



Study Session of the City Council  
Live Oak Council Chambers  
9955 Live Oak Blvd., Live Oak, CA 95953

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*The Council may take up any agenda item at any time, regardless of the order listed. Action may be taken on any item on this agenda. Members of the public may comment on any item on the agenda at the time that it is taken up by the Council. Requests to speak on the item should be made to the Mayor at the time an item is discussed. We ask that members of the public come forward to be recognized by the Mayor and keep their remarks brief. Absent permission from the Mayor, comments will be limited to three (3) minutes.*

**Mayor** – Diane Hodges  
**Vice Mayor** – Rob Klotz  
**Council Member** – Harold Childers  
**Council Member** – Gary A. Baland  
**Council Member** – Malcolm Weston

**August 17, 2010**                      **6:30 PM**

- A. CALL TO ORDER**
- B. ROLL CALL**
- C. REPORTS AND MISCELLANEOUS**
  - 1. Mid-Year Update of Community/Education Plan on Implementation
- D. ADJOURNMENT**

**CITY OF LIVE OAK  
2010 COMMUNITY AND ECONOMIC DEVELOPMENT STRATEGY  
MID-YEAR REVIEW**

**WORK COMPLETED OR IN PROGRESS  
(August 2010)**

**INTRODUCTION**

In February of this year your City Council adopted the 2010 Live Oak Community and Economic Development Strategy (Resolution 5-2010). The strategy represents the priorities established following the annual planning session. The plan will be updated each year following the annual Council planning session in December.

The following update is provided to Council as a means of measuring progress toward the stated objectives. Live Oak municipal services are being provided by a small, yet very capable and dedicated staff. Much positive work is being completed.

**SUMMARY OF PROGRESS**

***Building Block Number 1: Establish Live Oak as a prosperous livable community with its own unique character***

1.1.1—The 2030 General Plan was adopted in March. The new zoning code and pre-annexation zoning maps will be adopted August 18, with addition General Plan implementation items expected to be completed prior to the end of the year.

1.1.2—Denis Cook is in the process of drafting a new subdivision ordinance. The ordinance should be ready for Council review in early 2011. Staff released an RFQ for a firm to develop design guidelines. A contract for services should come before the Council on September 1, and the guidelines should also be ready for Council review by early 2011.

1.1.3—Grant funds have been secured this year for Phase 4 of the Live Oak Community Trail and the SR99 Streetscape Master Plan, and design of the skate park. Pennington Road Walkway improvements in progress. Several open grant projects are underway.

1.1.4—Chamber of Commerce currently has just over \$5,000 set aside for monument signs and has committed to making that money available to the City when a project is ready. I am recommending that the \$40,000 received from Ryland as consideration for the SIA extension is committed for this use.

1.2.4—The adopted 2030 General Plan policies show modified east/west street alignments designed to create Sutter Buttes views.

1.3.1—Kathleen has been assigned the task of making sure our Liveoakcity.org site continues to improve. Department page content is being reviewed and improved. Parks and Recreation staff is being trained to do updates for the department's programs.

1.4.1—Live Oak has received a \$90,000 grant commitment for SR99 Streetscape Master Plan. The project is underway.

1.4.3—Staff plans to submit an application to the CDBG Economic Development Technical Assistance program for development of a re-use plan for Diamond Walnut. The Notice of Funding Availability (NOFA) is expected in September.

1.4.4—The Depot renovation is underway, approximately 60% complete, and should be done in early fall.

1.5.1—Although there has not been a professional survey completed, Parks and Recreation staff does solicit feedback on programs from participants, and also from Council members through the Parks and Recreation Committee.

1.5.2—A review of park and recreation staff in similar-sized communities is being completed by Live Oak's HR Consultant Jeanne Gravette. Parks and Recreation Director regularly reviews community websites in other communities to gather ideas. A great example is the Cardboard Boat Races. The event was discovered through this type of research and proved to be an important community-building event bringing old and new residents together.

