

Novato Planning Academy



GENERAL PLAN 2035: WHERE'S NOVATO GOING?



WHAT IS A GENERAL PLAN?

It's a **Council-approved document** that:

- Articulates a 20-year vision from 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?

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)
- Infrastructure Needs
- Responding to Regional & State Issues
(traffic congestion, air quality, housing needs, climate change)
- Future Resilience/Disaster Planning

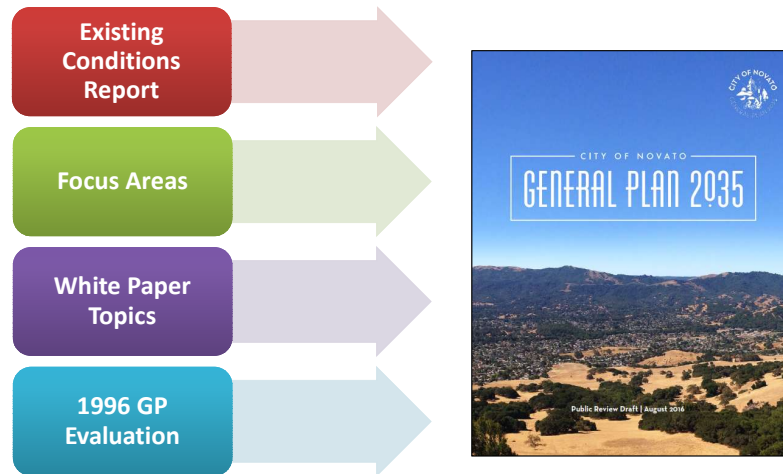


1996 GENERAL PLAN

What Did It Achieve?



HOW DID WE PREPARE THE GENERAL PLAN?



GP 2035: COUNCIL OBJECTIVES

- A more concise, readable and attractive document
- Fewer programs, reflecting fiscal sustainability (currently 454 programs!)
- More directive programs
- Easier for staff and decision-makers to use
- Retain as much of the 1996 Plan as possible



WHO ARE WE?

Novato is a maturing community.



WHO ARE WE?



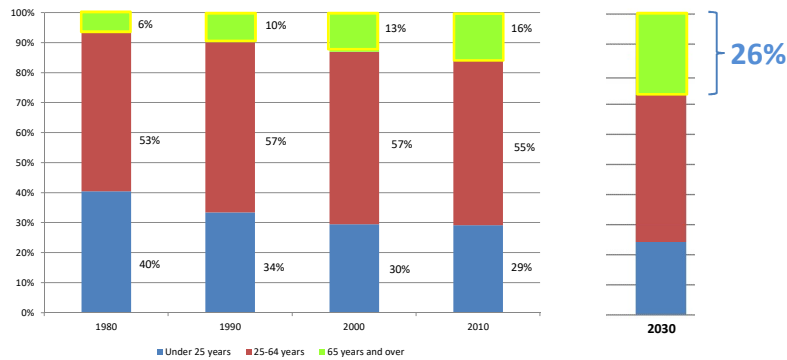
- No major land use changes
- Attention to 4 Focus Areas for future change
- Substantially decreasing growth rate

WHO ARE WE?



We're Getting Older

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



WHO ARE WE?



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.

Household Types, 2014

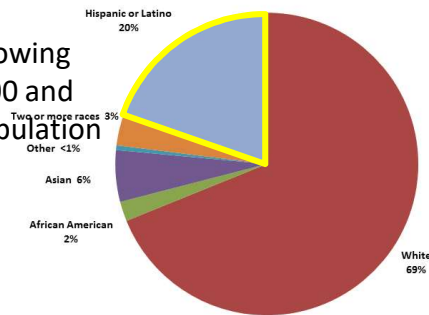


WHO ARE WE?



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 **68%**.



WHO ARE WE?



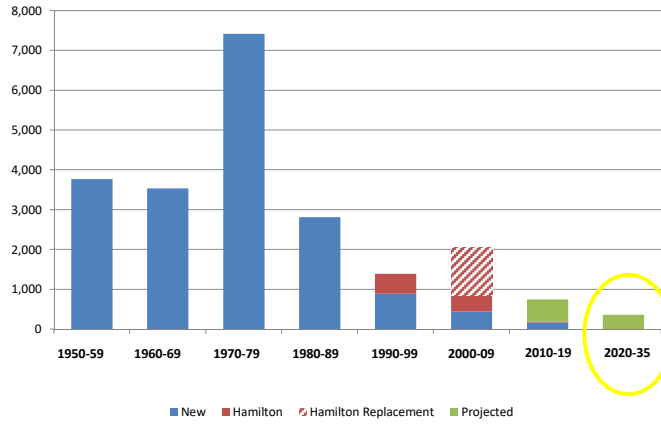
Physically:

- Very few vacant parcels remaining
- Redevelopment of existing properties is expensive, and combining parcels is challenging
- Infill development generates much greater interest/scrutiny from surrounding residents, with greater attention to design quality
- Growth is slowing significantly

WHO ARE WE?



