



Mill Valley 2040

City of Mill Valley General Plan Workbook

Prepared by the City of Mill Valley
with assistance from Wallace, Roberts & Todd, LLC.

May 2012



East Blithedale intersection
1955

Mill Valley 2040

City of Mill Valley General Plan Workbook

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Mill Valley prepared its first General Plan in 1975, and then subsequently updated it in 1989. After 22 years, it is now time to revisit the General Plan to ensure that the policy direction for the future is still responsive to the community's values and the inevitable challenges of the next decade and beyond.





Introduction

City plans have existed throughout the history of urban development as a means to organize space and insure that essential ceremonial and communal functions could be accommodated. Beginning in the early 20th Century, and in response to the detrimental effects of rapid urbanization (inadequate housing, poor sanitation, industrialization, etc.), city plans emphasized a compelling vision of a future (the “city beautiful”; the “garden city”) intended to engage the public, build civic pride, and encourage long-term investments and decision-making that would ultimately realize the goals of the plan.

In 1971, the State of California amended its Government Code to make General Plans mandatory for every city and county in the state and further, and more significantly, required all local land use approvals to be consistent with the jurisdiction’s General Plan. In 1990, the California Supreme Court firmly established the General Plan as the pre-eminent statement of local planning policy governing future growth and development, calling it “the constitution for all future development.”



Why a GP?

What's Required?

How Do We Get There?

Purpose of this Workbook

This workbook provides a wide range of information and data, about the physical, natural, cultural and economic conditions and trends of Mill Valley. Data and information contained in this workbook are from a variety of sources, including first-hand observations and statistical information collected from the US Census Bureau.

The workbook is intended to spark discussion, ideas and further questions based on conditions and trends associated with the Mill Valley community, and in some cases, the Bay Area, State of California and United States.

At the back of the workbook there are several blank pages for notes. These pages have been added to the end of the document to allow readers to jot down questions and information that can be used to moving through the next several phase of the General Plan process. Based on the data and information provided in this workbook, take time in your notes to identify:

- **Opportunities and constraints**
- **Additional data, information or analysis**
- **Goals, policies and/or potential programs**

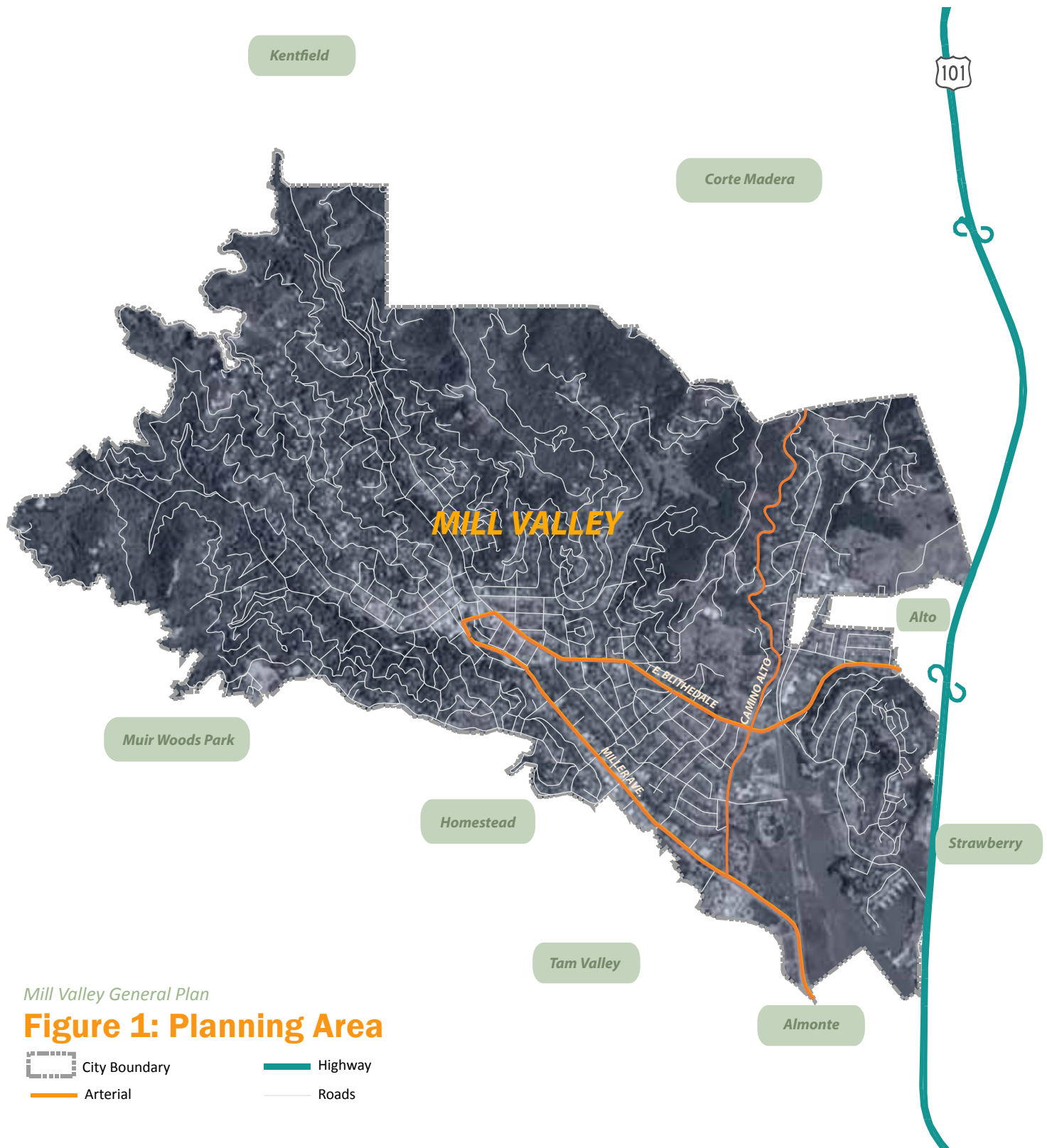
Why a General Plan?

The General Plan is the link between the expressed values and vision of the community and the resulting public process and decision-making that affect the physical, social, environmental and economic character of the community. As such, the City's General Plan serves as a basis for decisions that affect all aspects of our community's daily lives such as transportation, land use, streets and infrastructure, parks, housing and neighborhoods, recreation and community facilities, downtown, the environment, public health and safety, education, and flooding. The General Plan is a strategic and long term document identifying goals and policies that guides and directs the City in terms of implementing policies, programs and resources.

The City's General Plan was completely updated and approved by City Council in December 1989. The Land Use, Housing and Open Space Elements have been updated over the last few years.

Reasons to have a Current General Plan:

- **Community Vision** - The General Plan preparation and adoption process offers the opportunity to bring the community together to express (or confirm) its collective values and shape a common vision for the future.
- **Public Policy Coordination** - The General Plan is not just a land use document that governs future growth and development. It is where all of a community's major policy initiatives are identified, assessed and expressed in a comprehensive and consistent form.
- **Budget and Capital Investment Coordination** - The General Plan can be used to strategically identify budget and capital investment and implementation priorities based on the vision, and subsequently as a management tool to unite City departments and decision-makers.
- **Legal Basis for Implementation** - State statutes and established case law require that local government decisions affecting a community's growth and development must be consistent with the General Plan.

