



**Phase 1 Community Engagement Summary
and
Draft Guiding Principles**

**Town Council
March 3, 2021**

Tonight's Discussion

- Overview of first phase of **Community Outreach** feedback
- Presentation of Draft General Plan 2040 **Guiding Principles** with Planning Commission edits
- Council discussion of **Guiding Principles** and feedback to staff



Community Outreach Process

Stakeholder/Focus Group Interviews

- Conducted 12 Zoom stakeholder interviews and 3 focus groups with community organizations, homeowners' associations, non-profits and public agencies
- Objective: To understand key issues and opportunities to be explored further in the General Plan update



Community Outreach Process

Stakeholder/Focus Group Interviews

The following contributed their feedback:

- Major Downtown property owners
- Tiburon Peninsula Chamber of Commerce
- Downtown merchants
- Homeowners' associations
- Sierra Club
- Marin Conservation League
- Marin Audubon
- Belvedere/Tiburon Recreation District
- Belvedere Tiburon Library/Library Foundation
- Reed Union School District
- Golden Gate Bridge and Transportation District
- City of Belvedere (Planning and Public Works)
- Tiburon Fire Protection Agency
- Marin Transit District
- Marin County Public Works Department



Community Outreach Process

Web Survey

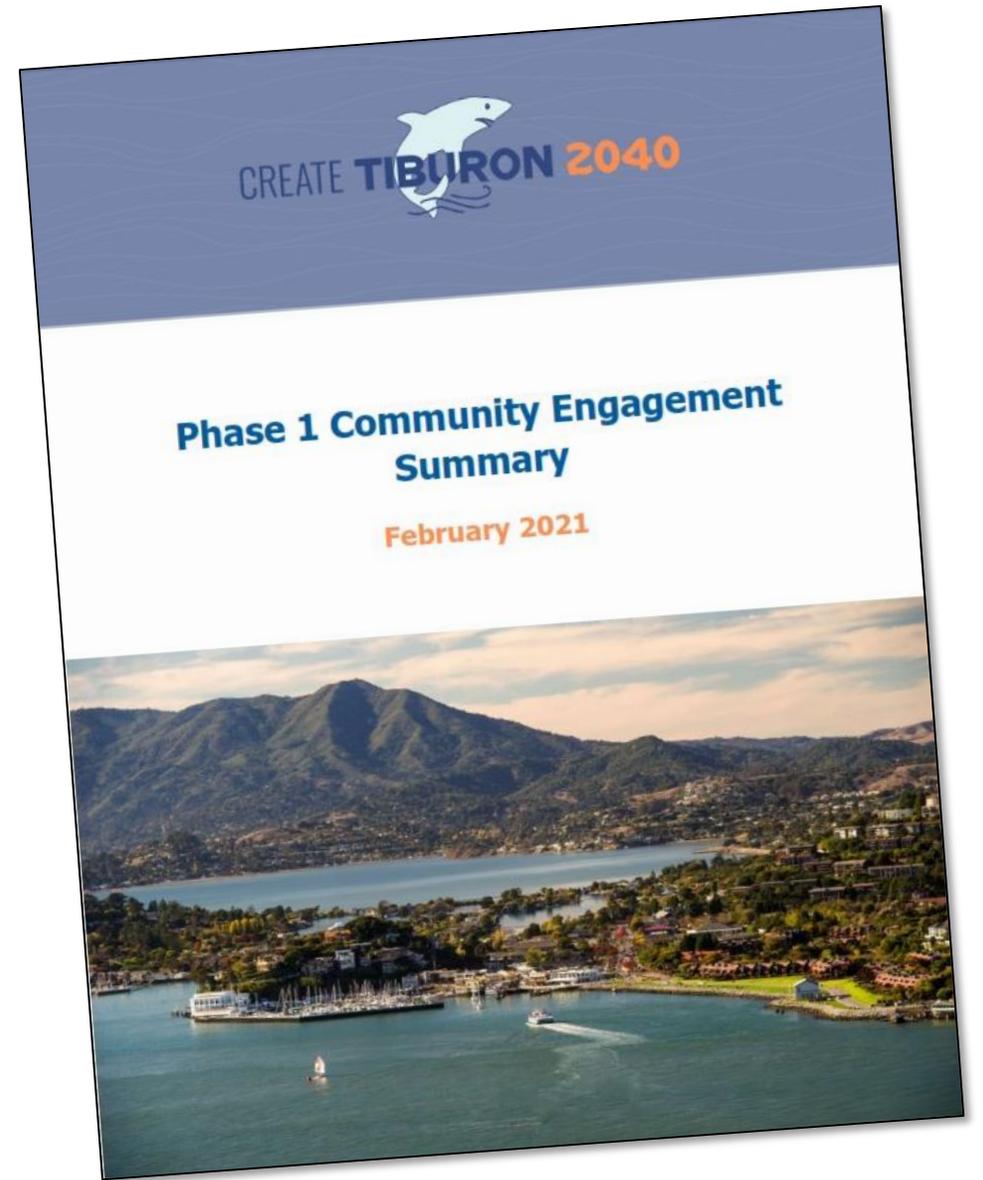
- CREATE  **TIBURON 2040** website used as a platform for community surveys on specific topics.
- First survey, “Setting Priorities”, advertised in mailer to all homes & businesses, Tiburon Talk, Blackie’s Pasture sign, and on social media and Next Door
- **448 responses** when the survey closed on February 22