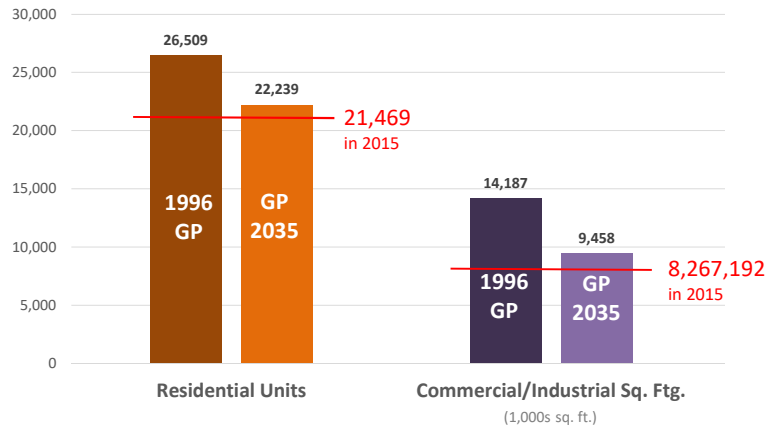
Past and Projected Growth – Housing Units



WHO ARE WE?



Growth Will be Much Slower than in the Past

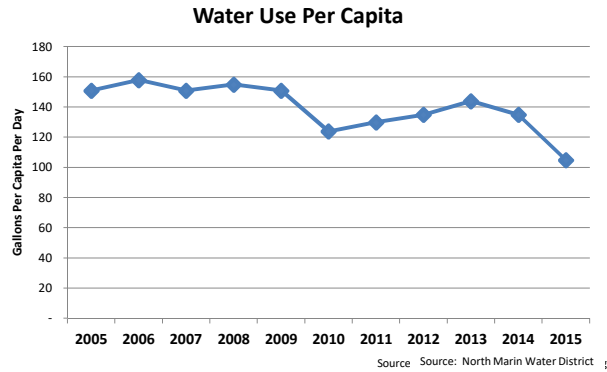


WHO ARE WE?



We Can Accommodate Anticipated Growth

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

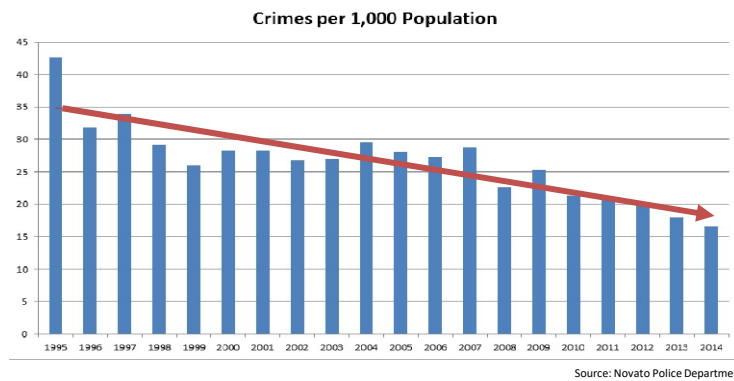


WHO ARE WE?



We Are A Safe Community

- Crime is at a historically low level, nearly 40% below the 20-year average.



WHO ARE WE?



We Have an Aging Infrastructure

- Much of our infrastructure (roads, storm drains, pumps) built in the 60's and 70's is increasingly expensive to maintain
- Slower growth also means slower growth in property tax and less development impact fees from new construction to fund new/renovated parks, traffic improvements and other civic improvements



WHAT ARE THE ISSUES?



White Paper Topics

- Urban Growth Boundary
- Junior Second Units
- Water Availability and Conservation
- Evaluation of Hillside Ordinance
- Climate Change and Sea Level Rise
- Complete Streets
- Healthy Eating/Active Living
- Downtown Parking (in process)

WHAT ARE THE ISSUES?



White Paper Topics

(www.novato.org/generalplan)

Government + Community Development + General Plan Update

WHITE PAPERS

Font Size: [A](#) [AA](#) [AAA](#) [Share & Bookmark](#) [Feedback](#) [Print](#)

City staff has prepared white papers on key policy issues to assist in updating the Novato General Plan. The purpose of the white paper process is to provide initial direction on policies to incorporate into the draft General Plan.

