



AGENDA

BUSINESS AND ECONOMIC DEVELOPMENT COMMISSION
Davis Joint Unified School District Administration Building
East Conference Room, 526 B Street
Monday November 23, 2009
7:00 PM

Commission Members: Anthony Costello, Chair, Greg Phister, Robert Agee, Sydney Vergis, Tobin Richardson, Joe Hruban, Michael Faust, Dave Robert (Alternate),
(Finance and Budget Commission Liaison Donald Palm)

City Council Liaisons: Ruth Asmundson, Don Saylor (Alternate)

City Staff: Sarah Worley, Economic Development Coordinator
Brian Abbanat, Economic Development Specialist

Amount of time for each item is approximate and subject to change.

1. **Determination of Quorum and Seating of Alternates**
2. **Approval of Agenda**
3. **Public Comment (5 min)**
This is the time for the public to address the Commission on matters not listed on the agenda. Presentation time will be at the discretion of the Chairperson.
4. **Approval of Minutes (2 min)**
 - October 26, 2009
5. **Chamber of Commerce Quarterly Update (30 min)**
6. **Staff Communication/Updates (5 min)**
7. **Best Business Awards – Nominations (30 min)**
8. **Economic Development Related General Plan Policies - Informational**
9. **Subcommittee Assignments/Reports (20 min)**
 - Information Management
 - Business Retention
 - Business Attraction
 - Community Enhancement
10. **Future Agenda Items (5 min)**
11. **Adjourn**

Future Meetings: December 14, 2009 and January 25, 2010

Any writing related to an agenda item for the open session of this meeting distributed to the Commission less than 72 hours before this meeting is available for inspection at City Hall, 23 Russell Blvd., Davis.

Meeting facilities are accessible to persons with disabilities. Requests for alternative agenda document formats, meeting assisted listening devices or other considerations should be made through Sarah Worley by calling 530-757-5610 (voice) or 757-5666 (TDD).



DRAFT MINUTES
BUSINESS AND ECONOMIC DEVELOPMENT COMMISSION
Monday October 26, 2009
7:00 PM

Commission Members: Anthony Costello, Chair, Greg Phister, Robert Agee, Sydney Vergis, Tobin Richardson, Joe Hruban, Michael Faust, Dave Robert (Alternate),
(Finance and Budget Commission Liaison Donald Palm)

City Council Liaisons: Ruth Asmundson, Don Saylor (Alternate)

City Staff: Sarah Worley, Economic Development Coordinator
Brian Abbanat, Economic Development Specialist

Amount of time for each item is approximate and subject to change.

1. Determination of Quorum and Seating of Alternates

Quorum determined @ 7:02 p.m.

Absent: Commissioner Faust, Commissioner Robert
Absent Liaison(s): Asmundson, Saylor

2. Approval of Agenda

Agenda approved @ 7:02 p.m.

Public Comment

No public comments

3. Approval of Minutes

- August 24, 2009

Minutes approved @ 7:04 p.m.

4. DDBA Quarterly Update

Rosalie Paine cited DDBA highlights. 3 subcommittees.

Marketing committee: \$30 on 30 August event was a huge success. Purpose to come downtown and spend \$30. Very successful by their standards. Intent is to continue doing this due to the positive response. Subcommittee is re-looking at events that bring footsteps to merchants.

Parking: Conducted a review of the E Street paid parking lot. Comprehensive report to City Council in September. Results were recommendation to eliminate 4 hour maximum to the City Council, remove add time function on the machine, implement a rebate program with participating merchants, continue monitoring the lot, reinvest lot proceeds into ongoing improvements in the lot. That lot, generally speaking, has been well received. It has provided a better way to service people who need to stay longer than 4 hours. Also recommended an

evaluation be conducted on the train depot to improve parking and support local downtown parking needs. Possibly consider paid parking similar to E Street. Also recommending that the I Street preferential parking district be reevaluated and analyzed. Final recommendation, asked to be allowed to evaluate options to restricting double parking of commercial delivery vehicles in the middle of the day.

Visioning: Put together a well attended "Redevelopment 101" program for membership by Katherine Hess and Ken Hiatt. Result is Visioning Committee has gone back to look at projects that are of the utmost priority in terms of RDA expenditures. U-DASH program has come out of this subcommittee. DDBA is working closely with Unitrans to give it the opportunity to work. We're trying to come up with "giveaways" to enhance ridership.

Made a presentation to City Council for all the Target mitigation funds. Council gave DDBA half. DDBA has revised marketing plan to broaden expansion of local marketing efforts: adopting a gift card program that should be up and running by early November, increasing participation in Friday ArtAbouts; and improve branding and marketing of downtown.

DDBA is interested in participating in Freeway sign and is waiting to see how it develops.

The DBID process is underway. City Council reviews it in December.

Discussion followed regarding DBID process, rate structure, and who gets assessed.

Commissioner asked about Target mitigation funding. What were Council's thoughts? DDBA responded that City Council was apprehensive about granting all of the money into a single pot. They were concerned about future capital projects Downtown that might be well served by the mitigation money, \$100,000. \$50k was earmarked for the DDBA, dependent on developing a marketing plan with city staff buy-in. DDBA is funding the implementation of the gift card program with the funding. DDBA returned to the City for \$5,000 for assistance for the jazz festival. \$43k left in DDBA budget from original \$50k. Staff shared some funds were going to be used to supplement summer music series. Council did commit that the other \$50k would be used for the benefit of downtown, possibly to be used for the second year of U-DASH funding.

