**PROCESS CHECK**

- Staff-Based Effort
  - 2013
- 11 Policy White Papers
  - 2014-2015
- Community Charrettes & Workshops
  - 2014-2015
- Appointed Boards & Commissions
  - Council direction to staff
  - 2014-2015
- Council direction to staff
  - Evaluation of ‘96 Gen. Plan
  - 2015
- Appointed Boards & Commissions
  - 2015
- Council direction to staff
  - Public Outreach
  - 2016
- Appointed Boards & Commissions feedback
  - Extensive Public Outreach
  - Mid-2017
- Publication & public review of EIR
  - Northwest Quad Zoning Study
  - Fall 2017
- Planning Commission recommendation and City Council decision on new General Plan

**Plan Adoption**
PROCESS CHECK

Implementing Ordinances planned for adoption with the General Plan:

- Urban Growth Boundary extension
- Northwest Quad zoning
- Bel Marin Keys Master Plan amendments (biotech campus, ancillary retail allowance, automotive uses in Hamilton Ind. Park as permitted)
- Hillside/Ridgeline Ordinance (exceptions for houses built prior to ordinance)
- Downtown (concentration of personal services, prohibition of tobacco retailers, change mandatory reference to design guidelines, terminate specific plan)
- Woodland Tree Ordinance (prioritize replacement of natives and allowance for fewer but larger replacement trees)
- Parking lot landscape revisions
- Beekeeping allowance
**Next Steps**

- City Council review and feedback on Draft General Plan
  - April/May

- Publication of Draft EIR and Planning Commission hearing
  - July

- Planning Commission hearing and recommendations on Final EIR, Draft General Plan and implementing ordinances
  - September

- City Council hearing and decision on Final EIR, Draft General Plan and implementing ordinances
  - October
General Plan 2035: Public Participation

Stakeholder Groups include:
- Community Groups
- Environmental Groups
- Business Groups

City Council

12 Appointed Commissions Input

7 Open Houses & Farmers Markets

5 Neighborhood Forums

16 Stakeholder Group Dialogues

4 Special District Boards

341 Open Novato

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

Received **284 survey responses**

(45% response rate)
PUBLIC OUTREACH

Organizations/Clubs:

Novato Democratic Club
Sunrise Rotary
A.M Business Women
North Marin Breakfast Club
Novato Senior Citizen Club
Soroptimist International
Chamber of Commerce
Marin Conservation League
Sustainable Novato

Novato Human Needs Center
Historical Guild
Rotary Club of Novato
Sierra Club
Marin Audubon
Downtown Novato Business Association
PUBLIC OUTREACH

Advertising:

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

Summary of General Plan Survey Feedback
PUBLIC FEEDBACK

Very High Level of Support for Plan Policies

Average Agreement: 81%

Average Disagreement: 5%
Public Feedback

Highest Rated Policies (90+% support):

- Recruit/retain businesses providing local services & high-paying jobs
- Conserve energy & water
- Expand recycled water system
- Encourage downtown cafes & retail
- Downtown as center of the community
- Pedestrian-oriented downtown development
- New development sensitive to its surroundings
PUBLIC FEEDBACK

Highest Rated Policies (90+% support):

- Maintain/expand parks & trails
- Reduce waste/increase recycling
- Protect native trees & woodlands
- Maintain creek setbacks
- Minimize storm water runoff
PUBLIC FEEDBACK

Other Policies Rated as Top Priorities:

- Improve bicycle & pedestrian infrastructure
- Provide a high level of police services
- Promote reinvestment in NW Quad with form-based zoning option
- Redevelop N. Redwood with vibrant retail/entertainment with public gathering places
- Encourage use of SMART
PUBLIC FEEDBACK

Lowest Rated Policies:

- Encourage hotels & auto dealerships
  (23% disagreement, 47% agreement)

- Assume limited new office & industrial development
  (14% disagreement, 53% agreement)
COMMISSION & COMMUNITY ORGANIZATION FEEDBACK


- All Commissions commented the Draft Plan is attractive and well-written

- Feedback from Age-Friendly Novato, MCL, Marin Audubon, Marin Baylands Advocates and Sustainable Novato

- All suggestions/edits with staff responses in Attachment 8 & edits recommended by staff included in Attachments 9-11
COUNCIL “FIRST-PASS” EDITS

- Review monthly in “3-Chapter” segments
- Substantive changes may affect EIR project description and scope
- Attachments 9-11 include edits recommended by staff from input by Commissions, community organizations & City Councilmembers
First 3 Segments:

- Introduction
- Great Places (land use & community design)
- Draft Downtown Design Guidelines
COUNCIL “FIRST-PASS” EDITS

Suggested Order:

- Staff Presentation
- Public Comment
- Council Questions, Comments and Feedback on selected text, policies and programs:
  - UGB Extension
  - FAR Computation for Structured Parking
  - Great Places Programs LU13a & 19a and Policy CC 3
  - Selected portions of Introduction, Great Places and Downtown Design Guidelines
Council “First-Pass” Edits

Council Objectives:

- Gain incremental input from public, Commissions and Council prior to drafting Plan
- Concise, readable, attractive document
- Utilize much of 1996 General Plan
- Reflect need for fiscal sustainability in programs
UBG Extension

- 2014 Council direction: extend UGB in place for another 20 years by Council action

- UGB Ordinance will be updated by City Attorney for either Council adoption or public ballot with involvement of environmental groups, LAFCO and utility districts

- Council could place on public ballot in early August. Election cost of ~$50,000-94,000 + CEQA analysis $20,000-40,000

- Council will need to adopt a “bridge” ordinance for November period between expiration of existing UGB and election date
LU 5a: UGB Extension. On or before the expiration of the voter approved Urban Growth boundary, the City Council will consider placing on the public ballot extending an extension of the term of the Urban Growth Boundary to improve the City’s ability to provide municipal services and discourage urban sprawl and the provision of urban services to property outside the City limits.
FAR CALCULATION

- Allowable Floor Area Ratio (FAR) downtown is 2.0 (max. building area twice the lot size)
- Definition of FAR specifically excludes covered parking or garages
- Councilmember Eklund suggests that a program be included in the Land Use Chapter for staff to disclose total floor area ratio (FAR) for mixed use projects that have structured parking
LU 13a: Zoning Regulations. Consider an update to ground floor use regulations to include a provision for uses or buildings that warrant an exception establish limits to avoid overconcentration of certain personal service uses and eliminate tobacco product shops as an allowed use.
LU 19a: Rezoning. Rezone and change the General Plan Land Use Map for properties along Redwood Boulevard between Vallejo Avenue and Pinheiro Circle, as identified as Site 1 in Figure GP-7, from General Commercial to Downtown Core.
CC 3: Hillsides. Protect Novato’s hillsides and ridgelines from erosion, slope failure and visual impacts by limiting the extent and location or new development and ensuring that new development complies with the requirements of the Hillside and Ridgeline Protection ordinance in the Zoning Code.
Selective discussion of text, policies or programs:

- Introduction
- Great Places
- Downtown Design Guidelines