



THE CITY OF  
NOVATO  
CALIFORNIA

**ECONOMIC DEVELOPMENT ADVISORY COMMISSION  
MEETING MINUTES  
MARCH 28, 2019**

**Commissioners:**

Chair: Rick Wells; Vice Chair: Anne Russell  
John Williams; Coy Smith; Harry Thomas; Peter Pelham;  
Michelle Mahoney, Ex-Officio Members: Sylvia Barry, Tim Howard

**MINUTES**

**A. CALL TO ORDER & ROLL CALL**

Chair Wells called the meeting called to order at 3:00pm

Commissioners Present: Rick Wells, Harry Thomas, Peter Pelham, John Williams, Coy Smith. Ex-Officio: Sylvia Barry, Tim Howard (left at 4:15pm)

Commissioners Absent: Anne Russell, Co-Chair, Michelle Mahoney

Members of the Public: Councilmember Pam Drew, Robi Aragon resident

Staff: Jessica Deakyne, Vicki Parker, Russ Thompson

**B. APPROVAL OF FINAL AGENDA  
M/S/C Williams/Pelham**

**Ayes: 5 Nays: 0 Absent: 2**

**C. PUBLIC COMMENTS**

Robi Aragon spoke about parking issues in Novato.

**D. GENERAL BUSINESS**

**1. Development Update - Vicki Parker, Community Development Director**

- Hamilton Village – 48 senior apartments, 9 affordable, under construction
- Hamilton Cottages – 16 single family, senior-oriented
- 1<sup>st</sup> & Grant – 13k sqft, 32 apartments, 6 affordable, approved by council, final design review
- Residence Inn – 103 extended stay approved, but pending application for permits
- Hamilton Hospital – 48 assisted-living units and 32 memory care rooms; complex because of construction type and build restrictions for use
- Oakmont senior living – permits issued for 50 assisted-living and 28 memory care
- Atherton Place – 50 townhomes with 1300 sqft, approved by council, final Design Review Commission (DRC)
- Hangar 8 – offices 56k, construction pending identification of a tenant
- WoodHollow Hotel –approved 2/25, 83 room, Hyatt interested in the spaces – signed agreement with developer to occupy, final DRC on finishes
- McPhail – Thompson pulled permits & have begun work
-

## Coming soon

- C Street – co-housing development, 32 condos, 2 stories, DRC on 3/6 – applicant and DRC did good job of identifying improvements, future residents attended and are very engaged
- Landing Court homes – 34 condos, 2 stories, scheduled for 4/3 DRC workshop
- Comstock Commons – 6 live/work, 3 stories, DRC 4/3 workshop
- 7771 Redwood – 80 townhomes, 3 stories, have been quiet for a bit, engineering comments and fire, water, sewer, may be trying to solve design issues etc, pending DRC
- Hanna Ranch – pending direction from developer
- Bahia River View – 7 single-family homes, pending DRC

## 2. CoStar Retail, Industrial & Commercial Real Estate Update – Warren Weber, CoStar

### Commercial by the numbers

#### Office

- 1.5M sqft of flex space – vacancy is dropping, probably most successful commercial asset in Novato city, majority located in Bel Marin Keys, low 3.5% vacancy rate, flex means building is a shell with greater than 10% office, balance of that depends on building
- 3.4M office – vacancy rate is 32% - including Fireman’s Fund, market sales price is going up, vacancy is up over LY 29.4%, growth rate down
- without Fireman’s Fund – 14.8% vacancy rate, 2.7M, vacancy rate has increased 11.3 to 14.8, rent growth is down, market rate per SQFT is up a little bit

#### Industrial

- industrial – 1.3M – negative absorption in last year, vacancy rate at 15.4%, market price increases a little bit, vacancy rate up significantly from 3.7 to 15.4%
- without Birkenstock – 1.9% vacancy rate

#### Retail

- 2.4M sqft, 1.8% vacancy rate, vacancy rate dropped from 4.6 to 1.8 over LY, rent growth up a point, PPSQFT up a little bit, Thomas asked about how much is Vintage Oaks, retail rent was \$2.09/sqft,

#### Overall

- compared to region retail section Novato is doing good by comparison to Marin/Sonoma
- industrial in Santa Rosa/Marin are outperforming us
- we are weakest in office vacancy

Pelham asked staff how often we get inquires and what type:

Small shops or large developments at one stop shop/planning

Economic Development hears from businesses that aren’t zoned for the area – their wish of where they’d like to be and where staff can refer them are often incongruous.

## 3. Parklet Policy Update – Russ Thompson, Assistant City Manager

On track to bring design standards and ordinance modifications back to council

Outdoor dining in muni code since 1994 – have been utilized in many places, Carmen’s, La Hacienda

Where are we going?

Outdoor dining and seating areas may be permitted within the public right-of-way if a license agreement is issued pursuant to muni code

Who owns the parklet? Constructed and built and owned by property owner – land is owned by front property owner, city has easement on public right of way to provide parking/access

Standards – more interactive process than we did last time

Implemented on on-going basis

Inter-departmental review

Improve traffic for all

Complementary design

Annual inspection, fees – not rent but nominal to cover admin/staff time

Speedy process still, with appeal criteria

Is there a cap or business type consideration?

There is consideration

Women's clothing can use the sidewalk with agreements/approvals of city

Parklet is for restaurants/bar use – not for display areas

Where

Limited to frontage of that ownership, unless property owners consent in writing

Comprehensive outreach program with business and property owners

Parking impact – city efforts to create more, no mitigation by project

Not expecting a huge rush on applications – we've had a few calls of interest on standards, his guess is there will be 1-2 applications annually

Looking for spaces to re-stripe downtown where we can fit in some efficient parking – front street on deck to be striped this spring

Lessons learned

Council direction – asked for fast, easy process

Location – Grant and 1 block north or south on side streets

Basic design – limited choices, pre-approved designs/appearance, consider pre-fab

General standards – no restriction on flex space – restaurants only, not retail

Maintenance – by applicant at their sole expense

Impact to existing parking – no mitigation required

Location of mitigation parking spaces – none

Planters – yes, as proposed and maintained by applicant

Fencing – options of wood, wrought iron and concrete planter boxes

Size – no limit- project frontage

Portable heaters allowed

Fees

Initial review via cost recovery

Electrical charge of \$50/year

No damage deposit

Permit renewal fee is 1000 max

Permits transfer to new owner

Interruptible privilege – yes – City reserves the right to rescind

Process/control

Application processed by Public Works using pre-approved standards

Aesthetic review – fast track internal process with CDD/PW/building, use permits to DRC

Your concerns

Parking

Costs

Impact on brick & mortar

Other issues

Process

Going to DRC mid-April  
Planning – end of April  
Council – middle of May  
Parklet earliest in summer

Powerpoint available at [novato.org/agendas](http://novato.org/agendas) under Economic Development, or at this link:  
<https://novato.org/Home/ShowDocument?id=28899>

Motion to support parklets as documented by councils' consensus.