Discussion followed regarding U-DASH.

Discussion followed regarding extent of DDBA's awareness of the Commission's Business of the Year Award. Commissioner asked if DDBA could agendaize this item on their board meeting to ask if there is some process modification BEDC can make to generate more interest. If downtown is full of success stories, those are the right people to get the award. Maybe there is a process problem that's presenting it from coming forward. BEDC was interested in any ideas the DDBA might have.

Commissioner asked if parking needs to be tweaked or a fundamental change was needed to make it better. What is the ultimate vision for parking in the future? DDBA responded that one of the larger projects has been the 3/4/E/F parking garage and is being looked at the Visioning Committee as to whether that project should go forward. Evaluation of Amtrak lot has generated more interest on the Visioning Committee than the 3/4/E/F project ever has. Parking issues are in large part, parking perception problems. Garages are never full. People do not want to walk. On the weekend the parking lot is free and downtown parking is free. The E Street lot is often full during the lunch hour. Is the parking ample compared to parking for Target? No, but given the wide range of users, it's difficult to craft the perfect solution. When I joined DDBA, I thought the answer was to put meters on every street. I've become kind of a parking politician in my own store, sharing that there is ample parking downtown and where it is available.

5. Davis Manor/Eighth Street Improvements Update

Fred Buderer of Davis Manor Neighborhood Association shared with the BEDC information about the street improvement project from Pole Line to L Street. The neighborhood wanted to check-in with this commission regarding what has happened. He shared history of the center's improvement projects. Revitalization attempts have been occurring for about 10 years. A vision plan was created regarding what could be done there. He distributed an action strategy from around 2006 to the Commissioner's noting a lot of things from the list have been accomplished.

Taking ideas from vision plan the neighborhood began working with city staff to see what could be done in the street right of way. City staff found a SACOG grant program that was successfully secured. The current project is a reflection of the longer term revitalization strategy. The neighborhood wants to build on this success.

They are planning to have a grand opening targeting the middle of November to have an evening ceremony to formally flip the switch to inaugurate the improvements. They are hoping BEDC members could participate in this event.

The other thing they would like to revisit is to talk to merchants. The merchants were not quite as involved in the street improvements project. The neighborhood would like to solicit their suggestions and observations regarding what has been accomplished over the past year and what improvements can still be made.

The next thing the neighborhood group would like to do is work with the BEDC to determine what can be done next for the revitalization strategy. Ten years later there is still more that can be done. Maybe look over the original vision. They want to work toward making the shopping center a destination, and brainstorm on the role the new high school may play there. There may be a new economic development opportunity given there is a new group of nearly adults in the neighborhood. What is the right tenant mix for the shopping center? Maybe there are ideas that haven't been thought through. There are some other ideas to explore.

The neighborhood group want to use the BEDC as advocates and to make sure the shopping center stays on the radar screen. Questions they would like BEDC assistance in following up on include:

1. Who co-locates with Dollar Tree in other communities?
2. What opportunities to expand business exist with the presence of the Da Vinci High School?
3. Shopping center demographics?
4. What is a good match, given the demographics?

6. Staff Communication/Updates

Staff shared business park strategy memo and why it was important to continue with the study.

Clean Technology handout distributed noting regional efforts to promote clean technology in the region, shedding light into how the City is included in what is happening regionally in the Clean Energy arena.

Mentioned New California 100. Marrone Bio-Innovations and Schilling Robotics recognized as two of the leading innovation companies in the state.

City of Davis is now member of SARTA and a sponsor of the Clean Tech Showcase. Two Davis startups presented at the event, Octus and Sierra Energy. Sierra intends to license their technology so it can be used broadly.

Davis has three companies competing in Golden Capital Network statewide competition: VinPerfect, Micromidas, Communities Online Network.

Joint BEDC/Council meeting tentatively scheduled for January, dependent on when the business park study is complete. BEDC, Planning Commission, Council, & Open Space Commission are intended to meet.

SARTA applied to state program for recognition into a state certified "innovation zone". No money attached yet, but purpose is also to create a constituency to lobby to support start-ups. Received approval for formal application. UC Davis is anchor for regional zone.

Staff is monitoring UC Davis research grants. Recently received \$75 million for Breast Cancer research. This and other UCD research efforts can present tremendous opportunities that Davis should be positioned to take advantage of.

Commissioner inquired what is going on with old Abe's Restaurant? Staff responded that it has been purchased by Lamp Post pizza for a pizza/brewpub idea. Project is not moving forward at this point. But the property is not for sale. It would benefit the Howard Johnson hotel to the rear.

Commissioner stated the EPA is active on 2nd Street. Staff responded EPA received economic stimulus money to address superfund sites, of which the Frontier site is one of them. This will facilitate redevelopment of the site.

Commissioner inquired about the status of Trader Joe's. Staff responded they are supposed to submit a building permit soon with a new building where the Radiological Associates building is now located. Forever 21 proposal to occupy Gottschalks is still ongoing.

