

# APPENDIX A

## 2018-19 SAN ANSELMO ECONOMIC DEVELOPMENT ACTION PLAN (DRAFT)

## TYPES & MIX OF BUSINESSES

**1 Objective:** Maintain a balanced and complementary mix of businesses serving residents and visitors.

**1.1 Action:** Complete an Economic Development Plan, to be updated periodically, to document current economic conditions, strategies and actions to achieve economic goals and objectives.

**EDC:** Complete Plan and present to Town Council (Spring 2018).

**EDC:** Initiate Plan implementation (Summer 2018).

**EDC:** Review and update Plan (Spring 2019).

**1.2 Action:** Complete an inventory of Town businesses, including vacancies, to track trends in business mix.

**Planning Dept:** Develop inventory (Summer 2018).

**EDC:** Integrate business inventory into Economic Development Plan and Action Plan (Fall 2018 - Spring 2019)

**1.3 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.

**Finance Dept:** Identify and implement software, collection process, and integration into ongoing activities (Winter 2018).

**1.4 Action:** Identify desired types of businesses to fill vacant locations.

**EDC:** Create subcommittee to engage business community, commercial real estate brokers, industry experts and other interested parties (Fall 2018).

**1.5 Action:** Identify ways to attract desired businesses to fill vacant.

**EDC:** Utilize results of Action 1.4 to develop outreach strategies and collateral materials (Winter 2018 - Summer 2019).

**1.6 Action:** Consider changes to zoning regulations to facilitate desired uses.

**Planning Dept:** Review existing zoning regulations and permitted uses and present planning measures to EDC that could be used to help achieve appropriate mix of businesses and housing (Winter 2018).

**EDC:** Make recommendation to Town Planning Commission and Council (Spring 2019).

## BUSINESS PERMITTING PROCESS

**2. Objective:** Improve access to information and resources to facilitate the process of opening a new business or improving an existing business.

**2.1 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.

**Planning Dept:** Refine existing website pages re: permitting, and prepare "hard copies" for distribution at the Planning Dept. counter (Spring 2018).

## PARKING

**3. Objective:** Improve the convenience and availability of parking for visitors to the Downtown.

**3.1 Action:** Facilitate Downtown Parking Study.

**Public Works Dept:** Present draft Study to EDC for review and comment (Spring 2018).

**EDC:** Make recommendations to the Town Council (Summer 2018).

**3.2 Action:** Continue to enforce parking restrictions and increase enforcement of parking restrictions as necessary, considering results of Parking Study.

**Administration:** Request CMPA to submit annual report to EDC of enforcement schedule, citations issued, and any conclusions on increased compliance with parking restrictions or complaints (Spring 2018).

**CMPA:** Respond to Town requests and adjust services as appropriate (Summer 2018).

**3.3 Action:** Modify and publicize employee parking programs.

**Administration and CMPA:** 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 (Spring 2018).

**Public Works Dept:** Update and modify employee parking program as necessary in response to Parking Study (Summer 2019).

**3.4 Action:** Encourage public/private parking options based on Parking Study.

**Administration and Planning Dept:** Identify and 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 (Summer 2019).

## SPECIAL EVENTS

**4. Objective:** Provide special events to strengthen Town community, support local businesses, and promote the Town to visitors.

**4.1 Action:** Encourage the Chamber of Commerce to work closely with Downtown businesses to develop, market and implement special events that will draw residents and visitors to the Town.

**EDC and Council Representative to Chamber of Commerce:** Meet with and engage Chamber and business community to develop viable special event options (Summer 2018).

**4.2 Action:** In collaboration with the business community, identify ways to coordinate and enhance positive linkages between special events and business activity.

**EDC and Council Representative to Chamber of Commerce:** Meet with and engage business community to assure special events are coordinated to increase benefits to local businesses (ongoing as events are planned and permitted by the Town).

## SIGNAGE & WAYFINDING

**5. Objective:** Improve accessibility to the Downtown by visitors.

**5.1 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).

**EDC (Rich) and Town Staff:** Present Draft Plan to EDC and Town Council for review and acceptance (Spring 2018).

**5.2 Action:** Initiate implementation of the Downtown Wayfinding Plan.

**Public Works Dept:** Develop a budget and timeline for the Plan (Summer 2018).

## AMENITIES & BEAUTIFICATION

**6. Objective:** Upgrade and beautify the Downtown and other areas of the Town through improved landscaping, streetscape, and other public amenities.

**6.1 Action:** Develop a Median Master Plan that achieves Town and Economic Development goals and objectives, and is consistent with other ongoing efforts, e.g., the Downtown Wayfinding Plan.

**Public Works Dept:** Present Draft Plan to EDC and Town Council for review and acceptance (Spring 2018).

**6.2 Action:** In conjunction with median and landscaping plans, consider opportunities for "parklets" and other areas for outdoor seating.

**Planning and Public Works Dept:** Review Median Master Plan for parklet and outdoor seating opportunities (Spring 2018).

**6.3 Action:** Increase public awareness of the Plan and 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).

**Administration and Public Works Dept:** Develop and initiate a public outreach program with collateral materials (Summer 2018).

**7. Objective:** Reduce visual and economic detriment created by vacant storefronts and encourage activation of vacant space.

**7.1 Action:** Coordinate with Town Commissions (e.g., Art, Historical, Quality of Life) to identify, encourage and facilitate appropriate window treatments and “pop-up” exhibitions and other appropriate temporary use of vacant space.

**Planning Dept:** Identify options for review by commissions; work with property owners to implement desired options (ongoing).

**7.2 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 Commissions (e.g. Art or Flood Control).

**Public Works Dept:** Adopt, implement and monitor program for ongoing maintenance of public buildings (Spring 2018).

**7.3 Action:** Review current regulations and enforcement activities related to litter, placement/collection of garbage, and other public and private maintenance to assure an attractive physical environment.

**Public Works Dept:** Monitor conditions to assure standards and regulations are being met (ongoing).

## MARKETING

**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 Action:** Update marketing elements, including Town nickname, icon(s), and logo(s) in coordination with Signage and Wayfinding tasks (see #5).

**EDC (Rich):** Prepare collateral marketing materials and guidelines for use (Summer 2018).

**8.2 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).

**EDC:** Establish a subcommittee to engage and coordinate with Town staff, Chamber, and business community on marketing strategies (Fall 2018).

## FINANCING

**9. Objective:** Identify and implement mechanisms to assure a sustainable source of revenues for area improvement.

**9.1 Action:** Evaluate feasibility of a Business Improvement District or similar tool.

**Administration:** Evaluate support for a Business Improvement District (or options), and if positive, pursue further implementation steps (Spring 2019).