



Tiburon General Plan Update

# Downtown

Planning Commission Study Session // August 26, 2021



# PROGRAM

1. General Plan Update
2. Concepts for Downtown
3. Draft Goals and Policies
4. Planning Commission Discussion



# 1. GENERAL PLAN 1. UPDATE

# GENERAL PLAN UPDATE

- Overarching document that guides the future growth and development of the town
- Articulates a community's vision for the future
- Update to the 2005 Plan
- Will plan for next 20 years
- Contains goals, policies, and implementing programs
- Approvals of new development projects, public projects, and capital improvements require findings of consistency with the General Plan



# GENERAL PLAN ELEMENTS

## Required Elements:

- Land Use
- Mobility
- Housing
- Open Space
- Conservation
- Safety
- Noise

## Additional Elements:

- Downtown
- Parks and Recreation



# 2. CONCEPTS FOR DOWNTOWN

# CIRCULATION OPPORTUNITIES



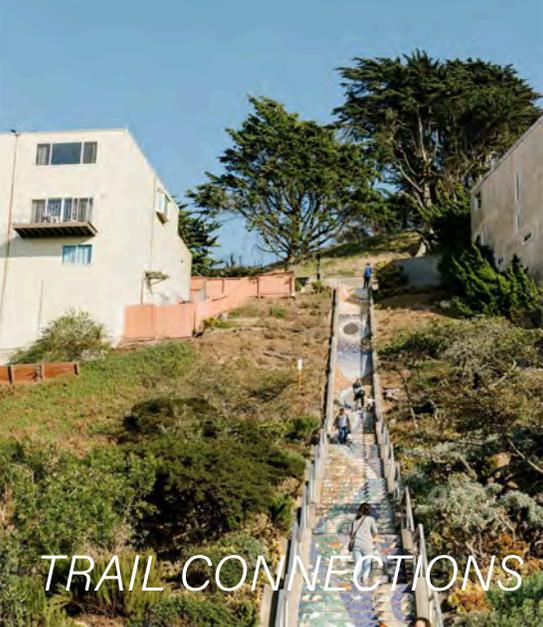
MIDBLOCK PASEOS



PEDESTRIAN MAIN STREET



BIKE INFRASTRUCTURE



TRAIL CONNECTIONS



