



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

*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- Lakhvir S. Ghag
Council Member- Steve Alvarado
Council Member- Gary Baland
Council Member- Jason Banks

January 28, 2015 6:00 PM

A. CALL TO ORDER

B. ROLL CALL

C. REPORTS AND MISCELLANEOUS:

1. City of Live Oak 2015 Community and Economic Development Action Plan

D. ADJOURNMENT



DATE: January 22, 2015
TO: Mayor and Members of the City Council
FROM: Jim Goodwin, City Manager

COUNCIL AGENDA STAFF REPORT

SUBJECT: City of Live Oak 2015 Community and Economic Development Action Plan
RECOMMENDATION: Review draft 2015 Community and Economic Development Action Plan as presented
FISCAL IMPACTS: No General Fund Impact

BACKGROUND

Each year the Live Oak City Council conducts a Study Session for purposes of establishing goals and objectives for the coming year. The City of Live Oak 2015 Community and Economic Development Action Plan captures the ideas developed through the annual planning process and subsequent discussion. In adopting the plan, the City Council is establishing a flexible policy document providing a way to communicate goals and objectives and also a tool to use to measure accomplishments.

Similar to last year, 2015 is anticipated as a year in which major projects already underway continue. Few new project initiatives have been added to the plan this year.

RECOMMENDATION

Staff recommends your City Council review and comment on the draft. The final plan will be presented for your consideration and adoption on February 18, 2015.

Respectfully submitted,

Jim Goodwin
City Manager

**DRAFT CITY OF LIVE OAK
2015 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 6, 2014 for this purpose.

As in prior years, the City Council looked at a 5-10 year planning horizon with the objective of refining objectives that can be accomplished in that time frame. Although all the ideas discussed are not incorporated fully into this plan, many of those suggestions, along with ideas from additional dialogue and consideration of prior planning efforts, are included in the 2015 plan.

Themes from the 2014 planning session include:

- Improving the SR99 Corridor through Live Oak to create a positive impression of the Live Oak community
- Increasing the number of, and diversity of, businesses within Live Oak
- Helping local businesses prosper
- Improving infrastructure throughout the community, including streets, sidewalks, drainage, water/sewer, lighting, signage and community facilities
- Providing strong recreational and community event programming that celebrates Live Oak's diversity and brings the community together
- Maintaining steady "forward progress" on community improvements each year

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 following section of this document provides more detailed objectives and tasks for each of the four stated *Building Blocks*. 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, were removed from the plan. The numbering of the objectives does not reflect any specific priority.

DETAILED OBJECTIVES AND TASKS

1. ***Building Block Number One: 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 quality design and development
 - 1.1.1 Complete and adopt new Public Works Improvements Standards.
 - 1.1.2 Ensure appropriate application of Citywide Design Guidelines to all projects
 - 1.1.3 Complete SACOG-funded Project Approval/Environmental Document (PA/ED) for Phase 1 of SR99 Corridor improvements (approximately Ash Street north to Ramsdell).
 - 1.2. Establish a connection between the 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 visual connection to the surrounding natural resources (e.g. Buttes, oak trees, river, waterfowl, fish, etc.)
 - 1.2.2 Identify one or more locations along the SR99 corridor (as recommended in SR99 Corridor Streetscape Master Plan) for “Welcome to Live Oak” signage and install signs
 - 1.2.3 Collaborate with other organizations on programs or activities related to harnessing the economic potential of Live Oak’s natural resource assets
 - 1.2.4 Maintain a visual connection with the Sutter Buttes with new development as envisioned in the 2030 General Plan
 - 1.2.5 Complete a bike/pedestrian master plan including outreach to Sutter County and Yuba City on collaborating on a safe, scenic bicycle route linking all Sutter County incorporated and unincorporated communities. Special emphasis should be placed on safe routes to the Feather River and Sutter Buttes.
- 1.3. Maintain an attractive web presence that promotes the community while providing valuable tools for potential investors, visitors and residents alike
- 1.3.1 Ensure the City website is updated regularly to ensure quality information is being presented in a user-friendly manner
 - 1.3.2 Add to the City website an inventory of commercial and employment properties within the City limits
- 1.4. Establish a vibrant downtown core as the community grows
- 1.4.1 Utilize grant funding whenever possible for design and construction of public facilities
 - 1.4.2 Seek funding for completion of improvements identified in the 2013 engineering analysis of historic downtown core as first step in developing a reinvestment plan for the area
 - 1.4.3 Work with property owners on reuse of vacant properties within the downtown core
 - 1.4.5 Develop strategies to assist with the improvement of the overall appearance of properties within the downtown core
 - 1.4.6 Complete Downtown Core Reinvestment Plan for commercial core
- 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 utilize the pool as a hub of recreational activity through the summer months. Make sure to maximize use of the pool
 - 1.5.2 Continue to offer individual and team sport opportunities on a scale appropriate for Live Oak
 - 1.5.3 Continue efforts to raise private funding to support scholarships for low income children to participate in Live Oak recreational programs
 - 1.5.4 Seek funding for a Park and Recreation Facilities and Services Master Plan that details goals for recreation services (including all ages programming) and evaluates facilities required to achieve those stated goals, including, but not limited to aquatic facilities, gymnasium/community center, and other open space.
- 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
- 1.7. 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

- 1.7.3 Implement use of Maintenance Management Software city-wide to enhance upkeep of city-owned assets
- 1.7.4 Collaborate with Sutter County on improving façade of the Live Oak Branch of the Sutter County Library

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 First Time Home Buyer and Housing Rehabilitation loan programs to eligible Live Oak residents (based on availability of funds)

2.2. Maintain high standards for housing and neighborhood design

- 2.2.1 Complete and adopt new Public Works Improvement Standards
- 2.2.2 Ensure appropriate application of Citywide Design Guidelines to all projects

2.3. Collaborate with Regional Housing Authority of Nevada and Sutter Counties to complete Maple Park Phase 2 senior housing.