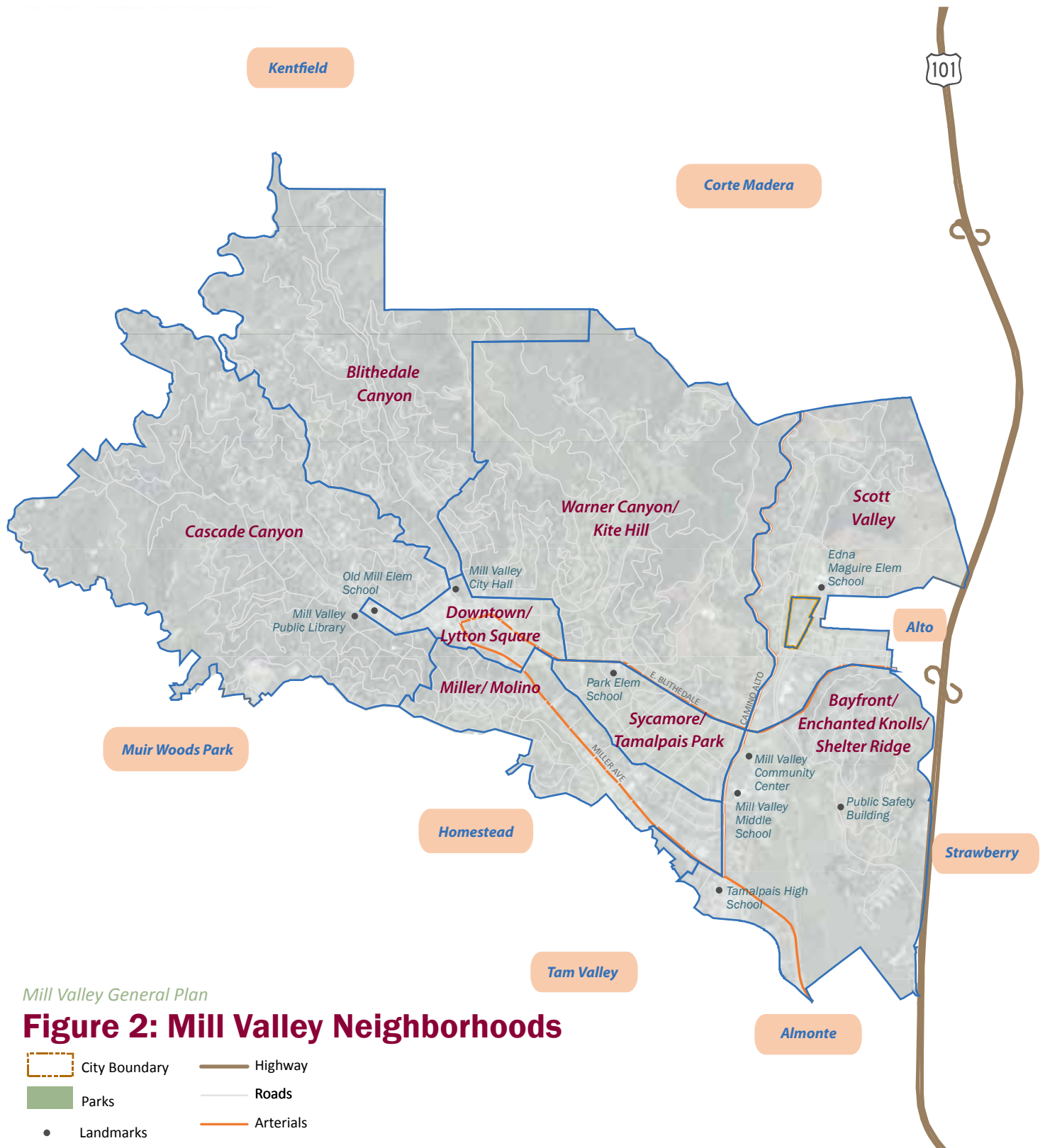


Mill Valley General Plan

Figure 1: Planning Area

- City Boundary
- Highway
- Arterial
- Roads

0 0.25 0.5 Miles

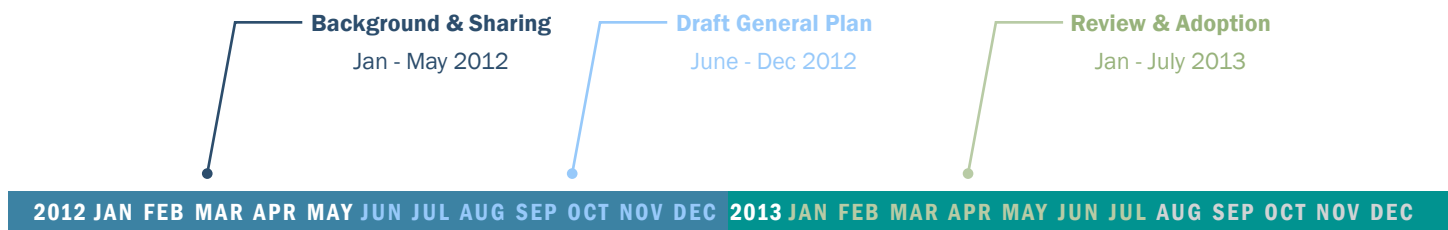




The City intends to complete the General Plan update process in 18 months. The introductory phase (January through May, 2012) is intended to provide the community with a common foundation of information, legal requirements and resources about the General Plan and topics specific to Mill Valley.

The next phase - leading to a draft General Plan - will be focused on the work of the Advisory Committee (and staff), with public input along the way, to create the policy framework that will be the basis for the new Plan. In addition to the Advisory Committee, staff from other City departments will be regularly involved in supporting the work of the Advisory Committee on topics/issues specific to those departments and helping guide the preparation of the Plan. This will be an iterative process beginning with confirming community values as the long-term goals of the Plan and then moving on to identify future conditions, opportunities and constraints. That assessment will then lead to developing new or revised policies that will enable the City to anticipate and respond to changing circumstances and achieve desired outcomes over the life of the Plan.

Following preparation of a draft General Plan, the Planning Commission and then the City Council will hold public hearings on the draft Plan and the environmental review. In accordance with state law, the Planning Commission hearings would lead to a recommendation to the City Council. The City Council would then hold their own hearings before taking a formal action to adopt the environmental review and General Plan.



Why a GP?

What's Required?

How Do We Get There?

What's Required

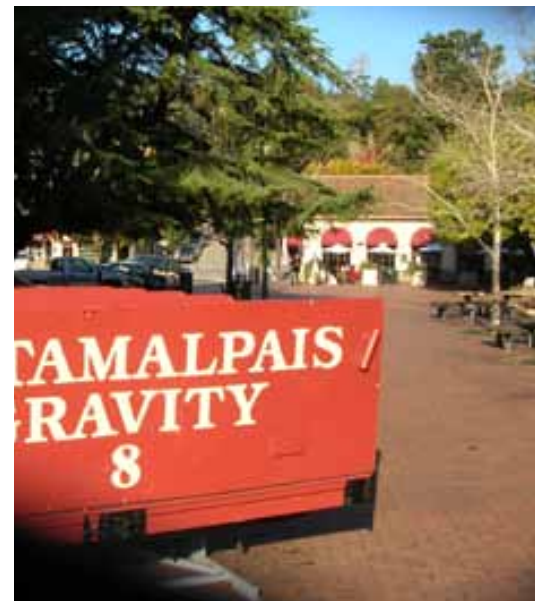
On-going changes in state law and successive interpretations by the courts continue to add to the scope and responsibilities of the General Plan. Currently State law requires seven issues, or “elements”: land use, circulation, housing, conservation, open space, noise and safety.

Beyond the mandatory elements of the General Plan, there is a great deal of flexibility to address local conditions and circumstances through additional elements. Many General Plans contain elements that address the local economy, urban design, bicycle and pedestrian needs, parks and recreation, social services, public health, sustainability and so forth. There is also a great deal of flexibility in creating the format of the General Plan so that certain topics can be better integrated. For example, the Circulation element, which has traditionally focused on roadway networks and accommodating motor vehicle movements, has evolved into a much more comprehensive analysis of “mobility” that analyzes all means of personal and public transportation, as well as the movement of goods and services.

How Do We Get There?

Although the scope of the General Plan focuses on local conditions and circumstances, it also offers an opportunity to do that in a broader context. Many local issues are influenced by factors that do not necessarily recognize the city limits: traffic, air quality, housing, natural disasters and water supply, to name several. The process of preparing a General Plan allows the local community to look beyond its borders and not only collaborate with other communities and agencies on solutions to common problems, but also build relationships that can result in more effective policy and program implementation into the future. Within the organization, the General Plan process can be a tool for building better working relationships among departments by clarifying regulatory and program implementation roles and responsibilities and future budget and capital project priorities.

The General Plan, when completed, will act as a “longterm”, “comprehensive”, “integrated, internally consistent and compatible statement” of goals and policies that reflect local conditions and circumstances. Each section of the document will identify existing conditions and establish goals, policies and implementation programs and time frames for the subject matter described in the matrix above.





General Plan - Applicable Laws

- **California Environmental Quality Act (CEQA)**
- **Alquist-Priolo Earthquake Fault Zoning Act** (governs development in designated fault zones)
- **Seismic Hazards Mapping Act** (mitigate identified hazards)
- **Colbey-Alquist Floodplain Management Act** (plan for, adopt and enforce floodplain regulations)
- **Local Government Reorganization Act of 2000** (annexations)
- **California Complete Streets Act** (multi-modal transportation networks)
- **Regional Transportation Plan (RTP)**
- **Endangered Species Act** (Federal and California)
- **Wetlands Protection** (Federal and California)
- **Air Quality** (Bay Area Air Quality Management District)
- **Water Quality** (Federal and California)
- **Housing Element Law: Government Code Sections 65583 through 65590**

Housing Element Required Contents:

- o Review of Previous Element (results v. objectives)
- o Housing Needs Assessment (existing/projected - RHNA)
- o Resource Inventory (land; financial)
- o Constraints on Housing
(governmental/non-governmental)
- o Programs (adequate sites, mitigate constraints, conserve existing housing, etc.)
- o Quantified Objectives by Income Group

Why a GP?

What's Required?

How Do We Get There?

General Plan Advisory Committee (GPAC): The GPAC will provide a list of priority topic areas for the working groups. The GPAC is responsible for reviewing the recommendations of the working groups and will provide additional direction, where needed, and will make the final recommendations to staff on the goals, policies and programs to be included in the Draft General Plan.

Working Groups: Responsible for conducting hands-on, in-depth evaluation of issues, and developing, refining and presenting detailed policy and program recommendations for their respective topic areas to the Advisory Committee.




Community Outreach and Input: Continuous opportunities for public input. All working group and GPAC meetings are open to the public. Additional events such as information tables (City Council on the Square; Memorial Day and Fall Arts Festival), speaker series on topics of interest at the library, walking tours, study sessions, and open houses will be identified, as needed, throughout the process.

