA	NA	NA
Convenience stores	UP	P	UP	UP	P	P	NA	NA	UP
Grocery stores	P	P	UP	UP	P	P	NA	NA	NA
Restaurants	P	P	UP	UP	P	P	P	P	P
Bars and night clubs	UP	UP	UP	UP	UP	P	P	UP	NA
Building/landscape materials	NA	P	P	NA	P	NA	NA	NA	NA
Gas Stations	NA	NA	UP	NA	NA	NA	NA	NA	NA
Service Uses									
Banks	NA*	NA**	UP	UP	P	UP	UP	UP	NA
Bus. Support Services	NA*	NA	P	UP	P	NA	UP	UP	P
Day care	NA*	NA*	NA	NA	NA*	UP	UP	UP	UP
Financial services	NA*	NA**	UP	UP	P	NA	UP	UP	NA
Hotels	UP	UP	NA	UP	P	P	P	UP	NA
Medical offices/clinics	NA*	NA*	UP	UP***	NA*	Optometrist only with retail	NA	NA*	NA
Admin. & Professional Offices	NA*	NA*	UP	UP***	NA*	NA*	NA	NA*	NA
Personal Services	P	P	P	UP	P	P	P	UP	P
Real Estate Office	P	P	UP	UP	P	NA	NA	NA	UP
Travel agency	P	NA	UP	UP	P	NA	P	P	P
Auto repair	NA	NA	UP	NA	UP	NA	NA	NA	NA
Vet. Clinic	NA	NA	P	NA	P	NA	NA	NA	NA
Animal grooming	NA	UP	P	NA	NA	P	NA	NA	NA

LEGEND:

- P = Permitted use
- UP = Use Permit required
- NA = Not allowed use
- * Allowed on upper floor or rear of site only. (In Novato and Mountain View, offices allowed on ground floor in some subareas of downtown)
- ** Customer service area of a bank or office allowed on street frontage
- *** Exception required for ground floor office

Zoning Language for Exceptions to Allow Office or Financial Services on the Ground Floor:

San Rafael:

New office and financial institutions at street level, street frontage locations shall comply with the following:

1. The customer service square footage of a general office use and/or the square footage of the customer-oriented retail banking operations of a financial institution is permitted on the street frontage in the 4SRC and WEV districts if it meets the following criteria:
 - a. There is significant customer turnover;
 - b. There is a substantial volume of pedestrian traffic;
 - c. Windows and signs are oriented toward pedestrians;
 - d. Activities are provided which can be considered part of a multistop trip; and
 - e. Non-customer-oriented square footage for the use is located on the rear ground level or second floor or above.
2. Exterior design of new or remodeled offices and financial institutions should maintain a pedestrian-oriented streetscape as specified in the downtown design guidelines.

Tiburon:

Exception required for ground floor offices (as part of Use Permit process) finding:

- a. The space proposed for the office use is not physically suitable for retail, restaurant or personal service use, and
- b. The applicant has provided substantial and compelling evidence that retail, restaurant or personal service use is not economically viable in the proposed location.

Palo Alto:

“The Director may grant a conditional use permit if he/she makes the following finding: The location, access or design of the ground floor space of the existing building housing the proposed use creates exceptional or extraordinary circumstances or conditions applicable to the property involved that do not apply generally to property in the same district.”

Mountain View:

“Provisional uses will be allowed if they can sufficiently demonstrate that they will generate pedestrian activity and streetside interest compatible with the goal of maintaining continuous storefronts and the vital retail district on Castro Street.”

Lafayette:

“A land use permit for any use enumerated in Section 6-906 may be granted only upon determination that the proposal conforms to the general use permit criteria set forth in Section 6-215 and to the following additional criteria:

- (a) That the proposal will not detract from the compact, integrated character of the area;
- (b) That the proposal will not impair a generally continuous wall of building facades;
- (c) That the proposal will not weaken the concentration and continuity of retail facilities at ground level, and will not break up an important shopping frontage;
- (d) That the proposal will not interfere with the movement of people along an important pedestrian walkway;
- (e) That the proposal will conform in all significant respects with any applicable specific plan which has been adopted by the city council. “

Exhibit 5 - Downtown Specific Plan: Evaluation of Existing Policies and Programs

Key

	Tier 1: Policies that are high priority; programs that should be implemented within 5 years.
	Tier 2: Policies and programs that have lower relative priority and will not be included in the new General Plan.
	Tier 3: Policies or programs that have been fully implemented and will not be included in the new General Plan.

Existing Policy/Program	Status/Achievements	Barriers to Implementation	Staff Recommendations for Update <i>Carry forward as is/carry forward with modifications/delete</i>	PC Subcommittee Comments/Questions
<p>LU 1: Incentives for Lot Consolidation</p> <p>Allow for incentives to encourage lot consolidation. The Specific Plan encourages development of commercial businesses in the north of Old Town area, such as retail home improvement centers, that may not be possible on small narrow lots.</p>	<p>Not implemented.</p>	<p>No incentives available from City (or the former RDA) to consolidate lots in the Downtown Specific Plan area.</p>	<p>Delete, as this has not been achieved. The only practical incentive for lot consolidation is increased floor area ratio or increased density, which is likely in conflict with the Village Design concept called for in LU 3. Lot consolidation is allowed, even without this policy, but is typically difficult to do, particularly following the loss of Redevelopment.</p>	
<p>LU 2: Retail Uses on Ground Floor</p> <p>Encourage retail uses on ground floor in all appropriate Specific Plan designations.</p>	<p>Retail uses are allowed on ground floors in the CDR (Downtown Commercial Retail), CDB (Downtown Commercial Business) and MU (Mixed Use) zoning districts within the area regulated by the Downtown Specific Plan.. This occurred with the 2001 update of the Zoning Ordinance.</p>		<p>Retain. Creation of a vibrant streetscape is an important objective of the plan, and control of ground floor uses is a key component of that strategy.</p>	
<p>LU 3: Village Design concept for catalyst sites</p> <p>Require consideration of a “village design” concept for many of the major catalyst sites with opportunities for development. Multiple uses associated with multiple buildings or single buildings with multiple facades and entryways are given preference over large single use structures. This multiple use/multiple structure concept will create and maintain the small town, human scale pedestrian, curious, friendly, attractive visions for Downtown Novato.</p>	<p>Good examples of the Village Design concept are the Tresch Galleria and 7320 Redwood (Peets/Smashburger), incorporating multiple entries and tenant spaces. The Mill Works and Woodside Office Building didn’t really achieve the Village Design criteria.</p>	<p>For some catalyst sites, such as the former Mission Lodge site, the requirement for multiple uses/tenants has constrained redevelopment.</p>	<p>Retain the concept, especially along Grant and Redwood, south of Olive. However, more flexible language is needed with respect to the “village design” being mandatory.</p>	

Exhibit 5 - Downtown Specific Plan: Evaluation of Existing Policies and Programs

Existing Policy/Program	Status/Achievements	Barriers to Implementation	Staff Recommendations for Update <i>Carry forward as is/carry forward with modifications/delete</i>	PC Subcommittee Comments/Questions
<p>LU 4: Linear Park/Park along Railroad ROW If feasible, retain a portion of the railroad ROW corridor to be landscaped and used for pedestrian traffic, within a linear park.</p>	<p>The railroad right-of-way is being improved for commuter rail, and where sufficient width exists, a parallel bicycle/pedestrian path will be created.</p>		<p>Update the policy to support implementation of a bicycle/pedestrian path along the SMART corridor, linking the Downtown with the San Marin/Atherton rail station. Encourage installation of segments of the path upon redevelopment of adjacent properties.</p>	
<p>LU 5: Retain Tree Covered Parcels East of Goodman’s Retain the tree covered parcels east of Goodman’s building as open space.</p>	<p>Implemented. These sites are now part of the Novato Teen Center and Gymnastics Center.</p>		<p>Delete.</p>	
<p>LU 6: Increase Opportunities for Gathering Places Reinforce gathering places and introduce new gathering places where people can meet. The Specific Plan recommends an appropriate mix and intensity of uses which will generate and support increased activity to benefit businesses.</p>	<p>Implemented with the approval or opening of new businesses. Examples include: Whole Foods (outdoor plaza), Bicycle Brustop and 999 Grant (sidewalk seating areas). The new City Administration building at 922 Machin and new City Council chambers at 901 Sherman also allow for places where people can meet and functions are held.</p>		<p>Carry forward, as this reinforces the community interaction that is created with new businesses and new civic buildings. Also include this language in Citywide Design Guidelines.</p>	
<p>LU 7: Development Policies for the Railroad Depot and Pini Mill Area</p> <ol style="list-style-type: none"> 1. Replace/renovate/restore the depots, using historic blueprints with leasable space for special-retail and/or restaurant use. No permanent improvements shall be permitted which would foreclose on future transit-related needs/uses. Replication/renovation/restoration shall follow the Secretary of Interior Standards for Rehabilitation of historic structures. 2. Retain the Grant Avenue crossing of the railroad. 3. Retain the Flatiron Building with potential retail sales at ground level. Evaluate the necessity of raising the Flatiron Building and the adjacent resident to avoid local flooding, as part of the larger rehabilitation project. 	<p>#1 – City has not had funds for restoration of the depot building, but has discussed opportunities for private reuse with prospective applicants. The depot lot has been improved as an interim public parking lot. #2 – done #3 - done</p>	<p>Lack of redevelopment funding. Lack of developer interest in the Depot area. Potential need for the Depot site for public parking.</p>	<p>Update policy, encouraging reuse of the depot building. Potential public parking will be addressed in the Downtown Parking Study. Policy re: a SMART downtown “whistle stop” will be included in the Circulation Element.</p>	

Exhibit 5 - Downtown Specific Plan: Evaluation of Existing Policies and Programs

Existing Policy/Program	Status/Achievements	Barriers to Implementation	Staff Recommendations for Update <i>Carry forward as is/carry forward with modifications/delete</i>	PC Subcommittee Comments/Questions
<p>4. Allow the addition of potential commercial space, either in a new building (with consistent historical style) or in a rehabilitated single family house on the south side of the Flatiron Building.</p> <p>5. Allow an increased building height limit for mixed use/commercial/residential projects only if the top floor is used for housing, pursuant to the Zoning Ordinance.</p> <p>6. Vacate the southern leg of Scott Court, which provide access to the site on the south and west sides, and incorporate it into the site, as an incentive for private redevelopment of the area. Vacation would take place pursuant to procedures establish in the Public Street, Highways and Service Easements Vacation Law, location at Section 8300-8363 of the Streets and Highways Code, requiring hearing and making findings for vacation. Findings would include consistency with the General Plan, demonstration that the street to be vacated is unnecessary for present or prospective public use, and demonstration that the vacation is in the public interest.</p> <p>7. Consider locating a parking lot or garage on the south side of the site, possibly incorporating the east/west leg of Scott Court. A garage could be built, depending upon the intensity of the development necessary to financially support it. While a public parking structure at this location would probably not be warranted, because there is not significant parking shortage in the area, a public parking structure would become appropriate should the site or a part of it be used as a rail transportation center. Allow direct vehicular access from DeLong to the second or third level of parking garage. Vehicles could then ramp down to the level of Scott Court through the garage. A vehicular driveway for west-bound DeLong would have an insignificant impact on traffic operation in the Downtown, if a turnout lane was design to prevent queuing. This alternative is not shown in the figures.</p> <p>8. Retain existing healthy, mature trees, where possible, including trees on the bank between Scott Court and DeLong Avenue.</p> <p>9. Site and design new buildings and additions to correspond to the scale and character of the depots, Victorian era housing, and agricultural buildings of the Pini Mill, and consistent with the “village design” concept. Attempt to incorporate one or more of the tall corrugated metal buildings in the Pini Mill into the redevelopment of this area, as an identity feature for the project, whether or not the structure is rehabilitated for human occupancy, used for storage, or simply left empty as a monument. The</p>	<p>#4 – With the new Mill Works project, this isn’t needed.</p> <p>#5 – implemented with adoption of 2001 Zoning Ordinance.</p> <p>#6, 7, 8 – completed with Whole Foods project</p> <p>#9, 10 and 11 – not done.</p>			

Exhibit 5 - Downtown Specific Plan: Evaluation of Existing Policies and Programs

Existing Policy/Program	Status/Achievements	Barriers to Implementation	Staff Recommendations for Update <i>Carry forward as is/carry forward with modifications/delete</i>	PC Subcommittee Comments/Questions
<p>Downtown Specific Plan Steering Committee reached no consensus on altering the original Pini Mill structures, except to support a reduction in building massing for a project designed to retain some of the character of the mill. Mill site building could be redeveloped in mass and scale recreating an historical shell with modern interior.</p> <p>10. Relocate the original railroad freight building, now located behind Druid’s Hall, to the area between Old Town Glass and the Railroad. An historical agricultural exhibit might be included. Alternatively, the Old Town Glass stage area could incorporate a new retail business, which would be designed to take advantage of, and contribute to, the Depot Area development. Finally, at a minimum, the glass company outdoor storage should be screened with a substantial fence with landscaping, because outdoor storage is not consistent with the image of Downtown and the depot are which is sought by the Specific Plan.</p> <p>11. Consider a potential historical monument feature in front of the rehabilitated passenger depot. The monument would be site to be visible on axis eastbound vehicles on Grant Avenue.</p> <p>12. Evaluate the feasibility of a multi-purpose path alongside the railroad tracks leading north to Olive Avenue and potential new uses of the “Young Brothers” site, and south to Vintage Oaks. A fence between the railroad tracks and the path would be located a minimum of 9 ½ feet from the centerline of the tracks, if approved by the Northwest Pacific Railroad Authority. At some locations, the City might have to obtain easements across private properties on the west side of the tracks to build the pathway. In the case of the path south to Vintage Oaks, it would be necessary to retain a pedestrian/bicycle easement over the portion of Scott Court which is proposed to be vacated.</p> <p>13. Designate a specific location near the depots as a local Novato transit (i.e., jitney) loading/unloading zone.</p> <p>14. Encourage development of a small hotel on the site.</p>	<p>#12 – SMART is improving the railroad corridor for passenger rail service and is incorporating a bicycle/pedestrian path where sufficient width exists.</p> <p>#13 and 14 – not done</p>			

Exhibit 5 - Downtown Specific Plan: Evaluation of Existing Policies and Programs

Existing Policy/Program	Status/Achievements	Barriers to Implementation	Staff Recommendations for Update <i>Carry forward as is/carry forward with modifications/delete</i>	PC Subcommittee Comments/Questions
<p>LU 8: Development Policies for Mission Lodge</p> <ol style="list-style-type: none"> Allow only multiple uses (not one single use) which support Downtown and the community, such as a mix of commercial/retail and professional offices. The Mission Lodge site is attractive for the “village design” concept because of its size and proposed Redwood Boulevard pedestrian and auto access, adjacent to mass transit, and as a key gateway to the Downtown. Additionally, the DeLong/Redwood site is diagonally across the intersection and provides the opportunity to have coordinated development in style and scale. Only for multiple use projects consistent with #1, above, vacate that portion of Front Street which is adjacent to the project site, as shown in Figure 22. Upon dedication of suitable property at the First Street boundary of the site to implement Number 3, below, a new access drive from Redwood Boulevard (southbound) onto the site and to the retained section of Front Street north of the site is allowed. This new access drive would require some regrading, because Redwood is higher in elevation than Front Street at that location. Vacation of Front Street would take place pursuant to procedures established in the Public Streets, Highways and Service Easements Vacation Law, located at Sections 83008363 of the Streets and Highways Code, requiring hearings and making findings for such street vacation. Findings would include consistency with the General Plan, demonstration that the street to be vacated is unnecessary for present or prospective public use, and demonstration that the vacation is in the public interest. Convert First Street from existing one-way southbound traffic to two-way traffic. The street would be widened on the east side to approximately 24 feet from curb to curb, requiring reconfiguration of existing parking on First, between Elm and Mirabella, as a condition for development of the expanded Mission Lodge site. A sidewalk would be added to one side of First Street and landscape buffers and/or parkway plantings included. The traffic impacts of this modification would be limited to insignificant changes to volumes on First Street, Court Road and Elm Drive. The architectural focus of any development of the Mission Lodge site should be to the south portion of the property, because median trees in Redwood Blvd. block views of the north end of the site from vehicles traveling westbound De Long (see Figures 22 and 23). Views of Mt. Burdell and Big Rock Ridge should be preserved by limiting development on the site to single story. 	<p>Not implemented. Mission Lodge building removed. Staff has discussed development options with several prospective developers.</p>	<p>The site is small, even with the addition of City right-of-way (ROW) that can be vacated and incorporated as part of a development proposal. The village concept, with separate buildings, makes redevelopment very difficult on this site. Requirement for multiple users has been problematic, as is retention of all trees (palms and redwoods) west of Redwood. Widening First Street for two-way traffic without simultaneous participation from and redevelopment of adjacent commercial property frontage will be very difficult.</p>	<p>Keep the language about considering a vacation/abandonment of Front Street (#2), design compatibility/neighborhood protection (#4) and, if desired, language re: tree preservation (#5 and 6), although the later should be reworded to not be mandatory since the property is highly constrained re: site planning and visibility from Redwood Blvd. The rest of the language should be deleted as it's too prescriptive. Remove graphics for this policy, as it's too detailed and prescriptive. The village design concept impedes the redevelopment of this site due to the site constraints which significantly limit building size, market demands and the lack of a viable pedestrian-oriented environment at this location. Limitation to a single story would also be too limiting for an office use.</p>	

