

Countywide Plan Scenario: Economic Vitality

The Vision:

The Economic Vitality alternative will maintain a healthy and vibrant economy while maintaining the quality of life that attracts businesses and residents to Marin.

Spiraling housing costs and the attendant transportation problems created because of increased commuting distances have been contained. Well-suited businesses are encouraged to locate in Marin and expand. Continued progress has been made to improve challenging permit processes, limited space availability, and difficulty in recruiting and retaining workers. Key to ensuring a vibrant economy is that there are sufficient housing units affordable to the workforce of Marin.

What are the desired outcomes?

- All commercial areas, excluding industrial areas have been rezoned to mixed-use to allow maximum flexibility in use/reuse of the site.
- Allowable floor area ratios and building heights have been increased in central business districts and for targeted transit sites to result in an effective FAR of .35 instead of .3.
- New housing construction has been focused on higher-density, infill areas rather than single-family to make the most efficient use of land and maximize the potential for affordability. Allowable density has not been decreased on any single-family parcel but infill densities are assumed at one unit per 1,000 square feet of lot area above and beyond any commercial FAR allowance.
- Publicly-owned land (aside from parks and open space lands) has been used to provide additional housing.
- Retail centers have had housing added when being modernized or reconstructed at a rate of one unit per 1,000 square feet of building area.
- All new non-residential developments have been required to provide housing at a rate of one unit per 1,000 square feet of building area.
- Housing need for agricultural workers has been provided (520 units)
- Tax measures have been passed to fund transportation and housing as well as leverage outside funding.
- Public transportation has been improved to reduce single-occupant vehicle trips.
- Parking requirements have been reduced for non-residential projects to encourage the marketplace to determine appropriate amounts of parking.
- Airspace above parking lots has been used for additional housing.
- Second units are assumed to be on one of every ten single-family lots.
- The following specific sites have development as follows:
 1. St. Vincent's Silveira – 1,500 clustered moderate- to high-density housing units, 50,000 s.f. of resident-supporting retail space, exclusive of the St. Vincent's School and existing on-site facilities.
 2. San Quentin – 3,585 residential units clustered in a European village-like community with 500,000 s.f. of nonresidential space which is inclusive of existing structures that would be preserved and/or reused.
 3. San Rafael Rock Quarry – 400 residential units