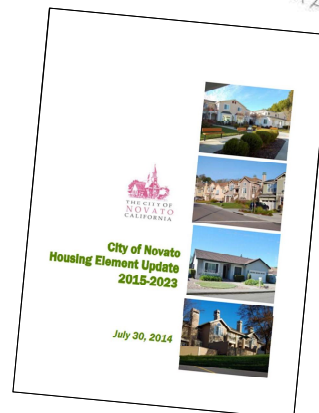
- Bel Marin Keys Industrial Parks** Presented at the March 3, 2014 Planning Commission meeting and March 18, 2014 City Council meeting.
- Urban Growth Boundary** Presented at the April 21, 2014 Planning Commission meeting and May 13, 2014 City Council meeting.
- Junior Second Units** Presented at the June 2, 2014 Planning Commission meeting and June 10, 2014 City Council meeting regarding the 2015-2023 draft Housing Element.
- Water Availability and Conservation** Presented at the June 16, 2014 Planning Commission meeting and June 17, 2014 City Council meeting.
- Hillside and Ridgeline Protection** Presented at the February 2, 2015 Planning Commission meeting and the March 17, 2015 City Council meeting.
- Complete Streets** Presented at the February 17, 2015 Planning Commission meeting and March 24, 2015 City Council meeting.
- Climate Change Action Plan and Sea Level Rise and Adaptation** Presented at the March 2, 2015 Planning Commission meeting and March 3, 2015 City Council meeting.
- Healthy Eating Active Living** Presented at the April 6, 2015 Planning Commission meeting and the June 23, 2015 City Council meeting.
- Downtown Specific Plan and Summary** Presented at the July 7, 2015 Planning Commission meeting and the September 1, 2015 City Council meeting.
- Downtown Parking** Under preparation.
- Traffic Levels of Service** To be presented at the October 25, 2016 City Council Meeting.

WHAT ARE THE ISSUES?



No New Housing Element!

- State requires updates every 8 years
- Housing Element adopted July 2014
- Valid until 2023



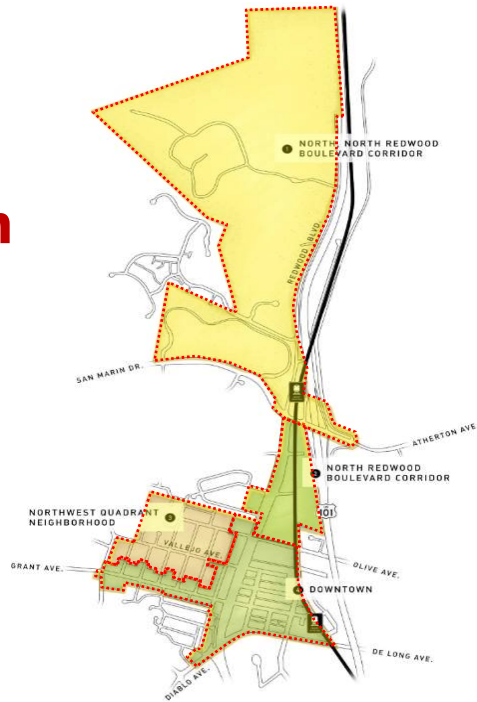
WHAT ARE THE ISSUES?



Focus Areas

- North Redwood Blvd.
- North, North Redwood Blvd.
- Downtown
- Northwest Quadrant Neighborhood
- Bel Marin Keys Industrial Parks