Commissioner inquired about old downtown 76 Station, for sale. Staff responded it is for sale. Someone had an option that lapsed.

Commissioner inquired about the Lewis Cleaners site? Staff responded that the site is being cleaned up.

Commissioner inquired if it is possible to compare Target sales tax revenue with projections? Staff responded that information for a specific business is confidential. The information would have to be grouped with a larger number of businesses. This question is of concern to the downtown and the City also.

7. Best Business Awards – Nominations

Commissioner expressed disappointed in not getting traction on this project. Serious thought should be put into why and how to improve it to achieve a better process next year.

Discussion followed regarding past award processes and the perception that there may not be enough benefit to bring out the nominations. Press last year was better than this year. Brief discussion regarding other local award programs and their difficulty in getting nominations. In many of those award programs, people self-nominate.

Discussion followed regarding how to improve the award program. Commissioner inquired if the BEDC has to rely on public suggestions. Staff responded that the process is outlined for the commission to pick whoever they want - public nominations are not required. A subcommittee was formed to work on nominations to be presented at next month's meeting.

8. Subcommittee Assignments/Reports

- Information Management

Commissioner stated not much to report on Economic Indicators since last meeting.

- Business Retention

Commissioner gave brief update on the desire to do outreach visits to Davis Manor Shopping center. Had informal talk with the Graduate. Putting business on the list for a formal visit.

Staff provided a brief overview regarding the MetroPulse business outreach tracking system.

Commissioner suggested inviting Sinisa Novakovic owner of Mishka's for the Commission to hear his story regarding how starting and running businesses in Davis works.

- Business Attraction

Commissioner provided an update on the local business investment fund. The investment fund, was previously focused in other communities, most notably in Chico, Redding. Now they are refocusing on Yolo County. A meeting will need to be called for high net worth individuals to get the fund going. Four or five lead investors are required to start a fund. Davis is still a ripe environment for start-ups to stay in Davis if they have local investors.

Bicycle Hall of Fame induction ceremony is almost sold out. A special piece will be produced to honor Steve Larsen, a local world class cyclist. A process is being worked through with the Hall of Fame to formally merge the Hall of Fame with California Bicycle Museum. Hope is to have this completed by the end of the year.

Staff shared the City of Davis will be Day 2 start for Amgen race on May 17, 2010 a Monday. Helps draw attention to how Davis is the bicycle center.

-
- Community Enhancement

Commissioner stated no activity since last meeting.

9. Future Agenda Items

- General Plan Economic Development Policies
- Mishka's Owner as Guest speaker
- Business license topic as agenda item

10. Adjourn - Meeting adjourned: 9:25 p.m.



Memorandum

November 19, 2009

TO: Business and Economic Development Commission

FROM: Sarah Worley, Staff Liaison

RE: November 23, 2009 Meeting

This memo addresses items listed on the agenda for the Business and Economic Development Commission meeting of November 23, 2009.

Item 7. Business of the Year Award Recommendations

At the October meeting the BEDC created a subcommittee to prepare recommendations for this year's Best Business of the Year awards. The awards subcommittee will present its recommendations for recipients of the Business of the Year awards at the meeting. The BEDC recommended recipients of the 2009 Award will be determined by a BEDC vote. Each commission member will be asked to rank their top candidates for three award categories via a closed ballot. After completion of the vote, the nominees with the highest number of votes in each category will be selected as the Commission's recommended recipients for the award. This recommendation will be forwarded to the City Council for consideration at the earliest opportunity, with the goal for the Council to bestow the award(s) early in 2010. (Copy of nomination form provided, Attachment 1.)

Staff recommendation:

- a. Consider recommendations from the awards subcommittee on the award nominees;
- b. Vote on recipients for possible awards in the following three categories:
 - Individual Contribution to Local Economic Development;
 - Business or Organization Contributions Local Economic Development;
 - Extended Excellence in Local Economic Development.

8. Economic Development Related General Plan Policies – An excerpt of Economic Development General Plan Policies is provided as Attachment 2. This is provided for informational purposes. No action is required.

Attachments:

1. 2009 BEDC Award Commissioner Nomination form.
2. Excerpt of Economic Development Related General Plan Policies
3. November Project Updates
4. October Businesses
5. Meeting Calendar – November Update
6. Long Range Calendar

**CITY OF DAVIS ANNUAL BUSINESS AND
ECONOMIC DEVELOPMENT AWARD**

BEDC COMMISSIONER NOMINATION FORM

NOMINEE:

Individual, Business or Organization being nominated:

Name: _____ Telephone No.: _____

Address: _____

Email Address (if applicable): _____

Please check the category for which this nomination should be considered.

- _____ Individual Contributions to Local Economic Development
_____ Business or Organization Contributions to Local Economic Development
_____ Extended Excellence in Local Economic Development

NOMINATED BY:

Commissioner: _____ Telephone No.: _____

Address: _____

Email Address (if applicable): _____

Please attach a detailed statement about the nominee's activities that addresses the following areas:

1. ***For candidates nominated for individual or business contributions to local economic development:***
What specific contribution, achievement, or community involvement *in the past year* qualifies the nominated individual, business, or organization for the Business and Economic Development Award?
2. ***For candidates nominated for extended excellence in local economic development:***
What do you consider to be the outstanding *lifetime* contribution(s) this individual, business or organization has made to business and economic development in Davis?

