

CITY OF LIVE OAK
2017 COMMUNITY AND ECONOMIC DEVELOPMENT ACTION PLAN

INTRODUCTION

Each year the Live Oak City Council evaluates the direction of the City and plans specific steps designed to meet stated goals and objectives. The Live Oak City Council and staff met together in Study Session on Saturday, December 10, 2016 for this purpose.

BUILDING BLOCKS

Each adopted plan since 2010 has been organized around *Building Blocks* for Live Oak's success. All of these *Building Blocks* are interrelated and should not be viewed separate from one another.

The four *Building Blocks* are:

1. *Establish Live Oak as a prosperous, livable community with its own unique character*
2. *Provide a variety of housing for all income levels*
3. *Establish a local business base that creates both good jobs and a strong local revenue base to support city services*
4. *Deliver city services in a professional, friendly, effective, efficient and customer-oriented manner*

The December 10, 2016 annual planning session did not produce any information suggesting the current *Building Blocks* be re-evaluated. As a result, the four *Building Blocks* are again the foundation for the 2017 Community and Economic Development Action Plan.

The following section of this document provides detailed objectives and tasks for each of the four stated *Building Blocks*. As in past years, many objectives carry over from prior years and new objectives have been included based on the current planning process. Some objectives carry over each year because they reflect an ongoing standard we wish to achieve. Other objectives, having been accomplished, are removed from the plan. The numbering of the objectives does not reflect any specific priority. For simplicity, duplicate objectives have been removed from the plan.

Prior adopted plans have included action items that reflect the city's commitment to use policy tools developed in prior years. In an effort to include measureable objectives only in the action plan, those items have been removed. Similarly, this plan does not reference the city's ongoing commitment to operating in a manner that is financially prudent as it is understood that all projects and activities incorporated into the plan must be pursued in a manner that continues to ensure the financial health and stability of the city.

DETAILED OBJECTIVES AND TASKS

1. *Building Block Number One: Establish Live Oak as a Prosperous, Livable Community with Its Own Unique Character*

1. Set Live Oak apart from other communities on the SR99 Corridor through quality design and development

- 1.1. Complete SACOG-funded Project Approval/Environmental Document (PA/ED) for Phase 1 of SR99 Corridor improvements (approximately Ash Street north to Ramsdell) and continue implementation of Phase 1 improvements funded by TIGER, Caltrans and the City of Live Oak
- 1.2. Complete the outside remodel of the county-owned library located on the SR99 Corridor

1.2 Establish a connection between the community and the natural resource assets that surround it

- 1.2.1 Install “Welcome to Live Oak” signage at north and south city entrances on Highway 99
- 1.2.2 Continue implementation of Murals of Live Oak project in partnership with Yuba Sutter Arts Council
- 1.2.3 Establish directional signage to community and regional attractions

1.3 Maintain an attractive web presence that promotes the community while providing valuable tools for potential investors, visitors and residents

- 1.3.1 Ensure the City website is updated regularly to ensure quality information is being presented in a user-friendly manner

1.4 Establish a vibrant downtown core as the community grows

- 1.4.1 Seek funding for completion of improvements identified in the 2013 engineering analysis of historic downtown district as first step in developing a reinvestment plan for the area
- 1.4.2 Work with property owners on reuse of vacant properties within the downtown core

- 1.4.3 Develop strategies to assist with the improvement of the overall appearance of properties within the downtown core
- 1.4.4 Determine long-term use of historic UPRR Depot at the corner of Elm and State Route 99
- 1.5 Maintain an active recreation program delivering programming and events that bring the community together and showcase the quality of life benefits of Live Oak
 - 1.5.1 Continue to offer individual and team sport opportunities on a scale appropriate for Live Oak
 - 1.5.2 Stay current on parks and recreation trends and introduce new programs when appropriate
 - 1.5.3 Evaluate the creation of a 501(c)3 foundation allowing charitable contributions in support of recreation program scholarships and other community projects
- 1.6 Maintain an active code enforcement program targeting voluntary compliance with a goal of building community pride.
 - 1.6.1 Continue a code enforcement program aimed at improving the aesthetics of the community. As part of the code compliance process work with property owners to gain voluntary compliance before utilizing the enforcement process
 - 1.6.2 Continue to partner with Recology and other organizations on community clean-up programs
 - 1.6.3 Continue Building Department outreach designed to raise awareness of code enforcement issues and concerns
 - 1.6.4 Develop informational materials for community on 2016 building code updates
- 1.7. Strive to maintain city-owned properties in a manner that will invoke community pride
 - 1.7.1. Look for partnerships wherever possible for community beautification projects
 - 1.7.2. Commit resources annually to the beautification of existing city facilities, including the use of fencing, landscaping, paint or other strategies to improve the appearance of the facilities

2. *Building Block Number Two: Have Available Decent and Affordable Housing and Neighborhoods for All Income Levels*