General Plan Focus Areas



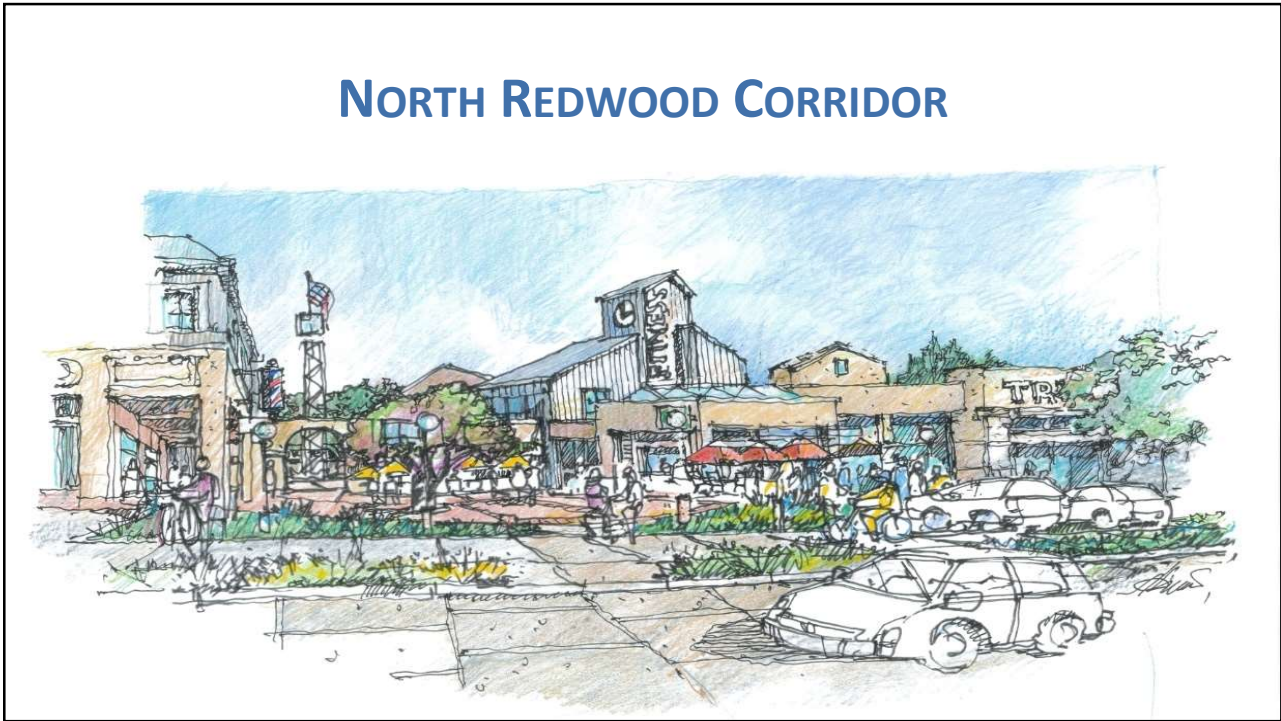




NORTH REDWOOD CORRIDOR

1. Plan for conversion of industrial sites north of Olive Ave. (Trader Joes) on east side of Redwood Blvd. to retail, restaurants and entertainment with public gathering places (Sites 2,5 & 6)
2. Complete Atherton Ranch development with multi-family housing (Site 1)
3. Orient buildings along the street, with parking behind
4. Improve pedestrian/bicycle connections along Redwood & SMART ROW to Downtown