The City's virtual meeting space: www.mv2040.org – will serve as a primary networks to share ideas and make comments as working groups develop policies. Online participation and interaction can attract a wide range of community members, who can participate when they have the time on topics of interest. As opposed to the traditional public meeting being the centerpiece of the process, this virtual online meeting space allows for on-going dialogue and community participation.

This online interaction is intended to support and assist staff, working groups, and GPAC in better understanding the community on issues and potential policies prior to meetings and events.





	What is one thing that could be done today or in the future to transform Mill Valley?	38 BEAS	 JOIN NOW
MAY 02 - MAY 30, 2012 BEA SUBMISSION			
	How do you envision Mill Valley 30 years from now?	34 BEAS	 JOIN NOW
FEB 07 - MAY 30, 2012 BEA SUBMISSION			
	What issues will have the greatest influence in the future?	12 BEAS	 JOIN NOW
FEB 07 - MAY 30, 2012 PRIORITY			
	How can we get more people involved?	11 BEAS	 JOIN NOW
FEB 07 - MAY 30, 2012 BEA SUBMISSION			
	What are Mill Valley's community values?	8 BEAS	 JOIN NOW
FEB 07 - MAY 30, 2012 PRIORITY			

www.millvalley2040.org

Why a GP?

What's Required?

How Do We Get There?

General Plan Components

	Goal	Policies	Programs	Action Plan
Definition	Sets a general direction; an ideal future; long-range and comprehensive in nature; and used to describe a desired result or outcome	A specific statement that guides decision-makers; a commitment to a particular course of action; describe context and rationale of desired outcome, and are more specific than goals. ("shall" v. "should" is important to consider when formulating policies).	Actions or procedures that carry out a policy. Specific step to actually achieve the goals and policies identified in the general plan.	A sequence of steps that must be taken or activities that must be performed in order to successfully implement goals, policies and programs
Informed By	<ul style="list-style-type: none"> Existing Conditions and trends Community Values; Opportunities and Constraints 	<ul style="list-style-type: none"> Existing conditions & trends Existing City policies and documents Opportunities and Constraints Goals 	<ul style="list-style-type: none"> Existing conditions & trends Existing City and community programs Opportunities and constraints Goals Policies 	<ul style="list-style-type: none"> Goals Policies Programs
Categories/Types	Types of Goals for Mobility: <ul style="list-style-type: none"> Multi-Modal/Complete Streets Safety 	Types of Policies <ul style="list-style-type: none"> Alternative fuel – Vehicles and infrastructure School traffic Bicycle network and facilities Transit Pedestrian facilities Traffic operations Roadway design Transportation Demand Management (TDM) Public Parking 	Types of Programs <ul style="list-style-type: none"> Funding sources or support Staff support and/or coordination Infrastructure needs: improvements, changes, or modifications Data Collection/monitoring Implementation of recommendations based on associated studies or reports such as Master Plans 	Major components <ul style="list-style-type: none"> Specific tasks What will be done by whom Time horizon-when it will be done Resource allocation (staff time and funding)
Example: Mobility/Transportation	Create a safe and efficient transportation system that balances the needs of pedestrians, bicyclists, motorists and transit (Complete Streets)	<p>Example (safety): The City shall give the highest consideration to the safety of users when planning and designing system improvements to maximize efficient use of the street network.</p> <p>Example (efficiency/multi-modal): The City shall encourage sustainable transportation practices, such as demand management, to modify and promote the use of non-automotive modes wherever possible.</p>	<p>Example (safety): The City shall promote local school-related transportation safety efforts by providing support to the Safe Routes to School program and implementing safety improvements, as appropriate.</p> <p>Example (efficiency/multi-modal): The City shall implement the proposed projects and improvements identified in the Bicycle and Pedestrian Transportation Plan, as funding is available.</p>	<p>Example (safety): Public works director to be liaison to Safe Routes to School/ongoing, and provide assistance in constructing improvements/ongoing, as projects funded.</p> <p>Example (efficiency/multi-modal): Update Bike & Ped Plan on a regular basis, at least every 5 years/Department of Public Works; Pursue grant funding for non-motorized projects/Department of Public Works, ongoing; Update capital improvement program to prioritize bike & ped projects/ongoing;</p>





Mill Valley Today — A “Snapshot” in Time

As we begin to explore the direction the community wants to take over the next 20 years, it is important to understand our starting point by asking a few questions. Who are we as a community now in 2012? How has Mill Valley changed over the past 23 years, since the last General Plan update? What local, national and statewide trends are we observing that might influence our decisions about the future of Mill Valley?

The following section presents an array of data that is intended to provide a “snapshot” of Mill Valley that will be helpful in stimulating our thinking and discussion as we embark on updating our General Plan.

How Things Have Changed

25 Innovations That Have Changed The Way We Live

As we plan for the future, it is important to remember that change is inevitable. It's mind-boggling to contemplate how our lives have changed since we prepared our last General Plan. Here is a sampling of innovations since 1989 that have become part of our daily lives:

1. The Internet
2. WiFi
3. E-mail
4. Instant Messaging/Texting
5. Smartphones and PDA's
6. iPhones, iPads, iPods
7. Social Network sites (e.g., Facebook, Twitter, LinkedIn)
8. Online shopping (e.g., EBay, Amazon, etc.) and banking
9. Local Search and Review sites (e.g., Yelp, Open Table, Trip Advisor, etc.)
10. Wikipedia
11. E-books and e-book readers (e.g., Kindle)
12. On-line music and video streaming (e.g., Pandora, Spotify, YouTube, etc.)
13. MP3's and Digital Audio Players

#TRENDING

I'LL FACEBOOK YOU

TXT ME

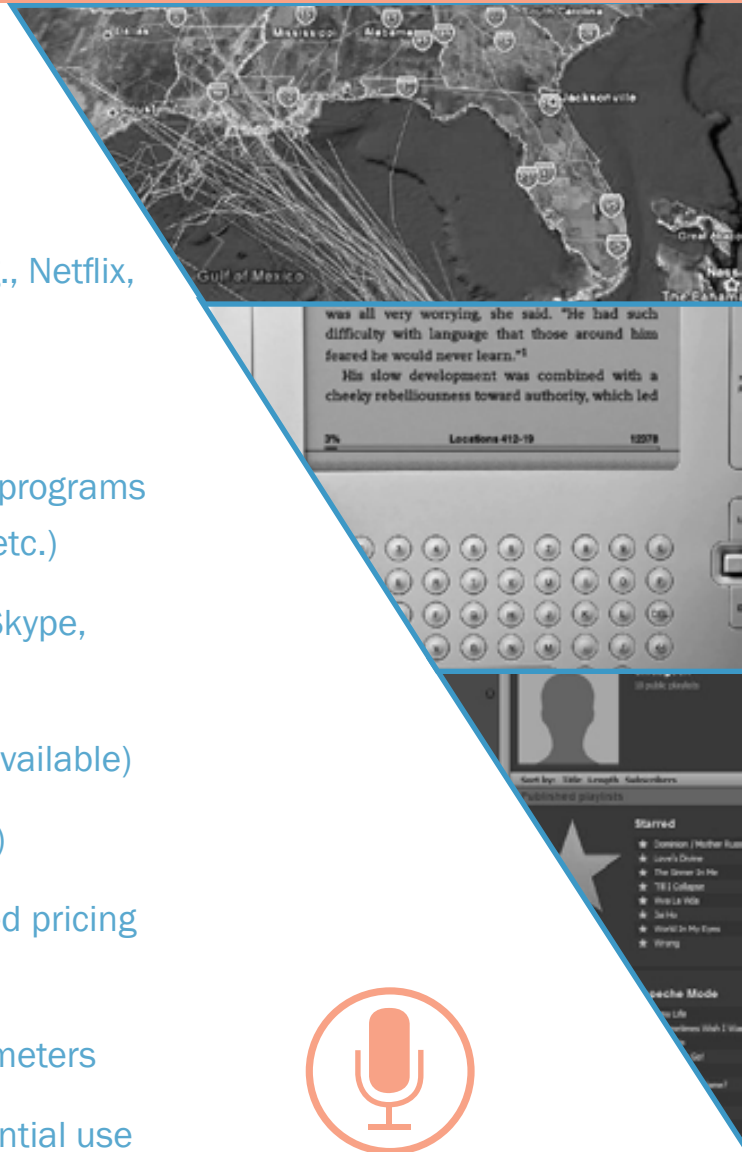
FOLLOW ME
ON TWITTER

LOL :)

14. DVD's and on-line streaming of films (e.g., Netflix, Amazon)
15. GPS (Global Positioning System) devices
16. Web mapping/geographical information programs (e.g., Google Earth, Mapquest, 511.org, etc.)
17. Webcams and video conferencing (e.g., Skype, GoToMeeting, etc.)
18. Hybrid and Electric Cars (Commercially-available)
19. Digital Cameras (Commercially-available)
20. Smart parking meters and demand-based pricing (sfpark.org)
21. Solar powered traffic lights and parking meters
22. Drip irrigation for commercial and residential use
23. Foreign Call Centers
24. SIRI (speech interpretation and recognition software)
25. Cloud computing



What can I help you with?