1.5.3—Reports and updates are shared monthly at the Parks and Recreation Committee meeting. An annual report for 2010 will be completed in January 2011.

1.5.4—Parks and Recreation staff does price activities to recover some costs of offering programs. In order to assist residents who may be unable to afford modest fees, staff has solicited donations for scholarships. Pool events and special events of the City Council are supported by the General Fund. Staff has cancelled any and all programs that do not have adequate participation from the community.

1.5.5—Staff is beginning to investigate development of a Parks and Recreation Master Plan for the City of Live Oak.

1.6.2—Live Oak's annual clean-up day was held in May. A second clean-up day is being discussed with Recology Yuba-Sutter.

1.6.3—Prior to a year ago, Live Oak did not have an effective code enforcement program. Citizens that face code enforcement violations are now in a system. The Building Department's mission is to gain voluntary compliance as frequently as possible.

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

2.1.1—Collaboration with Sutter County Housing Authority on Maple Park continues. Live Oak was awarded a \$2 million HOME grant for the project and recently submitted a CDBG grant application for project support.

2.2.1-2.2.3—Zoning code will be adopted this month. Design guidelines should be ready for Council review in early 2011.

**Building Block Number 3: Ensure Required Infrastructure is Built and Maintained**

3.4.1-3.4.4—The creation of the Sutter Butte Flood Control Agency Assessment District in July was a major step in relieving floodplain pressures. However, if this does not become the solution we expect, Council has adopted an updated Floodplain Ordinance that meets FEMA’s standards. Assuming FEMA does not move forward to re-map the whole north Sutter County area (including Live Oak) into the floodplain, staff plans to request a revision to the current map to remove the small part of the city that is still in the critical flood zone.

3.5.1 Nexus study for establishing AB 1600 Development Impact Fees is under development with a Council study session scheduled for September 14.

**Building Block Number 4: Establish and Maintain a Reputation as a Community worthy of Private Investment**

4.2.2 and 4.3.1—A major change in the new zoning code your City Council will consider for final adoption on August 18 is the limited use of conditional use permits. Permitting uses within zoning districts creates a very clear expectation for land use. An improved subdivision ordinance and design guidelines should be ready for Council review in early 2011.

4.3.3—An informal Technical Advisory Committee (TAC) is available, if requested, Wednesday mornings at 11 a.m. for consultation on projects. Several parties have taken advantage of this opportunity over the past several months.

**Building Block Number 5: Establish a Local Business Base that Creates Good Jobs and a Strong Revenue Base**

5.1.1—New General Plan clearly defines potential sites for new commercial and employment development. Staff is exploring the possibility of the city initiating annexations of properties designated for commercial and employment land uses along SR99 and Larkin Road both north and south of the existing city limits. This issue will be discussed in Study Session on October 5.

5.1.3—Both the Chabin Concepts study completed in 2009 and the Buxton study currently underway (5.1.4 below) have produced meaningful data for use with potential investors in the community. Following completion of all General Plan implementation measures (zoning code and maps, adoption of master plans and impact fees, and adoption of design standards) we will have a complete story to share with potential investors. We have been anticipating applying for a CDBG grant for development of a reuse plan for the former Diamond Walnut site. Unfortunately no new CDBG grants are being offered at this time.

5.1.4—Yuba Sutter EDC secured funding through EDA for a retail development study in Live Oak, Marysville and Wheatland. The project is currently underway.

5.2.1—Renovation of the Depot is a job training program that should conclude this fall. The project has helped secure relationships for future project development.

5.3.1—Local economic development and job training organizations are hosting outreach events throughout Sutter and Yuba Counties. One event has been held so far in Live Oak at the Community Building, and another is being scheduled for August 26 at 7:30 a.m.

5.3.2—The City Manager has been discussing with YSEDC and at least one local bank the need for more flexible gap lending programs funded with private verses public investment.

5.3.3—Our Chief Building Official has been meeting with owners of existing businesses in the community and with new business owners.

**Building Block Number 6: Deliver City Services in a Highly Professional, Friendly and Efficient Manner**

6.1—Informal customer service training takes place on a regular basis in all departments.