ONE-WAY LOOP



WAYFINDING SIGNAGE

# ACTIVATION OPPORTUNITIES



MIXED USE



MAIN STREET REDESIGN



PUBLIC SPACE TRANSFORMATION



BUILDINGS THAT  
ACTIVATE



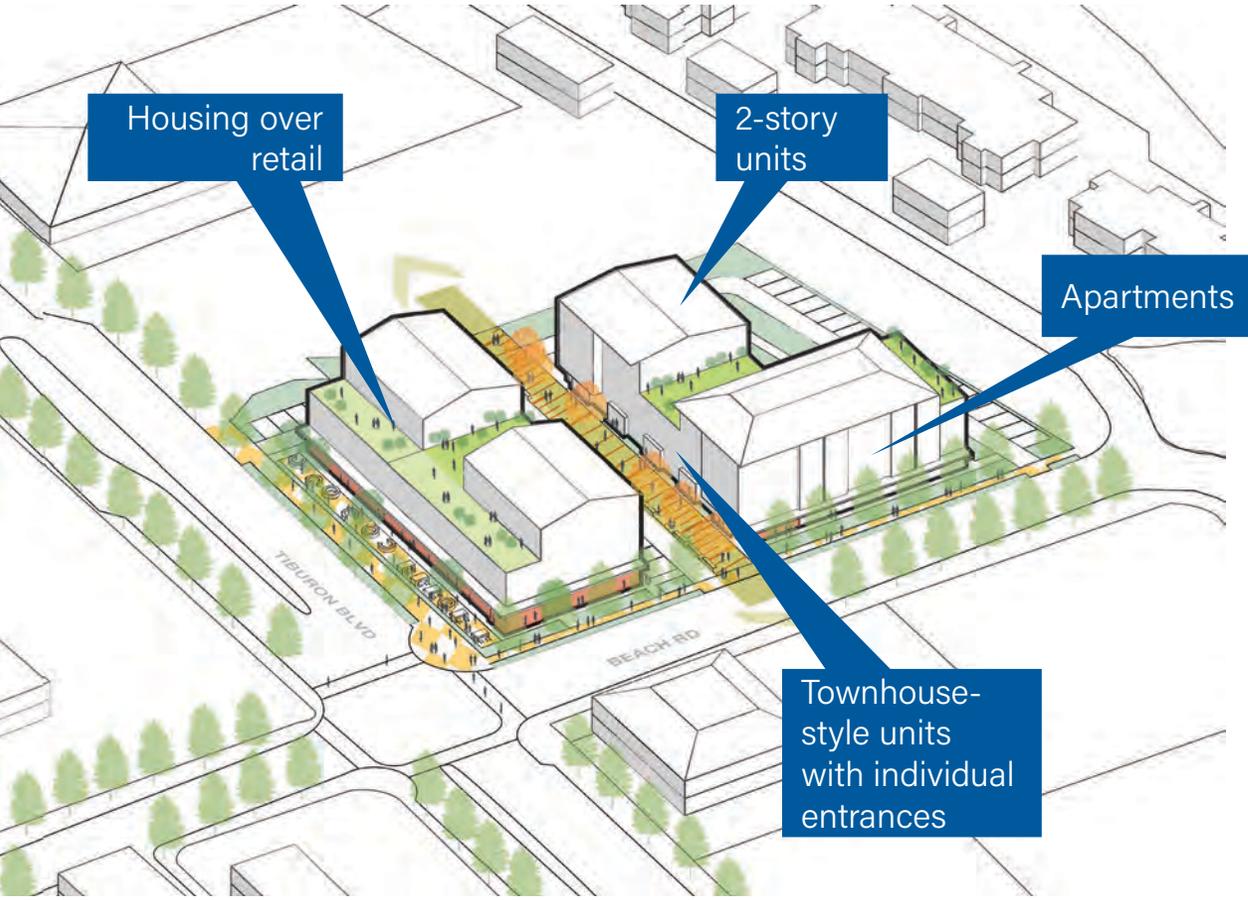
TIBURON BLVD REDESIGN



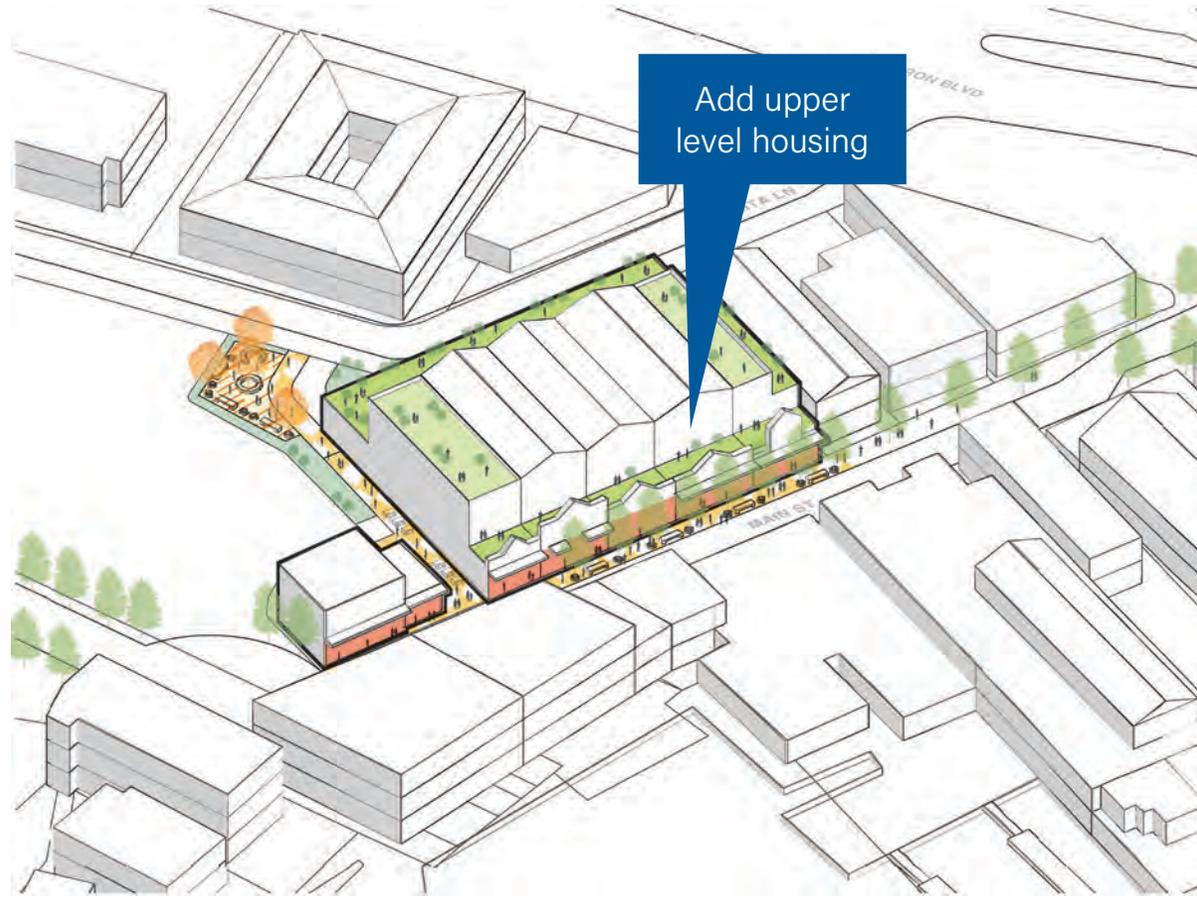
AMENITIES + PROGRAMMING

# DEVELOPMENT OPPORTUNITIES

## HOUSING



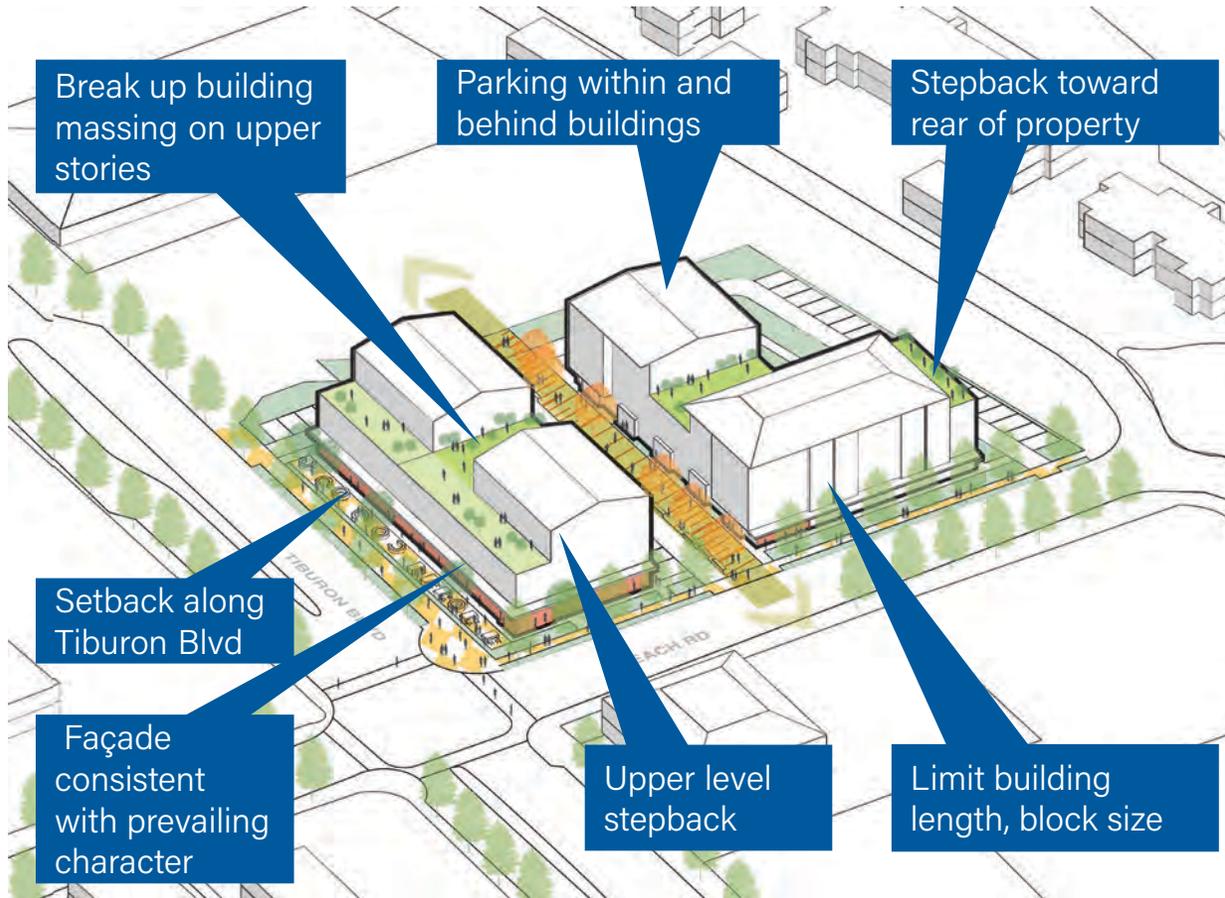
Tiburon Blvd Site Concept



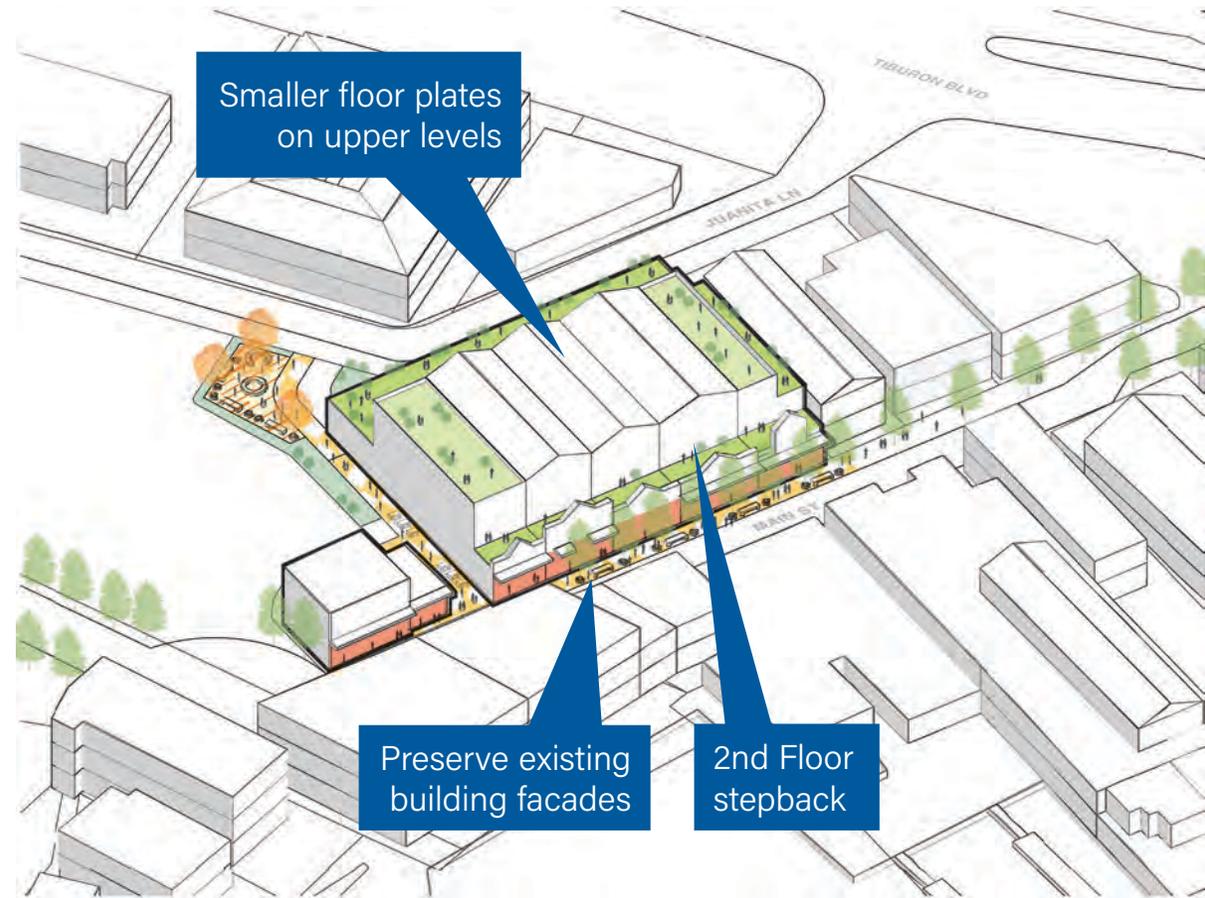
Main Street Site Concept

# DEVELOPMENT OPPORTUNITIES

*BUILDING FORM THAT SUPPORTS CHARACTER*



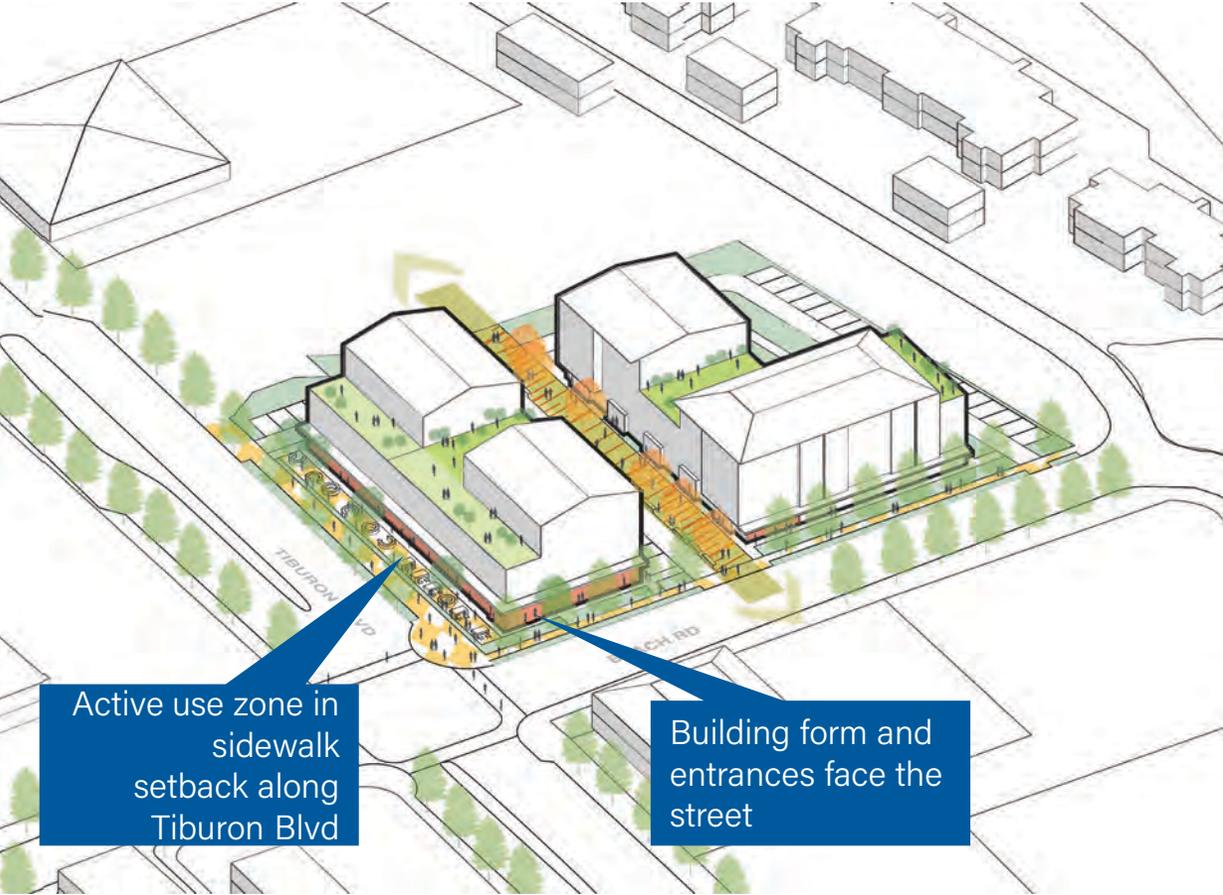
Tiburon Blvd Site Concept



Main Street Site Concept

# DEVELOPMENT OPPORTUNITIES

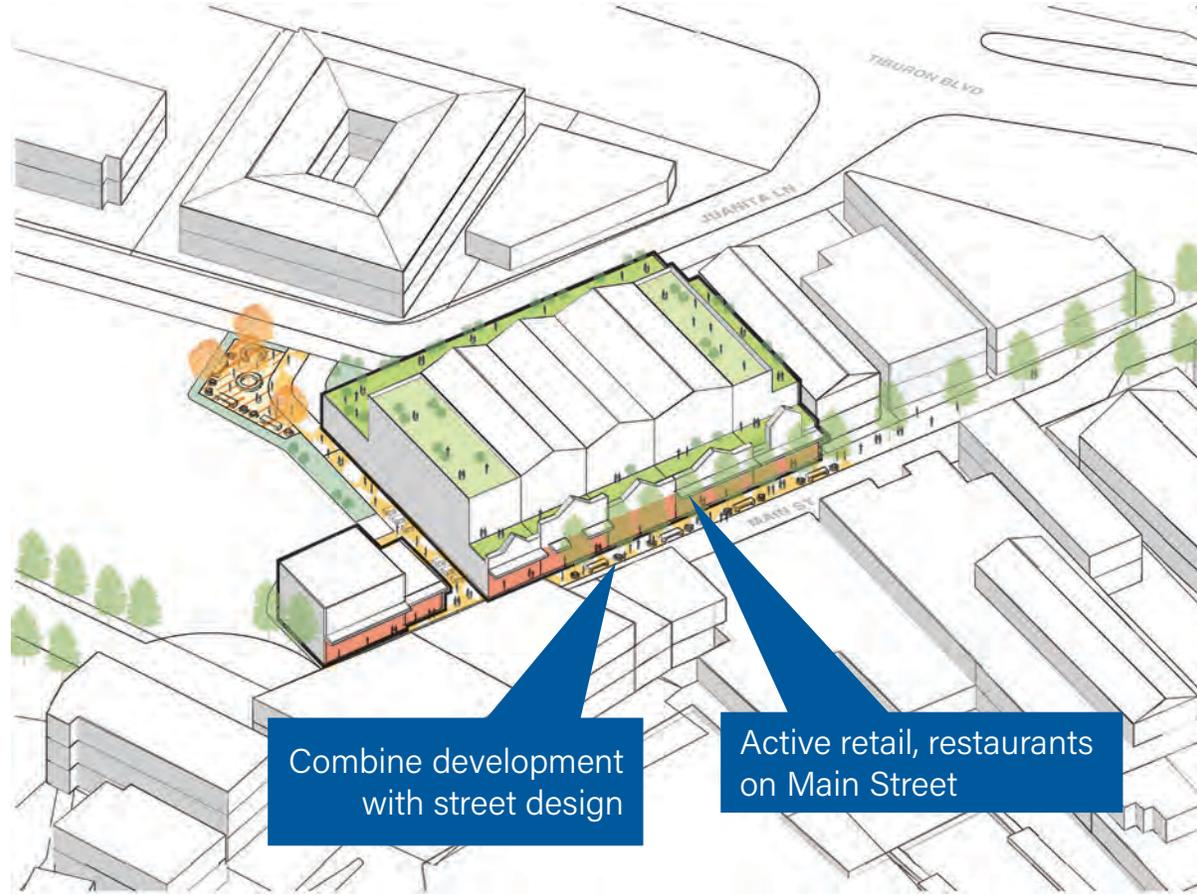
*HUMAN SCALE AT STREET LEVEL*



Active use zone in sidewalk setback along Tiburon Blvd

Building form and entrances face the street

Tiburon Blvd Site Concept



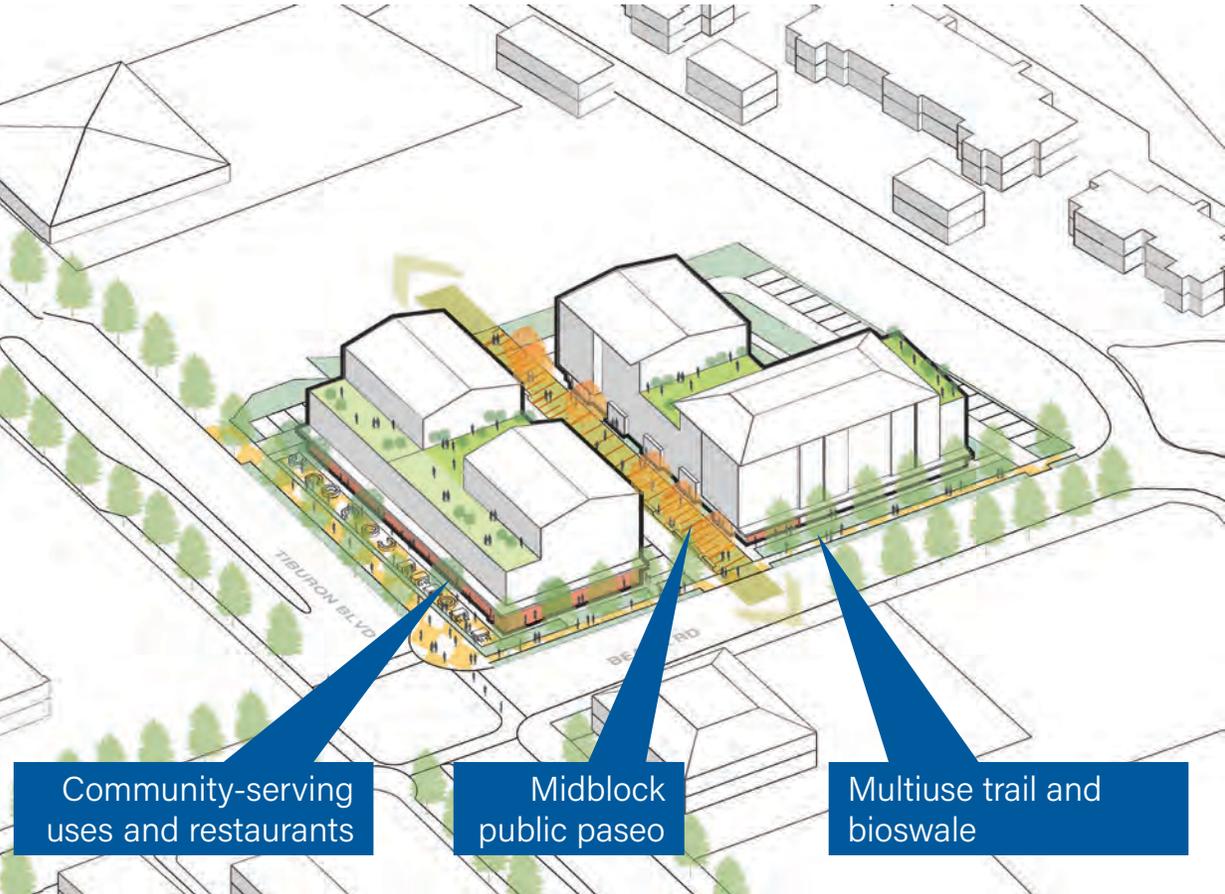
Combine development with street design

Active retail, restaurants on Main Street

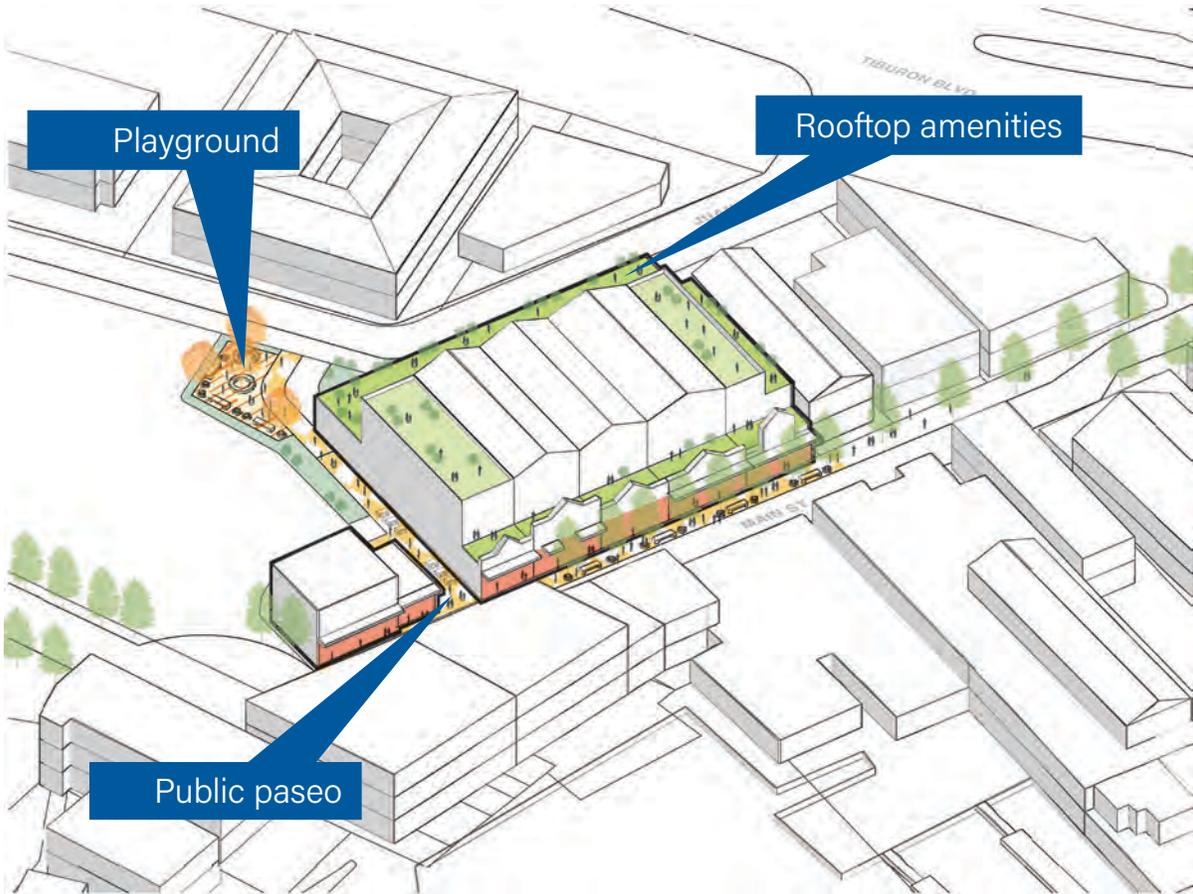