Demographics



Demographics

Who We Are



Demographics



Mobility



Land Use & Economy



Environment



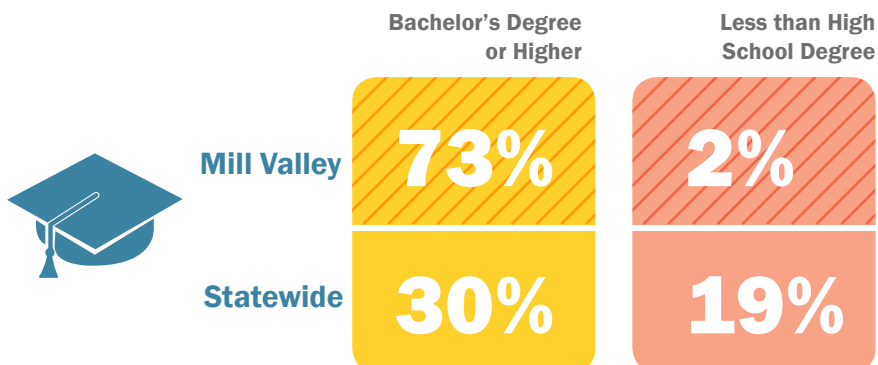
We are rightly proud of our community and feel that Mill Valley is quite unique. What are the characteristics that distinguish us?

We tend to be older (and younger)

- The community is also getting older. Since 1990, the median age has increased from 41 to 47.
- With a median age of 47, the Mill Valley community is significantly older than California's population as a whole (median age of 35).
- We have a much larger proportion of seniors in our community. Almost 19% of Mill Valley is 65 years or older, compared to just over 11% for the State.
- We are not all old, however. Approximately 24% of the community is under 18, which is similar to county and statewide averages.
- School age population (5-18 years) increased from 13% of the total population in 1990 to 18% in 2010.

We're really well educated

- In 2010, 73% of Mill Valley adults had a Bachelor's degree or higher, compared to 30% statewide.
- The percentage of residents with a Bachelor's degree or higher has increased by more than 13% since 1990.



- In 2010, 38% of The Mill Valley adults had a Graduate or Professional degree, compared to 11% statewide.

"JUST THE FACTS, MA'AM"

- Area of City: 4.8 square miles
- 2010 Population: 13,903 people
- Number of Households: 6,534
- Average Household Size: 2.27 persons
- Population Density: 2,883 inhabitants per square mile

With a median age of 47, the Mill Valley community is significantly older than California's population as a whole (median age of 35)



Mill Valley's median household income is approximately \$105,500—94% higher than that of California as a whole.

21% of Mill Valley households report income of \$50,000 or less



- Only 2% of the population has less than a high school degree, compared with 19% statewide.
- Annual school enrollments in Mill Valley have generally continued to rise, with 2011 K-8 enrollments 25% higher than in 1995. However, while the number of children entering kindergarten (5 years and under) has increased over the years (679 children in 1990 and 825 in 2010), other factors may be influencing higher enrollments, such as school district policies allowable class room sizes and choice in schools (public vs. private).

We're More Similar Than Not

- 86% of Mill Valley residents are born in the U.S., and 46% are California natives.
- Of Mill Valley's foreign born population (1,784), 43% comes from Europe and 27% from Asia.
- In 2010, nearly 90% of the population identified themselves as "white", compared to 58% statewide.
- In 2010, 4.5% of the population identified themselves as "Hispanic", which is up from 2.8% in 1990. This compares to almost 38% statewide.
- English is by far the predominant language, with only 3% of the population able to speak it "less than very well."

We're More Prosperous Than Most

- Mill Valley's median household income is approximately \$105,500—94% higher than that of California as a whole.
- 35% of Mill Valley households report income of \$150,000 or more, compared with 12% of households in California, and 8% in the United States.
- Per capita income in Mill Valley has doubled since 1990. Current per capita income is \$72,388, compared to the statewide average of \$42,514.
- 21% of Mill Valley's households have annual income less than \$50,000.
- In 2010, just over 2% of Mill Valley's population was below the poverty level, compared to 16.3% of the state's population.

Demographics



Mobility



Land Use & Economy

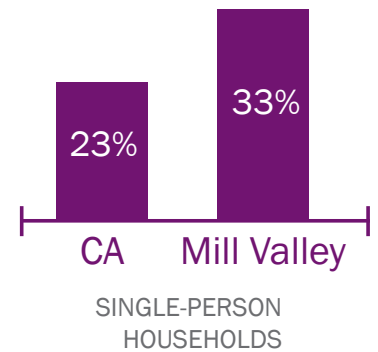


Environment

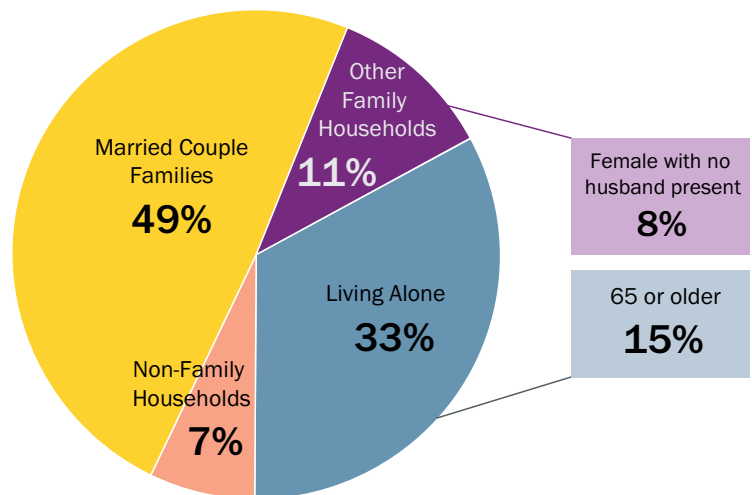


We Have More Non-traditional Households

- “Family” households (i.e., a householder plus one or more other people related by birth, marriage, or adoption) still comprise the majority (60%) of Mill Valley households.
- Traditional “nuclear families” that include a married man and woman and their children account for less than a quarter (23.7%) of Mill Valley’s households, which is in line with statewide trends (23.4%).
- Fewer than half (49%) of Mill Valley’s households include a married husband and wife.
- Two thirds (66%) of Mill Valley’s households include two people or less.
- Single-person households are common in Mill Valley, making up 33% of all households compared with 23% statewide.
- Approximately one in three households (31%) has an individual that is under 18 years of age, which is in line with statewide trends (33%).
- Another one in three households has an individual that is over 65 years of age.
- Of the 2,016 single-person households, 888 are 65 and older living along.

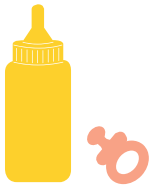


MILL VALLEY HOUSEHOLDS - 2010 6,084 total



We're Not Growing Much

- The population in Mill Valley has increased by less than 1,000 people over the past 20 years.
- The growth rate has been slowing, with population increasing 4% in the '90's, and 2% in the '00's.
- The community's growth rate is projected to continue to slow to less than 1% between 2010 and 2030.
- Mill Valley's 2% growth rate over the last decade is less than a quarter of the State's 9% growth rate.



Birthrates 1990-2010: California and Marin

	1990	2000	2010	% Change (1990-2010)	% Change (2000-2010)
Marin	3042	2824	2368	-29%	-19%
CA	611666	531285	509979	-20%	-4%



Demographic Trends To Watch:

We're having fewer children

- o The U.S. birth rate has declined from 14.2/1,000 population in 2000 to 13.83 in 2010.

We're living longer

- o Life expectancy in the U.S. has increased from 75.1 years for those born in 1989, to 78.3 years for those born in 2010.
- o Those born in 2020 are projected to live to 79.5 years.
- o The percentage of the population 65 years or older is projected to increase from 12% in 2000 to 20% in 2030.

79.5 YEARS

life expectancy
for those born in
2020



Demographics



Mobility



Land Use & Economy



Environment



The traditional “family” is less prevalent

- o Decline in the percentage of nuclear family households (e.g., married man and woman and their children) is expected to continue.



- o Significant projected increase in non-traditional households (e.g., single male-headed; unmarried partners; multi-generational extended families; single person).

We're working longer

- o Non-retired Americans now project that they will retire at age 66, up from age 60 in 1995.
- o In the past decade, the number of seniors in the US labor force has grown nearly 60 percent.
- o By 2018, the number of 65-plus workers will climb from 6.5 million today to 11 million.
- o Labor force participation rates for those 65 years and older is projected to increase from around 12% in 1990 to ? in 2030.
- o There were 59 children and elderly people per 100 adults of working age in 2005. That will rise to 72 dependents per 100 adults of working age in 2050.

We're getting more diverse

- o 82% of projected US growth to 2050 will be due to immigrants and their U.S.-born descendants.
- o The Latino population will triple in size and will account for most of the nation's population growth from 2005 through 2050. Hispanics will make up 29% of the U.S. population in 2050, compared to 14% in 2005.
- o Whites will become a minority (47%) in the US by 2050.