6.2.—Staff has received training so far this year, by department, in the areas of:

Finance:	Incode software, PERS, cash handling, legal and trend updates
Building:	Risk Management, OES, Certified Accessibility Specialist, Grant management, Radio communications, Mutual Aide, Legal and trend updates
Parks	Management and Supervision; Pool care; swim lessons instruction
Utilities	Management and Supervision, Wastewater Certifications, Safety
Administration	Management updates and trends
All	Personnel, Safety

6.3—As you are aware, to date, Live Oak has been able to avoid salary and benefit reductions as a means of balancing the annual budget during this ongoing recession.

6.4.1—Live Oak has subscribed to the Blackboard Connect messaging service. To date the system has been used for communitywide notification of street closures and targeted Parks and Recreation outreach.

6.4.2—Utility customers can already set-up EFT transactions through their banks. Finance staff is researching the feasibility of expanding these services and also accepting credit transactions. A recommendation is expected before the end of this year.

(Updated August 2010)

RESOLUTION NO. 5-2010

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF LIVE OAK  
ADOPTING 2010 LIVE OAK COMMUNITY AND  
ECONOMIC DEVELOPMENT STRATEGY

BE IT RESOLVED AND ORDERED BY THE CITY COUNCIL OF THE CITY OF LIVE OAK AS FOLLOWS:

WHEREAS, each year, the City Council of the City of Live Oak holds a Study Session with the purpose of setting goals for the coming year; and

WHEREAS, the priorities captured in those discussions form the foundation of a Strategic Plan useful for guiding decision-making; and

WHEREAS, the City Council desires to adopt a plan designed to provide guidance while recognizing the need for flexibility in adapting to changing conditions; and

WHEREAS, a Strategic Plan provides a tool by which the progress being made toward stated goals and objectives can be measured and communicated to the residents of Live Oak.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Live Oak that the City Council hereby adopts the 2010 Community and Economic Development Strategy attached hereto as Exhibit "1" and incorporated herein by reference.

PASSED, APPROVED AND ADOPTED by the City Council of the City of Live Oak at a regular meeting held on the 17<sup>th</sup> day of February 2010.


AYES: Council Members Baland, Childers, Weston, V-Mayor Klotz & Mayor Hodges

NOES: None


ABSENT: None

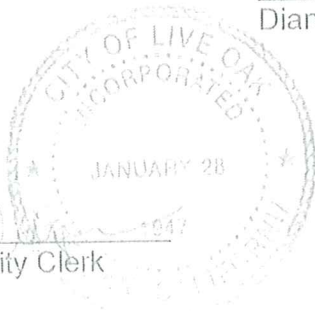
ABSTAIN: None

APPROVED:

  
Diane Hodges, Mayor

ATTEST:

  
Melissa Dempsey, City Clerk



CITY OF LIVE OAK  
2010 COMMUNITY AND ECONOMIC DEVELOPMENT STRATEGY

## INTRODUCTION

The City of Live Oak, California, approximately 50 miles north of Sacramento, is a small rural city poised for tremendous growth. Located in the Sacramento Valley, 1.5 miles west of the Feather River and 7 miles east of the Sutter Buttes, Live Oak is positioned to take advantage of the tremendous recreational and quality of life assets that surround it. The community is within an easy drive of both Sacramento and the San Francisco Bay Area.

With cooperation of the Sutter County Board of Supervisors, Live Oak controls a local Sphere of Influence (SOI), completely surrounded by open space, capable of accommodating over 50,000 people. The pace of growth will, in large part, depend on both market forces and Live Oak's policies regarding growth and development and the impact on migration to the region. Failure to plan wisely for the potential growth, with respect to both land use and public services, will yield numerous problems in years to come and represent a tremendous missed opportunity. *With a population of 8,571 today, Live Oak has the opportunity to shape its own destiny. This Community and Economic Development Strategy, in partnership with the Live Oak 2030 General Plan, is designed to provide policy guidance for the City Council and City staff to guide action that will help the community reach the goal of becoming one of the most attractive cities in the northern Sacramento Valley.*