NORTH REDWOOD CORRIDOR



Atherton Place

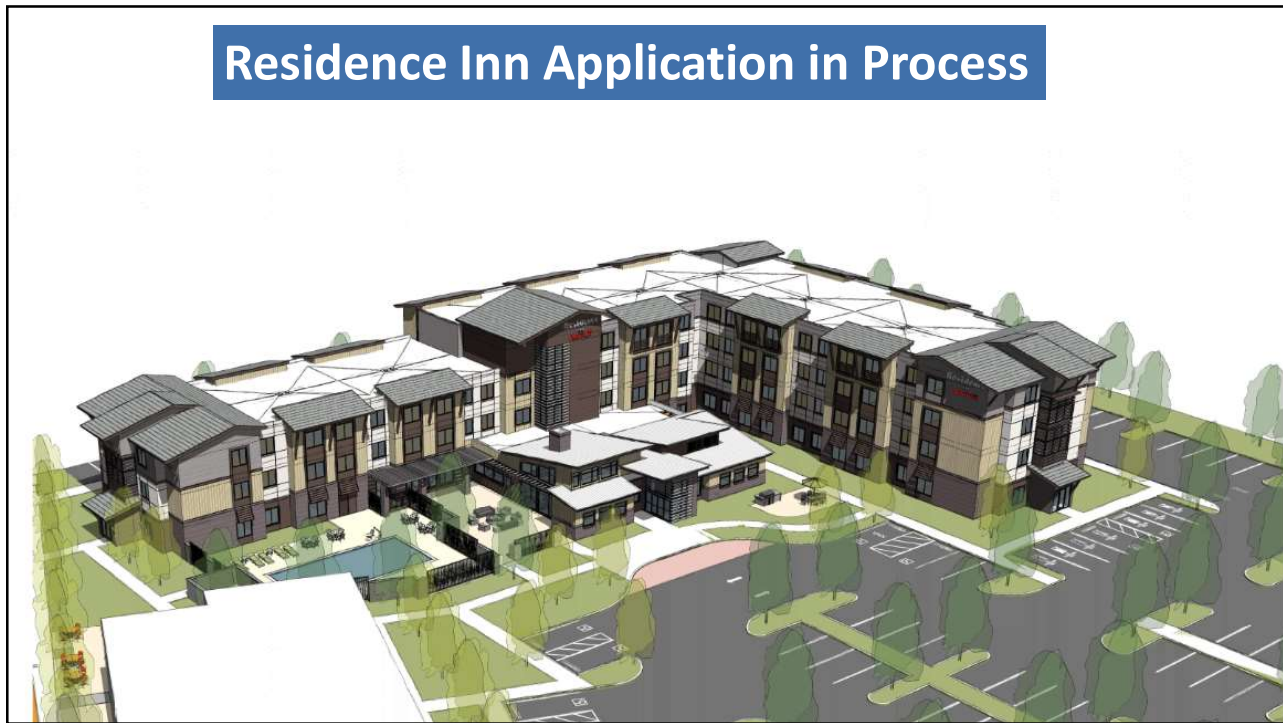
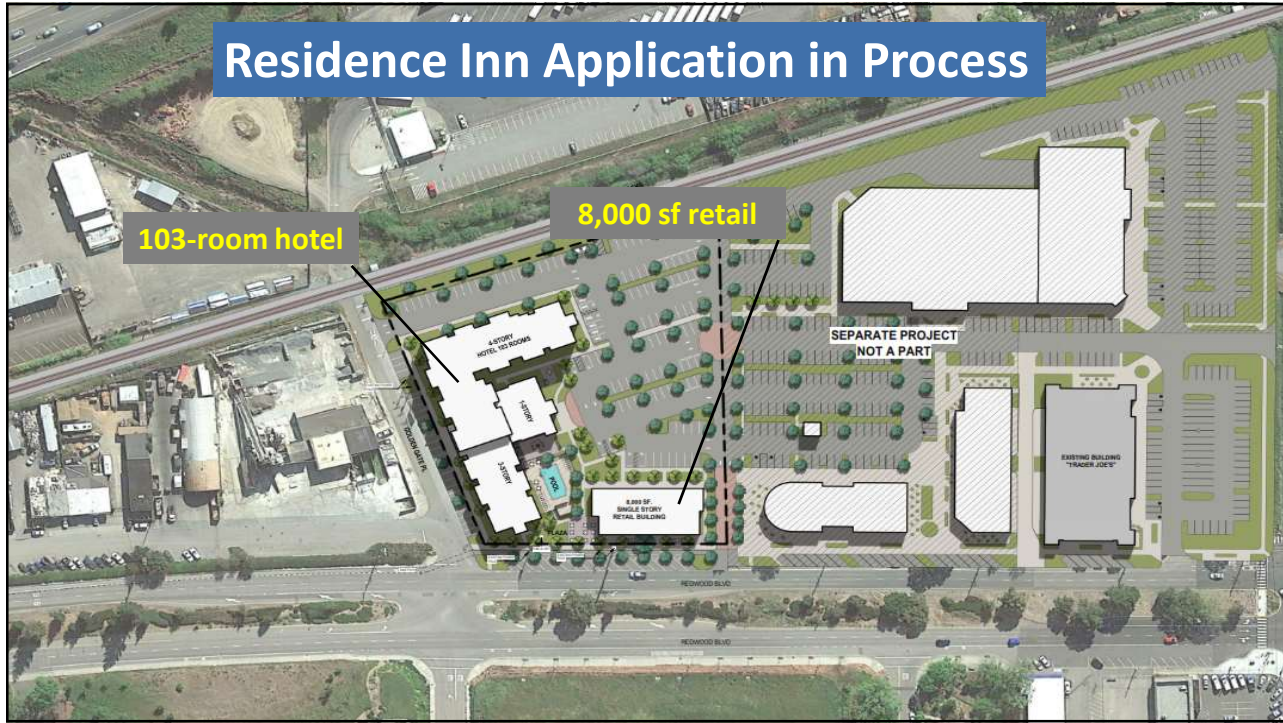
7533-37 Redwood Boulevard



What's approved:

- 50 townhomes
- 1,340 sq. ft. café/retail



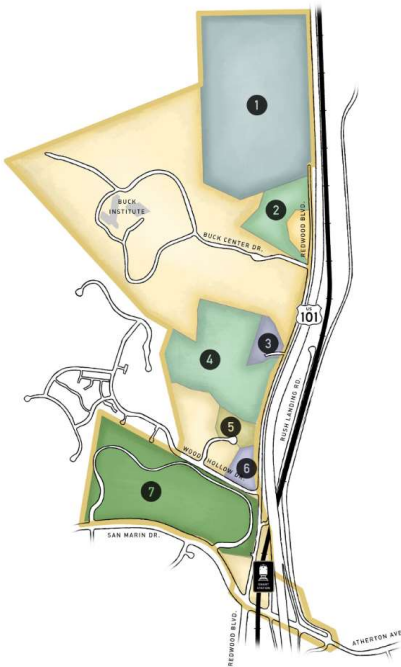


Residence Inn Application in Process



NORTH, NORTH REDWOOD






NORTH, NORTH REDWOOD CORRIDOR

1. Retain the area for office/R&D development (do not change zoning to allow more housing)
2. Consider mixed-use redevelopment of the Fireman's Fund site (Site 7)
3. Allow retail/personal service uses near the new SMART station

