

MEETING SUMMARY

Auburn Boulevard Business Association (ABBA) Meeting

Tuesday, November 10, 2015

6:00 p.m., Held at Citrus Heights City Hall (temporary location)

Minutes by Kimberly Berg

ATTENDEES:

| | NAME | BUSINESS | EMAIL ADDRESS |
|----|-------------------------|----------------------------------|------------------------------|
| 1 | Gary Albert | Capitol Mechanical | capmech@surewest.net |
| 2 | Dave Popken | Citrus Heights Body Shop | chbs@comcast.net |
| 3 | Kimberly Berg | Citrus Heights Car Wash | kimberly.berg@comcast.net |
| 4 | Commander Gina Anderson | Citrus Heights Police Department | glanderson@citrusheights.net |
| 5 | Officer Jason Baldwin | Citrus Heights Police Department | jbaldwin@citrusheights.net |
| 6 | Lieutenant Jason Russo | Citrus Heights Police Department | jrusso@citrusheights.net |
| 7 | Devon Rodriguez | City of Citrus Heights | drodriguez@citrusheights.net |
| 8 | Jerry McCall | Gold's Gym | jrm@mccallgymgroup.com |
| 9 | Joseph Jarne | PPG Paints (formerly Glidden) | paf8104@ppg.com |
| 10 | Lisa Peters | Randy Peters Catering | Lisa@Randypeterscatering.com |
| 11 | Colin Klopping | Riebes Auto Parts | colin_klopping@riebes.com |
| 12 | Earl Goldstein | Sylvan Corners | earlgoldstein@wavecable.com |
| 13 | Richard Hale | Walt's Auto Service | hale2@surewest.net |

ABBA business meetings are held at the temporary Citrus Heights City Hall, located at 7927 Auburn Blvd in Citrus Heights (Grand Oaks Shopping Center). Meetings are held the 2nd Tuesday of each month, 6pm – 8pm. **Our next business meeting will January 12th at 6pm.**

The meeting was opened by Rich Hale, and introductions were made.

DISCUSSION ON BY-LAWS FOR ASSOCIATION

Rich Hale has been in contact with Kathilynn Carpenter at the Sunrise Market Place, and she has given us a copy of their by-laws. Rich will organize a meeting with the board members, so we can review them and begin to draft our own by-laws. This meeting is tentatively scheduled for the 1st Wednesday in December. Rich would like to get a draft together, ready for our next business meeting, scheduled for January 12th.

DECEMBER SOCIAL EVENT

Rich Hale and Dave Popken are organizing a party for Thursday December 10th, from 6-8pm, at Rusch Park (7801 Auburn Blvd). The purpose of this event is to meet other business owners, and encourage them to join the Auburn Blvd. Business Association. Spouses are welcome. Please continue to invite your business neighbors to this party, we're hoping to have 30-50 people in attendance. Bring lots of business cards. Drinks and appetizers will be served. Rich asked all board members to bring a \$20 item for the raffle.

ABBA LOGO DESIGN

Rich discussed the draft of the logo from Rebecca McLemore, with One Print Source. Rebecca was out of town and not present. Suggestions for improvement were to reduce the size of the highway sign and increase the size and color contrast of the association name. An updated logo will be sent out for additional feedback.

DISCUSSION ON FUNDING AUBURN BLVD. BUSINESS ASSOCIATION

Devon Rodriguez said that the city has grant funds available for “Economic Development Support”. These funds can be used to pay for advertising, marketing, help in setting up legal entity, insurance, corporate filing fees, writing by-laws, lawyer fees, holding a signature event, or development of logo and website. ABBA would need to apply for this grant, and let the city know how these funds will be used for, and the amount they are requesting. If the application is less than \$5000, the City Manager (Henry Tingle) has discretion to approve. If the amount is more than \$5000, it would require approval from the city’s finance committee. The city limits economic grants to \$25,000 in one fiscal year. Once we complete the application, Devon will take it to the City Manager’s office (Henry Tingle) for his review.

During the discussion, several suggestions were made on how best to use these funds:

- Earl suggested the idea of having new banners hung along Auburn Blvd, advertising our business association and logo. Devon suggested using another application for banners. The Antelope Crossing banners are currently paid out of the Economic Development fund. Devon can give us a price of what they cost. Phase 1 banners along Auburn Blvd. were paid out of Phase 1 funds. To save money, banners were placed at the intersections along Auburn Blvd, not on every pole.
- Dave Popken suggested holding a 1-day workshop for Auburn Blvd. businesses to help them increase their business. Devon has already applied for a grant that would provide technical assistance that could probably help. Kimberly suggested having the workshop include more business resources and speakers, similar to the Business Bootcamp that was held in May 2013.

CITRUS HEIGHTS POLICE DEPARTMENT UPDATE

Lieutenant Jason Russo gave the update. He said the “Support our Police” presentation at the City Council meeting on October 22nd was very moving and much appreciated by the Police Department. About 50 citizens came to the podium, each identifying a way the police have enhanced our community.

Current concerns are the increase in pedestrian and vehicle accidents. Recently, there was a pedestrian fatality down by the 7440 Club. They have also noticed an increase in vehicle collisions, around Twin Oaks, including a recent “hit and run”. The Police Department reviews vehicle collisions every month. They suspect the wet roads and time change to be factors. Kimberly was concerned about speeding cars around the intersection of Auburn and Antelope, and asked about the use of red light cameras. Jason said that cameras are typically used where there are a lot of accidents, and there are few accidents at that intersection. However, since there are no medians on Antelope Road (east of Auburn Blvd.), vehicles tend to drive faster coming down the hill, towards Auburn Blvd. Jason will look into this issue and see if there are any plans to address this, and maybe add new striping.

