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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	Timeline	Status
1. Downtown Circulation, Parking, Streetscape and Bike/Pedestrian Improvements <i>Improve the convenience and availability of parking for visitors to the Downtown. Upgrade & beautify the Downtown through improved landscaping, streetscape, and other public amenities. Plan and promote highest and best use of curb space.</i>			
1.1. Expand Parking Availability – Consider and implement some or all of 6 recommendations of Public Works: a. Improve wayfinding to parking areas; b. Continue enforcement to ensure turnover; c. Increase the number of 2-hour spaces by re-signing Magnolia Ave. from 4 hour to 2 hour; d. 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; e. Eliminate merchant parking in Creek Park and reinstate the spaces to 4 hour metered spaces; and f. Install pay stations on San Anselmo Avenue from San Rafael Avenue to Ross Avenue or to Tunstead Avenue, where there are high occupancy rates.	Schneider/DPW Brian Stewart	On Hold	2019 In house downtown parking study completed by Public Works Staff. 5/2019 EDC made recommendations to Town Council to free up customer parking close to downtown. 3/2020 Staff planned to hold two community workshops on parking study and recommendations. Delayed due to COVID 19. On Hold. Currently no parking problems due to COVID 19. <i>Next Steps:</i> Public Works to host public workshops, bring to public meeting with Council and implement
1.2. Parking Enforcement (illegal U-turns and time limits)	Cico/Rising	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.
1.3. Landowner Parking Partnerships – Explore opportunities for shared parking or public/private parking partnerships.	Warner		2020 Warner collecting potential opportunities with landowner survey.

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			Donery and Wright to speak to CMPA about using their parking.
1.4. Downtown Parklets/Outdoor Seating – Identify and Explore Opportunities for permanent parklets and outdoor seating.	Sean/Scott, Cico		7/2020 Temporary parklets installed in response to COVID 19 10/13/20 Staff to develop guidelines to present to EDC for comment
1.5. Downtown Maintenance Improvements (litter, sidewalks, graffiti, facades)	Ginsberg		<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. Reduce visual/economic detriment created by vacant storefronts; encourage activation of vacant space working with Arts Commission and Historical Commission.	Semonian, Warner		
1.7. Activate vacant storefronts – Identify options, investigate/test "pop-up" in vacant spaces			<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 & visitors.</i>			
2.1. Wayfinding Plan Phase 3 Subordinate Signs	DPW, Burns		
2.2. Implement Parking Study – wayfinding to parking lots	DPW, Burns		
2.3. Poster Program – Promote local businesses and town branding	Burns, Warner		3/2020 Open for Business sign campaign and custom signs distributed 9/2020 "Vote" sign campaign signs distributed

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			10/13/20 Burns to develop signs for new business opening
3. Retain, Attract and Enhance Local Businesses <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. Create “One Stop Shop” 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
3.2. Business welcome and onboarding program – comprehensive program to welcome, inform new businesses, PR and Marketing announcement of new business opening	Bugas, Ginsberg, Rising		10/13/20 Presentation of plan to EDC
3.3. Identify ways to target and attract desired businesses to fill vacant locations.	Ginsberg, Warner, Pipkin		<i>Next Steps:</i> Discuss and document examples of types of desired businesses.
3.4. Zoning Changes in Downtown – consider modifications to attract desired businesses	Ginsberg		<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
3.5. Property Owner Survey – develop communication and collect feedback on issues	Warner		Survey in progress. Questions to be refined so that it can be sent by SurveyMonkey to other property owners.
3.6. Business Inventory	Rising		03/20 email contact list developed 10/13/20 Rising and staff to require additional contact and business information with November business license mailing
3.7. 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, and track	Administration	On Hold	On hold. No funding for program.

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trends in business mix. Integrate inventory into a tool for mailouts and communications with business community.			
3.8. Advocacy 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. Outreach to Help Achieve Desired Business Mix	Pipkin		Colbert to speak with Marin Economic Forum and County regarding potential grant funding of project.
4. Commercial District Amenities & Beautification			
<i>Upgrade & beautify the Downtown and other areas of the Town through improved landscaping, streetscape, and other public amenities.</i>			
4.1. Median Master Plan	Public Works		2/2020 Red Hill Median Completed Other area median plans on hold pending funding.
4.2. Creek Park Commons (funded by private donations)	Donery, DPW	Ongoing	<i>Next steps:</i> Communicate status with businesses and potential downtown tenants Coordinate with related Downtown improvement planning, e.g., parklets and circulation
4.3. Public Art	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
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 Branding guidelines for Town logo	Donery, Burns		10/13/20 Draft guidelines prepared, Burns to refine and bring to EDC for review <i>Next steps:</i> review/adopt guidelines and train staff

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5.2 Enhance and promote online materials (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		
5.3 Assessment and Input: Business needs assessment surveys, Facebook polls and interviews	Rising, Bugas, Ginsberg		2020 Property owner surveys 3/2020 COVID 19 Survey Conducted 10/20 Interviews with new businesses
5.4 EDC PR and Communication Program – Increase visibility of EDC and two-way communication with stakeholders, businesses and community, including regular newsletters, social media, press releases, EDC email address, surveys	Rising		10/12/20 economicdevelopment@townofsananselmo.org created
5.5 Branded Promotional Materials – explore developing program for developing branded promotional items and select recipient for funds			
6. Financing			
<i>Identify and implement mechanisms to assure a sustainable source of revenues for area improvement.</i>			
6.1 Research Business Improvement Districts (BID) - Evaluate potential for BID to help fund maintenance improvements (see 1.5)	Semonian, Ginsberg		9/8/20 the EDC agreed to make a research item with assistance from Richard Berkson.