NORTH, NORTH REDWOOD CORRIDOR

Economic Development Strategy:




NORTH BAY
LIFE SCIENCE ALLIANCE

Wood Hollow Hotel Application in Process

What's proposed:

- 87-95-room extended-stay hotel
- 3 stories



DOWNTOWN

1. Maintain and enhance the Downtown as the community's center of commercial, cultural, social and civic functions



DOWNTOWN

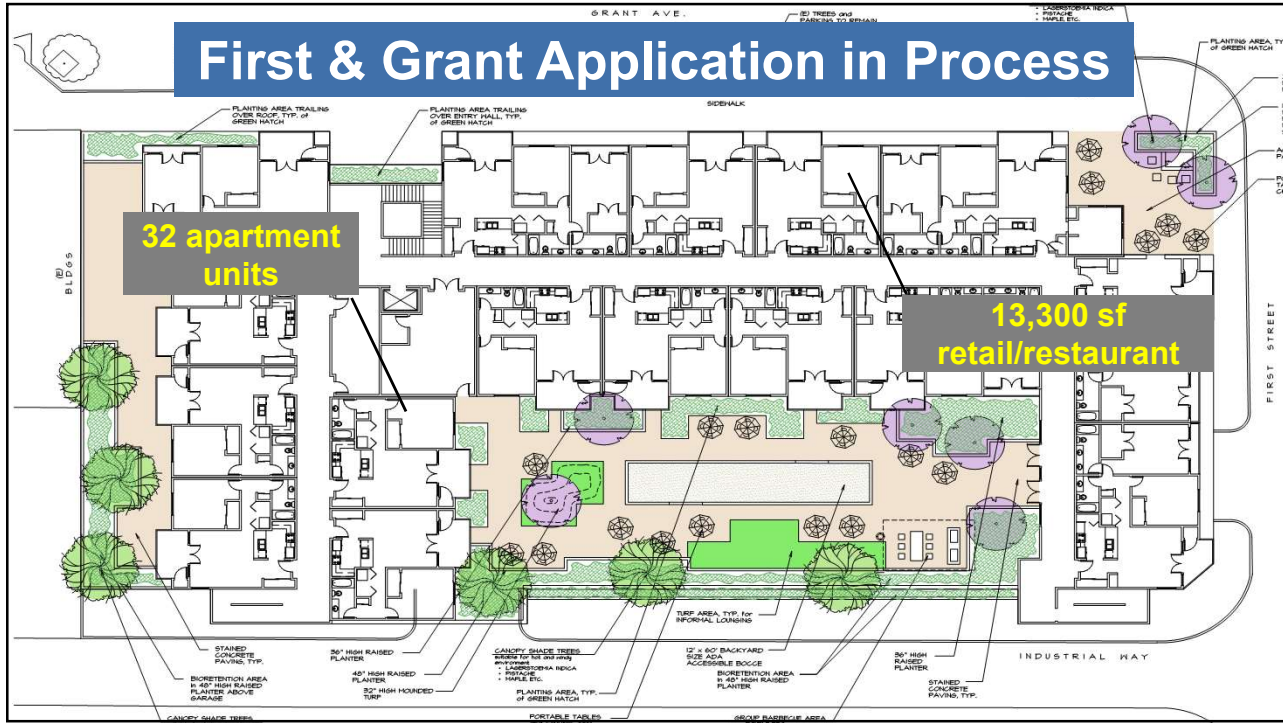
Council Direction:

2. Require Downtown redevelopment to be pedestrian-friendly and compatible with existing small storefronts, and encourage outdoor cafes and retail uses on the ground floor

