

City of Sausalito
Business Advisory Committee
420 Litho Street
Sausalito, CA 94965

November 4, 2019

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Attention: Mayor Joe Burns
and Members of Sausalito City Council

Re: Recommendations for the
Marinship Vision Statement
To the General Plan Update

Dear Mayor Burns and Members of City Council:

The City of Sausalito Business Advisory Committee (BAC) held a vote during its regular meeting on October 17, 2019 in response to the revised Vision Statement adopted by the General Plan Advisory Committee (GPAC) during its meeting on October 1, 2019. The BAC authorized its Chair to issue a letter directly to City Council concerning the following three (3) issues: a) endorsing the proposal of looking at the Marinship as three zones; b) endorsing that BAC is in favor of modifying the Marinship Vision Statement to include economic sustainability as an important goal, and; c) supporting City Council's action to retire the Marinship Specific Plan and developing the zoning regulations within the General Plan and not through an additional Specific Plan. These items were properly agenda'd and the vote was unanimously in favor of the proposals.

The Business Advisory Committee has a long history of positive participation and contribution to the City of Sausalito. The formation of the BAC was formalized in the recommendations of the Economic Element of the 1995 General Plan as Policy E-1.1. The Economic Element of the 1995 Plan was spearheaded by the Business Task Force, which shortly after the adoption of the revised General Plan, became a standing subcommittee of the Sausalito City Council as the Business Advisory Committee. The BAC has met monthly since its inception and has provided an important link between the City and its business community. The BAC is comprised of 9 members (3 from the Sausalito Chamber of Commerce, 3 from Sausalito residents, and 3 nominated and endorsed by the other members of the BAC). All members are confirmed by a vote of City Council. The BAC has two members of City Council that act as liaisons and one City staff member (currently the Assistant City Manager) that attend our meetings.

The BAC reports periodically to City Council on economic issues facing the businesses and the City. The BAC has been involved and served as the lead committee in many City initiatives and reports, some of which will be cited in this letter.

Since the mid-1990s, the BAC has played an important role in analyzing and recommending policies that enhance the business environment in Sausalito and impact the various tax revenues enjoyed by City government. Under the leadership of former council members Paul Albritton and Amy Belser, the BAC in 2003 initiated a citizen based long range planning effort that became known as *Imagine Sausalito*. Initial input came from two Business Visioning Summits, two Resident Roundtables and a professionally managed telephone survey of resident's interest and priorities in 2006.

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The result of these efforts was the formation of six action committees, including the Waterfront and Marinship (WAM) Committee, comprised of 17 members selected and confirmed by City Council in April 2008. The WAM Committee met continuously for two years and issued its final report in May 2010.

In 2013, the City of Sausalito created the Marinship Specific Plan Steering Committee (MSPSC) to evaluate the Marinship Specific Plan, identify areas of the Marinship where improvements to the MSP can be made, develop community engagement and outreach plan, and recommend changes to the MSP as required. The MSPSC was comprised of 2 current City Council members, 2 former City Council members, 2 residents and 1 member of the Planning Commission. The MSPSC held 13 meetings and a community forum in a period of 15 months and issued a final draft of their report on January 15, 2015.

As stated above, the BAC has voted to strongly recommend adding the following to any consideration of the Marinship Vision Statement.

1. *The inclusion of a statement endorsing examining the Marinship as three distinct zones.* Since the analysis that resulted in the adoption of the Marinship Specific Plan in 1988, the Marinship planning areas have always been divided into zones. The activities of the southern portion of the Marinship, the middle portion and the northern end contain very distinctly different businesses, activities and issues (including environmental and infrastructure issues) and should not be treated as a homogenous area. The WAM report divided the area into four zones and even the economic proposal by the City has divided the land mass into “Geo-zones” To properly analyze and address the issues presented by GPAC, these zones need to be adequately studied separately.
2. *Modifying the Marinship Vision Statement to include economic sustainability as an important goal.* The need for an economic underpinning to any analysis of the Marinship is paramount.
 - a. The Economic Element of the 1995 General Plan established an objective of “Promote and Enhance the Economic Viability of the Marinship”.
 - b. The WAM Report recommends that the City “Prepare an economic analysis for waterfront development”. The WAM Report further states in its recommendations, “Financially support an independent market analysis and cost/benefit analysis for new development that determines what land uses and rents are needed to offset the costs of construction, permitting, environmental clean-up and compliance, public benefits and public infrastructure improvements”.
 - c. The MSPSC, in its final report, recommended that the City “Conduct an economic feasibility study”
 - d. The BAC has endorsed the initiation and completion of economic studies for all commercial areas in Sausalito, most particularly the Marinship. The BAC’s report to City Council and the GPAC March 2019, recommended that “The City of Sausalito should retain an economic firm to conduct an economic study of the Marinship.....”.

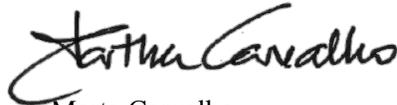
The BAC feels that any proposals for the uses and zoning in the commercial districts should be based upon sound economic data and forecasting.

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3. *Endorsement of replacing the Marinship Specific Plan through the General Plan update and not another Specific Plan.* The vast land mass in the Marinship is governed by distinct zoning areas, not otherwise found in other commercial districts in the City. It appears that the development standards, zoning regulations, and other zoning issues could easily be achieved in the General Plan and its potential adoption into the Zoning Code without crossover into to other commercial zoning districts. The alternative new specific plan would result in significantly increased time and expense and the BAC sees no legitimate reason to add this additional layer. We encourage City Council to consider all issues related to the Marinship in the General Plan.

The Business Advisory Committee wishes to extend our thanks to City Council for considering our recommendations and working with us to create a commercial environment in the City that serves all of its stakeholders.

Respectfully submitted,
The Sausalito Business Advisory Committee



Marta Carvalho
Chair