Main Street Site Concept

# DEVELOPMENT OPPORTUNITIES 4

## AMENITIES FOR THE COMMUNITY



Tiburon Blvd Site Concept



Main Street Site Concept

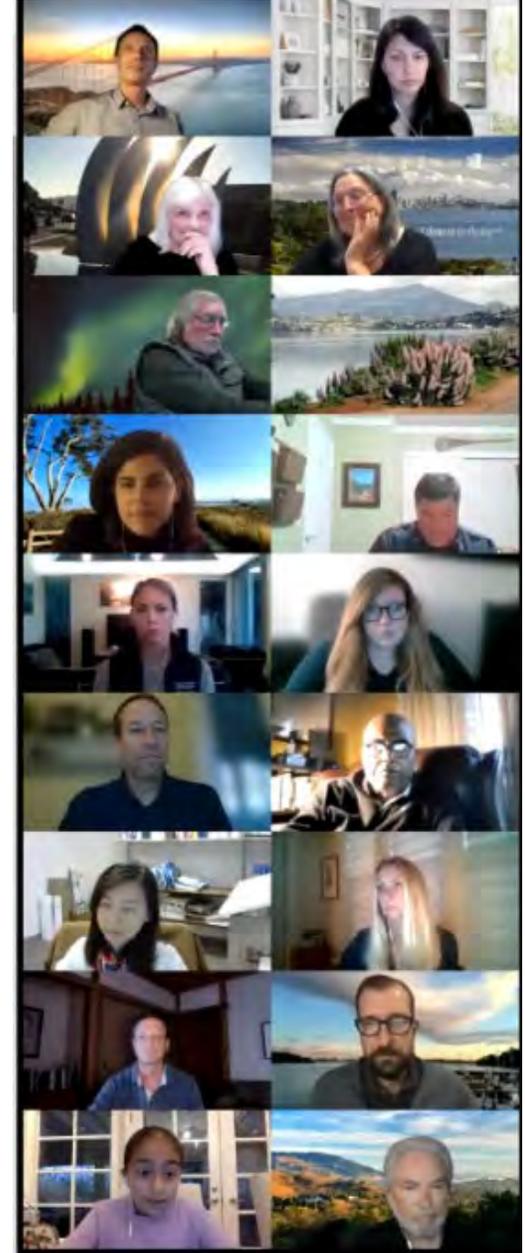
# COMMUNITY ENGAGEMENT

## Virtual Workshop

- On Zoom, April 27, 2021
- 30-40 attendees
- Presentation, polling, and breakout discussions
- Three themes: Circulating, Activating and Developing Downtown
- 5 small groups discussed:
  - *What do we like about the concepts presented in each category?*
  - *What other ideas do we feel it's important to bring to the table?*

## Online Survey

- Open May 3 to June 7, 2021
- 137 responses
- Promoted through email blasts, social media
- Questions mirrored the polling questions in the workshop



# SUMMARY OF COMMUNITY FEEDBACK

	Circulating Downtown	Activating Downtown	Developing Downtown
<p><b>Polling Questions</b></p>	<ul style="list-style-type: none"> <li>• Converting Main St. to pedestrian-only</li> <li>• Creating trail connections</li> <li>• Creating midblock paseos</li> </ul>	<ul style="list-style-type: none"> <li>• Redesign Main St. to provide more space for outdoor seating, amenities</li> <li>• Redesign Tiburon Blvd to provide above plus landscape, separated bikeway</li> <li>• Mixed use development to promote activity</li> <li>• Food pods, farmers' market, block parties and concerts</li> </ul>	<ul style="list-style-type: none"> <li>• Requiring active ground-floor uses along certain segments</li> <li>• Ensuring that new development provides community benefits</li> <li>• Allowing a mix of retail, restaurant, office, and multifamily housing</li> </ul>
<p><b>Discussions</b></p>	<p>Focus on creating an attractive pedestrian-friendly environment</p>	<p>Events that attract the full spectrum of the community are essential</p>	<p>Need to respond to climate change and housing needs, but also need to maintain character</p>

# 3. DRAFT GOALS, POLICIES AND PROGRAMS

# APPROACH TO UPDATING THE PLAN FOR DOWNTOWN

## Approach to Policies

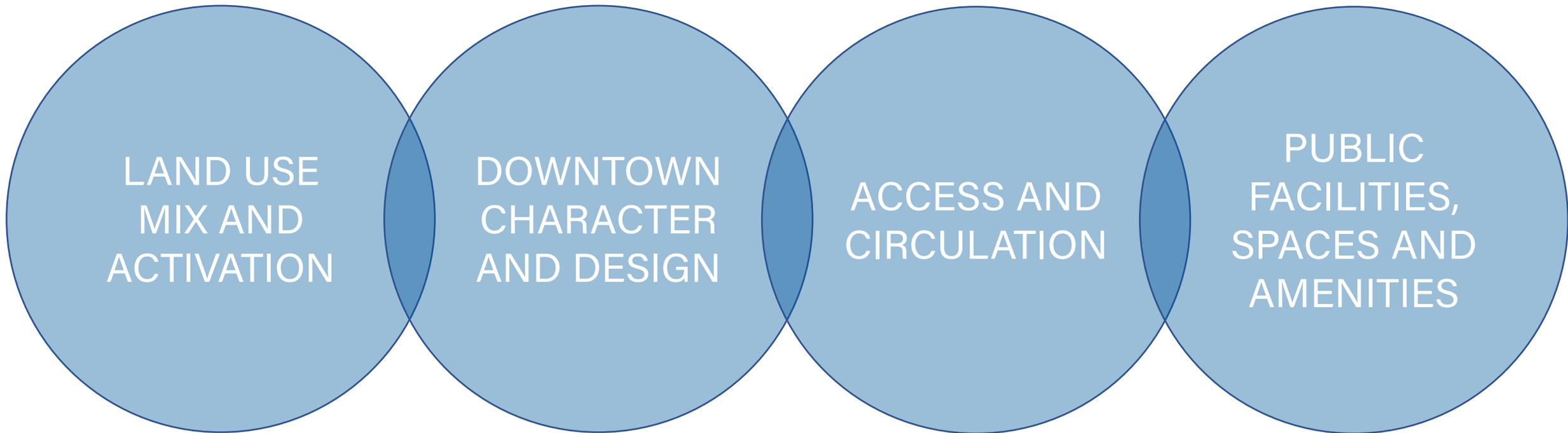
- **Remove** goals, policies and programs that have been achieved or no longer serve needs
- **Update** goals, policies and programs to reflect current conditions and needs
- **Create** new goals, policies and programs that reflect current issues and community vision
- Use **clear, active language**
  - Avoid ambiguities and bureaucratic statements
- Use **positive tone**

## Approach to Map

- Adjust land use district **definitions** to achieve today's policy goals
- Adjust district **boundaries** to craft the downtown experience we want

# PROPOSED POLICY FRAMEWORK FOR DOWNTOWN

*Restructure policies to address the issues and support the vision of today's community.*



# LAND USE MIX AND ACTIVATION

## Goals

Goal DT-B	Enhance Downtown's role as the <b>heart of the community</b> and a thriving commercial and visitor destination.
Goal DT-C	Promote <b>pedestrian activity and enjoyment</b> of life in Downtown through land use, design, and public investment.
Goal DT-E	Support <b>mixed-use development</b> in Downtown, with an emphasis on providing housing opportunities.