## BUILDING BLOCKS

There are several key objectives that are addressed in this strategy. These policy areas should be viewed as the *Building Blocks* for success. All of these building blocks are interrelated and should not be viewed separate from one another. The building blocks include:

- *Establish Live Oak as a prosperous livable community with its own unique character*
- *Provide a variety of housing for all income levels*
- *Ensure that required infrastructure is built and maintained*
- *Establish and maintain a reputation as a community worthy of private investment*
- *Establish a local business base that creates good jobs and a stronger local revenue base to support services*
- *Deliver city services in a professional, friendly, efficient and customer-oriented manner*
- The following section of this document provides more detailed objectives for each of the stated building blocks.

Exhibit A (attached) provides a summary of active projects that are consistent with this strategy.

## SECTION 1: DETAILED OBJECTIVES

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



1.1. Set Live Oak apart from other communities on the SR99 Corridor through use of quality development standards

- 1.1.1* Adopt new zoning ordinance that provides quality site improvement standards
- 1.1.2* Adopt site and building design standards that ensures that new development meets a high level of design as expected by the community and as provided in the Live Oak General Plan
- 1.1.3* Utilize grant funding whenever possible for design and construction of public facilities
- 1.1.4* Provide clear and attractive community identification at major corridor entrances to the City

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

- 1.2.1* Create a common design for directional signage within the community that makes a design connection to the surrounding natural resources
- 1.2.2* Provide promotion of nearby natural resource attractions on LO website
- 1.2.3* Collaborate with other organizations on programs or activities related to natural resource assets
- 1.2.4* Maintain a visual connection with the Sutter Buttes with new development

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

- 1.3.1* Ensure LO website is updated regularly to ensure that quality information is being presented in a user-friendly manner

1.4. Establish a vibrant downtown core as the community grows

- 1.4.1* Complete Streetscape Master Plan for SR 99 through Live Oak that balances the need to move traffic on the highway with the community's desire for a beautified and successful downtown core
- 1.4.2* Complete design concepts for the downtown core as envisioned in the Live Oak 2030 General Plan
- 1.4.3* Complete and implement a reuse plan for the former Diamond Walnut processing facility
- 1.4.4* Rehabilitate Railroad Depot and the Depot site at Elm Street and SR 99

1.5. Maintain an active recreation program delivering programming and events that bring the community together and showcases the quality of life benefits of Live Oak

- 1.5.1* Survey the community every three years and provide recreational programming that matches the desires of the community
- 1.5.2* Complete a "best practices" review annually to help develop new strategies for service delivery

1.5.3 Complete an annual report of recreational programming that details community participation in city-sponsored activities

1.5.4 As much as is feasible, move recreational programming away from General Fund support and more toward fee-based support to help ease pressure on the General Fund and ensure closer ties with community desires

1.5.5 Evaluate the potential of establishing regional and destination recreation facilities within the Live Oak Sphere of Influence

1.6. Maintain an active code enforcement program targeting voluntary compliance with a goal of building community pride.

1.6.1 Continue an active 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 on community clean-up day(s) and evaluate the possibility of both a spring and fall event

1.6.3. Continue Building Department outreach designed to raise awareness of code enforcement issues and concerns

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

2.1. Implement policies outlined in the adopted Housing Element

2.1.1 Continue to collaborate with Consolidated Area Housing Authority of Sutter County on meeting affordable housing requirements

2.2. Establish and maintain high standards for housing and neighborhood design

2.2.1 Complete zoning code update

2.2.2 Develop design guidelines

2.2.3 Enforce the City's development and design standards.

2.3. Maximize use of Redevelopment Agency housing funds to ensure housing improvements in older Live Oak neighborhoods

3. *Building Block Number 3: Ensure Required Infrastructure is Built and Maintained*

3.1. Maintain a detailed capital improvement plan driven by the goal of becoming a city with a reputation of providing high quality public services

3.1.1 Create detailed Capital Improvement Plan with projects prioritized as short, medium and long-range

3.2. Maximize the value of the Redevelopment Agency to make improvements in the older portion of the community along with the newer community

3.2.1 Develop a plan to maximize the value of the Redevelopment Agency

3.3. Continue aggressive efforts to secure grant funding for local projects

- 3.3.1 Utilize a detailed Capital Improvement Plan as a guide for grant funding prioritization realizing that funding availability may not always match with project priorities.