66

new projected retirement age







Land Use & Economy



Land Use & Economy

How We Live and Work



Demographics



Mobility



Land Use & Economy



Environment



We are fortunate to live in such a beautiful natural setting, but it has implications for what it costs to live here, where we work and shop, and what supports our local economy.

How we are housed

- Mill Valley has approximately 6,256 total housing units.
- Mill Valley residents live in predominantly single family homes that they own.
- The community's housing inventory consists of 76% (4,627) single-family units, compared to 65% statewide and 67% nationally.
- Approximately two thirds (65%) of all Mill Valley housing units are owner occupied, which is the same as for the country as a whole, but almost 8% higher than the statewide percentage.
- Almost half (49%) of all households have been their current residence since 2000, and more than 70% since 1990.

The cost to live here

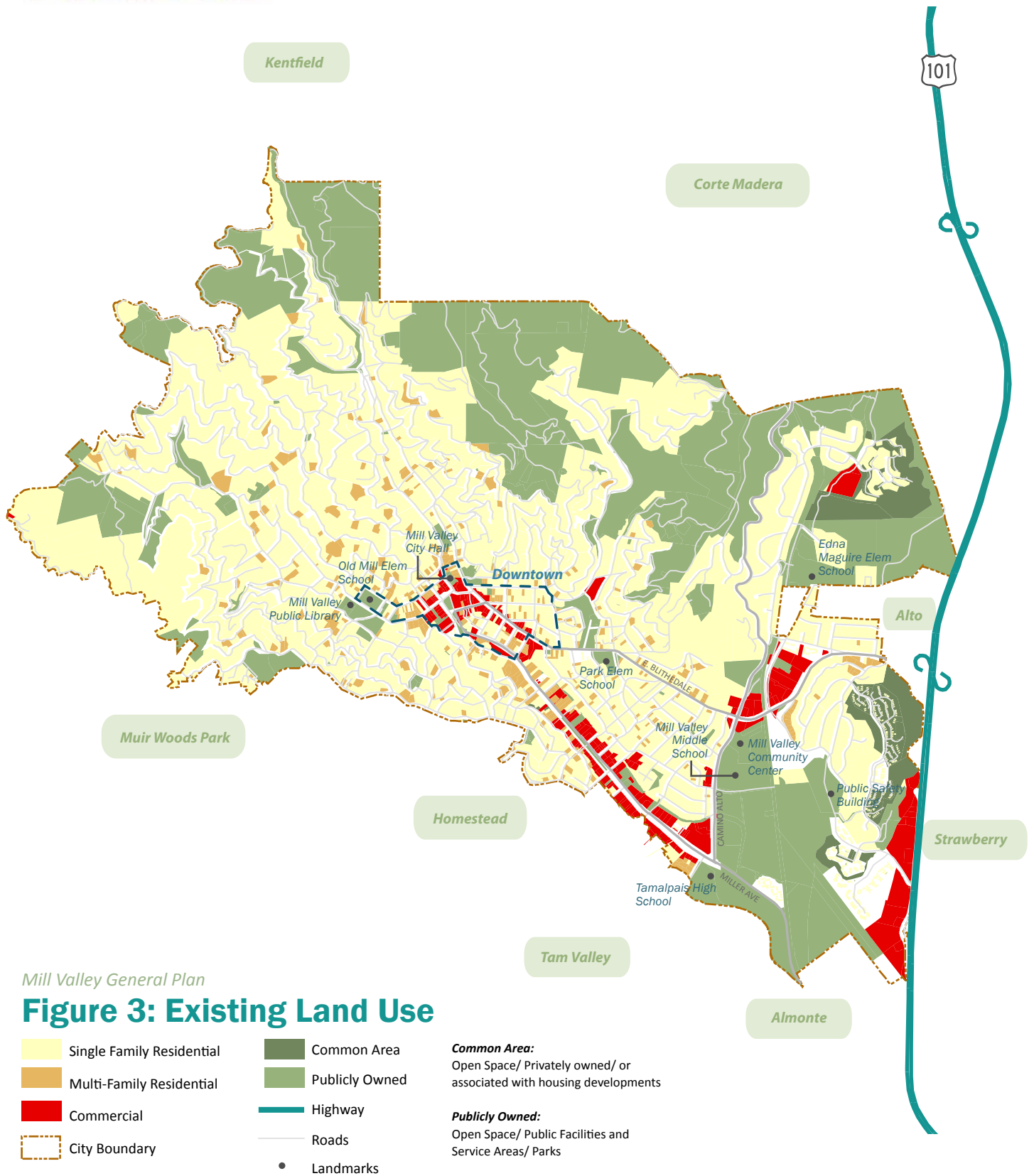
- The median cost of a house in Mill Valley in 2010 was \$1,000,000, compared to \$458,500 Statewide, and \$221,800 nationally.
- 93% of Mill Valley homes cost more than \$500,000, while only 44.5% cost that much statewide.
- The median rent in Mill Valley in 2010 was \$1,688, approximately 31% higher than the statewide median of \$1,163.
- 37% of Mill Valley renters pay at least 30% of their income for rent compared to 54% statewide.
- While California has the third highest number of foreclosures nationally, with one in every 31 California housing units (3.19 percent) having at least one foreclosure filing during 2011, Mill Valley has averaged just over 30 foreclosures per year since 2008, or 0.5%.
- A Marin County household must work 169 hours a week at a minimum wage job to afford a 2-bedroom apartment (National Low Income Housing Coalition).

“JUST THE FACTS, MA’AM”

A cross-section of the number of local businesses by type:

- Eating & Drinking (Restaurants, bars, etc.): 48
- Personal Appearance (Salons, Spas, etc.): 34
- Fitness & Wellness (Gyms, yoga, nutrition): 22
- Banks: 11
- Gas Stations & Automotive Service: 10
- Pet Care & Supplies: 9
- Real Estate: 8
- Grocery Stores: 5
- Hotels & Visitor Lodging: 4
- Theaters & Clubs: 4

The median cost of a house in Mill Valley in 2010 was \$1,000,000, compared to \$458,500 Statewide, and \$221,800 nationally.



Demographics



Mobility



Land Use & Economy




Environment



Our inventory of homes

- Roughly one half of all Mill Valley housing (6,256 total units) is at least 50 years old, and fully a quarter of it was built prior to World War II.
- Reflecting the relatively slow growth rate, only 7% of Mill Valley's housing has been built since 1990, compared to 21% in California and 29% nationally.
- Less than 1.5% of Mill Valley's housing stock (95 units) has been added since 2005 (approximately 13.5 units/year).
- 54.4% of Mill Valley homes have at least 3 bedrooms, while 66% of Mill Valley's households have two or fewer people.
- Vacancy rates in Mill Valley in 2010 were 2.6%, which is significantly lower than the rates for either California (8.1%) or the U.S. (11.4%).

54.4% 
of Mill Valley homes
have at least
3 bedrooms

How we are employed

- Two thirds (67%) of the community's workforce is employed in management, business, science, and arts occupations, which is significantly higher than the 36.4% statewide, and is 12% higher than it was in 1990.
- Conversely, the number of Mill Valley residents employed in service occupations (6.4%) is about a third of the percentage in the state as a whole (18%), and has dropped from about 8% in 1990.
- The percentage of Mill Valley residents who are self-employed (18.2%) is significantly higher than it is statewide (8.6%).
- Altogether, local businesses generated 4,336 jobs in 2010, which represents approximately 0.54 jobs per working age adult (age 18 to 64) in Mill Valley.
- Between 2000 and 2010 the number of jobs in Mill Valley declined by 7%.
- The vast majority of local jobs (88%) are filled by people who live outside Mill Valley (i.e., only 518 local jobs are filled by local residents).
- Regional studies show that Marin County workers who commute into the County for work, drive farther than any other workforce in the Bay Area.



2/3 of the community's
workforce is
employed in management,
business, science, and
arts occupations



Several
major events
attract
thousands
of visitors annually



- Between 2000 and 2010 the number of jobs in Mill Valley actually declined by 7.23%.
- While there are not good statistics on the number of local jobs filled by Mill Valley residents [Is this true? Can we get these numbers?], regional studies show that nearly 60% of Marin County workers reside elsewhere and commute into the County for work, and drive farther than any other workforce in the Bay Area.

We have a rich cultural life

- Mill Valley is not only an attractive place to live, it is also a popular regional destination. In addition to being a gateway community to Muir Woods, it is also the home to several major events that attract thousands of visitors annually, including:
 - o The Mill Valley Film Festival (11-day festival sells over 40,000 tickets)
 - o The Dipsea Race (1558 Entrants)
 - o The Mountain Play (4,000 seats)
 - o The Mill Valley Fall Arts Festival (6,000 to 8,000)
 - o The Mill Valley Shakespeare in Old Mill Park
- In addition to these large attractors, the community also offers numerous smaller cultural events that engage and activate the community, including:
 - o Mill Valley Wine & Gourmet Food Tasting (over 1,000 participants)
 - o First Tuesday Artwalk
 - o Summer Concerts on the Plaza
 - o Click Off
 - o Annual Comedy Night in the Plaza
 - o DjangoFest Mill Valley
 - o The Mill Valley Outdoor Art Club
 - o Throckmorton Theater
 - o Sweetwater Music Hall
- Like much of the Bay Area food and dining is not only big business, it's an integral part Mill Valley culture. In 2011, there were 5,260 restaurants and 492 bars within 15 miles of Mill Valley—twice as many as the average for CNN/Money's 100 best places to live.
- The Mill Valley Public Library is a hub of community culture with nearly 108,000 books, 778 programs, and a quarter million visits each year.
- In addition, the Library offers "Museum Passes" to local residents that provide for free entry to Bay Area museums, and has a Sustainability Collection of books and DVDs with information about how to become more environmentally friendly.