# LAND USE MIX AND ACTIVATION

## Policies | Central Gathering Place

Policy DT-1	Promote a Downtown that is <b>attractive to residents and visitors of all ages and backgrounds</b> , with a mix of commercial activities and housing, public spaces, amenities, and events.
Policy DT-2	<b>Commercial land uses</b> are allowed and encouraged Downtown, including a mix of businesses that serve both residents and visitors.
Policy DT-4	<b>Mixed-use development</b> that includes housing in combination with retail, restaurants, offices, or community uses is encouraged in Downtown Tiburon.
New Policy 1	Require that new development feature <b>retail or retail-ready space</b> along commercial street frontages. These ground-floor spaces may be occupied by a wide range of retail and restaurant uses; personal services; or community uses such as daycare or performance spaces.
New Policy 2	<b>Limit office uses</b> in existing or new ground-floor spaces in order to promote active street life.
New Policy 3	Create <b>opportunities for a variety of multifamily housing</b> downtown, with or without ground-floor commercial or community uses.

# LAND USE MIX AND ACTIVATION

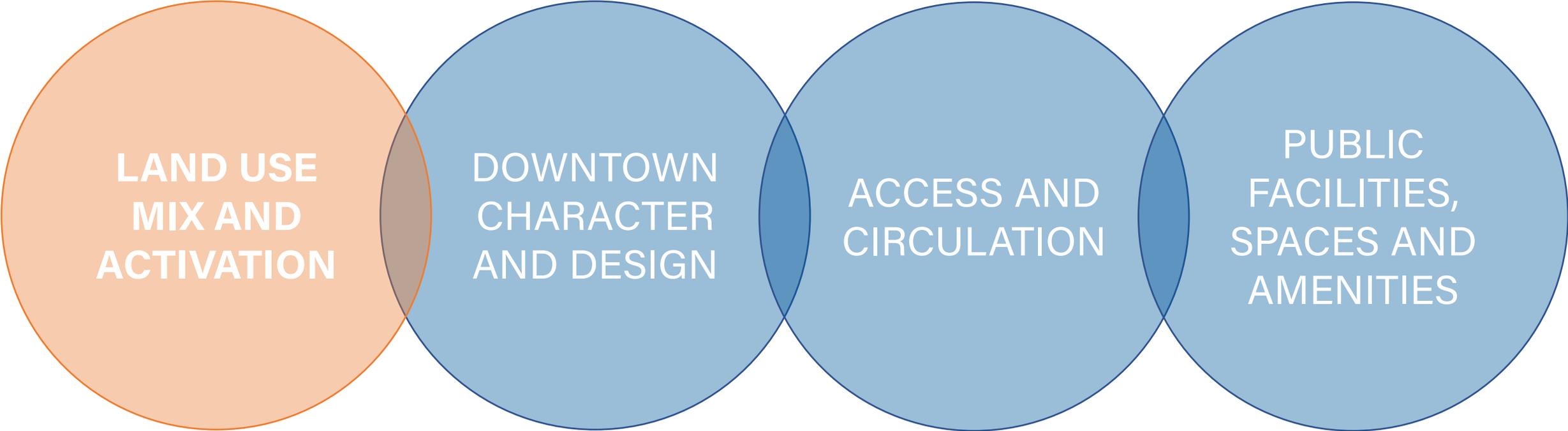
## Policies | Economic Vitality

Policy DT-3	<b>Actively promote the economic vitality</b> of Downtown, in partnership with local businesses and organizations.
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## Programs

Program DT-a	<b>Update the Tiburon Zoning Ordinance and the Tiburon Design Handbook</b> to be consistent with the goals and policies of this Element as they pertain to land use mix and activation.
New Program 1	<b>Sustain partnerships</b> with the Chamber of Commerce to improve the business climate and support local businesses.

# PLANNING COMMISSION DISCUSSION



LAND USE  
MIX AND  
ACTIVATION

DOWNTOWN  
CHARACTER  
AND DESIGN

ACCESS AND  
CIRCULATION

PUBLIC  
FACILITIES,  
SPACES AND  
AMENITIES

# DOWNTOWN CHARACTER AND DESIGN

## Goals

Goal DT-A	Preserve and enhance the <b>historical attributes</b> and distinct character of Downtown that exists on Main Street and Ark Row.
New Goal	Create an <b>extended downtown environment</b> along Tiburon Boulevard from the Library to the Bay. Encourage an active pedestrian environment and alternative means of transportation.



# DOWNTOWN CHARACTER AND DESIGN

## Policies | Distinct Character Areas

Policy DT-6	Support and enhance the <b>distinct character in each of Downtown's subareas</b> through the design and programming of buildings and public spaces. Subareas include Main Street, Ark Row, Point Tiburon, Lower Tiburon Boulevard, Upper Tiburon Boulevard, and the Civic Hub.
New Policy 4	Facilitate development of properties around the intersection of <b>Tiburon Boulevard and Beach Road</b> to create a new activity hub with opportunities for walkable retail and multifamily housing downtown.

## Policies | Historic Resources

Policy DT-7	Encourage <b>preservation of significant historic buildings</b> and resources Downtown, through implementation of the California State Historic Building Code and additional guidance provided by the Town of Tiburon.
Policy DT-19	<b>Character defining elements</b> of buildings listed on the Town's Inventory of Local Historical Buildings (Resolution No. 07-2001 as amended) shall be retained, preserved, and restored wherever feasible.
Policy DT-24	Retain and rehabilitate the historic arks, cottages, and other resources of <b>Ark Row</b> consistent with <i>The Secretary of the Interior's Standards for Rehabilitation &amp; Illustrated Guidelines for Rehabilitating Historic Buildings</i> .

# DOWNTOWN CHARACTER AND DESIGN

## Policies | Pedestrian-Friendly Ground Floor

Policy DT-25	Ensure that buildings contribute to a lively, active pedestrian environment at street level through build-to lines, setback areas that expand the public realm, and <b>ground-floor design characteristics</b> including the following: <ul style="list-style-type: none"><li>• Storefront and building entrances that directly face the sidewalk;</li><li>• Floor-to-floor heights that enable flexible commercial use and create a sense of welcome;</li><li>• Visibility between the sidewalk and building interiors;</li><li>• Canopies and awnings that provide shade and support business identity;</li><li>• Harmonious, pedestrian-oriented signage; and</li><li>• Opportunities for indoor and outdoor display and seating.</li></ul>
Policy DT-26	Encourage <b>retail storefronts and active outdoor spaces</b> for community gathering, such as sidewalk cafes, in order to make walking downtown a stimulating and enjoyable activity.

# DOWNTOWN CHARACTER AND DESIGN

## Policies | Building Placement, Height and Massing

Policy DT-28	Enable a <b>mix of building heights</b> for new construction, creating variety and accommodating a vibrant mix of uses.
New Policy 5	Ensure <b>new buildings are attractive additions</b> to the downtown environment. This will be achieved through: <ul style="list-style-type: none"><li>• Placing buildings so that they line and define streets and public spaces;</li><li>• Composing facades in a way that complements adjacent buildings or district character;</li><li>• Breaking up the massing of large buildings into increments;</li><li>• Providing variation in building height, allowing for solar access while maintaining a continuous streetwall;</li><li>• Incorporating façade projections and recessed storefronts that add variety and pedestrian comfort at street level.</li></ul>
New Policy 6	Require new development to contribute to desired downtown <b>streetscape enhancements and midblock paseos</b> .