Rich reminded everyone to let the police department know if they’re having any issues. If they don’t hear from us, they will assume that everything is good.

NEW SIGN ORDINANCES

Gary Albert with Capitol Mechanical raised concerns that temporary signs seem to be everywhere, and clutters the boulevard. Devon said a lot of the sign issues are complaint-driven. If there’s an issue, send an email to both Officer Jason Baldwin and copy Lieutenant Jason Russo. Officer Baldwin will approach the business and let them know it’s a code violation. Lieutenant Jason Russo said there is currently a review of the city’s sign ordinance. Wavy signs are illegal. If the signs are blocking right-of-way or sidewalks, it needs to be addressed as a safety issue. It’s a delicate balance, we want businesses to survive, but we need to keep the boulevard looking good and professional.

Devon announced that electronic signs are now allowed in the zone. Changes are being considered to vending trucks. Plan to attend the Planning Commission meeting on Wednesday November 18th, and the City Council meeting on December 10th to voice your opinion. These changes won’t be effective until February 2016.

Update from Devon Rodriguez, Development Specialist...

I have included details below on the recently updated Sign Ordinance, which now allows electronic signage, and the Temporary Uses Ordinance which is currently under review. Please let me know if you have any questions regarding the ordinances. If you have any comments regarding the proposed changes to the Temporary Uses Ordinance you can direct them to Alison Bermudez, Associate Planner, at abermudez@citrusheights.net.

City Approves Use of Electronic Signs

At the October 8th City Council meeting, the City Council added the use of electronic signs to the City's Sign Ordinance. The Planning Commission had reviewed the proposed electronic sign ordinance on September 9th and unanimously recommended the City Council adopt the changes to the Zoning Code with a couple changes based on comments received. The City Council then made additional modifications to the proposed ordinance, mainly the frequency with which messages can be displayed and size, due to comments received from the public and business community. A second reading of the ordinance took place on October 22nd. The ordinance will take effect on November 23rd.

The revised sign regulations allow an electronic component as part of an on-premise freestanding sign (monument sign). Electronic billboard and wall signs are **not** permitted. The key regulations are:

- Maximum 50% of sign area may be electronic.
- Minor use permit will be required.
- Content shall not blink, flash or continuously scroll.
- Message may change every 12 seconds in a commercial zone and 1 per hour in a residential zone.
- One electronic sign per parcel.
- Sign structure shall have architectural detailing surrounding the electronic sign.

Temporary Uses Ordinance

The Planning Division is currently in the process of updating the Zoning Regulations for Temporary Uses. Temporary Uses are short-term activities, such as:

- Farmer's Markets
- Food Trucks/Mobile Food Vending
- Produce stands
- Christmas Trees/Pumpkin patches
- Special Events (Spooktacular, Safety Fair, Car Shows, etc.)
- Storage Containers
- Other similar uses/activities

I have highlighted two specific areas of the ordinance below. In general, the proposed changes are meant to allow more flexibility and addresses vending uses especially on a case by case basis.

Mobile Food Vendors. Mobile food vendors can be a great way to bring activity to certain areas either for a special event or for areas that are lacking food services. The updated regulations include:

- Elimination of the 1 hour time limit. There is now no time limit for remaining in one location. The use will be reviewed on case by case basis
- Allowing tables and chairs
- No distance requirement from brick and mortar businesses

- Elimination of the vending permit requirement. Obtaining a Temporary Use Permit will still be required. The permit must be renewed annually and the cost is \$150.

Auto Sales . A new introduction to the code is to allow auto sales on a temporary basis within commercial areas. The sales are limited to 3 sale days every 3 months. The idea of this is that the auto sales would generate traffic and activity to an existing commercial area but would not be competing with any on-site user since the City has limited locations where autos are sold.

I have attached a copy of the draft proposal for review... The project will be heard by the Planning Commission on Wednesday November 18th followed by the City Council on Thursday December 10th. Again if you have any comments regarding the ordinance please direct them to Alison Bermudez, Associate Planner, at abermudez@citrusheights.net.

AUBURN BLVD. CONSTRUCTION UPDATE (2nd Phase)

The city invited property and business owners for a community meeting, held on November 3rd. About 20 attended. They reviewed the proposed design changes. There are plans for additional outreach to reach more people. The city will notify business owners and property owners of future meetings. Below is the scheduled that was provided at this meeting. Rich reminded everyone to stay aware of the construction progress. Encourage your neighbors to be involved. For updates on the construction project, go to:

- www.ABCupdate.net
- Call General Services Department at (916) 727-4770
- Email ABCTeam@citrusheights.net

CONSTRUCTION SCHEDULE

| | |
|--------------------|---|
| 2016 | |
| January – March | Property appraisals |
| March – December | Property right-of-way offers & negotiations |
| 2017 | |
| January – August | Complete right-of-way |
| June – December | Compete for Grants to Construct |
| 2018 | |
| January – October | Complete design |
| June – October | Relocate water services & sewer cleanouts (water districts) |
| October – December | Submit to Caltrans for Authorization to Construct |
| 2019 | |
| January – April | Advertise & award contract |
| May | Construction begins (17 months) |
| 2020 | |
| November | Construction is completed |

NEXT MEETING

The next business meeting is scheduled for Tuesday January 12th 6pm. Please plan to attend as everyone's participation is needed!