



THE CITY OF
NOVATO
CALIFORNIA

922 Machin Avenue
Novato, CA 94945
415/899-8900
FAX 415/899-8213
www.novato.org

Mayor
Pat Eklund
Mayor Pro Tem
Denise Athas
Councilmembers
Pam Drew
Josh Fryday
Eric Lucan

Interim City Manager
Cathy Capriola

RECREATION, CULTURAL AND COMMUNITY SERVICES ADVISORY COMMISSION

NOVATO CITY HALL
COUNCIL ROOM
901 SHERMAN AVENUE

September 8, 2016

7:00 p.m.

AGENDA

A. ROLL CALL

Chair Suzanne Crow

Commissioner Paula Neese

Commissioner Tricia Solorzano

Vice Chair John Caye

Commissioner Nancy Weber

Commissioner Ryan Bartling

Commissioner Gerald Styx

Welcome of New Commissioner

B. APPROVAL OF AGENDA

C. APPROVAL OF MINUTES

1. May 12, 2016

D. PUBLIC COMMENT

E. READER BOARD INFORMATION

1. Various Program Fliers

F. PRESENTATIONS

There are no Presentations.

**In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact Lori Simpkins at 899-8975. Notification at least 72 hours prior to the meeting will enable the City to make reasonable arrangements to help ensure accessibility to this meeting.*

G. OLD BUSINESS

There are no Old Business items.

H. NEW BUSINESS

1. Introduction to General Plan 2035 – Bob Brown, Community Development Director

Receive presentation and provide comments.

I. REPORTS/INFORMATION

1. Director's Report
2. Upcoming City Council Items
8/30 - Appointments to Commissions, Committees and Boards
3. Media Articles - Comments from the Director/Commission.

J. COMMISSION REPORTS/COMMENTS

1. Commission Comments/Reports.
 1. Chair and Vice Chair Nominations.
2. Upcoming Community Events.

K. SCHEDULE NEXT MEETING

November 10, 2016

L. ADJOURNMENT



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NOVATO RECREATION, CULTURAL AND COMMUNITY SERVICES COMMISSION

MINUTES

May 12, 2016
7:00 p.m.

Novato City Hall*
Council Chambers
901 Sherman Avenue

A. ROLL CALL

Chair Crow called the meeting to order at 7:00 p.m.

Commissioners present: Crow, Weber, Solorzano, Bartling,
Caye, Neese, Shilvock

Commissioners absent: None

Also present: Director Pam Shinault, Recreation
Operations Manager Kathy Kormos,
Recording Secretary Lori Simpkins

B. APPROVAL OF AGENDA

**MOTION/SECOND, COMMISSIONERS
WEBER/SHILVOCK, TO APPROVE THE AGENDA.**

MOTION CARRIED 7-0.

C. APPROVAL OF MINUTES

1. March 10, 2016.

**MOTION/SECOND, COMMISSIONERS
WEBER/SHILVOCK, TO APPROVE THE MINUTES.**

MOTION CARRIED 7-0.

D. PUBLIC COMMENT

There was no public comment.

E. READER BOARD INFORMATION

1. Various Program Fliers

F. PRESENTATIONS

1. Commission on Aging Annual Update, Beth Livoti, Commission on Aging Novato representative. Ms. Livoti updated the Commission on the Novato Village program, designating Novato as a WHO Friendly Community, Catch a Ride Program. The Commission organized a Healthy Aging Symposium, and produces the Great Age newsletter. The Commission also offers educational meetings.
2. Educational/Informational Presentation on Age Friendly and Aging in Place, Patricia Smith. Ms. Smith introduced herself and gave a short PowerPoint presentation.
3. Exciting Summer Programs Preview, Kathy Kormos, Recreation Operations Manager. Ms. Kormos gave a PowerPoint presentation on the many fun and exciting programs the department is offering this summer. The Commission commended the department on summer activity guide that is full of programs. Several of the Commissioners have or know of children who have enjoyed participating in the programs.

G. OLD BUSINESS

There were no Old Business items.

H. NEW BUSINESS

1. DOGBONE Meadow Dog Park Capital Improvement Project. The Commission received information and a short PowerPoint presentation on the project. Ms. Gosia Woodfin, Assistant Engineer from the City, and the project consultant, Ken Peterson, Gates & Associates gave a brief report and PowerPoint presentation and answered Commission questions.

Public comment on this item:

Courtney Flavin, Friends of DOGBONE Meadow
John Rieke
Alan Rosenbloom, Friends of DOGBONE Meadow
Andrea Tapia
Veronica Valero, Novato Live Well Network
Rohena rice
Matt
Gary Sello
Diane Matcheck
David Selzer

Don Foster, the Poop Group

The Commission continued discussion on this item.

MOTION/SECOND, COMMISSIONERS SHILVOCK/NEESE, TO RECOMMEND PLAN A.

MOTION CARRIED 7-0.

MOTION/SECOND, COMMISSIONERS CROW/CAYE, TO RECOMMEND NOT TO REDUCE THE AMOUNT OF TURF AREA.

MOTION CARRIED 7-0.

MOTION/SECOND, COMMISSIONERS CROW/SOLORZANO, TO RECOMMEND A TRANSITION PLAN BE CREATED TO PHASE OUT THE WALNUT TREES, AND IN THE INTERIM MITIGATE THE ISSUE.

MOTION CARRIED 7-0.

MOTION/SECOND, COMMISSIONERS CAYE/NEESE, TO RECOMMEND STAFF EXPLORE THE NEED TO EXTEND THE SIDEWALK TO ACCOMMODATE THE ADA PATH OF TRAVEL TO THE ENTRANCE GATE.

MOTION CARRIED 7-0.

2. Overview of proposed FY16/17 Parks, Recreation and Community Services Operating Budget and Capital Improvement Projects Budget for Parks, Recreation and Community Facilities. Ms. Shinault gave a brief PowerPoint presentation. The Commission discussed several issues.

Commissioner Shilvock left the meeting at 9:45pm.

I. REPORTS/INFORMATION

1. Director's Report. Ms. Shinault reported on a joint meeting with NUSD, upcoming concerts, the opening of the Hamilton Pool, and a summer camp staff training meeting.
2. Upcoming City Council Items
 - 5/17 - Proclamation: Kids to Parks Day
 - 5/17 - Approve Plans and Specs - Bahia Parks
 - 5/17 - Parks and Recreation Registration Software Contract Award

5/17 - FY 2016-17 Operating and Capital Improvements Project Budgets:
Direction

5/24 - Gymnastics Center Roof Award

6/14 - Budget Public Hearing and Council Deliberation

6/28 - Operating and CIP Budget Adoption

3. Media Articles - Comments from the Director/Commission.

J. COMMISSION REPORTS/COMMENTS.

1. Commission Comments/Reports. The Commissioners commented on the nice presentation from Patricia Smith, the Hamilton School Mural tiles, attending the Novato Live concert on April 30th, and reported that the Reservoir Hill trail on the bay side is damaged due to not properly draining.