3. Co
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First & Grant Application in Process



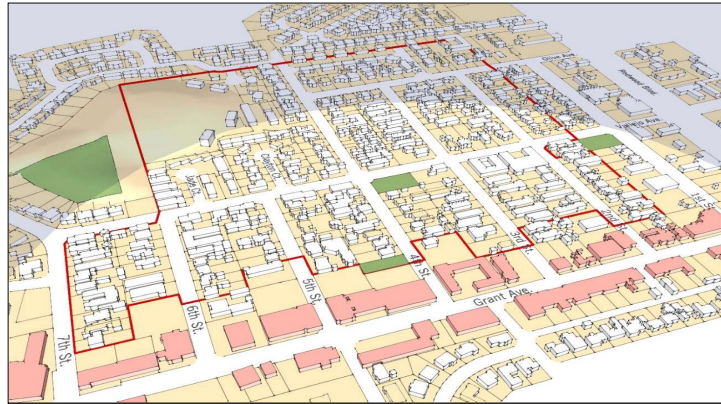
First & Grant Application in Process





NORTHWEST QUADRANT NEIGHBORHOOD

1. Implement traffic calming improvements on Vallejo and Olive
2. Try to create a neighborhood mini-park



NORTHWEST QUADRANT NEIGHBORHOOD

Council Direction:

3. 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



NORTHWEST QUADRANT NEIGHBORHOOD

Form-Based Zoning Code:

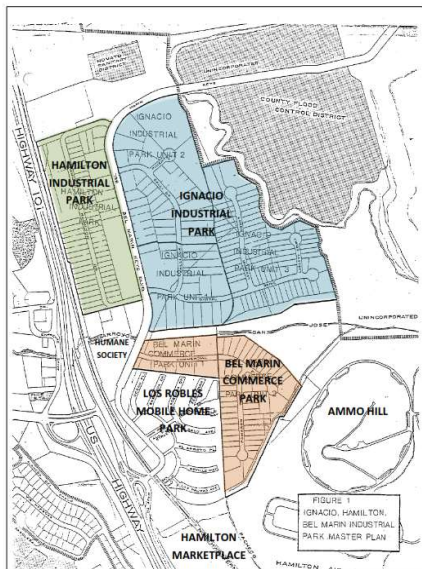
Code	Description	Limit
19.10.100.1.1.1	Number of Units	1 max. Units per Cottage; 2 max. Cottages per Lot
19.10.100.1.1.2	Building Size and Massing	Max. Number of Stories: 10; Max. Height to Highest Top Plane: 18'
19.10.100.1.1.3	Single Row Building Main Body	Max. Number of Stories: 2; Max. Height to Highest Top Plane: 24'
19.10.100.1.1.4	Main Body	Max. Dimension: 32' x 24' max.
19.10.100.1.1.5	Main Body, Row Building	Width, multiple attached units: 64' max.; Width, single units: 32' max.
19.10.100.1.1.6	Secondary Wings	Max. Dimension: 32' max.
19.10.100.1.1.7	Allowed Frontage Types	Front: 19.10.100.F.1; Porch: 19.10.100.F.2; Stoop: 19.10.100.F.3; Overhang: 19.10.100.F.4
19.10.100.1.1.8	Frontage	Shared court shall be accessible from front street. Main entrance location to units from shared court. Units on a corner may enter from the side street. Pedestrian connections shall link all buildings to the outdoor ROW, show court, and parking areas.
19.10.100.1.1.9	Vehicle Access and Parking	Driveways and parking locations shall comply with zone standards in 19.10.100.C.6 (parking). Spaces may be individually accessible by the units and/or common parking area at the rear or side of lot.
19.10.100.1.1.10	Common Open Space Requirements	No private open space required. Common Open Space: Width: 20' min.; Depth: 20' min.; Area: 400 sq. per unit min. Required street setbacks and driveways shall not be included in the common open space area calculation.

Final Review Draft, September 8, 2017
Northwest Quadrant Neighborhood Zoning District | 23

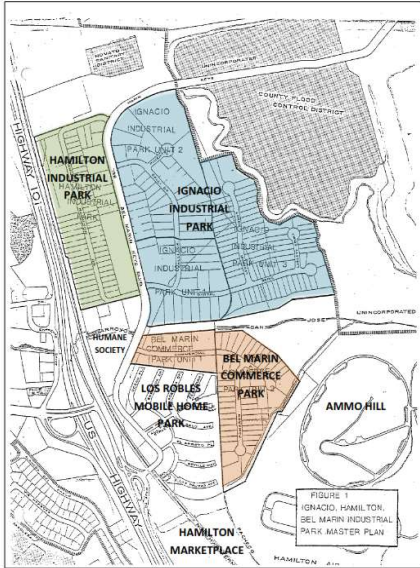
BEL MARIN KEYS INDUSTRIAL PARKS

Park Development:

- 2.7 million square feet of office, service commercial, industrial and manufacturing uses
- Since 1997, biotech firms (BioMarin, Ultragenyx, Sutter Instruments and Karuna Corporation) have occupied 500,000+ square feet (20% of Park building space)