Community Outreach Summary

Results of **Stakeholder/Focus Group Interviews** and **“Setting Priorities” web survey** can be found at:

<https://createtiburon2040.org/>



The more things change,
the more they stay the same...

What residents love about Tiburon...

2005 Survey

(from 2020 General Plan):

- Best views
- Open space
- Small town village character

2021 Survey:

- Best views
- Open space
- Small town feel, village charm
- Downtown
- Safety and security
- Local schools



The more things change, the more they stay the same...

Issues facing the Town...

2005 Survey

(from 2020 General Plan):

- Traffic congestion
- Excessive house size
- Development and growth
- Parking

2021 Survey:

- Viability of Downtown
- Managing tourism
- Traffic congestion
- Climate Change/Sea Level Rise/Wildfires/Emergency Preparedness
- Equity/diversity
- Affordable housing



The more things change,
the more they stay the same...

Priorities for the General Plan...

2005 Survey

(from 2020 General Plan):

- Protect/enhance open space
- Protect/enhance neighborhoods
- Established alternate transportation programs for schools
- Control max. house size
- Support mixed-use Downtown

2021 Survey:

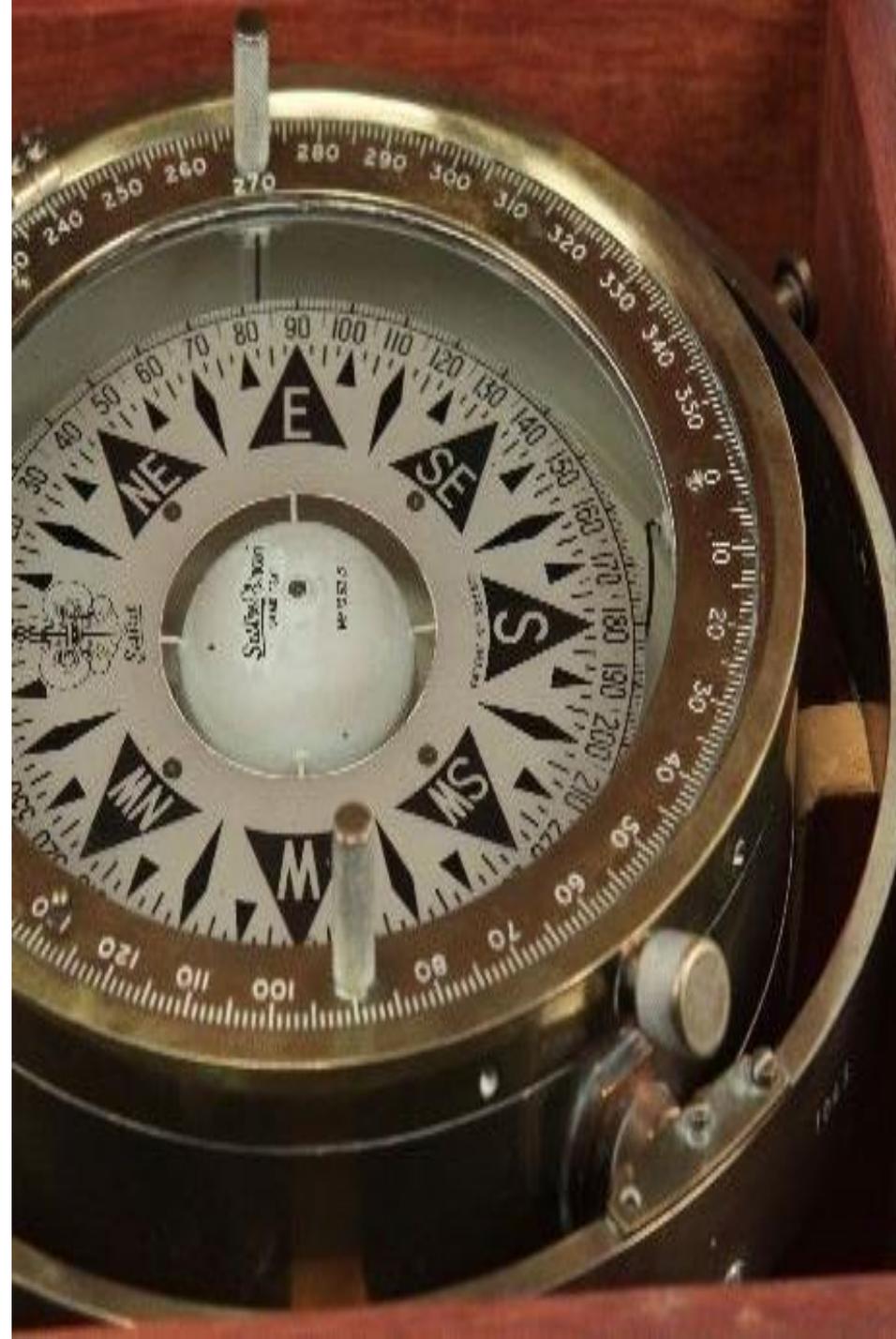
- Preserve open space
- Economic health of Downtown
- Improved bike/ped. facilities and safety
- Addressing climate change and preparedness for sea level rise and wildfires
- Social equity and respect
- Housing



Guiding the way...

Draft General Plan 2040 Guiding Principles

Guiding Principles define the **central ideas or major themes** for the General Plan update and serve as **touchstones** during the process of developing and refining goals, policies and programs.



Livability

Sense of Place

- Preserve and enhance Tiburon's intimate small-town feel and bayside village charm.
- Preserve and enhance access to the Town's scenic public open spaces and bay front.
- Preserve and protect important historic, cultural and artistic resources that serve as significant, visible reminders of the Town's social and architectural history.