**M/S/C Thomas/Pelham**

**Ayes: 5 Nays: 0 Absent: 2**

**4. Tenant Improvement Program Discussion** – Jessica Deakyne, Senior Management Analyst for Economic Development gave an overview of the program – Powerpoint available on at [novato.org/agendas](http://novato.org/agendas) under Economic Development Commission, or with this link:  
<https://novato.org/Home/ShowDocument?id=28901>

**E. COMMISSIONER COMMENTS**

Ex-Officio Barry commented that it is great to get the word out that the city is actually doing things and putting money towards that.

**F. STAFF UPDATES**

Budget workshop Saturday 10:30-noon  
District elections moving along – next 4 public hearings are  
April 9 – composition of the districts  
April 23 – content of the draft map and proposed sequence of elections  
May 14 - content of the draft map and proposed sequence of elections  
May 21 – ordinance adoption  
JADU Expo this Saturday 9-noon @ City Hall  
Cannabis:  
Finance working on tax piece, EDAC will want to hear that when ready.  
Planning working on land use piece

**G. ADJOURNMENT**

**M/S/C Williams/Thomas**

**Ayes: 4 Nays: 0 Absent: 3**

Meeting adjourned at 4:49pm

**Next Meeting: April 25, 2019**



## Economic Development

***Commercial Real Estate – by the numbers***

***March 2019***

***Presented by:***



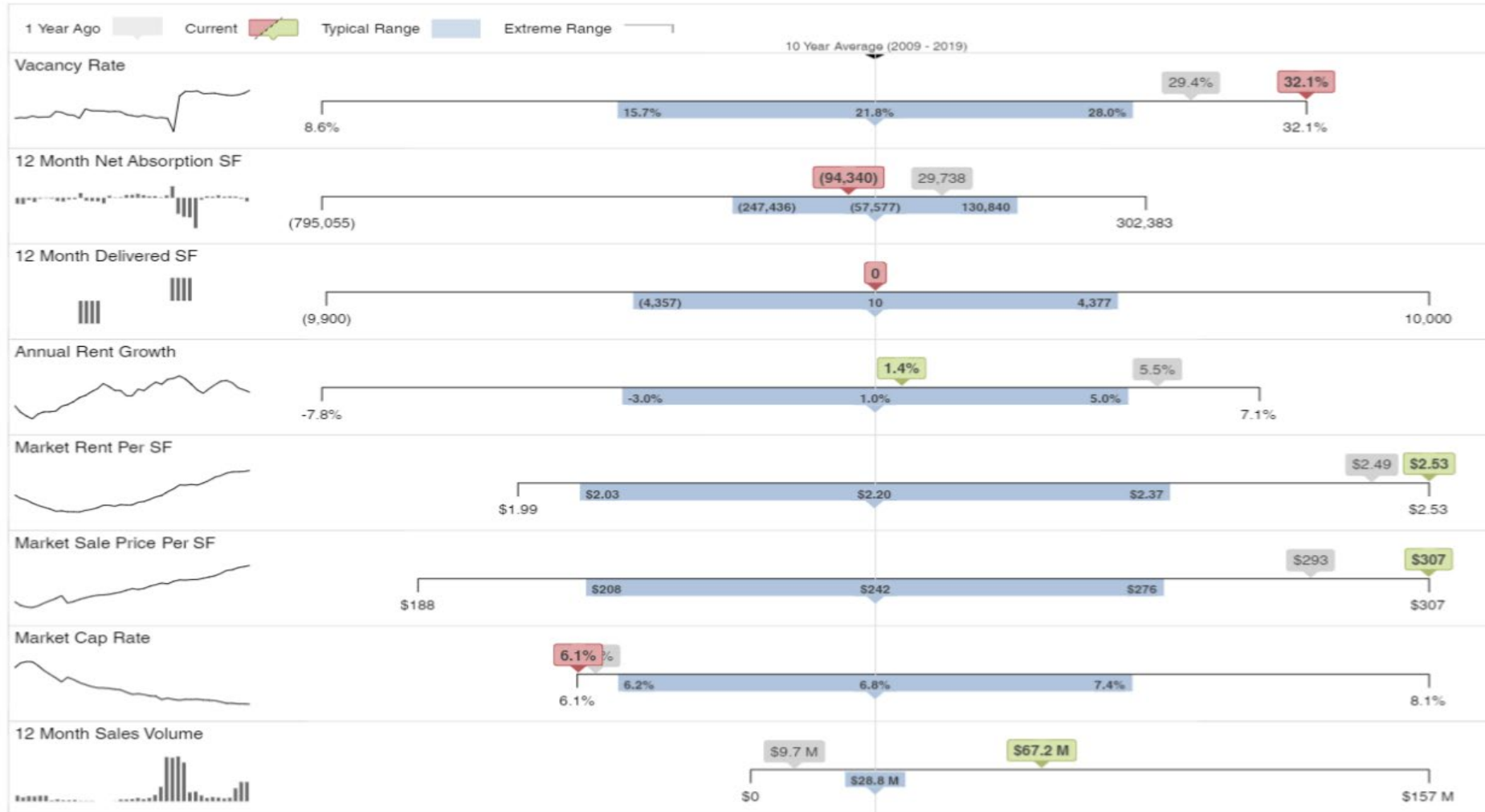
# Novato Office numbers:

INVENTORY SF <b>3.4 M</b> <span>0%</span> Prior Period 3.4 M	UNDER CONSTRUCTION SF <b>0</b> <span>-</span> Prior Period 0	12 MO NET ABSORPTION SF <b>(94.3 K)</b> <span>-397.3%</span> Prior Period 31.7 K	VACANCY RATE <b>32.1%</b> <span>+2.7%</span> Prior Period 29.4%	MARKET RENT/SF <b>\$2.53</b> <span>+1.4%</span> Prior Period \$2.49	MARKET SALE PRICE/SF <b>\$307</b> <span>+4.9%</span> Prior Period \$293	MARKET CAP RATE <b>6.1%</b> <span>0%</span> Prior Period 6.1%
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Availability		Inventory	
Vacant SF	1.1 M <span>↑</span>	Existing Buildings	148 <span>↓</span>
Sublet SF	11.8 K <span>↑</span>	Under Construction Avg SF	- <span>↓</span>
Availability Rate	30.6% <span>↓</span>	12 Mo Demolished SF	0 <span>↓</span>
Available SF	1.1 M <span>↓</span>	12 Mo Occupancy % at Delivery	- <span>↓</span>
Available Asking Rent/SF	\$2.50 <span>↑</span>	12 Mo Construction Starts SF	0 <span>↓</span>
Occupancy Rate	67.9% <span>↓</span>	12 Mo Delivered SF	0 <span>↓</span>
Percent Leased Rate	71.4% <span>↑</span>	12 Mo Avg Delivered SF	- <span>↓</span>
Sales Past Year		Demand	
Asking Price Per SF	\$260 <span>↑</span>	12 Mo Net Absorp % of Inventory	-2.7% <span>↓</span>
Sale to Asking Price Differential	5.9% <span>↑</span>	12 Mo Leased SF	184 K <span>↑</span>
Sales Volume	\$67.2 M <span>↑</span>	Months on Market	16.0 <span>↑</span>
Properties Sold	14 <span>↓</span>	Months to Lease	13.7 <span>↑</span>
Months to Sale	4.6 <span>↓</span>	Months Vacant	14.8 <span>↑</span>
For Sale Listings	6 <span>↑</span>	24 Mo Lease Renewal Rate	49.8% <span>↓</span>
Total For Sale SF	87.5 K <span>↓</span>	Population Growth 5 Yrs	2.0% <span>↓</span>

# Novato Office numbers – Key Performance Indicators

## Key Performance Indicators



# Office with out Firemans's Fund

## with Fireman's Fund:

INVENTORY SF <b>3.4 M</b> <span>0%</span> Prior Period 3.4 M	UNDER CONSTRUCTION SF <b>0</b> <span>-</span> Prior Period 0	12 MO NET ABSORPTION SF <b>(94.3 K)</b> <span>-397.3%</span> Prior Period 31.7 K	VACANCY RATE <b>32.1%</b> <span>+2.7%</span> Prior Period 29.4%	MARKET RENT/SF <b>\$2.53</b> <span>+1.4%</span> Prior Period \$2.49	MARKET SALE PRICE/SF <b>\$307</b> <span>+4.9%</span> Prior Period \$293	MARKET CAP RATE <b>6.1%</b> <span>0%</span> Prior Period 6.1%
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Availability		Inventory	
Vacant SF	1.1 M ↑	Existing Buildings	148 ↓
Sublet SF	11.8 K ↑	Under Construction Avg SF	- ↓
Availability Rate	30.6% ↓	12 Mo Demolished SF	0 ↓
Available SF	1.1 M ↓	12 Mo Occupancy % at Delivery	- ↓
Available Asking Rent/SF	\$2.50 ↑	12 Mo Construction Starts SF	0 ↓
Occupancy Rate	67.9% ↓	12 Mo Delivered SF	0 ↓
Percent Leased Rate	71.4% ↑	12 Mo Avg Delivered SF	- ↓
Sales Past Year		Demand	
Asking Price Per SF	\$260 ↑	12 Mo Net Absorp % of Inventory	-2.7% ↓
Sale to Asking Price Differential	5.9% ↑	12 Mo Leased SF	184 K ↑
Sales Volume	\$67.2 M ↑	Months on Market	16.0 ↑
Properties Sold	14 ↓	Months to Lease	13.7 ↑
Months to Sale	4.6 ↓	Months Vacant	14.8 ↑
For Sale Listings	6 ↑	24 Mo Lease Renewal Rate	49.8% ↓
Total For Sale SF	87.5 K ↓	Population Growth 5 Yrs	2.0% ↓