2. Upcoming Community Events.

5/14 – Tour of Novato/School Fuel Community Fair at Novato City Hall
Complex/Sherman Avenue, 10am – 3pm

5/21 – Novato Live at City Hall Concert – Jessie Bridges, 6 – 8pm

5/22 – Titanium Racing Running Festival at Indian Valley Campus of College of
Marin, 7am

6/11 & 6/12 – Art, Wine & Music Festival, Novato Downtown, 10am – 7pm

6/18 – Concert on the Green – Barrio Manouche, 5 – 7pm

7/4 – Fourth of July Parade, Grant Avenue, 10am

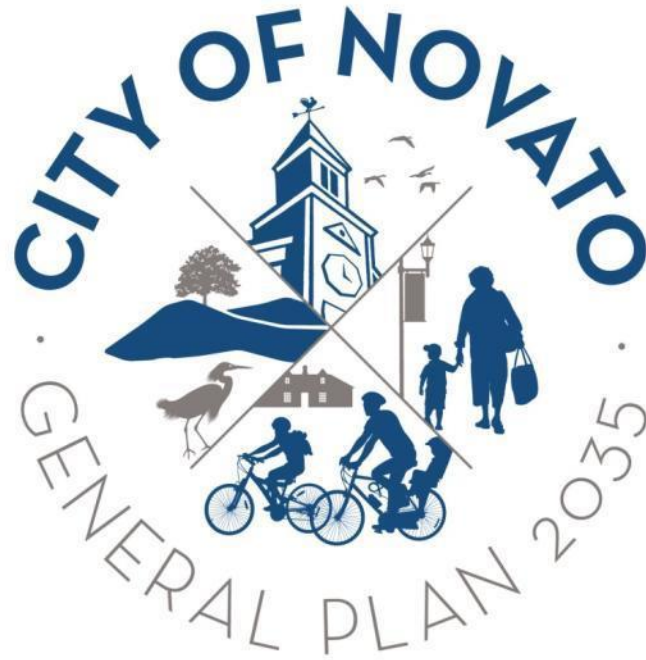
7/8 – 7/10 – The 29th Annual Novato Classic Girls Basketball Tournament,
Novato High School Gyms, all day

K. SCHEDULE NEXT MEETING

July 14, 2016

L. ADJOURNMENT

Meeting was adjourned at 9:54pm.



GENERAL PLAN 2035: SUMMARY AND FEEDBACK

GENERAL PLAN 2035: WHERE'S NOVATO GOING?





WHAT IS A GENERAL PLAN?

It's a Council-approved document that:

- Articulates a 20-year vision for the community
- Is a “blueprint” for future growth, infrastructure, and service priorities
- Contains policies that help City staff and decision-makers evaluate new development proposals
- Guides future budget priorities for public improvements and services



WHAT IS A GENERAL PLAN?

It's about Managing Change to Benefit the Community

“It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.”

- Charles Darwin



WHAT IS A GENERAL PLAN?

It's about Managing Change to Benefit the Community

“If you want to make enemies,
try to change something.”

- Woodrow Wilson





WHAT IS A GENERAL PLAN?

Who Are We Planning For?

- All Residents
(diversity of age, ethnicity, etc.)
- Businesses
- Visitors
- Future Residents
- Other Species



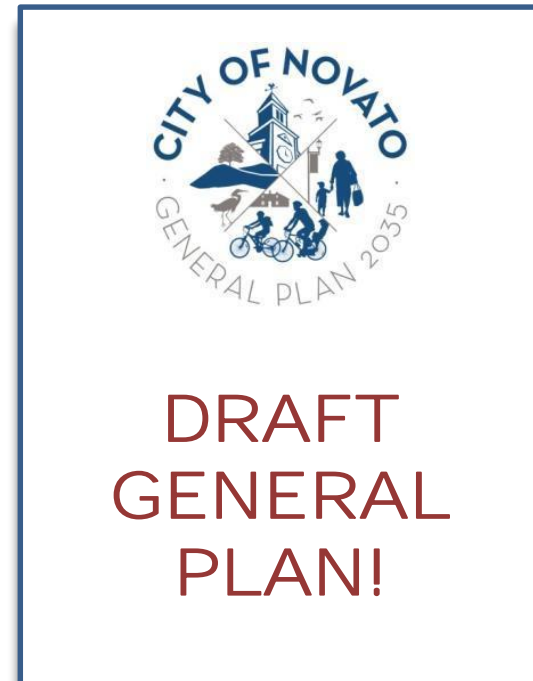


WHAT IS A GENERAL PLAN?

What Are We Planning For?

- Neighborhood Protection
- Retaining Community Character
- Economic Development
- Responding to Demographic Changes
- Improving Quality of Life
(health, aesthetics, parks, trails)
- Responding to Regional Issues
(traffic congestion, air quality, housing needs, climate change)
- Future Resilience/Disaster Planning

HOW WILL WE PREPARE THE GENERAL PLAN?



WHAT ARE THE ISSUES?



Focus Areas

- North Redwood Blvd.
- North, North Redwood Blvd.
- Downtown
- Northwest Quadrant Neighborhood