Exhibit 5 - Downtown Specific Plan: Evaluation of Existing Policies and Programs

Existing Policy/Program	Status/Achievements	Barriers to Implementation	Staff Recommendations for Update <i>Carry forward as is/carry forward with modifications/delete</i>	PC Subcommittee Comments/Questions
<ol style="list-style-type: none"> 4. Protect the residential neighborhood west of the property from disruption from vehicular traffic and parking, truck loading and site lighting. Screen parking and loading from residences. Install a potentially bermed and landscaped screening wall or fence where parking abuts First Street. Depress parking where feasible. Scale development back to single story on west side of site. 5. Retain all trees along the west side of Redwood Blvd.; minimize removal of trees for new access to Redwood Boulevard. To preserve sight lines and traffic safety, trees north and south of these access drives may be pruned. 6. Retain palm trees on the Mission Lodge site (notable historic entry feature, using them in paseos and garden courtyards); allow for relocation onsite, if feasible. 7. Require that facades facing Redwood Blvd. and Diablo Blvd. be articulated with windows, awnings, off-sets and/or other features to maintain a pedestrian scale and to avoid uninteresting blank walls. Retain mission-style, and/or use a mix of Specific Plan recommended facade styles. 8. The property owner should commit to a relocation program for the current residents of the Mission Lodge. 				
<p>LU 9: Development Policies for Southeast Corner of DeLong and Redwood</p> <ol style="list-style-type: none"> 1. Encourage only consolidated development of parcels #1 and #2. A driveway entering the south end of parcel #2 could traverse the slope and access village design on both parcels. 2. Allow vehicular access only from Redwood Boulevard for parcels #2, #3 and #4, with no access permitted from Hayden Avenue, the residential street at the top of the hill. Discourage access to parcel #1 from De Long, because of its proximity to the De Long/Redwood intersection. 3. Allow tree removal only if the retention of trees are shown to block development, or to conflict with other policies in this section. If any native trees are removed, they are to be replaced on a 3:1 basis. Tree protection, removal and replacement shall be evaluated during the development review process, in accordance with adopted tree preservation policies. 4. Allow parking in front of, under, or behind buildings as long as parking lots are depressed into the hillside so their visibility from surrounding streets are minimized. This goes beyond General Plan Community Identity Program 12.1 f. which requires 	<p>Implemented with the development of the Woodside Office building. However, this site did not adhere to the “village concept”. Access to Parcel 1 was taken from DeLong and no gateway plaza at this location was provided.</p>	<p>Parcel 4 (below the Hilltop Restaurant) is very steep and regulated by the Hillside and Protection Ordinance.</p>	<p>Delete, as Parcels 1 and 2 have been developed. Parcel 4 is severely restricted due to the slope with the application of the Hillside Ordinance. City design guidelines can address how hillside commercial lots can be developed (see Community Identity Program 1.1). However, development of Parcel 4 will be constrained due to the small building envelope allowed under the Hillside Ordinance and significant costs to develop a hillside site.</p>	

Exhibit 5 - Downtown Specific Plan: Evaluation of Existing Policies and Programs

Existing Policy/Program	Status/Achievements	Barriers to Implementation	Staff Recommendations for Update <i>Carry forward as is/carry forward with modifications/delete</i>	PC Subcommittee Comments/Questions
<p>that parking facilities be located behind buildings wherever possible.</p> <p>5. Use village design elements and concepts on the site, possibly to complement development diagonally across intersection at Mission Lodge site. Require a small plaza gateway at intersection corner with steps or ramps up to site, and directory signage and colorful landscaping.</p>				
<p>LU 10: Development Policies for Preferred Town Plaza</p> <ol style="list-style-type: none"> The town plaza should predominantly be a “green space”, in keeping with the concept of a New England village Common. The area of the site should be devoted to paved walkways and surface should be subservient to the area in grass and other landscaping, but should be able to serve such uses as the Farmer’s Market, parade reviewing stands, and award or memorial events. The existing trees on the present Redwood Boulevard median are to remain as existing landscaping and mature canopy, and therefore, serve to create a plaza ambiance immediately. Install diagonal parking on the east side of First Street. Install diagonal parking on Sweetser between Machin and Redwood Boulevard. Construct a new building which would be oriented to the rear of the plaza and adjacent to the Sweetser projection. This building would ideally be a glass shell which could function as a community or civic display gallery or a small meeting facility. It could be used to complement outdoor shows and other activities. Locate parking behind and to the north of the plaza. A parking lot would be primarily accessible from First Street and from the potential extension of Sweetser to First. One alternate site for a town plaza is the southeast corner of Grant and Redwood, and the parcel to the east that includes the former Taco Bell site. 	<p>#1 was partially implemented with the renovation of the building at 901 Sherman and the construction of the new building at 922 Machin Avenue.</p> <p>Options for redesign of Redwood Boulevard, one of which included a center plaza, were presented to the City Council after a public charrette process in Fall 2014. The Council asked that more detailed design options be prepared. The City Council is also considering an enlarged public green as part of a Civic Center Master Plan.</p> <p>#2 and #3 have been implemented.</p> <p>#4 and #5 have not been implemented.</p>	<p>Cost</p>	<p>Retain, and update the policy based upon the outcome of the Council’s discussion regarding the Civic Center Master Plan and N. Redwood Blvd. streetscape design study.</p>	

Exhibit 5 - Downtown Specific Plan: Evaluation of Existing Policies and Programs

Existing Policy/Program	Status/Achievements	Barriers to Implementation	Staff Recommendations for Update <i>Carry forward as is/carry forward with modifications/delete</i>	PC Subcommittee Comments/Questions
<p>LU 11: Development Policies for the “Theater District”</p> <ol style="list-style-type: none"> The design for the renovated theatre should be as consistent and close as possible to a 1940s/1950’s style theater. Remove the mansard roof and cedar shakes on the roof, and replace with a masonry parapet, consistent with 1940s/1950’s design. Install an elevated sign tower, typical of theaters built in the 1940’s/1950’s. Widen the sidewalk in front of the theater and surface with special enhanced paving, and illuminate it with new marquee lighting. Encourage replacement of the fast food use at the Taco Bell site with a sit down restaurant/retail project with parking behind (south) of the building. The development of a new use should include the vacation of the land immediately south of the site and its consolidation into the site. The present building is set back from the street on Grant and Machin, inconsistent with other shops and restaurants along Grant, which are immediately adjacent to the sidewalk. A new building should be built with no setback from the back of the sidewalk, in order to maintain the continuity of the street front. 	<p>In the fall of 2011, the City sold the land and structure to a non-profit to renovate the property and operate this facility. Design Review and Use Permit approval for the Novato Theater occurred in April 2014. In June 2014, through the budget process, the City indicated its interest in financially participating with the non-profit for renovating this structure.</p> <p>The Taco Bell building houses a local Mexican food restaurant. No land has been vacated to the south of this building.</p>		<p>Retain #1 as this is a high priority for Council, but eliminate the prescriptive design requirements which may not be consistent with the proposal and financial capabilities of the project proponents. The language for #2 should be deleted, as a local Mexican restaurant is operating at this location. No land has been vacated to the south of this building.</p>	
<p>LU 12: Development Policies for Subarea A: Redwood/Vallejo/Machin</p> <p>A-1: Retain Capra’s restaurant, possibly as part of a new, larger project, as long as adequate off-street parking is provided. Vacate Nugent and allow outdoor dining for Capra’s.</p> <p>A-2: Design a project at this corner to take advantage of its frontage on Redwood Boulevard wrapping around to Vallejo Avenue. Depending upon concept plans to close or partially close Redwood to create community facilities and plaza, the Redwood frontage should be oriented mostly to pedestrian traffic, and to parking within the Redwood Boulevard ROW (right-of-way).</p> <p>A-3: The remainder of the property fronting on Vallejo and Machin should be acquired and designated as a public parking lot for customer and employee uses in the Vallejo/Machin/Redwood vicinity. Alternatively, a private project could be developed which created office space above a parking facility at this location. The lot would be private, but could offer leased spaces to adjoining businesses to meet district parking demand. This lot should not be used for vehicle storage of for parking vehicles to be serviced by nearby automobile businesses.</p>	<p>Program A-1: Capra’s is now Chianti. Nugent has not been vacated. The intent is to allow outdoor use of Nugent Lane by an adjacent business by issuing an encroachment permit.</p> <p>Programs A-2 and A-3: No other project has occurred at this location that would implement these programs (design a project to take advantage of frontage on Redwood and acquire land at Vallejo and Machin for a parking lot, respectively).</p>	<p>Developer/market interest to construct a new building at this location. Lack of Redevelopment Agency to merge properties or fund improvements.</p>	<p>Revise language about Nugent Lane to allow outdoor use of City property by issuing an encroachment permit. Incorporate A-2 into a broader policy statement re: pedestrian-oriented design along Redwood Blvd. frontage. Update A-3 based on Downtown Parking Study results.</p> <p>Delete A-1 since the building remains a restaurant, but requiring retention of a restaurant is too prescriptive.</p>	

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<p>LU 13: Development Policies for Subarea B: Vacant Lot on Redwood at Sweetser</p> <p>B-1: Design a project at this corner to take advantage of its frontage on Redwood Boulevard wrapping around to Sweetser Avenue. Depending upon concept plans to close or partially close Redwood to create community facilities and plaza, the Redwood frontage should be oriented mostly to pedestrian traffic and to parking within the Redwood Boulevard ROW. Design guidelines for any improvements shall be consistent in this Plan.</p> <p>B-2: Sidewalks and landscaping to be provided on Sweetser following the style guidelines in Section 5-3.</p>	<p>Program B-1 has been implemented through construction of the Tresch Galleria.</p> <p>Program B-2 has not been implemented.</p>	<p>Lack of funding due to elimination of Redevelopment Agency. Council is considering potential for improvement of Redwood Boulevard streetscape.</p>	<p>Delete as the Tresch Galleria has been constructed. Potential for the Redwood Boulevard frontage will be addressed separately based on Council direction on streetscape options. Funds are not likely going to exist for streetscape enhancements on Sweetser.</p>	
<p>LU 14: Development Policies for Subarea C: South Side of Sweetser</p> <p>C-1: Retain the historic qualities of IDESI Hall and encourage its availability and use by civic and community organizations.</p> <p>C-2: Sidewalks and landscaping to be provided on the south side of Sweetser from Redwood Boulevard wrapping around to Machin Avenue. Design guidelines for any improvements shall be consistent with the guidelines in this Plan.</p> <p>C-3. Given the increased potential for community use of the IDESI Hall and the public benefits thereby provided, allow an increase in building intensity provided that public parking facilities are provided nearby. Design guidelines for any improvements shall be consistent with the guidelines in this Plan.</p>	<p>IDESI Hall is listed as a local historic building. Program C-1 has not been implemented with respect to its availability and use by civic and community organizations.</p> <p>Bulb out sidewalks for Program C-2 have been implemented.</p> <p>Program C-3 has not implemented.</p>	<p>Lack of funding, including loss of Redevelopment Agency. Lack of developer interest in the IDESI building for reuse. The latter issue of additional downtown parking opportunities will be addressed with Downtown Parking white paper.</p>	<p>Delete as there isn't strong interest from other private organizations for re-use of this building.</p>	
<p>LU 15: Development Policies for “Young Brothers” and Adjacent Parcels</p> <p>Alternative 1: The portion of the “Young Brothers” site adjacent to the railroad right-of-way is a potential site for an intermodal transit center for future light rail or passenger rail, bus and high-occupancy vehicles, and associated park-and-ride facilities. Sufficient parking needs to be provided to avoid using existing on-street parking by transit patrons. Installation of a signal at Redwood Boulevard/Olive Avenue would be required to facilitate movement of busses and transit patrons. The organization and space requirements for a multi-modal center have not been defined. While it is possible that a multi-modal transit facility would require the</p>	<p>Alt. 1: This is the site east of Trader Joes that was identified as a housing opportunity site in the Housing Element and was rezoned with the Affordable Housing Overlay (AHO) designation.</p> <p>The site east of Trader Joe’s had been discussed as a possible stop for SMART,</p>		<p>Delete, as a commercial development of the portion of the site on Redwood has been completed and the parcel adjacent to the railroad was rezoned for possible multi-family residential development. The potential for a transit facility is very unlikely.</p>	

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<p>combining of both the "Young Brothers" and trailer park parcels, if the transit facility uses only the "Young Brothers" parcel, then the trailer park parcel could be developed.</p> <p>Alternative 2:</p> <ol style="list-style-type: none"> The "Young Brothers" parcel is designated for commercial use, including both the Redwood Boulevard and Olive Avenue frontage. The trailer park parcel is currently used for commercial purposes on the front and the rear is residential. The mobile home park has been officially closed and the site is designated for General Commercial use. The driveway entrance to the rear may be relocated to the northern boundary of the property. The median on Redwood Boulevard immediately in front of the new entrance location would be opened up and turn lanes provided both for this parcel and the Pinheiro property across Redwood Boulevard consistent with a traffic analysis. This area of the median would retain the Downtown landscape design guidelines along Redwood Boulevard. Design guidelines for any improvements shall be consistent with the guidelines in this Plan (See Site Design Guidelines, Chapter 5). 	<p>but in Feb. 2009, the Council chose the San Marin/Redwood area for the North Novato SMART station site, and identified the Depot site as a potential whistle stop.</p> <p>Alt 2: These parcels have been redeveloped, but not as described in Alternative 2. The trailer park has been removed, and the corner at Redwood and Olive now has a small commercial center, with Trader Joe's as the anchor.</p> <p>Relevant language in Chapter 5 of the Downtown Specific Plan was applied to the development of the Trader Joe's site.</p>			
<p>LU 16: Development Policies for "Toyota Parcel" Commercial/Retail Development</p> <ol style="list-style-type: none"> Encourage a comprehensively-planned mixed retail/commercial development, consistent with the General Commercial (GC) designation at the site. The site should be designed to a scale that is not overly massive compared to the immediate residential uses behind and should be consistent and compatible with the site across Redwood Boulevard on the opposite corner. Design guidelines for any improvements shall be consistent with the guidelines in this Plan; see Site Design Guidelines in Chapter 5. 	<p>No significant redevelopment of the site has occurred. A new fast food restaurant received design approval in May 2014 and a building permit has been submitted to renovate the vacant building at 7505 Redwood Boulevard.</p>	<p>Site has not been redeveloped. Property owner does not appear interested in planning for a mixed use concept.</p>	<p>Revise, based on the Council direction for the property from the North Redwood Corridor Focus Area:</p> <ul style="list-style-type: none"> Allow for retail, office, residential or mixed use development. Minimize the visibility of parking from Redwood Boulevard. Locate buildings near the Redwood Boulevard and Olive Avenue frontages, with display windows and building entries facing the street to the extent practical. 	

