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COMMUNITY VITALITY DRAFT GOALS AND POLICIES

Mill Valley Values...

- A strong local economy that encourages entrepreneurs, and home based businesses, and supports locally-owned and/or local-serving businesses
- Prudent municipal fiscal policies and practices, and operational excellence
- The free flow of information, leveraging technology
- Personal mobility by foot, bike, private vehicle and public transportation that is safe and convenient, reduces congestion, advances public health and promotes environmental sustainability
- Our residential neighborhoods and their unique topography and natural features, architectural diversity and historic character.
- Housing choice for all income levels that provide for the local workforce, aging residents, young families and others to live in and contribute to our community.
- Open space and natural resource and habitat protection that defines the physical character of our community, promotes active, outdoor recreation and fulfills our responsibilities toward environmental stewardship and climate protection.
- The arts and our artistic community and their on-going and lasting contribution to our culture, heritage, history, character, economic vitality and quality of life.
- A welcoming environment for all individuals in the community regardless of their ethnicity, culture, gender, age or socio-economic status.

Keep these questions in mind as you evaluate the following proposals:

GOAL: Does this create an appropriate and consistent vision of the future of Mill Valley? How does it align with community values?

POLICY: Is it clear? Does it accomplish the desired outcome looking toward 2040?

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PROGRAM: Is it realistic and achievable? Is it action-oriented? **Note: program language has not been provided at this point. See 1989 General Plan for examples of typical "program" language.**

ECONOMIC VITALITY

GOAL

G.1 Maintain a strong, vibrant local economy.

Policies

P.1 Business Attraction and Retention. Create the operational, informational and regulatory capacity to attract and retain businesses that have a positive economic impact, create sustainable commercial success and enhance the quality of life of the community (including, but not limited to local-serving businesses that provide goods, services, medical, educational, cultural, artistic, entertainment or recreational amenities for the community).

- 1. Support businesses that are non-polluting, actively promote telecommuting and alternative work and transportation modes; and that offer or support environmentally sustainable goods or services.
- 2. Establish a partnership between the City, the Chamber of Commerce and the business community with an emphasis on effective communication and a collaborative, entrepreneurial approach to local economic business attraction and retention issues.
- 3. Create a "capacity bank" to identify opportunities to share local jobs, goods and services and promote a "go local first" approach to meeting needs.
- 4. Work with the Chamber of Commerce, Marin Economic Forum and other organizations to develop policies and programs that facilitate business incubator and related local business growth opportunities.
- 5. Work with local business and commercial real estate professionals to systematically identify and monitor available commercial space by size, location, amenities, constraints and other pertinent features.
- 6. Promote shared use of public and commercial buildings, off-street parking, streets, parks and plazas for civic- and community-serving uses that provide opportunities for interaction and economic development.
- 7. Create a "Doing Business in Mill Valley" page on the City's website as a central clearing house and source of information on all local business related programs, policies and procedures. Create unique gateway design treatments (using

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landscaping, signage, public art, structural elements, etc.) for the key entryways into the City that will communicate a sense of arrival and welcome to Mill Valley.

8. Encourage opportunities for social interaction and community activity through the creation of well-designed, accessible public spaces and events, and by encouraging uses that support community interaction, such as cafes and restaurants, performance and arts spaces, and activity centers for all ages.

Policies

- **P.2** Market Restrictions. Allow the market to dictate the success or failure of particular types of businesses rather than set numerical or other regulatory limits that express an official preference of one type of use over another.
- **P.3** Parking. Adopt a mix of parking regulations and management strategies (minimum or maximum requirements, enforcement, shared parking, etc.) that support economic vitality and that are based on recognizing that public parking is a valuable and limited resource.

- 9. Establish parking enforcement programs and regulations that focus on effective parking management strategies rather than parking meter and citation revenue.
- 10. Address and accommodate special events and art and culture activities such as performing arts and cinema in parking management strategies.
- 11. Utilize the latest available parking technology to implement demand-based parking timing and cost and improve customer service and convenience.
- 12. Establish a standard review period for parking-related programs and technology and create a fund to allow regular upgrades to parking technology.
- 13. Insure that parking management strategies address potential parking impacts related to special events, employee parking and residential parking adjacent to commercial areas.
- 14. Create opportunities to allow shared public and private parking spaces that serve more than a single location or use.
- 15. Establish regulations that will address electric vehicle charging facilities and infrastructure in all new and redeveloped public and private parking lots.

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GOAL

G.2 Maintain "Downtown Mill Valley" as one of the social, cultural and entertainment centers of the community.

Policies

P.4 Community Gathering Space. Sustain a diverse array of functions - shopping, services, community events, entertainment, and recreation – that will continue to attract locals and visitors to the Downtown area.

