



Phase 1 Community Engagement Summary

February 2021



Overview

Public input and community engagement are essential to the update of the General Plan since the Plan establishes the long-term objectives and vision of the community. Adoption and implementation of the Plan can only be successful if it reflects the desires of community stakeholders.

The COVID-19 pandemic has required a different approach to community engagement, using the safety and convenience of on-line gatherings and community surveys to solicit public input.

Stakeholder Interviews

From November 2020 to January 2021, the General Plan team conducted 12 stakeholder interviews and 3 focus groups with community organizations, homeowners' associations, nonprofits and public agencies to understand key issues and opportunities to be explored further in the General Plan update.

The following groups contributed their feedback in on-line discussions:

- 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

Website Survey

In January 2021 the Create Tiburon 2040 website was launched, providing a platform for a series of community surveys on specific topics. The first survey, "Setting Priorities", was advertised through a variety of means: a mailer introducing the General Plan process sent to all households and businesses; an article in Tiburon Talk; Next Door and a banner at the Blackie's Pasture sign. As of the close of the survey on February 22, 2021, 448 participants had taken the Setting Priorities survey.

Summary of Stakeholder Interviews

The following is a summary of feedback from interviews with sixteen stakeholder groups, organizations or agencies:

What's unique and special about Tiburon?

Its setting: greatest views in the world, beauty, proximity to SF

Its natural environment: open space, waterfront

Its character: friendly, small town feel, historic businesses in downtown, sense of place, tranquility, has a real history, built organically - not "created"/artificial, maritime history

Its community: focus on community well-being, support for schools and youth, sense of community, nice people, strong personal relationships, close-knit community, outdoor lifestyle

Its services: good schools, good library, safety

What are key issues facing the Town?

- Maintaining downtown business vitality
- Managing tourism
- Emergency preparedness (vegetation management, citizen education/organization, single ingress/egress for evacuation). Priority is to harden homes to fire risk. Vegetation management is needed, but there is a trade-off between maintaining habitat and reducing fuel loads.
- Traffic
- Downtown parking
- Bicycle and pedestrian mobility and safety
- Inclusion/equity
- Affordable housing
- Protection of open space

Are there things you'd like to see change or improve?

- More vibrant commercial district, especially downtown, without being too focused on tourism
Facilitate new development downtown (expedited permitting, fewer disincentives)
- Create easier/free parking downtown for residents
- Turn Main Street into a permanent pedestrian area
- Add an additional downtown public restroom

- Promote more consistent business hours for downtown merchants
- Consider minimum standards for exterior maintenance of storefronts
- Update locational and parking signage for downtown area
- Increase delivery and take-out parking spaces in downtown
- Consider downtown employee parking in an outlying location
- Improve diversity of businesses, especially local-serving
- Desired services: hardware store, gas station
- Address the housing shortage by allowing more density
- Provide affordable housing for teachers, first responders
- Be more welcoming of people of color/more tolerance
- Become a more inclusive community/improved race relations
- More free or low-cost recreation programs for youth (after school and summer)
- More activities for youth (loss of movie theater, businesses oriented towards adults)
- More intergenerational interactions
- Improve processing of development entitlements and building permits
- Improve transparency of all Town departments

Where should new housing be located?

- Potential sites are: Downtown, B of A building, former gas station, Cecilia Place, and fire station site (for first responder housing)
- Potential for teacher housing at Reed School (district has little admin. capacity for this)
- Purchase existing apartments and subsidize
- Locate additional housing closer to Hwy 101 and transit
- Develop vacant school site owned by Tiburon in Corte Madera
- Require new non-residential development to provide housing

What are the Town's greatest economic assets?

- Setting next to the Bay (views, proximity to SF).
- Tenant mix changes are encouraging other new businesses

What trends are you seeing in the local economy?

- More destination eateries

- Residential base is getting younger, with more families moving in due to changes in telecommuting

What economic challenges affect the Town?

- Small, older buildings on Main Street are difficult to renovate to accommodate new users
- Planning and building permit processes should be streamlined
- Parking ratios limit downtown redevelopment
- Lack of commercial investment, esp. by some landlords
- Need a unified plan for desired business mix in downtown – existing retail categories are limited

What economic opportunities do you see?

