



Applicant Guide

Here is an outline of techniques suggested to help applicants and professional representatives develop successful projects in the Town. The list is based on practical experience working with experienced professionals and property owners.

Fundamentals

- ◆ Designate a single project manager with authority to make decisions, including financial ones
- ◆ Ensure there is regular communication regularly between your project manager and the town planner
- ◆ Contact utilities early in the process, including: Marin Municipal Water District, Ross Valley Sanitary District, Ross Valley Fire District, and Pacific Gas & Electric (PG&E)
- ◆ Initiate briefings with neighbors as soon as possible
- ◆ Keep town staff informed of project plans, (e.g. project delays, project on hold, meeting with residents, etc.)
- ◆ Respond quickly and thoroughly to staff questions and requests for information
- ◆ Submit complete applications and plans



Town Council

- ◆ Attend one Town Council meeting for a project similar to the one proposed to familiarize yourself with the process
- ◆ Designate a project architect to make the Town Council design presentation
- ◆ Incorporate two Town Council meetings in the development schedule
- ◆ When presenting to the Town Council, focus on items under their purview (e.g., design use, compatibility, etc.)



Applicant Professional Team

- ◆ Retain experienced professionals (i.e. architects, engineers, etc.) who have preferably worked in Ross or Marin County in the past three years
- ◆ Avoid, if possible, changing professionals mid-stream in the project
- ◆ Check with your project manager to determine the project status
- ◆ Consult with neighbors first to work out contentious issues
- ◆ Document meetings with town staff by creating written meeting notes, confirm in writing action items; send summaries to town staff
- ◆ Identify at the project onset special considerations requested, (i.e., timing, variances, etc.) and other potentially contentious issues

Research

- ◆ Educate yourself on resources and assistance available from the town
- ◆ Obtain a copy of the fee schedule
- ◆ Request, if necessary, a written log of when your plans were submitted, and comments sent by the town to your professionals to verify accuracy of the project status
- ◆ Secure information on recently approved similar projects
- ◆ Log on to Town website (www.townofross.org) for information