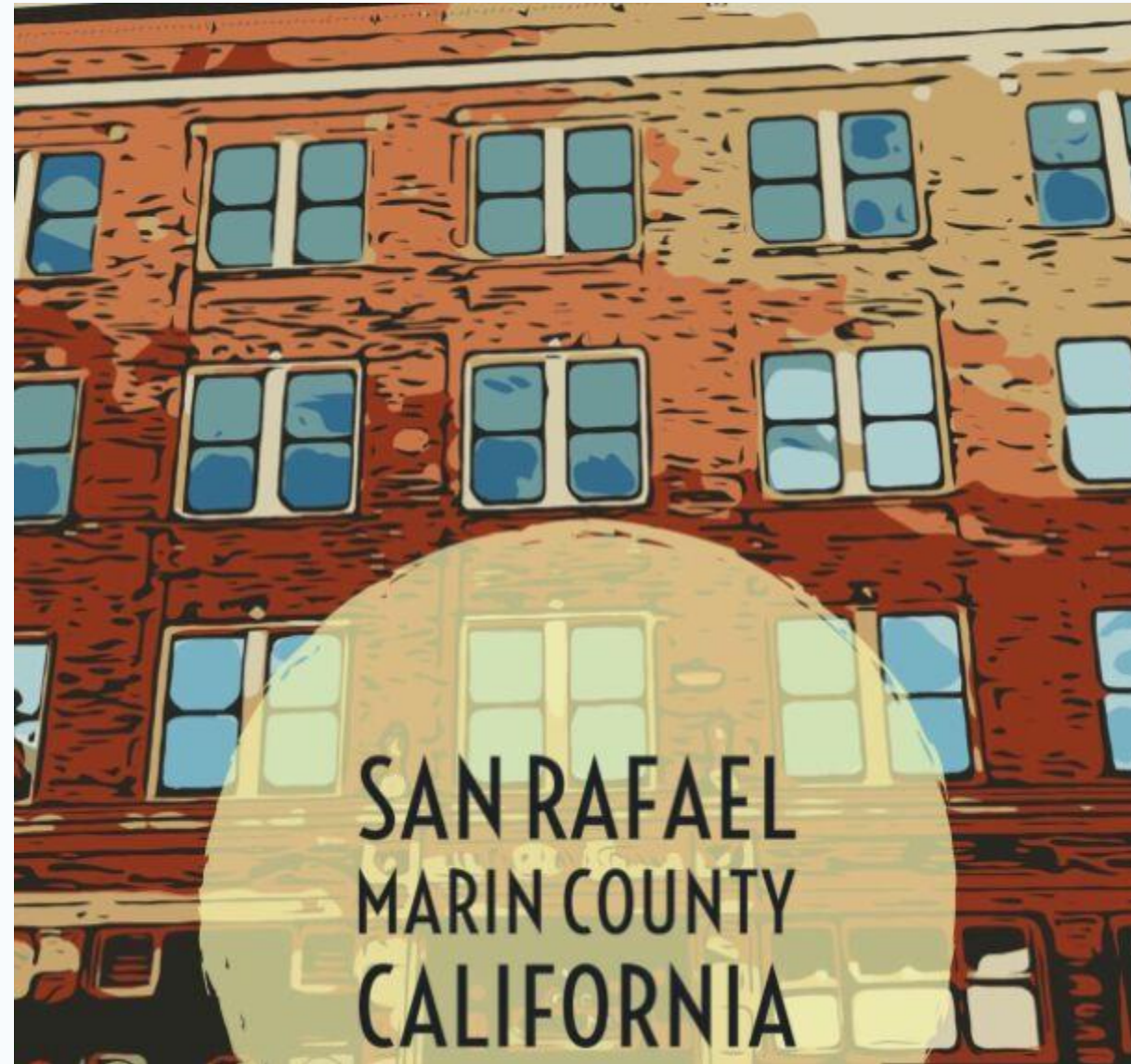


# PROGRAM OVERVIEW



## *Future Focus. Increase tax revenues.*

Monitor commercial vitals/vacancies. General Plan 2040 and Downtown Precise Plan. Northgate Revitalization. Marin Square Revitalization. Growing Brew Pub Scene. Launching Pilot Cannabis Program.

## *Encourage Culture. Community Pride.*

San Rafael Cultural Arts District. County Arts Master Plan. Life in San Rafael brand launch.