For all candidates:

3. In what capacity—business or volunteer—have these activities taken place? What are some reasons for this individual's, business' or organization's involvement in these areas?
4. In what community associations does the individual, business or organization participate?
5. What other special recognitions have been awarded to the individual, business or organization?

**Please bring the completed nomination form to the October 26, 2009
Business and Economic Development Commission meeting.**



EXCERPTS FROM GENERAL PLAN RELATED TO ECONOMIC DEVELOPMENT

Visions

Vision 7. Broad Range of Services and Businesses: Develop a broad range of services and businesses to meet the daily needs of Davis citizens for employment, shopping, education and recreation. Promote economic vitality by developing a diversity of business enterprises. Promote equal opportunities in employment.

Vision 11. Synergistic Partnership with UC Davis: Recognize and strengthen the positive synergistic partnership between the City and UC Davis.

Vision 12. Regional Context: Recognize Davis' role within the broader region. Make decisions on City policy with an understanding of regional impacts. Maximize available resources through joint planning with other agencies and jurisdictions.

Vision 15. Embracing Technology: Make the advantages of new technologies available to Davis residents. Embrace information technology as a tool for solving problems.

CHAPTER 1: LAND USE AND GROWTH MANAGEMENT

Principle 8. Provide locations in several sectors of the City for commercial services, such as automobile sales and repair, building materials and yards, nurseries, banks, and convenience stores.

Principle 9. Designate neighborhood shopping centers and, where feasible, create a neighborhood activity center in each neighborhood area.

Principle 10. A maximum of three acres of commercial uses may be permitted within an area with residential designations on the map.

Principle 12. Designate areas along the freeway for aesthetically pleasing, non-noise-sensitive uses that will provide a noise buffer for adjacent residences.

Principle 18. Focus community-serving retail shopping uses in the Core Area and to a limited extent in areas designated Neighborhood Retail and General Commercial. General Commercial areas are intended to provide for primarily commercial service uses and may allow moderate size community retail stores subject to discretionary review.

A moderate-sized community retail store (up to 30,000 square feet) located in the General Commercial land use designation (that is, not in the downtown or an existing neighborhood retail center) must be a "stand alone" retail use and not part of a retail cluster.

Moderate-sized community retail under consideration is conditionally allowed and shall meet the following criteria:

- a. Must be designed and located to maximize accessibility and safety for pedestrians.
- b. Have a uniform design which is consistent with and complimentary to the City's small town ambience and neighborhood preservation goals.
- c. Incorporate state-of-the-art energy conservation in its planning and design.

- d. If located near a freeway, orient toward the community and away from the freeway.
- e. Favor retail types that are not likely to be able to locate in the downtown and that are not currently adequately available in Davis (such as apparel and soft goods, appliances, home furnishings and electronics).
- f. Shall be allowed only if:
 - 1) The downtown or neighborhood centers cannot accommodate the retail type, and
 - 2) The retail type in question is not adequately available in Davis. Under this provision, the size and type (for example appliances, electronics) of the conditionally allowed retail use shall be strictly limited to the maximum size (up to 30,000 sq. ft.) and to the specific type(s) of retail use necessary to address the community's need(s).
- g. The uses may not endanger the viability of similar retail uses in the City's primary and secondary retail zones (i.e. the downtown and existing neighborhood centers).
- h. Retain the overall City goal of maintaining the economic vitality of the downtown and neighborhood centers, and assure, using economic studies, that any community-serving retail use is consistent with this goal.

It is the intent of this General Plan to prevent major concentrations of retail uses that would compete with the downtown and neighborhood centers as this conflicts with desired goals related to community character, downtown primacy, alternate transportation (including pedestrian, bicycle, and public transit) and the stability of existing and planned retail areas. To implement this intent, strictly limit new designations or rezonings for retail shopping centers outside of the downtown and neighborhood centers. Specifically, the General Retail land use designation shall be limited to no more than one site not to exceed a total of twenty acres located approximately on the north side of Second Street at the existing eastern intersection of Faraday Avenue and Second Street, at a project site commonly known as Second Street Crossing. Community and Neighborhood Retail designations shall not be located adjacent to General Retail designations.

Policy LU A.4 Allow home occupations, home offices and live/work uses by right where appropriate provided that the home occupation is compatible with the surrounding neighborhoods and does not cause significant negative impacts on the surrounding neighborhoods.

Policy LU A.6 A maximum of three acres of commercial uses may be permitted within an area with residential designation on the map provided that it is compatible with the surrounding neighborhood and that it does not cause significant negative impacts.

Policy LU D.1 Encourage the redevelopment of existing neighborhood shopping centers to include second stories for retail, residential or office uses and/or intensification of first stories.

Policy LU D.2 All neighborhood shopping centers shall include neighborhood grocery stores / supermarkets, except for the property located at the southeast corner of Peña Drive and Fifth Street (commonly known as Fifth Street Commerce Center) and the site at the northwest corner of Mace Boulevard and Alhambra Drive.

Policy LU D.3 Consider neighborhood grocery store/supermarket supply and demand within the City as part of discretionary reviews of new neighborhood grocery stores/supermarkets and expansions of such stores/supermarkets, within the limits of development agreements.