NORTH REDWOOD CORRIDOR







Scheme 1

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



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

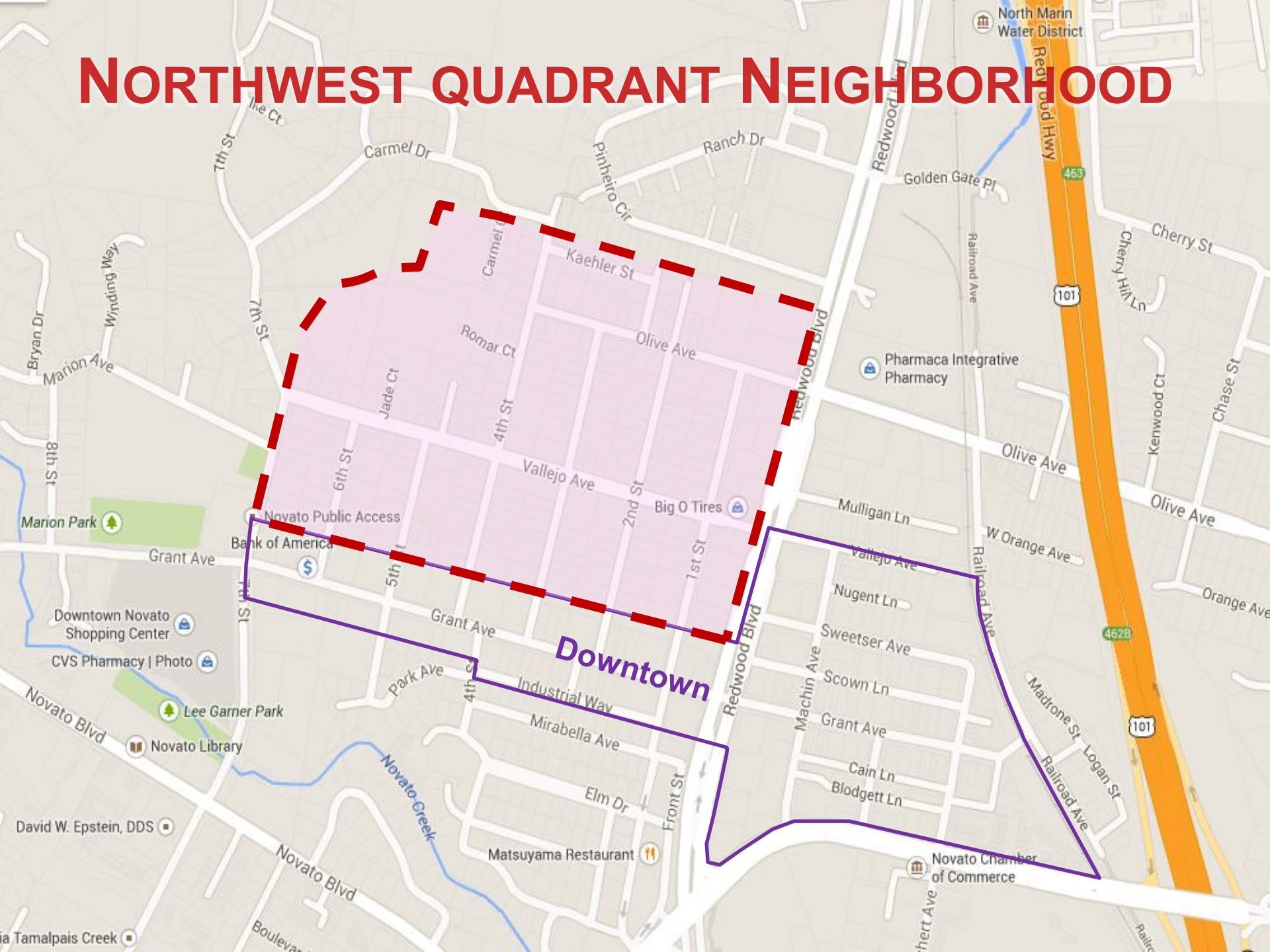
NORTH, NORTH REDWOOD



NORTHWEST QUADRANT NEIGHBORHOOD



NORTHWEST QUADRANT NEIGHBORHOOD



DOWNTOWN



WHAT ARE THE ISSUES?



White Paper Topics

- Bel Marin Keys Industrial Parks
- Urban Growth Boundary
- Junior Second Units
- Water Availability and Conservation
- Evaluation of Hillside Ordinance
- Climate Change and Sea Level Rise
- Downtown Parking (in process)
- Complete Streets
- Traffic Level of Service/Vehicle Miles Travelled (to come)

1996 GENERAL PLAN

What Did It Achieve?



1996 GENERAL PLAN

What Did It Achieve?

- **Environmental Protection**
 - Urban Limit Line
 - Hillside, Baylands and Riparian Ordinances
- **Economic Vitality**
 - Downtown Specific Plan
- **“Small Town Character”**
 - Downtown Design Guidelines
 - Public Art Program

GENERAL PLAN 2035:

BACK
TO
THE FUTURE

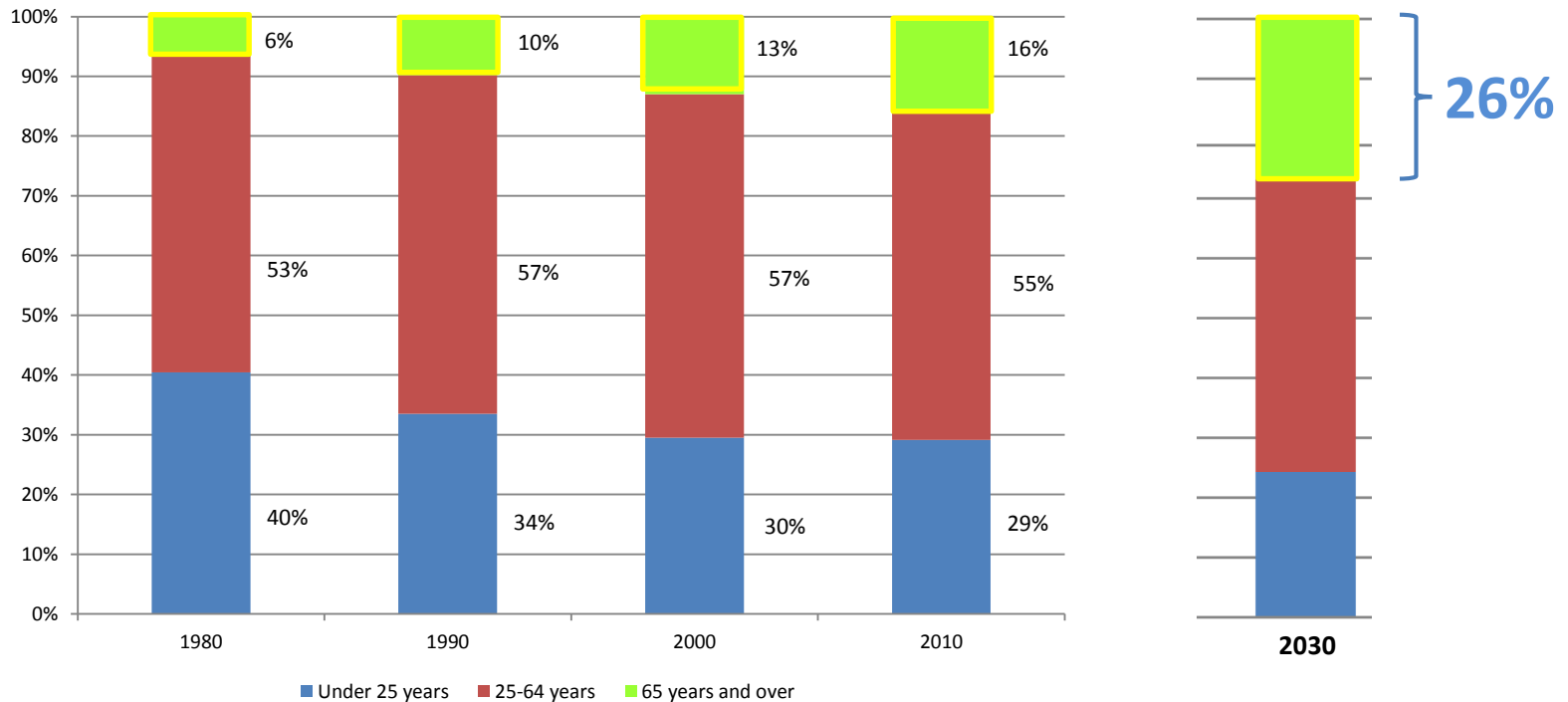


How Will We Respond To Our Changing Community?