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Our Fiscal Health

- Sales Tax Revenues account for approximately 7% of the City's budget. While sales tax revenues grew by 6.5% between 2000 and 2005, from \$2.05 million to \$2.19 million, the recession caused an 11.5% decline, down to \$1.99 million, between 2005 and 2010.
- The City's revenues (2-year cycle) have increased 114% since 1990—from \$28.3 million to \$60.6 million.
- The City's major revenue source is property tax, which contributed 44% of the revenue in 2010-12 compared to 34% in 1990-92.
- User fees are the second largest contributor to City revenues, consistently generating just under a quarter of the City's revenue.
- In 2010-12, sales tax accounted for approximately 7% of the City's revenues, down from 12% in 1990.
- While sales tax grew from \$2.05 to \$2.19 million between 2000 and 2005, the recession caused an 11.5% decline to \$1.99 million in 2010.
- The City's operating expenditures have increased 177% between 1990 and 2010, from \$18.4 to \$51.0 million.



A Distinct Sense of Place

Mill Valley's charm is not a secret. In 2005, CNN/Money and Money magazine ranked Mill Valley tenth on its list of the "100 Best Places to Live in the United States." In 2007, MSN and Forbes magazine ranked Mill Valley seventy-third on its "Most Expensive Zip Codes in America" list. In 2012, Smithsonian magazine ranked Mill Valley fourth on its list of "The 10 Most Interesting Small Towns in America," identifying it as "a Bay Area enclave that put mellow on the map" and "keeps its funky vibe."

A Community Where Art Thrives

Mill Valley has been home to more than its share of artists who were drawn here by its beautiful natural setting, its proximity to San Francisco, and its rich cultural life. Some of the more famous artists who have called Mill Valley home at some point include:

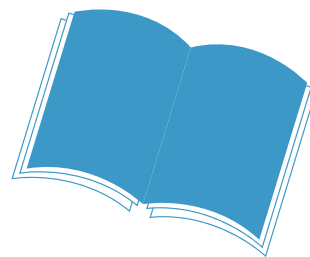
Musicians

- o Jerry Garcia
- o Michael Bloomfield
- o Huey Lewis
- o Bob Weir
- o Lee Michaels
- o Sammy Hagar
- o Bonnie Raitt
- o Jerry Harrison
- o Pete Sears
- o Clarence Clemons
- o John and Mario Cipollina
- o Janis Joplin
- o Jon Hendricks



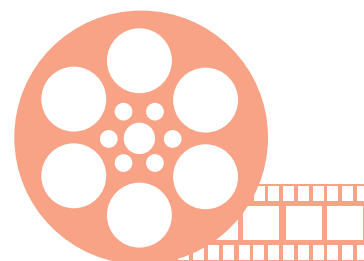
Authors

- o Wright Morris
- o Jack London
- o Joyce Maynard
- o John Gray
- o Cyra McFadden
- o Jack Kerouac
- o Gary Snyder



Actors

- o Peter Coyote
- o Dana Carvey
- o Jill Eikenberry
- o Kathleen Quinlan
- o Michael Tucker
- o Eve Arden
- o Mariel Hemingway
- o Jonah Hill



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- Historically, the largest single line item in the City's budget is for public safety—typically about 40% of the budget.
- The second largest line item in the City's budget is Parks and Recreation, which has increased from 13% in 1990 to 21% in 2010-12.
- Between 1990 and 2010, the City's Capital Improvement Program has consistently budgeted between \$2 to \$3 million for public improvements, with half or more of the budget being dedicated to street repairs/improvements.



City Revenues (2 year cycle)

	1990-1992	1998-2000	2010-2012
Sales Tax	12%	12%	7%
Property Tax	34%	32%	44%
Other Taxes	13%	17%	12%
User Fees	24%	22%	23%
State Subventions (e.g. grants)	9%	9%	9%
Other Revenue	8%	8%	5%
Total Revenues	\$28,306,648	\$33,835,017	\$60,626,466

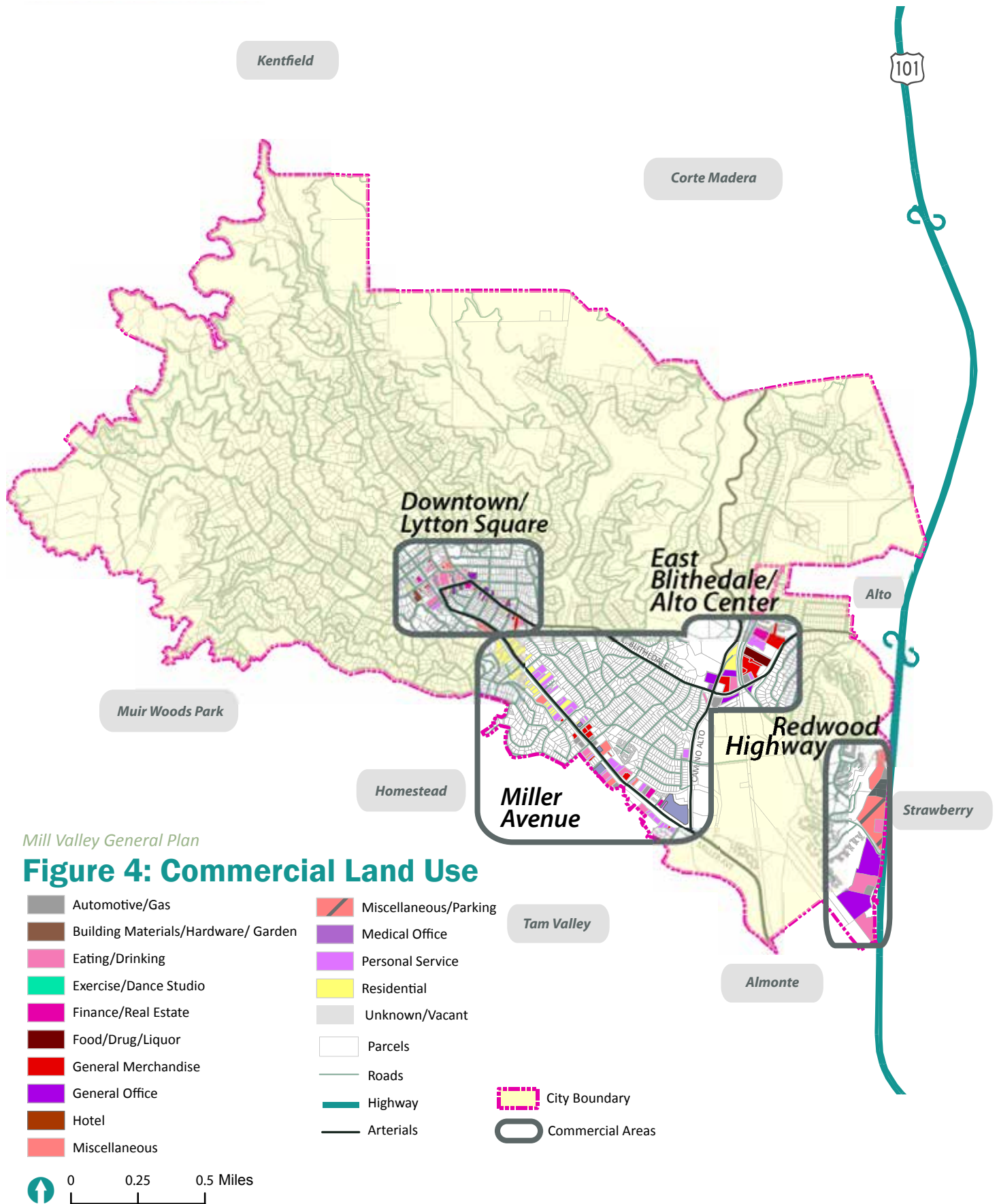
Operating Expenditure (2 year cycle)

	1990-1992	1998-2000	2010-2012
Parks & Rec	13%	16%	21%
Library	9%	10%	7%
Public Works	15%	11%	9%
Public Safety	44%	41%	39%
Planning & Building	5%	3%	7%
Wastewater Treatment	6%	7%	5%
General Government	8%	12%	11%
Total Operating Expenditures	\$18,422,444	\$25,647,166	\$51,041,979