## without Fireman's Fund:

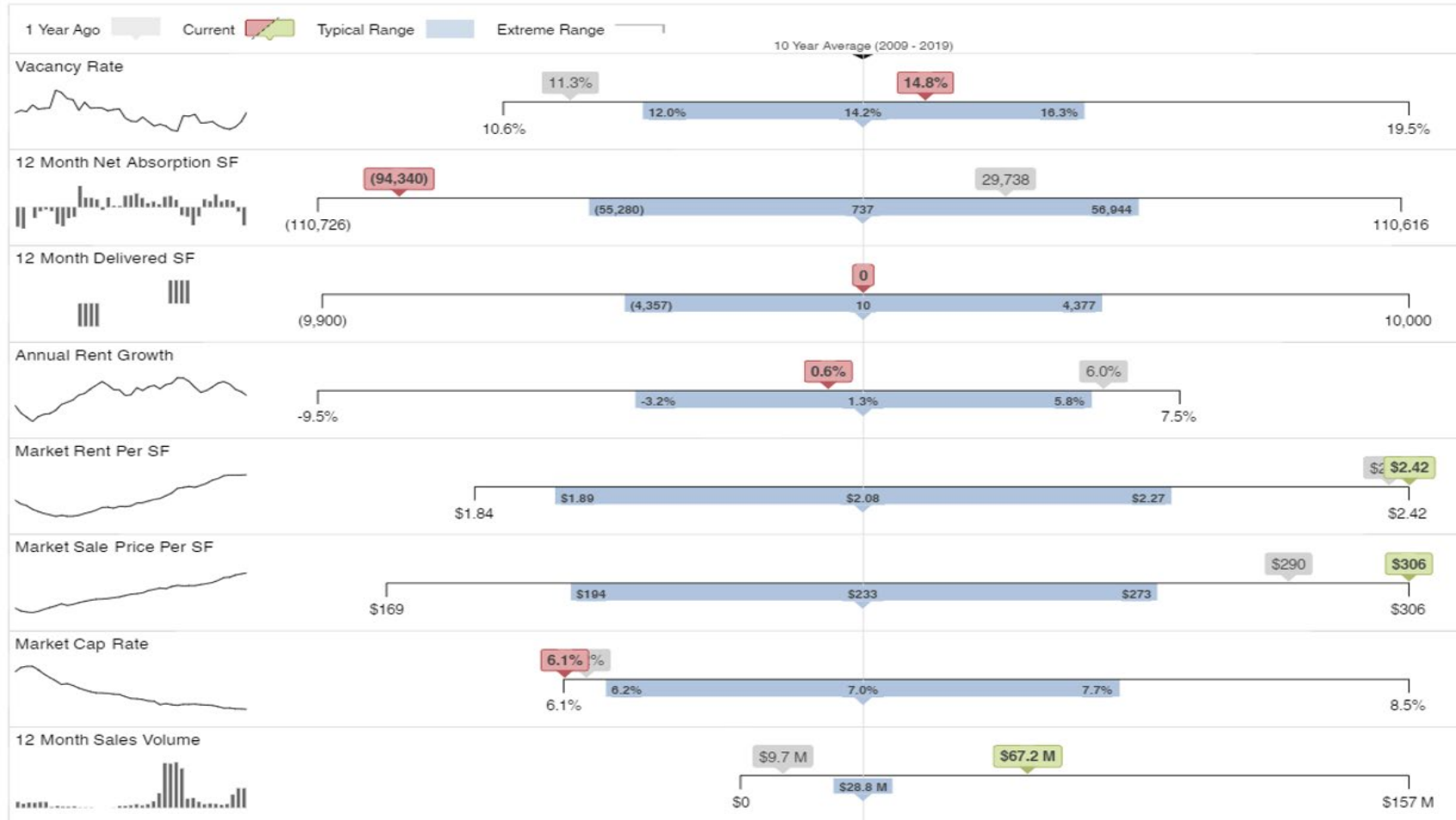
INVENTORY SF <b>2.7 M</b> <span>0%</span> Prior Period 2.7 M	UNDER CONSTRUCTION SF <b>0</b> <span>-</span> Prior Period 0	12 MO NET ABSORPTION SF <b>(94.3 K)</b> <span>-397.3%</span> Prior Period 31.7 K	VACANCY RATE <b>14.8%</b> <span>+3.5%</span> Prior Period 11.3%	MARKET RENT/SF <b>\$2.42</b> <span>+0.6%</span> Prior Period \$2.41	MARKET SALE PRICE/SF <b>\$306</b> <span>+5.8%</span> Prior Period \$290	MARKET CAP RATE <b>6.1%</b> <span>-0.1%</span> Prior Period 6.2%
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Availability		Inventory	
Vacant SF	403 K ↑	Existing Buildings	145 ↓
Sublet SF	11.8 K ↑	Under Construction Avg SF	- ↓
Availability Rate	12.9% ↓	12 Mo Demolished SF	0 ↓
Available SF	351 K ↓	12 Mo Occupancy % at Delivery	- ↓
Available Asking Rent/SF	\$2.50 ↑	12 Mo Construction Starts SF	0 ↓
Occupancy Rate	85.2% ↓	12 Mo Delivered SF	0 ↓
Percent Leased Rate	89.6% ↑	12 Mo Avg Delivered SF	- ↓
Sales Past Year		Demand	
Asking Price Per SF	\$260 ↑	12 Mo Net Absorp % of Inventory	-3.5% ↓
Sale to Asking Price Differential	5.9% ↑	12 Mo Leased SF	184 K ↑
Sales Volume	\$67.2 M ↑	Months on Market	14.3 ↑
Properties Sold	14 ↓	Months to Lease	13.7 ↑
Months to Sale	4.6 ↓	Months Vacant	14.8 ↑
For Sale Listings	6 ↑	24 Mo Lease Renewal Rate	49.6% ↓
Total For Sale SF	87.5 K ↓	Population Growth 5 Yrs	2.0% ↓



# Key Performance Indicators with out Fireman's Fund:

## Key Performance Indicators



## Novato Industrial numbers:

INVENTORY SF <b>1.3 M</b> <span>0%</span> Prior Period 1.3 M	UNDER CONSTRUCTION SF <b>0</b> <span>-</span> Prior Period 0	12 MO NET ABSORPTION SF <b>(148 K)</b> <span>-1199.5%</span> Prior Period (11.4 K)	VACANCY RATE <b>15.4%</b> <span>+11.7%</span> Prior Period 3.7%	MARKET RENT/SF <b>\$1.40</b> <span>+5.1%</span> Prior Period \$1.33	MARKET SALE PRICE/SF <b>\$266</b> <span>+8.2%</span> Prior Period \$246	MARKET CAP RATE <b>5.3%</b> <span>-0.1%</span> Prior Period 5.4%
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Availability		Inventory	
Vacant SF	194 K ↑	Existing Buildings	76 ↓
Sublet SF	0 ↓	Under Construction Avg SF	- ↓
Availability Rate	16.3% ↑	12 Mo Demolished SF	0 ↓
Available SF	205 K ↑	12 Mo Occupancy % at Delivery	- ↓
Available Asking Rent/SF	\$1.05 ↓	12 Mo Construction Starts SF	0 ↓
Occupancy Rate	84.6% ↓	12 Mo Delivered SF	0 ↓
Percent Leased Rate	84.6% ↓	12 Mo Avg Delivered SF	- ↓
Sales Past Year		Demand	
Asking Price Per SF	- ↓	12 Mo Net Absorp % of Inventory	-11.8% ↓
Sale to Asking Price Differential	- ↓	12 Mo Leased SF	10.9 K ↓
Sales Volume	\$22.8 M ↑	Months on Market	13.5 ↑
Properties Sold	11 ↑	Months to Lease	1.1 ↓
Months to Sale	1.1 ↓	Months Vacant	2.1 ↓
For Sale Listings	1 ↓	24 Mo Lease Renewal Rate	46.5% ↓
Total For Sale SF	173 K ↓	Population Growth 5 Yrs	2.2% ↓