3.4. Do everything possible to minimize impacts from changes in FEMA Flood Insurance Rate Maps (FIRM) and other changes in federal and state public policy designed to address flood hazards

- 3.4.1 Complete FEMA Community Rating System (CRS) application for Live Oak's existing special flood hazard zone with goal of gaining savings for residents on flood insurance rates
- 3.4.2 Work with Sutter County and Sutter Butte Flood Control Agency on collaborative efforts to address changing requirements
- 3.4.3 Prepare public outreach plan for communication with residents regarding flood insurance requirements and costs
- 3.4.4 Evaluate Base Flood Elevations (BSE) in new FEMA maps and plan for capturing investment due to the ability to build in Live Oak despite changes in the maps

3.5. Ensure that new development provides its fair-share of on-site and off-site infrastructure improvements or adequate fees in-lieu of new developments fair share of the improvements

- 3.5.1 Revise nexus analysis and adopt new AB 1600 Development Impact Fee structure that ensures new development pays for its impacts while not becoming a disincentive to investment in the local community
- 3.5.2 Require needed infrastructure improvements with the new development

4. *Building Block Number 4: Establish and Maintain a Reputation as a Community Worthy of Private Investment*

4.1. Earn a positive reputation by viewing project proponents as community investors

4.2. Maintain a high degree of predictability for investors

- 4.2.1 Provide training to staff and the Planning Commission regarding their roles in project review and the need to maintain a high level of predictability in the process
- 4.2.2 Provide a land use plan with definitive ordinances and improvement standards that provide the development community with a clear vision of the city's expectations for new development

4.3. Create a development entitlement process that minimizes application processing time and procedures and focuses on maximizing the quality of new development

- 4.3.1 Draft clear and concise zoning code and other City development standards.

- 4.3.2 Provide staff training on the entitlement process and expectations for the quality of new development
- 4.3.3 Meet with project proponents early and regularly to inform them of the process and expectations for quality in new development

4.4 Establish and maintain on the city's website a current scorecard of community health indicators. Track changes in the index in subsequent years (e.g. size of the market area, median household income, educational attainment, real estate values, etc.) to quantify community improvement

5. *Building Block Number 5: Establish a Local Business Base that Creates Good Jobs and a Stronger Revenue Base*

5.1. Encourage new business investment in Live Oak

- 5.1.1 Provide adequate sites for new business investment
- 5.1.2 Educate potential investors on the changing role of Live Oak on the SR99 corridor in order to attract investment that will create reasons for people to stop and stay and capture traveler dollars on SR99. Create educational material based on work completed by Marketek in 2009 study
- 5.1.3 Maintain market demand information for use by those interested in investing in the community
- 5.1.4 Work with YSEDC to complete retail development study focused on Wheatland, Marysville and Live Oak
- 5.1.5 Explore grant funding to provide dedicated staff support for outreach to local business and new investment

5.2. Ensure that the local workforce has training opportunities to improve work skills and income levels

- 5.2.1 Maintain ongoing collaboration with 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

5.3. Maintain ongoing outreach to local businesses with goal of raising awareness of programs and services available to them

- 5.3.1 Collaborate with local and regional business associations on business outreach efforts and educational materials
- 5.3.2 Constantly evaluate the creation of programs and services offering technical assistance, education or financing to local businesses
- 5.3.3 Maintain staff outreach to local businesses
- 5.3.4 Explore grant funding to provide dedicated staff support for outreach to local business and new investment

6. *Building Block Number 6: Deliver City Services in a Highly Professional, Friendly and Efficient Manner*