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<p>LU 17: Development Policies for Northeast Corner of Fourth and Grant</p> <ol style="list-style-type: none"> 1. Encourage replacement of the existing building with multiple storefront retail and/or restaurant uses with offices above consistent with the "village design" concept (See Chapter 2). Either a diagonal paseo from the corner extending into the property or mid-block perpendicular paseos from both Fourth Street and Grant Avenue meeting in a central courtyard area are encouraged to facilitate the "village design." The paseos would be used to provide internal retail and commercial business opportunities and to possibly connect multiple structures on the site. A mix of roof lines and facades is intrinsic to the "village design," also allow three stories fronting on Grant but scaling back to the neighboring residential and other uses. Parking would be behind the building, accessible from Fourth Street. Depending upon the mix of commercial and office space (e.g., restaurant /office with different peak hours of occupancy), shared parking might be feasible and acceptable (see Chapter 6). 2. Residential use is allowed on the rear of the parcel, adjacent to the existing single family home on Fourth Street. Townhouses could be placed over parking. Some portion of required residential parking could be located in a surface lot where it could be shared with visitors to the commercial/office space. 3. Consider inclusion of the vacant lot on the west side of Fourth Street, opposite the rear portion of the clinic parcel for inclusion in this project, to accommodate required parking. The parking might be shared with the existing office buildings located on Grant between Fourth and Fifth Streets. 4. Install a well-landscaped, substantially opaque fence or wall six feet in height along the property line between any proposed parking or housing and adjacent residential properties. Additionally, locate dumpsters and other building support facilities away from the wall and/or property line to buffer the residential community from undue noise disturbance. 	<p>Site has not redeveloped. Previous Redevelopment staff had several conversations with the property owners about redeveloping this site, and making better/more efficient use of the site.</p>	<p>Property owner does not appear to be interested in a different use or mixed use. Lack of Redevelopment Agency land use authority and financial incentives to encourage investment at this location.</p>	<p>Delete this policy, as this an underdeveloped site in Downtown covered by other Downtown use and design criteria.</p>	

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<p>LU 18: Development Policies for “Goodman’s Building” Reuse for Gymnastics and Teen Center.</p> <ol style="list-style-type: none"> 1. Reconfigure and restripe the existing parking in front of the building for greater efficiency and potentially more parking stalls. 2. Assess the feasibility of having the teen center and the adjacent Home Savings Bank shared parking, pursuant to the proposed shared parking ordinance (see Chapter 6). The peak parking occupancies of these uses may not coincide, thereby allowing for shared spaces. 3. It is very important to have a prominent entry point for pedestrians from Grant Avenue to the Center. Retain the existing access point from Grant Avenue to serve the Center, since this narrow corridor contains an underground utilities easement, a sewer main and a PG&E easement. It should be landscaped as an attractive paseo and courtyard. 4. Design guidelines for any improvements shall be consistent with the guidelines in this plan; see Site Design Guidelines in Chapter 5. 	<p>LU 18 has been implemented, as the Novato Gymnastics and Teen Center now operates at this site.</p>		<p>Delete, as this has been implemented.</p>	
<p>LU 19: Development Policies for Industrial Way</p> <p>Initial Phase</p> <ul style="list-style-type: none"> • Reorganize and clean up parking areas and back sides of buildings. • Stripe and landscape parking areas. • Create attractive rear entrances to existing buildings. • Use murals to attract folks to parking areas. • Encourage current uses to provide clean, safe and friendly access for customers through rear entry ways. • Require all new uses to provide clean, safe and friendly access for customers through rear entry ways. • Provide signage on Grant Avenue at Second and Third Streets for traffic in both directions indicating "parking available" (see Chapter 5 design guidelines). <p>Later Phase(s)</p> <ul style="list-style-type: none"> • Implement a the "village design" concept through public/private partnerships to create some retail spaces in and around the present parking area and additional breezeways, walkways, paseos from the parking area to Grant Avenue. • If and when needed, provide additional public parking opportunities; however, the goal here is to increase pedestrian-friendly retail sites and business opportunities for 	<p>Neither phase has been implemented.</p>	<p>The programs do not explicitly identify who is to perform this work. With the loss of Redevelopment, no monies are available to assist with either program.</p>	<p>Delete this policy, as it hasn't been implemented. Maintaining the appearance of commercial and residential buildings falls to private property owners. Additionally, a village design concept is too prescriptive for this area. Public parking opportunities are being considered in the Downtown Parking Study.</p>	

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<p>smaller new retail businesses. Design guidelines for any improvements shall be consistent with the guidelines in this Plan; see Site Design Guidelines in Chapter 5.</p> <p>LU 20: Development Policies for the Community House Parking Structure</p> <ol style="list-style-type: none"> 1. Consider the approximate garage site area to be about 124 feet x 160 feet in length. The long dimension would not impinge upon rehabilitation of City Hall Campus. 2. Convert Cain Lane to one-way eastbound traffic between Machin and Sherman Avenues. The conversion to one-way traffic will improve vehicular access and delivery of merchandise. Loading/unloading should not be allowed except where pullouts are provided, as part of the garage project. Depending upon the final design of the garage, a maximum of one point of access to the garage from Cain Lane would be allowed, with primary access from Machin Avenue. 3. Set back the garage approximately 15 to 20 feet from the back of curb on Machin in order to preserve views of the north facade of the historically and architecturally significant Community House. If retail space were provided as part of the project, as discussed in #4, it would not be subject to the garage setback requirement. 4. Consider a potential leasable space for a retail shop or small restaurant located in front of or incorporated within the garage structure. 5. Consider a structure with a tilt-plane ramp for one aisle, and a level plane for the other aisle, allowing vehicles to park on the gently-sloped plane and minimizing costly separate ramps. 6. Consider one parking level below grade, in order to minimize the height of a large structure which could be visually dominant or disruptive to the modestly scaled buildings in the City Hall Campus. The height of the structure should not exceed about 22 feet, exclusive of stair towers. The height of a retail component of-tile garage could extend to e height of the stair towers. Groundwater conditions must be investigated as part of project feasibility and factored into the design of the structure. 7. Design the garage to retain the architectural integrity of the Community House. Provide weather protected access through a second-story walkway between the Community House and the garage to facilitate production uses and public access. 8. Design the garage with landscaped screens or trellises to soften the visual effect of the building and to help screen parked cars from view. Notwithstanding the need to have the garage open and accessible for public safety and security and police surveillance, trees, shrubs, espaliers against blank walls of the structure, and vine-covered trellises to shade roof-top cars should be considered. 	<p>Surface and below grade parking exists in the new Administrative Offices building. Balance of language in the policy is not relevant with new surface and below grade parking.</p> <p>A Civic Center Master Plan process has been initiated by the City Council to consider what to do with the Community House.</p>	<p>Funds to create a parking structure or to rehabilitate the Community House.</p>	<p>Delete this policy as some public parking has been incorporated into construction of 922 Machin. Incorporate the results of the Civic Center Master Plan process re: reuse of the Community House.</p>	

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<p>LU 21: Development Policies for Sherman Avenue Plaza and Nearby Areas</p> <ol style="list-style-type: none"> 1. Beautify Sherman Avenue as a gateway to Downtown. Consider horizontal, or vertical banners at Sherman and De Long welcoming visitors to Downtown (see Chapter 6 Capital Improvements Program). Use decorative paving to delineate diagonal parking lanes within an overall decorative pattern curb to curb. Install street trees, benches, trash receptacles, bike racks, a City Hall Campus directory and interpretive signs for historic buildings. 2. Develop the Sherman Avenue Plaza (unfunded) prior to or in conjunction with proposed improvements to Grant Avenue (CIP funded project 93-012). 3. Construct a new storm drain pipe from a low point on City-owned property at 908 Sherman Ave., adjacent to Blodgett Lane. The pipe would connect to existing storm drains in Reichert Avenue (CIP project 96-006, funded). 4. Rehabilitate and convert Cain Lane from two-way to one-way east bound, and allow for potential pull-outs for delivery/service vehicles. 5. Reconfigure the "Zenk" parking lot to add 9-14 spaces, to a total of 39 spaces, by incorporating Cain and/or Blodgett Lanes into the parking lot, as aisles. 	<p>#1&2: A Civic Center Master Plan process has been initiated by the City Council.</p> <p>#3: New storm drains have been installed.</p> <p>#4 was not implemented with the construction of 922 Machin Avenue.</p> <p>#5: 8 new parking spaces were created in the Zenk lot in 2003 for a total of 36 parking spaces, including the addition of electric vehicle charging facilities.</p>		<p>Revise based on results of the Civic Center Master Plan.</p>	
<p>LU 22: Development Policies Vacant Lot at 858 Grant</p> <ol style="list-style-type: none"> 1. Convert the narrower front portion of the lot to a wind-protected pocket park, and the wider rear portion of the lot retain for parking (see Figure 35) with breezeway or walkway to Scown Lane. 2. Alternatively, consider retail on the west side of the narrow, front portion of the lot, if feasible, with a lighted walkway through the site to connect with Scown Lane. 3. Place landscaping and berms to provide privacy for occupants of the offices on the east of the lot. 	<p>None of the three programs have been implemented. Private parking exists at this location.</p>	<p>No Redevelopment monies exist for the City to use to assist with a pocket park, and private property owners find utility in the site as parking.</p>	<p>Delete, as this policy has not been implemented. The site is used for private parking.</p>	

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<p>LU 23: Development Policies for Scown Lane</p> <ol style="list-style-type: none"> Allow new second and third story residential units over new ground floor commercial/industrial space on the north side of Scown Lane. Consider allowing inexpensive industrial materials and methods of construction in order to create larger live/work spaces than typical of most apartments. Make Scown Lane one way westbound for traffic and pedestrian safety. Consider a striped pedestrian walkway on one side of the alley. Walkways or "breezeways" between Grant and Scown, Grant and Cain Lane, and between Scown and Sweetser are encouraged (see Chapter 5 and Chapter 6). The stylistic emphasis for lighting, signage and facades should reflect the scale, design character and charm of late 19th/early 20th century village character consistent with design guidelines. (See Chapter 5). Additional design elements/guidelines are as follows: <ul style="list-style-type: none"> Scown Lane will need to have the limits of automobile use marked clearly (i.e., stripping) and it may be necessary to add bollards in certain locations or as part of new development to insure building and pedestrian safety. Scown Lane should include a fair representation of citizens and residents public art to set the tone for the kind of use envisioned In certain junctures (i.e., breezeways) small horizontal banners would be appropriate (these are not shown on the Downtown-wide banner placement plan) The City and/or the Downtown organization should sponsor outdoor shopping and artist events on Scown Lane in addition to those currently held on Grant Avenue. Consideration should also be given to seeding the Specific concept for Scown Lane by extending the Art and Wine Festival set up area and circulation to include Scown Lane. While the opportunities for landscaping are limited within the tight space constraints for Scown Lane, this area would benefit from simple beautification additions such as planter boxes and flower pots that are well-maintained. The targeted live/work uses for Scown Lane can be incentivized and made successful over time through a conditional use permit associated with the live/work ordinance and the particular targeted uses designated for Scown Lane. 	<p>None of the six programs have been implemented. Program #1 requires the existing General Plan designation of Commercial/Industrial to change (either to a designation that allows residential and commercial uses, such as Mixed Use, or adds residential uses to the CI General Plan designation) to allow residential uses. In June 2010, this area was identified as a new "Mixed Use/Urban Village" designation as part of the previous General Plan update process.</p>	<p>Market conditions may not exist for residential uses above ground floor commercial/industrial along Scown Lane.</p> <p>No Capital Improvement Programs have been proposed for #2 – 4. No redevelopment monies exist for the City to use to assist with policy.</p> <p>#5 is too prescriptive in terms of design.</p>	<p>Retain policy, calling for consideration of designating properties on the north side of Scown Lane to Mixed Use, and retain design policy encouraging walkways or breezeways from Scown to Grant. Delete remainder of specific programs calling for detailed improvements to Scown Lane.</p>	

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LU 24: Continue Outdoor Dining Use of Lot at Las Guitarras Continue use of the lot next to Las Guitarras for outdoor dining, and discourage its potential use for off-street parking.	This lot is used for outdoor dining for Las Guitarras.		Delete, as this policy is too prescriptive.	
LU 25: Encourage Ground Floor Commercial with Second Floor Office, Live/Work/Residential to Retain Existing Homes on Machin Fix land use and zoning designations and encourage ground floor commercial uses combined with office, live/work or residential uses on second floors.	Implemented. The Zoning Ordinance has been revised to allow residential behind or above ground floor retail. The Downtown Commercial Retail, Downtown Commercial Business, Neighborhood Commercial and Mixed Use zoning districts allow housing with a use permit. Live/work is a permitted use in the Downtown Core Retail, Downtown Core Business, Commercial Industrial, General Commercial, and Mixed Use districts.		Delete – implemented.	
LU 26: Vacate Portion of Nugent Lane. Vacate the section of Nugent Lane between Machin Avenue and Redwood Boulevard as part of the improvements to the block between Vallejo and Sweetser. The portion of Nugent Lane at Redwood Boulevard could be conveyed to the adjacent property owner to increase the dining or retail opportunities fronting on Redwood Boulevard.	Nugent has not been vacated. Interest has been expressed from adjacent businesses to utilize the space.		Revise to allow either vacation of Nugent Lane as part of redevelopment, or allow use by adjacent property owner or business to expand dining or retail opportunities.	
LU 27: Parking Standard for Restaurants on Grant. The parking standards for restaurants in the Specific Plan area shall be one parking space per 200 sq. ft.	Implemented. (See also CP 4 and IM 11) The Zoning Ordinance has been revised to allow for reduced parking standards in the Downtown Overlay area (one parking space per <u>250</u> square feet of indoor or outdoor seating area – with or without takeout - in the Downtown Overlay district).		Delete, as this has been implemented.	

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<p>UD 1: Retain existing street trees and fill in with additional trees.</p> <p>Retain the existing street trees (replacement of sweet gums with more suitable species to take place as they reach the end of their life span). Introduce new trees where they are missing to create larger areas shaded by trees, and use native tree types (such as live Oak, or native deciduous oaks like Valley, Oregon and Black Oaks) in conjunction with Downtown gateway features. Plants and trees which are drought-tolerant and do not require excessive maintenance will be required. In order to keep sidewalks as open as possible, new trees are recommended for planting in small islands or bulb-outs in the street (careful layout of parking potentially avoids removal of on-street spaces).</p>	<p>New street trees have been installed along Grant Avenue.</p>		<p>Relocate to the Downtown Design Guidelines.</p>	
<p>UD 2: Choose plant materials compatible with urban setting.</p> <p>The choice of plant materials shall be determined by the following considerations: tight urban spaces, pedestrian traffic, soils conditions, invasiveness of root structures, efficiency of water use, resistance to pests, disease, vehicle emissions and vandals, compatibility with building signs (avoiding obscuring the signs behind foliage), street/sidewalk lighting, building awnings and other factors.</p>	<p>Implemented. New street trees in small bulb outs have been installed along Grant Avenue.</p>		<p>Relocate to the Downtown Design Guidelines.</p>	
<p>UD 3: Use approved streetscape plantings and other urban design components.</p> <p>Recommendations for locations in the Downtown area are as follows (some recommendations have already been implemented, such as tulip trees along the parking median on Redwood Boulevard). The following listing consists of approved streetscape plantings and other urban design components for the Specific Plan area as revised from the Streetscape Master Plan.</p> <ul style="list-style-type: none"> • Redwood Blvd north between DeLong and Olive - Plant Tulip Tree to reinforce a small scale, pedestrian character. - Plant Cork Oak in a random fashion in the median. • Redwood Blvd/DeLong intersection - Plant leftover triangular median spaces with a formal bosque (dense grouping, usually on a formal grid) of small, upright flowering trees. - Use a low stone wall at corners for a civic commercial look. - Treat the intersection with special paving. - Plant redwood trees in informal masses on each corner, to echo existing vegetation. - Plant Columnar Flowering Pear in a formal bosque in the median. 	<p>Some of the areas have had new landscape installed, such as the parking median on Redwood. DeLong entry improvements installed with Millworks development.</p>	<p>Lack of available funds for streetscape improvements, and reduction in funding for median maintenance.</p>	<p>Delete specificity. Incorporate direction for improvements from North Redwood Boulevard Focus Area and refinement from the North Redwood Streetscape Design Study.</p>	

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<ul style="list-style-type: none"> ● DeLong Avenue <ul style="list-style-type: none"> - Establish a unified, refined Downtown and civic character to this street. - Plant Hornbeam in formal rows along the street. - Plant upright Flowering Pear, double triangulated, in the median. ● “Suburban Commercial I” area NW of Olive/Redwood Intersection <ul style="list-style-type: none"> - Plant formal pattern of street trees, spaced to allow views into retail uses. - screen parking with berms and shrubs. - plant a formal street tree pattern in the median: in wider medians carry the tree pattern along the street. - Plant accent trees and shrubs at entries into commercial areas. - Provide benches and other street furniture. ● “Suburban Commercial II” area NE of Olive/Redwood Intersection <ul style="list-style-type: none"> - Strengthen the streetscape pattern with repetitive planting in the median. - Plant masses of evergreen trees to define intersections or screen parking. - Plant informal masses of deciduous trees; cluster to allow views of buildings and signs. - Plant shrubs informally along the edge of the roadway. ● Highway 101 On/off Ramp (at DeLong): <ul style="list-style-type: none"> - Plant formal hedgerows of poplars to accent this and other interchanges. - Plant masses of oaks. - Plant sinuous masses of native shrubs. - Plant freeway overpass structures with clinging vines. ● Southeast Corner of DeLong and Redwood: <ul style="list-style-type: none"> - Plant oaks on the open hillside, extending across Redwood including the median, to emphasize the historic oak/grassland ecology. - Use special paving, specimen trees at corners, use trellis or other corner feature to set off this “major” intersection (similar treatment at other major intersections in Novato). 				
<p>UD 4: Public Information Signage Program.</p> <p>Implement a public informational signage program. Specially designed signs shall be used at entrances to the City and to Downtown, and to identify off-street parking lots, City offices and parks, and business directories.</p> <p><u>Commercial Signs.</u> Business signs in Downtown Novato vary from wall-mounted, projecting, hanging blade, and free-standing. Some retail windows have so much signage that they are illegible, and mask any views of merchandise in the stores.</p>	<p>Implemented. \$400,000 in Redevelopment monies were used to create a Wayfinding Sign program.</p> <p>Downtown-specific sign standards were adopted in the 2001 Zoning Code update.</p>		<p>Delete, as this policy has been implemented.</p>	

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Some signs are internally-illuminated box signs and others are externally-illuminated. Some are “non-conforming” because they are mounted over the top of building parapets.				
UD 5: Amend Zoning Ordinance to include downtown specific plan sign guidelines. Amend the zoning ordinance to include the sign guidelines in the Downtown Specific Plan. They emphasize visibility for pedestrians, as well as for automobiles. Representative building facades and design treatments are included as well. The recommendation for consistent signage placement (e.g., on the face of awnings) still allows for a variety of sign typography.	Implemented with the significant update in 2001 to the Zoning Ordinance.		Delete, as this has been implemented.	
UD 6: Install human scale street lights using historic lamps. Install, where feasible, appropriate human-scale lighting of sidewalks and businesses. Use the identified modular street lamp design that closely resembles the first street lights placed in Downtown early in this century. Additional lighting themes shall include uprights for trees and miniature lights in street trees year round.	Implemented along Grant Avenue.		Delete, as this policy has been implemented.	
UD 7: Install pedestrian oriented street amenities. Install, where feasible and appropriate, benches, drinking fountains, awnings and other pedestrian amenities to make pedestrian walking and shopping easier and friendlier.	Not implemented with the kind of improvements discussed here, but amenities (art work) have been installed pursuant to UD 8.		Retain and combine with UD 8. Include specific design elements in the Downtown Design Guidelines.	
UD 8: Install appropriate art work to animate the pedestrian experience. Install, where feasible and appropriate, water features, wall and sidewalk tiles, wall murals, benches, planters, drinking fountains and art works to lend identity, interest and charm to Downtown.	Implemented in 2003 with inclusion of Section 19.21 in the Novato Zoning Code. Six distinct downtown art installations have occurred to date (including 999 Grant). The Millworks’ murals are an excellent example.		Retain and combine with UD 7. Include specific design elements in the Downtown Design Guidelines. A new policy should encourage interactive art in public areas.	
UD 9: Designate specific design elements for key gateways. Designate as key gateways for specific design enhancements the following: <ul style="list-style-type: none"> • De Long Avenue/Redwood Boulevard (east, west, south) • Redwood Boulevard/Olive Avenue or immediately north • Seventh Street/Grant Avenue • Sherman Avenue/De Long Avenue 	Not implemented.	Lack of funding.	Carry forward a policy calling for improvement to these gateway locations.	

