

# SAN ANSELMO EDC ACTION PLAN 2020-2021

*GOAL: Maintain and enhance the economic viability of the Town's commercial districts through actions that attract, retain and nurture local businesses.*

Action	Lead(s)	Timeline	History & Status
1. Downtown Circulation, Parking, Streetscape and Bike/Pedestrian Improvements			
<i>Improve the convenience and availability of parking for visitors to the Downtown. Upgrade &amp; beautify the Downtown through improved landscaping, streetscape, and other public amenities. Plan and promote highest and best use of curb space.</i>			
<p>1.1. <b>Expand Parking Availability</b> – Consider and implement some or all of recommendations of Public Works (as updated October 2021):</p> <p>G-1 Increase available 2-hour spaces by converting Magnolia Avenue between Library Place and Cedar Street from 4-hour parking to 2-hour parking.</p> <p>G-2 Increase available 2-hour spaces by converting outbound Sir Francis Drake between the Hub and Tunstead Avenue from 4-hour parking to 2-hour parking.</p> <p>G-3 To reduce traffic congestion, eliminate parking spaces on northbound SFD between Bank Street and the Hub to create a 24-hour slip lane. (Currently, parking is restricted between 3:30 pm and 6 pm only, 2-hour limit).</p> <p>G-4 To improve circulation and usage of the Magnolia Avenue Parking Lot, change Kientz Lane to two-way.</p> <p>G-5 If paid parking is instituted on San Anselmo Avenue, consider changing price per hour at the other Town parking lots.</p> <p>CP-1 Eliminate merchant parking in Creek Park lot.</p> <p>CP-2 Convert to 2-hour time limits in Creek Park lot.</p>	Schneider/DPW/ Gomez	On Hold	<p>2019 In house downtown parking study completed by Public Works Staff.</p> <p>5/2019 EDC made recommendations to Town Council to free up customer parking close to downtown.</p> <p>3/2020 Staff planned to hold two community workshops on parking study and recommendations. Delayed due to COVID 19.</p> <p>7/13/21 Public Works staff presented findings of study and they have hired consultant to verify numbers and will meet with EDC leads. EDC requested staff to give merchants more information on where people can park. Public Works to host public workshops, bring to public meeting with Council and implement</p> <p>8/21 Staff provides downtown parking maps to merchants</p> <p>9/14/21 Public Works presented to EDC and EDC made recommendations to Town Council (Rising, Gomez and Cico absent for vote)</p> <p>9/28/21 Public Works staff presented to Town Council and Town Council made recommendations to staff: obtain fiscal impact for options, move forward with Kientz lane 2-</p>

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SA-1 Install paid parking on San Anselmo Avenue between San Rafael Avenue and Ross Avenue, with a rate of \$1.50/hour from 7 am to 6 pm. (12 pay stations) SA-2 Install paid parking on San Anselmo Avenue between San Rafael Avenue and Tunstead Avenue, with a rate of \$1.50/hour from 7 am to 6 pm. (8 pay stations)			way, public outreach to neighbors for parking limits and pay stations, move forward with increased enforcement
1.2. <b>Parking Enforcement</b> (illegal U-turns and time limits)	Cico/Gomez	On Hold	6/2020 CMPA spoke with EDC. 2020 Signage installed on San Anselmo Ave. that includes fines. On hold due to COVID 19 and available parking downtown. 9/28/21 Council directs staff to implement more enforcement
1.3. <b>Landowner Parking Partnerships</b> – Explore opportunities for shared parking or public/private parking partnerships.	Warner, Gomez		2020 Warner collecting potential opportunities with landowner survey. Donery and Wright to speak to CMPA about using their parking.
1.4. <b>Downtown Parklets/Outdoor Seating</b> – Identify and Explore Opportunities for permanent parklets and outdoor seating.	Sean/Scott, Cico, Gomez, Rising		7/2020 Temporary parklets installed in response to COVID 19 10/13/20 Staff to develop guidelines to present to EDC for comment 2/9/21 Staff to schedule Zoom listening sessions in Spring. Rising will forward information to EDC. 5/11/21 Workshop #1 held at EDC meeting 5/27/21 Workshop #2 held 6/8/21 Laptev presented results of survey and workshops to EDC. Scheduled for Town Council input in July. 9/14/21 Public Works made presentation to EDC and EDC recommended an indefinite parklet program (Gomez, Cico and Rising absent). 9/28/21 Public Works presented to Town Council. Town