## *Beautify environments. Quality Programming*

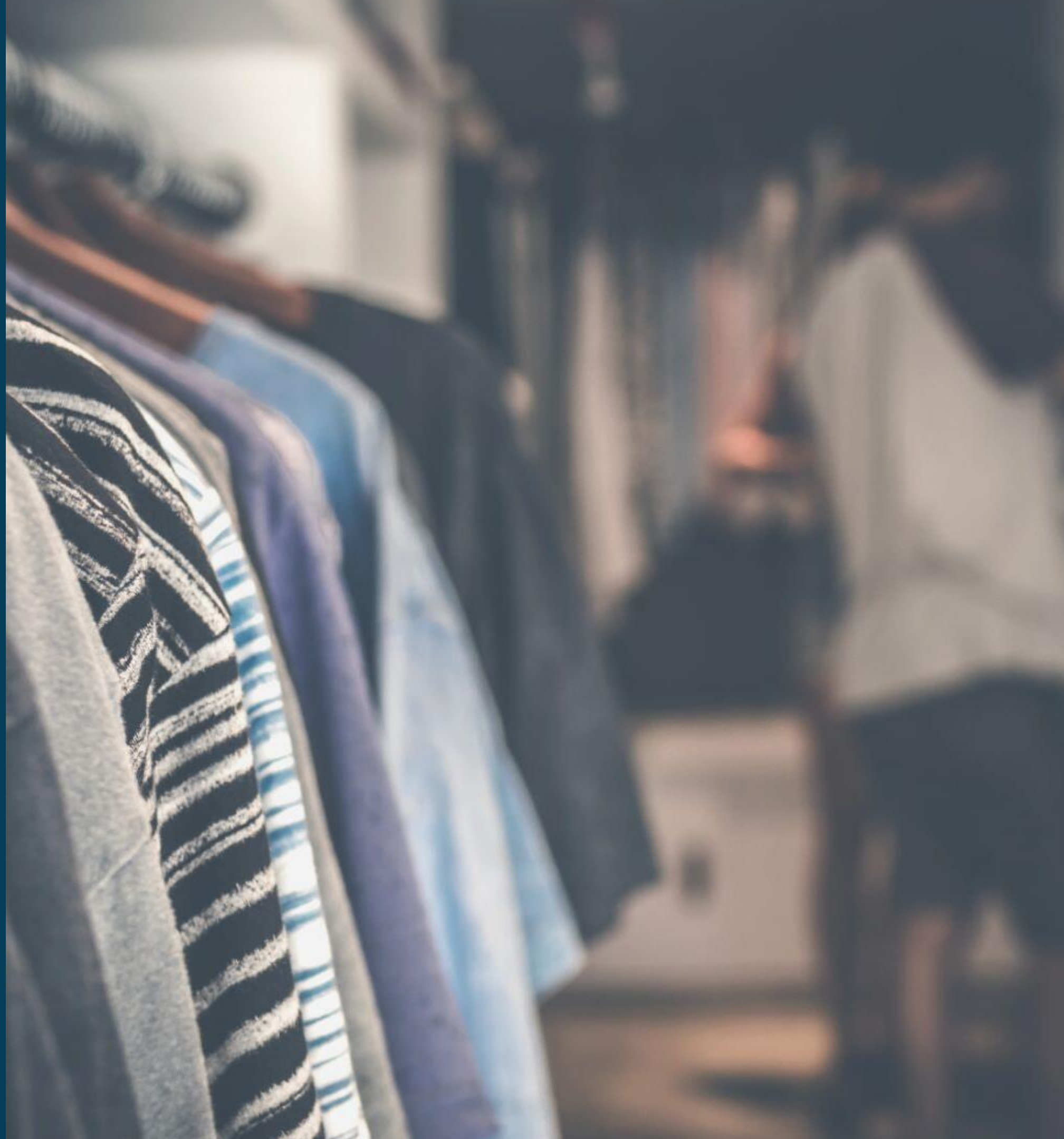
Downtown Lighting. On-Street Dining. Downtown Farmers Market. Chamber/BID Partnership.