- Downtown mixed-use development
- Luxury hotel would benefit local merchants
- Providing a broader and more diverse tenant mix both in retail and services to keep residents shopping local
- Higher downtown densities for mixed use, including micro units for employees
- Services for families and youth
- Hardware store

What can the Town do to support downtown redevelopment efforts?

- Create a second public bathroom. The current bathroom by Sam's cannot sustain all of the workers, tourists, Angel Island ferry visitors etc.
- Allow parking exemptions to encourage downtown redevelopment

What are the most pressing environmental concerns within Tiburon and what more could the Town do to address these issues?

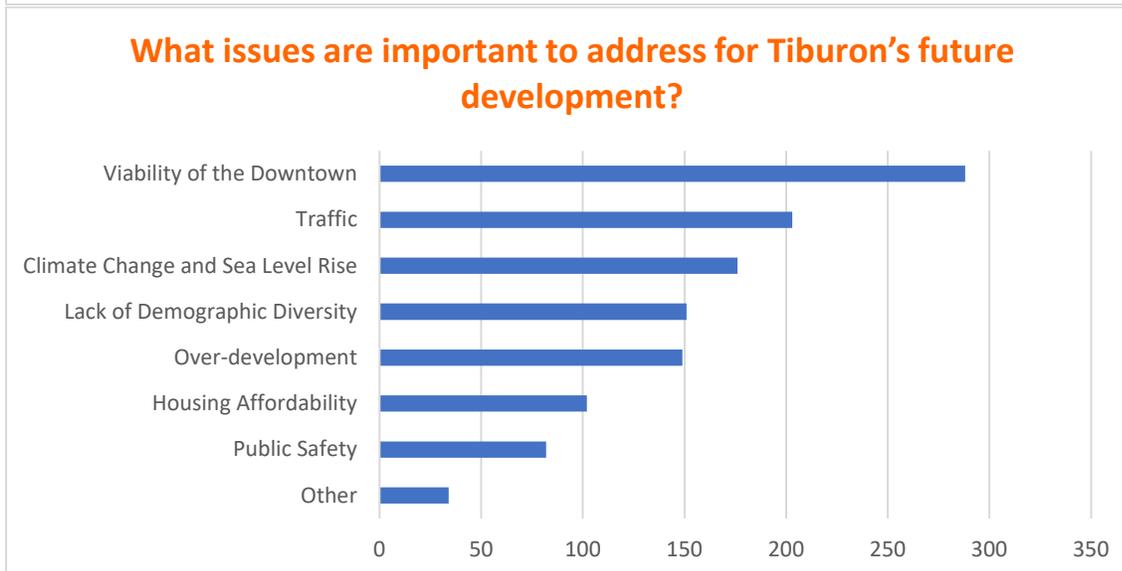
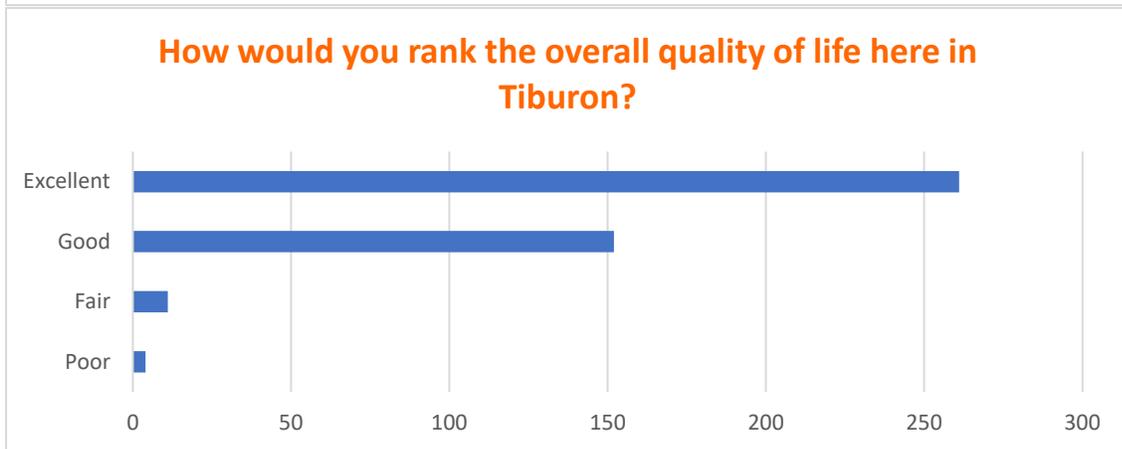
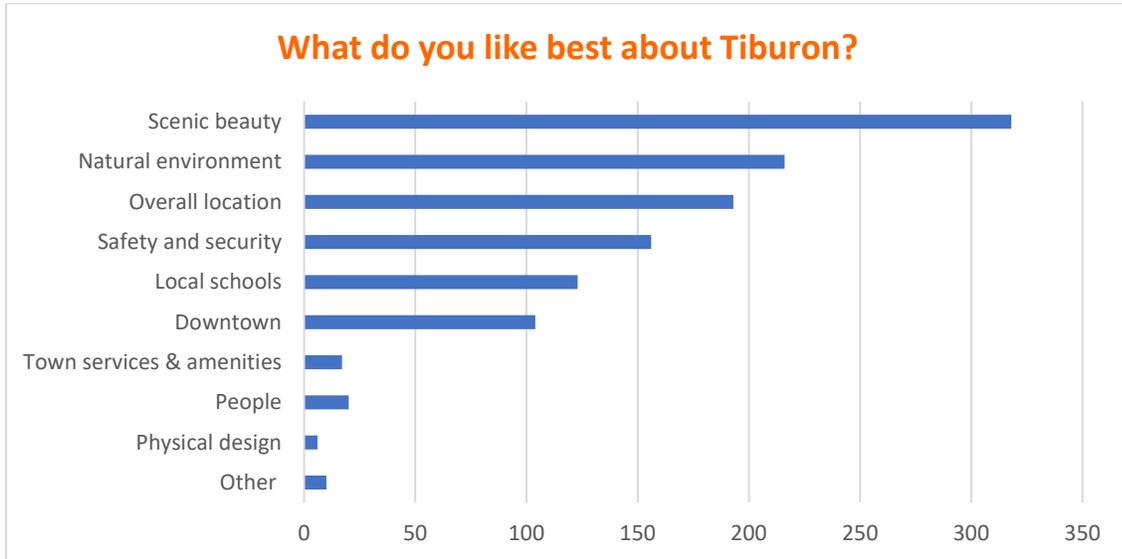
- Maintain habitat value of the pond behind the library. Protect ephemeral creeks.
- Add policies to the General Plan protecting bay water and dealing with anchor-outs. There should be no anchor-outs in the bay, including any mooring areas that might be proposed in Tiburon's jurisdiction. Runaway anchor-outs damage docks and property.
- Need policies to protect native trees. Replanting ratios need to be higher to discourage heritage tree removal.