# Novato Industrial Key Performance Indicators:



# Industrial without Birkenstock:

## with:

INVENTORY SF <b>1.3 M</b> <span>0%</span> Prior Period 1.3 M	UNDER CONSTRUCTION SF <b>0</b> <span>-</span> Prior Period 0	12 MO NET ABSORPTION SF <b>(148 K)</b> <span>-199.5%</span> Prior Period (11.4 K)	VACANCY RATE <b>15.4%</b> <span>+11.7%</span> Prior Period 3.7%	MARKET RENT/SF <b>\$1.40</b> <span>+5.1%</span> Prior Period \$1.33	MARKET SALE PRICE/SF <b>\$266</b> <span>+8.2%</span> Prior Period \$246	MARKET CAP RATE <b>5.3%</b> <span>-0.1%</span> Prior Period 5.4%
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Availability		Inventory	
Vacant SF	194 K ↑	Existing Buildings	76 ↓
Sublet SF	0 ↓	Under Construction Avg SF	- ↓
Availability Rate	16.3% ↑	12 Mo Demolished SF	0 ↓
Available SF	205 K ↑	12 Mo Occupancy % at Delivery	- ↓
Available Asking Rent/SF	\$1.05 ↓	12 Mo Construction Starts SF	0 ↓
Occupancy Rate	84.6% ↓	12 Mo Delivered SF	0 ↓
Percent Leased Rate	84.6% ↓	12 Mo Avg Delivered SF	- ↓
Sales Past Year		Demand	
Asking Price Per SF	- ↓	12 Mo Net Absorp % of Inventory	-11.8% ↓
Sale to Asking Price Differential	- ↓	12 Mo Leased SF	10.9 K ↓
Sales Volume	\$22.8 M ↑	Months on Market	13.5 ↑
Properties Sold	11 ↑	Months to Lease	1.1 ↓
Months to Sale	1.1 ↓	Months Vacant	2.1 ↓
For Sale Listings	1 ↓	24 Mo Lease Renewal Rate	46.5% ↓
Total For Sale SF	173 K ↓	Population Growth 5 Yrs	2.2% ↓

## with out:

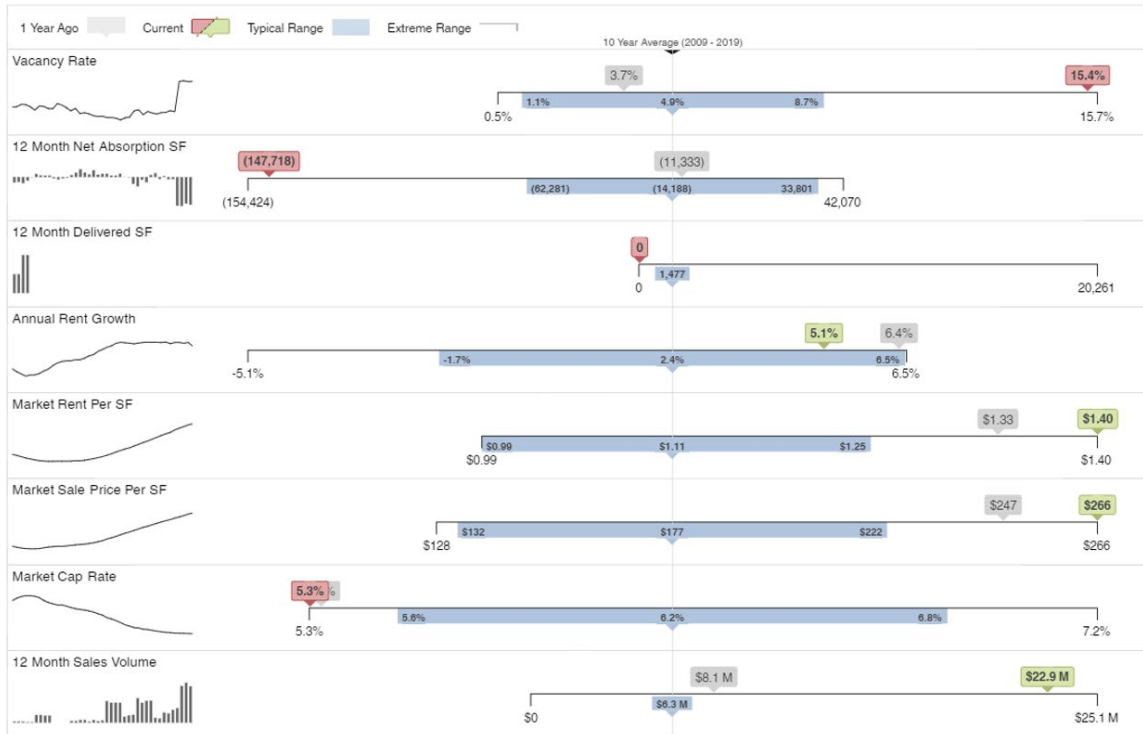
INVENTORY SF <b>1.1 M</b> <span>0%</span> Prior Period 1.1 M	UNDER CONSTRUCTION SF <b>0</b> <span>-</span> Prior Period 0	12 MO NET ABSORPTION SF <b>25.8 K</b> <span>+326.7%</span> Prior Period (11.4 K)	VACANCY RATE <b>1.9%</b> <span>-2.4%</span> Prior Period 4.3%	MARKET RENT/SF <b>\$1.48</b> <span>+5.3%</span> Prior Period \$1.40	MARKET SALE PRICE/SF <b>\$286</b> <span>+8.1%</span> Prior Period \$265	MARKET CAP RATE <b>5.3%</b> <span>-0.1%</span> Prior Period 5.4%
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Availability		Inventory	
Vacant SF	20.4 K ↓	Existing Buildings	75 ↓
Sublet SF	0 ↓	Under Construction Avg SF	- ↓
Availability Rate	2.9% ↓	12 Mo Demolished SF	0 ↓
Available SF	31.5 K ↓	12 Mo Occupancy % at Delivery	- ↓
Available Asking Rent/SF	\$1.86 ↑	12 Mo Construction Starts SF	0 ↓
Occupancy Rate	98.1% ↑	12 Mo Delivered SF	0 ↓
Percent Leased Rate	98.1% ↑	12 Mo Avg Delivered SF	- ↓
Sales Past Year		Demand	
Asking Price Per SF	- ↓	12 Mo Net Absorp % of Inventory	2.4% ↑
Sale to Asking Price Differential	- ↓	12 Mo Leased SF	10.9 K ↓
Sales Volume	\$22.8 M ↑	Months on Market	13.5 ↑
Properties Sold	11 ↑	Months to Lease	1.1 ↓
Months to Sale	1.1 ↓	Months Vacant	2.1 ↓
For Sale Listings	- ↓	24 Mo Lease Renewal Rate	81.6% ↓
Total For Sale SF	- ↓	Population Growth 5 Yrs	2.2% ↓