We're Getting Older

- By 2030, **26%** of our population will be seniors

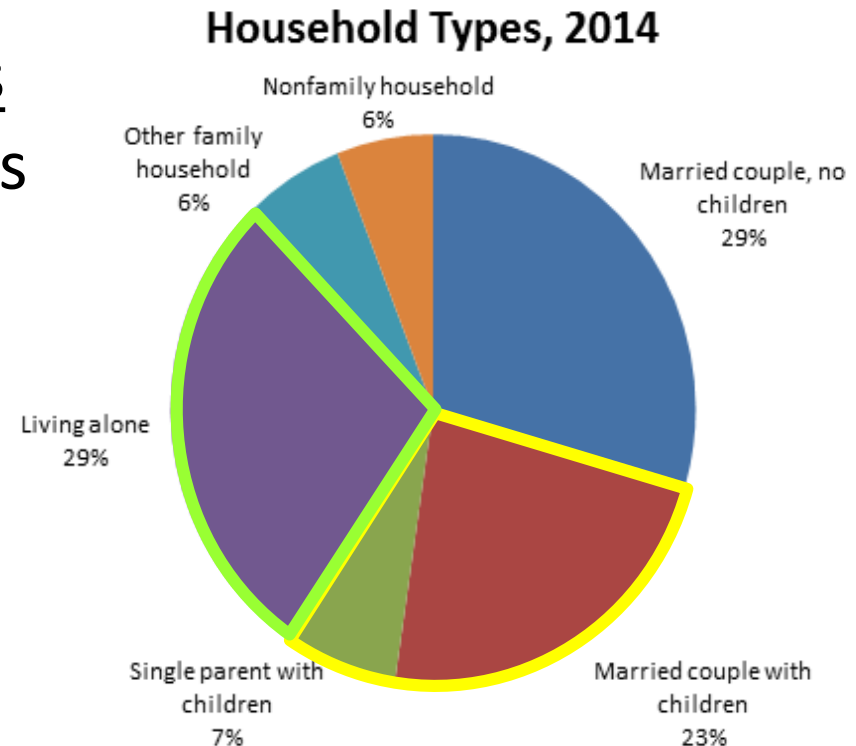


How Will We Respond To Our Changing Community?



We're not Ozzie and Harriet Anymore

- Among Novato households, only **30%** are families with children.
- Single-person households represent **29%** of Novato's households.

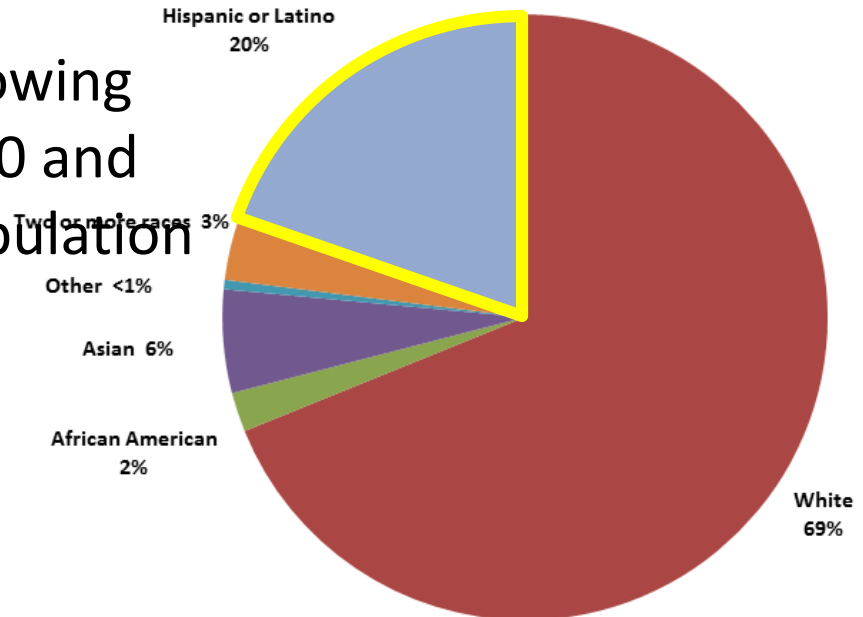


How Will We Respond To Our Changing Community?



We're Becoming More Diverse

- **69%** of our residents are white. Hispanics comprise the second largest ethnic group at **20%** of the population.
- Hispanics are the fastest growing ethnic group. Between 2000 and 2010, Novato's Hispanic population increased by **77%**.

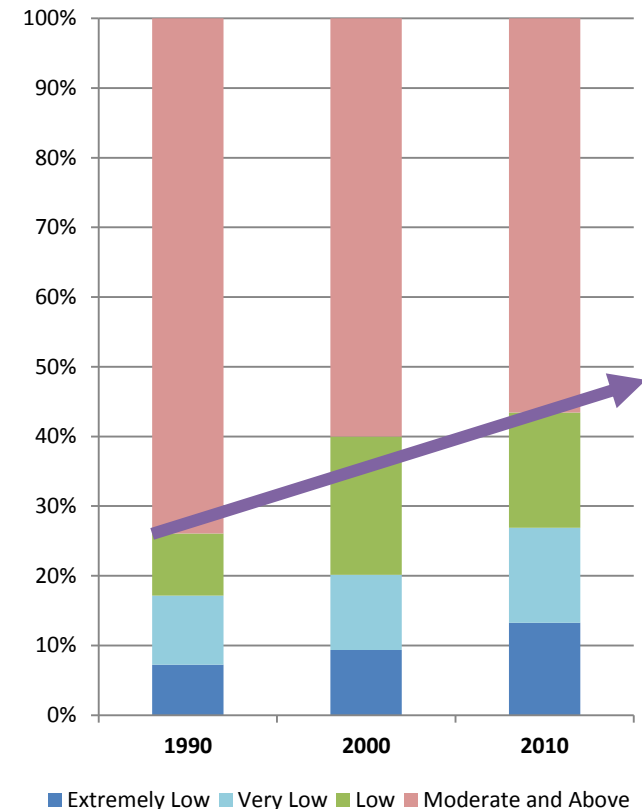


How Will We Respond To Our Changing Community?



We're Prosperous, but Not All Boats are Rising

- Median household income is \$79,664 in Novato, compared to \$90,962 for the county overall.
- The number of moderate and above moderate income households has been decreasing over time. In 1990, these represented about 74% of all households in Novato. By 2010, they comprised **57%** of all households.
- The number of lower-income households in Novato has increased over the past 20 years. Lower-income households comprised 26% of total households in 1990, and **43%** of households in 2010.



How Will We Respond To Our Changing Community?



Our Health and Activity Level Are Related

- Obesity rates are high and activity levels too low.
SOMETHING RE: CHILDHOOD OBESITY?
- Less than 60% of Novato adults get moderate physical activity on a weekly basis.

How Will We Respond To Our Changing Community?



Proposed General Plan Policies:

1. Provide opportunities for group homes, residential care facilities, senior living facilities, and smaller homes for seniors wanting to downsize
2. Promote universal design recommendations that enable the elderly to continue living in their homes
3. Create a circulation system that meets the needs of the disabled and support transit services for the elderly
4. Conduct outreach to encourage more participation from the Hispanic community at City events and meetings and more representation on City boards, commissions and committees

How Will We Respond To Our Changing Community?