Policy LU D.4 The City shall regulate the size of neighborhood grocery stores / supermarkets through the zoning code.

Policy LU D.5 Avoid locating liquor outlets near schools, parks and other locations where youth congregate.

Policy LU D.7 Every neighborhood shopping center shall be a Planned Development.

Policy LU D.8 Encourage rehabilitation of existing neighborhood shopping centers and the restoration of neighborhood shopping services.

Action LU D.9 After adoption of the General Plan Update, work with the Mace Ranch property owner /developer to consider amendments to the zoning and development agreement which would allow a mix of uses of small-scale retail, office, public /semi-public and medium density residential. Involve the neighborhood, the community at large, and the environmental community in the process of defining the proposed uses.

Policy LU G.1 Business parks should include sophisticated land planning, high quality architectural and landscape design, building flexibility, a variety of amenities and environmental controls.

Action LU G.1a After adoption of the General Plan Update, work with the Mace Ranch property owner / developer and other affected property owners to consider possible reconfiguration of land uses in the vicinity of the Upper Second Street" location. This might include revisions to the 11-acre Service Commercial site and factoring in additional information that will become available through the Frontier Fertilizer re-use process that is being initiated through an EPA grant. The study could lead to the City co-sponsoring zoning amendments to create a more logical land use pattern in this area. This might include some Community Retail combined with a scaling back of the Service Commercial provision of the public / semi-public use, or similar changes.

Policy LU H.1 University-Related Research Parks should include sophisticated land use planning, high quality architectural and landscape design, building flexibility, a variety of amenities and environmental controls.

Policy LU O.1 Should the City consider a General Plan Amendment from "Agriculture" to an urban land use category on the 44-acre Nishi Property located between Interstate 80 and the Union Pacific Railroad west of Olive Drive, the following parameters shall be integrated in the planning for the urban/university use of the property:

1. Land uses: The potential uses of the site shall be limited to university related uses such as student housing and high technology research uses. The type of uses, the intensity/density of the uses, and the sizing of the infrastructure shall be consistent with the property's development carrying capacity as limited by the parameters established in this policy and as determined by the results of a development potential study.
2. Access: Any university related uses shall provide primary motor vehicle access from the UC Davis campus and not from Richards Boulevard to avoid impacts on the Richards corridor. Access assumptions and parameters shall include:
 - a. Primary motor vehicle, pedestrian and bicycle access shall connect directly with developed portion of the UC Davis campus via a grade-separated crossing of the railroad. Primary access shall not consist of an at-grade crossing of the railroad tracks.
 - b. Access via the Richards Boulevard corridor is anticipated to be limited to pedestrians, bicyclists and emergency vehicles.
 - c. The Putah Creek bicycle underpass facility shall remain a bicycle and pedestrian path (including maintenance access and possibly emergency service access) and shall not be widened to accommodate motor vehicle access to the Nishi Property.

3. Design: Project design shall incorporate and implement state-of-the-art ecological and new urbanism planning and design principles.

Action LU 1.1d Maintain a growth management system that regulates the timing of residential growth in an orderly way considering the following: infrastructure, geographical phasing, local employment increases, environmental resources, economic factors, DJUSD school enrollment and sustainability. Such a system shall pursue programs and partnerships which will allow the City to target residential development to meet identified needs (e.g., University students and staff, faculty housing, senior housing, housing for low and very low incomes, school district staff, and City employees).

Action LU 1.7d Establish an equitable system for developers/tenants/owners to meet a share of community facilities, services, and program needs related to their presence.

Standard LU 2.1a Guidelines should recognize various forms and patterns of infill development including:

- (1) new mixed use, transit oriented development in new neighborhoods developed on urban land zoned for non-residential uses. (Land designated on the General Plan Land Use Map for uses of agriculture, agriculture buffer, or various open space uses are not to be considered as, nor re-designated as, urban land for infill purposes.)
- (2) new mixed use, transit oriented development in/near established neighborhoods.
- (3) residential infill in/near established neighborhoods (e.g., Grande and Wildhorse school sites).
- (4) densification of existing single family lots.
- (5) targeted residential infill to help address the needs of UC Davis students and employees, City and school district employees, seniors, lower income households and other special needs groups (e.g., prospective joint UC-City-RDA-private sector sponsored projects).
- (6) redevelopment of older apartment complexes.

Action LU 2.1e Immediately following the adoption of the General Plan, initiate a study to examine potential infill sites for additional residential/mixed use development on land designated for non-residential urban uses. (Land designated on the General Plan Land Use Map for uses of agriculture, agriculture buffer, or various open space uses are not to be considered as, nor re-designated as, urban land for infill purposes.) The study should attempt to address the type or pattern of infill appropriate to each site, intensity of use, likely impacts (including infrastructure constraints) timing or phasing issues, etc.

Action LU 2.1j Develop policies and regulations that allow home occupations, home offices, and live/work uses by right, provided that they are compatible with surrounding neighborhoods and do not cause significant negative impacts.

Goal LU 3. Integrate land use, economic development, environmental, and transportation planning.

CHAPTER 2: MOBILITY

Action MOB 2.1d Review city parking standards for residential and non-residential uses, with priority on non-residential uses, to recognize the utilization of transit and other modes and reflect shared parking opportunities.