# Industrial without Birkenstock:

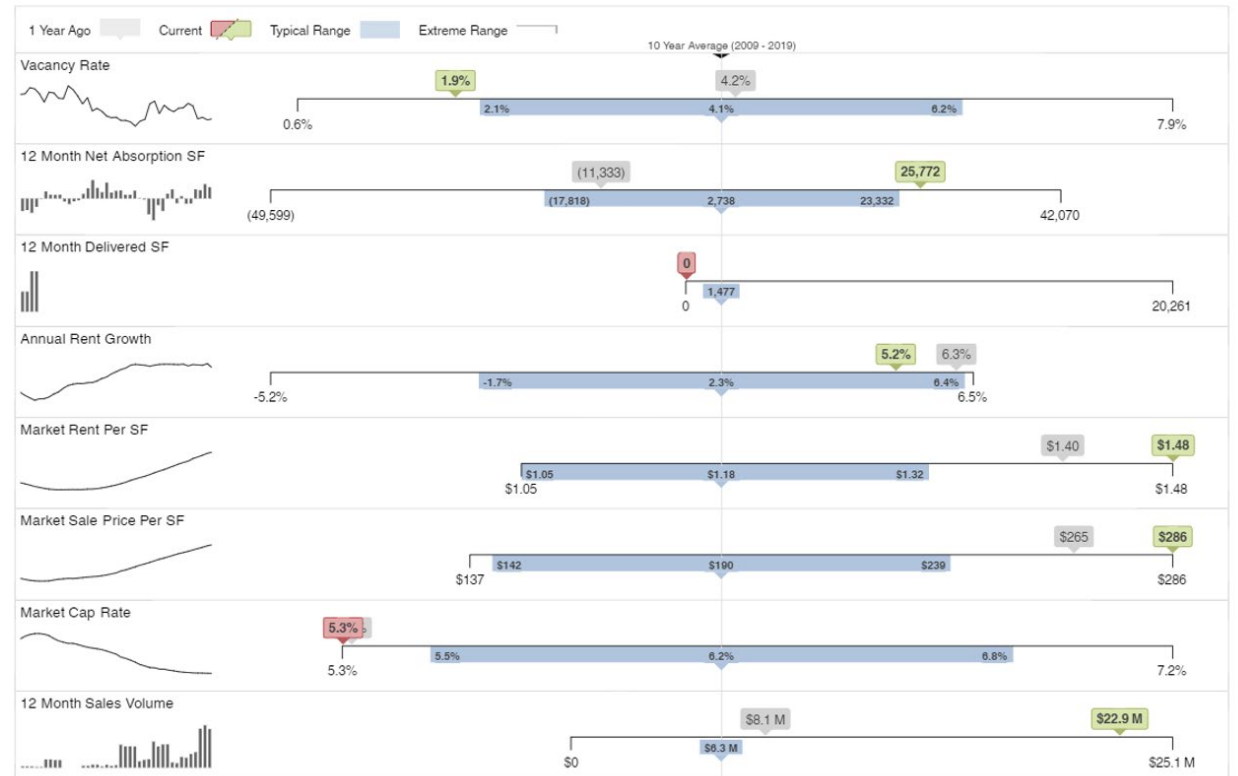
- **with**

## Key Performance Indicators



- **without Birkenstock:**

## Key Performance Indicators



## Novato Retail numbers:

INVENTORY SF

2.4 M 0%

Prior Period 2.4 M

UNDER CONSTRUCTION SF

0 -

Prior Period 0

12 MO NET ABSORPTION SF

67.2 K +252.1%

Prior Period 19.1 K

VACANCY RATE

1.8% -2.8%

Prior Period 4.6%

MARKET RENT/SF

\$2.09 +1.0%

Prior Period \$2.07

MARKET SALE PRICE/SF

\$337 +4.9%

Prior Period \$321

MARKET CAP RATE

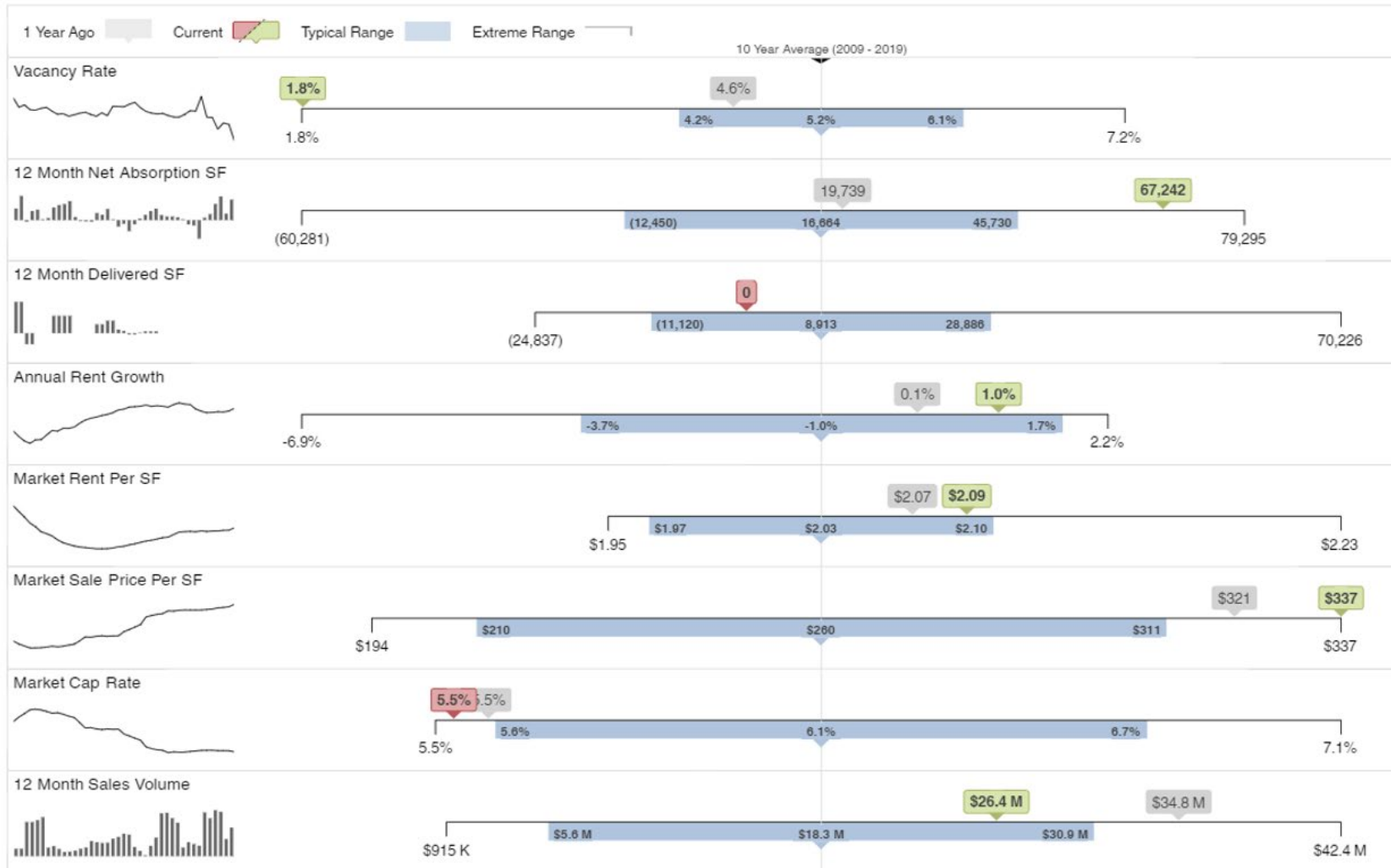
5.5% 0%

Prior Period 5.5%

Availability		Inventory	
Vacant SF	42.2 K ↓	Existing Buildings	206 ↓
Sublet SF	2 K ↓	Under Construction Avg SF	- ↓
Availability Rate	2.5% ↓	12 Mo Demolished SF	0 ↓
Available SF	58.6 K ↓	12 Mo Occupancy % at Delivery	- ↓
Available Asking Rent/SF	\$1.73 ↑	12 Mo Construction Starts SF	0 ↓
Occupancy Rate	98.2% ↑	12 Mo Delivered SF	0 ↓
Percent Leased Rate	98.4% ↑	12 Mo Avg Delivered SF	- ↓
Sales Past Year		Demand	
Asking Price Per SF	\$384 ↓	12 Mo Net Absorp % of Inventory	2.8% ↑
Sale to Asking Price Differential	-5.5% ↑	12 Mo Leased SF	66.9 K ↓
Sales Volume	\$26.4 M ↓	Months on Market	12.8 ↓
Properties Sold	21 ↓	Months to Lease	7.0 ↓
Months to Sale	8.5 ↓	Months Vacant	8.4 ↓
For Sale Listings	4 ↓	24 Mo Lease Renewal Rate	78.4% ↓
Total For Sale SF	50.9 K ↑	Population Growth 5 Yrs	2.0% ↓

# Retail Key Performance Indicators:

## Key Performance Indicators





**CITY OF NOVATO**  
CALIFORNIA

# EDAC UPDATE ON “FINAL PARKLET CRITERIA”

EDAC MEETING – MARCH 28, 2019



# TODAY'S DISCUSSION

- Outdoor Dining Provisions of Muni Code (since 1994)
- Parklets
  - *Where are we going?*
  - *Lessons learned at Finnegan's*
  - *Brief Overview of Council Direction*
  - *Parklet's Importance to the Downtown? Parking Impacts?*



# MUNICIPAL CODE

## 19.34.130 Outdoor Dining, Display, and Sales.

### D. *Outdoor Dining and Seating Areas*

4. ***Downtown Core Retail and Business Districts.*** *Outdoor dining and seating areas may be permitted within the public right-of-way if a license agreement is issued pursuant to Section 15-4 of the Novato Municipal Code. The standards in Section 19.34.130D above shall be applicable to the establishment and use of the outdoor dining and seating areas.*



# CURRENT OUTDOOR DINING ON GRANT AVE

FINNEGAN'S & MANTRA WINES



GRAZIE'S RESTAURANT



BICYCLE BREWSTOP



CARMEN'S & RUSTIC BAKERY



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# PARKLET DESIGN