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<p>UD 10: Prepare list of specific mural sites and themes.</p> <p>Historic as well as contemporary themes are suitable for public murals. The following identifies possible historic themes that could be depicted in murals:</p> <ol style="list-style-type: none"> 1. Prehistory and Aboriginal Cultures/Ways of Life 2. European Invasion/Exploration <ol style="list-style-type: none"> a. Early encounters between the European exploration parties (English, Spanish) and the Coastal Miwok people. b. Drake's crew meeting with Miwok party on the Marin beach (perhaps the reaction of each group could be hand-lettered in sharply contrasting colors on, or near, this illustration). c. Contact between Drake's crew and the village of Olompali. d. Subsequent voyages of the Spanish leading to permanent settlement. e. Map of the World published in France in 1581 showing "Nova Albion stretching all the way to the west coast of the Americas. 3. Euro-American Colonization and Settlement. 4. Waves of territorial and economic upheaval resulting from early exploration, all in a relatively brief period of time (1775-1848) <ol style="list-style-type: none"> a. A large population sharing an ancient, static culture (Miwok) are overwhelmed by the relatively few members of a religious, highly stratified, feudal one (Spanish/Mexican Colonial); b. Subsequent invasion and settlement by a territorially aggressive, dynamic, capitalistic culture (United States); 5. Founding of the Bay Area Missions; their religious, political, land use and economic impact in the north Bay Area; 6. Trading impact of Russian settlement at Fort Ross and as a protection for the Indians against the Spanish. 7. Founding of the Bay Area Missions; their religious, political, land use and economic impact in the north Bay Area; 8. Trading impact of Russian settlement at Fort Ross and as a protection for the Indians against the Spanish. 9. Imported diseases and use of Miwok population as Mission labor force. 10. Establishment and founding families of the five Mexican Land Grants touching the present City limits of Novato; Rancho de Novato (1839); Rancho Corte Madera de Novato (1839); Rancho de San Jose (1840); Rancho Olompali (1843); Rancho Nicasio (1844). 11. Earliest American settlers (before 1848). 	<p>Not implemented. No list of specific mural sites or themes have been prepared by City staff. Mural and in-pavement plaques were installed at Whole Foods.</p> <p>A program to install historic building plaques in Downtown will soon be implemented.</p>		<p>Delete, as the City now has an Art Program which requires art (or payment of an in-lieu fee) for residential and non-residential projects. The language in UD 10 is too specific and prescriptive. It is unlikely there will be public funding for a downtown mural program.</p>	

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<p>12. Battle of Olompali on June 24, 1846; one of the few places in California where all cultural elements met in an historically important event. Camilio Ynita, the owner of Rancho Olompali was a Coast Miwok, an Oniomi from the Novato area. The Spanish soldiers camped at Olompali were reportedly stationed there at Ynita's request. The American "Bear Flag" forces led by Lt. Henry L. Ford, followed them there, initiating the only battle of the Bear Flag Rebellion.</p> <p>13. The Indian neophytes at the Missions; engraving of neophytes at Mission Dolores and Mission San Rafael, and plaque erected to Indian dead [see Paul Johnson, Pictorial History of California (New York: Bonanza Books, 1970) 46, 47].</p> <p>14. The most picturesque of the "disenos," crude maps of the ranchos that accompanied the petitions for land Grants (available from Bancroft Library or California State Archives). Make a simple key to translate Spanish words on map. As an interactive element, have a simple transparency made of a modern map of Novato that visitors can superimpose manually over the diseno map. This will visually demonstrate how much acreage was covered by each rancho.</p> <p>15. Sketch by Edward Vischer; believed to be Feliz Adobe at Rancho de Novato (original at Bancroft Library; see reproduction in Novato Township, 6.)</p> <p>16. Blowup of portions of the Rancho de Novato Plat Map 1859 (no #, hanging on south wall of Novato Historical Museum)</p> <p>17. Sweetser and De Long/Home and Farm Company/Novato Land Company</p> <p>18. Acquisition of original land grants and the development of large scale commercial agribusiness (De Long and Sweetser, who had one of the largest areas of producing orchards in the world). Later the formation of part of these lands into the Home and Farm Company (which creates the "new town" of Novato) and the Novato Land Company.</p> <p>19. Original land auctions and subdivisions of the Home and Farm Company (1880's) and later the Novato Land Company (post 1908) into small and medium-sized ranches and farms.</p> <p>20. "Old Town" Novato (now an area on South Novato Boulevard) and its orientation for water transport.</p> <p>21. "New Town" Novato is oriented to take advantage of railroad.</p> <p>22. Chinese labor is used to build dikes and levees along perimeter of tidelands to reclaim farmland, and to tend De Long and Sweetser's orchards.</p> <p>23. The excitement of early land auctions.</p> <p>24. The fascinating economics of commercial agriculture and land subdivision/ speculation in California. Point out that Novato illustrates the reverse of the normal pattern: where early small pioneer farms gradually become large scale agribusiness. Why did Novato</p>				

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<p>go from large scale commercial agribusiness to smaller farms and dairies? Changes in transportation modes for produce (water to rail to truck) and sources of labor (Chinese to local migrant) may be the answer.</p> <p>25. Enlarged reproductions of early newspaper ads and brochures for the Home and Farm Company and Novato Land Company. (The Museum archives have many examples of these collected under the archives file, <i>Novato Land Company</i>, or in the oversize document boxes).</p> <p>26. Reproductions of early Home and Farm Company and Novato Land Company Documents (Receipts, Ledgers, etc.)</p> <p>27. Framed originals of subdivision maps (in oversize document boxes).</p> <p>28. Development of large scale agriculture to supply San Francisco and other urban areas of California centered on transportation by waterways.</p> <p>a. Joseph Sweetser and Francis De Long acquire Novato Rancho in 1856.</p> <p>b. From 1856 to 1888 it becomes one of the largest producing orchards in the world.</p> <ul style="list-style-type: none"> - Feature: Captain Hiribarren and his schooner, <i>California</i>. - “Old Town” Novato near old wharf. - Cheap Chinese labor contributes to profits, and helps to reclaim farmlands for agriculture (building levees and dikes). <p>29. Coming of the Railroad 1879/End of Chinese Labor. Building of California railroads in the late 1860’s and 1870’s makes it easier for more northern California towns to get produce to urban center like San Francisco and Sacramento. Novato, which had the advantage of water transport, now has to compete with other fruit producing regions.</p> <p>a. Anti-Chinese campaign in mod 1880’s contributes to loss of Chinese worker population; most leave or retreat to safety of “Chinatowns”.</p> <p>b. “New Town” Novato grows up around railroad depot.</p> <p>30. The above and increasing debts cause Frank De Long to sell the Black Point Ranch in 1888 to Chase to form Home and Farm Company. Chase then subdivides.</p> <p>31. Further De Long debts cause 1894 Novato Rancho sale to a syndicate which included W. S. Gage. This syndicate becomes the Novato Land Company (managed by Robert D. Hatch). Formation of a huge tenant-run dairy, chicken, and orchard operation.</p> <p>32. Novato Land Company begins to subdivide and sell beginning in 1908 (managed by Robert Trumbull). This leads to predominance of small/medium sized dairy ranches, chicken ranches, and orchards until well into the 1950’s. This coincides with rise of farm automation, the automobile, and trucking.</p> <p>33. Ranching Life</p> <p>a. A description of life on the small and medium sized farm or ranch in northern Marin County. How it changed from the 1880’s to the 1950’s, and why. The “ecology”</p>				

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<p>of the ranching family: create as complete a picture as possible regarding why these families came to Novato, how they supported themselves, what their life was like.</p> <p>b. How and why these families came to Novato; where did they come from?</p> <p>c. How did they manage to acquire land and sustain themselves on the ranch?</p> <p>d. What life was like:</p> <ul style="list-style-type: none"> - For a child growing up - For a mother/wife/housekeeper/cook/ranch hand - For a father trying to manage the ranch and feed his family - What was a typical weekday, Sunday? - What did the family do for entertainment? <p>34. Novato: A Small Town House</p> <ol style="list-style-type: none"> a. The “town.” businesses, streets, organizations, institutions, etc. that made up the town of Novato. b. Essentials of the evolution of the town from about 1888 to about 1980. c. Photographic enlargements of early ads for Novato businesses (<i>Marin Journal</i> newspapers for pre-1920 businesses). d. Earliest Town Plats of Novato circa 1888. e. Photo Blowups of earliest obtainable Novato newspaper, the Banner (an early framed newspaper is currently missing from the Museum collection). f. First businesses (hotel, grocery store, saloons) and their relation to railroad depot and Home and Farm Company). g. Development of residential subdivisions 1890 - 1920. h. Expansion of population after Golden Gate Bridge, Hamilton Air Force Base, and Stafford Dam. i. Incorporation 1960 <p>Possible public art sites include:</p> <ul style="list-style-type: none"> - Town plaza and north and south along Redwood Boulevard median - Railroad Depot - Seventh St/Grant Ave - Mission Lodge - SE corner De Long Ave/Redwood Blvd - Pocket park(s) - Scown Ln. 				

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<p>UD 11: Overall downtown design guidelines</p> <p>The following guidelines shall be used for the review of both public and private projects requiring discretionary entitlement improvements:</p>	<p>The City has Downtown Design Guidelines which were endorsed by the Design Review Commission in 2005, but not adopted by the City Council.</p> <p>Section 19.16.040(D)(1) of the Novato Zoning Code <i>requires compliance</i> with the following criteria (UD 11.1-11.8) in the Downtown Specific Plan.</p>		<p>Relocate relevant design guidelines to the Downtown Design Guidelines. Although referred to as “guidelines,” the Zoning Code requires full conformance to the very prescriptive design criteria contained in UD 11 and 12. Text in the Guidelines and the Zoning Ordinance should allow deviation from the Guidelines subject to findings as part of the Design Review decision. The Downtown Design Guidelines would need to be revised with consultant assistance, and formally adopted by the City Council.</p>	
<p>UD 11.1: Site planning</p> <ol style="list-style-type: none"> 1. New or renovated bldgs., designated for first floor retail, along Grant and Redwood shall front with windows and entryways to the street, street frontage of retail shall not be interrupted by mid-block driveways; 2. Orient buildings, walkways, and landscape amenities for safety, clarity and convenience of pedestrian movement; 3. Site and landscape designs shall incorporate outdoor pedestrian use area; courtyards and plazas shall be visible from street corridors and major pedestrian access routes; 4. Cluster of smaller structures are preferred to large buildings in new development; relate wall and window height to the height of pedestrians (village design concept) 5. Siting of buildings shall take into considerations the preservation of views; solar orientation and wind exposure (of entry area and outdoor pedestrians). Use areas shall also be considered; 6. Protect adjoining residential neighborhoods from noise, lighting and privacy intrusion; effective buffering, including appropriate setbacks, landscaping, mounding and fencing to provide a gradual visual transition into adjacent neighborhood; 7. Utility and other service equipment shall be kept out of the front area and screened from view (avoid trash enclosures near the boundary of residential properties) 			<p>See above.</p>	

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<p>UD 11.2: Architecture</p> <ol style="list-style-type: none"> 1. Use architectural themes discussed here during the design review evaluation <ol style="list-style-type: none"> a. identification of existing historic styles b. architectural styles found to be desirable by DSPSC 2. Preserve historic buildings. Remove alterations whose design and/or materials are not consistent with the underlying historic character of the building and its immediate surroundings. Uncover and repair original features. 3. Building height, bulk, style, period proportions, colors and materials shall conform to local design district guidelines 4. Use recessed entries, step back upper floors, varied rooflines that are consistent and coordinated with adjoining structures is strongly encouraged; 5. Roof materials shall be consistent with the residential character of the community; flat roofs shall be screened from public areas, and shall be covered with dark grey gravel; 6. Consistent use of architectural detailing on all bldg. elevations 7. Mechanical equipment shall be screened from view 8. Visible wall and/or window-mounted AC equipment is prohibited 9. Encourage the use of awnings 10. Storefront windows and displays are encouraged where compatible with surroundings. 11. Buildings located near street corners shall respond to their location by designing entries facing the corner, or by recessing the first floor building face to create a small pedestrian use area. 12. Restrict the number of paint colors in a project to three, with one color used for accents only. 13. Maintain the small town scale and pedestrian character of Downtown in the design of new storefronts and additions and modifications to existing buildings. 14. Allow an increase in building height for mixed use projects in which housing in included and a top floor is used only for housing. 15. Encourage decorative features adapted from historical examples. 16. Encourage the use of industrial materials, such as metal panels with raised ribs in the N of Old Town area. 17. Consider murals on blank walls. 18. Install indirect lighting inside of storefront windows. 19. On-site outdoor furniture, telephone booths, accessories shall be integrated into the architectural design of the principal structure. 20. For mixed use development fronting Grant Ave and Redwood Blvd, prohibit residential balconies. 			<p>See above. A citywide policy regarding preservation of historic structures will be included in the General Plan and will likely include the listed downtown historic buildings as an appendix.</p>	

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<p>UD 11.3: Parking and Circulation</p> <p>Specific design guidelines for parking and circulation:</p> <ol style="list-style-type: none"> The majority of parking shall be located away from public view, but convenient to find via appropriate signage. Long, straight uninterrupted rows of parking shall be avoided in favor of landscaped islands with no more than eight stalls in a row. All parking areas shall be landscaped and provided with maintenance infrastructure (i.e., irrigation) as described in Section 11.6.4. While it is recognized that parking is constrained in the Downtown, there is no desire to have paved areas devoid of landscaping and tree canopy and their contribution to the microclimate and positive ambiance of the Downtown. Landscaping shall also include, where appropriate, view screening using vines and trellises and attractive shrubs and other plantings. Gravel and bark ground covers are to be avoided. All parking areas adjoining residential zoning districts shall be separated by a 5-foot minimum landscape buffer and a 6-foot solid wood fence or masonry wall. Preferable vegetation shall be evergreen trees spaced at 10 feet on center. Parking spaces, curb-cuts, walks, ramps and signage for the accommodation of handicapped access, pursuant to state standards, shall be designed to integrate with the building architecture through the creative use of paving and building materials, landscaping, railing designs and signage systems. Handicapped access facilities shall be conveniently located adjacent to main building entrances in order to minimize the amount of contact with auto traffic. Design provisions shall be made for proper repair and maintenance of paved surfaces. Internal circulation and parking layout for all development shall avoid the backing of vehicles onto public streets. All parking lots shall incorporate internally looped circulation systems where possible, so that drivers will not be dependent on public streets when making multiple passes through a parking lot. Street access points shall be consolidated with shared access easements for adjacent commercial lots where possible to avoid multiple curb-cuts. On corner lots, curb cuts shall maintain a maximum separation from intersections. Decorative, slip-resistant paving is encouraged for use on pedestrian walkways, which shall be grade separated from driveway and parking areas. Distinctive paving is also encouraged where these routes cross driveways. Unobstructed visibility shall be maintained at all vehicular intersections and pedestrian crossings to assure safety. 			See above.	