- 2.3.1 Continue to work with Housing Authority on completion of the project.

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

- 2.4.1 Complete construction of Phase 1 of the new 26-acre soccer park
- 2.4.2 Seek funding for Live Oak Recreation Trail Phases 2 and 4
- 2.4.3 Obtain site control of property necessary for completion of Live Oak Recreation Trail Phase 2
- 2.4.4 Identify city-owned parcels that could be converted to pocket parks or other public spaces

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

- 2.5.1 Complete SACOG-funded Project Approval/Environmental Document (PA/ED) for Phase 1 of SR99 Corridor improvements (approximately Ash Street north to Ramsdell).
- 2.5.2 Complete Pennington Road Reconstruction (Broadway to Connecticut)
- 2.5.3 Pursue funding for Kola Street improvements
- 2.5.4 Secure CDBG Program Income Waiver and begin design and construction of 12' water line on Pennington Road
- 2.5.5 Complete Phase 1 construction of new well on Larkin Road. Develop financing plan and seek funding for Phase 2.
- 2.5.6 Complete one or more street improvement projects in 2015

2.6. Improve street lighting within the Live Oak Community

- 2.6.1 Identify areas within the community with inadequate street lighting
- 2.6.2 Develop strategy to prioritize and fund streetlight improvements

2.7. Identify candidate sites for sidewalk improvements.

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 Utilize the Live Oak City Council Economic Development Committee as a focal point for policy and project dialogue with staff and area economic development partners
 - 3.1.2 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.
 - 3.1.3 Work with current owners of vacant properties to achieve reuse of existing commercial properties within the city
 - 3.1.4 Complete Downtown Core Reinvestment Plan for commercial core
 - 3.1.5 Participate actively in regional economic development partnerships designed to strengthen regional job growth including Yuba-Sutter Economic Development Corporation and Sutter Forward
- 3.2. Ensure that the local workforce has training opportunities to improve work skills and earning potential
- 3.2.1 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
 - 3.2.2 Work with Yuba Community College District (YCCD) to maximize higher education opportunities for residents of Live Oak and northern Sutter County
- 3.3. Maintain ongoing outreach to local businesses with goal of raising awareness of programs and services available to them
- 3.3.1 Collaborate with local and regional business associations on business outreach efforts and educational materials
 - 3.3.2 Constantly evaluate the creation of programs and services offering technical assistance, education or financing to local businesses
 - 3.3.3 Conduct annual Business Walk business outreach
 - 3.3.4 Maintain easy access to business assistance resources on City website
 - 3.3.5 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
- 3.4. Develop infrastructure necessary to support new business investment
- 3.4.1 Develop concepts for interim infrastructure solutions facilitating development in the commercial and employment zones currently not served by basic water, sewer and drainage infrastructure.
 - 3.4.2 Complete SACOG-funded Project Approval/Environmental Document (PA/ED) for Phase 1 of SR99 Corridor improvements (approximately Ash Street north to Ramsdell).
 - 3.4.3 Seek funding for completion of improvements identified in the 2013 engineering analysis of historic downtown core as first step in developing a reinvestment plan for the area
 - 3.4.4 Complete Phase 1 construction of new well on Larkin Road. Seek funding for Phase 2.

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

- 4.1. Maintain a high degree of predictability for investors with regard to the entitlement process and issuance of building permits
 - 4.1.1 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.
- 4.2. Provide ongoing training to city staff in all departments, both field and office personnel
 - 4.2.1 Ensure city staff receives ongoing training to improve technical skills required to provide professional service.
 - 4.2.2 Provide customer service training to all staff to ensure residents and investment project proponents continue to be treated consistently in a courteous and respectful manner.

- 4.3. Maintain competitive salaries, benefits and organization culture necessary to ensure that Live Oak retains a high quality workforce in a competitive environment
- 4.4. Utilize available technology wherever feasible to improve efficiency in service delivery, save money and improve customer service
 - 4.4.1 Ensure that liveoakcity.org website is a useful and interactive information resource for local residents, visitors and potential investors in the community.
 - 4.4.2 Continue to expand the availability of electronic transactions, on-line and automatic payments of utility and other fees for services and on-line completion of applications, with goal of offering the best possible customer service options.
 - 4.4.3 Complete feasibility analysis for solar energy at WWTP.
 - 4.4.4 Expand use of social networking, as appropriate, for distribution of city information
- 4.5. Actively encourage citizen involvement in Live Oak municipal government
 - 4.5.1 Explore televising Live Oak City Council and Planning Commission meetings and archiving video of meetings
 - 4.5.2 Hold annual State of the City event in spring

(Draft 1.22.15)