Standard MOB 5.1a Developers of new business and residential real estate shall provide transportation improvements to offset trip increases caused by their developments. Developers shall mitigate significant adverse traffic impacts upon existing neighborhoods to reduce the impacts to less-than-significant levels, unless the city finds that full mitigations would be incompatible with the neighborhood.

Action MOB 5.1b Adopt a program that requires participation by employers located in concentrated commercial areas in TSM/TDM programs.

CHAPTER 4: HOUSING

Policy HOUSING 4.2 Provide housing opportunities for the local workforce in the Davis area.

Policy HOUSING 4.3 Promote a linkage between new ownership housing and the local workforce.

Action HOUSING 4.3a Implement an incentive system for the local workforce, such as a lottery, as part of the city's buyer selection process for low/moderate income and middle income affordable ownership units. The system shall provide the highest number of lottery tickets to households with a member of the local workforce.

CHAPTER 8: COMPUTERS AND TELECOMMUNICATION

Goal C&T 1 Encourage development of infrastructure and service to allow all who live, work and study in Davis to utilize new technologies to communicate with individuals and institutions locally, regionally, nationally and globally.

Standard C&T 1.1b Davis should develop a telecommunications infrastructure that is not dependent on any single medium, but incorporates a variety of media such as wireless and fiber optics as appropriate.

Action C&T 1.1i Use city right of way as a resource to foster development of a "public utility" telecommunications networking infrastructure to provide high-speed networking throughout the community, and to make the community attractive to information-based businesses.

Policy C&T 2.2 Encourage major employers in the City to allow telecommuting.

Standard C&T 2.2a Employers who aggressively and effectively implement telecommuting are eligible to receive appropriate incentives such as reduction of parking requirements.

CHAPTER 10: YOUTH AND EDUCATION

Goal Y&E 6 Provide a broad range of vocational and career opportunities to meet the needs of all Davis residents and to ensure a diverse and appropriately trained work force.

Policy Y&E 6.1 Establish a program of vocational and career education.

Actions Y&E 6.1a Work with the School District to continue to offer youth career exploration through the "Shadow" program or similar programs.

Actions Y&E 6.1b Work with businesses and non-profit entities to create a program to allow community members to explore work in various job locations.

Actions Y&E 6.1c Continue to work with businesses, non-profit entities, DJUSD and UC Davis to create a vocational training program.

Actions Y&E 6.1d Make available the resource guide of work exploration experiences, job shadows, and job training mentorship resources available in the community that is prepared by the Yolo County Employment Program.

CHAPTER 12: ART AND CULTURE

Action A&C 1.1a Facilitate the creation of a central visitors center in the downtown area where information on local arts and cultural events is available.

Action A&C 1.2a Develop and implement a marketing plan that promotes the arts and art-related businesses and promotes opportunities for local artists to market their creative efforts in the Davis community. Update as needed to ensure that evolving needs are met.

Action A&C 1.2b Offer technical assistance and business training programs to artists.

Chapter 13: Diversity

Goal DIV 1 Attain equal opportunity in all aspects of public life, including employment, entrepreneurship, financing, and housing.

Action DIV 1.1e Encourage developers and tenants to practice affirmative action in planning, construction, purchasing and in personnel recruitment and selection.

Goal DIV 2 Accomplish representation in the City's workforce, commissions, committees, boards, and all civic activities to reflect as nearly as possible the racial and ethnic composition of Davis.

Policy DIV 2.1 Take all actions necessary to create a diverse City workforce and diverse participation on all commissions, committees, boards, and in all civic activities.

Action DIV 1.1g Develop City programs that use education, outreach, and training to assist historically under-represented groups in obtaining access to City programs and employment opportunities.

Action DIV 1.1h Publicize and actively recruit for City programs and employment opportunities in media sources widely used by all and in media sources of special interest to historically under-represented groups.

CHAPTER 5: ECONOMIC AND BUSINESS DEVELOPMENT

Goal ED 1. Maintain and enhance the Core Area as a vibrant, healthy downtown that serves as the city's social, cultural and entertainment center and primary, but not exclusive, retail and business district.

Policy ED 1.1 Increase attractions and amenities that bring people to the Core, including local shopping, services, modest tourism, specialty retail, restaurants, festivals/special events, farmers' market and entertainment.

Action ED 1.1a Use media, publications and technology to encourage retailers and entrepreneurs to locate and build in downtown.

Action ED 1.1b Recruit specialty stores to the Core to create a critical mass of retail in the downtown.

Action ED 1.1c Monitor the share of ground floor space occupied by different categories of uses. Pedestrian and customer intensive retail uses are preferred at ground level in the downtown core (retail stores) area, although non-retail uses are not prohibited.

Action ED 1.1d Promote special events in the downtown developed by the City, Farmer's Market, DDBA, Chamber of Commerce and other community groups.

Action ED 1.1e Accommodate and encourage special festivals and events, (art, jazz), and public art in the Core.

Policy ED 1.2 Promote Downtown Davis as a place to shop.

Action ED 1.2a Promote downtown Davis to current residents and the region as a shopping destination.

Goal ED 2. Attract visitors to Davis.

Policy ED 2.1 Promote Davis as a destination for visitors with interests in eco-tourism, university/academic events and conferences, athletic events, culture and arts, and downtown shopping.