# DOWNTOWN CHARACTER AND DESIGN

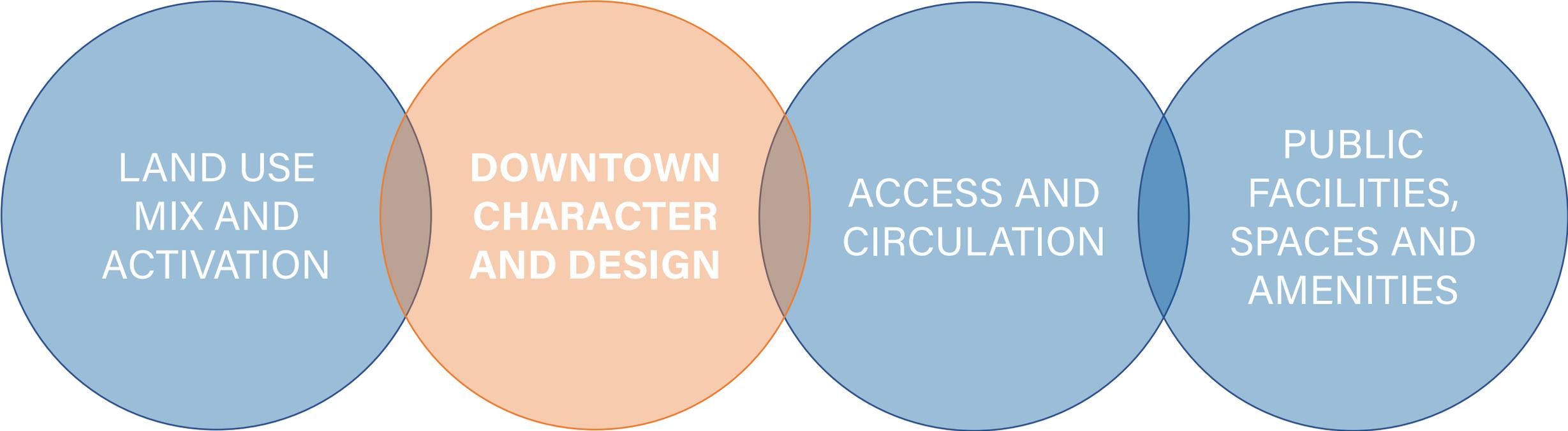
## Policies | Building Placement, Height and Massing, continued

Policy DT-27	Locate <b>parking behind buildings</b> when feasible to reduce the visual prominence of vehicular parking .
Policy DT-33	Locate <b>public or commercial parking</b> facilities behind buildings, and provide landscaping and signage that integrates parking into an attractive downtown environment and helps visitors navigate to parking and destinations. Structured parking should be integrated into buildings, screened, low-scale and not prominently visible.

## Programs

New Program 2	<b>Revise the Tiburon Zoning Ordinance and the Downtown Tiburon Design Handbook</b> to be consistent with the goals and policies of this Element as they pertain to downtown building design and character and the need to provide objective development standards.
New Program 3	<b>Explore incentives</b> to support the Town’s historic preservation, commercial vitality, and housing goals.

# PLANNING COMMISSION DISCUSSION



# ACCESS, CIRCULATION AND PARKING

## Goals

Goal DT-D	Improve and enhance access to and movement through Downtown for all modes of travel, with an emphasis on pedestrian comfort and safety.
Goal DT-G	Provide parking, electric vehicle charging stations, bike parking, pick-up/drop-off and loading areas that optimize use of the curbside and access for all.



# ACCESS, CIRCULATION AND PARKING

## Policies | Access for All Modes

New Policy 7	Pursue <b>potential circulation and design changes to Main Street, Tiburon Boulevard, and other downtown streets</b> that would enhance multimodal access and visibility.
New Policy 8	Ensure that <b>bicycle and e-bike access</b> to and through downtown is safe and comfortable, serving both local trips and recreational use.
New Policy 9	Support <b>transit service and increased transit use</b> , through advocacy, promotion and public communications, and contributions to streetscape enhancements that create a better transit user environment.
Policy DT-34	Support <b>ferry service</b> and encourage the use of ferries to create a unique and enjoyable travel option for Tiburon residents and visitors while reducing visitor vehicle traffic and parking demand.

# ACCESS, CIRCULATION AND PARKING

## Policies | Prioritizing Pedestrians

Policy DT-31	Enable safe and comfortable <b>pedestrian access</b> throughout downtown and to the downtown waterfront.
Policy DT-32	Pursue the opportunity to provide increased pedestrian <b>access to the waterfront</b> along Main Street when changes in property use and construction of major additions or substantial redesign of new buildings allow.
Policy DT-18	Provide <b>paving treatments, landscape elements, street furnishings and street lighting</b> that will enhance use and enjoyment of sidewalks, parks, pedestrian corridors, plazas and other public areas.
Policy DT-10	Pursue opportunities to create <b>new midblock pedestrian connections</b> to enhance the downtown walking experience. Paseos may create new connections between Tiburon Boulevard and Main Street (Ark Row), and connections through future development north of Tiburon Boulevard.

# ACCESS, CIRCULATION AND PARKING

## Policies | Connections to the Bay and Hills

New Policy 11	Create pedestrian connections between downtown Tiburon, the Bay, and the hillside open space and <b>trail network</b> . Explore a high-quality pedestrian connection along Beach Road from the bay to Teather Park, and a trailhead and trail connection between Teather Park and Old St. Hilary's Preserve.
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## Policies | Green Infrastructure

New Policy 12	Integrate green infrastructure into <b>downtown streetscape improvements</b> , helping to protect downtown from flooding hazards and adapt to sea level rise while contributing to an attractive and pedestrian-oriented street environment.
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# ACCESS, CIRCULATION AND PARKING

## Policies | Parking

New Policy 13	Provide <b>adequate on- and off-street public and commercial parking areas</b> to support downtown businesses, destinations, and events, and share parking resources.
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New Policy 14	Establish parking requirements for new development that <b>ensure that parking demand generated by new uses is met</b> , helping to facilitate downtown revitalization and without detracting from a cohesive built environment.
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## Policies | Wayfinding and Identity Signage

New Policy 15	Provide wayfinding and identity signage that <b>orients visitors to destinations and contributes to an attractive and unified sense of place.</b>
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# ACCESS, CIRCULATION AND PARKING

Programs	
New Program 4	Initiate a pilot program to test the feasibility of converting lower Main Street to a pedestrian-only space. Study long-term design options, including the feasibility of a one-way couplet involving Main Street and Juanita Lane if deemed necessary. <b>Redesign of Main Street</b> should emphasize creating a high-quality pedestrian environment, address flood hazards, and respond to the need to adapt to sea level rise.
Program DT-d	Plan, design and implement <b>streetscape improvements to Tiburon Boulevard's</b> public right-of-way to create a balanced transportation environment. These improvements may include, but are not limited to, traffic calming; widening sidewalks; providing pedestrian amenities; installing new street trees ; upgrading bike infrastructure; providing vehicle and transit access and on-street parking; and incorporating stormwater management and flood hazard mitigation.
New Program 5	Initiate improvements to downtown bike facilities including designation and implementation of <b>bike lanes, signage, pavement markings, and parking.</b>
New Program 6	Actively monitor changes to transit service, advocate for service optimization for Tiburon, and <b>support enhanced transit infrastructure</b> as part of downtown streetscape improvements.

