





# INFRASTRUCTURE, TELECOM AND WI-FI COMMITTEE

The Infrastructure, Telecom and Wi-Fi Subcommittee was given the task of evaluating the City's current communications infrastructures: Cellular, Broadband, Radio, and Wireless. We also examined how they impact Residents, Businesses, Public Services and Visitors.

The Committee's evaluation found that the City needs to more aggressively support advances in telecom and digital technologies and encourage the installation of new systems as they emerge. By having state-of-the-art infrastructures that can support choice in wireless, digital and broadband technologies, the City will stimulate economic growth, entice new businesses, help retain existing ones, improve real-estate rentals and sales, and enhance public safety and our quality of life.

## **Goal/Priority: Proposed Projects:**

### **1. Form a Permanent Telecommunications Committee (Commission)**

#### **Implementation Objective:**

A major finding by The Group was the need for a Telecommunications Committee / Commission (TCC) appointed by the City Council. Council should act on this proposal at its earliest convenience as there is clearly a benefit to forming such a group. Firstly, the TCC would advise Council and Staff on all communications issues affecting the City. Help prepare a Strategic Communications plan for the City and work as a liaison with providers and the City in siting future facilities. Secondly the TCC would act as a liaison between the City and vendors to help City Staff enforce current codes, laws and contracts. Lastly, the TCC would work with prospective and current providers to ensure that existing and future facilities maintain adequate standby and alternative powering capabilities to help withstand outages due to catastrophic events.

<b>Responsible Party:</b>	City Council
<b>Projected Time Line :</b>	90 Days
<b>Available and/or Required Resources:</b>	City Staff to recruit members

### **2. Survey the Needs of Landlords and Businesses within Sausalito**

#### **Implementation Objective:**

A survey is needed to fully understand the communication needs of property owners and businesses within the City. This survey will help the City to develop new services along with future zoning and permitting amendments. This could be one of the first objectives of the TCC.

<b>Responsible Party:</b>	Telecommunications Committee / Commission
<b>Projected Time Line:</b>	30 Days after TCC is formed

**Available and/or Required Resources:** City Staff time / Cost of survey Form and Postage

### **3. Audit Current Telecommunications Infrastructure within Sausalito**

#### **Implementation Objective:**

A full audit of electronic communications systems and infrastructures available to citizens and businesses does not exist and needs to be completed. Again, this would aid in future siting of these systems, along with assisting Staff with zoning amendments and the permitting process. During our investigation of existing facilities a very important issue came to our attention, Staff is not enforcing the Cities Telecommunications Ordinance as it relates to current cellular provider(s) renewals and RF exposure compliance testing which can directly affect public safety. As stated above the TCC could assist in resolving these issues.

**Responsible Party:** Telecommunications Committee / Commission  
**Projected Time Line:** 60 to 120 Days after TCC is formed  
**Available and/or Required Resources:** City Staff

### **4. Encourage Cellular Micro Sites to Alleviate Dead Spots in Town**

#### **Implementation Objective:**

There are reportedly numerous cellular service holes (i.e. dead spots) within the City where service is marginal or unavailable. This is largely due to cellular companies concentrating their services along the highway 101 corridor. The Group recommends that to alleviate any dead spots in Sausalito, carriers should be encouraged to pursue the installation of small, shared fill-in cellular sites using Distributed Antenna System (DAS) and/or other new microcellular technologies. These sites should have their antennas and radios shared by all providers so there is not a proliferation of individual carriers placing their own equipment in these areas. This will help to mitigate the overall impact of such sites, making them suitable in sensitive areas such as the Downtown Historic District. Alternatively, carriers should extend service from their existing sites using small remote antennas connected via fiber optic technologies. Such improvements are being implemented in similar situations elsewhere, and would lessen the impact that is associated with new large cell sites and their structures. The Group feels that micro sites have not been installed in the City due to the existing permitting process. Currently, if a carrier proposes a cellular site in town, the cost is the same for a large site as it is for a micro site. To encourage the installation of micro sites and the enhancement of existing sites, the City could offer incentives and or revise the permit approval process to favor these options.

**Responsible Party:** Telecommunications Committee / Commission, Planning Commission, City Council, City Staff  
**Projected Time Line:** On Going

**Available and/or Required Resources:** City Staff time for meeting preparations, Possible City Ordinance changes, and Permitting process changes

### **5. Wi-Fi Throughout Sausalito**

**Implementation Objective:**

The City must maintain an active role in Marin County’s proposal for a County wide wireless Internet service even through it is still in its infancy. With planning for the County system progressing, Council and Staff need to be proactive in the process especially where it will impact Sausalito. The committee also recommends that all proposals should give heavy consideration to a hardened system that would resist natural disasters and still function. At the same time, the TCC could investigate the technical feasibility of a municipal and/or independent financing of a Wi-Fi/Wi-Max system exclusively for Sausalito.

**Responsible Party:** City Council, Planning Commission, City Staff  
Telecommunications Committee / Commission,  
**Projected Time Line:** On Going  
**Available and/or Required Resources:** City Staff time for meeting preparations, Possible City Ordinance, and Permitting process changes.

### **6. Wi-Fi Hotspots**

**Implementation Objective:**

We propose a trial City-owned free Wi-Fi hotspot at the ferry landing extending out as far as current technology would allow. The node could be sited in the Visitors Kiosk or in partnership with the Sausalito Yacht Club. This “Hotspot” would enhance commuters waiting time and could be a visitor’s information tool to downtown business and City services. Annual funding could be supported with local online advertising.

Lastly the Sausalito School District and/or the City should promote the installation of small public Wi-Fi “Hotspots” at every one of the school buildings private and public within the City for the benefit of the students, their parents, and residents in these neighborhoods. An informal survey of Bayside Elementary and Willow Creek Academy shows that neither of these facilities is Wi-Fi enabled where Marin Academy is. These Hotspots could be created using existing Internet connections at these schools at relatively little cost. The MLK recreation facility along with larger and more popular City Parks should also be Wi-Fi friendly.

**Responsible Party:** Sausalito School District, City Council, City Staff  
Telecommunications Committee / Commission,  
Park and recreation Commission, Sausalito  
Chamber of Commerce.  
**Projected Time Line:** 180 Days  
**Available and/or Required Resources:** City Staff time for meeting preparations, Permitting process, Equipment insulation and Funding.

**CONCLUSION:**

This report is submitted to the Sausalito City Council by the Business Vision Workgroups Infrastructure, Telecom and Wi-Fi Subcommittee. Our findings and recommendations should not be construed as all encompassing. As new technologies evolve and emerge, Sausalito must strive to actively support their implementation as recommended by a Technology Committee / Commission and a cutting-edge strategic plan. A City-wide, modern, state-of-the-art communication system and infrastructure will ensure future economic growth and quality of life for our residents, businesses and visitors.

April 2007

**Subcommittee Members:**

Clyde Simms                      Facilitator  
Lou Casabianca  
Rob Hanratty  
Dave Hodgson  
Nancy Osborn  
Jim Schuricht  
Jonathon Westerling

## BIKE & PEDESTRIAN FACILITIES COMMITTEE

**Purpose:** To create continuous Pedestrian/Bike access to the Sausalito Waterfront and Downtown, improve such access from the hillside residential neighborhoods, as well as provide connectivity to other regional trails.

### Goal/Priority #1:

Create an enjoyable, safe, scenic walk and leisurely bike path, close to the waterfront from Main Street to the northern limits of Sausalito, as an alternative route to Bridgeway.

**Implementation Objective:** Proceed with implementation in reasonable Phases. (Proposed phases are listed in form of “projects”, in priority sequence below).

**Responsible Party:** City of Sausalito Engineering Division & respective property owners and/or lease holders

**Projected Time Line:** Initiate first segment in 2007; proceed as City and other funds permit

**Required and Available Resources:** Measure “A” funding  
CIP Program & Funds update.  
Alternative Transportation Grant Funds.  
Coastal Conservancy Grant funds for public access.  
Professional services (R)  
Follow-up “Sponsorship Program” (R)  
Volunteer support (A)

**Proposed Projects:** Repair existing sidewalks and pedestrian paths in Sausalito.

Create/improve a separate curbed, paved, landscaped walk/path between the Ferry Terminal and the waterfront boardwalk to the north (cca 850 lin. ft.)

Install a separate waterfront walk/path between Johnson & Turney Streets, within the private parking lots (cca 400 lin. ft.) Negotiate construction and maintenance agreements with private property owners.