Proposed General Plan Policies:

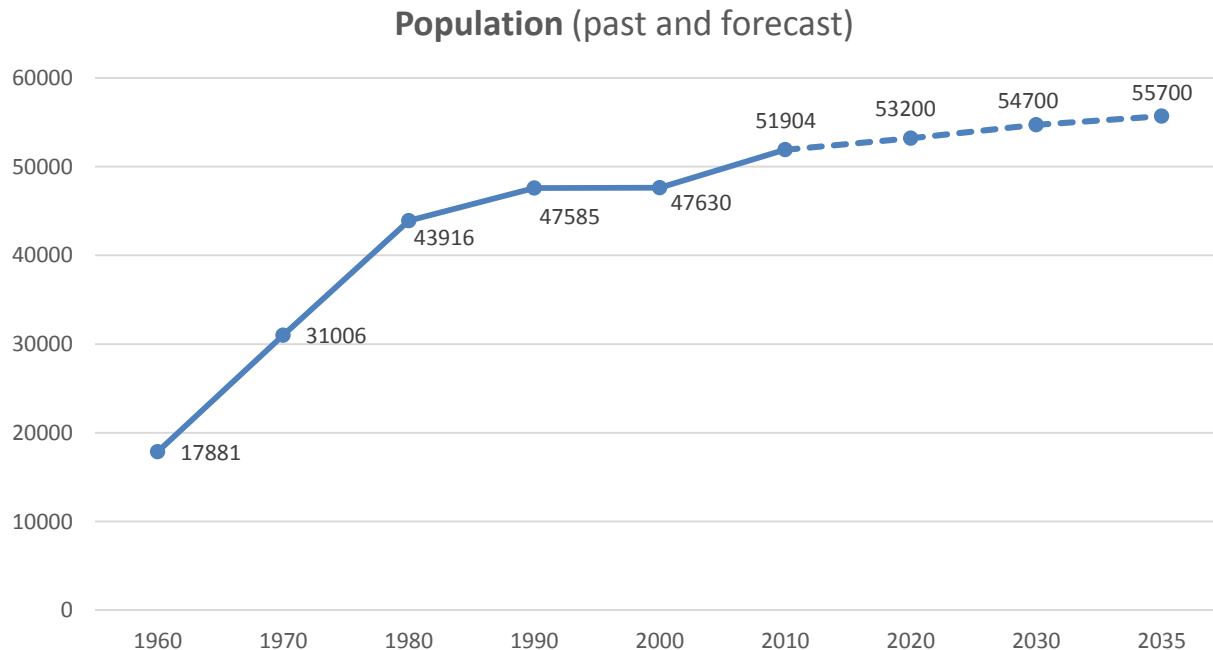
5. Improve bicycle and pedestrian infrastructure to encourage walking and biking to local services
6. Maintain and expand parks, trails and recreational facilities and promote active living living
7. Improve access to healthy foods and promote local food production
8. Create design recommendations to share with developers to incorporate active living objectives in site planning and building layout

HOW WILL WE PRESERVE OUR NEIGHBORHOODS AND QUALITY OF LIFE?



Growth Will be Much Slower than in the Past

- With an aging citizenry and few vacant parcels of developable land remaining, population growth over the next 20 years is expected to slow considerably.



HOW WILL WE PRESERVE OUR NEIGHBORHOODS AND QUALITY OF LIFE?



Growth Will be Much Slower than in the Past

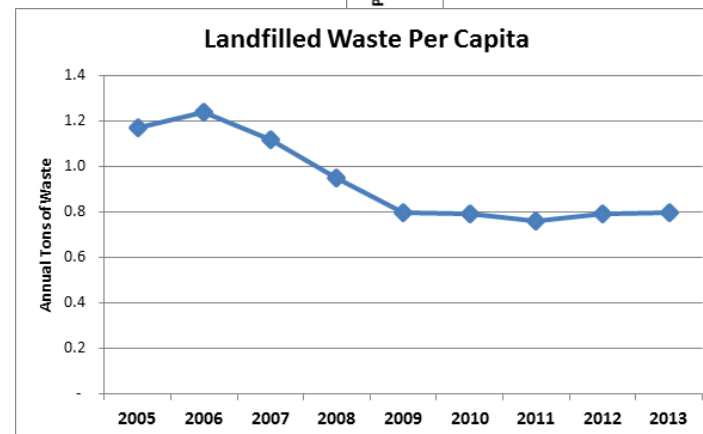
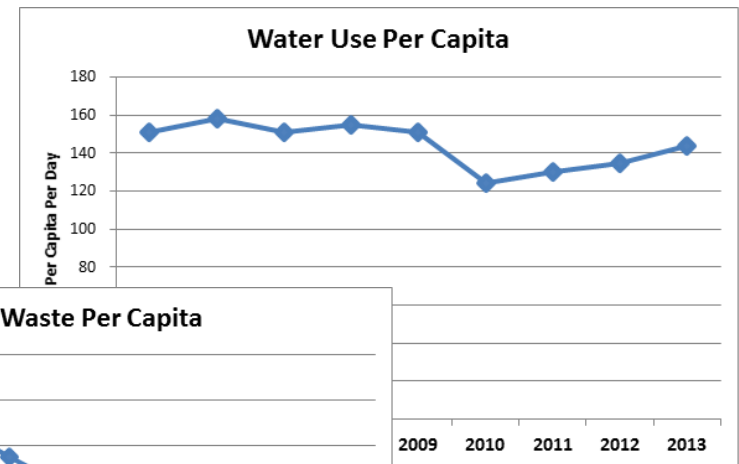
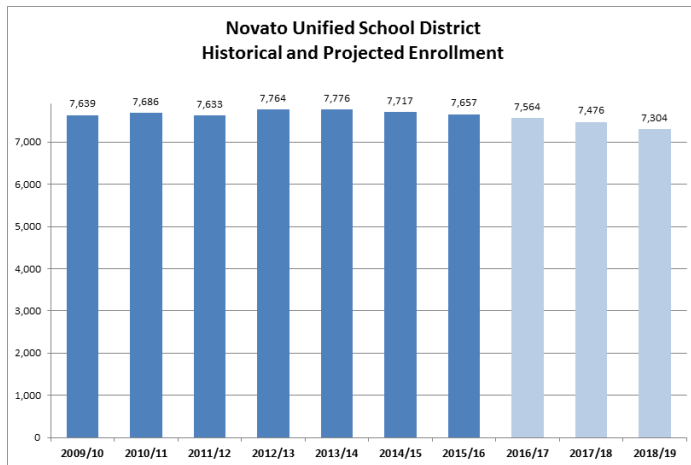
- Limited housing growth is anticipated, with about 900 new homes through 2035.
- Most of the new homes will be apartments, condominiums or townhouses on in-fill sites.

HOW WILL WE PRESERVE OUR NEIGHBORHOODS AND QUALITY OF LIFE?



We Can Accommodate Anticipated Growth

- We have adequate water, wastewater, landfill and school capacity to accommodate the limited growth we expect.

