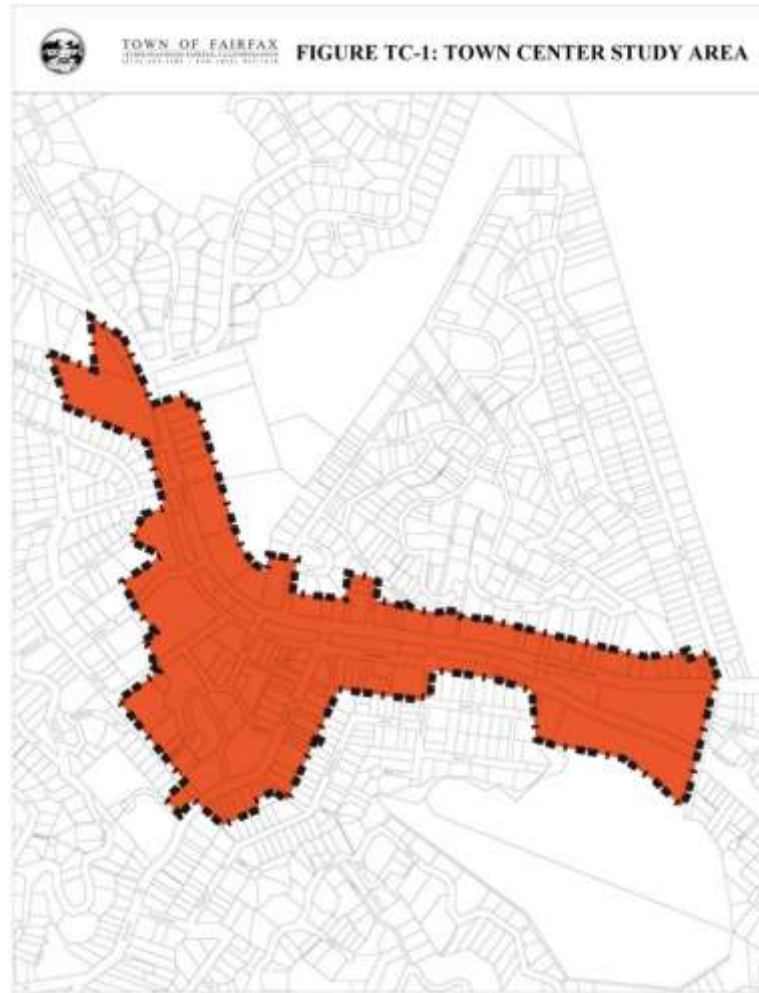


# 1. 2010 – 2030 General Plan / Relevant Sections



## Town Center Element

The **Town Center Element** is an optional element, not required by State law that has been included in the General Plan as a result of ideas generated during the community based workshops. This element is a subset of both the **Land Use Element** and the **Circulation Element**. This element is specific to the mixed-use central area of the Town, extending from the dual gateways of the Town at Sir Francis Drake and Center Boulevard at the San Anselmo border to the library at the northern end of the downtown area, including School Street Plaza. Also included is the area from Broadway along the Bolinas Road to the Town Hall and the 7-11, as well as Peri Park and the Women’s Club. The programs in this element will implement the **Land Use Element** and the **Circulation Element** when the creation of a “Town Center Plan” called for in this element is formulated and acted on.

### Goals, Objectives, Policies, and Programs

The four goals of this element are:

- **Goal TC-1: Develop a vision for the Town Center area of Fairfax.**
- **Goal TC-2: Maintain and enhance the historic character of the Town Center area.**
- **Goal TC-3: Define and implement a plan for the Town Center area.**
- **Goal TC-4: Actively seek out and review all available funding sources that might be used to implement the Town Center Element improvement program.**

**Goal TC-1: Develop a vision for the Town Center area of Fairfax.**

*Objective TC-1.1: Work together as a community to develop a vision for the Town Center Area of Fairfax.*

**Policy TC-1.1.1: New and/or renewed development in the Town Center Planning Area shall preserve and enhance the village character and pedestrian scale of the downtown area. Large, highly visible parking lots characteristic of strip shopping centers are inconsistent with village character.**

Program TC-1.1.1.1: The Planning Commission should define the village character and the pedestrian scale of the downtown area of Fairfax.

