



DOWNTOWN DEPOT WORKSHOP #2
APRIL 19, 2018

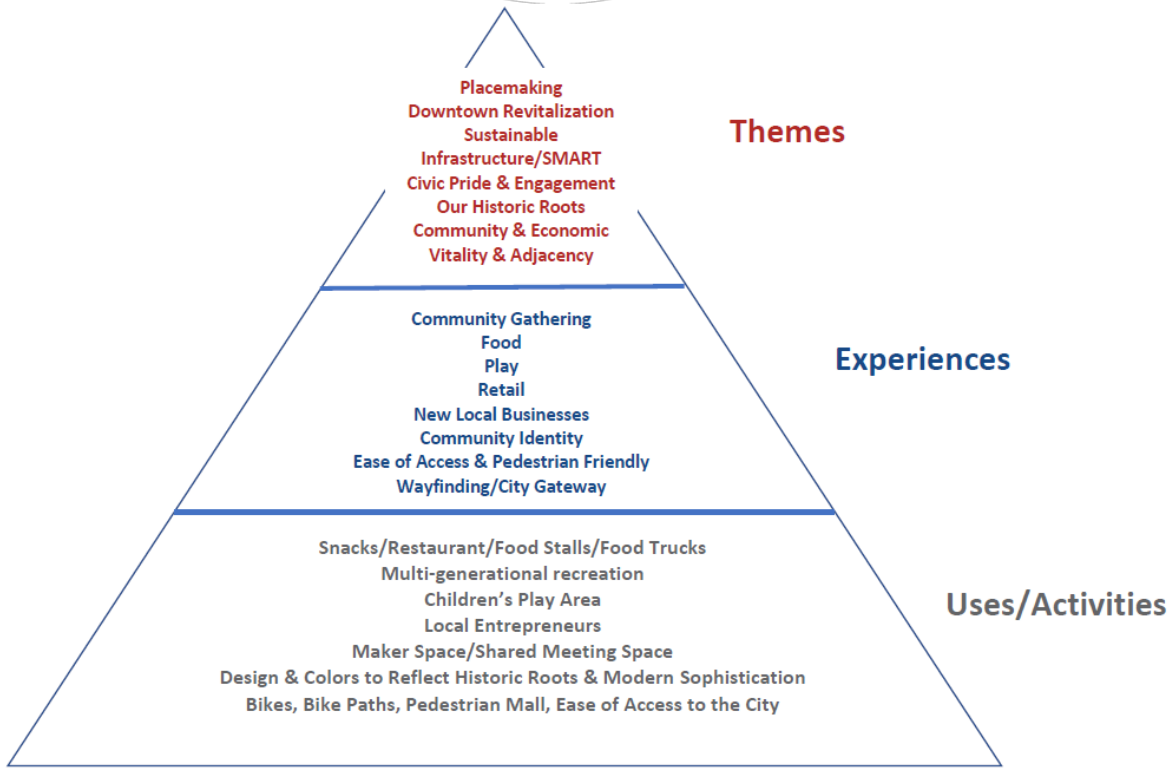


Agenda for 4.19.18 Community Workshop #2:

- Welcome & overview of Workshop
- Review of Community Input to date, including 3/17/19 Workshop
- Participatory Mind Maps: Adding Details to the Uses & Activities
- Community Dialogue: What are we coming up with, and what is possible at the Depot?
- Refining the Mind Maps: Additional Input and Integrating Adjacent and Complementary Uses
- Concluding Dialogue: Dreaming Big about Novato's Future
- Good Night, Appreciation, and Closing



Approximately 120 Novatans came together on March 17, 2018, to ideate and begin to construct the foundational ideas that would envision the future of The Depot and Downtown Novato. These ideas were organized into themes expressed by the community.





“A culture is not a collection of relics or ornaments, but a practical necessity.

A healthy culture is a communal order of memory, insight, value, work, conviviality, reverence, aspiration. It reveals the human necessities and the human limits.

It clarifies our inescapable bonds to the earth and to each other.”