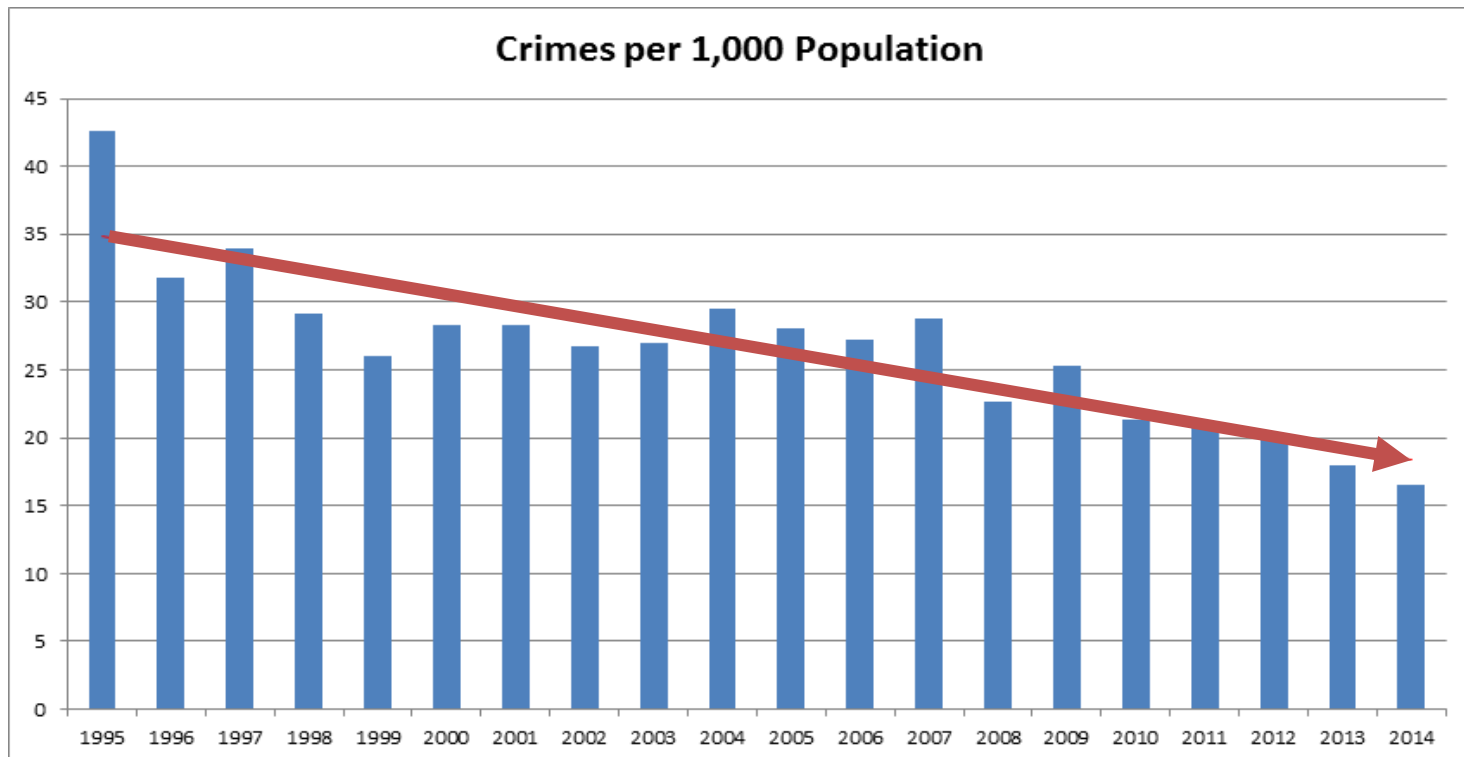


HOW WILL WE PRESERVE OUR NEIGHBORHOODS AND QUALITY OF LIFE?



We Are A Safe Community

- Crime is at a historically low level and has dropped more than 45% in the last 20 years.



HOW WILL WE PRESERVE OUR NEIGHBORHOODS AND QUALITY OF LIFE?



Proposed General Plan Policies:

9. Retain our small town character
10. Ensure new development is sensitive to the surrounding architecture and topography and to the scale and character of the surrounding neighborhood
11. Continue to limit the extent and location of new development on hillsides and ridgelines
12. Retain the Urban Growth Boundary to preserve rural areas

HOW WILL WE PRESERVE OUR NEIGHBORHOODS AND QUALITY OF LIFE?



Proposed General Plan Policies:

13. Promote reinvestment in the Northwest Quadrant Neighborhood by creating a form-based zoning code to allow redevelopment of older single family homes and apartments with appropriately scaled moderate density housing types
14. Enforce property maintenance codes and traffic laws and abate nuisances
15. Require new development to pay impact fees that offset the additional burden they place on existing services and utilities

HOW WILL WE PRESERVE OUR NEIGHBORHOODS AND QUALITY OF LIFE?



Proposed General Plan Policies:

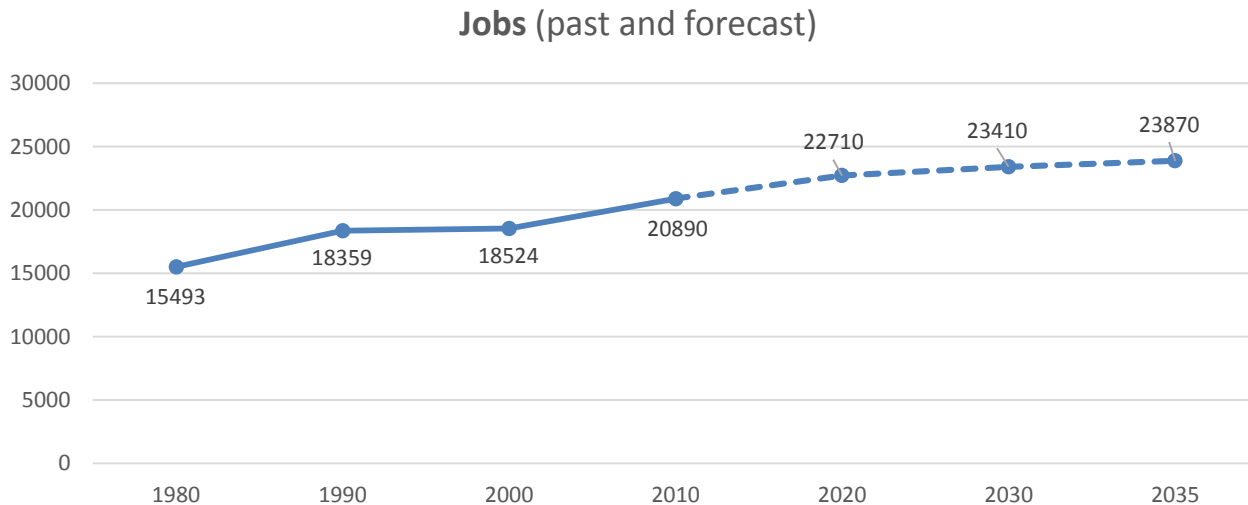
16. Provide a high level of police services to the community



WHERE WILL WE WORK?



- The tech industry is booming in the Bay Area, with potential demand for North Bay real estate.
- Novato office space vacancy is now 22%.
- About 3,000 new jobs are projected in Novato over the next 20 years – 12% more than present. Most will occupy currently vacant office space.



WHERE WILL WE WORK?



Proposed General Plan Policies:

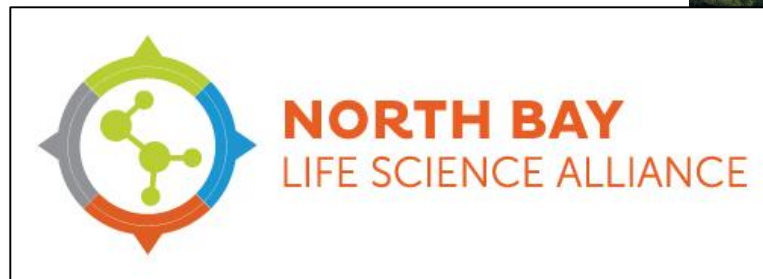
17. Maintain existing commercial centers and commercially-zoned land (i.e., don't rezone existing commercial land for residential use)
18. Recruit and retain businesses that provide locally needed goods, services and high-paying jobs
19. Create a hub for tech and life science companies around the Buck Institute and North Novato SMART Station
20. Assume limited additional office and industrial development

WHERE WILL WE WORK?