Responsibility: Planning Commission, Town Council  
Schedule: Ongoing

Program TC-1.1.1.2: The Council should enact an ordinance restricting the development of strip shopping centers as being inconsistent with the village character.

Responsibility: Town Council  
Schedule: Year Two

**Goal TC-2: Maintain and enhance the historic character of the Town Center area.**

*Objective TC-2.1: Work with the community to maintain and enhance the historic character of the Town Center Area.*

**Policy TC-2.1.1: New and/or renewed development in the Town Center Planning Area should be compatible with the architectural character of the downtown in terms of height, design treatment, colors, textures, and materials. Future buildings constructed in the downtown area shall be within the vertical form of the existing buildings that they might replace.**

Program TC-2.1.1.1: Planning staff should prepare an inventory of the architectural character of the downtown area. The survey will consider building heights, design treatment, colors, texture, and materials. The historical significance of buildings will also be noted.  
Responsibility: Planning and Building Services  
Schedule: Year Two

Program TC-2.1.1.2: The Planning Commission should define the architectural character of the downtown area, in terms of height, design treatment, colors, textures and materials.  
Responsibility: Planning Commission  
Schedule: Year 3-5

Program TC-2.1.1.3: The Council will enact an ordinance that requires new buildings constructed in the downtown area to be within the vertical form of the buildings they might replace.  
Responsibility: Town Council  
Schedule: Year One

**Policy TC-2.1.2: Building heights for new and/or renewed development shall be appropriate for two-story buildings with architectural details compatible with the village character of the Town Center Planning Area. Building height to allow for a residential level above a commercial space with a high first-floor ceiling.**

Program TC-2.1.2.1: The height restriction defined by the Land Use Element for the downtown area of 28.5 feet and not more than two stories, applies to the Town Center Element.  
Responsibility: Planning Commission, Planning and Building Services, Town Council  
Schedule: Ongoing

**Policy TC-2.1.3: New and/or renewed development shall be compatible with the existing scale and character of the Town Center Planning Area. A Significant Buildings and Structures Plan should be created by staff. This plan should inventory and establish policies for preservation of significant structures in the Town Center (see Conservation Element Policy CON-8.1.2 and Policy CON-8.1.4).**

Program TC-2.1.3.1: The Planning Department should prepare a Significant Buildings and Structures Plan that identifies and establishes policies for the preservation of significant structures in Town.  
Responsibility: Planning and Building Services  
Schedule: Year Two

Program TC-2.1.3.2: The Design Review Board and Planning Commission will consider the historic significance of buildings and structures when reviewing development applications in the downtown area. Refer to Conservation Element Goal 8, and to Land Use Element Goal 9.  
Responsibility: Design Review Board, Planning Commission  
Schedule: Ongoing

**Goal TC-3: Define and implement a Town Center Plan.**

*Objective TC-3.1: Involve the merchants and property owners to strengthen and diversify the economic vitality of the Town Center area.*

**Policy TC-3.1.1: Mixed-use development is allowed in the Town Center Planning Area under Central Commercial zoning. The Town Center Plan, when created, shall be consistent with this zoning.**

Program TC-3.1.1.1: The Town shall prepare and adopt the Town Center Plan.  
Responsibility: Planning Commission, Town Council  
Schedule: Year Two

**Policy TC-3.1.2: New and/or renewed development in the Town Center Planning Area, as defined in the Town Center Plan when developed, shall be consistent with the Development Standards and Design Guidelines.**

Program TC-3.1.2.1: Planning staff shall prepare Development Standards and Design Guidelines for the Town Center Plan.  
Responsibility: Planning and Building Services  
Schedule: Year Two

Program TC-3.1.2.2: The Town shall review and approve the Development Standards and Design Guidelines for the Town Center Plan.  
Responsibility: Planning Commission, Design Review Board, Town Council  
Schedule: Year 3-5

***Objective TC-3.2: Create a strategic action plan for the Town Center, including an urban design program for the Parkade and a parking improvement program.***

**Policy TC-3.2.1: Bicycle- and pedestrian-oriented development should be encouraged in the Town Center Planning Area.**

Program TC-3.2.1.1: The Town shall consider bicycle and pedestrian related development a priority when reviewing development applications for the downtown area.  
Responsibility: Planning Commission, Planning and Building Services  
Schedule: Ongoing

