

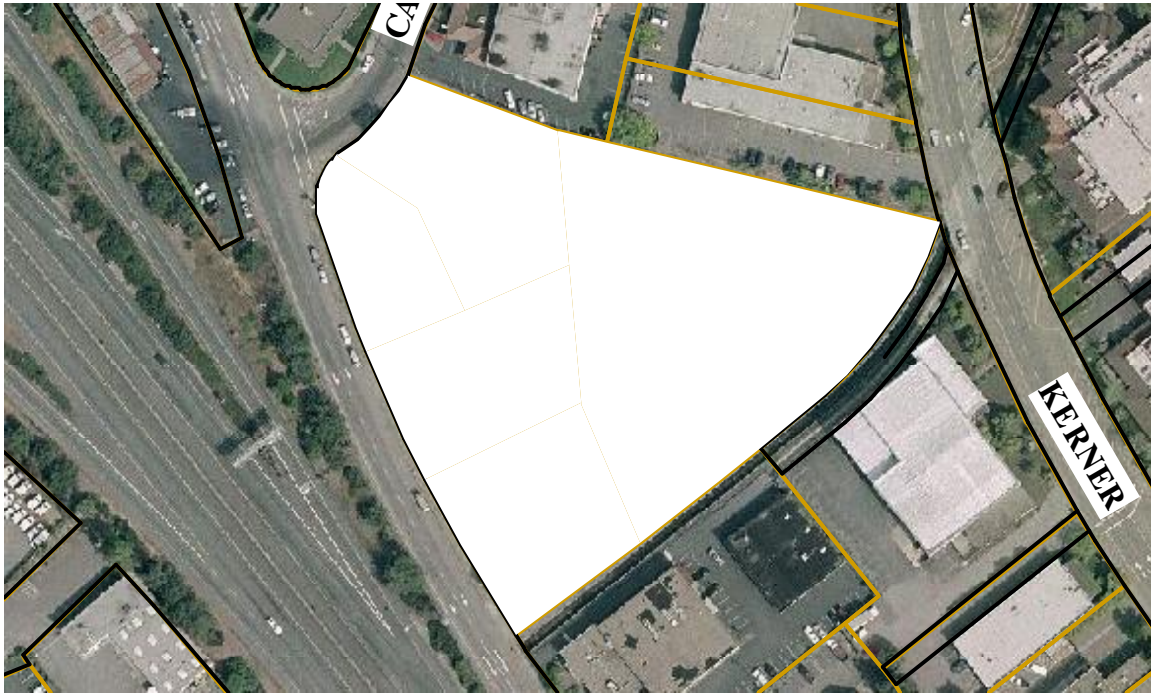
**City of San Rafael
Economic Development Department**

**1075 Francisco Blvd.
Former Dodge / Chrysler Site
Fact Sheet July 2009**

OVERVIEW

The City's preference is for another high retail tax generating use such as auto sales, high volume retail sales or a hotel. Mini storage and residential uses are not desired. The City would work with applicants proposing appropriate high retail tax generating uses.

This freeway visible site has all required approvals for 25,000 sq. ft. auto dealership with 8,650 sq. ft. of area covered by canopies. These planning approvals are valid thru April 8, 2011. Traffic capacity is a major concern for the site, and a use with traffic characteristics similar to those of an auto dealership would minimize this issue.



APNs: 009-191-02, 03, 04, 09, 10
Lot size: 2.837 acres (123,580 sq ft)
GP Designation: General Commercial
Zoning: GC (General Commercial)

CONTACTS

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SITE DETAILS

The site was occupied by an auto dealership demolished in February, 2005.

ALLOWABLE USES

General Plan – The General Commercial land use designation allows general retail and service uses, restaurants, automobiles sales and service, hotel/motels. Offices are a secondary use.

Zoning - General Commercial zoning allows a full range of retail and service uses; offices are a conditional use for sites with poor retail visibility. Residential use is allowed with a use permit.