Build a separate ped/bike path between Litho and Napa Streets, along the inland side of Dunphy Park, using 15 feet of the 55-foot RR. ROW.

Create a separate pedestrian path between Liberty Ship Way & the Bay Model on the waterfront, adjacent to the “parking lot” street.

Improve the (inland) walking experience between Marinship Park and Harbor Drive. Provide sidewalks & landscaping on Marinship Drive.

**Goal/Priority #2**

Create a Steps, Lanes & Paths Plan and Program to improve non-vehicular access, and repair existing steps, from uphill residential neighborhoods to the Waterfront

Implementation Objective: Facilitate safer and more enjoyable means of non-motorized access to community services and the waterfront, as well as provide an alternative emergency route for neighborhoods.

Responsible Party: City Council/City Engineering.  
Public Works Dept.

Projected Time Line: Achieve objective within a ten-year time frame.

Required & Available Resources: Funds from developer fees or grants.  
City funds  
Alternative Transportation Funds (Marin Co. Bike Coalition).  
Community volunteers to maintain the projects in their neighborhood (annual clean-up and repair day).  
Utilize Dorothy Gibson book- "Steps, Lanes and Paths", as well as her list of projects submitted to the City in March,2007.  
Continued public input in regard to specific public concerns and priorities. (R)

Proposed Projects: Prepare a "Steps Lanes & Paths Program" that includes a City wide inventory, and a plan for re-building & repairs, and a strategy to acquire, preserve and maintain access easements to the steps and pathways in the hillsides.  
Repair the existing steps and paths in the uphill neighborhoods (as referred to in the Dorothy Gibson list of projects attached).  
Prepare a location Map for proposed projects.

Install sidewalks on lower reach of main roads with direct access to the waterfront and downtown, where feasible. (If possible one side of the street only. Include low level night lighting)

**Goal Priority #3**

Assure safe and convenient non-motorized regional links between Sausalito and adjacent recreational resources through connection to trails, and by providing inviting landings and trail

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access for small, non-motorized recreational watercraft: kayaks, canoes, dinghies, rowboats etc. on the waterfront.

Implementation Objective: Facilitate convenient and ready access to trails of the GGNRA and to and from Richardson Bay. Maintain Bridgeway for high speed bike users.  
Responsible Parties: City PWD, City DP&R, GGNRA, BCDC  
Projected Time Line: Now and within 12 months from completion of the Visioning process.  
Required & Available Resources: Create a Multi-agency Task Force/Advisory Committee to identify practical means of pursuing objectives. (R)  
State Bicycle Lane Account funding  
Alternative Transportation Grant funds.  
Transportation Authority of Marin  
Hire Professional services (R)  
Volunteer group supporting cause. (A)

Proposed Projects  
North/South Greenway- From the Ferry terminal to Gate 6.  
Create a Plan for this regional bike path system (the Marin County Bicycle Coalition), as an alternative route for families to use within the City.  
City to use existing grant funding in place to define the alignment of the N/S Greenway. (Preserve the existing trees to the maximum extent feasible).  
  
Create a signage program for “path courtesies rules”  
Produce a pathways map, both on line (Chamber of Commerce) and in hard copy, for visitors and locals.  
  
Improve access to GGNRA on Morning Sun Trail, Wolfback Ridge, and from Rodeo Road (either under or over the freeway).

### Goal/Priority #4:

Update the City’s General Plan and Bike Master Plan for non-motorized circulation within Sausalito to assure safe and enjoyable walking and biking routes between homes and destinations throughout the community.

Implementation Objective: Adopt a plan  
Responsible Party: City Council  
Projected Time Line: Complete process before 2008  
Available and/or Required Resources: State Bicycle Lane Account funding  
Alternative Transportation Grant funds.  
Transportation Authority of Marin  
Continued public input (A)  
Staff assistance (A)  
Staff time/budget (R)

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Proposed Projects: Reactivate Sausalito Bicycle Advisory Committee

### Goal Priority #5

Create inviting places (plazas, lookouts and other pedestrian/bike destinations) and public service amenities at key destinations along Sausalito's waterfront.

Implementation Objective: Equip waterfront places with basic "comforts" i.e. public toilets, drinking fountains, bike racks, and seating.  
Consider permitting food and beverage vendors/establishments in appropriate places. Establish priorities on the basis of most popular "downhill"/waterfront destinations.  
Require non-motorized accommodations in commercial development or remodel projects, ie bike parking & storage facilities, onsite showers etc.

Responsible Party: City Council/City Engineering  
Projected Time Line: Pursue task in concert with follow-up on Spring 2007 Visioning process.

Required and Available Resources: Coastal Conservancy Grant funds for public access.  
Update CIP program & funds  
Hire Professional services (R)

Proposed Projects  
Prepare an Inventory of existing facilities and services. (R)  
Create target project plans for improving public plazas or lookouts, and amenities. (R)  
Create a "Sponsorship Program" to adopt places for continued upkeep by private businesses. (R)  
Create kiosk with way-finding information to key destinations.  
Coordinate a web page map with the Chamber of Commerce, and/or other local/regional "clubs".

## MARITIME SUPPORT COMMITTEE

The Maritime Support Committee envisioned opportunities to promote a plan for a vital and active harbor, promotion of a working waterfront for marine workers and artists, preservation and communication of our maritime heritage for its enjoyment by our residents and visitors with affordable housing for marine workers and artists who contribute to our maritime and artistic heritage

### **Goal/Priority #1: ESTABLISH AN ACTIVE AND VITAL HARBOR**

Generate boat activity that promotes the use of local marine service businesses and other retail businesses

Implementation Objective:	Provision of mini moorings in bay to provide availability for short time visitor use
Responsible Party:	RBRA (Plan currently under consideration)
Projected Time Line:	Six months
Available and/or Required Resources:	RBRA and/or other government agencies Bill Price, Sausalito Harbor Master
Proposed Project(s):	Identification and location of permanent mini-mooring locations throughout Richardson's Bay

Provide water visitor access to Sausalito for expanded use by intra-bay visitors and make the whole bay accessible

Implementation Objective:	Identify and provide water areas for visitors/residents to tie-up for short periods to access the shore
Responsible Party:	Maritime Support group is willing to develop a map of possible locations for this purpose. Limited Planning Department input needed regarding permitted zoning areas. Discussion with private property owners who would be interested in providing areas for this service.
Projected Time Line:	Six months from acceptance of locations
Available and/or Required Resources:	Form "Water Access" committee to identify the most practical and reasonable areas for this access. Work with Planning Department staff to follow existing zoning ordinances or propose changes if necessary. Consult with Cass's Marina who is now in the application process to provide such access.
Proposed Project(s):	Develop a location map to identify possible locations within permitted existing areas and work with private land owners, if necessary, to develop

those temporary water access locations. Explore expansion of the existing Turney Street boat ramp. Existing maps have already been developed to provide a large portion of this information.

Enhancement of fishing and herring industry businesses on Richardson's Bay

Implementation Objective: Create a location for a small fleet of fishing boats to supply restaurants and residents in Sausalito such as Pier 47 at the Ferry Building in San Francisco.

Responsible Party: Zeke Grader, California Fishing Industry; Planning Department for zoning compliance issues; possible Planning Commission and City Council approvals

Projected Time Line: Up to one year (Existing plan was implemented in San Francisco recently with the assistance of Zeke's organization).

Available and/or Required Resources: Enlist "Maritime Support-Harbor" volunteers to work with Zeke's organization to evaluate possibilities, requirements and resources and develop a proposal for community consideration. Work with local property owners to get through the planning process

Proposed Project(s): Proposal to provide incentive for a small fleet of fishing vessels to relocate to Sausalito. Implementation efforts will need city support.

Exercise opportunity to continue our boatbuilding heritage under existing trusts established for such use and other existing uses as established in the Marinship Specific Plan.

Implementation Objective: Following existing zoning in the Marinship Specific Plan, continue to promote those marine-related uses and businesses

Responsible Party: Planning Department and City Council

Projected Time Line: Ongoing

Available and/or Required Resources: Planning Department knowledge and consistency in the enforcement of the existing plan to promote marine related uses.

Proposed Project(s): Work with the Richardson's Bay Maritime Association in their plans to develop a Maritime Museum promoting our existing maritime heritage. Maritime Support committee to continue their research of other successful vital harbor areas/communities and create a report that would

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incorporate those aspects for consideration and implementation detailing timelines and resources.