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# STAFF PROCEDURE IMPROVEMENTS

- Implemented on on-going basis
- Inter-departmental review
- Improved traffic for businesses, property owners, DNBA, Chamber, and opportunities for the public
- Design complimentary to surrounding buildings
- Annual inspection, fees
- Speedy process still, with appeal criteria



# LESSONS LEARNED – FINNEGAN'S

- **Where** parklets can be located
  - *Property frontage, unless consent received in writing*
- Comprehensive outreach program
  - *Adjacent business and property owners*
- Parking Impact
  - *City efforts to create more, no mitigation by project*



# COUNCIL DIRECTION RECEIVED

Item	Consensus	Notes
<b>GENERAL REQUIREMENTS</b>		
Location	Grant Ave + 1 blocks north or south on side streets	
Basic Design	Limited choices, pre-approved designs / appearance, consider pre-fab units	Music and active space use OK, include templates for parking options, tie to DT Design Guidelines
General Standards - Use of Flex Space	No restriction (restaurants + retail only)	No use of Flex Space for retail merchandise
Maintenance	By applicant at their sole expense	Annual inspections by City staff
Impact to existing parking spaces	No mitigation	Include options for ODA on pavement w/o deck.
Location of mitigation parking spaces	None	



# COUNCIL DIRECTION RECEIVED

Item	Consensus	Notes
<b>DESIGN STANDARDS</b>		
Planters	Yes, as proposed by applicant, maintained by applicant	Develop concrete planter style / alternative
Fencing	Yes, with uniform standard wood, wrought iron, or concrete planter boxes per City standard, other designs via use permit & DRC review	Develop lower height alternative (see Mountain View)
Size	No limit - project frontage	
Portable Heaters	Allowable	See Mountain View allowed models





# COUNCIL DIRECTION RECEIVED

PROCESS / FEES		
Initial Review Fees	Cost recovery agreement	
Annual Electrical Service Charge	\$50	
One-time Damage Deposit	None, covered within the agreement only	
Annual ODA Permit Renewal Fee	Cost recovery agreement, \$1,000 max.	
Permits not Transferable	Transfers to new owner	
Interruptible Privilege	Yes	
PROCESS / CONTROL		
Application Processed by	PW using pre-approved standard options	One Off Designs: CDD & PW - Zoning Administrator with City Engineer review approval
Esthetic Review	Fast track internal process with CDD/PW/Building, use permits to DRC. Standards to DRC before returning to City Council	