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			Council would like to consider ordinance for indefinite parklet program and gave direction to staff. 11/9/21 Town Council discussed potential regulations and continued to future meeting.
1.5. <b>Downtown Maintenance Improvements</b> (litter, sidewalks, graffiti, facades)	[vacancy]		<i>Next steps:</i> Review/improve current regulations & enforcement Develop program for improved public maintenance Develop program for improved private maintenance "Clean San Anselmo" Evaluate potential for BID to help fund maintenance improvements (see 7.1)
1.6. <b>Reduce visual/economic detriment created by vacant storefronts</b> ; encourage activation of vacant space working with Arts Commission and Historical Commission.	Semonian, Burns, Warner		2021 Arts Commission had rotating art display <a href="#">Art on the Avenue</a> 8/10/21 Burns presented concept for window signs to EDC. No action taken. 1/11/22 Burns presenting EDC with new program for signs in vacant spaces
1.7. <b>Activate vacant storefronts</b> – Identify options, investigate/test "pop-up" in vacant spaces	Fernandez		<i>Next steps:</i> Develop interested property owner list through owner survey. Invite consultant for presentation to EDC and property owners
2. Signage & Wayfinding			
<i>Improve accessibility to the Downtown by residents &amp; visitors.</i>			
2.1. <b>Wayfinding Plan</b> Phase 3 Subordinate Signs	DPW, Burns		
2.2. <b>Implement Parking Study</b> – wayfinding to parking lots	DPW, Burns		July 2021 Public Works working on parking lot wayfinding

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2.3. <b>Poster Program</b> – Promote local businesses and town branding	Burns, Warner		signage 9/21/21 Parking signage installed 3/2020 Open for Business sign campaign and custom signs distributed, web site ordering page created 9/2020 “Vote” sign campaign signs distributed 10/13/20 Burns to develop signs for new business opening 12/08/20 Small Business Saturday signs developed and distributed 12/08/20 Holiday shopping day signs created 2/9/21 Valentines day signs created 5/3/21 Mother’s Day signs created 6/21 New Mask and 4 <sup>th</sup> of July signs created 8/10/21 Burns presented concept for window signs to EDC. No action taken (See program 1.6 above).
<b>3. Retain, Attract and Enhance Local Businesses</b> <i>Achieve and maintain a balanced and complementary mix of businesses serving residents and visitors. Improve access to information and resources to facilitate the process of opening a new business or improving an existing business.</i>			
3.1. <b>Create “One Stop Shop”</b> concept business resource center that is prominent on the Town’s website and enhance Town website pages for new businesses	Rising, Bugas		10/12/20 “Business” tab added to Town home page 10/12/20 Rising to map pages for staff 2021 - Phase I of "Business One Stop Shop" on Town website completed. Included work on processes with staff in applicable departments. 2021 - ongoing updates and two new sections added: Business License, and Marin Economic Recovery Symposiums.
3.2. <b>Business welcome and onboarding program</b> – comprehensive program to welcome, inform new businesses, PR and Marketing announcement of new business opening	Bugas, [vacancy] , Rising		10/13/20 Presentation of plan to EDC 11/10/20 Onboarding work is underway 2/9/21 Bugas reaching out to businesses and will get a report from the Town for new businesses over last 6

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			months. 5/7/21 Staff continues to provide reports to Bugas 2021 - Bugas program ambassador
3.3. Identify ways to <b>target and attract desired businesses</b> to fill vacant locations.	Fernandez, Warner, Rising		<i>Next Steps:</i> Discuss and document examples of types of desired businesses. 4/13/21 EDC received presentation and discussed. Ginsberg/Rising to work with Richard Berkson and Staff and report back. 5/11/21 Ginsberg/Rising/Staff present report and receive support from EDC to move forward with stakeholder outreach. 6/8/21 Looking for co-lead for project. Stakeholders identified. 8/10/21 Fernandez added as co-lead
3.4. <b>Zoning Changes in Downtown</b> – consider modifications to attract desired businesses	Fernandez, Rising, Gomez		<i>Next steps:</i> Community Assessment/Visioning and Sales Tax Presentation as part of General Plan Update Review Existing regulations & permitted uses for measures to help achieve appropriate business mix 10/4/21 Gomez added as co-lead 11/9/21 Subcommittee held two meetings. Staff mailed 50 invitations to property owners and emailed real estate agents. Held two workshops 11/8 AM & PM and at 11/9 EDC meeting. Next step: subcommittee to reconvene to discuss a recommendation to the EDC.
3.5. <b>Property Owner Survey</b> – develop communication and collect feedback on issues	Warner, Fernandez		Survey in progress. Questions to be refined so that it can be sent by SurveyMonkey to other property owners. 6/8/21 Warner to coordinate with 3.3/3.4 project outreach, above.