### Integrate existing sources of water transportation to make Sausalito more accessible

Implementation Objective:	Integrate and improve the ferry system to link to multiple destinations; incorporate a water taxi service.
Responsible Party:	City of Sausalito, Golden Gate Ferry, Blue & Gold Ferries and the, Red & White Fleet. Work with the developers of the Fort Baker Resort group to coordinate efforts.
Projected Time Line:	One year
Available and/or Required Resources:	Maritime Support group to interface with the Buses, Boats & Pier group; Fort Baker Resort representatives, BCDC for water related uses; private industry representatives.
Proposed Project(s)	Create an integrated water transportation system that will serve Sausalito and Richardson's Bay by coordinating the existing ferry services and expanding uses to include water taxis. Process would begin with an identification of existing services, frequencies of operation and vessels required. After determination of the needs, a proposal will be developed to identify what would need to be added to fill those identified needs. Closely working with the Buses, Boats and Pier group will avoid duplicate efforts.

### Development of a community supported plan to accommodate visiting vessels, and water taxis to bring visitors into Sausalito. (Note: There was no specific location for a pier endorsed collectively by the committee).

Implementation Objective:	Development of a plan for a pier that would centralize and support various aspects of marine revenue sources such as an affordable, convenient place to anchor and mooring for visitors who will support the marine related and other hospitality related businesses. Directions to this/these facilities would be available through the local harbormaster. Facilities for fueling, water, toilets, showers and pump out stations should be included with friendly and clear signage to welcome water travelers to our community. Dinghy tie-up locations should be included in any future plan. A representative from
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the Cruising Club suggested that toilet and shower facilities might be available on an interim basis.

Responsible Party: Community involvement is needed to help this plan be successful. Ultimately the Planning Department, City Council as well as building/design professionals will be needed to assist with the plan.

Projected Time Line: Three to Five Years

Available and/or Required Resources: A community task force could do preliminary fact gathering on this proposal. Close cooperation between the Buses, Boats and Piers would benefit the process. This planning will benefit from having the participation of community members who are knowledgeable about what features this pier should include. Funding may be available through the California Department of Boating and Waterways. A municipal facility could generate mooring fees to offset the pier's maintenance. In the Bergman survey, the community expressed a high desire to subsidize maritime activities. While that answer was not specific, support for public funding could be explored.

**Goal/Priority #2: PROMOTE A WORKING WATERFRONT FOR MARINE WORKERS AND ARTISTS**

Create a Maritime Business Association that could promote local maritime businesses and act as a clearinghouse for maritime business communications

Implementation Objective: Establish a Maritime Business Association

Responsible Party: Maritime business owners and workers

Projected Time Line: Two to three months

Available and/or Required Resources: Marine business representatives and other volunteers with communication skills to assist the effort

Proposed Projects: - Organize a Maritime Business Association of interested parties to promote local maritime businesses and educate and provide outreach to the community about local business and service providers. This group could follow up on vacancies and help to recruit similar marine-based businesses when vacancies occur. In addition there would be a central communication point such as a dedicated phone line or website for

community contact. The Richardson's Bay Maritime Association has initially suggested that they may be in a position to help with this effort by serving as a central point for maritime related communications.

Build a critical mass of uses and activities to enhance the vitality of the area that allows for maintenance and expansion of business opportunities to increase the tax base

Implementation Objective:	Encourage marine-related businesses and artists to be concentrated in the waterfront area
Responsible Party:	Local businesses, property owners, and zoning guidelines
Projected Time Line:	Immediate and on-going
Available and/or Required Resources:	Volunteer committee to propose activities. Could be a subcommittee of the Maritime Business Association.
Proposed Projects:	<ul style="list-style-type: none"><li>- Research and identify activities that would generate interest in coming to the waterfront. This work could be done as a subcommittee within the Maritime Business Association.</li><li>- Develop a unifying purpose for enhancing the maritime image of Sausalito and marketing the boating/boat-building industry.</li></ul>
Proposed Projects:	<ul style="list-style-type: none"><li>- Organize a Wooden Boat Festival along the waterfront inviting the community and visitors to see first hand the wooden boat building process and sharing the long history of this activity in Sausalito.</li><li>- Explore any existing or future opportunities that may be available in collaboration with the Army Corp. of Engineers. Support the efforts of the Richardson's Bay Maritime Association in developing a Maritime Museum and Library as an educational organization and to bring residents and visitors to the area.</li><li>- Work with the Floating Homes Association to identify ways to draw visitors to the city providing more sources of revenue to local merchants-- perhaps an activity in conjunction with their annual houseboat tour.</li></ul>

Provision of affordable, smaller shop spaces for marine-related work

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Implementation Objective: Provide smaller area work space that is affordable for marine-related uses.

Responsible Party: Property owners and prospective tenants

Projected Time Line: Planning can begin immediately. Execution after approval of proposal.

Available and/or Required Resources: Prospective tenants and property owners  
Proposed Project(s): - Survey prospective tenants as to their specific work building needs. Summarize the results and plan a meeting with property owners to assess how these requirements would work into future development plans.

### Continue to support the mixed uses of marine workers and artists that provide vitality and activity in the waterfront areas

Implementation Objective: Maintain and expand the business opportunities for marine related businesses and artists increasing the tax base.

Responsible Party: Planning Department through enforcement of existing zoning specifying allowed uses. Local businesses to promote their services. Continued support from the local community.

Projected Time Line: Six Months to One Year

Available and/or Required Resources: Volunteer time by local businesses and interested community members with appropriate skills.

Proposed Project(s): - Create a Maritime Business Association to promote local marine related businesses and help inform potential new businesses when there is availability in the area.  
- Create outreach program for community education by showcasing Sausalito's wooden boat heritage. Develop ways to communicate encouragement to customers and businesses that have moved to other locations to return due to our better location.  
- Enlist marine business members to participate with property owners to participate in development of existing and remaining sites.

### Enforcement of the Marinship Specific Plan created to provide priority for maritime related used within the Marinship District

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Implementation Objective:	Maintain provisions that provide priority preference for maritime related uses in the Marinship areas.
Responsible Party:	Planning Department and City Council as well as demonstrated community support for these activities
Projected Time Line:	On-going and as defined by a specific process
Available and/or Required Resources:	Planning Department staff, community input at public meetings and City Council support of this preference.
Proposed Project(s):	Constitute a task force of interested community volunteers that would be charged with working with any city effort when the Marinship Specific Plan is reviewed. This group would specifically provide input on the needs of marine workers and artists.

### **Goal/Priority #3: PRESERVE AND COMMUNICATE THE LOCAL MARITIME HERITAGE**

Preserve existing elements of the maritime history of our waterfront and communicate its importance to the community

Implementation Objective:	Educate the community and visitors to our local maritime heritage and take proactive steps to ensure its preservation
Responsible Party:	The Sausalito community, Planning Department, City Council
Projected Time Line:	Immediately
Available and/or Required Resources:	Assistance from the Sausalito Historical Society, and research by the Sausalito Historical Landmarks Board. Minimal staff time from the Planning Department to help with address, parcel files.
Proposed Projects(s):	- Begin an immediate identification and inventory of buildings and structures in the Marinship area. Buildings will be photographed and documented with volunteer assistance. Research can be done using the Sausalito Historical Society archives. The Historical Landmarks Board can review the documentation for its historical significance and may assist in the inventory if appropriate. This is a time sensitive project that should be accomplished before any new development is permitted in this area. There is a

large opportunity to point out our waterfront heritage and its contribution to defining Sausalito's unique character by keeping the memory of its past alive.

Prevent the loss of our historic character and heritage which could be lost by change, rising land values and rents

Implementation Objective: Actively participate in all processes related to changes in the zoning ordinances and proposals related to the Marinship area to prevent their loss and subsequent gentrification.

Responsible Party: The Sausalito community

Projected Time Line: Immediate

Available and/or Required Resources: Sausalito community

Proposed Project(s): Organize a group of responsible stewards who will attend meetings, provide factual information of any proposals and have contact with city officials at each step of the process.

**Goal/Priority #4: PROMOTE THE ENJOYMENT OF THE WATERFRONT FOR RESIDENTS AND VISITORS**

Enhance the already strong community support of the waterfront by creating waterfront activities for their enjoyment

Implementation Objective: Create waterfront activities such as boat races, small boating classes, monthly rowing events

Responsible Party: Planning Department, Sausalito City Council, private partners and community groups

Projected Time Line: Exploration of potential activities/events can begin immediately.

Available and/or Required Resources: Possible involvement of the Sausalito Park and Recreation Department for class scheduling.