Note: Community Center built in 2001 and Library expansion completed in 1998

Capital Improvement Program

(annual)	1991-1992	1999-2000	2010-2011
Accessability	-	-	5%
Buildings	9%	7%	3%
Miscellaneous	1%	7%	13%
Parks, Trails	2%	10%	2%
Sewage	29%	26%	9%
Slides	-	-	-
Streets	51%	49%	69%
Storm Drains	-	-	-
Total Budget	\$3,087,800	\$2,202,497	\$2,826,200



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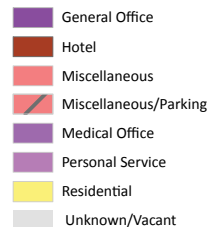
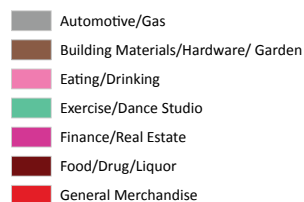
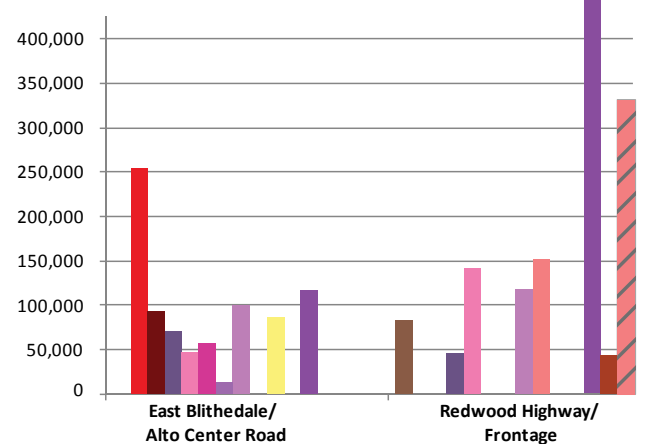
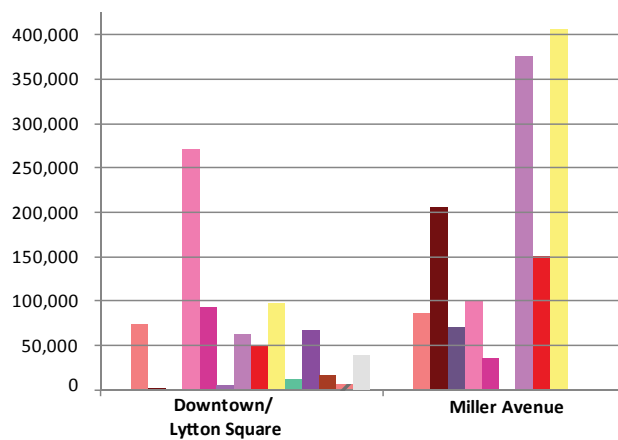


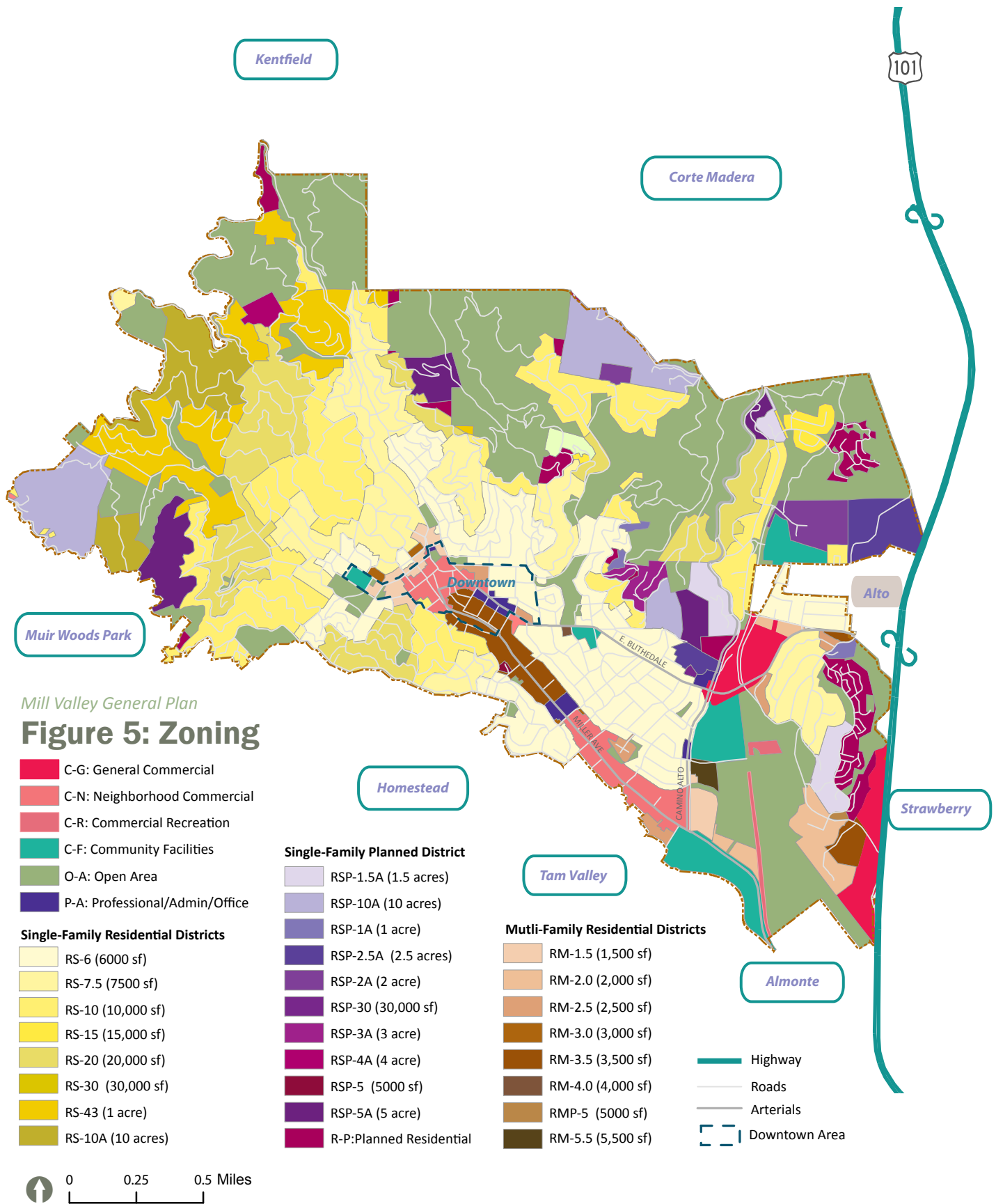
Existing Commercial Uses: Mill Valley

Existing Land Use

Location	Total Lot (sf)	Building Materials/ Hardware/ Garden Supply	General Merchandise *	Food Drug Liquor	Automotive Gasoline	Eating Drinking	Finance Real Estate Services	Medical Services	Professional/ Personal Services*	Miscellaneous	Housing (Residential)	Exercise/ Dancing	General Office	Hotel	Misc/ Parking	Vacant/ Unknown
Downtown/ Lytton Square	800,239		74,154	778		271,525	94,056	5,537	63,027	49,270	97,783	12,787	67,492	17,251	6,446	40,134
Miller Avenue	1,431,783		85,785	206,702	71,641	99,185	36,690		375,260	150,515	406,005					
East Blithedale/ Alto Center	843,328		255,078	93,026	71,980	47,930	57,527	14,013	100,137		87,008		116,629			
Redwood Highway/ Frontage Road	1,371,492	83,910			45,723	142,281			118,542	151,918			451,996	45,022	332,099	
Total Lot (sf)		83,910	415,017	300,506	189,344	560,921	188,272	19,551	656,967	351,702	590,796	12,787	636,117	62,273	338,546	40,134