DEVELOPMENT STANDARDS

Maximum Non Residential Intensity - Set by Floor Area Ratio (FAR) – Zoning Ordinance Section 14.16.150 G. Maps, based on the use:

§ Bulk/Specialty Retail	0.26
§ General Retail/Service	0.18
§ Office	0.22

Hotels are not subject to FARs

Maximum Residential Intensity -Set by Density - Zoning Ordinance Section 14.05.030 at 1 unit /1,000 sq ft lot area = 123 units

Maximum Development Potential - The maximum potential development is the combination of the maximum FAR and residential density, providing that traffic, parking and height regulations are met and any environmental or site constraints are addressed. Maximum intensities are not guaranteed.

Maximum Height Limit - Set at 36 feet by Zoning Ordinance Section 14.05.30. Hotels are allowed up to 54 feet (4 stories) plus a potential 12 ft (1 story).

OTHER FACTORS

Hazardous Materials - Investigation needed due to previous auto repair use.

GENERAL PLAN POLICIES

The City's General Plan recognizes the need for uses which support our economic base and limits traffic impacts. Specific policies that will be used are:

EV-2 Seek, Retain and Promote Businesses that Enhance San Rafael addresses the need to retain businesses that contribute to our local economy, provided needed services and local jobs.

EV-4 Local Economic and Community Impacts stresses the need for the City to evaluate and include economic considerations and benefits in terms of fiscal impact and jobs in project evaluation.

EV-8 Diversity of Our Economic Base states that San Rafael should stay a full service city by retaining and supporting a full range of businesses.

C-5 Traffic Level of Service states that new development should maintain adequate levels of traffic and sets standards for intersection operations.

NH-51 Existing Business Area addresses the necessity of and encouraging the upgrading of existing sites consistent with traffic impacts.

NH-52 New Business Development states that priority should be given to new businesses that benefit the neighborhood through provision of needed services, low traffic impacts or employment of neighborhood residents.

NH-53 Building and Automotive Services recognizes the importance of automotive and related service to San Rafael's economy and encouraged that they be retained.

SPECIAL ISSUES

Traffic - The site retains the number of AM and PM peak hours generated by the approved 25,000 sq. ft. auto dealership (this number was never quantified in the Planning approvals). Typically, auto dealers generate fewer trips than general retail uses. Uses other than an auto dealer must determine whether the proposed new use would generate more trips than an auto dealer. In addition, the site is in a traffic congested area where many of the intersections operate in excess of the City's acceptable Level of Service (LOS) Standards. Depending on the number of trips generated, the trip distribution and proposed access points, a new use could have traffic impacts and require the payment of a traffic mitigation fee, and/or an EIR and the making of a finding of over-riding considerations.

Access – Driveway locations are extremely important in terms of traffic circulation and impacts, and any changes or alteration to those currently approved will need to be reviewed. A registered Traffic Engineer should be consulted in any access revisions.

Noise - Given the proximity to 101, any residential project component will a noise study to verify that the units meet the City's noise standards for multi-family units.

POTENTIAL DEVELOPMENT FEES FOR NEW CONSTRUCTION AND OTHER REQUIREMENTS

Traffic Mitigation - Traffic mitigation fees of \$4,246 for every new AM + PM peak hour trip above historical levels is charged for increases in building area. The fee is adjusted yearly.

Affordable Housing - An Affordable Housing Requirement is imposed on all residential and nonresidential development projects, including adding square footage over 5,000 sq. ft. to existing nonresidential developments. Nonresidential development shall provide between 0.00875 to 0.03 residential units per 1,000 sq. ft. new construction, depending on the use or an in-lieu fee of \$250,400/per unit can be paid. Residential projects must provide between 10 to 20% of the units as affordable units, depending on the size of the project. See Section 14.16.030 of Zoning Ordinance.

Development Impact Fee – A Development Impact Fee of \$0.12 per sq. ft. of commercial space and \$0.06 sq. ft. of industrial space is charged for new non residential development.

Green Building - Residential projects must meet 60 points on the Green Point rating system. Non residential projects between 5,000 and 29,999 sq. ft. must achieve a LEED Certified rating, and those over 30,000 sq. ft. must achieve a LEED Silver rating. See Zoning Ordinance Section 14.16.365.