Proposed Project(s): Maritime Support group could spearhead community discussion and report their findings gathered by a community survey to the City Council

Incorporate mini-garden or other vegetation into waterfront plans for the enjoyment and rest of residents and visitors

Implementation Objective: Seek to include garden-type or restful vegetation areas within any proposed changes in the waterfront area.

Responsible Party: Planning Commission, City Council, property

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owners/developers  
Projected Time Line: To be included as a component of any future plans  
Available and/or Required Resources: Planning Department staff for plan review Proposed  
Project(s):

Creation of a public pathway along the waterfront that provides good exposure to maritime activities while striking a balance between public access and marine work activities

Implementation Objective: Create a public pathway for the public enjoyment that does not limit marine activities  
Responsible Party: Planning Commission, BCDC and other waterfront regulators, property owners and the City Council  
Projected Time Line: One Year  
Available and/or Required Resources: Planning Department and other agencies  
Projected Projects(s): Maritime Support group to work closely and follow all proposals by the Pathways group.

### **Goal/Priority #5: PROVIDE AFFORDABLE HOUSING FOR MARINE WORKERS AND ARTISTS**

Provide affordable housing for marine workers and artists to be maintained by a non-profit organization with the mission of providing housing expressly for this purpose

Implementation Objective: Provide affordable housing for marine workers and artists to be maintained by a non-profit organization with the mission of providing housing expressly for this purpose.

Responsible Party: Property owners and developers of future waterfront development

Projected Time Line: Planning and researching of models could begin immediately.

Available and/or Required Resources: Housing organizations who have participated in these types of projects in other communities. Funds to subsidize these types of projects may be available. A Housing Task Force to interact with city officials and other agencies would need to be established.

Proposed Projects: Develop Maritime Housing Task Force to gather information on other housing projects and the methods they use to guarantee that the mission is enforced. Task Force should explore the use of a dormitory type setting, live-aboard facilities that may be available and resident exchange student programs. Residents of Galilee Harbor have offered their experience. Other agencies that have models

already in place for enforcement of the intended housing could be contacted. Methods for avoiding gentrification leading to rental increases should be explored. A plan for community outreach will be needed to identify objections early on regarding any proposed locations for such housing by the property owner or community.

Compiled from meeting notes of the Maritime Support Committee

May 12, 2007

Vicki Nichols, Facilitator

## CULTURAL HERITAGE COMMITTEE

The goal of the Sausalito Cultural Heritage Committee was to identify aspects of Sausalito’s cultural and historical heritage that distinguish our community from others and represent a “selling point for our community” and come up with recommendations for the support and promotion of these aspects of our community.

### **Goal/Priority #1:**

Establishment of a cultural center in downtown Sausalito.

Implementation Objective: The cultural center would include space for a history museum and a gallery for display of artwork produced by Sausalito artists, including permanent exhibits as well as rotating exhibits of current art. There would also be space for performances by local musicians, theater groups, and other community events, such as book signings and poetry readings. Artists would be able to sell their work and there would be a small store for the sale of Sausalito-related items, including books about Sausalito. There would also be a small café. [Note: If there is no separate provision for a maritime museum, a maritime component might be included in the cultural center]

The group’s first choice for a location would be a new building on city-owned land adjacent to Dunphy Park in front of the present police department location.

The group has identified the Museum in Bolinas and the Cultural Center in Point Reyes as examples of organizations that might serve as models for the cultural center.

The group envisions fundraising through a Sausalito Film Festival and other events that would bring the possibility of such a center to the attention of potential funders, including local businesses and individuals.

The group envisions that an advisory board appointed by the City Council (perhaps with representatives from the various committees included in the Sausalito Business Vision process) would be charged with the task of fundraising and implementation of the project.

Implementation Objective:	See above
Responsible Party:	See above
Projected Time Line:	unknown
Required and Available Resources:	unknown

### **Goal/Priority #2:**

Development of a comprehensive plan for collection, conservation, and promotion of Sausalito’s Historical and Cultural Heritage.

Implementation Objective: This would involve appointment of a citizens’ committee, including representatives from some of the groups currently involved with the city’s cultural

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heritage (e.g., Historical Society, Arts Commission, Historic Landmarks Board, Library, RBMA, the Chamber of Commerce, the Floating Homes Organization, and the Galilee Harbor Community Association) along with a few interested but unaffiliated representatives who would be directed to prepare a report on the following: The aspects of our history and cultural heritage (including current events and cultural activities that will be tomorrow's history) that we want to collect, conserve, and promote; to whom we should be promoting our history and cultural heritage; how we should allocate resources for the collection, conservation and promotion of our history and cultural heritage; how existing organizations can improve their delivery of services relating to the city's historical and cultural heritage. As part of this study, the committee would explore the feasibility of hiring a paid archivist, at least part time, for the Historical Society, to organize and manage the history rooms in City Hall.

Responsible Party: See above  
Projected Time Line: 6 months from date of inception  
Required and Available Resources: Initially, zero dollars; a new committee  
Ultimately, additional funding may need to be found for paid archivist

### **Goal/Priority #3:**

Recruit volunteers to help develop history and art components of the new Sausalito website.

Responsible Party: To be determined. Individual would work closely with City's IT Manager  
Projected Time Line: In conjunction with development of other aspects of the new website  
Required and Available Resources: Dave and Seth Hodgson have agreed to do the history component for the new website.

### **Goal/Priority #4:**

Establish Digitization Task Force.

Implementation Objective: This group would explore technological options for putting historic photographs, Sausalito artwork, city records, including old city council minutes, and other evidence of Sausalito's heritage into digital form and develop plan for implementation. Such digitization would include development of descriptions and indexing for each digitized image (and as appropriate for components thereof). In addition the group would identify possible uses for specific digitized images, such as preparation of DVDs that could be used to publicize the city's cultural heritage.

Task force could be established immediately. Implementation of plans for digitizing of photographs and artwork, much of which is in the Sausalito Historical Society archives, will require buy in from Historical Society Board. It will also be necessary to deal with the fact that the Historical Society currently generates revenues (probably about \$400-

## Imagine Sausalito

500 in 2006) from the sale of photographic images and may resist digitizing images if this revenue source is threatened unless alternative sources of revenue can be identified.

Responsible Party:	To be determined. Committee should probably include representatives from the Library and the Historical Society, as well as Sausalito's IT manager and someone directly involved with the City's records.
Projected Time Line:	The technology for digitizing, describing and indexing photographs and art work is well established and implementation could begin as soon as program is designed and funding obtained. Expert advice as to the state of the technology for digitizing printed records should be obtained before proceeding with this aspect of the project. The earliest city records, which are handwritten, would probably need to be transcribed before they could be digitally described and indexed.
Required and Available Resources:	Califa, a nonprofit organization dedicated to supporting California libraries, will soon be offering hosting services for digitized images, as well as discounts for scanning services and the option to use, at relatively low cost, software, called "Content dm", that has been developed to describe and index digitized images. Other options would also be explored by a digitization task force.  Volunteer or paid assistance will also be required to describe images and input data into whatever digitizing system is selected.

## ADDENDUM

The Cultural Heritage Committee also identified the following as actions/concepts they favor for the enhancement of Sausalito's cultural climate.

### REVITALIZE ENERGY FOR THE ARTS

Maintain presence of artists in ICB and Schoonmaker

Art in the Park/Art by the Bay

Art shows

List of local artists; other written materials about local artists; questionnaires to local artists re strengths and weaknesses of Sausalito as a venue for artists

Make Sausalito a model for its support of artists, writers, theatre groups and musicians

Talks about the city's artists

## **Imagine Sausalito**

Find ways to have Sausalito become identified with environmental concerns

Possible Green Event

Brass markers for sidewalks to identify historical downtown buildings and residences walking maps for downtown and residential areas

Creation of coalition of businesses and other organizations to become involved in support of cultural and historical programs

Development of a DVD of oral histories of Sausalito artists and others who explain what makes Sausalito different, why Sausalito is special to them and their vision for Sausalito. Play on loop in restaurants, banks, and other public places. Use for promoting town to visitors, potential business owners, etc. Could also be accessed from City website.