Action ED 2.1a Create a Culture and Tourism program through the Davis Conference and Visitors Bureau (DCVB).

Action ED 2.1b Work with DCVB to develop a marketing campaign that will encourage people to visit Davis.

Goal ED 3. Retain existing businesses and encourage new ones as means to increase higher paying jobs, create greater job diversification, and create a more balanced economy for all economic segments of the community, while also maintaining the City's fiscal and environmental integrity.

Policy ED 3.1 Adopt policies that make Davis a more business-friendly community and eliminate unnecessary barrier to business.

Action ED 3.1a Create an on-going economic development advisory committee.

Action ED 3.1b Maintain the position of Economic Development Coordinator within the City.

Action ED 3.1c Evaluate Davis' competitive strengths and weaknesses within the trade area.

Action ED 3.1d Develop a business retention program by strengthening the current business "care and feeding" program.

Action ED 3.1e Maintain a revolving Redevelopment Agency loan program to encourage the retention of existing businesses by supporting businesses in temporary financial difficulty.

Action ED 3.1f Maintain regular contact with the Chamber of Commerce, the Downtown Business Association and other business groups to ascertain what types of support businesses need from the City.

Policy ED 3.2 Encourage new businesses to locate in Davis, targeting business which improve the city's fiscal base, are consistent with the City's values and identity, and match the employment skills of the population, such as those in the emerging technology and knowledge-based industries.

Action ED 3.2a The city should establish fees at levels which are competitive with surrounding jurisdictions. In addition, in special circumstances (that is, job generation, business retention or the city's fiscal base) the city should consider providing fee and other incentives to targeted businesses that are considering locating in Davis in order to be competitive with surrounding jurisdictions.

Action ED 3.2b Develop an industrial land use strategy that targets technology-oriented industrial and light industrial uses that contribute to the creation of jobs and the economic health of the community.

Action ED 3.2c Recruit a task force of University and private sector contacts to define methods for attracting high technology firms.

Action ED 3.2d Market the Davis community and its assets, such as Davis' high educational standards, to targeted businesses.

Action ED 3.2e Explore the establishment of a specialized zone or incubator facilities to target specific industries, for example, a high technology or life science zone.

Action ED 3.2f Study opportunities to designate lands for "green" technology, high technology and University related research uses within or adjacent to the City. Work closely with the local business community, community leaders and U.C. Davis officials in determining when and where such uses can best be accommodated in addition to the 25-acre enterprise site planned on the UC Davis campus. Preference should be given to sites that are viable economically and consistent with compact City form principles. As part of this study:

- Consider redesignating or rezoning land(s) within the City limits (as of January 1, 2001) from Industrial, Business Park or General Commercial to research-oriented Business Park uses (that is, uses which allow a wider range of high technology, research and development uses than a URRP and which are complementary to UC Davis);
- Encourage second floor and underground building construction to maximize the space available to accommodate URRP needs within the City limits;
- Key considerations in such redesignation or rezoning shall include the timing of these potential development(s) and impacts and demands caused by these potential developments on the City and the Davis community. Impacts to address include, but are not limited to:

traffic, water, housing (for example, growth demand), schools, effects on neighborhoods, and economics (for example, cost benefits and cost generation to the City); and

- Designation of a peripherally sited URRP shall only occur after:
 - a) It is determined that lands within the City limits would not meet the needs for “research-oriented” Business Park uses.
 - b) Specific guidelines for development projects on the periphery of the City are adopted.

Action ED 3.2g Maintain a database of available land for commercial and light industrial development.

Action ED 3.2h Maintain "packaged parcels" ready for issuance of building permits to targeted enterprises. These packaged parcels shall be zoned and have undergone environmental review, thereby streamlining the approval process and enabling Davis to compete with other locations for targeted enterprises.

Action ED 3.2i Clarify and simplify regulations and processing of development applications.

Action ED 3.2j Set major facility fees charged to businesses so that they reflect a fair share of the costs of providing infrastructure while remaining competitive with other cities.

Action ED 3.2k Develop, implement and manage a comprehensive and coordinated program to communicate the city’s economic development efforts and to promote the improved business opportunities in the community.

Action ED 3.2l Continue to implement an attraction program aimed at targeted retail stores and other businesses.

Action ED 3.2m Investigate and promote the use of the existing rail lines in the city as a resource for industry.

Action ED 3.2n Work as a member of local and regional economic development corporations on cooperative projects that will encourage business expansion and attraction in Davis.

Policy ED 3.3 Work with other organizations to identify needs and develop work force and training opportunities in areas identified as needed by the Davis business community.

Action ED 3.3a Provide information to businesses about existing job training and employer resources.

Action ED 3.3b Work with local community college districts to provide technical training programs for employers and employees.

Action ED 3.3c Encourage programmatic links between Davis high schools, community colleges and UC Davis, especially in the area of technology.

Action ED 3.3d Develop programmatic links between Davis high schools, community colleges and UC Davis, especially in the area of technology.

Action ED 3.3e Publicize existing job training resources.

Policy ED 3.4 Continue to support the marketing efforts and expansion needs of the existing automobile dealers in the “Davis Auto Center”.

Action ED 3.4a Work to find sites for new auto dealers in Davis.