*Miller Avenue: Includes residential above





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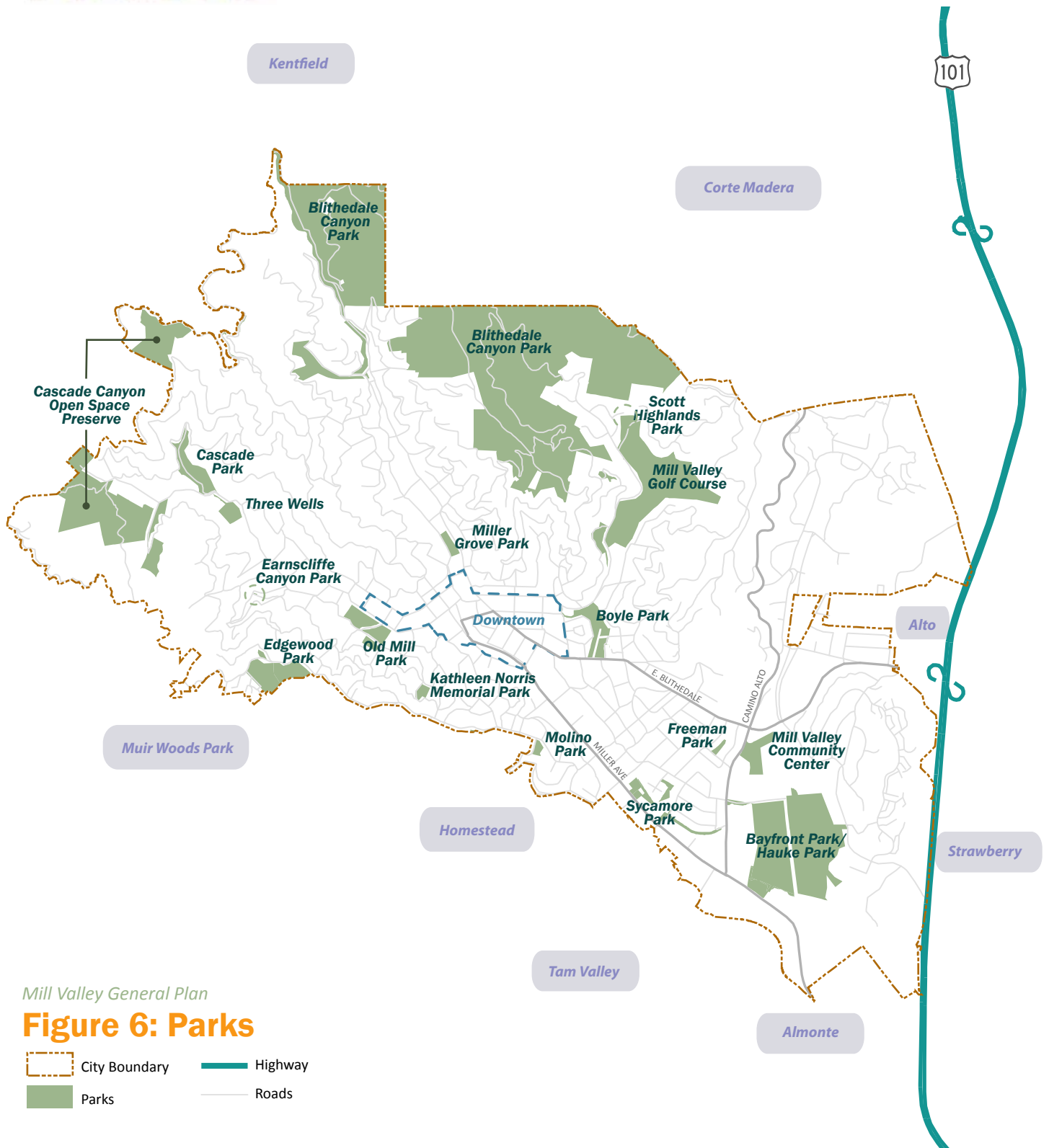
How we recreate

- Mill Valley has approximately 110 acres of parks, open space and recreational facilities, including 44 acres of improved parkland, 24 acres of natural areas, and the 42-acre municipal golf course.
- This represents 7.89 acres of parkland per 1,000 residents. While the amount of parkland varies significantly from community to community, the National Recreation and Parks Association recommends ten acres of park space per 1,000 residents.
- In addition to park and open space lands within the City limits, Mill Valley is surrounded by state and federal parklands on three sides (Marin Headlands, Muir Woods National Monument, and Mt. Tamalpais State Park) that augment Mill Valley's open space and recreational resources—providing unsurpassed opportunities for hiking, bicycling, and horseback riding.
- Mill Valley has 7.1 miles of bikeways, including: 2.5 miles of Type I bike paths, 0.85 miles of bike lanes and 3.75 miles of Type III routes.
- The Community Center, with its aquatic center and meeting/activity facilities, has become a focus of community and recreational activity. Between 2005 and 2010, use of the aquatic facilities increased 37% to roughly 273,000 users, while the use of the rest of the facilities increased 85% to more than 181,000 users.
- Marin County has protected 84% of its land as parks, open space, watersheds, tidelands, and farmlands.



84% Marin County land protected as park, open space, tidelands and farmlands





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Land Use & Economy Trends To Watch:

Americans value walkability and sense of place

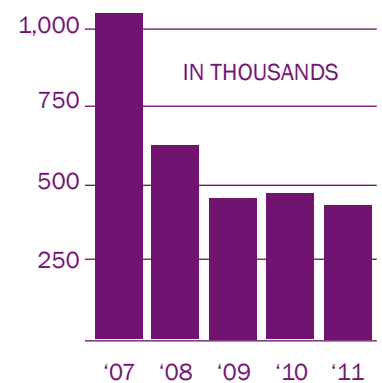
- o More than 75% of Americans consider having sidewalks and places to take a walk a top priorities when deciding where to live.
- o Homes in close proximity to multiple destinations, such as stores, libraries, parks, coffee shops, restaurants, are more valuable than similar homes in neighborhoods where there is less to walk to.
- o In 2010 survey, only 9% of households surveyed responded that their ideal home size was over 3,200 square feet. Meanwhile, more than one-third said their ideal size was under 2,000 feet.

Renting is often preferred over homeownership

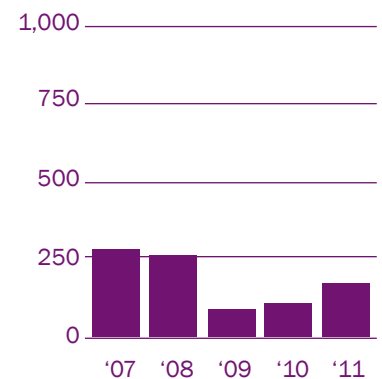
- o Americans are increasingly giving up the stability of home ownership for the flexibility of renting.
- o By late 2011 it was cheaper to rent than to own in 72% of American metropolitan areas, up from 54% a decade ago. As a result, and in accordance with the foreclosure crisis, and overall weak economy, the U.S. homeownership rate has fallen from its peak in 2006 to 65.4% today.
- o As of April 2012 rental vacancies fell to 8.8%, marking the lowest level in 10 years.
- o Rising demand for rental units, have pushed prices to the second-highest rate ever. The median asking price by landlords rose to \$721 from \$694 at the tail end of 2011.

The Growing Rental Market

New home construction for single-family structures has fallen recently



While construction of housing with 5+ units has grown since 2009.



Source: U.S. Census

small business create
75% of the net new
JOBS 
 in our economy



 **Dining**
 is an integral
 part of Mill Valley
 economy 

Trends To Watch continued:

Small businesses are loved for a reason

- o The latest figures show that small businesses create 75% of the net new jobs in our economy.
- o Small businesses employ 50 million people and 90% donating money to charity.
- o Small businesses generate more than \$11 trillion in receipts per year
- o Home-based businesses account for 53% of all small businesses. Many of these small business are focused on health and wellness and celebrating local culture:
 - o The USDA reported in 2011 that the sales of “local foods” amounted to \$4.8 billion in 2008 and predicted to top \$7 billion in 2011/2012.
 - o Pilates and yoga studios were named the #4 top growing industry in the US by an April 2012 IBISWorld report.
 - o Locally-produced crafts, independent manufacturing, local “flavor” and nostalgia has influenced further growth and appreciation for local retailers
- o The Bureau of Labor Statistics predicted in January 2012 that the fastest growing industries were professional services, health care, and education, with individual and family health care services and management/ scientific/ technical consulting services growing the most.
- o The National Restaurant Association reported in April 2012 that more than 560,000 restaurant jobs have been added since the start of the employment recovery in March of 2010, outpacing the overall economic recovery of recent months.

Our definition of “urban” is changing

- o Today, 2/3 of the nation’s 51 largest cities, saw twice as much growth within the urban core (3 mi from urban center) as elsewhere in the city, especially among young-well-educated 20 and 30 year olds.
- o The new infill estimates indicate that American urban areas continue to densify. Between 2000 and 2007, the 33 of the 37 urban areas of more than 1,000,000 population experienced densification in their 2000 urban footprints. The average population infill increase was 5.6%.

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- o This is a far cry from the early 1990s, when the 1990 census revealed that nearly half of US population lived in the suburbs, contributing to the ongoing decentralization of American cities and development patterns that had been on-going for decades.
- o Urbanists in the early 90s coined terms such as the Edge City (Joel Garreau, 1991) and New Urbanism was officially founded (Andres Duany, 1993) to remind Americans of the value and benefits of traditional neighborhood patterns
- o The current trend was documented in 2002 when Richard Florida coined the term the “creative class” to describe the young, well-educated populations, as well as retirees and empty-nesters that were contributing to the resurgence of American cities

We want hands-on influence on our cities

- o The DIY or “Tactical Urbanism” movement is reverberating across American cities, arming every day people (i.e. non-planners) with the will and the power to enable physical change in the urban environment. Examples include: Park(ing) Day, Bike to Work Day, Pop-up retailers, mobile vendors, temporary streetscape and public space interventions
- o We want “productivity” in our cities! In the past year, cities throughout the US have changed their zoning codes to include Urban Agricultural production, including: San Francisco, New York, Philadelphia, Chicago, San Diego, and Seattle... and the list is growing.
- o The open-data movement has encouraged the release of many government and policy data sources to be available to anyone, resulting in tech-savvy citizens taking initiative to combat social problems and enable change.
- o Groups such as Code for America and Civic Commons have emerged to corral these sources, and help governments re-access their own data through the aid of the internet and technology



cities across the US have changed their zoning code to include **Urban Agriculture**