# BUSES, BOATS & PIERS COMMITTEE

## GOAL #1: PROVIDE AN INTERGRATED LAND TRANSPORTATION SYSTEM

**VISION: Establish a transportation system in Sausalito and throughout Marin that improves circulation and provides a true alternative to the automobile.**

### IMPLEMENTATION OBJECTIVES

#### Private Transportation

##### 1. *AUTOMOBILE:*

- A. Continue to depend on the automobile, but with the expectation that as alternative modes of transportation are established and become viable, the automobile will become more of a luxury, not a necessity, used primarily when hauling goods and for travel outside the urban area.
- B. Improve automobile circulation through the following measures:
  - 1) Support implementation of the Transportation Authority of Marin's (TAM) top priority goals, including: Completing carpool lanes and upgrading the 580/101 interchange and the Novato Narrows, providing safe bike lanes & routes to schools, flex work hours, etc.
  - 2) Promote the use of energy efficient vehicles.
  - 3) Improve access to parking in Sausalito (See Exhibit A for details)
  - 4) Consider paid parking on all public property and rights-of-ways.
  - 5) Consider an integrated "Transitcard", a reader card with to pay for parking

##### 2. *BICYCLES AND SEGWAYS:*

- A. Support implementation of the Transportation Authority of Marin's (TAM) top priority goals for promoting the use of bicycles, including: Closing gaps in primary bike routes; promoting local agency policy to consider bikes in all major road projects; and encouraging a program for employers to reward those who bike to work.
- B. Promote bike racks on all buses and ferries.
- C. Require the installation of bike racks for all new commercial and multi-unit development.

##### 3. *PEDESTRIAN:*

- A. Establish a pedestrian route along the entire length of Sausalito, detouring around hazardous Marine uses.
- B. Restore and construct new hillside paths and stairways, well signed and lit.
- C. Re-stripe crosswalks with brighter and wider stripes.

#### Public Transportation

##### 1. REGIONAL - TRANSPORTATION IN & OUT OF MARIN (30% of Traffic) OR THROUGH MARIN (20%):

- A. *BUSES:* Continue to depend on the public carrier, Golden Gate Bridge District

(GGBD) buses and ferries, and seek a strong voice to maintain and improve the level of service and reasonable fares. Continue to depend on private carriers also, such as the Marin Airporter, tour buses and taxis.

- B. *TRAIN*: Support the proposed Smart Train linking Sonoma & Marin and terminating at the Larkspur Ferry Landing.
  - C. *FERRIES*: Encourage additional ferry service at affordable rates, running more frequently, particularly later in the evening to service Sausalito Downtown restaurants & shops. Support a new Ferry Landing at Port Sonoma, if environmentally sound.
2. LOCAL - TRANSPORTATION WITHIN MARIN (50% of Traffic)
- A. *BUSES*: TAM to continue to contract with the GGBD for local bus service. Seek to expand service and establish better links between routes & schedules, including access to Ferries landings and the Smart Train stops. For more local control, consider contracting with a different carrier, or establish a County system owned and controlled by the Marin County Transit District (MCTD).
  - B. *JITNEYS ON MAJOR STREET CORRIDORS*: Re-activate “Sally” running the length of Bridgeway. So it will succeed, do the following:
    - 1) Secure adequate funding.
    - 2) Have at least 3 vans so they run more frequently.
    - 3) Work with local gas stations to install fueling stations.
    - 4) Install easily identified signage at all stops.
    - 5) Market the service well to all potential riders.
    - 6) Make it free to ride, through funding from increased parking revenues.
  - C. *STREETCARS*: Plan and replace the “Sally” Jitneys with a streetcar on tracks running down the middle of Bridgeway and extending to downtown Mill Valley along Miller Avenue.

Streetcar Details:

- 1) Tracks are necessary instead of rubber tires because:
    - a) Tracks offer a smoother ride
    - b) People like trains and don't like buses.
    - c) Tracks are permanent, so developers can count on them remaining and will then invest in property around streetcar stops. They haven't and won't invest around bus stops, because bus lines come and go, depending on available funding.
  - 2) Streetcars will operate quietly without overhead wires, powered with efficient batteries, charged at each station when the car is stopped.
  - 3) Streetcars will be double ended so they don't turnaround at end of lines.
  - 4) Tracks will be double at stations to allow streetcars to pass, and single between stations. Where the median isn't wide enough to accommodate a track, the streetcar can travel along automobile lanes.
  - 5) The streetcars will be fun with roll back roofs and windows for open air rides on nice days.
- D. *ON DEMAND, DOOR TO DOOR JITNEYS*: Upon implementation of the

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Streetcars, convert “Sally” to feeder jitneys, circulating like bees throughout neighborhoods picking up people and dropping them off at the nearest streetcar stop, or regional ferry landing, bus or train stop.

### Jitney Details:

- 1) Add more jitneys as required, starting with two at each end of Sausalito.
- 2) The jitneys will be free, funded from parking revenue.
- 3) Seniors and those transporting goods, like shopping bags, could use the Jitneys for local errands, instead of private cars.
- 4) Jitneys will be equipped with lifts for wheelchairs.
- 5) Calling a jitney will be done by pressing a button on your cell phone and your location will light up on a GPS controlled map mounted on the driver’s dashboard.

- E. *FARE COLLECTION*: There would be no money collected on any mode of public transit to avoid delays associated with handling money. Instead, everyone will have a “Transitcard” (either a swipe card, or preferably a reader card) that will automatically debit a person’s prepaid account like the Fastpass used on the bridges. The Transitcard will be usable on all forms of public transportation, as well as paying for bridge tolls and parking.

## RESPONSIBLE PARTY

1. The City Council, who should do the following:
  - A. Complete the Imagine Sausalito Business Visioning Process.
  - B. Hold public hearings to select preferred ideas from the Visioning Process.
  - C. Form a Sausalito Transportation Task Force charged with a clear mission, a list of well-defined deliverables and a deadline. The Task Force’s work will be assisted by the City’s planning staff and a budget to hire professional consultants.
  - D. Hold public hearings to review the Task Force’s Transportation Plan, amend as needed and adopt it as City policy.
  - E. Amend the General Plan and Zoning Ordinance as necessary to align the City’s official goals and ordinances with the Transportation Plan.
2. Transportation Task Force:
  - A. Develop the Transportation Plan in more detail, with the assistance of City planning staff and professional consultants.
  - B. Prepare a final written report fully defining the Plan, including maps, a detailed budget and an implementation schedule.
3. Transportation Authority of Marin (TAM) to assist the Task Force in its efforts.
4. Members of the Community to participate cooperatively in the process and once adopted, support the Plan’s conclusions and its implementation.
5. Work with Sausalito’s Sustainability Committee to promote public transit.
6. Work with the Workforce Investment Board of Marin County.

## PROJECTED TIME FRAME

## **Imagine Sausalito**

1. June 2007 - Complete the Imagine Sausalito Business Visioning Process.
2. Oct. 2007 - City Council adopts preferred components of the Visioning Process.
3. Jan. 2008 - Task Force completes its Transportation Plan.
4. Apr. 2008 - City Council adopts Transportation Plan and amends the General Plan and Zoning Ordinance as necessary. Funding is pursued.
7. Unknown - Implementation of Plan commences when funding is secured, however, Sally should be up and running by the summer of 2008.

## **AVAILABLE AND/OR REQUIRED RESOURCES**

1. Funding to secure staff and professional consultants to assist the Task Force.
2. Funding to implement the Transportation Task Force's Plan coming from such sources as:
  - A. Both the Transportation Authority of Marin and Marin Link (San Rafael) can propose professional consultants and funding sources for Federal, State and Local funds.
  - B. Marin Link's 501 c(3) non-profit status could be used for tax deductible donations when fundraising.
  - C. Jitneys, and perhaps portions of other mode of transit, could be funded from parking revenue.
  - D. To discourage automobile use and fund alternative modes of transportation, the use of the private car should be made expensive. Consider the following:
    - 1) A Marin County gas tax permanently dedicated to fund public transit.
    - 2) Doubling the cost to park in municipal lots.
    - 3) Charge for the parking of vehicles on all street right-of-ways.
    - 4) Charge for parking using a sticker purchased with a Transitcard swipe or reader card for both short and long-term durations.
    - 5) Once a viable, affordable and fun alternative to the private automobile is provided, the car will become a luxury, not a necessity, for use to haul goods and/or for travel outside the urban area.
  - E. Pursue funds from Measure A Transportation Bond that voters recently approved.
  - F. Explore the Local Incentive Service, whereby municipalities can obtain additional Measure A money when matched with funds raised locally.

