

2018-19 San Anselmo Economic Development Action Plan (Draft)

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

Types & Mix of Businesses		Responsibilities
1	Objective: Maintain a balanced and complementary mix of businesses serving residents and visitors.	
1.1	<i>Action: Complete an Economic Development Plan, to be updated periodically, to document current economic conditions, strategies and actions to achieve economic goals and objectives.</i>	EDC
1.2	<i>Action: Complete an inventory of Town businesses, including vacancies, to track trends in business mix.</i>	Planning
1.3	<i>Action: Locate and implement a new business license program that can be used to maintain and update the inventory of Town businesses, including location of business and vacancies, to track trends in business mix. Integrate inventory into a tool for mailouts and communications with business community.</i>	Finance Department
1.4	<i>Action: Identify desired businesses to fill vacant locations.</i>	EDC
1.5	<i>Action: Identify ways to attract desired businesses to fill vacant locations.</i>	EDC
1.6	<i>Action: Planning Department will review existing zoning regulations and permitted uses and present planning measures that could be used to help achieve appropriate mix of businesses and housing. EDC to make recommendation to Town Planning Commission and Council.</i>	EDC and Planning Department
Business Permitting Process		Responsibilities
2	Objective: Improve access to information and resources to facilitate the process of opening a new business or improving an existing business.	
2.1	<i>Action: Summarize and highlight the Town's friendly, quick "one stop shop" for information about the permitting process on the Town's website to support of marketing and outreach by other entities including the Chamber of Commerce and real estate agents advertising commercial spaces.</i>	Planning Department

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	Parking	Responsibilities
3	Objective: Improve the convenience and availability of parking for visitors to the Downtown.	
3.1	<i>Action: Receive and comment on presentations from Public Works on the draft downtown Parking Study to assure consistency with EDC goals and objectives.</i>	EDC Public Works
3.2	<i>Action: Prioritize the Downtown Parking Study recommendations and make recommendations to Town Council. Request timeline for implementation.</i>	EDC
3.3	<i>Action: Continue to enforce parking restrictions and increase enforcement of parking restrictions as necessary, considering results of Parking Study. Request CMPA to submit annual report to EDC of enforcement schedule, citations issued, and any conclusions on increased compliance with parking restrictions or complaints.</i>	Administration and CMPA
3.4	<i>Action: Create, maintain and publicize an informational program to educate employers and employees about the availability of appropriate parking areas and options, including the Town's Merchant Parking Permits. Update and modify program as necessary in response to Parking Study.</i>	Administration and CMPA
3.5	<i>Action: Coordinate with Bicycle and Pedestrian Advisory Committee for ideas on how to integrate bicycle access to downtown area.</i>	Public Works Department
3.6	<i>Action: After conclusion of Downtown Parking Study, explore opportunities for partnerships with landowners to utilize existing private parking lots for visitors and/or employees during periods when parking demand exceeds available spaces.</i>	Administratoin and Planning Department
	Special Events	Responsibilities
4	Objective: provide special events to strengthen Town community, support local businesses, and promote the Town to visitors	
4.1	<i>Action: Encourage the Chamber of Commerce and other groups to work closely with Downtown businesses to develop, market and implement special event that will draw residents and visitors to the Town.</i>	EDC and Council Representative to Chamber of Commerce
4.2	<i>Action: In collaboration with the business community, identify ways to coordinate and enhance positive linkages between special events and business activity.</i>	EDC and Council Representative to Chamber of Commerce

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Signage & Wayfinding		Responsibilities
5	Objective: Improve accessibility to the Downtown by visitors.	
5.1	<i>Action: Develop a Downtown Wayfinding Plan that attracts and directs visitors with signage that is consistent with and enhances the character of the Town in coordination with Marketing and Branding efforts (see #8).</i>	EDC (Rich) Town Staff
5.2	<i>Action: Develop a budget and timeline for implementation of the Downtown Wayfinding Plan.</i>	Public Works
Amenities & Beautification		Responsibilities
6	Objective: Upgrade and beautify the Downtown and other areas of the Town through improved landscaping, streetscape, and other public amenities	
6.1	<i>Action: Review and comment on presentation of draft Median Master Plan to improve the plan's consistency with other ongoing efforts, e.g., the Downtown Wayfinding Plan.</i>	EDC
6.2	<i>Action: Provide opportunities for local businesses and property owners to contribute financially to the Median Master Plan project in coordination with other financing plans (see #9).</i>	Administration and Public Works
6.3	<i>Action: Ensure local businesses are aware of Median Master Plan project by mailing or hand delivering notice of public meetings, and communicating through social media, to consider the draft Plan and opportunities to contribute financially to the project.</i>	Public Works
7	Objective: Reduce visual and economic detriment created by vacant storefronts and encourage activation of vacant space.	
7.1	<i>Action: Coordinate with Town Commissions and local nonprofits (e.g., Art, Historical, Sustainability, Cedars, schools) to identify, encourage and facilitate appropriate window treatments and "pop-up" exhibitions and other appropriate temporary use of vacant space.</i>	Planning Department
7.2	<i>Action: Maintain exterior of vacant, publicly owned, buildings with periodic landscape service and window washing. Determine feasibility of allowing these spaces to be occupied by pop up businesses or Town Comissions (e.g. Art or Flood Control).</i>	Public Works
7.3	<i>Action: Review current regulations and enforcement activities related to litter, placement/collection of garbage, weeds, and other public and private maintenance to assure an attractive physical environment.</i>	Public Works

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Marketing and Branding		Responsibilities
8	Objective: 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.	
8.1	<i>Action: Update marketing elements, including Town nickname, icon(s), and logo(s) in coordination with Signage and Wayfinding tasks (see #5).</i>	EDC
8.2	<i>Action: Prepare a strategy for enhancing online materials (e.g., social media reviews and sites; interactive materials; links to/from the Town's website; coordination with Chamber or other groups to develop a "Visit San Anselmo" website).</i>	EDC
Financing		Responsibilities
9	Objective: Identify and implement mechanisms to assure a sustainable source of revenues for area improvement.	
9.1	<i>Action: Engage the business community in identifying funding for marketing and related efforts to improve the business environment using business database (see #1.3), Town website and other social media to facilitate communications.</i>	EDC and Council Representative to Chamber of Commerce
9.2	<i>Action: Evaluate support for a Business Improvement District or similar actions, and if positive, pursue further implementation steps.</i>	Administration