# ACCESS, CIRCULATION AND PARKING

## Programs, continued

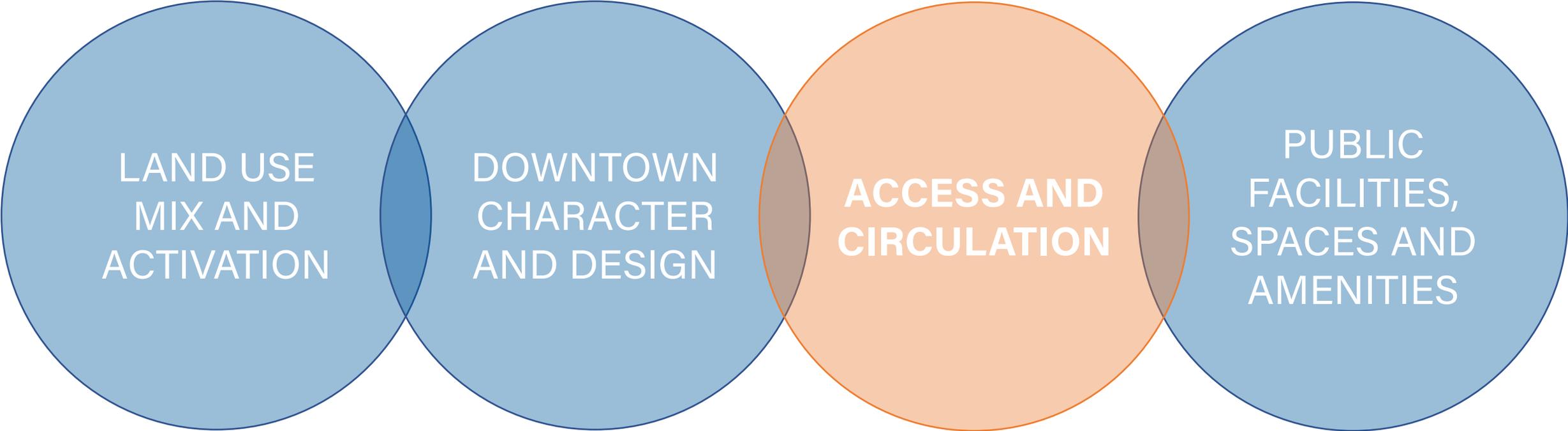
Program DT-t	Actively monitor the San Francisco Bay Area Water Transit Authority process and advocate for <b>improved ferry service and facilities.</b>
New Program 7	<b>Update the Tiburon Zoning Ordinance</b> to achieve circulation goals and policies for downtown, including requirements for new development to provide streetscape improvements and midblock public paseos, and adjustment of vehicle and bike parking requirements.
New Program 8	Initiate a <b>wayfinding and identity signage program</b> for downtown.
Program DT-k	For the <b>Main Street Parking Lot</b> , explore partnership with the property owner to support long-term improvements to pedestrian walkways, stairways, lanes and intersection points, directional and parking availability signage, pavement markings, vehicular access, electric vehicle charging stations, and landscaping.

# ACCESS, CIRCULATION AND PARKING

## Programs, continued

Program DT-m	Periodically review, along with Downtown property owners and merchants, the relationship between Downtown businesses and the time limit regulations of on-street parking and <b>study changes to the current public street parking</b> regulations to best serve Downtown merchants and their patrons.
Program DT-n	Explore the desirability and feasibility of a <b>public parking</b> facility in Downtown.
New Program 9	Conduct a study of <b>on- and off-street parking inventory, occupancy, and pricing</b> , and update the Town's approach to shared parking resources.
New Program 10	<b>Provide bike parking</b> as part of streetscape improvements.

# PLANNING COMMISSION DISCUSSION



# PUBLIC FACILITIES, SPACES AND AMENITIES

## Goals

Goal DT-F	Enhance and program Downtown's public facilities, public spaces and amenities to <b>attract Tiburon residents and visitors of all ages and backgrounds.</b>
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# PUBLIC FACILITIES, SPACES AND AMENITIES

## Policies | Public Facilities

Policy DT-11	Maintain Shoreline Park's <b>historic Donahue Building</b> (currently the Railroad/Ferry Museum) as a public use.
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## Policies | Downtown Public Spaces

New Policy 13	Initiate a <b>study of downtown public spaces</b> to identify opportunities to make these spaces more successful in supporting active and diverse public use.
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## Policies | New Public Amenities

New Policy 14	Add new community amenities downtown, potentially including <b>play areas, restrooms, infrastructure to support temporary events, and a kayak launch.</b>
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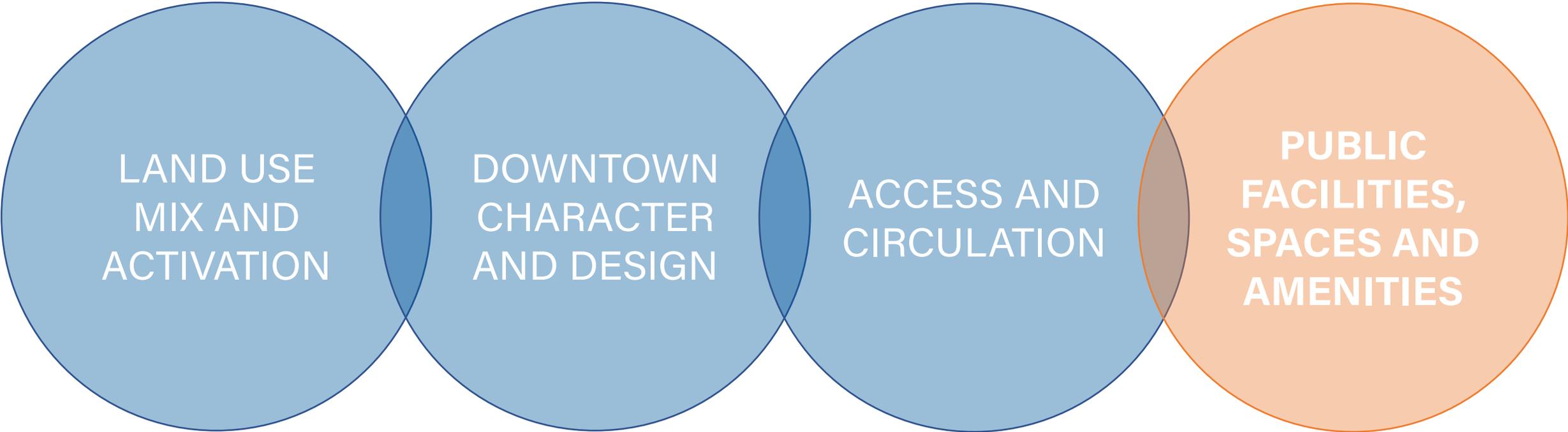
## Policies | Programming Public Space

New Policy 15	Facilitate and support programming for downtown public spaces, potentially including a <b>farmers' market, block parties and concerts, food trucks and pop-up social spaces.</b>
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# PUBLIC FACILITIES, SPACES AND AMENITIES

Programs	
Program DT-w	<b>Study options and potential locations</b> and gauge public support for new amenities downtown, potentially including a play area, a small public restroom, plaza improvements to support events, and a kayak launch.
New Program 11	Fund and implement a <b>year-round program of public events downtown</b> , coordinating closely with the Chamber, the Library, and others.
Program DT-i	Consider adoption of a <b>public art ordinance</b> and establishment of a community program to encourage public art where appropriate.

# PLANNING COMMISSION DISCUSSION



## NEXT STEPS

- Town Council meeting October to discuss policy alternatives for Downtown, Safety + Resilience, Conservation, Parks and Recreation, and Open Space Elements
- Upcoming workshops on Housing and Transportation
- Draft General Plan in March 2022





Tiburon General Plan Update

# Downtown

Planning Commission Study Session // August 26, 2021