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<p>12. Truck loading facilities shall be located off of major streets in such a manner as to avoid visual impact, noise impact to residential uses, and conflicts with pedestrian and normal vehicular traffic</p> <p>13. Bicycle racks shall be provided as appropriate for the nature and intensity of use.</p> <p>14. Parking areas shall be graded, paved and drained to prevent storm water from running over public sidewalks and ponding on site.</p> <p>15. Provide easily identified pedestrian drop-off points, close to building entries and linked to pedestrian walkways.</p> <p>16. Where feasible, end row parking spaces shall be protected and screened from the turning movements of other vehicles with curbed landscape areas.</p>				
<p>UD 11.4: Sidewalks</p> <p>Improvements to sidewalks, particularly on Grant Avenue, are essential to enhancement of the pedestrian character of Downtown.</p> <p>UD 11.4.1 Public Sidewalks and Improvements</p> <ol style="list-style-type: none"> 1. Use removable pavers along curbs, where feasible, to accommodate electrical and water connections. 2. Use sealed brick or paver to access entries into stores. Consider corner entries and enhanced paving such as “Courtyard Square”. 3. Repair sidewalks which have been raised by tree roots, for pedestrian safety. 4. Build-out sidewalks at corner crosswalks on Grant Avenue to provide area for pedestrians. Circulation and sitting to shorten street crossing for pedestrians and to encourage slower traffic speeds. Perform this in conjunction with the planned reconstruction of the street. <p>UD 11.4.2: Sidewalks Cafes and Outdoor Dining</p> <ol style="list-style-type: none"> 1. Where there are no bulb-outs, allow encroachment into the public sidewalk for movable outdoor cafe tables, shade umbrellas and seating. Provide for 5 feet of unobstructed access between the chairs and tables, and the curb or any other permanent obstacle such as a light pole, street tree, or waste receptacle. 2. Allow outdoor dining in bulb-outs. Where feasible, use the landscaped areas in the bulb-outs to separate and screen the dining areas from the street and parking. Use hedges and other landscape materials, taking care not to block vehicular sight lines. 3. Install awnings or portable shade umbrellas to create an “outdoor room” for outdoor dining. Trees can also be used to create a shade canopy, particularly in bulb-out areas. 	<p>The sidewalk along west and east Grant Avenue was improved in 2003-2004 (and 2004 for Redwood Boulevard) at a cost of \$10.7 million dollars. In 2009, six pieces of public art were installed.</p>		<p>See above.</p> <p>Carry forward 11.4.2 as a policy regarding encouraging sidewalk cafes and outdoor dining. with appropriate design details relocated to the Downtown Design Guidelines..</p>	

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<p>4. Do not count public right-of-way encroachment area for outdoor eating for parking requirements.</p> <p>UD 11.4.3: Pedestrian Passageways</p> <ol style="list-style-type: none"> 1. Encourage private walkways between Grant and Scown Lane, Grant and Cain, and between Scown and Sweetser. Such walkway improvements could be eligible for match funding under the proposed facade improvement program. 2. Encourage development of outdoor cafes in protected passageways or “breezeways” and protected courtyards. 				
<p>UD 11.5: Streetscape Elements</p> <ol style="list-style-type: none"> 1. Prohibit placement of private improvements in the public ROW, such as waste receptacles, benches, planters, and bicycle racks without approval of an encroachment permit. 2. Install benches where people enjoy sitting. Benches can be nested into bulb-outs. Avoid benches on sidewalks facing traffic, except at bus stops. Choose a standard design with a cast iron frame. Customize the benches in cast iron components, if feasible. 3. Use consistent and compatible sidewalk features, such as lamp poles, trash receptacles, benches, tree grates, fences and railings. Consider dark blue-green, “hunter green” as the preferred color for metal components of these features. 4. Use the light pole standard which is based upon “torch” style lamps which were historically used in Old Town. The light poles shall be placed in the sidewalk at close intervals, and at a low height for pedestrians; 5. Install banners across street which serve as entries to downtown. Banners can advertise special and seasonal events, as well as year-round welcoming signs to Downtown. 6. Encourage artworks in the public right-of-way and as part of public or private projects; 7. Consider decorative, bold paving on Sherman Avenue to strengthen the street’s role as a civic plaza. 	<p>#1 - 6 have been accomplished. #7 is being addressed with the Civic Center Master Plan process has been initiated by the City Council.</p>		<p>See above.</p>	

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<p>UD 11.6: Landscaping</p> <p>UD 11.6.1: <u>Plant Materials</u></p> <ol style="list-style-type: none"> 1. All plant materials shall be served by a City approved automatic underground irrigation system. All backflow devices, controllers, and other irrigation elements shall be screened. 2. Healthy, mature on-site trees shall be preserved whenever possible. Improvements (buildings, paving, grading, etc.) under the drip line of existing trees shall be minimized. Existing trees shall be fenced off during project construction to prevent soil compaction, root damage, bumping, etc 3. All new trees shall be double staked or provided with a greater support design. 4. Ground cover shall be spaced to ensure total infill within six months of planting. 5. Only live plant materials (not simulated) shall be used in landscaped areas (trees, shrubs, and ground cover). 6. Selection of plant materials shall be based on year-round beauty (deciduous color, spring flower, branching patterns) as well as form, texture, shape, and ultimate growth. 7. Plant species shall be tolerant of the local environmental-conditions and relatively free from pests and disease. 8. Plant species which are native or well-adapted to local climatic conditions are recommended because they require less water and maintenance. 9. All street trees shall be deep-rooted, canopy-type trees suited to urban conditions. 10. Upon adoption, refer to the new Novato Tree and Community Forest Ordinance for development standards for street trees and other tree-related issues. 11. Street trees and on-site front yard trees shall be a minimum of 24 inch box size with a minimum 1½ inch diameter. All other on-site trees shall be a minimum of 15 gallon container size. Shrubs not used as ground cover shall be a minimum of five gallon container size. <p>UD 11.6.2: <u>Street Trees</u></p> <ol style="list-style-type: none"> 1. Choose plant materials which can withstand tight urban spaces, pedestrian traffic, and potentially difficult soils conditions. Plants shall have non-invasive root structures, efficiency of water use, resistance to pests, disease, vehicle emissions and vandals, compatibility with building signs (avoiding obscuring the signs behind 	<p>Provisions for landscaping exist in Section 19.28 of the Novato Zoning Code.</p> <p>The City adopted Street Tree standards for preferred species for streets installed in the parking strip which is part of the City right-</p>		<p>See above.</p>	

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<p>foliage), street/sidewalk lighting, building awnings and other features of the streetscape.</p> <ol style="list-style-type: none"> 2. Install deep watering automatic irrigation for new and existing street trees and, where feasible, root barriers. 3. Plant trees where they are missing to re-establish streetscape continuity. This would be a long term project to gradually remove sweetgums which are unhealthy and/or which are causing the buckling of sidewalks. In their place, a selected palette of deciduous street trees would be planted on Grant (see below). 4. Trees have been chosen for their form, reliability, and maintainability: <i>Grant Avenue.</i> <ul style="list-style-type: none"> - Aristocrat Pear to infill and replace Sweetgums as they are gradually removed. - Scarlet or Red Oak, as visually strong and spreading trees for bulb-out areas. - Flowering Crabapples as accent trees in bulb-out areas. - Linden, to continue the Lindens planted at Citibank. <p><i>Redwood Blvd</i></p> <ul style="list-style-type: none"> - Redwoods, Cork Oak and Tulip Trees are established. Tulip Trees should be used at locations where aphid droppings can be tolerated <p><i>Sherman Ave</i></p> <ul style="list-style-type: none"> - Scarlet Oak as the dominate canopy tree. - Cork Oak as an every green background tree. - Flowering Crabapple as a formal accent tree at the street entry. <p><i>De Long Ave</i></p> <ul style="list-style-type: none"> - Aristocrat Pear, Pin Oak, Linden, and Hornbeam as trees which are upright in character so as not to block views of City Hall and hills in the distance. <p><i>Cross Sts (Reichert, Machin)</i></p> <ul style="list-style-type: none"> - Trees used on Grant and Sherman, for continuity - Baywood Ash and Pistache where space allows and variety and fall color is sought. <p><i>North of Old Town(Sweetser and Vallejo Aves)</i></p> <ul style="list-style-type: none"> - Sweetgum trees already established on the north side of Sweetser and Red Oak, Hackberry and Baywood Ash. - Saratoga Laurel and Swamp Myrtle as smaller evergreens which could be used to screen storage lots on Sweetser - Baywood Ash on Vallejo. <ol style="list-style-type: none"> 6. Encourage hanging flower planters on light poles, but only if automatically irrigated. 	<p>of-way. Language about planting of street trees in the public right-of-way is in Chapter 17-3 of the Novato Municipal Code.</p> <p>Street trees were installed as part of the sidewalk improvement project along Grant Avenue.</p>			

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<p>7. Consider planting new trees in small islands or bulb-outs into the street rather than in the sidewalk in order to keep sidewalks as open as possible.</p> <p>8. Select distinctive canopy or accent trees for each potential Downtown gateway. Each gateway treatment shall acknowledge the surrounding landscape setting but also be distinctively different.</p> <p>9. When trees which may be obscuring the visibility of signs have reached sufficient height above the sign to guarantee tree health and growth, lower limbs may be trimmed away.</p> <p>UD 11.6.3: <u>Planting Near Buildings</u></p> <ol style="list-style-type: none"> 1. Landscaping shall generally be provided to screen downtown buildings from views of surrounding hillside homes. 2. Planting shall occur around building perimeters to reduce building scale and to integrate development into surrounding neighborhood. 3. Deciduous trees shall generally be utilized on southern and western exposures to screen summer sun and permit winter light. 4. On-site useable open space shall be provided for special amenities such as courts, plazas, walkways, plantings, fountains, sculptures, arbors, trellises, etc. Open spaces shall generally be visible from fronting streets, accessible to pedestrians, and separated from the car. Such spaces need to be located near high use areas, such as building entries or storefronts. 5. Landscape structures shall be incorporated into the building design i.e., trellises, arbors and planters. 6. Landscaping shall accent building entries. 7. Plant materials shall be used to soften the hard building lines and bulk. 8. Plant materials shall be used to define outdoor eating areas and pedestrian paths between parking and building entries. 9. Adequate sight distance for motorists and pedestrians entering and exiting the site must be provided. Landscaping shall not interfere with circulation effectiveness. <p>UD 11.6.4: <u>Planting in Parking Areas</u></p> <ol style="list-style-type: none"> 1. Areas adjacent to and within parking lots shall be landscaped to reduce the visual impact of automobiles. All unused areas of parking lots shall be landscaped. Landscape areas within parking lots shall not measure less than three feet in width, excluding curbs. Peripheral landscaping shall be provided around the perimeter of parking lots in zones a minimum of five feet wide. 	<p>Language about landscaping in parking lots exists in Section 19.30.070 of the Novato Zoning Code. The Citywide parking lot landscape regulations will be updated pursuant to Program 7.1 of the Community Identity element of the General Plan.</p>			

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<p>2. Canopy shade trees shall be planted in parking lots to achieve a minimum canopy coverage of 30 percent of the parking lot area at maturity.</p> <p>3. A minimum of five percent of the area within parking lots shall be landscaped with plant material.</p> <p>4. Parking areas shall be screened from streets by using a combination of mounds, plant materials, low walls, fences, and by lowering the parking surface elevation. Screening of parking lots at street frontages shall have a minimum height of 3 feet above street grade.</p> <p>5. Parking areas shall be designed and landscaped to minimize summer glare and the visual impact of large numbers of vehicles.</p> <p>6. In addition to canopy trees, further reduction in glare and reflected heat from parking surfaces shall be accomplished by the use of arbors and overhangs.</p> <p>7. No more than eight parking spaces shall be located in a row without a landscaped divider strip and canopy tree.</p> <p>8. Concrete or masonry curbing (excluding asphaltic/concrete curbing) shall be installed around all landscaped areas to contain landscape material and to provide protection from vehicles.</p> <p>UD 11.6.5: Landscape Screening</p> <p>There are unsightly outdoor storage lots, parking lots and vacant lots fronting on Grant Avenue and Reichert Avenue.</p> <ol style="list-style-type: none"> 1. Screen parking lots with substantially-built low wood fences, with heavy wire mesh between supports, which will act as a trellis for climbing plants. Fences approximately 3 feet to 3½ feet high will screen most parked cars yet allow views over to commercial businesses beyond. 2. Encourage replacement of 6 foot high chain link fences with wood fences set back from the sidewalk a minimum of 18 inches, within which suitable durable and drought resistant shrubs shall be planted. 	<p>There are two parking lots that front onto Grant Avenue: one at 858 Grant Avenue, and the parking lot for the Town and County Shopping Center.</p>			
<p>UD 11.7: Signage</p> <p>The intent of the following signage guidelines is to assist downtown businesses in selecting appropriate signage and to allow downtown signage to be different from outlying commercial areas in recognition of its special role in a more pedestrian - oriented environment.</p> <ol style="list-style-type: none"> 1. All signs must conform to the proposed amended Novato Sign Ordinance incorporating the Downtown Specific Plan area requirements. All signs shall be professionally 	<p>A comprehensive update of the Novato Zoning Ordinance occurred in 2001, which added specific criteria for downtown signage.</p>		<p>See above.</p>	

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<p>designed and fabricated. Specially designed logos, symbols and icons shall be encouraged.</p> <p>2. The design of all signs (including materials, colors, configuration and illumination) shall conform to the architectural style and period of the buildings they identify. Incompatible corporate logos or standardized script shall be avoided. With such a wide variety of materials to choose from, businesses are discouraged from using plastic signs which appear mass produced, and are encouraged to use more original interesting materials which enhance the unique visual quality of Downtown as pedestrian-friendly. Paper signs, except as temporary notices, are prohibited.</p> <p>3. Free standing signs shall be designed in accordance with design guidelines, minimized in height, and integrated with the landscape by means of accent planting, the use of trees or other design elements.</p> <p>4. The size, shape and location of all signs shall be compatible with the building proportions and features.</p> <p>5. The preferred method of sign illumination involves use of soft exterior lighting, where the light source and all appurtenant devices are screened from public view. Internally illuminated cabinet signs are strongly discouraged. However, individual letter signs having internal illumination may be considered appropriate for larger buildings, and where consistent with local design guidelines.</p> <p>6. Visible braces and other support devices shall be avoided, but, if required, shall be incorporated as a design feature.</p> <p>7. Multi-tenant buildings shall all have master sign programs. Provisions shall be made for coordination of sign dimensions, materials, textures, colors, illumination, and method and location of mounting.</p> <p>8. Signage shall be integrated with landscape elements such as walls, planters, and street furniture.</p>	<p>City staff works with property owners to consolidate existing signs on a multi-tenant site on a case-by-case basis.</p>		<p>Delete 11.7.1, as this policy has been implemented with Section 19.32.060(B)(2) of the Novato Zoning Code.</p>	
<p>UD 11.7.1: <u>Public Informational signage</u></p> <p>1. Design a sign system to orient people and drivers to the important features of Novato, including Downtown, and public and private parking facilities in Downtown. The logo of the former Presbyterian Church building - now City Hall - shall be incorporated into directional signs, and place names.</p> <p>2. Install banners across main streets at key points of entry into Downtown to draw visitors into Downtown (see Chapter 6 Capital Improvements Program funded project 96-018). Although the CIP program refers to “community banner poles,” the banners are to emphasize entrances to Downtown from perimeter streets (especially De Long and Seventh). Potential locations for banners include across De Long between</p>	<p>#1: \$400,000 in Redevelopment monies were allocated to create a Wayfinding program. Installation of various types of a City sponsored wayfinding sign program occurred in late Winter/early Spring 2014.</p> <p>#2: Banners are hung above DeLong Avenue, east of Reichert and before the on-</p>			