**Policy TC-3.2.2: Sir Francis Drake Boulevard should serve as the primary east-west artery through the Town of Fairfax, including the Town Center Planning Area. Provisions should be made to support Marin County's designated east-west bicycle corridor, which passes through Fairfax along Center and Broadway. Appropriate measures should be utilized to create safe pedestrian and bicycle crossings of Sir Francis Drake Boulevard and to enhance overall cohesiveness of the Town Center Planning Area.**

Program TC-3.2.2.1: The Town shall consider bicycle and pedestrian crossing design and location as a priority along the Sir Francis Drake Boulevard corridor when developing the Land Use and Circulation Elements of the General Plan.  
Responsibility: Planning and Building Services, Planning Commission, Town Council, Public Works  
Schedule: Year Two

Program TC-3.2.2.2: Town staff shall prepare a risk assessment for bicycle and pedestrian crossings along the Sir Francis Drake corridor.  
Responsibility: Planning and Building Services, Police Department  
Schedule: Year One

**Policy TC-3.2.3: Broadway and Center Boulevard, and Bolinas Road should serve as secondary routes through the Town, primarily for local traffic, and utilizing appropriate design features to ensure safe pedestrian crossings, bicycle use, and an overall pedestrian-scale streetscape.**

Program TC-3.2.3.1: The Town shall consider bicycle and pedestrian crossing design and location as a priority along the Broadway and Center Boulevard corridor, and the section of Bolinas Road in the downtown area when developing the Land Use and Circulation Elements of the General Plan.  
Responsibility: Planning Commission, Town Council  
Schedule: Year One

Program TC-3.2.3.2: The Town shall consider the Marin County Bicycle and Pedestrian Master Plan and the Fairfax Pedestrian and Bicycle Plan, 2001 in evaluating bicycle and pedestrian facilities.  
Responsibility: Planning Commission, Town Council  
Schedule: Ongoing

Program TC-3.2.3.3: Town staff should prepare a risk assessment for bicycle and pedestrian crossings along the Broadway and Center Boulevard corridor and the section of Bolinas Road in the downtown area.  
Responsibility: Planning and Building Services, Police Department  
Schedule: Year Two

**Policy TC-3.2.4: Shopping in the Town Center Planning Area should be made more attractive by creating safe and pleasant pedestrian routes, managing the parking supply for both cars and bicycles more efficiently, and developing and maintaining an attractive well-designed streetscape that encompasses landscaping and pedestrian amenities.**

Program TC-3.2.4.1: The Town shall prepare a pedestrian plan for the downtown area.  
Responsibility: Planning and Building Services, Planning Commission  
Schedule: Year One

Program TC-3.2.4.2: Town staff should prepare a risk assessment for pedestrian routes in the downtown area.  
Responsibility: Planning and Building Services, Planning Commission  
Schedule: Year One

Program TC-3.2.4.3: The Town shall prepare a vehicle and bicycle-parking plan for the downtown area.  
Responsibility: Planning and Building Services, Planning Commission  
Schedule: Year Two

**Policy TC-3.2.5: Bolinas Road should be evaluated as a pedestrian-only area from Broadway to Elsie Lane. See Appendix TC-A for further details.**

Program TC-3.2.5.1: If proven feasible, as a result of detailed analysis, the Town shall develop a strategy for creating a pedestrian only area from Broadway to Elsie Lane on Bolinas Road. The strategy should include a test program and means for successful re-routing of traffic to Sir Francis Drake Boulevard.  
Responsibility: Planning and Building Services, Planning Commission, Town Council  
Schedule: Year Two

Program TC-3.2.5.2: The Town shall prepare a risk assessment for pedestrian crossings between the Parkade and the surrounding shops and services on Broadway and Sir Francis Drake Boulevard.  
Responsibility: Planning and Building Services, Police Department  
Schedule: Year Two

**Policy TC-3.2.6: Any parking spaces removed as a result of streetscape-related improvements should be replaced in appropriate locations and lots in the surrounding vicinity.**

Program TC-3.2.6.1: The Town shall refine the parking space survey prepared by GPAC to provide guidance for the parking plan included in the Circulation and Town Center Elements.  
Responsibility: Planning and Building Services, Planning Commission  
Schedule: Year Two

Program TC-3.2.6.2: The Town shall prepare a no net-loss parking plan for the downtown area, including on-street and off-street spaces and lots.  
Responsibility: Planning and Building Services, Planning Commission, Town Council  
Schedule: Year Two