## **GOAL #2: PROVIDE AN INTEGRATED WATER TRANSPORTATION SYSTEM**

**VISION: Link the Sausalito waterfront and nearby communities with a water transportation system that is fun and efficient, one that will provide a viable alternative to the automobile.**

## **IMPLEMENTATION OBJECTIVES**

**Private Transportation:**

1. REGIONAL - TRANSPORTATION IN & OUT OF MARIN:
  - A. *Private Ferry Service:* Seek to maintain and encourage additional Ferry and tour routes by private carriers such as the Blue & Gold Fleet, Hornblower Yachts and others, linking Sausalito to San Francisco, Fort Baker, Tiburon, Larkspur, Port Sonoma, possibly the East Bay and other ports of call.
  - B. *Fort Baker Service:* Work with the National Park Service and the operators of the new conference center at Fort Baker to provide ferry service between Fort Baker and Downtown Sausalito as a component of the GGNRA's transportation plan.
  - C. *Deluxe Private Limousine:* Promote private high-end water limousine service between San Francisco and Sausalito as part of establishing a local world-class harbor.
  - D. *Private Yachts:* Promote the use of private yachts to access Sausalito, both transient cruisers and local day sailors.
2. LOCAL - TRANSPORTATION ALONG THE SAUSALITO WATERFRONT:
  - A. *Ferry Service:* Promote a local Ferry carrying 30 to 40 persons to link landings all along the Sausalito shoreline, running frequently to provide an alternative to travel on Bridgeway Blvd.
  - B. *Water Taxi:* Promote water taxi service between vessels moored offshore on mooring buoys and shoreline landings.
  - C. *Water Tours:* Encourage small tour boats for visitors.
3. INFRASTRUCTURE:
  - A. *Piers:* Plan a new municipal pier Downtown at the Ferry Landing having sufficient size to accommodate a visiting tall ship. In lieu of two docking facilities, consider relocating the existing ferry dock to the new pier.
  - B. *Docks:* Expand existing and add additional floating docks such as:
    - 1) Consider relocating the Golden Gate Bridge District's ferry dock to the new Downtown Municipal Pier.
    - 2) Consider the SHIP Group's proposal to enclose Gabrielson Cove with a cut stone breakwater, inside of which visiting vessels could end tie to the breakwater and/or mooring facilities placed along the Cove's shoreline.
    - 3) Plan a new dock adjacent to the north side of the new Downtown Municipal Pier for single-day guest tie-ups.
    - 4) Provide at Gabrielson Cove a dock, or broad shoreline steps, for kayak and small craft access.
    - 5) Require all marinas to provide short stay guest berths or side-tie docks.
    - 6) Extend the existing dock at the foot of Turney Street to accommodate additional vessels.
    - 7) Encourage the owners of restaurants located along the waterfront to provide guest tie-up areas for boaters to dine at their establishments.

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- 8) Provide a small boat dock at Dunphy Park for hand carried recreational boats.
  - 9) Extend the docks at Cass' Marina to accommodate guest boats and additional boats for rent.
  - 10) Provide a docking facility open to the public to display historic vessels in conjunction with a new Sausalito Maritime Museum.
- C. *Mooring Buoys*: Establish mooring-buoy fields off shore for safe mooring of vessels for short and longer term stays.
  - D. *Wave Protection*: Plan a fixed breakwater or floating wave damper south of the Sausalito Yacht Club and/or possibly around Gabrielson Cove.
  - E. *Dredging*: Identify and dredge channels necessary to access existing and new shoreline facilities.
  - F. *Service Facilities*: Construct public and/or encourage marinas to provide for visiting boaters, both day trippers and longer term cruisers, necessary shoreline facilities such as, fuel docks, pump out stations, trash disposal dumpsters, restrooms, showers and laundries. Encourage the Cruising Club to enhance its facilities to better serve visiting boaters, especially long-haul cruisers.
  - G. *Marketing*: Provide adequate media and literature, websites and web links to communicate the extent and locations of all facilities benefiting the boating public.

## Public Transportation:

1. REGIONAL - TRANSPORTATION IN & OUT OF MARIN
  - A. *Golden Gate Bridge District Ferry*: Continue to depend on the Golden Gate Bridge District's (GGBD) ferry system. Seek a strong voice in its operations to maintain frequent service and reasonable fares. Encourage extending the ferry schedule later into the evening to promote Downtown restaurants and other businesses.
  - B. Encourage additional ferry routes linking Sausalito to Fort Baker, Tiburon, Larkspur and Port Sonoma (if a new ferry landing is established at Port Sonoma).
  - C. Seek to link ferry fares to a Transitpass for a single means of fare collection for all modes of public transportation. The Transitpass would be a swipe or better, a reader card, which automatically debits private accounts similar to the Fastpass used on local bridges.

## RESPONSIBLE PARTY:

1. The City Council, who should do the following:
  - D. Complete the Imagine Sausalito Business Visioning Process.
  - E. Hold public hearings to select preferred ideas from the Visioning Process.
  - F. Form a Sausalito Harbor Task Force charged with a clear mission, a list of well-defined deliverables and a deadline. The Task Force's work will be assisted by the City's planning staff and a budget to hire professional consultants.
  - D. Hold public hearings to review the Task Force's Harbor Plan, amend as needed and adopt it as City policy.
  - E. Amend the General Plan and Zoning Ordinance as necessary to align the City's

## Imagine Sausalito

- official goals and ordinances with the Harbor Plan.
2. Harbor Task Force:
    - A. For reference, revisit the 1995 Downtown Master Plan, the work of the subsequent Pier Group Committee, the recent wave damper design by the Sausalito Yacht Club and the SHIP Group's proposal.
    - B. Develop the Harbor Plan in more detail, with the assistance of City planning staff and professional consultants.
    - C. Prepare a final written report fully defining the Harbor Plan, including maps, a detailed budget and an implementation schedule.
  3. The Golden Gate Bridge District in relationship to their ferry dock and service.
  4. The National Park Service regarding ferry service from Fort Baker.
  5. Transportation Agency of Marin (TAM) to coordinate Marin County water transportation systems.
  6. Richardson's Bay Regional Agency (RBRA), who is currently working on and should complete the planning and installation of the mooring buoy fields.
  7. Richardson's Bay Maritime Association (RBMA), who can provide assistance with planning and community communications.
  8. Members of the community, who should participate cooperatively in the process and once adopted, support the Harbor Plan's conclusions and its implementation.

### **PROJECTED TIME FRAME:**

1. June 2007 - Complete the Imagine Sausalito Business Visioning Process.
2. Oct. 2007 - City Council adopts preferred components of the Visioning Process.
3. Jan. 2008 - Task Force completes its Harbor Plan.
4. Apr. 2008 - City Council adopts Harbor Plan and amends the General Plan and Zoning Ordinance as necessary. Funding is pursued.
5. Unknown - Implementation of Plan commences when funding is secured.

### **AVAILABLE AND/OR REQUIRED RESOURCES:**

3. Funding to secure staff and professional consultants to assist the Task Force.
4. Funding to implement the Harbor Task Force's Plan coming from such sources as:
  - A. Both the Transportation Authority of Marin and Marin Link (San Rafael) can propose professional consultants and funding sources for Federal, State and Local funds. Consider funding from Measure A funds.
  - B. See the 1995 Downtown Master Plan Report for a list of funding sources and strategies.
  - C. The State Department of Boating and Waterways is a primary source of funds for shoreline improvement projects.
  - D. The Marin Community Foundation could provide grants and loans.
  - E. The local water taxis could be fully or partially funded by revenue generated from fees charged for tie up to the mooring buoys, or for day use of guest docks.

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- F. If a Marin County gas tax is adopted to subsidize public transit, perhaps a portion of this revenue could fund public ferry service and related infrastructure improvements.
5. A new Transitcard swipe or reader card could be linked for payment of ferry fares, possibly also for guest tie-up “parking.”

### **GOAL #3: ENHANCE WATERFRONT FACILITIES FOR THE BOATING PUBLIC THAT LINK TO ACTIVITIES ON LAND**

**VISION:** By using existing and establishing new mooring facilities, create a world class harbor in Sausalito to receive visiting boaters. Link the harbor facilities to services and activities useful and enjoyable to boaters.

#### **IMPLEMENTATION OBJECTIVES :**

- A. Revisit the 1995 Downtown Master Plan with special focus on the following:
  1. Construct a municipal pier at the Ferry Landing.
  2. Construct a floating wave damper protecting Gabrielson Cove and the Sausalito Yacht Club while doubling as a guest tie-up dock.
  3. Link the pier to a community gathering place such as a plaza.
  4. Reorganize downtown parking more efficiently to make room for a community gathering place.
  5. Provide small boat (kayak and rowing shells) access to shore at Gabrielson Cove.
- B. Extend the existing floating dock at the foot of Turney Street.
- C. Extend the existing docks and dredge the channel at Cass’ Marina and at the Cruising Club.
- D. Establish mooring buoys for visiting vessels, served by a water taxi.
- E. Explore establishing a small boat recreation center at Dunphy Park.