Economic Vitality

- Support a local economy that is vibrant and provides a wide range of services.
- Encourage Downtown vitality and redevelopment with a more diverse array of uses and amenities to serve the local population.
- Gracefully accommodate tourism, balancing it with local needs and retaining the community's character.

Balanced Growth

- Focus new development in Downtown and in areas adjacent to Tiburon Blvd. while preserving existing neighborhoods and open space.

Healthy Lifestyles

- Promote physical health and wellness by improving outdoor recreational facilities, trail connections and signage, and providing quality recreation programs for those of all ages, abilities and economic means.

Mobility

- Provide a balanced transportation system, including public transit, that accommodates the needs of automobiles, pedestrians, bicycles, micromobility and other new transportation technologies.
- Reduce dependence on the automobile by providing a complete network of sidewalks, pathways and transit services that are safe and convenient for all residents.

Community Connections

- Strengthen community connections through providing activities and outdoor public gathering places.

Environmental Resources

- Protect and enhance open spaces and natural resources that contribute to Tiburon's unique identity and scenic beauty.

Equity

- Promote social equity and inclusiveness in creation of public policies.
- Ensure the just and equitable provision of public facilities and services.

Climate Change and Resilience

- Reduce greenhouse gas emissions and increase community resilience by preparing for the effects of climate change, including increased wildfires and sea level rise.

Housing

- Protect and enhance the quality of life within residential neighborhoods.
- Support the development of more diverse and affordable housing opportunities.

Safety

- Provide a safe community through quality public services, resilient infrastructure and public preparedness.

Sustainability

Community

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Questions and Discussion