**Policy TC-3.2.7: Provide non-vehicular connections to residential neighborhoods where possible.**

Program TC-3.2.7.1: The Town shall prepare a non-vehicular circulation plan connecting the downtown area to the adjacent neighborhoods.  
Responsibility: Planning and Building Services, Planning Commission, Town Council  
Schedule: Year Two

**Policy TC-3.2.8: Promote locally-owned businesses.**

Program TC-3.2.8.1: The Town shall work with the Chamber of Commerce, and other business owners, to create an economic development plan for the downtown area.  
Responsibility: Town Council, Chamber of Commerce  
Schedule: Year Two

**Policy TC-3.2.9: Provide locations for public art.**

Program TC-3.2.9.1: The Town shall work with local artists to prepare a plan for locating public art in the downtown area.  
Responsibility: Fairfax Volunteers, Chamber of Commerce  
Schedule: Year Two

Program TC-3.2.9.2: The Town shall identify funding sources for implementing a public art program for the downtown area.  
Responsibility: Fairfax Volunteers, Chamber of Commerce  
Schedule: Year Two

**Policy TC-3.2.10: Soundproofing and provision for fresh air must be part of any residential development along the main streets.**

Program TC-3.2.10.1: Residential developments proposed for the main streets in the downtown area shall be required to incorporate soundproofing and fresh air access as part of the project design.  
Responsibility: Planning Commission, Planning and Building Services  
Schedule: Ongoing

**Policy TC-3.2.11: Daylighting and creation of a buffer around the Town’s creeks shall be considered. (Also see Conservation Element Objective CON-3.1, especially Policy CON-3.1.3, and Safety Element Program S-2.1.11.3.)**

Program TC-3.2.11.1: If proven feasible, as a result of detailed analysis, the Town should prepare a plan and program for restoring creeks in the downtown area by eliminating culverts and boxed channels.  
Responsibility: Planning Commission, Fairfax Volunteers, Open Space Committee  
Schedule: Year 3-5

Program TC-3.2.11.2: The Town shall create a buffer area, as part of the plan for the downtown area, along the restored Fairfax Creek.  
Responsibility: Planning Commission, Town Council  
Schedule: Year 3-5

**Policy TC-3.2.12: Recommendation of native plants and the use of drought-tolerant landscaping.**

Program TC-3.2.12.1: The Town shall create a palette of landscape materials allowed in the downtown area, including native and drought-tolerant plant types, and add it to the Design Guidelines being developed according to programs in Land Use Element Goal LU-1.2 and Goal LU-7.  
Responsibility: Planning and Building Services, Design Review Board  
Schedule: Year 3-5

Program TC-3.2.12.2: All new projects proposed for the downtown area, whether public or privately sponsored, shall incorporate the use of native plants and drought-tolerant plant materials in their landscape plan.  
Responsibility: Planning Commission, Planning and Building Services  
Schedule: Ongoing

**Policy TC-3.2.13: The Town shall consider purchasing or otherwise negotiating or insuring the availability of a staging area for town events and the parking of large trucks.**

Program TC-3.2.13.1: The Town shall work to secure a location for use as a staging area for town events and construction vehicle and equipment storage, and a transfer area serving large trucks unable to navigate Fairfax’s narrow streets.  
Responsibility: Public Works, Planning and Building Services  
Schedule: Year One

**Policy TC-3.2.14: Consider siting renewable energy techniques on public property.**

Program TC-3.2.14.1: The Town shall prepare a plan and program for utilizing public property for the installation of renewable energy technology (also see Conservation Element Goal CON-1).  
Responsibility: Public Works, Planning and Building Services  
Schedule: Year One

**Policy TC-3.2.15: Consider preserving and making continuous the network of bicycle and pedestrian routes that would allow the traversing of the downtown area along quiet back streets and alleys.**