- Need real programs to address climate change, such as requiring all-electric buildings and mandatory solar for rooftops and parking lots (not land with habitat value), reusable foodware ordinance, and restaurant food composting. Climate change should be an overarching theme.
- Preserve environmental properties of Blackie's Pasture and adjacent beach. Participants oppose new uses such as boat haul out, corporation yard, and pool at Richardson Bay Sanitary District building (may be redeveloped). Group prefers augmenting open space and restoring wetlands. Beach restoration project is only designed for 1 foot of sea level rise and is in an area with few vulnerable assets. Money would be better spent addressing more pressing sea level rise threats and environmental equity.
- Ban pesticides and use IPM, especially in public areas.
- Ban houses larger than 3,000 sq. ft. Some participants acknowledge that this is probably a non-starter.
- Need to educate people about fire safety, stormwater runoff, etc.
- Need for better heritage tree replacement policies where the replacement ratio is based on biomass rather than just the number of trees removed.
- Downtown is underlaid by bay mud. Drainage is an issue. Sewer drains are having problems, especially during high tides. Need a policy to work with the sanitary district to address the issue.
- Policies to reduce impervious materials.
- Avoid adverse impacts from public access to bay and open space.
- Add Bald Eagle to the list of special status species.

Summary of "Setting Priorities" Web Survey

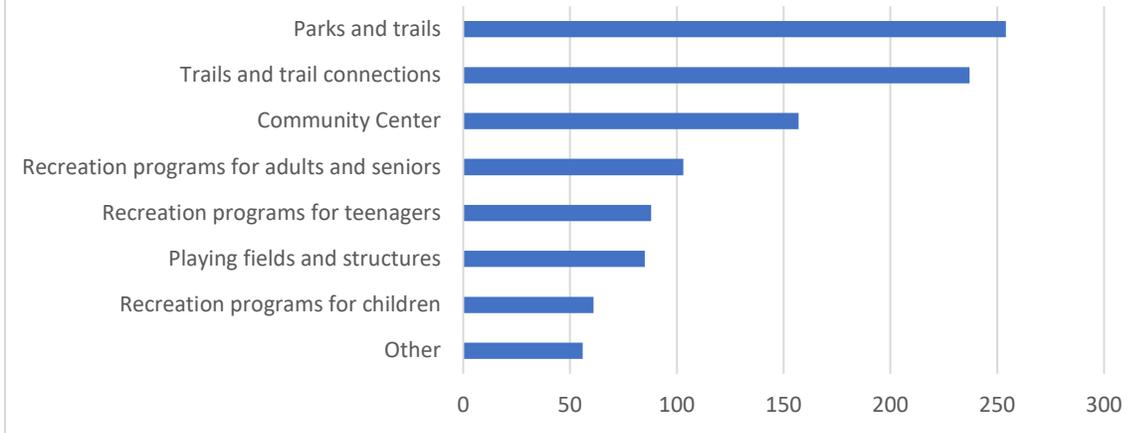
As of survey close on February 22, 2021

448 survey responses



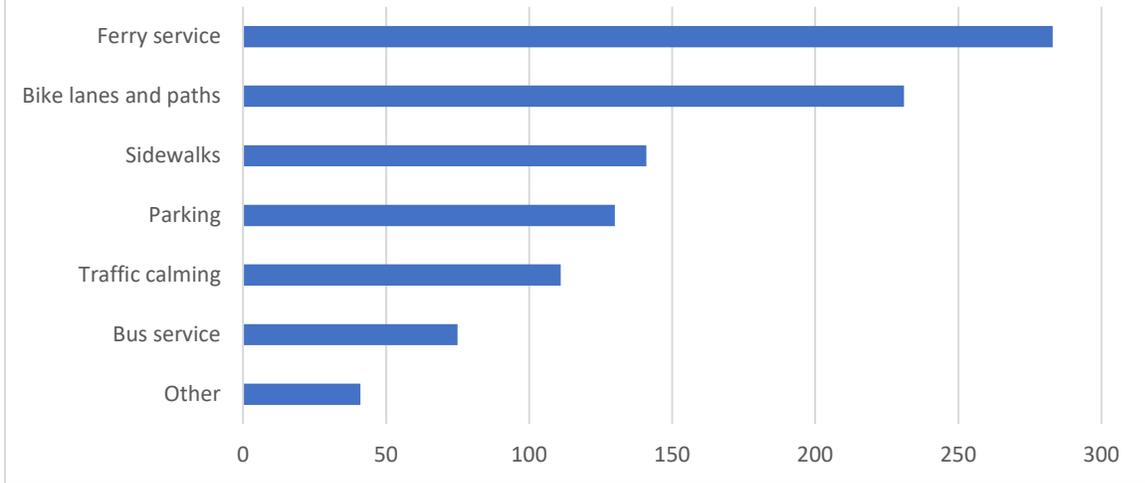
Other: More walk and bike connectivity

What recreation facilities and services would you like to see more of in Tiburon?



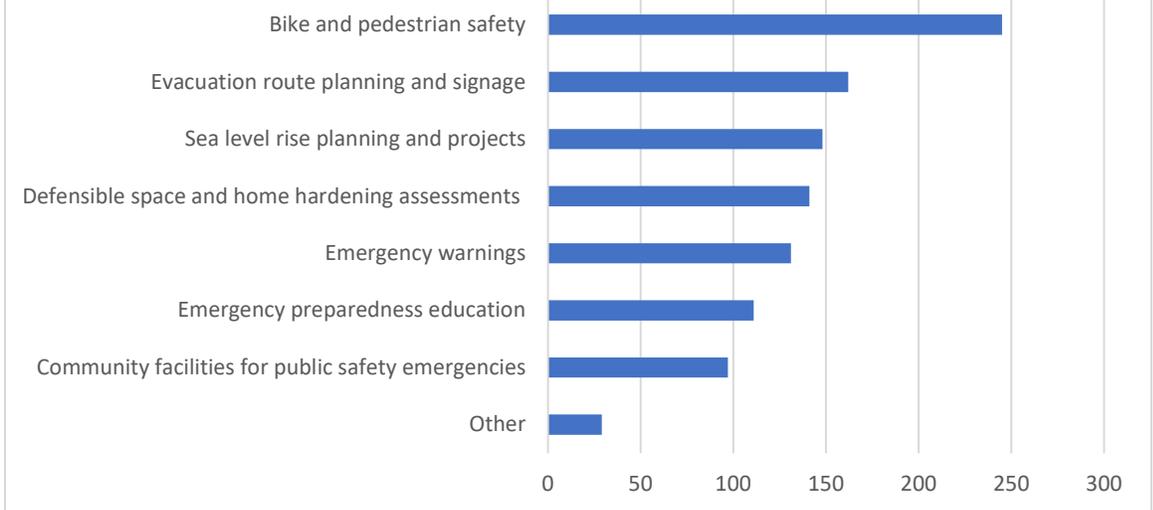
Other: Community pool, water launch for kayaks and paddle boards, dog park, community garden, community events, none