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3.6. <b>Business Inventory</b>	Rising, Fernandez		03/20 email contact list developed 10/13/20-12/2/20 Rising and staff requested additional contact and business information with 2020 business license mailing. Renewals are due on April 15, 2021. 5/23/21 2021-2022 Budget request will include new business license survey software
3.7. Locate and implement a <b>new business license program</b> that can be used to maintain and update the inventory of Town businesses, including location of business and vacancies, and track trends in business mix. Integrate inventory into a tool for mailouts and communications with business community.	Administration	On Hold	5/23/21 2021-2022 Budget request will include new business license survey software 6/21 Town Council approves budget with \$20,000 for program 2021 Business license software purchased, installed in "One Stop Shop" Business section, ready for 2022.
3.8. <b>Advocacy</b> for Businesses	Colbert, Rising		5/2020 EDC directed chair to send letter with COVID 19 survey results to Dr. Willis 10/13/20 Colbert to email County regarding definition of "enclosed" for outdoor business during COVID 19
3.9. <b>Outreach to Help Achieve Desired Business Mix</b>			Colbert to speak with Marin Economic Forum and County regarding potential grant funding of project.
4. Commercial District Amenities & Beautification			
<i>Upgrade &amp; beautify the Downtown and other areas of the Town through improved landscaping, streetscape, and other public amenities.</i>			
4.1. <b>Median Master Plan</b>	Public Works		2/2020 Red Hill Median Completed Other area median plans on hold pending funding.
4.2. <b>Creek Park Commons</b> (funded by private donations)	Donery, DPW, Warner	Ongoing	<i>Next steps:</i> Communicate status with businesses and potential downtown tenants Coordinate with related Downtown improvement planning, e.g., parklets and circulation

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4.3. <b>Public Art</b>	Mauk, Arts Commission	Report every 6 months	1/2020 EDC supports utility box painting project 7/2020 Utility box painting program completed 9/2020 2nd Phase of utility box program started (completed in 2020) 7/13/21 Recreation/Chamber offer concerts on Fridays and Saturdays from 6-9 pm August and September
5. Marketing, Branding and Communications			
<i>Develop a set of marketing materials, tools, and strategies for co-marketing between the Town, local businesses, and other entities such as the Chamber of Commerce.</i>			
5.1 <b>Branding guidelines</b> for Town logo	Donery, Burns		10/13/20 Draft guidelines prepared, Burns to refine and bring to EDC for review 11/10/2020 Burns to meet with staff to discuss guidelines <i>Next steps:</i> review/adopt guidelines and train staff
5.2 <b>Enhance and promote online materials</b> (e.g., social media reviews and sites; interactive materials; links to/from the Town's website) <i>See also 3.1 One Stop Shop</i> Staff to distribute promotional materials to Chamber, agents, and others by hard copy postcard and digital handouts	Rising		2021 postcard developed for opening new business, available at Planning counter. 2021 - implemented and ongoing link sculpting of available property locations from Town website to Leasing website listings. 2021 - link sculpting to business websites assumed by Chamber of Commerce due to launch of visitsananselmo.com website, social media campaign and other marketing efforts.
5.3 <b>Assessment and Input:</b> Business needs assessment surveys, Facebook polls and interviews. <i>See also 5.4 Communication</i>	Rising, Bugas, [vacancy]		2020 Property owner surveys 3/2020 COVID 19 Survey Conducted 10/20 Interviews with new businesses
5.4 <b>EDC PR and Communication Program</b> – Increase visibility of EDC and two-way communication with stakeholders, businesses and community, including regular newsletters,	Rising		10/12/20 <a href="mailto:economicdevelopment@townofsananselmo.org">economicdevelopment@townofsananselmo.org</a> created 11-12/2020 Small Business Saturday and Holiday

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social media, press releases, EDC email address, surveys			marketing plan and resources (posters, social media jpgs and posts. Eblast, newspaper ads, etc.) and 2 planning and implementation Zoom sessions held with merchants. 2020 - 2021 Regular EDC Business newsletters implemented and ongoing. Placement of articles in Town Newsletter. 2021 - Presentation made to Town Council 2020 Accomplishments 2021 - EDC Next Door account created. Posting of events, workshops. Parklet Project Zoom Input Workshops - 5/11/21 EDC Meeting & 5/27/21 session Property Owner Outreach Workshops 11/8/21 a.m. & p.m., 11/9/21 EDC meeting
5.5 <b>Branded Promotional Materials</b> – explore developing program for developing branded promotional items and select recipient for funds			
<p>6. Financing</p> <p><i>Identify and implement mechanisms to assure a sustainable source of revenues for area improvement.</i></p>			
6.1 <b>Research Business Improvement Districts (BID)</b> - Evaluate potential for BID to help fund maintenance improvements (see 1.5)	Semonian, [vacancy]		9/8/20 the EDC agreed to make a research item with assistance from Richard Berkson.