Programs:

- 16. Establish a streamlined special events policy that welcomes the creation of new outdoor events and activities that will attract locals and visitors to downtown Mill Valley throughout the year.
- 17. Update the regulations and guidelines governing the use of the Plaza to allow a wider range of events and sponsors, expand the hours and activities that are permissible and foster greater local and visitor interest.
- 18. Encourage a complete and well-integrated mix of uses (including retail, food and drink establishments, services, arts and cultural venues and residential) that will create an attractive, vibrant and walkable downtown experience that does not detract from the essential character and charm of Downtown.

Policies

P.5 Good Neighbors. Address potential conflicts between businesses and residents in or adjacent to Downtown by recognizing the need for responsible business operations and practices; by acknowledging that the value and convenience of living in or near Downtown also comes with noise, odors, parking and other issues not typically found in traditional residential areas; and that the resolution of any conflict with adjacent residents should take into account reasonable concerns, but not at the expense of the goal of a vibrant Downtown.

Programs:

- 19. Establish clear and consistent "good neighbor" practices for all businesses operating adjacent to established residential uses and make sure that property owners, business owners and residents acknowledge those practices and the operational commitment they represent.
- 20. Establish a neutral mediation service to resolve potential conflicts that may not be related to enforceable City regulations or conditions of approval.
- 21. Strengthen the City's code enforcement program to insure timely response and resolution of potential code violations.

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GOAL

G.3 Enhance the City's Principal Commercial Areas

Policies

P.6 Commercial Linkages. Create and implement a commercial development strategy for the City's principal commercial areas that makes the most of their distinctive locations, amenities and uses, and results in a complete and complementary range of goods and services in the community.

- 22. Establish regulatory standards to ensure attractive, pleasant, safe, clean, and accessible commercial areas.
- 23. Work with the Chamber of Commerce to regularly assess opportunities to strengthen and revitalize commercial areas through targeted funding, regulatory improvements, temporary or "pop-up" uses and other incentives.
- 24. Establish a coordinated network of pedestrian and bicycle amenities and safety improvements, including sidewalks, bike lanes, seating areas, trash receptacles and bike parking, that will link local businesses and customers.
- 25. Ensure that the mix of uses along Miller Avenue continues to provide a range of goods and services that meet "everyday" local needs (e.g., auto repair, medical services, recreation and fitness, etc.).
- 26. Encourage property owners in the East Blithedale/Alto Center commercial area to improve and modernize existing facilities to provide safe and efficient multi-modal access and circulation and attract major community serving tenants.
- 27. Work with the property owners along the highly visible Highway 101 commercial area to enhance its appearance and connection to Mill Valley and to continue to attract local and regional office and business uses.

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GOAL

G.4: Strengthen Opportunities for Social Interaction and Building Community.

Policies

P.7 Community Collaboration. Strengthen the quality of communication, civil discourse and problem-solving by embracing open communication, transparency and mutual respect.

Programs

- 28. Utilize technology and new methods of public participation to include all members of the community in the public decision making process.
- 29. Establish a common, trusted and one-stop source of information for community-wide special, educational, recreational and cultural events.
- 30. Support the work of community institutions, government agencies, non-profits and local businesses that contribute to the quality of life of Mill Valley residents.
- 31. Build local and regional leadership by expanding opportunities local volunteerism and community participation.
- 32. Strengthen the network of neighborhood associations, including fostering the creation of new associations in areas where none exist, and support activities and programs that enhance the quality and consistency of communication among neighbors, associations, the City and other community organizations.

HEALTHY COMMUNITY

GOAL

G.5: Create a built environment and local social structure that encourages physical activity and healthy living.

Policies

P.8 Health Considerations in Planning Decisions. Make land use and design decisions that promote positive health outcomes

- 33. Work with paramedics, community based organizations and County and City staff to identify those most at risk for falls and provide them with assessments of their homes and regular check ins to reduce the risk of injuries related to falls
- 34. Create "Safe Routes for Seniors" by identifying the routes that older adults take to access medical care, food and social events in the community and make those safer.
- 35. Work with County HHS, local schools and residents to implement new and enforce existing proven polices to reduce binge drinking, tobacco use and illicit drug use,

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including but not limited to targeting teen parties, expanding smoke free spaces and increasing prescription drug take-back

- 36. Work with community based organizations and residents to build capacity to implement a local community prevention coalition focused on reducing health risks and increasing opportunities for health
- 37. Work with the Chamber of Commerce, local businesses, community organizations and residents to improve Healthy Retail.
- 38. Promote opportunities to allow residents who wish to age in place and remain part of the community.
- 39. Encourage and promote a greater diversity and range of housing by location, tenure, type of unit and price level throughout the city.
- 40. Support the establishment of occasional specialty (e.g., periodic testing) and extension health care facilities and services for local residents with limited access to traditional facilities and services.
- 41. Support local food processing and distribution needs that connect local agriculture to local retailers, restaurants, schools, hospitals and other institutions.
- 42. Promote community gardens, edible schoolyards and edible landscapes that support sustainable and organic farming practices.