What types of transportation facilities and services would you like to see more of in Tiburon?



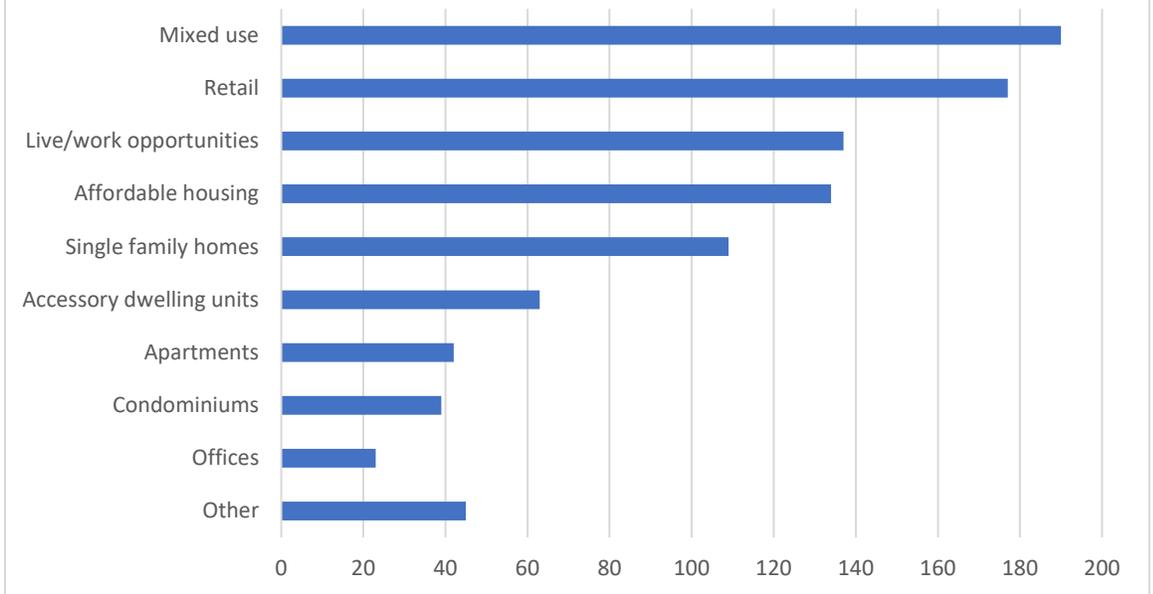
Other: EV chargers, street repair

What types of public safety programs and facilities would you like to see more of in Tiburon?



