



“It’s not the plan that is important, it’s the planning”



**NOVATO GENERAL
PLAN UPDATE**



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Not Starting from Scratch

- Community Survey (March 2009)
- Visioning Workbook and Community Forum (July 2009)
- General Plan Update Steering Committee (2009-2010)
- Existing Conditions Report (2009)
- Vision Statement (2009)
- North Redwood Boulevard Planning Study (2009)



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Staffing: A Team Effort

- Hire half-time Project Manager
- Utilize existing City staff in various departments
 - Public Works: Transportation, Infrastructure
 - Community Services: Parks, Recreation, Culture, Human Services
 - Police: Safety, Emergency Services
 - Economic Development Manager and Hamilton Base Reuse Manager: Economic Development and Economic forecasts
 - Planning: Land Use, Development forecasts, Environment, EIR, Departmental Liaisons



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Staffing: A Team Effort

- Selective Use of Consultants:
 - EIR
 - Greenhouse Gas Emission Reduction Calculations
 - Document Design and Graphics



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An Inclusive Document

- **Incorporate Downtown Specific Plan**
 - Edited version, eliminating actions accomplished and correcting inconsistencies
- **Incorporate Climate Action Plan**
 - Include as “call-outs” in several elements,
 - Update with 2010 Emissions Inventory, and
 - Recalculate greenhouse gas emission reductions



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Focus on Key Areas

- North Redwood Corridor
- North, North Redwood Corridor (north of San Marin Dr.)
- Hamilton
- South Redwood Boulevard
- Northwest Quadrant Neighborhood (north of Grant, between 1st and 7th)
- The Square Shopping Center
- Bel Marin Keys Industrial Park



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Focus on Key Issues

- **Healthy Living Strategies** (promoting walking, exercise and good eating habits)
- **“Complete Streets”** (design of roadways to accommodate all modes of travel)
- **Utilizing our SMART Stations** (land use, access)
- **Addressing Changing Demographics** (services for the elderly and ethnic diversity)



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Overarching Objectives

- Goals and Programs that reflect fiscal sustainability
- Create more directive Programs
- Create a concise, readable, attractive document
- Incorporate the next Housing Element revision



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Public and Transparent

- Build on previous efforts
- Utilize existing Boards and Commissions

Planning Commission

Design Review Commission

Recreation, Cultural & Community Services Advisory Commission

Economic Development Advisory Commission

Bicycle & Pedestrian Advisory Committee

Multi-Cultural Advisory Commission



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Public and Transparent

- Community Charrettes on Selected Focus Areas
 - Tour
 - Presentation re: Real Estate Market
 - Identify Opportunities & Constraints
 - Identify Ideal Land Uses
 - Defining Design Parameters with Volunteer Architects
 - Attempt to Development Consensus Vision



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Schedule: Three Phases

■ 1. Deciding What We Want

- Staff Research, Update Data
- Discussion of Goals, Policies and Programs by Boards & Commissions
- Community Charrettes and Meetings
- Prepare Draft General Plan
- Boards & Commissions Recommendations
- Planning Commission Hearings
- City Council Hearings



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Schedule: Three Phases

■ 2. EIR

- Draft EIR
- Public Review Period
- Planning Commission Meeting on Draft EIR
- Response to Comments
- Preparation of Final EIR



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Schedule: Three Phases

■ 3. Adoption

- Boards & Commissions Review and Recommendations
- Planning Commission Hearing and Recommendations on Final EIR and Draft General Plan
- City Council Certification of Final EIR and Adoption of General Plan



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Schedule: Expediting N. Redwood

- EIR required for adoption of land use changes
- Can achieve Council direction after Phase I, so owners/developers can pursue applications and CEQA review
- Inextricably linked with North, North Redwood corridor (north of San Marin)
- Currently processing applications for 20% of North Redwood study area
- Chamber of Commerce & Econ. Dev. Advisory Committee recommend a moratorium



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Preliminary (Optimistic) Schedule

Deciding What We Want (Approx. 18 months)										EIR (Approx. 12 months)										Adoption (Approx. 7-12 months)							
Growth forecasts																											
Traffic modeling					More traffic modeling																						
Focused study areas (N. Redwood, N.N. Redwood, Hamilton, etc)					*																						
Refresh Downtown Specific Plan for incorporation into GP																											
Transportation Element																											
Parks & Recreation Element																											
Human Services Section																											
Safety Element (police, fire, flooding)																											
Economic Development Element																											
Update Climate Action Plan for incorporation into GP																											
Housing Element 2014-2022																											
Public Workshops					Board & Comm. Mtgs.					PC Mtgs		CC Mtgs															
										EIR Background Reports					Scoping		Prepare Draft EIR					Public Review		Response to Comments – Final EIR			
																				Public Workshops & Surveys		Board & Comm. Mgs.		PC Mtgs		CC Mtgs	

* Council feedback on preferred land use changes for North Redwood and other focus areas.



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Conceptual Budget

Consultants	Cost Est.
Project Manager (½ time, 2 years)	\$200,000
EIR	\$300,000
▪ Traffic	
▪ Noise	
▪ Air Quality/GHG	
▪ Biology	
▪ Seismic Safety/Geotech.	
Requantification of GHG reduction potential from CAP programs	\$15,000
Graphic Design (document template, logo, website)	\$15,000
Mapping (map design & production, as needed)	\$10,000
Community Charrette	\$50,000
Architectural Perspective Artist (create vision images from the charrette work)	\$10,000
TOTAL	\$600,000



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Questions?



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