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<p>Reichert and Highway 101, across Sherman at De Long, across Reichert at De Long, across Machin at De Long, across Redwood at De Long, across Grant at Seventh, and across Redwood at Olive. (See Figure 32 Sherman Avenue Plaza Illustrative Plan and Figure 37 Potential West Grant Traffic Calming). The banners would be stretched from steel poles consistent in design with historically-derived light poles. Banners could change from a message of welcome to Downtown Novato to a notice of the annual Art and Wine Festival and many other Downtown and community events. There are opportunities for vertical banners as optional hardware add-ons to street light fixtures. This provides for a rich assortment of inexpensive, high quality banners to be situated at street light locations where new lamp poles have been installed. Additionally, where horizontal banners are impossible to install due to street width (for example, at the intersection of Grant Avenue and Redwood Boulevard), the lamp posts installed at each corner of the intersection could hold vertical banners.</p> <p>4. Support installation of electronic information kiosks which identify businesses in Downtown. These kiosks would be located on public sidewalks in proximity to parking areas.</p> <p>5. Historical Signage: Historic buildings and structures shall be noted with signage. (Structures would include bridges, water towers or other built objects.) Important sites may also be noted. Signage shall be attached to the building or structure in a highly visible location, if such attachment would not cause damage to the building or detract from an historic feature, and if such attachment does not cause the public to intrude on private property (for example: to enter the front yard of a private residence to reach a sign attached to a house). If attachment would damage or detract, then placement would be freestanding as close to the building as possible. If attachment to the building causes public intrusion, then the signage shall be placed where visible on public property.</p> <p>Ideally signs shall fall into a vertical viewing range of about 4 - 5½ feet from the ground and letters shall be one-half inch high if viewed from about five feet away. The vertical height of the lettering shall increase one inch for every 10 feet of distance from the viewer.</p> <p>The content of the signs shall ideally be kept to 150 words or less including titles. Texts longer than this will discourage most casual observers and might impede the sale of more detailed walking tour brochures. Figure 42 shows a sample of sign content. The font and format of this signage shall match or complement other signage in the City, and/or California State Historical signage. The Historical Guild shall be contacted in the review and approval process for all historical signage.</p>	<p>and-off-ramps to Highway 101, announcing local events.</p> <p>#3: Vertical banners exist on the lamp posts downtown. These community banners highlight community events, and Novato neighborhoods.</p> <p>#4: New non-electronic kiosks have been installed on Grant.</p> <p>#5 Historical building signs will be installed in Summer 2015.</p>			

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<p>UD 11.7.2: Commercial Signs</p> <p>Business signs in Downtown Novato vary from wall-mounted, projecting, hanging blade, and free-standing. Some retail windows have so much signage that they are illegible, and mask any views of merchandise in the stores. Some signs are internally-illuminated box signs and others are externally-illuminated. Some are non-conforming because they are improperly mounted over the top of building parapets.</p>			<p>Delete 11.7.2, as this policy has been implemented with the comprehensive update of the Novato Zoning Ordinance, which occurred in 2001. Specific standards for signage exists in Section 19.32 of the Novato Zoning Code.</p>	
<p>UD 11.8: Lighting</p> <ol style="list-style-type: none"> 1. In designation commercial districts, accent lighting for buildings and landscaping shall be designed to enhance the night time atmosphere; 2. Parking and walkways areas shall be illuminated by 1 foot candle minimum lighting to avoid dark spots and excessive dark/light ratios; 3. Only low level indirect lighting shall be use adjacent to residential properties. The feel of lighting and location of light sources shall not result in glare toward residential areas; 4. The approved lighting standard with modular add-on options for hanging flower baskets and public signage is VISCO #VI-C-C3-S(12'-)”, 100 WHIPS; 5. Any light source over 10 feet high shall incorporate a cut-off shield to prevent the light source from being directly visible from off-site areas; 6. When seen from outside, the lighting of interior spaces shall not be brightly contract with adjacent buildings. 	<p>Historic-themed, pedestrian-scale light fixtures were installed as part of the Grant Avenue streetscape improvements.</p>		<p>See above.</p>	
<p>UD 12: Building Enhancement Standards</p> <p>Distinctive architectural qualities which contribute to the small town character; these qualities could be further improved upon or emphasized; improvements to building exteriors, landscaping, accessories, signs, utilities, and parking all add to the quality of downtown Novato. Use the following criteria as a guide when considering such work:</p>	<p>Downtown Design Guidelines were prepared and endorsed by the Design Review Commission in 2005, but not adopted by the City Council since a CEQA analysis was not prepared. The Zoning Code requires compliance with all these detailed criteria.</p>		<p>See above. Delete maintenance standards since they are not enforced.</p>	

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<p>UD 12.1: Building Design and Facades</p> <ol style="list-style-type: none"> Exterior building surfaces shall be cleaned and repainted as necessary Color schemes shall be harmonious with surrounding structures consistent with the architectural time period of the building; Deteriorated siding, trim, doors, windows, awnings, and roof materials shall be repaired or replaced; Original architectural features, fixtures, and hardware shall be retained or replaced with compatible elements Unnecessary non-original attachments to the building shall be removed (such as antennas, AC, electrical conduits, etc.) New siding, awnings, trim and accents shall be consistent with the basic design of the building as reflected in its style and period of construction as well as being compatible with other buildings in the neighborhood. Proposed changes from the original design of the building shall be carried out consistently throughout the project and in a manner that complements the original design. Additions and alterations shall reflect the same basic design theme of the building including scale, style, form, materials and color. Encourage periodic upgrades and changes to storefronts, such as changes to awnings every 5 years. Periodic changes reflect the competitive, industry-wide practice of enhancing storefronts to attract new customers and retain old ones. Remodel building facades to make them more attractive, including removal of elements which mask underlying historic features. Replace worn windows and doors, cracked tiles and stucco. (See Figure 43, an example of renovation of businesses at the southeast corner of Second Street and Grant Avenue.) Such facade improvements would be eligible for matching funding under the proposed Facade Improvements Program discussed in Chapter 6. 	<p>A façade improvement program was initiated by the Redevelopment Agency but there was no participation from property owners.</p>		<p>See above. Delete maintenance standards since they are not enforced.</p>	
<p>UD 12.2: Landscaping</p> <ol style="list-style-type: none"> When landscaping exists, dead and obsolete plant materials, irrigation equipment and planter boxes shall be repaired or replaced. Unnecessary or inappropriate pavement in landscaped areas shall be replaced with plant material. Sidewalks shall be repaired wherever necessary to avoid accidents and preserve aesthetic qualities. 	<p>#4: Implemented with the Grant Avenue streetscape improvements.</p>		<p>See above.</p>	

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4. Special attention shall be directed to adding street trees, planting strips, pavement treatment and street furnishing to enhance the overall landscape setting in the neighborhood.				
<p>UD 12.3: Accessories</p> <ol style="list-style-type: none"> 1. Deteriorated fencing, retaining walls, trash screens, etc, shall be repaired whenever necessary. 2. Accessories shall be of a style, color and material which is harmonious with the building architecture and the neighborhood character. 3. Screening shall be provided for outdoor storage areas, trash containers, AC and other unsightly equipment. 			See above.	
<p>UD 12.4: Signs</p> <ol style="list-style-type: none"> 1. Unneeded, obsolete, unsafe and deteriorated signs and other similar advertising devices shall be removed for safety and aesthetic reasons. 2. New signs shall be of appropriate type, size, style, material, location, color and method of lighting to harmonize with the building architectural theme and time period as well as the nature of the business conducted in the building. 			See above.	
<p>UD 12.5: Utilities</p> <ol style="list-style-type: none"> 1. Necessary utility lines, meters, boxes, transformers, antennas, conduits, etc, shall be installed in areas that will require the least alteration to the structure integrity and physical appearance of the building and which will be the least visible to outlying public areas. 2. Architectural screening shall be used to conceal publicly visible utilities and mechanical and electrical equipment. 			See above.	

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<p>UD 12.6: Parking</p> <ol style="list-style-type: none"> Pot holes and cracks in parking surfaces and pedestrians walks shall be repaired. Grease smudges shall be removed. Worn and faded parking surface graphics shall be repainted and repaired when necessary. Preserving and expanding parking shall be a priority consideration when planning changes to commercial property. Landscape solutions shall be integrated with existing or reconfigured parking whenever possible. A more efficient circulation and parking layout along with the addition of compact spaces can increase parking spaces and generate usable areas for landscaping to help screen and beautify parking. 	<p>Public Works performs routine maintenance for cracks in parking surfaces, sidewalks, and improving parking surface graphics.</p> <p>Downtown Parking Study will discuss parking solutions for downtown.</p>		See above.	
<p>CP 1: Provide clear pedestrian passageways from off-street parking and proper directional signage.</p>	<p>This program is implemented with new development projects or through building permits.</p>		Delete, as this program is implemented with new development projects.	
<p>CP 2: Consider closure of (west) Grant median to some left turns</p> <p>If traffic flow and vehicular and pedestrian safety can be improved. Closure of the median might allow for diagonal parking to be provided, and/or sidewalk widening, additional tree plantings and landscaping, and pedestrian amenities such as benches.</p>	<p>This was accomplished by Public Works in 2003.</p>		Delete, as this program was implemented by Public Works in 2003.	
<p>CP 3: Support Intra-City Jitney Linking downtown to Other Novato Population Nodes.</p> <p>Support the concept of an intra-City jitney service providing linkage between the Downtown, Vintage Oaks, Ignacio, Hamilton, Margaret Todd Center and various local employment and retail centers.</p>	<p>Three shuttles are run by Marin Transit within Novato, and two of these serve downtown, and the third ends its service at Indian Valley College (IVC).</p> <p>A private shuttle is funded by the residents and businesses at Hamilton which serves the Ignacio bus pad, the future SMART station and Hamilton Marketplace.</p>	Lack of funding for enhanced transit.	Revise to encourage the implementation of a shuttle bus from the San Marin/Atherton SMART station to the downtown .	
<p>CP 4: Consider Diagonal Parking on West Grant to Increase Parking Supply and Calm Traffic</p> <p>To increase the supply of on-street parking spaces on (west) Grant Avenue, reconfigure/reduce or eliminate the median at specific locations and introduce diagonal parking such as is in place on (east) Grant. On the wider street sections between Fourth and Seventh, it is possible to maintain the median, or selected left turn pockets, and also</p>	<p>This policy has been implemented.</p> <ul style="list-style-type: none"> Parking configuration implemented Yearly on-street parking inventory occurs Yearly parking inventory does not address off-street (private) parking 		Delete, as this policy has been implemented. Replace with a new policy based on City Council direction on downtown parking.	

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<p>convert parallel to diagonal parking. This configuration will tend to slow traffic and discourage drivers from using (west) Grant for through travel, thereby encouraging a more pedestrian and small town ambiance.</p>	<ul style="list-style-type: none"> • Parking demand (creating additional public parking) not implemented • Parking standards have been reduced for restaurants and take out portion of restaurants in downtown - implemented • Shared parking is allowed in Downtown – implemented • Parking time limit signs are in Downtown Novato. The Police provide limited enforcement of time limits. • Additional parking (structured parking) has not been created in downtown. This will be explored with the White Paper on parking in Downtown. 			
<p>CP 5: Consider Parking Districts to Meet Parking Demand. Consider creating a parking district to help meet parking demand for businesses which cannot provide necessary parking on-site.</p>	<p>A parking assessment district has not been created. Section 19.30.050 of the Novato Zoning Code allows adjustments in on-site parking in the downtown area, including payment of in-lieu fees, shared parking and a waiver of parking requirements for the first 1.0 FAR (floor area ratio) of commercial space.</p>		<p>Update based on City Council direction from the Downtown Parking Study.</p>	
<p>CP 6: Require Trip Reduction Programs to reduce employee parking demand. Require trip reduction programs for downtown businesses to reduce the demand for employee parking. Trip reduction programs provide incentives for transit use and ride-sharing programs. A reduction in the parking requirement may be allowed when a land use requires transit use. Land uses with ride-sharing programs, such as carpooling, vanpooling, or shuttle services, are often allowed an adjustment in parking requirements since they reduce the employee parking demand at a location.</p>	<p>The City has not imposed this policy for downtown businesses.</p>	<p>Cost for businesses to administer, and cost to City for monitoring.</p>	<p>Delete. Not likely cost effective for small employers and for City to enforce. A program related to trip reduction for City employees will be included in the General Plan (from the Climate Action Plan).</p>	

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<p>CP 7: Development policy for vehicular access to Pini Mill from DeLong Avenue.</p> <p>Consider the potential for vehicular access between De Long Avenue and Scott Court. Since there is a steep bank between the streets and as much as a 20 foot change in elevation, the connection would have to be implemented through a ramped parking structure. A right-turn lane on DeLong Avenue would have to be added at the driveway entrance to the parking garage to avoid queued traffic on DeLong Avenue. The connection would only be allowed if it were within a parking structure which is part of a railroad depot area mixed use project discussed in Chapter 3 (of the DSP).</p>	<p>Scott Court was removed with the construction of Whole Foods and the elimination of Pini Mill, and abandonment of Scott Court</p>		<p>Delete, as this policy is moot with the construction of Whole Foods, and the abandonment of Scott Court.</p>	
<p>CP 8: Development policies for access to Mission Lodge area. (see also LU3, LU8, and IM 9 for language that discusses the Mission Lodge site)</p> <ol style="list-style-type: none"> 1. For development consistent with the design concept and land use goals for this area eliminate Front Street between De Long and the northern property line of the Mission Lodge. 2. Only for projects consistent with the design concept and land use goals for this area, convert the closed section of Front Street to create a larger commercial site. The closure of Front provides a significant expansion of the Mission Lodge site which can be an incentive for private development of the site. 3. Only for projects consistent with the design concept and land use goals for this area, widen First Street on the east side of the street to accommodate one lane in each direction, replacing the existing one-way southbound street. 	<p>Site not redeveloped. Mission Lodge structures were removed, and potential developers have explored various uses and design options.</p>	<p>Elimination of Front Street may not be favored by adjacent commercial properties, and widening of First Street cannot occur without redevelopment of the adjacent properties.</p>	<p>Carry forward as part of a site-specific policy for the Mission Lodge site, indicating the City's willingness to abandon the Front Street right-of-way if adequate access remains for nearby commercial uses and if First Street can be widened for two-way traffic.</p>	
<p>CP 9: Sherman Avenue traffic direction.</p> <p>Consider installation of traffic control devices to prohibit left turns from Sherman onto De Long, or one-way only northbound on Sherman. One-way northbound travel would enhance the sense of arrival in Downtown, but it could also encourage speeding and would limit the ability of drivers on Grant from turning on to Sherman Ave. to find parking spaces.</p>	<p>Left turns onto DeLong from Sherman are prohibited. North and southbound traffic remains on Sherman.</p>		<p>Replace with direction regarding Sherman Avenue from the City Council's Civic Center Master Plan process.</p>	

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CP 10: Stop signs at Fifth and Grant (retain stop signs at Fifth and Grant).	No change. There is no intent to remove these stop signs.		Delete, as there is no intention of removing these traffic control devices at this intersection.	
CP 11: Development policies for bicycle routes 1. Post Grant as a bike route (unstriped); 2. Continue the prohibition of bikes on sidewalks. Prohibit skateboards and rollerblades on sidewalks designated by stenciled sidewalk language; 3. Retain marked bike lanes on Redwood; 4. Encourage bike racks in appropriate locations.	#1: Grant Avenue has not been posted as a bicycle route. #2: Bicycles are prohibited on sidewalks pursuant to Section 10-20.010 of the Novato Municipal Code #3: Redwood has striped bike lanes #4: Bike racks have been installed at locations along Grant Avenue		Delete. Policies related to implementing the adopted Bicycle/Pedestrian Plan will be included in the Circulation Element.	
CP 12: New regulations for trip and parking demand reductions. Consider the following new regulations for trip and parking demand reductions: A. No employee parking on Grant Avenue; and B. Implement employee trip reduction and parking demand reduction strategies (mass transit and carpooling) through the use permit or business license process	Policy CP 12 has not been implemented. An employee commute reduction program is being prepared.		Delete. Employee trip reduction will be addressed in the Climate Change Action Plan programs. City employee parking will be addressed in the Downtown Parking Study.	
CP 13: Enforce prohibition of roller blades and skateboards on sidewalks. Continue the City prohibition of roller blades and skateboards on sidewalks and strictly enforce this prohibition.	Implemented. This is language that exists in the Section 10.20.010 of the Novato Municipal Code.		Delete, as this is language that exists in the Section 10-20-.010 of the Novato Municipal Code.	
CP 14: Development policy for west Grant on-street parking. Redesign Grant Avenue west of Redwood Boulevard to implement a diagonal on-street parking scheme. The goal of this scheme would be reduced traffic speeds, wider sidewalks, and more convenience for customers. As part of this redesign, provide bus stops, loading areas, and handicapped parking. Mitigate additional through traffic on alternate routes, if necessary. Proposed “bulb-outs” of sidewalks at corners will signal to drivers that they are entering a pedestrian area, so that traffic should move more slowly and the potential for parking accidents will be reduced. (See Figure 38 and Chapter 5 in the DSP).	Implemented. New street trees in small bulb outs have been installed along Grant Avenue in 2003.		Delete, as this policy has been implemented.	

