

COMMITTEE MEMBERS
Ronald E. Leone, Chair
Carlyn S. Obringer, Committee Member

Civic Center 1950
Parkside Drive
Concord, CA 94519
www.cityofconcord.org



**Amended
Annotated Agenda**

**Regular Meeting of
the Housing &
Economic
Development
Committee**

Monday,
September 25, 2017

Garden Conference
Room, Wing A
1950 Parkside Drive

5:30 p.m.

AGENDIZED ITEMS – The public is entitled to address the Committee on items appearing on the agenda before or during the Committee’s consideration of that item. Each speaker will be limited to approximately three minutes.

1. **ROLL CALL:** All present

STAFF PRESENT: Valerie Barone, City Manager; Justin Ezell, Director of Public Works; John Montag, Economic Development Manager; Brian Nunnally, Business Development Manager

2. **PUBLIC COMMENT PERIOD:** None

3. **REPORTS**

a. **Considering** – the installation of new entry and wayfinding signage for the Civic Center. **Report by Justin Ezell, Director of Public Works.**

ACTION: Staff presented the report that delineated three options for Civic Center signage replacement. The types of signage, costs for the three options and funding sources were discussed. Committee Member Obringer inquired about a project completion timeline, life expectancy of the signage and potential funding sources. Chair Leone inquired about a “hybrid” approach to the signage design and expressed his preference for an electronic reader board. A member of the public spoke, inquiring about the possibility of an electronic reader board at Todos

Santos Plaza. There was consensus among the committee members to limit the project to three signs, with the “hybrid” designs of the signs to be based on Options 1 and 3 and brought back for the committee to review at its next meeting.

- b. **Considering** – the proposed work program for developing and implementing a pilot Retail Center Revitalization Program. **Report by Brian Nunnally, Business Development Manager.**

ACTION: Staff presented the report. Committee Member Obringer asked to include the Monument District in the program, inquired about the proposed consultant’s deliverables and stated that the focus should be on more enforcement actions to motivate property owners to invest and improve their retail centers. Committee Member Obringer commented that she likes the idea of a Vacancy Fee for property owners with vacant storefronts, and Chair Leone stated that “stiff penalties” may provide the motivation property owners need to improve their properties. City Attorney Brown stated that she had conducted some preliminary research and does not believe that a Vacancy Tax is legal and that additional research on the matter is needed.

Committee Member Obringer stated that immediate enforcement is the first priority and incentives would be a second tier approach to explore.

Members of the public then spoke:

Matt Hatfield suggested that placing stickers in vacant storefront windows is a method other retail centers have employed to beautify vacant storefronts.

Carol Henderson reiterated Obringer’s request to include the Monument District in the effort, and suggested that any penalties assessed on a property owner could be forgiven if the property is sold. Both Chair Ron Leone and Committee Member Carlyn Obringer agreed with Carol Henderson’s suggestion that any penalties assessed on a property owner could be forgiven if the property is sold.

Chair Leone stated that he would like to see public improvements to the Monument District because it’s a gateway to the city, and Darryl Bergman, a member of the public, commented that she would like to see more code enforcement and City investment in the Monument District.

Another member of the public, Evanne Jordan, then spoke about the need for code enforcement at the Terminal Shopping Center. Committee Member Obringer recused herself from the meeting for this discussion. Committee Member Obringer returned to the meeting for the last member of the public to speak, Maimoona Ahmed, who suggested that the City take an approach that considered the highest and best use of each property. Public Comment period was then closed.

The Committee directed Staff to return to next month's Committee meeting with an enforcement work program based on the feedback they provided.

4. ADJOURNMENT at 7:15 p.m.

Next Meeting: Special Meeting Date:
10/9/2017 - 5:00 PM

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