CITY-WIDE  
COMMERCIAL VACANCIES

1.2% INDUSTRIAL

9.6% RETAIL

15.7% OFFICE

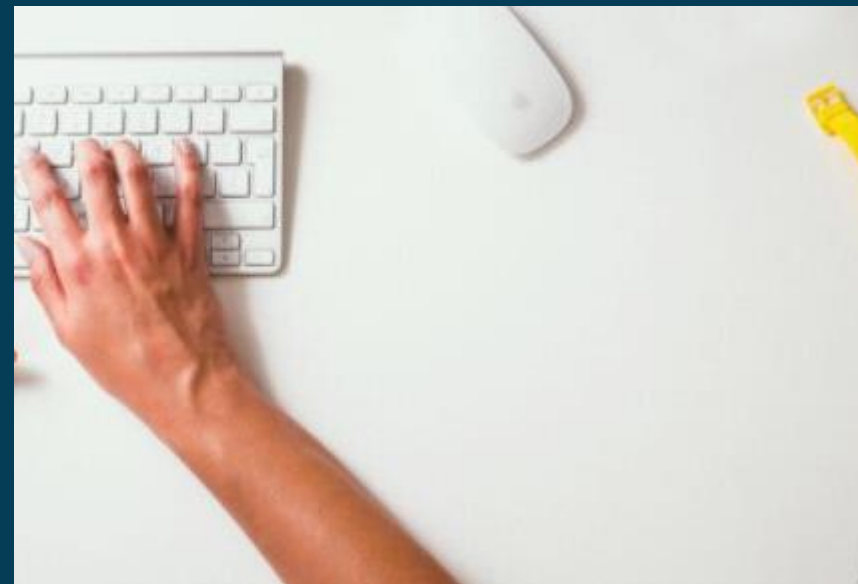


# The General Plan 2040 & Downtown Precise Planning Process



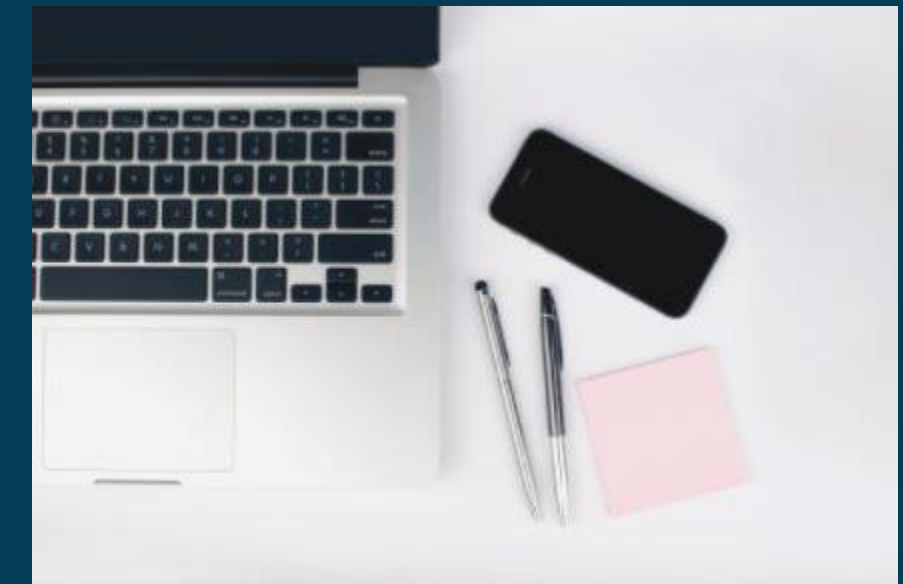
## *Brainstorm Ideas*

Downtown Precise Plan Charette



## *Make Presentations*

General Plan Steering Committee, local  
business and professional groups



## *Coordinate with consultants*

Coordinate data collection



New Brew Pubs adding energy to Downtown. Northgate Revitalization. AC Marriott Downtown. H2 and Hampton Inn at Francisco Blvd. Marin Square Tenant Improvement Plans, 1001 Fourth Street - Goldstone Properties Mixed -use Housing and Retail Development

# CANNABIS PROGRAM

## \$369,151 Revenues Collected

- \$100,800 June 2018 license application fees
- \$41,000 July 2019 license application fees
- \$180,351 Cannabis Tax Revenue Collection
- \$47,000 Cannabis Retail Sales Tax

## *Programmatic Changes/8 Active licenses*

- Adult-use Program begins 4/16/2019
- All 5 delivery licenses in active commerce
- 3 infused manufacturers in active commerce 1 soon-to-be active testing lab licenses





# ARTS COMMUNITY

## SAN RAFAEL CULTURAL ARTS DISTRICT

- California Cultural Arts District Designation, 1 of 14
- Downtown San Rafael Arts District - Small City Big Arts
- Marin County Arts and Culture Master Plan
- City & Arts for place-making, talent attraction and resiliency

# BRANDING UNDERWAY



*Life in*  
SAN RAFAEL

# BEAUTY & PROGRAMMING





# REQUESTED UPDATES

- 999 Third Street
- 703 Third Street
- 800 Mission
- 9000 Northgate
- 815 B Street
- 104 Shaver
- 3833 Redwood Highway
- 1005 Northgate Walk
- 1115 Andersen - Osh
- 600 Francisco BLVD – Toys R Us
- 1001 4<sup>th</sup> City Plaza
- 917 4<sup>th</sup> Street - Fenix