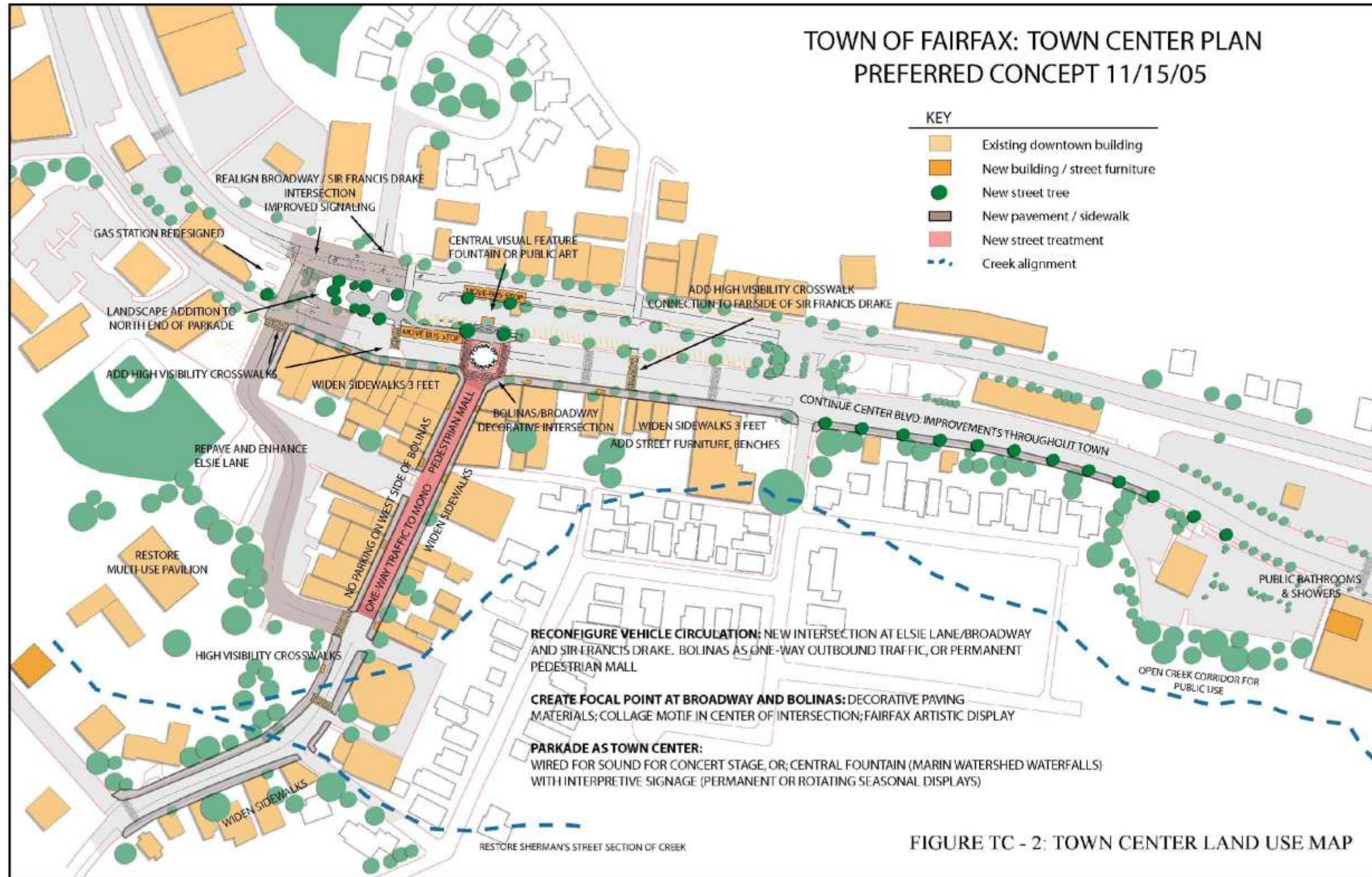
Program TC-3.2.15.1: The Town shall prepare a plan and program to make continuous the network of quiet streets and alleys for pedestrian and bicycle routes traversing the downtown area in conjunction with Program TC-3.2.7.  
Responsibility: Public Works, Planning and Building Services, Planning Commission  
Schedule: Year One