6.1. Provide ongoing customer service training to city staff

6.2. Plan for city staff to receive ongoing training to improve technical skills required to provide professional service in all departments

6.3. Maintain competitive salaries, benefits and organization culture necessary to ensure that Live Oak retains a high quality workforce in a competitive environment

6.4. Utilize available technology wherever feasible to improve efficiency in service delivery

6.4.1 Evaluate the use of web-based and other technology services that help maximize communication with residents

6.4.2 Determine feasibility of allowing electronic transactions, on-line and automatic payments of utility and other fees for service with goal of reducing staff involved in billing and collections

(Updated February 9, 2010)

CITY OF LIVE OAK  
ECONOMIC AND COMMUNITY DEVELOPMENT STRATEGY  
EXHIBIT A  
WORK COMPLETED OR IN PROGRESS  
(Through February 9, 2010)

*Building Block Number 1: Establish Live Oak as a prosperous livable community with its own unique character*

1.1.1—New General Plan to be adopted in February 2010. Draft zoning ordinance is complete and undergoing staff review

1.1.3—Grant funds have been secured in the past year for numerous projects, including WWTP upgrade, Maple Park renovation, Community Trail, Date Street Park renovation, SR99 Streetscape Master Plan

1.1.4—Chamber of Commerce currently has just over \$5,000 set aside for monument signs and has committed to making that money available to the City when a project is ready

1.2.4—General Plan policies show modified east/west street alignments designed to create Sutter Buttes views

1.3.1—Liveoakcity.org site edits are occurring to create more useable space on the front page. Software upgrade allowing for easier edits including new calendar feature

1.4.1—Live Oak has received \$90,000 grant commitment for SR99 Streetscape Master Plan. Project will begin after the first of the year and last 12-18 months

1.4.4—Collaborating with Sutter County One Stop on renovation of the Depot

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

2.1 Adopt an updated zoning code that provides implementation of Housing Element policies

2.5 Working with the Sutter County Housing Authority on the rebuilding of Maple Park

*Building Block Number 3: Ensure Required Infrastructure is Built and Maintained*

3.4.1—Chief Building Official has task of completing FEMA Community Rating System (CRS) application for area of community currently shown on FEMA maps as located in the critical flood zone

3.4.2, 3.4.3, 3.4.5—Staff is coordinating with Dan Peterson from Sutter County Public Works on all floodplain and FEMA mapping issues. New floodplain ordinance was adopted on January 6, 2010

3.5 New development standards are contained in the new zoning code

3.5 Nexus study for impact fees will be updated following adoption of the new General Plan

3.5 The General Plan Circulation Element contains a street improvement hierarchy based on updated traffic modeling that ensures adequate street improvements commensurate with new development

*Building Block Number 4: Establish and Maintain a Reputation as a Community Worthy of Private Investment*

4.3.1—Draft update of zoning code complete and awaiting final review and adoption after approval of new General Plan

4.3.3—Informal Technical Advisory Committee (TAC) is available, if requested, Wednesday mornings at 11 a.m. for consultation on projects

*Building Block Number 5: Establish a Local Business Base that Creates Good Jobs and a Strong Revenue Base*

5.1.1—New General Plan clearly defines potential for new commercial and employment development

5.1.3—Market demand information developed by Marketek currently available on Live Oak website

5.1.5—Yuba Sutter EDC has secured funding through EDA for a retail development study. Participating cities (Wheatland, Marysville, and Live Oak) will provide match through in-kind support services

5.2.1—Depot project has helped secure relationships for future project development

5.3.3—Chief Building Official has been given the task of completing two business outreach visits per week. Comprehensive business resource information developed by YSEDC is being left with each business visited

*Building Block Number 6: Deliver City Services in a Highly Professional, Friendly and Efficient Manner*

6.4.1—Staff is currently evaluating phone, cell phone and text messaging notification system provided by Blackboard Connect. Service to be paid for with COPS funds (pending Council approval)

(Revised February 9, 2010)