2.1 Implement policies outlined in the adopted Housing Element

- 2.1.1 Continue to collaborate with Regional Housing Authority of Nevada and Sutter

Counties or other affordable housing developers on meeting affordable housing requirements

- 2.1.2 Continue to seek grant funding for and actively market the Housing Rehabilitation loan program to eligible Live Oak residents (based on availability of funds)

2. Continue to invest in parks and open space within the community

1. Seek funding for Live Oak Recreation Trail Phase 2
2. Identify city-owned parcels that could be converted to pocket parks or other public spaces
3. Complete Live Oak Skate and Bike Park
4. Continue work on Live Oak Recreation Trail Phase 4
5. Seek funding for a community gymnasium
6. Begin construction of improvements at soccer park funded by state Housing Related Parks Program grant

2. Complete road and infrastructure improvement projects supporting neighborhoods including:

1. Complete Pennington Road Reconstruction (Broadway to Connecticut)
2. Begin construction of 12" water line and reconstruction of Pennington Road
3. Complete Phase 1 construction of Well #7 on Larkin Road. Develop financing plan and seek funding for Phase 2
4. Complete Kola/O Street improvements
5. Seek funding for priority projects identified in the City of Live Oak Bicycle, Pedestrian and Trails Master Plan
6. Seek funding for design and construction of Class 1 bike/pedestrian trail on north side of Pennington Road to the county-owned Live Oak Park and Recreation Area
7. Seek funding for design and construction of Class 1 bike/pedestrian trail from Apricot south to Soccer Park (including installing pipes in existing open drainage ditch)

2. Create and implement strategy to encourage new market based housing starts

- 2.1. Evaluate role of current fees and assessments with regard to determining both incentives and disincentives to single family housing development in Live Oak (including both new subdivisions and homes on in-fill lots)

3. ***Building Block Number 3: Build the Live Oak Business Base to Create New, Good Jobs and a Stronger Revenue Base***

- 3.1 Encourage new business investment in Live Oak
 - 3.1.1 Educate potential investors about Live Oak's changing role in the region in order to attract investment that will capture a portion of current retail sales tax leakage
 - 3.1.2 Work with current owners of vacant properties to achieve reuse of existing commercial properties within the city
 - 3.1.3 Participate actively in regional economic development partnerships designed to strengthen regional job growth including Yuba-Sutter Economic Development Corporation and Sutter Forward

- 3.2 Maintain a high degree of predictability for investors with regard to the entitlement process and issuance of building permits
 - 3.2.1 Meet with project proponents early to inform them of the process and expectations for quality in new development. Use Technical Advisory Committee (TAC) format for early project review

- 3.3 Ensure the local workforce has training opportunities to improve work skills and earning potential
 - 3.3.1 Maintain ongoing collaboration between Live Oak Economic Development Committee, staff and Sutter County One Stop, Yuba College, Butte College, Sutter County Office of Education and Live Oak Unified School District to ensure Live Oak residents have access to skills improvement training opportunities

- 3.4 Maintain ongoing outreach to local businesses with goal of raising awareness of programs and services available to them
 - 3.4.1 Collaborate with local and regional business associations on business outreach efforts and educational materials
 - 3.4.2 Constantly evaluate the offering of technical assistance, education or financing to local businesses
 - 3.4.3 Maintain easy access to business assistance resources on City website
 - 3.4.4 Conduct outreach to owners of vacant property within the historic downtown and broader commercial core to determine how City may assist in filling vacancies or encouraging in-fill commercial projects

- 3.5 Develop infrastructure necessary to support new business investment
 - 3.5.1 Seek funding for completion of improvements identified in the 2013 engineering analysis of historic downtown district as first step in developing a reinvestment plan for the area

- 3.5.2 Complete feasibility analysis of ready-to-go sites for non-retail business investment, to include best location(s), optimum acreage, potential absorption, infrastructure needs and cost, potential assessed valuation and job creation potential
- 3.5.3 Evaluate potential of improving internet connectivity within Live Oak to support business needs
- 3.5.4 Evaluate the potential of using city-owned properties as a catalyst for new business investment

4. *Building Block Number 4: Deliver City Services in a Highly Professional, Friendly and Efficient Manner*

- 4.1 Provide ongoing training to city staff in all departments, including both field and office personnel
 - 4.2.1 Ensure city staff receives ongoing training to improve skills required to provide professional service.
- 4.2 Maintain competitive salaries, benefits and organization culture necessary to ensure that Live Oak retains a high quality workforce in a competitive environment
- 4.3 Utilize available technology wherever feasible to improve efficiency in service delivery, save money and improve customer service
 - 4.3.1 Ensure that liveoakcity.org website is a useful and interactive information resource for local residents, visitors and potential investors in the community.
 - 4.3.2 Launch Live Oak Living App for use in conveying information to the public

(Updated 1.19.17)