Action ED 3.4b Support efforts of the current auto dealers to enhance their visibility along Interstate 80.

Action ED 3.4c Conduct a feasibility analysis of the current land zoned “Auto Center” to determine current and long range development implications and needs.

Action ED 3.4d Develop specific strategies to attract new dealerships and encourage the expansion of current auto dealers.

Action ED 3.4e Work with the auto dealers to improve community signage to assist in better visibility.

Action ED 3.4f Maintain regular communications with the auto dealers on potential issues affecting their businesses and operations.

Project	Lead	November Project Update – REVISED 11/09
Trader Joe's	CD	Anticipate bldg permits to be submitted for review shortly – proposed opening October 2010
Forever 21	CMO	Still in negotiations re: tenant improvements
Target	CD	Opened Oct. 7, 2009
Mishka's Café	CMO	Bldg permits under review
Varsity Second Screen	CMO	Under construction –
3rd/E/F project	CMO	Project being reevaluated
Yolo GCN	ED	Novasyste a medical device company from Chico won the Statewide Golden Capital Network Business Competition November 17/18 in San Diego.
Westlake Center	ED	New Westlake IGA Market Opening Planned for December
Hunt Boyer	CMO	Reuse of Hunt Boyer still under study. Farmer's Market Offices temporarily lease part of Mansion.
Bike Museum/ US Hall of Fame	CMO	US Bicycling Hall of Fame/California Bicycle Museum - 3 rd and B Building changes underway – HOF Induction Ceremony Nov. 7, 2009 @ Freeborn Hall at UCD
Various/Downtown	CD	<p>New restaurants/businesses Downtown – Baja Fresh, new Mexican restaurant proposed for 237 D Street – submitted design review application AGAVE Mexican restaurant and tequila bar – 217 E Street 325 E Street- Standard Parking Corp (business services) 500 1st Street # 10 Verizon Wireless 4626 2nd Street Young Wealth Management (financial planning) 105 E Street # 2J, Bayhill Advisors, (financial planning)</p> <p>Downtown Business Closures still vacant: E St. Pinkadot 2, Bogey's Books, Pita Pit G St. Lily's</p>
Amgen Race	CMO	Davis to be Start of Stage 2 of AMGEN Race on Monday May 17, 2009

City of Davis
New Business Reports
Commercial Locations
October 2009

BUSINESS NAME	ADRESS	TYPE
MIURA & CO INC. DBA	217 E STREET	RESTAURANTS WITH LIQUOR
STANDARD PARKING CORPORATION	325 E STREET	BUSINESS SERVICES
VERIZON WIRELESS EVO2	500 1ST STREET #10	RETAIL TRADE
REAL COMPUTERS	1615 H STREET #4	COMPUTER REPAIR
YOUNG WEALTH MANAG	4626 2ND STREET	FINANCIAL PLANNING
FLORIE ELMORE, PSY D	1621 OAK AVE #B	PSYCHOTERAPY
DAVIS LEARNING CENTER LLC	630 PENA DR #700	EDUCATION FACILITY
3D MOTION IMAGERY	1821 HUMBOLDT AVE	VIDEO PRODUCTION
TARGET STORE	4601 2ND STREET	RETAIL
BAYHILL ADVISORS INC	105 E STREET # 2J	FINANCIAL PLANNING

Date	Action	Event
Nov. 7		US Bicycle Hall of Fame Induction Ceremony – Freeborn Hall /UCD
Nov. 17/18		GCN Statewide Calif. Business Competition
Nov. 23 BEDC	Chamber Select 2009 Recommended Best Business	
Dec/Jan	Business Park Land Strategy	Community Outreach Bus. Park Land Strategy
Dec. 14* BEDC	Elect New Chair Guest	
2010		
Jan. 25 BEDC	DDBA	
Jan. 26 Visioning TENTATIVE		Council Visioning on Econ. Dev./ Business Pk
Feb. 9 Joint Mtg TENTATIVE		Jt Meeting with CC, FB BEDC and PC
Feb/Mar		SARTA Tech Index Celebration
Feb. 22 BEDC	Chamber	
March 22 BEDC	Guest	
Mar. 23 Tentative Date		SARTA 1 st Annual MedStart Showcase
April 26 BEDC	DDBA	
May 17* BEDC	Chamber	
June 28 BEDC	Guest	
July 26 BEDC	DDBA	
Aug. 23 BEDC	Chamber	
Sept. 27 BEDC	Guest	
Oct. 25 BEDC	DDBA	
Nov. 24 BEDC	Chamber	
Dec. 13 or 20* BEDC	Guest	

* Dates changed from 4th Monday of month due to holidays.

City Council Long Range Calendar (as of 11/18/09)

Council Date*	Agenda Item
12/1/2009	Public Hearing: DBID Assessment
12/1/2009	West Village Discussion
12/8/2009	Budget Workshop
12/8/2009	Measure J
12/15/2009	Budget Workshop Continued
1/12/2010	Best Business Awards
1/19/2010	5th Street Corridor Project Descriptions
1/26/2010	Council Visioning - Economic Development/Business Park
2/9/2010	Council/Commissions Jt. Mtg: BEDC/FBC/PC
2/16/2010	Mid-Year Budget Update

*Dates subject to change