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<p>CP 15: Add diagonal parking in north of old town area. Replace parallel curb parking with diagonal parking on Machin, Vallejo and Sweetser Avenues, particularly where drainage ditches are proposed to be replaced by buried storm drains. When storm drainage is underground, the street will be effectively widened, allowing for diagonal parking.</p>	<p>Implemented.</p>		<p>Delete, as this policy has been implemented.</p>	
<p>CP 16: Development policies for parking behind buildings.</p> <ol style="list-style-type: none"> 1. New parking shall be located behind buildings which front on streets in the Downtown Core district. Parking may be located adjacent to side streets for corner lots, subject to design review. 2. Require screening of existing parking which is located in the front of buildings in the Downtown Core, when properties participate in the proposed facade improvements program outlined in Chapter 6. (See Chapter 5 for design guidelines for such screening.) 	<p>Implemented for new projects (999 Grant Avenue, for example). A facade improvement program was approved, but no property owners took advantage.</p>		<p>Carry forward policy to require parking behind buildings. This is language that exists in the Downtown Design Guidelines. Retain language about screening existing parking. When a property undergoes a substantial renovation, this is a requirement that will be required of the project.</p>	
<p>CP 17: Development policies for NWPR.</p> <ol style="list-style-type: none"> 1. Work with NCRA and NWPRA to allow multiple use of the corridor on a temporary or permanent basis – preserves long term options for public transit. 2. Work with Vintage Oaks and NWPRA to develop a MU path and transit connection between downtown and Vintage Oaks). The type of vehicle, frequency of operations and Downtown destinations have not been analyzed. The Railroad Depot Area includes a proposed multi-purpose use along the railroad which could provide for a non-motorized connection between Downtown and Vintage Oaks. In certain locations along this proposed path, there are opportunities for several small linear parks or rest areas with benches. An encroachment into the ROW for a linear park would require the approval of CalTrans. Signage at both ends of the path (i.e., Vintage Oaks and Railroad Depot) should indicate the length of the path and the shopping and other opportunities available to people using the path from either direction. There exists a rich opportunity for the Downtown to capture additional customers from Vintage Oaks as well as to link important employment centers with retail and entertainment centers. Additionally, this path provides both recreational and wildlife viewing opportunities (including access for disabled persons). 3. Consider development of a multi-modal transit station at Olive Avenue or the Depot Area. Parking requirements (in excess of 300 spaces), and bus access requirements 	<p>#1&2: SMART is planning a bicycle/pedestrian path which will parallel the rail line where sufficient width exists, or will include detours onto bicycle paths/lanes along City streets. The path will be developed in phases. A portion of the path is proposed to the south of Vintage Oaks, and adjacent to the Hanna Ranch property as part of the SMART train.</p> <p>#3 The Council designated the San Marin site for the northerly SMART stop in Novato.</p>		<p>Replace with a policy supporting the implementation of the multi-use path planned along the SMART corridor. Update policy re: downtown bus facility based on Council decision on the proposed facility upgrade.</p>	

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<p>cannot be accommodated at a Grant Avenue Station, unless the entire area around the depots is converted to such a use (inconsistent with recommendations for a mixed use commercial project, as discussed in Chapter 3).</p> <p>4. This plan requires attractive bus shelters consistent with this plan's design guidelines, to encourage transit uses as well, as to assist pedestrians during inclement weather. These shelters, where feasible, should provide civic amenities such as community calendars, public telephones, and, where space is available and placement would not disrupt the flow of sidewalk circulation, bike racks.</p>	<p>#4 A renovation of the downtown bus facility on Redwood, between Grant and DeLong Avenues is planned and being reviewed</p>			
<p>IU 1: Install continuous sidewalks on side streets Install continuous sidewalks for Sweetser Avenue and other streets to better and more safely serve retail customers. There are a few narrow passageways between the sidewalk on Grant Avenue and parking lots and courtyards behind buildings. On (east) Grant, some narrow "paseos" or narrow courtyards connect the sidewalk on the north side of the street with Scown Lane, the alley to the north. However, there are no publicly-accessible pathways between Scown Lane and Sweetser Avenue.</p>	<p>This was accomplished for Sweetser and Machin in 1998.</p>	<p>Not much opportunity for future sidewalks, as there's no public land and no public easements available.</p>	<p>Replace with a policy encouraging the creation of mid-block pedestrian ways ("paseos") between Grant Avenue, Scown Lane, Sweetser Avenue and Vallejo Street in conjunction with redevelopment.</p>	
<p>IU2: Consider replacement/upgrade of flat sewer lines Any potential development in the vicinity of the flat lines (e.g., parking structure over Cain Lane) shall consider replacement /update of these lines.</p>	<p>Flat sewer lines improved with the Grant Avenue improvement project, and the construction of the City Administrative Offices at 922 Machin.</p>		<p>Delete, as this policy has been implemented.</p>	
<p>IU 3: Extend Sweetser through to First Street only if plaza area developed. Consider the extension of Sweetser through Redwood to First Street only in conjunction with the Plaza area development. (NOTE: see LU10 for language discussing development policies on a preferred Town Plaza)</p>	<p>Not implemented.</p>	<p>Would require the purchase of private land for right-of-way.</p>	<p>Delete. An extension of Sweetser was not indicated on the recent North Redwood Streetscape Design Charrette and would be difficult and expensive to implement.</p>	
<p>IU 4: Proceed with downtown street and drainage project without underground of utilities. The City's Downtown Street and Drainage Project in the North of Old Town area shall proceed without undergrounding of utilities.</p>	<p>This was accomplished in 1998.</p>		<p>Delete, as this policy has been implemented.</p>	

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<p>IU 5: <u>Development of Policies for storm drainage improvements.</u></p> <ol style="list-style-type: none"> 1. Improve storm drainage to control minor flooding on Sweetser, Scown Lane and Scott Court. Capital Improvement project No. 91-012 is intended to make drainage improvements to Sweetser Avenue, Scown Lane and Scott Court). Replacement of open ditches with underground lines will create a wider street section for on-street parking, and sidewalks for pedestrian safety. It is unclear whether this project alone is sufficient to rectify these flooding conditions. 2. Improve drainage at Blodgett Lane. Facilities should be installed to intercept drainage and direct it to Reichert (see Chapter 6 Capital Improvements Program). 	<p>Flat sewer lines were improved with the Grant Avenue improvement project.</p>	<p>The City is preparing a Storm Drain Master Plan, which should be ready at the end of 2015 for public feedback. This Master Plan will include streets in the Downtown area, and will provide recommendations on the type, cost, and prioritization of improvements to the City's storm drain system.</p>	<p>Retain if there are improvements called for in the Storm Drain Master Plan being prepared.</p>	
<p>IM 1: <u>Specific Plan Implementation schedule/priorities.</u></p> <p>The following identifies the Plan implementation schedule prioritized within the three stipulated planning horizons: 1-3 years; 3-7 years, and beyond seven years. The City shall consider the list of projects within these time horizons for capital improvements programming, funding, and short-, mid- and long-term planning. Business and property owners and citizens can consult the project time frames in their own plans for improvement of their properties or new development. Citizens can consider the time horizons to make decisions about their possible participation in bringing projects to fruition or endless public comment and review.</p> <p><u>1 – 3 years</u></p> <ul style="list-style-type: none"> ▪ Administrative and Regulatory measures ▪ Replication/renovation of Railroad Depot ▪ Community Banner Poles ▪ Grant Avenue Sidewalk Repair and Beautification between Seventh Street and Railroad Avenue ▪ Downtown Street and Drainage Improvements ▪ Goodman's Building Reuse for Gymnastics and Teen Center ▪ Organization and Cooperation among business and property owners and the City of Novato; establish a Downtown Business Improvement District ▪ Grant Avenue Reconstruction/Pavement Rehabilitation 	<p>Completed Not done Completed Completed</p> <p>Partially done Completed Completed</p>		<p>Delete, as much of the work plan has been accomplished.</p>	

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<ul style="list-style-type: none"> ▪ Community House Parking Structure ▪ Façade Improvement Program ▪ Vacant Lot at 858 Grant Avenue <p style="margin-left: 20px;"><u>3 – 7 years</u></p> <ul style="list-style-type: none"> ▪ Railroad Depot/Pini Mill Area ▪ Sherman Avenue Plaza and nearby areas (Zenk lot/Cain and Blodgett) ▪ Olive Avenue Sidewalk Repair and Beautification ▪ Scown Lane <p style="margin-left: 20px;"><u>Over 7 years</u></p> <ul style="list-style-type: none"> ▪ Town Plaza and Community Facilities ▪ “Young Brothers” property and adjacent parcels (closure on multi-modal transit center) 	<p>Completed</p> <p>Partially done (with construction of 922 Machin and limited above and below grade parking)</p> <p>Implemented and discontinued (no business owners took advantage of program)</p> <p>Not done (private parking lot)</p> <p>Pini Mill site completed – Millworks project</p> <p>Depot building not done</p> <p>Additional parking spaces created in Zenk Lot;</p> <p>Sherman Avenue to be reviewed as part of Civic Center Master Plan</p> <p>Not done</p> <p>Partially done – with the Town Green between 901 Sherman and 922 Machin</p> <p>Done with the renovation of the site into the Trader Joes shopping center. No multi-modal or SMART stop at this location.</p>			
<p>IM 2: Maintain/Enlarge Downtown Specific Plan Steering Committee to guide implementation.</p> <p>Maintain and enlarge the DSPSC to function as follows:</p> <ul style="list-style-type: none"> ▪ In an advisory capacity to the City of DSP implementation; ▪ As the Downtown Project Area Advisory Committee to the RDA, if redevelopment is pursued; ▪ As the Board of Directors for the Downtown Business Improvement District, if DBID is pursued; ▪ City staff to this Steering Committee should be both the Deputy Redevelopment Director and the City Manager to guarantee expeditious fulfillment of the Plan. 	<p>Not implemented</p>		<p>Delete, as the Downtown Specific Plan Steering Committee was not created. Additionally, with the dissolution of the Redevelopment Agency, no funding mechanism exists to assist with implementation of public projects (as part of the City’s Capital Improvement Program).</p>	

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<p>IM 3: Implement Administrative and Regulatory Streamlining Implement administrative and regulatory streamlining for all projects and programs with the Specific Plan. Encourage developers and property owners to contact City staff early in the entitlement/permit process so that City plans and ordinances and City expectations can be made clear. Identify opportunities to expedite decision making, consistent with the Specific Plan.</p>	<p>Two recent amendments to the Novato Zoning Code have been approved by the City Council. In October 2012, the Council removed the requirement for a Use Permit for restaurants that serve alcohol. In February 2014, the Council approved revisions to the Zoning Code, which now allows religious institutions or assembly uses to request a Use Permit in the Downtown Core- Business, Downtown Core – Retail, or General Commercial zoning districts and eliminated ground floor retail use limitations on First Avenue.</p>		<p>Delete, unless specific streamlining proposals are identified.</p>	
<p>IM 4: Amend the Downtown Specific Plan Boundary Include the portion of the median island in Redwood Blvd, opposite the Redwood Trailer Park property, and all corners of the Redwood/DeLong intersection</p>	<p>Not implemented</p>	<p>There hasn't been interest to increase the boundary of the Downtown Specific Plan.</p>	<p>Delete the policy, as this was not implemented in the past 18 years.</p>	
<p>IM 5: Deleted – Resolution 33-01, adopted 3/27/2001</p>				
<p>IM 6: Amend the LU designation for the former “Goodman’s” Property. The City has purchased the former Goodman’s building for use as a gymnastics and youth activities/teen center. In keeping with the new use, the General Plan land use designation shall be changed from Downtown Core (DC) to Community Facilities (CF).</p>	<p>Implemented</p>		<p>Delete, as this has measure has been implemented.</p>	
<p>IM 7: Amend the LU designation for the Redwood Trailer Park. The Redwood Trailer Park parcel adjacent to the “Young Brothers” site shall be reclassified in the General Plan from Commercial Industrial (CI) to General Commercial (GC), the same classification as the “Young Brothers” site. This change will allow for and encourage consistent and compatible development of these parcels.</p>	<p>Implemented</p>		<p>Delete, as this has measure has been implemented.</p>	

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<p>IM 8: Amend the Land Use designation for First Street (west side) between Grant and Olive. The land use designation along the west side of First Street between Grant and Olive shall be reclassified in the General Plan from Medium Density Multiple Family Residential (R-10) to Mixed Use (MU). Existing single family residential structures may be retained.</p>	Implemented		Delete, as this measure has been implemented	
<p>IM 9: Vacate portion of Front Street adjacent to Mission Lodge. (see also CP-8) Only for parcel consolidation to accomplish the specific multi-use/multiple facade policy plan as described in Chapter 3.2 Mission Lodge, vacate Front Street between De Long and the northern property line of the Mission Lodge site and reclassify the closed portion of Front Street to General Commercial (GC), the same classification as the adjacent parcels.</p>	Not implemented	No formal application has been submitted where this issue of vacation could be discussed publicly.	Delete – already covered in CP8 above.	
<p>IM 10: Amend the Ordinance allowing sidewalk encroachments for businesses. In the interest of encouraging outdoor merchandising and special seasonal events, the City of Novato passed an ordinance on Jan. 11, 1994 allowing display, during daylight hours, of merchandise and “quasi-public improvements” (e.g., benches) on public sidewalks, subject to the issuance of a License Agreement and maintenance of commercial general liability insurance. The display must be placed immediately in front of a merchant’s place of business. Some businesses have responded to the new ordinance, introducing color and activity which encourages pedestrian activity. Unfortunately, some owners have created unattractive displays (e.g., miscellaneous sale items) which are a hindrance to pedestrians. Therefore, Chapter 15-4 of the Municipal Code shall be amended to add design standards. Private benches in the public right of way would be allowed provided that they conform to the DSP Streetscape Design Guidelines (wood bench with cast iron form) and/or selected from a City-approved manufacturer’s list of benches, and subject to the execution of a License Agreement with the City.</p>	Section 15-4 of the Novato Municipal Code (NMC) discusses the outdoor use of sidewalks, as a license agreement, with the City of Novato. Section 19.34.130 allows of the Novato Zoning Code, which allows outdoor displays, is referenced in Section 15-4 of the Novato Municipal Code.		Delete, program implemented.	

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<p>IM 11: Enact shared parking.</p> <p>The City of Novato shall enact a shared parking ordinance by amendment to the parking provisions of the Zoning Ordinance, allowing shared parking in new projects where a parking study prepared by an applicant demonstrates that peak parking occupancies for different proposed uses on the same site would not conflict, and that parking requirements can be reduced by a specified number of spaces. General Plan Community Identity Program 12.1 g. allows for shared parking and driveways for commercial uses having day/night activity patterns. Parking can be effectively shared if the uses sharing the parking have different periods of the day when their demands for parking peak. For example, retail and office can often share parking, and office and residential uses can share spaces.</p>	<p>Shared parking is allowed in Downtown pursuant to Section 19.30.050 of the Novato Zoning Code.</p>		<p>Delete, program implemented.</p>	
<p>IM 12: New permanent parking standard for restaurants in the Specific Plan Area.</p> <p>In 1996, the City Council amended Ordinance 1346 amending the Zoning Ordinance to reduce the standard for parking for restaurants on Grant Avenue between Railroad Avenue and Seventh Street, to encourage development of restaurants and night life. The standard of one parking space per 50 square feet of customer seating, waiting, or cocktail lounge area was reduced to one space per 200 square feet. The new permanent standard shall be one parking space per 200 square feet.</p>	<p>Implemented. Parking for restaurants has been reduced to one parking space per 250 square feet.</p>		<p>Delete, program implemented. See also CP 4.</p>	
<p>IM 13: Evaluate Parking requirements for banks during periodic updates to the Zoning Ordinance.</p> <p>Changes in the banking industry may reduce the number of vehicular trips which people make to banks. If this is the case, there may be excess capacity in existing bank parking lots, and parking requirements in the zoning ordinance may be excessive. Such changes are normally monitored throughout the country by the Institute of Traffic Engineers, which provides trip generation and parking generation figures for all types of development. Evaluate parking demand for banks when there is the opportunity for existing and new nearby development projects to share bank parking, and incorporate standards into a shared-parking ordinance. Consider shared bank parking at the Home Savings Bank at the southeast corner of Grant Ave. and 7th Street (with the gymnastics/teen center in the former Goodman's building); and at WestAmerica Bank on the southwest corner of Grant/Redwood (with a potential community center on the north side of the intersection, and with a potentially refurbished Novato Theater).</p>	<p>Parking standards were modified for Section 19.30 in 2001 with several Zoning Code Amendments (banks require 1 parking space per 250 sf citywide; 1 parking space per 500 sf in the downtown).</p>		<p>Delete, program implemented.</p>	

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<p>IM 14: Amend Parking Time Limits. Consider a two-hour time limit with increased enforcement.</p>	Two hour time limits exist in downtown.		Delete, program implemented.	
<p>IM 15: Allow increased height limit for housing. Amend the Zoning Ordinance to allow for an increase in the allowed height of buildings in the Downtown Specific Plan Area for mixed use projects containing housing, where the top floor is used only for housing. This policy would apply to mixed use in the Downtown Core as well as to areas designated Mixed Use. This amendment is consistent with General Plan CI Policy, which states: “Consider amendments to the building height regulations in the Zoning Ordinance to allow additional height for well-designed structures Downtown that do not obstruct scenic views.”</p>	Implemented in Section 19.16.040 when the Zoning Code had many revisions adopted in 2001. 35’ height limit can be increased to 45’ through design review process if additional height is for housing or due to unique nature of proposed use, height of adjacent buildings or exceptional architecture.		Delete, program implemented.	
<p>IM 16: Encourage consolidation of substandard lots. Development in the Commercial/Industrial district, which combines up to two parcels each 25 feet or less in width, shall be encouraged. The Specific Plan discourages lot consolidation for larger development in order to preserve the small scale character of downtown (Downtown Core area). However, consolidation of very narrow and long parcels in the crowded Commercial/Industrial (CI) portion of Downtown is warranted to encourage clean-up of small sites, reduction in the number of curb-cuts and more efficient use of land, particularly on Vallejo Street, east of Redwood Ave.¹</p>	Not implemented.	Requires private property owners to do this, or a developer to purchase property and consolidate. No ability for the City to pursue this without Redevelopment.	Delete. The ability to combine lots exists today. The only likely incentive that could be offered for lot consolidation is greater allowable FAR (floor area ratio), resulting in larger buildings that would likely conflict other policies calling for smaller scale structures.	
<p>IM 17: Amend the Novato Municipal Code to include sign regulations for Downtown that promote pedestrian-scale signs.</p>	Implemented with changes to Section 19.32 of the Novato Zoning Code in 2001.		Delete, as this measure has been implemented.	
<p>IM 18: Prohibit freestanding signs. Prohibit free-standing on premises or off premises signs in the Specific Plan Area, except for the General Commercial district, subject to design review.</p>	This language exists in Signs, Section 19.32.070(B)(2) of the Novato Zoning Code where freestanding signs are not allowed within the Downtown (D) overlay		Delete, as this measure has been implemented.	