GOAL

G.6: Maintain a broad range of public and private arts, recreational, educational and cultural programs and services that meet diverse community needs.

Policies

P.9 Physical and Mental Health. Expand public and private recreational programs as a means of improving the physical and mental health of Mill Valley residents.Facilities and/or amenities should be planned and designed to accommodate a range of ages and abilities and changing definitions of recreation.

- 43. Maintain and enhance existing community facilities, including but not limited to parks, library, churches, community center, golf course and schools, so facilities can be continuously utilized by the community on a formal and informal basis.
- 44. Create and/or expand joint-use agreements to allow the use of public and private facilities and/or services during off-peak hours in order to expand opportunities for physical or social activities in proximity to neighborhoods.
- 45. Expand opportunities for use of the public right-of-way and public parking lots for neighborhood and community events.
- 46. Periodically assess the city's entertainment/recreation resources for youth to ensure that their needs are being met. Strive to expand efforts of collaboration with the local school districts to better serve youth and the neighborhoods in which schools are

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located. Continually monitor and analyze the overall needs of the city's senior citizen population, in order to meet the needs of this segment of the community. Provide the appropriate type, quantity, schedule and class size of senior programs and activities.

- 47. Strengthen partnerships and outreach with the nonprofit, public and private sectors to enhance recreational and educational programming.
- 48. Continue to place high priority on programs and facilities that serve the entire community. Ensure that programs and services meet the diverse needs in the community for users such as seniors, youth, and special needs groups.
- 49. Develop facilities that support continuing engagement, personal enrichment and independence of older residents.
- 50. Encourage and coordinate the development of private commercial recreational facilities to help meet the recreational interests of Mill Valley's residents, workforce, and visitors.
- 51. Streamline application process and develop handout for the use of all city facilities.
- 52. Develop self-guided walking tours that include various aspects of the community, such as local and historic landmarks, and other arts, cultural and environmental features.

Policies

P.10 Library. Continue to support and enhance the role of the Mill Valley Library as the intellectual center of the community.

- 53. Utilize and expand programs that provide opportunities for volunteerism and multigenerational interaction.
- 54. Improve communication and outreach materials and delivery methods to increase their reach. Ensure that there is appropriate communication to populations that may be without access to the latest technology.
- 55. Establish programs and services that promote youth literacy.
- 56. Establish and regularly update a strategic plan for library facilities and services that keep the library at the forefront of community intellectual needs and priorities.

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GOAL

G.7: Provide an integrated system of public parks, open space areas, and recreational facilities that are safe, clean and convenient.

Policies

P.11 Complete System. Maintain and enhance a complete system of public parks and open space areas throughout Mill Valley that provide opportunities for both passive and active recreation.

- 57. Create a standardized and readily identifiable sign program for all recreational facilities
- 58. Establish maintenance standards that minimize graffiti and trash problems and promote a "pack-it-out" sensibility for users of steps, lanes, paths and other open space areas.
- 59. Integrate recreation and community facilities with other public spaces and rights-of-way (e.g., steps, lanes and paths, bikeways, sidewalks, trails, bridges, and transit routes) that are easily accessible by alternative modes of transportation.
- 60. Promote and encourage new development to provide small plazas, pocket parks, civic spaces, and other gathering places that are available to the public, particularly in infill areas, to help meet recreational demands.
- 61. Establish a "Youth Commission" to address safe and responsive recreation services and facilities for youth and teens.
- 62. Work with local organized sports groups to insure that local facilities are used efficiently, serve local demand to the greatest extent possible and preserve the quality and safety of the facility.
- 63. Support the development of parks and recreation facilities co-located with public and private facilities.
- 64. Design parks and recreational facilities to meet the unique and anticipated needs and interests of residents.

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GOAL

G.8: Keep Mill Valley a desirable, fiscally stable place to live and work.

Policies

P.12 City Budget. Maintain Mill Valley's tradition of prudent fiscal management and use the City budget process as an opportunity to identify operational improvements and efficiencies, evaluate and prioritize General Plan program implementation and involve the community in addressing fiscal issues and funding strategies, including government pensions and other benefits programs.

- 65. Maintain a regularly updated schedule of fees for all City services and permits. Fees shall reflect the actual costs of the service, except in those instances where the community determines that a General Fund subsidy is necessary and appropriate.
- 66. Insure that fees remain consistent with the rate of inflation that the fee structure includes sufficient revenue to maintain and enhance City programs and operations consistent with the General Plan and the budget priorities and core values of the City Council.
- 67. Use the Capital Improvement Program (CIP) as the means to prioritize and fund identified General Plan programs.
- 68. Establish outreach programs and procedures that will constructively engage and inform the community about important fiscal issues and decisions.