#### **RESPONSIBLE PARTY:**

1. The City Council, who should do the following:
  - B. Complete the Imagine Sausalito Business Visioning Process.
  - C. Hold public hearings to select preferred ideas from the Visioning Process.
  - D. Form a Sausalito Downtown Task Force charged with a clear mission, a list of well-defined deliverables and a deadline. The Task Force’s work will be assisted by the City’s planning staff and a budget to hire professional consultants.
  - E. Hold public hearings to review the Task Force’s Downtown Plan, amend as needed and adopt it as City policy.
  - F. Amend the General Plan and Zoning Ordinance as necessary to align the City’s official goals and ordinances with the Downtown Plan.

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2. Downtown Task Force:
  - A. Gather all the existing materials, maps, drawings and reports prepared by the 1995 Downtown Planning Forum, review this information and select what is useful to reflect current thinking.
  - B. Develop the Downtown Plan in more detail, with the assistance of City planning staff and professional consultants.
  - C. Prepare a final written report fully defining a Downtown Plan, including a detailed budget and an implementation schedule.
3. The Chamber of Commerce, Downtown Merchants Association and Downtown businesses should participate in this planning process.
4. Members of the Community to participate cooperatively in the process and once adopted, support the Plan's conclusions and its implementation.

### **PROJECTED TIME FRAME:**

1. June 2007 - Complete the Imagine Sausalito Business Visioning Process.
2. Oct. 2007 - City Council adopts preferred components of the Visioning Process.
3. Feb. 2008 - Task Force completes its Downtown/Harbor Plan.
4. June 2008 - City Council adopts the Downtown/Harbor Plan.
5. Nov.2008 - Plans are complete for the first Phase of the Downtown/Harbor Plan
6. Mar.2009 - Funds are secured and construction begins on the first Phase.

### **AVAILABLE AND/OR REQUIRED RESOURCES:**

6. Funding to secure staff and professional consultants to assist the Task Force.
7. Funding to implement the Transportation Task Force's Plan coming from such sources as:
  - A. See the 1995 Downtown Planning Forum's Report for a list of potential funding sources.
  - B. California Department of Boating and Waterways and the State Coastal Conservancy has grants available for shoreline facility upgrades.
  - C. The Marin Community Foundation could offer grants and loans for improvements benefiting the community.
  - D. Joint ventures between public and private parties could be considered for land-based improvements.
  - E. A bond measure or a Downtown Assessment District could be put forth for capital improvements.
  - F. A Downtown Redevelopment District could be formed for low cost government loans to improve blighted areas.
  - G. Low cost financing based on incremental property tax increase, similar to the financing arrangement used to construct the Gateway Center and housing in Marin City could be considered

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3. A vote of the public may be required to make major changes to the Downtown Historic District, or at least for changes made on public land, or the Ordinance requiring such a vote may need to be amended.

### **GOAL #4: PROMOTE SAUSALITO AS A DESTINATION FOR BOATERS**

**VISION: Put the welcome mat out for mariners and tell the boating world what's here.**

#### **IMPLEMENTATION OBJECTIVES :**

##### 1. *MAKE IT EVEN EASIER FOR VISITORS:*

- A. Allow visitors to reserve a mooring ball and provide a water taxi to shore.
- B. Enhance Sausalito visitor's map by:
  - 1) Adding, "Welcome Mariners"
  - 2) Indicate where visiting mariners can tie up for the day
  - 3) Highlight dingy docks
- C. Enhance the City of Sausalito's website:
  - 1) Link it to the RBMA's website and its Visitor's Map
  - 2) Create a welcome kit for mariners and let them know where to find it.
    - a) Kit to include discounts to local restaurants and other useful information.
  - 3) Add a calendar of events, e.g. what's going on in the City – Jazz by the Bay, Farmer's market, Halloween parade, opening day event, etc.
  - 4) Expand on information about marinas and amenities
    - a) Post hours of operations, 24-hour contact information
  - 5) Identify where one can tie up for the day, or overnight accommodations
  - 6) Post information about security and local ordinances – e.g. limitations on jet Skies
  - 7) Link to other websites and visa versa – the RBMA, for example.

##### 2. *MAKE IT EVEN MORE FUN:*

- A. Host a waterfront festival one weekend per year. Incorporate the entire waterfront, e.g., Maritime Days
  - 1) Local volunteers dressed up in white hats to greet/host visitors at the different marinas and boatyards if they wish to show their docks, etc.
- B. Offer a variety of local events such as:
  - 1) Jazz by the Bay
  - 2) Restaurants offer special menus and takeouts
  - 3) Special events at the Bay Model – guest speakers, local artists, business fair, etc.
  - 4) Lectures by the RBMA, Ruth Group, Women's Club, etc.
  - 5) Walking tours of Sausalito and waterfront tours such as Gibson's Public Paths; Colella's Wooden Boat Tour, Paulson's Marinship tours.
  - 6) Host sea chanties events at the Cruising Club
  - 7) Music and events at local parks
  - 8) Art show w/ boat and seascape themes – consider a contest for local scenes at July 4<sup>th</sup> and Marin Co. Fair
  - 9) Enhance the Sausalito Yacht Club's Lighted Yacht Parade and reinstate

the Ice Carving Sculpture competition.

3. *GET THE WORD OUT:*

- A. Advertise in maritime publications such as Latitude 38 and Bay Crossing. At the minimum, submit news releases about events, activities, and interesting topics. Place ads on Golden Gate buses.
- B. Create a Sausalito burgee. Consider an image of the Sausalito Seal with a tagline, “Welcome Mariners”
  - 1) Sale of burgee shall benefit city/cultural museum center
  - 2) Offer a discount card to participating and local businesses. Card comes with burgee.
- C. Display banners across Bridgeway during Maritime Days festival and along the waterfront throughout the year. Banners to read, “Welcome Mariners”

4. *ADD TO THE CITY’S MARITIME LEGACY:*

- A. Take an aerial photo and create a time capsule every 25 years. This will serve as a reminder that we are creating history. Encourage visitors to contribute by submitting comments/thoughts

5. *ENHANCE EXISTING FACILITIES:*

The general feeling is a desire for more places for tie-ups and a establishing a mooring field in Richardson’s Bay.

- A. Cass’ Marina would like to extend their short dock to welcome “day trippers” 26 feet and over only, if maintenance dredging could be done to accommodate deeper drafts.
- B. Schoonmaker Marina is the most available for side tie-ups, but they require reservations and charge \$1.00 a foot. Facilities are now available for boat tie-ups as of March 2007.
- C. At the Presidio Yacht Club, there is room for additional boats, but the docks are rickety and gangways are not suitable for families or the disabled. There is a small café nearby selling hamburgers and hot dogs during the lunch hour.
- D. Buoys off the Sausalito Yacht Club are available when not in use by Club members. There are no dingy accommodations.
- E. The Sausalito Yacht Harbor and Pelican Harbor occasionally have berths or slips available on a temporary basis, but only for more than one day and only with advance reservations.
- F. The City has a small dock just off Paradise Bay at the foot of Turney Street that can accommodate dinghies. If extended, it could host more boats. The need for dredging is evident for larger boats.

# BUSINESS MIX COMMITTEE

Co-Facilitators: Carolyn Roskowski, Cathy Stierhoff  
Colleen Palmer

Note Taker: Pippa Meter

## PURPOSE

Identify businesses, and their locations, that will build an economically robust community, preserve Sausalito's heritage, enhance resident's quality of life, sustain the environment, and plan for the future.

### STRATEGIES:

1. Leverage existing Sausalito business pockets i.e. Downtown, Marinship, and Caledonia Street
2. Examine these neighborhoods for possible enhancement

## GOAL #1

Develop a Code for the City that encourages good development practices, enables smart growth (promotes a sustainable urban pattern while protecting landscape that is considered ecologically and culturally valuable), and maintains elements that keep it true to the City's character.