# EDAC CONCERNS?

1. Parking
2. Costs
3. Impact on brick & mortar businesses?
4. Other issues?





**CITY OF NOVATO**  
CALIFORNIA

# QUESTIONS?

FINAL PARKLET DESIGN STANDARDS





**CITY OF NOVATO**  
ECONOMIC DEVELOPMENT

Tenant Improvement Grant Program  
3.28.19

# WHAT IS A TENANT IMPROVEMENT GRANT?

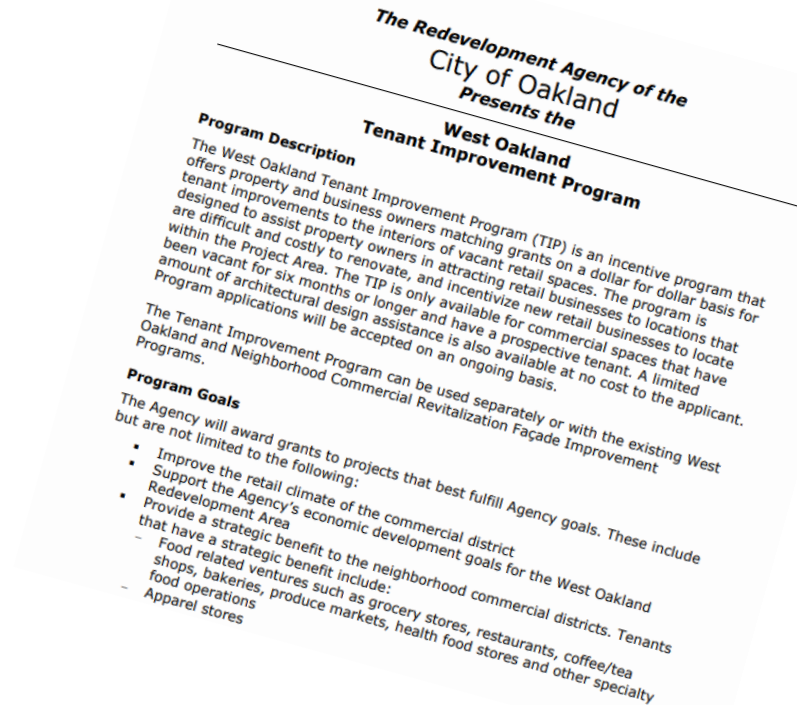
TIGs provide capital for property owners and tenants to build out customized interior alterations

**\$150,000 Budgeted for Grants in FY18/20 –  
will carryover unspent funds for 1 FY**



# EXAMPLES OF TIG'S

- Riverside, CA
- Clearwater, FL
- Los Angeles County
- Portland, OR
- Tigard, OR
- Oakland, CA\*
- Henderson, NV
- Carrollton, TX



# WHY A TIGP AND NOT.....SOMETHING ELSE?

This program intends to help attract and expand restaurant and beverage establishments by offsetting costs of real, permanent property improvements which is something businesses frequently ask for help with...

....and Council has asked for a vibrant Downtown in the Strategic Plan



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# STRATEGIC PLAN: GREAT PLACES

G2/O3: “Facilitate a vibrant downtown that enhances community and entertainment spaces, restaurant options and the retail environment”

G3/O1: “Actively recruit retail, restaurants and other businesses and develop retention plans and strategies”





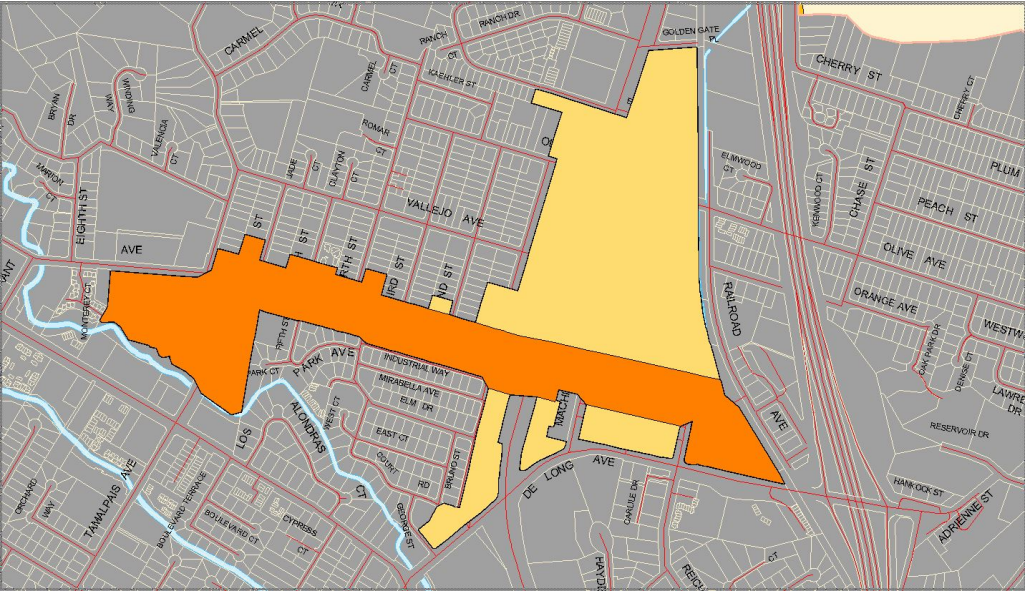
# THINGS WE'RE LOOKING FOR FEEDBACK ON

- WHERE: Should this be focused solely on Downtown?
- WHO: Should we restrict the types of businesses that can apply?
- HOW MUCH: What should the amount of the grant be?
- WHAT: Should we expand or limit the eligible improvements?
- HOW: Throughout the year? First come-first served?



# WHERE?

Greater Downtown?  
Shopping Centers?  
All restaurants/beverage city-wide?



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# WHO?

Restaurant – grease traps, extra fees for County approvals, sinks and other food service req's

Beverage – keeps people downtown

Entertainment – future of retail is experiential

Retail?

Others?



# HOW MUCH?

Too small = no one applies/not beneficial

Vs.

Too large = only a few benefit/program ends quickly



# WHAT EXPENSES ARE ELIGIBLE?

- ADA
- Demolition
- Electrical
- Hazardous materials abatement
- Historic restoration
- Interior finishes (i.e. flooring, painting, casework)
- Mechanical
- Plumbing
- Safety (i.e. seismic, fire-suppression)
- Shell construction



# HOW – WHAT'S THE GRANT CYCLE?

Post now and see what we get?

Launch in FY19?

Year-round applications vs. apply by dates?



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# NEXT STEPS

- Review TIG with Commission – ***CHECK!***
- Return with DRAFT Tenant Incentive Grant Program
- Program applications open with legal and departmental approvals – money allocated already in the budget