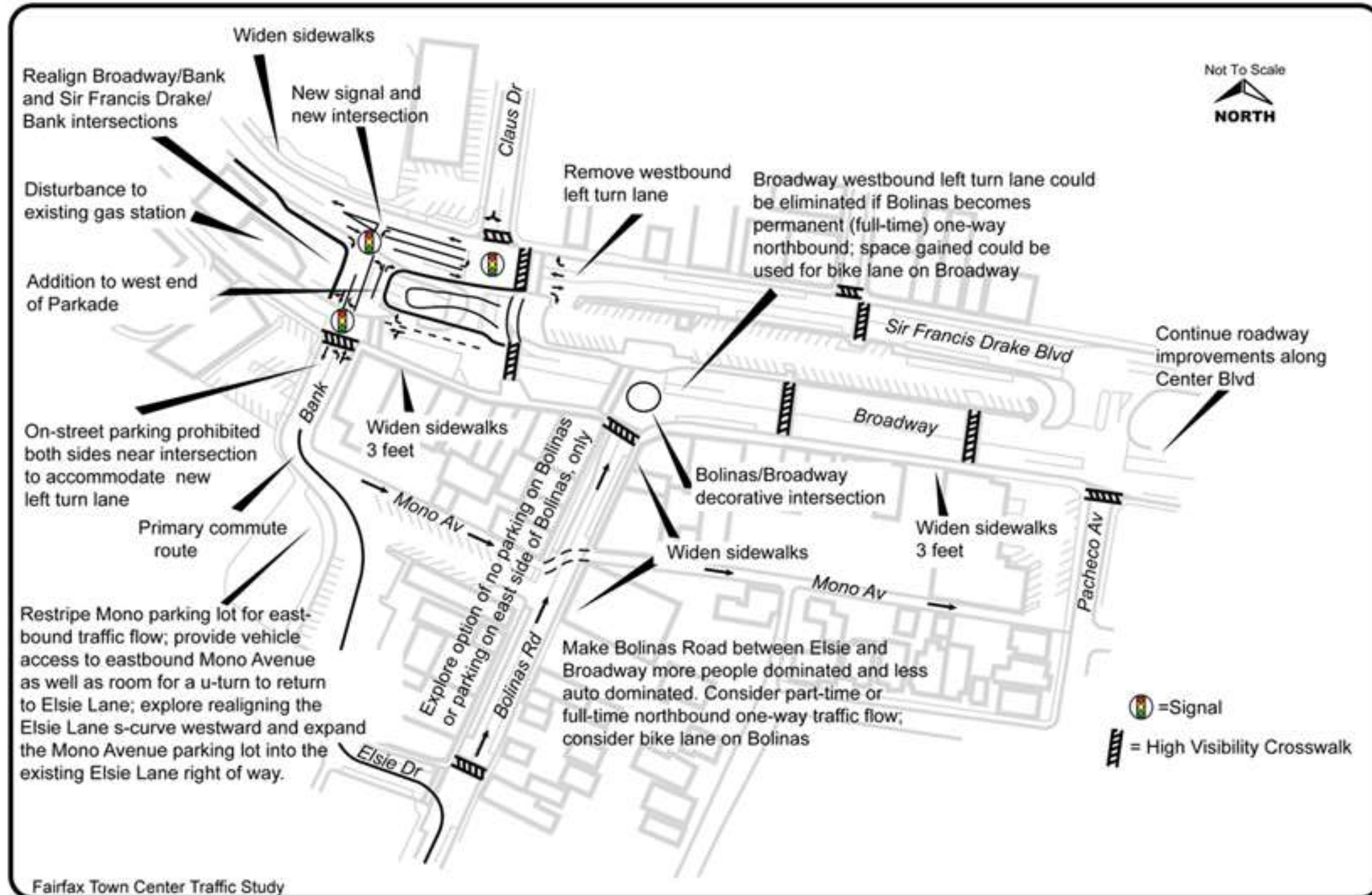
**Policy TC-3.2.16: Consider creating a bicycle staging area including structure for bathrooms, showers and lockers, possibly in partnership with local businesses.**

Program TC-3.2.16.1: The Town shall, as part of the Town Center Plan, identify a site, or alternative sites, for a bicycle staging area in the downtown area.  
Responsibility: Public Works, Planning and Building Services, Planning Commission  
Schedule: Year One

Program TC-3.2.16.2: The Town shall identify possible funding sources for creating a bicycle staging area.  
Responsibility: Public Works, Planning and Building Services  
Schedule: Year One

Figure TC-2 Town Center Land Use Map





Fairfax Town Center Traffic Study



**Figure TC-3**  
**Connect Broadway/Bank, Sir Francis Drake/Bank and**  
**Sir Francis Drake/Claus as Coordinated, Signalized Intersections**

