

# **CITY COUNCIL COMMITTEE**

## **HOUSING & ECONOMIC DEVELOPMENT**

**Ron Leone, Chair**

**Dan Helix, Committee Member**

**5:00 p.m., Monday, February 24, 2014**

**Building A, Garden Conference Room  
1950 Parkside Drive, Concord**

### **- ANNOTATED AGENDA -**

**ROLL CALL:** All present

**STAFF PRESENT:** John Montagh, Economic Development and Housing Manager, Joan Ryan Senior Planner- Housing, Scott P. Johnson, Assistant City Manager and Victoria Walker, Director of Community and Economic Development

**MEMBERS OF THE PUBLIC WHO ADDRESSED THE COMMITTEE:** Jeffrey Levin, East Bay Housing Organizations spoke on item #2

**PUBLIC COMMENT PERIOD:** None

1. **UPDATE** – Auto District Signage Program Update. Report by John Montagh, Redevelopment/Housing Manager.

**ACTION:** John Montagh provided an update on the Auto District Signage program whereby the City installed way-finding signage for Concord's new auto dealerships. The dealers generally liked and appreciated the sign program as it showed the City's commitment to its dealerships and helped customers find Concord's new auto dealers. Staff also pointed out that some of dealers would have liked the signs to be larger but the signs were developed at the maximum size based on City and State codes. Staff also discussed the issues surrounding changing the name of Burnett Avenue to Auto District Boulevard in order to obtain signage on Interstate 680. Staff mentioned how coordinating with Caltrans' maintenance programs pose timing concerns and financial concerns for businesses that have Burnett Avenue addresses.

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Committee Chair Leone noted that he would like to see all street signs within the Auto District area be blue to create a more unified and impactful look to this District. Committee Chair Leone stated he did not want Auto District directional signs but just the street signs changed from green to blue within the District. Victoria Walker, Director of Community and Economic Development, mentioned the City recently approved a street sign replacement initiative to address signs that no longer have the reflectivity due to age and perhaps those signs within the Auto District area could be replaced through that program.

Committee Chair Leone mentioned an idea to see if a monument style/sign post type sign could be created and installed at freeway off-ramp locations leading into Concord's Auto District.

Both Committee Chair Leone and Committee member Helix stated that City Council members would like to attend and support dealership events as they have in the past. They both asked staff to continue to include Council in these events when possible.

2. **UPDATE** – Progress Report on the Housing Element Update. Report by Joan Ryan, Senior Planner.

**ACTION:** Joan Ryan provided an update on the status of the Housing Element Update noting that the work within Task 4 – Adequate Sites Analysis had confirmed there are enough sites within the City to meet the capacity necessary for the City's Regional Housing Needs Allocation (RHNA) for 2014-2022. She noted that staff and the consultant are planning a joint Planning Commission/City Council study session for April 8, 2014 with the intent of submittal of the Draft Housing Element Update to the State Department of Housing and Community Development (HCD) offices in July 2014. She indicated the environmental document preparation is planned for the Fall of 2014 with adoption of the Housing Element Update planned for late November/December 2014. Committee member Helix noted that the presentation provided some interesting data that in particular may prove of interest to potential developers of the Reuse Area. Committee member Helix noted that the locations proximate to the City's two BART Stations provide a perfect opportunity for housing.

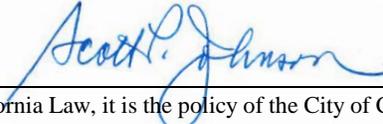
Jeffrey Levin, East Bay Housing Organizations, thanked the Committee for the opportunity to discuss the topic and thanked staff for the recent outreach opportunities provided with the recent Roundtable events in November 2013 and January 2014. He noted that the increase in the City's Regional Housing Needs Allocation (RHNA) was largely due to the existence of two Priority Development Areas (PDA) located within the City. Mr. Levin noted that pedestrian links, similar to that envisioned on Grant Street between Todos Santos Plaza and Concord BART could be funded with grant funds through PDA grants through the One Bay Area Program.

Mr. Levin noted that he would like the City to look at: 1) policies that would encourage a good mix of housing based on a variety of income levels; 2) policies that discourage the displacement of existing low income residents; and 3) prioritizing those sites that would be competitive for funding for affordable housing.

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Committee member Leone noted that the City needs to support housing at all income levels including market rate housing to bring the downtown vision to Concord.

3. **ADJOURNMENT** at 6:30 p.m.



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