

MINUTES
TOWN OF SAN ANSELMO
ECONOMIC DEVELOPMENT COMMITTEE MEETING
Town Council Chambers, 525 San Anselmo Avenue, San Anselmo
May 14, 2019, 8:45 a.m.

Committee Members Present: Chair Jamie Ginsberg, Rich Burns, Benedetto Cico, Brian Stewart, Kelley Warner.

Committee Member Absent: Vice Chair Aaron Singer.

Others Present: Town Council Member Wright, Town Council Member Colbert, Town Manager Donery, Public Works & Building Director Sean Condry, Planning Director Semonian, Assistant Public Works Director Schneider, Building Official Erica Freeman, Assistant Engineer Maribel De La Cruz, Permit Services Technician Heather Lenehan.

Call to Order: Chair Ginsberg called the meeting to order at 8:45 a.m.

Approval of Meeting Minutes: M/s Warner/Cico to approve the March 12, 2019, minutes, carried unanimously.

Open Time for Public Expression: None.

What's new in San Anselmo Business

Tenzing Tibetan Gift Shop, 562 San Anselmo Ave, is closing; San Francisco Running Co. 115 Tunstead owners are moving out of state, but they may maintain San Anselmo store; A&A smoothie and coffee shop has opened at 411 San Anselmo Avenue; Yolo is opening soon at 245 San Anselmo Ave. where U Top It was located; Shibui Gardens is closing the 19 Tamalpais location and is planning to reopen on San Anselmo Avenue; Julie Neal design is opening soon; designer Kendra Smoot and photographer Seth Smoot have moved into 300 Sir Francis Drake; and a tea room and healing center is interested in 324 Sir Francis Drake.

Presentation of Results for Downtown Parking Study

Schneider presented the results of the in-house downtown parking study. Based on the results, Public Works recommended the Town: 1.) improve wayfinding to parking areas; 2.) continue enforcement to ensure turnover; 3.) increase the number of 2-hour spaces by re-signing Magnolia Ave. from 4 hour to 2 hour; 4.) increase number of 2 hour spaces by re-signing Sir Francis Drake Blvd. between the Hub and Tunstead Ave from 4 hour to 2 hour; 5.) eliminate merchant parking in Creek Park and reinstate the spaces to 4 hour metered spaces; and 6.) install pay stations on San Anselmo Avenue from San Rafael Avenue to Ross Avenue or to Tunstead Avenue, where there are high occupancy rates. Staff reviewed the cost of the recommendations. The EDC discussed the pay stations. Schneider was thanked for his work on the study.

Steve Lamb, Laurel Avenue, asked if there was any consideration of 3-hour parking to allow beauty services and lunch. He does not believe people pay attention to the U-turn signs but believes the fine amount on the signs may help. He supports Recommendation No. 6. He asked if

there are meters for the Creek Park merchant spaces.

Richard Berkson was pleased with the study and he agreed with Recommendations 1-5 and was interested in further information on Recommendation 6. He witnesses one U-turn per hour at the intersection of San Anselmo Ave. and Magnolia. He suggested additional enforcement. He has only seen one vehicle ticketed for an illegal U-turn. He said when the officers are downtown they can respond to issues downtown very quickly.

The EDC was interested in new U-turn signage that includes the large fine for violations. Staff will begin a public awareness campaign and investigate the legality of leaving flyers on vehicles. Cico will inform the San Anselmo Chamber of Commerce members about the U-turn issue. The EDC also suggested creating a map of parking areas for customers that includes walking times. The EDC would like to revisit the results of the changes in the fall.

M/s Warner/Stewart to recommend that staff implement Recommendations 1-5, making the merchant parking in the Creek Park lot 2-hour public parking, and give further consideration to Recommendation 6, carried unanimously. The Public Works Director indicated he will inform the merchants with flyers that indicate where they can park.

Discussion/Action Items:

Economic Development Plan Action Items for 2019

The Town will be stamping the crosswalks at San Anselmo Ave. and Magnolia Ave., which requires shutting down the street for a day. Staff would like to coordinate the closure with a Town event, such as picnics in the plaza, a sidewalk sale or live music, and get merchants involved. The Public Works Director agreed to find out if the contractor is available on a weekend. Lenehan will reach out to the Chamber of Commerce to see if they will organize the merchants. Singer and Ginsberg will work with staff on this item.

Update on Wayfinding/Signage/Branding/Logo Program

Staff is finalizing the sign designs.

Update on Collateral Materials - There was no update.

Update on Reviewing Vacancies and Uses

Ginsberg and Warner indicated they are finalizing the landlord survey.

Update on Creekside Commons Design Contest

Colbert reported that they received seven mind blowing conceptual plans for Creekside Commons. They are recommending four of the seven to the Town Council on May 28. The Council will decide on June 25. More information is at reimaginecreekpark.com

Request for Future Agenda Items - None

Adjourn

Ginsberg adjourned the meeting at 10:25 a.m.