## CURRENT CONDITIONS

1. The zoning codes are restrictive and create monocultures (a segregation of the elements of the community) that form dysfunctional areas.
2. The permitting process is unclear and laborious. What was designed to protect the City is causing its stagnation
3. Sausalito has a history of planning, then, a failure to implement or implement successfully

## CHALLENGES

1. Overcoming the current zoning codes
2. Community factions work against each other instead of finding a common ground and working together

## BENEFITS

1. Higher quality of life for our residents
2. Increased tax base due to increased business
3. More income potential for landowners from higher density mixed-use areas
4. Faster approvals which result in cost / time savings

## Imagine Sausalito

5. Better overall community image and sense of place
6. Reduce City Administrative back log

### RECOMMENDATIONS

1. Acknowledge the City is in a fiscal/developmental crisis
2. Hire an experienced City Manager who can develop relationships with, and manage, proven professionals in revitalizing cities in financial crisis
3. Leverage Sausalito's worldwide reputation to hire top architects schooled in New Urbanism (i.e. revival of the lost art of place making. A re-ordering of the built environment into the form of complete towns.)
4. Amend current zoning plan to promote mixed use in various parts of the city. Create zoning plan to encourage in fill development
5. Create incentives for property owners to improve their properties if they add low cost housing, artist studio space, or maritime / heritage businesses
6. Re-define "resident-serving" businesses so that resident's real needs are met
7. Allow more administrative decision making in planning process – less time in the planning commission
8. Complete the housing element in City's master plan for affordable housing

## GOAL #2

**Create a community focal point Downtown that both residents and visitors would use and in which they all feel welcomed.**

### CURRENT CONDITIONS

1. There is no central gathering area with a large enough open space to facilitate residents and visitors along with their needs
2. There is not a commercial anchor to create a draw
3. The existing patchwork of park and parking lot are underutilizing the space

### CHALLENGES

1. Limited parking and lack of promotion of current available parking
2. Building a consensus in the community
3. There currently are not funds to allocate to this goal
4. Responding to concerns of existing Downtown businesses

### BENEFITS

## Imagine Sausalito

1. A discernable town center
2. Quality public open space
3. A more efficient use of resources – capitalizing on one of the most beautiful spots on the face of the planet
4. Increased tax revenue
5. Increased local business revenue by encouraging visitor and resident spending

### RECOMMENDATIONS

1. Location would be from the current ferry landing to the Vina Del Mar Fountain, including Parking Lot #3. This will help to create a larger area to build the proper facilities to service our residents and visitors
2. Build structures to house entertainment, food, shops, and exhibits
3. Include a large public pier, with space for tall ships and large boats, as well as guest docking for visitors. The pier/dock should be linked to the downtown plaza/community center
4. Dismantle the current ferry platform and build a pier that can service the ferry traffic as well as visitors traveling by boat (Michael Rex has detailed plans for the pier)
5. The bike/Pedestrian path should go through the landing area. This will help to create the feel of a gathering place
6. Reference the “Downtown Planning Forum’s” ideas and plans created in 1999/2000. Excellent plan that worked through many hurdles including parking issues
7. Use the Mill Valley downtown center as a possible model
8. Consult local business owners who are familiar with BCDC issues along the waterfront
9. Consider city-owned property and possible purchase of property in the center of town (Gossage area) for focal point
10. Promote free or discounted parking for residents

### GOAL #3

Develop the Marinship area to create a mixed-use “neighborhood” with a maritime flavor in which residents can afford to live and work.

### CURRENT CONDITIONS

1. The goals of the Marinship Specific Plan (to promote the waterfront area, diversified water-dependent uses, and industrial uses) are not being met; rather, the Marinship is declining
2. Current zoning restrictions prevent property owners from pursuing mixed-use projects where certain market-rate-paying, creative, innovative industries could help to subsidize maritime uses
3. No improvements to maritime facilities are being made because those facilities are expensive to build and the sub-market rents those uses generate are insufficient to justify the cost of the improvements
4. Maritime facilities are declining and are being replaced by an increasing reliance on the use of storage facilities or are not being replaced
5. Every day, 30,000 professional people (or 47% of the professional workforce) leave Marin County for their work because there are not enough jobs for them in their own towns

### CHALLENGES

1. Potential development of unattractive buildings
2. A history of planning without execution
3. Avoiding “gentrification” of the area. Maintaining a balance of affordable housing and industrial space along with other mixed uses
4. To keep pedestrian paths, housing, restaurants, etc. separate from dangerous industrial uses

### BENEFITS

1. Revitalization of the declining Marinship district
2. Preservation of the maritime industry in safe, secure, and efficient facilities
3. Completion of a Shoreline Pedestrian Path that does not interfere with maritime uses
4. Increased tax revenue to the City in the form of Property Taxes. A few improvements in the Marinship could fund numerous City Capital Improvement Projects every year
5. Much needed infrastructure improvements to the Marinship, including road and traffic pattern upgrades
6. Increased local jobs creating less commuter traffic
7. Beautifying the shoreline

### RECOMMENDATIONS

1. Develop an architectural code that keeps new buildings in the Marinship consistent w/ the intended function, Maritime history, and the City’s character
2. Re-visit the MSP in regard to I & W zoning restrictions to allow for mixed use, innovative industries to open offices as well as residential space & entertainment / food providers
3. In some parts of the Marinship, the “W” Zone is already properly located at the shoreline, rather than onto upland sites. This zoning should be made consistent throughout the district
4. Create the opportunity for affordable housing in the mixed-use commercial, industrial, retail, and restaurant areas
5. Encourage development of parks/gardens and pedestrian/bike paths in overall plan
6. This is an ideal location for the growth of industrial arts (i.e. furniture makers), design, media arts, marketing, advertising, architecture, and green/environmental technology in Sausalito
7. City to work with current landowners to create incentives to develop properties
8. Create a Wooden Boat Center to provide a proper maritime facility
9. Improve the declining infrastructure in the Marinship

## GOAL #4

Beautify and enliven the Caledonia Street neighborhood

### CURRENT CONDITIONS

1. Limited parking
2. Commercial possibilities are underutilized
3. There is an attractive park (Robin Sweeny) and Civic Center that are underutilized

**CHALLENGES**

1. Creating alignment within the diverse sub-groups of the community

**BENEFITS**

1. Increased local business and City revenue
2. Enhanced resident enjoyment
3. Building more community spirit
4. Residents wouldn't need to leave town to get what they need

**RECOMMENDATIONS**

1. Expand resident serving uses
2. Allow more outdoor dining
3. Create a viable parking plan to allow more people to use Caledonia to shop/dine, etc.
4. Create a Caledonia Street Merchants Association
5. Develop Caledonia Street as a community/civic "hub"
6. Work with property owners to encourage them to attract viable residential serving businesses
7. Develop a plan to integrate architecture, landscaping and signage

**GOAL #5**

Develop a cohesive marketing/branding campaign for Sausalito that will attract Business

Development and be utilized in the development of fundraising campaigns to create viable venues such as the community focal point.

**CURRENT CONDITIONS**

1. Sausalito is labeled in some guidebooks as a bad place to shop (too many souvenir shops, a reputation for taking advantage of tourists)
2. Residents tend not to utilize the Downtown area
3. Bay Area residents do not look upon Sausalito as a good destination, partly due to parking restraints (excessive meters, ticketing, etc.)
4. Communication from the City to its constituents does not have deep penetration

**CHALLENGES**

1. There currently are not funds to allocate to this goal

## BENEFITS

1. Increase local business and City revenue
2. Develop an aligned community
3. Be in charge of Sausalito's reputation and it's expansion

## RECOMMENDATIONS

1. Hire a professional PR team to develop brand identity and marketing materials for Sausalito to attract new businesses
2. Have branding identity represent our waterfront character, history, and support of the arts. Also, promote why innovative businesses should move here
3. Under this new marketing umbrella, create a series of public relations driven competitions to attract cutting edge businesses to compete for the opportunity to move here
4. One important goal of the Sausalito "brand identity" is to communicate and foster a change in the residential mindset of "us" verses "visitors & business", and "boat people" vs. "hill people." This ongoing campaign will "promote" a united Sausalito community to its own residents
5. Hire a City Manager that can develop relationships with, and manage, proven professionals in revitalizing cities in financial crisis
6. Expand on current residential events such as ArtWalk/Open Studios to include fundraising exhibits and events
7. Develop a task force of PR/Marketing people who currently live/work in Sausalito to assist in the selection and management of the professional firm
8. Utilize local Comcast TV channels to promote all above outlined promotions, events, and business competitions
9. Chamber of Commerce can be a resource for development of business competitions and branding selection
10. Invite residents to learn from current successful ArtWalk planners in seminars and volunteer committees such as the "Business Vision" committees including but not limited to the Business Mix