Proposed General Plan Policies:

17. Create a hub for tech and life science companies around the Buck Institute and North Novato SMART Station
18. Assume limited additional office and industrial development



WHERE WILL WE SHOP?



- Taxable retail sales in Novato were down 10% between 2000 and 2012.
- On-line retail sales are up almost 800% since 2000.
- Novatans spend a higher proportion of their retail dollars outside the city (retail leakage of around \$170 million annually) due to a lack of local retail outlets, particularly in home furnishings, appliance sales and building materials.
- Residents indicate a desire for more restaurants and entertainment downtown.

WHERE WILL WE SHOP?



Proposed General Plan Policies:

21. Redevelop properties on Redwood Blvd. between Olive and San Marin into a vibrant retail/entertainment area with public gathering places and pedestrian-oriented buildings facing the street frontage
22. Maintain existing retail centers but allow for mixed-use redevelopment and housing on upper floors where appropriate
23. Encourage local services and fresh food retail outlets within walking and biking distance from neighborhoods
24. Encourage high tax-generating uses such as auto dealerships and hotels

How Will We Create A Vibrant Downtown?



- Some redevelopment has occurred (Millworks/Whole Foods, Umpqua Bank/Copperfield's, Trader Joe's, Peet's Coffee, Tresch Galleria)



How Will We Create A Vibrant Downtown?



- \$13 million in Grant Avenue streetscape investments
- New City admin. office building and City Green, providing a new venue for events
- Reopening the Novato Theatre should help to create more nightlife



How Will We Create A Vibrant Downtown?



Proposed General Plan Policies:

25. Maintain and enhance the Downtown as the community's center of commercial, cultural, social and civic functions
26. Require Downtown redevelopment to be pedestrian-friendly and compatible with existing small storefronts
27. Encourage outdoor cafes and retail uses on the ground floor
28. Encourage public art, outdoor furniture and gathering places

How Will We Create A Vibrant Downtown?



Proposed General Plan Policies:

29. Extend pedestrian-oriented zoning regulations north along Redwood Boulevard to Olive Avenue
30. Preserve historical and architecturally significant structures

HOW WILL WE GET AROUND?



- State environmental review laws and grant funding are shifting towards reducing how many miles people travel in vehicles, rather than improving roadways to accommodate more traffic – encouraging in-fill development and bike/ped improvements
- The California Complete Streets Act requires the City plan for a multi-modal transportation network that balances all users: motorists, pedestrians, bicyclists, people with disabilities and seniors
- Exhaust from vehicles are the largest source of local greenhouse gas emissions (44%)
- New technologies, from electric vehicles to driverless cars, will compel us to adapt our roadway system in the near future

HOW WILL WE GET AROUND?



Proposed General Plan Policies:

31. Require new and retrofitted roadways to include bike lanes and wide sidewalks when feasible
32. Encourage residents and employees to take SMART by focusing development near new SMART stations, encouraging shuttle service and creating new bicycle and pedestrian path connections
33. Encourage improvements to the transit system
34. Encourage a shift to electric and lower-emission vehicles
35. Support emerging transportation services and technologies, such as ride hailing and car sharing

HOW WILL WE GET AROUND?



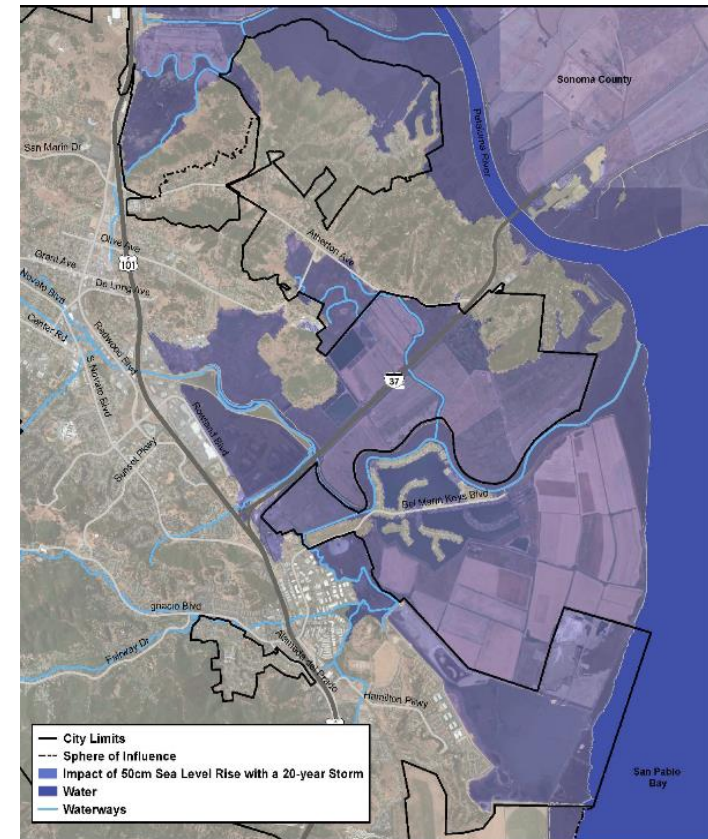
Proposed General Plan Policies:

36. Maintain traffic service levels at signalized intersections
37. Improve the San Marin/Redwood/U.S. 101 intersections as new development occurs



How Will We Create A Sustainable Community?

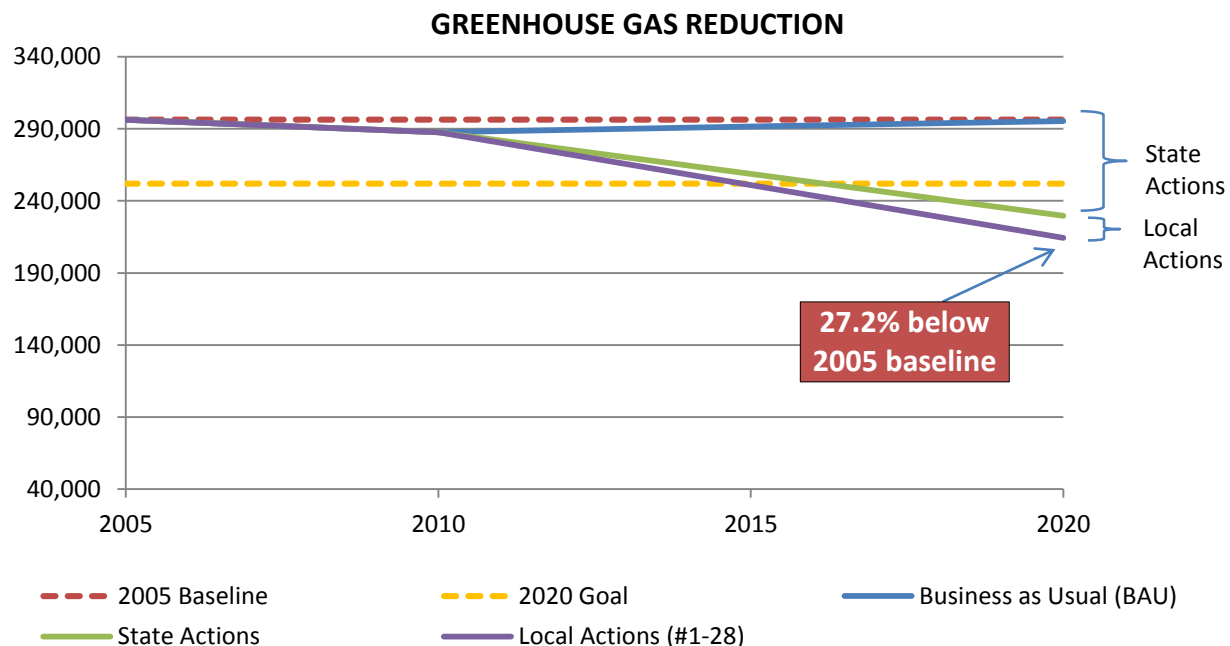
- Global temperatures in 2015 were the warmest since modern record keeping began in 1880 and have increased 1°C (1.8°F) since the late 19th century
- Scientists say we need to limit the increase in global temperatures to 2°C (3.6°F) to avoid dangerous impacts of climate change
- Sea level has been rising at the rate of 8" per century and is expected to rise another 4" to 8" by 2030