~ Wendell Berry, in The Unsettling of America: Culture & Agriculture



*Placemaking –
A Sense of
Identity*

*Sustainable
Infrastructure/
SMART*

*Our Historic
Roots -
Community*

Depot Building & Location

Key
Themes

*Downtown
Revitalization*

*Economic &
Community
Vitality*

*Civic Pride &
Engagement*

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Placemaking - A Sense of Identity





*A place to
connect and
meet with
friends*

Multigenerational
Inclusion

Community-
gathering place

Events/Entertainment/
Food/Play



What is Novato's unique identity?

- Becoming a Destination
- Trees & green spaces; parks; Tree-City USA
- Child & Family Friendly Town
- Transit oriented/walkable
- Keep families & our youth in Novato
- Celebrate diversity & culture
- Blend the rural with the sophisticated
- Promotion of open spaces through "Green Path" connecting parks & greens



Outdoor dining & community gathering areas

Similar experience: Terrapin/The Barlow/The Block/Mill Valley Lumber Yard

- Food stalls or trucks - seasonal and local offerings - design for flexible space or consistent and interesting food availability
- Beer/beer garden/fire pits
- Artisanal foods & beverages from northwest Marin
- Teen gathering spaces/burgers & shakes
- Live music/entertainment/inviting “grown-up” spaces
- Furniture (benches, chairs, tables) to lounge and chill
- Ice cream/snacks/coffee shop ; quick and slow options
- Farmers market experience
- Flexible spaces for multiple, complementary, and creative uses



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Our Historic Roots





Maintain historic feel of Downtown

Restore/integrate historic Depot



Incorporate artifacts/design elements from Depot

Honor our rural/agrarian roots in offerings

- Clear orienting & interpretive signage/displays our identity & invites further exploration of Novato
- Historic Guild/Museum presence/Visitor Info
- Train theme / icon / children's train
- Design criteria for architecture for consistent look & feel of town buildings
- Novato Color Palette

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Sustainable Infrastructure /SMART





“A place I don’t need a car” – Multi-modal transport

“Grant Ave becomes a pedestrian mall”

Full access for all ages & abilities

Bike parking/
Electric bikes/
Bike lanes & equestrian paths



Similar Experience: Portland, Barcelona

- Self-sustaining renewable & locally sourced energy and water
- Designed to progressive building standards, e.g., beyond LEED
- Pedestrian-only street(s) to invite city access without cars
- WiFi, tech-friendly; support electric vehicles
- Clean energy buses/shuttles/street cars
- Walkable / Multi-modal (bikes, trains, buses)

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Economic Vitality





Integrate/connect
with greater
Downtown area

Maintain
character, but
modernize

Maker spaces/pop-
up shops/co-working
spaces

Visitor kiosk &
ease of wayfinding



- Local, unique purveyors
- Cultivate local art & culture
- “Promenade” to Civic Center via Grant
- Welcome center/gateway to Downtown
- Ensure connectivity of all of Downtown
- Encourage home grown businesses/entrepreneurship
- Maker-centric spaces; artisanal/local retail
- “Novato made” becomes a food and craft/arts brand

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Downtown Revitalization





What Else We Have Heard

- Finish the Novato Theater
- Expand retail from downtown corridor north along Redwood
- Increase vibrant nightlife
- Give businesses reason to keep later hours
- Horse & bike friendly/historical and sophisticated
- Downtown becomes iconic destination for residents AND visitors
- Affordable/transit-oriented housing
- Make art fountain Redwood & Grant
- Celebrate local makers and artists
- Farmer's market like civic center
- Indoor all-year entertainment or other uses inside Feed Mill on Redwood
- Weekly flea market

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Civic Pride & Engagement





What We Will Become

- A unique North Bay destination
- A “best cities to live” candidate
- Uniquely Novato: rural, sophisticated, friendly, inviting
- A place for our best and brightest young people to return to
- A beacon of hope and innovation for other cities
- Winner of design and revitalization awards
- A place where health, well-being, and vital lifestyles are celebrated

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Next Steps





TIMELINE

OUTREACH – Community workshops & stakeholders: THROUGH APRIL & MAY

FEEDBACK & RFP TO COUNCIL – JUNE

ISSUE RFP – JUNE/JULY

RESPONSES – AUG/SEPT

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Thank You

