Introducing the Tam Valley Vision Group

- The Tam Valley Vision group is a volunteer organization of residents founded in 2011. We are partnering with the County of Marin, CalTrans, land owners, and other stakeholders to make improvements which positively impact our community.

- We have garnered the support and cooperation of Supervisor Sears, Tam Valley Community Services District, Tam Valley Improvement Club, Tam Valley School PTA, and many other local groups, businesses and community activists.

- Our diverse group embraces the enthusiasm of many of the younger members of the community while leveraging the experience of our more senior members. There is a broad base of community support for change now.

- TVVG includes expertise in architecture, real estate transactions, design review, structural engineering, county planning, landscape architecture, and public relations.
Our Goals for Tam Junction are to...

- Make Tam Junction a vibrant commercial center that serves the community.
- Create public spaces for strolling and gathering.
- Improve aesthetics and landscaping.
- Improve safety, and facilitate access for cars, bicycles and pedestrians.
- Ensure that any improvements at Tam Junction support our goals.
We have adopted a new approach
TVVG aims to work with stakeholders, not against them.

- The TVVG aims to open lines of communication, and pursue the wants and needs of residents in a cooperative, proactive manner.

- In the past, the community has defeated inappropriate proposals for Tam Junction which has left both residents, business owners, visitors and land owners with a less than satisfying status quo.

- We are taking a new approach: promoting cooperation between CalTrans, County of Marin, land owners, business owners and the community to achieve mutually beneficial results.
The Parish Trust Can Benefit from TVVG

- TVVG is your resource. We can:
  - be a conduit to the community
  - help influence local boards, the county, and rally residents and businesses to support positive change
  - act as a sounding board for ideas being considered
  - provide sketches of recommended improvements
  - help attract desired tenants

- Our work is your market research
  - We have gathered input from many residents as to what they would like to see in Tam Junction, synthesized it, and provided it here for your use.

- Leverage our suggested improvements for:
  - better safety, aesthetics, access and customer experience
  - increased sales for business owners
  - increased property value/rents for land owners
The Parish Trust and TVVG

- As the Parish Trust is one of the largest landowners in Tam Junction, it plays a key role in establishing our commercial area as an attractive and thriving business hub.

- The TVVG has focused on mutually beneficial improvement suggestions for the Parish Trust property.

- We hope that you will find this information useful as you make plans to lease, develop, and improve various parcels.

- We welcome an open and ongoing dialog.
Suggested Improvements

Our study groups have compiled many suggestions for Tam Junction as a whole. The following are the ones that pertain specifically to the Parish Trust properties.

Although there are many suggestions, some of them are very low cost, and all should help create a more vibrant, profitable shopping center.
Tenant Wish List

- Grocery or Market Hall
- Post Office
- Bank and/or Bank of America or Wells Fargo ATM
- Restaurant: Brew Pub, Pizza, Burrito
- Ice Cream/Yogurt
- Bakery
- Electronics/Computer Service, Repair & Sales
- Office/Stationary/Gift/Card
- Wine Store
- Office Services for Telecommuters
- Hardware Store
Providing a community gathering space will attract customers, and prompt them to stay and patronize multiple businesses

- Incorporate an outdoor community “plaza” that would offer an opportunity for gathering similar to Lytton Square, Mill Valley.
  - South side of former grocery space has a nice exposure.
  - Activate space by providing entrances to businesses from that south side.
  - Provide windscreen such as clear panels inserted between trees.
  - Provide seating.
  - Another nice model is Strawberry Village.
We support subdividing the former grocery space to achieve better scale for our community.

If new development were to occur, many support low profile mixed use that includes commercial on the first floor & housing above.

We encourage the use of the parking lot and/or gathering space for transitory events such as the farmer’s market or a place for fancy food trucks.
Create a Sense of Place...

- Use retail and café environments to activate the building and draw people in as demonstrated below.
- Creating a sense of place would prompt shoppers to linger and patronize more than just one business.
Improve safety and access for automobiles, bicyclists and pedestrians

- Provide marked, linked pathways for bicycles and pedestrians of a consistent design with friendly, inviting access.
- Continue safe, defined paths from new Tennessee Valley Pathway/Bridge and Cardinal Court access throughout the property.
- Provide bicycle parking.
- Connect abutting properties with paths and crossways.
- Replace speed bumps with attractive traffic calming measures such as paving changes, signage, landscaping, and roundabouts.
- Consider rear-in parking where autos & bikes share the roadway.
- Provide attractive lighting along pedestrian and bike routes.
- Any new development should include sidewalks, crosswalks, and bike paths so that all modes of travel are provided for and linked.
Improve safety and access for automobiles, bicyclists and pedestrians (continued...)

- Consider closing the property access at London Fireplace to car traffic. This access creates a hazard for cyclists, autos and pedestrians on Shoreline.
  - Also, this would eliminate the dangerous raceway behind the market, and many near collisions with vehicles entering the property through the Rocco/Walgreens entrance.

- Improve the Rocco/Walgreens entrance
  - Make entrance more inviting aesthetically.
  - Remove awkward speed bumps which encourage travel on the wrong side of the road.
  - Consider a stop sign where the entry meets your property.

- Move entrance/exit on Flamingo further from the intersection.

- A small roundabout in the middle of the existing parking lot cut through will keep traffic flowing and reduce conflict for cars and bikes. (we have drawings we would be happy to share).
Landscaping and aesthetic improvements could attract more business from locals and visitors alike.

- Make Flamingo Road a welcoming entrance
  - Capitalize on the coming stop light!
  - Flank Flamingo with walls or pillars. (See Mill Valley Car Wash)
  - Line both sides of Flamingo with native trees.
  - Provide quaint, upscale, signage on building, and at entrance.
  - Improve plantings (and property visibility) along Shoreline and throughout property.

- Improve building façade & outdated color scheme
  - Think “Yolo,” “Studio Velo,” “Tyler Florence,” or “Frantoio Restaurant” in Mill Valley.
  - A professional color consultant (which we could recommend) is a great investment.

- Require a minimum image to be upheld by tenants
  - Upgrade & maintain planting beds.
  - Update/ improve storefronts and interiors.
Landscaping/Aesthetics continued...

- Consider a living wall on the south wall of the grocery to create a more inviting atmosphere.

- Provide visual, noise and wind buffer along the fence backing Cardinal with appropriately scaled trees.

- Consider the space behind TJ’s Gym for a LOCAL farmer's market. As one of only 2 corridors to West Marin, we have a spectacular opportunity to promote that, while providing lots of great produce for our local residents.

- Creek side park could be a local observation site for habitat. Develop habitat as per Army Corps of Engineer plan along the creek. (Possibly paid for by a grant).

- Break up vast, un attractive area of concrete and define traffic patterns with plantings and/or landscaping in the parking areas.
Your thoughts are important to us...

- We welcome a meeting with you to review these findings, perhaps over breakfast at the Shoreline Cafe?
- Please feel free to suggest ways in which TVVG could better assist YOUR needs. We would love to hear from you.
- To arrange a meeting, please contact:

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