How Will We Create A Sustainable Community?

- Novato was a leader in adopting a Climate Action Plan in 2009, adopting greenhouse gas reduction goals that exceed State recommendations.
- The City is on track to surpass the 20% reduction goal for 2020





How Will We Create A Sustainable Community?

Proposed General Plan Policies:

38. Reduce greenhouse gas emissions by 20% by 2020 and 40% by 2035
39. Reduce waste and increase recycling
40. Conserve energy and water
41. Expand the recycled water system
42. Shift to renewable energy sources and electric vehicles
43. Adopt progressive green building standards



HOW WILL WE CREATE A SUSTAINABLE COMMUNITY?

Proposed General Plan Policies:

44. Plan for the inevitable impacts of climate change (sea level rise, drought, wildfires)
45. Focus new in-fill growth in locations close to transit and services
46. Encourage walking, biking, transit use and ride sharing

How Will We Maintain Our Environment?



Environmental Protection is Mandated

- The 1996 General Plan was considered one of the strongest environmental plans in the State. As a result, hillside, ridgeline, waterway, riparian, bayland and wetland protection and restoration regulations were adopted.

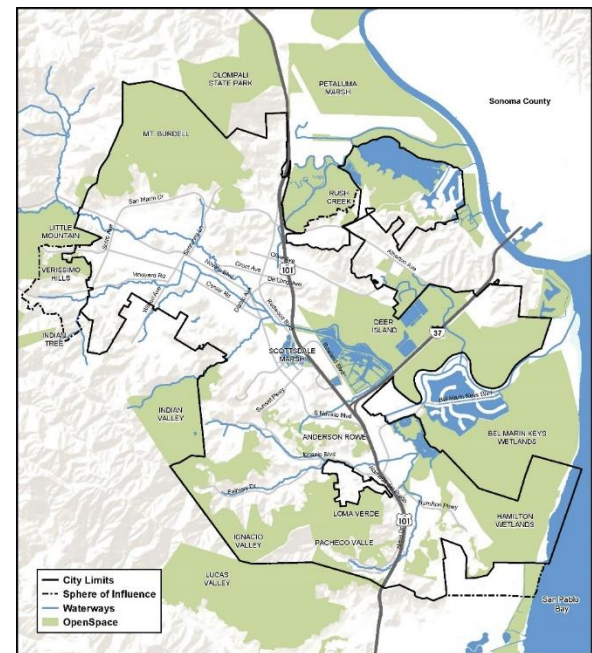


How Will We Maintain Our Environment?



Environmental Protection is Mandated

- More than 5,600 acres are protected public open space.
- The City continues to protect new open space. Including the 650-acre Hamilton wetlands restoration in 2014.

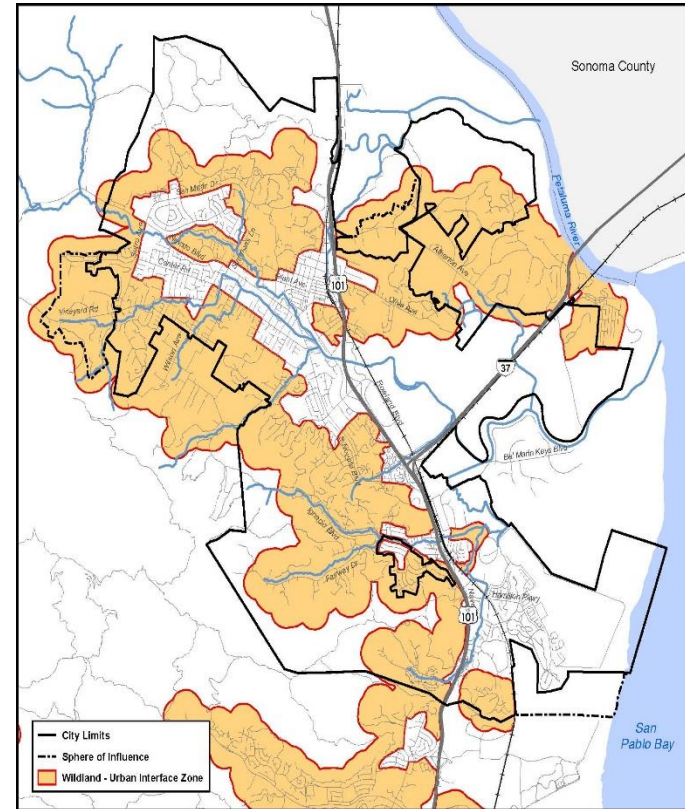


How Will We Maintain Our Environment?



Environmental Protection is Mandated

- Large portions of the City are in the Wildland Urban Interface. Fire District regulations established in 2005 require fire-resistant construction and vegetation management.



HOW WILL WE MAINTAIN OUR ENVIRONMENT?



Proposed General Plan Policies:

47. Protect open space and wildlife habitat
48. Maintain creek setbacks and restore damaged riparian areas
49. Protect and restore wetlands
50. Maintain tidal areas in their natural state
51. Minimize storm water runoff pollution
52. Protect native trees and maximize tree cover and growth


HOW WILL WE MAINTAIN OUR ENVIRONMENT?



Proposed General Plan Policies:

53. Implement regulations and educational programs to reduce loss of life and property resulting from seismic, flooding and fire hazards
54. Minimize exposure to hazards through emergency planning and training

NEXT STEPS

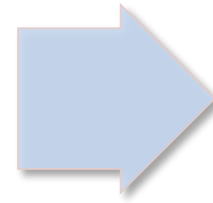


DRAFT NOVATO
GENERAL PLAN!

+

**Community
Outreach**

**Environmental
Impact Report**



**Board & Commission
Meetings**

- Bicycle & Pedestrian
- Economic Development
- Design Review
- Park & Rec. Commission
- Planning Commission



**City Council
Adoption**



**WE WANT TO HEAR
FROM YOU!**