BEL MARIN KEYS INDUSTRIAL PARKS

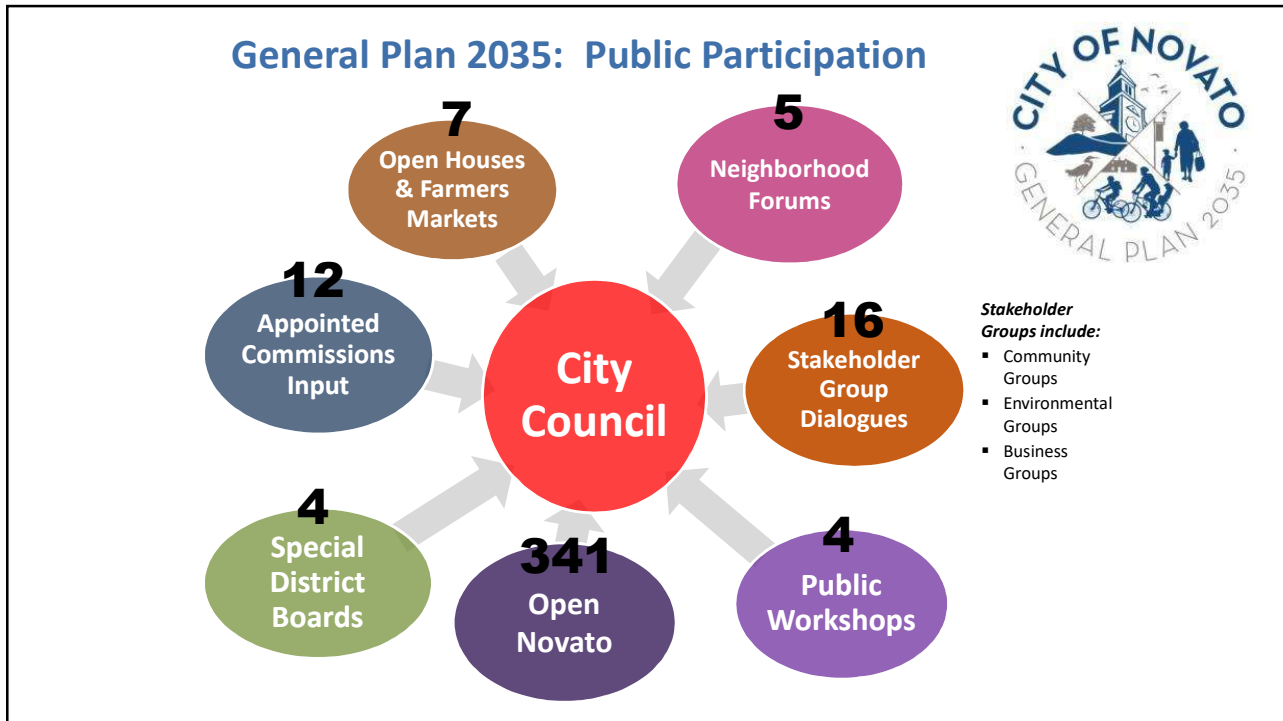


Biotech Campus Proposal:

- Amend the BMK Industrial Parks Master Plan to encourage development of biotech/life science campuses
- Modify Master Plan zoning parameters to allow taller building heights (68' max.), higher floor area ratio (from 0.6 to 1.2) and modified parking ratios for biotech campuses
- Designation of parcels comprising biotech campuses through subsequent zoning action by Planning Commission & City Council

BEL MARIN KEYS INDUSTRIAL PARKS





PUBLIC OUTREACH

Advertising:

- City webpage
- Novato Advance article
- Newspaper advertisements
- Next Door
- Facebook
- Hamilton Forum
- Farmers Market Booth
- Executive Summary and Displays

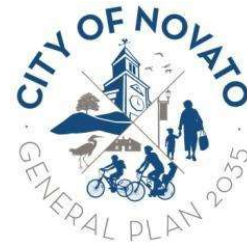
PUBLIC OUTREACH



Presented the Draft General Plan to **630+ people** in **48 meetings/venues**

Received **284 survey responses**
(45% response rate)

PUBLIC FEEDBACK

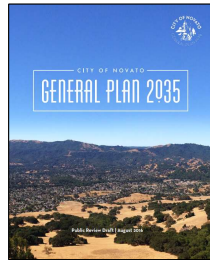


Very High Level of Support for Plan Policies

Average Agreement: 81%

Average Disagreement: 5%

NEXT STEPS



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Community Outreach

Environmental Impact Report



Board & Commission Meetings

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



City Council Adoption