¹Amended 8/24/99 by Resolution No. 116-99.

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IM 19 and 20: Deleted.	district, except in the General Commercial (CG) zoning district.			
IM 21: Adopt a Live/Work Ordinance. Amend the Zoning Ordinance to designate appropriate land uses and other standards for live/work units. This is consistent with Program 9.1 of the Economic Development and Fiscal Vitality Chapter of the General Plan, which requires the definition of standards related to noise, dust, odors, traffic and related potential nuisances, and the designation of appropriate land uses for live/work units. The Specific Plan specifies that live/work units are acceptable in the Commercial/Industrial (North of Old Town) area.	Implemented with Section 19.34.090, Live/Work Projects, in the Zoning Ordinance.		Delete, as this measure has been implemented.	
IM 22: Revise Awning Regulations. The placement of awnings on storefronts in the Downtown Specific Plan area will require awning permits. The Community Development Department has recently streamlined the process for reviewing awning permits to make it both cheaper and faster for the applicant. The process is as follows: 1) A business owner wishing to place an awning on a storefront first picks up the packet of information from the Community Development Department on how to apply for an awning permit. 2) The packet contains step-by-step procedures for submitting an awning permit. The permit includes an encroachment permit review (if necessary), a sign permit (if necessary), and a building permit. Counter staff at the Community Development Department are available to assist in preparing the application. 3) Once the application is complete, the review and issuance of permits can be done “over the counter” in a day. Awnings for buildings in historic districts currently are required by City Code to be reviewed by the Design Review Committee. This process involves many of the same steps outlined above except that staff prepares a report for the Design Review Committee. The Design Review Committee will either approve the awning as proposed, disapprove, or approve with conditions. This process often takes a month to six weeks before the Design Review Committee completes their review and could take longer. Given the style guidelines in the Specific Plan, it is recommended that Design Review Committee be removed from the process and all awning permits be processed identically provided there is no alteration/modification/demolition of existing historic structures.	This streamlined process exists for review of building permits for awnings issued by the Building Division.		Delete, as this process has been implemented.	

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<p>IM 23: Parking Management Program</p> <p>The City shall consider a parking management program which includes:</p> <ul style="list-style-type: none"> ▪ Designation of areas for employee parking ▪ Adjustment of time zone ▪ Parking permit system ▪ Increased/targeted parking regulations enforcement 	<p>A Downtown Parking Study is being prepared. None of the other aspects of this measure have been implemented.</p>		<p>Revise based on City Council direction from the Downtown Parking Study.</p>	
<p>IM 24: Encourage appropriate use of Development Agreements</p> <ol style="list-style-type: none"> 1. Make potential developers aware of the City’s willingness to consider Development Agreements (DAs) for complex projects 2. Consider DAs for the following projects: <ul style="list-style-type: none"> ▪ Railroad Depot and Pini Mill area ▪ Mission Lodge ▪ Young Brothers and adjacent parcels ▪ NE corner of Fourth and Grant ▪ SW corner of DeLong and Redwood ▪ Potential sites for new housing 3. All Development Agreements shall have a term length or other “sunsetting” mechanism such that no development agreement term length is greater than 10 years maximum. For the sites/projects identified in #2 above, the term length of the development agreement shall be five years to create an incentive no greater than 10 years max. For the sites/projects identified in 2 above, the term length of the development agreement shall be five years to create an incentive for timely development and to discourage leaving undeveloped or underdeveloped project areas under existing conditions. 	<p>The City has not used Development Agreements often. Of the potential projects listed here, the Pini Mill area, Young Brothers, and the southeast corner of DeLong and Redwood were developed without a Development Agreement. Regulations for development agreements exist in both Section 19.48 of the Zoning Ordinance, and Chapter 13 of the Novato Municipal Code.</p>	<p>Lack of developer interest.</p>	<p>Delete, as a process exists to propose a development agreement for a project.</p>	
<p>IM 25: Façade Improvement Programs</p> <p>The City shall implement a Façade Improvement Program, as administered by a number of other jurisdictions in the Bay Area, involve matching grants by cities or redevelopment agencies to businesses who wish to participate in the program. Eligible improvements normally include storefront upgrades (e.g., historic preservation and modernization), signage and graphics, lighting, painting, plaster/stucco treatment, wood treatment, installation or repair of awnings and canopies, windows, doors, fences and gates, landscaping and irrigation, etc. and architectural design and construction documents for these improvements.</p>	<p>Implemented in Feb. 2009 by the former Redevelopment Agency, but this program was not embraced by the business or property owners, and was discontinued.</p>	<p>Lack of interest from property owners. The loss of Redevelopment funding.</p>	<p>Delete, as program was not successful, and Redevelopment Agency funding is no longer available.</p>	

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<p>Routine maintenance and structural improvements are ineligible, as are improvements to sides of buildings not visible from public areas. This stipulation is to ensure that improvements are directly visible from public streets. Therefore, the Facade Improvements Program would not help to implement General Plan EC Program 11.1: “Consider establishing an administrative program to facilitate the renovation of existing commercial buildings to meet current code”.</p> <p>Some jurisdictions provide outright grants of \$500 for architectural design services or approved improvements, with no match required by the business or property owner. More typical are public grants to individual businesses of \$2,000 to \$5,000 to be equally matched by the businesses. Grants are awarded to projects which are consistent with adopted design guidelines. The public funding is provided directly to the contractor upon completion of the project.</p> <p>The Downtown Specific Plan recommends implementation of a program which would allocate a sum of approximately \$100,000 in matching grant funding. Allocated on a 50% match basis, improvements to perhaps 20-25 businesses within the Downtown Specific Plan Area would be possible, if the maximum grant were \$4000 (resulting in an \$8,000 improvement, with match). The minimum grant should be about \$2,000. The funds would be available on a first-come, first-served basis within each of three areas: East Grant, West Grant and North of Old Town. If properly allocated around the Downtown, as few as 20 improved businesses could have a positive impact on their surroundings. If there were sufficient interest, the appropriation of additional grant money could be considered.</p> <ol style="list-style-type: none"> 1. Emphasize improvements to storefronts, including awnings, signage graphics, lighting, and paint. 2. Emphasize landscaped fences to screen outdoor storage areas, particularly for properties highly visible upon entrances to the Downtown. 3. Comply with the design guidelines defined in Chapter 5, and additional guidelines which may be adopted as part of the ordinance for the program. 4. Consider “breezeways” between the north side of Grant Avenue and Scown Lane and between Scown and Sweetser as eligible for matching grant funding under the proposed Facade Improvements Program. A condition of eligibility would include a requirement that breezeways remain open during the normal business hours of the participating business, and are maintained in a clean and safe condition. 5. Publicize the program. For example, encourage business owners on the north side of Grant between “Marvin’s Restaurant” and the corner of First and Grant to participate in the program. 				

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<p>IM 26: Development projects desired by the City</p> <p>The City encourages the following public and private uses at appropriate locations in Downtown:</p> <ul style="list-style-type: none"> - Restaurants - Retail - Performing arts - Entertainment and night life activities - Small hotel and B&B - Museum - Branch post office - Micro brewery/restaurant - Food store featuring organic and upscale produce - Bookstore <p>Some of these uses, such as retail stores, and restaurants, could be accommodated within existing buildings; others, such as a small hotel, may require new development. There are many underutilized properties on Downtown where the suggested uses could be considered.</p> <p>This list of targeted uses help to achieve some of the Specific Plan objectives:</p> <ul style="list-style-type: none"> - Expand the business activity hours into the evening - Bringing new customers to downtown - Avoid direct competition with Vintage Oaks - Reinforce existing tenants in downtown - Provide a pedestrian oriented people place 	<p>New restaurant and retail uses have opened along Grant Avenue. Whole Foods is in downtown Novato. Novato Theater has been approved for renovation, and the non-profit group for the Novato Theater is pursuing funds for renovation.</p>		<p>Revise into a policy encouraging new uses which create vitality and increase nightlife in Downtown Novato.</p>	
<p>IM 27: Implement Information Outreach Program.</p> <p>Implement a program of information outreach, consistent with General Plan CI Program 16.1, in order to facilitate implementation of the Specific Plan.</p>	<p>Not implemented.</p>	<p>Lack of Novato staff resources (Redevelopment Agency) to perform this.</p>	<p>Delete, as this measure hasn't been implemented.</p>	
<p>IM 28: Assist with Promotional Materials Attracting Businesses to Novato.</p> <p>Consistent with General Plan EC Program 12.2: "Assist in publishing and distributing promotional brochures and information about Novato to attract businesses to the City," include news and promotional stories in the City's quarterly newsletter to attract local residents to Downtown.</p>	<p>This responsibility is now being performed by City's Economic Development Manager.</p>		<p>Delete program, which is covered in the Economic Development Chapter.</p>	

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<p>IM 29: Annual Design and Beautification awards. Recognize the achievements of property and business owners through annual design and beautification awards, featured in the news media.</p>	Not implemented.		Delete, as this measure has not been implemented.	
<p>IM 30: Business Improvement District. The City shall assist business owners in their consideration and establishment of a Business Improvement District (BID) for the Specific Plan Area, pursuant to General Plan CI Program 17.1. The General Plan notes that Downtown suffers from lack of centralized retail management which is normally provided in shopping centers. Creation of a BID with a part-time or full-time staff could help to bring property and business owners together to receive some of the competitive benefits which centralized direction can provide. Such a district could be financed by all business owners and property owners within the district boundaries, or alternatively, a BID could be formed only by business owners.</p>	The Downtown Novato Business Association (DNBA) was created in 1989. In 2014 the DNBA hired an Executive Director to assist the organization with management of the Business Improvement District (BID).		Retain a policy encouraging retention of the DNBA or similar downtown business association.	
<p>IM 31: Merchandising The City shall assist in facilitating the Downtown/Old Town Business Association's (DOTBA) consideration of retaining a qualified retail expert to visit selected businesses to observe operations and to make specific recommendations on improving merchandising and display. At the end of the visits, the retail specialist could make a presentation to other interested merchants, property owners, and City officials on the subject of successful merchandising in Novato.</p>	The former RDA hired a retail expert in 2010 to assist with merchandising and display.		Delete.	
<p>IM 32: Downtown Promotion Programs. The City shall encourage coordination between the downtown/Old Town Business Association (DOTBA), the Chamber of Commerce, and the prospective Business Improvement District in developing a theme and strategy for promoting the Downtown, including such programs as:</p> <ol style="list-style-type: none"> 1. "Shop Local Novato" campaign; 2. Adopting annual calendar by month of Downtown promotional events, fairs and festivals; 3. Developing a tourism stimulation program; 4. Coordinated extended retail hours 	The City works with both the Chamber of Commerce and Downtown Novato Business Association. The City assisted with the creation of a Business Improvement District (BID). In 2013, the City began the "Shop Local Novato" campaign in partnership with the DNBA and Chamber of Commerce. In 2014, the Tourism Committee of the Novato Chamber of Commerce launched a Visit Novato tourism campaign.		Incorporate into Program IM 30.	

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Existing Policy/Program	Status/Achievements	Barriers to Implementation	Staff Recommendations for Update <i>Carry forward as is/carry forward with modifications/delete</i>	PC Subcommittee Comments/Questions
<p>IM 33: Parking Improvement Districts</p> <p>The City shall provide staff services on a cost-recovery basis to facilitate the creation and operation of a parking improvement district(s). A parking improvement district would allow property and business owners who would benefit from additional parking to tax themselves for the necessary improvements. The district would have to undertake the debt. The boundaries of the district must be large enough so that the assessments are reasonable but not so large that the majority of the businesses do not receive a benefit. One or more districts might be established for different benefit zones. The board should include some membership from business and property owners.</p>	<p>Not implemented.</p> <p>A Downtown Parking Study is being prepared.</p>	<p>No dedicated staff person to do this or Council direction to pursue.</p>	<p>Delete – duplicative of CP5.</p>	
<p>IM 34: Consider enactment of financing mechanisms.</p> <p>The City shall consider on a timely basis, all budgets, appropriations and other financing resources necessary for the City actions mandated by this Plan. Such considerations could include sponsorship of special assessment or other districts for parking, lighting/landscaping, business area improvements or other related purposes necessary to implement the Plan.</p>	<p>The Redevelopment Agency was terminated in 2012. No special infrastructure districts were created.</p> <p>The Business Improvement District (BID) was established.</p>		<p>Delete, as the policy isn't needed with the dissolution of the Redevelopment Agency.</p>	
<p>PS 1: Police Services</p> <p>Increase police services in the Downtown including bicycle patrols, foot patrols and parking enforcement to support the vision of a clean, safe, hospitable Downtown both during the day and at night. This is particularly important at all hours in locations where youths gather and intimidate passersby.</p>	<p>Bicycle and foot patrols are a component of the patrol in Downtown Novato.</p>		<p>Delete, as the City implemented this policy.</p>	
<p>PS 2: Trash/Litter/Graffiti</p> <p>Standard response times for the removal of graffiti and repair to vandalized property needs to be implemented</p>	<p>Chapter 1-7 of the Novato Municipal Code discusses Graffiti Prevention and Abatement. There are two separate response times for removal of graffiti: 48 hours for gang related graffiti; and 10 days for non-gang related graffiti.</p> <p>Vandalized property is a public or property nuisance, which is discussed in Chapter 1-6 of the Novato Municipal Code.</p> <p>Administrative Policy 2.3(M) for the Community Development Department discusses that a fourteen (14) day time</p>		<p>Delete, as language in the Novato Municipal Code addresses standard response times for graffiti removal and vandalized properties.</p>	

Exhibit 5 - Downtown Specific Plan: Evaluation of Existing Policies and Programs

Existing Policy/Program	Status/Achievements	Barriers to Implementation	Staff Recommendations for Update <i>Carry forward as is/carry forward with modifications/delete</i>	PC Subcommittee Comments/Questions
	<p>period exists to repair or begin repairs for vandalized or property nuisances.</p>			
<p>PS 3: Storm drain pollution, particularly North of Grant/Mulligan Lane/Nugent Lane Promptly enforce all point and non-point sources pollution and storm water and drainage regulations. Point and non-point sources pollution in storm water run-off are serious environmental and legal issues. Serious storm water pollution by auto service and painting operations is occurring north of Grant on Mulligan Lane and Nugent Lane due to irresponsible business activities and lack of enforcement. These situations need prompt attention through all permitting and enforcement processes.</p>	<p>Point and non-point pollution and storm water drainage is enforced through the City's Public Works Department.</p>		<p>Delete, as this is the responsibility of the Public Works Department, Marin County Stormwater Pollution Prevention Program and Regional Water Quality Control Board.</p>	
<p>PS 4: Fire and other disaster areas Enforce existing regulations and consider implementation of new regulations to ensure fire protection and adequate emergency response times. Several areas of the Downtown have fire and other disaster emergency access problems. One such area includes the blocks north of Sweetser where fire and emergency access lanes are often blocked by parked vehicles and dumpsters.</p>	<p>Novato is not a full service city, and cannot regulate the Novato Fire Protection District, which is a special district. However, language in the Safety and Noise Element of the current General Plan states that the goals of the NFPD is to respond to 90% of the calls within five minutes. The Fire District works with property owners or tenants who use the fire lanes as additional parking areas when complaints about blocked fire lanes are brought to the attention of the Fire District.</p>		<p>Delete, as the City does not directly provide fire services.</p>	