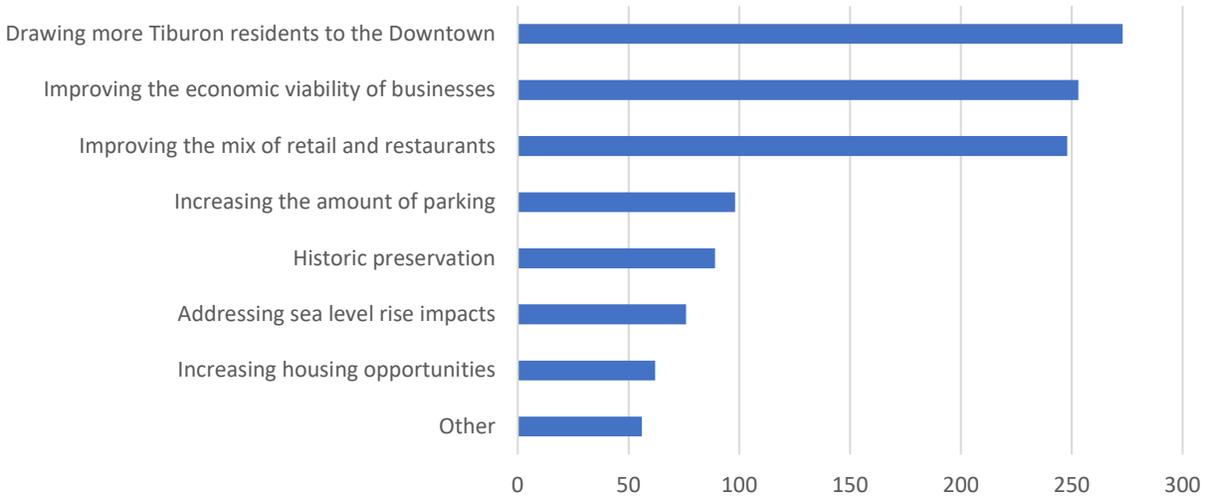
Other: law enforcement, none

What types of development will support Tiburon to grow in a positive way?



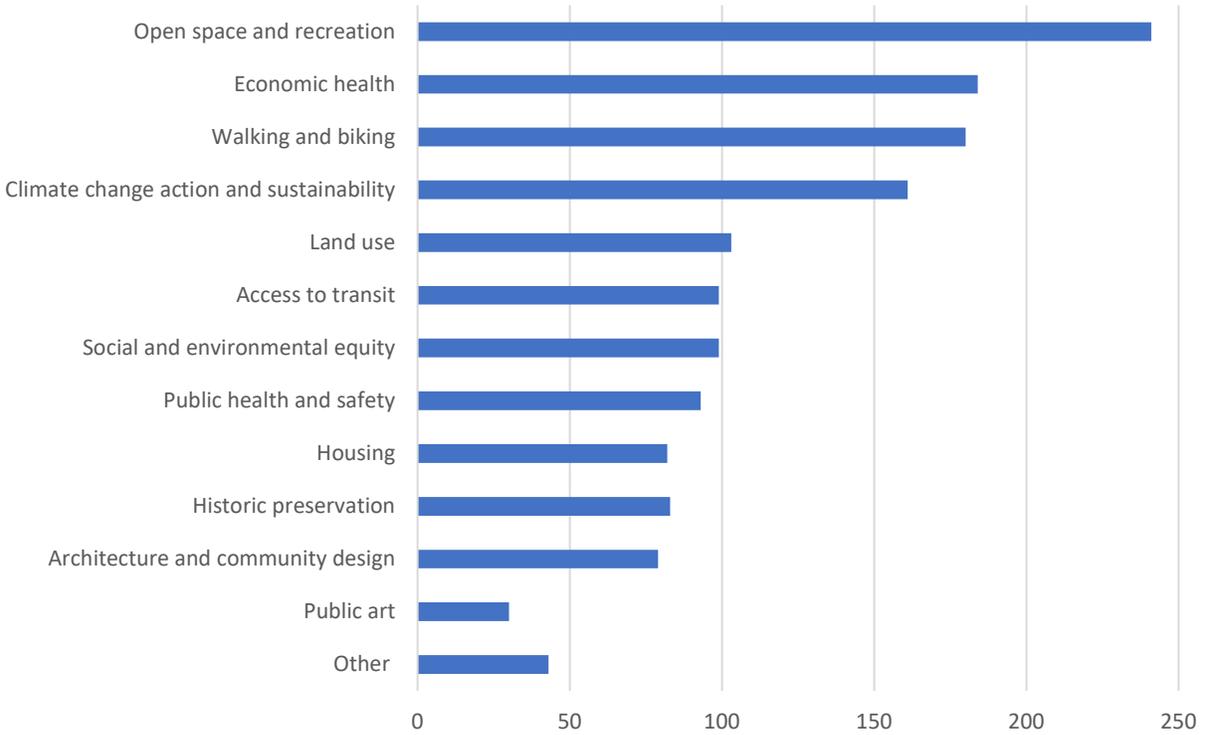
Other: Senior facilities, none

What is most important to you in revitalizing Downtown?



Other: Dedicated parking for residents only, pedestrian-only zone, events

What do you believe are the highest priorities for the Town of Tiburon to address in the General Plan Update?



Other: Downtown, traffic

