

Jon Maginot

From: Chris Jordan
Sent: Monday, February 12, 2018 2:40 PM
To: City Council
Cc: Christopher Diaz; Jon Maginot; Wendy Meisner; Susanna Chan; Jon Biggs; Zach Dahl; Jennifer Quinn
Subject: FW: Council Packet - 02/13/18
Attachments: 17-D-03, 860 Renetta Ct, CC Resolution 2_12_18.docx; Resolution - 571 Cherry Avenue - 2.12.18 Revision.docx

Council –

I have received questions regarding tomorrow night's agenda from a few members of the Council. Those questions, and responses are below. (Note that some of the questions/responses are very similar, but I am forwarding the questions and answers in their entirety.) Attached are proposed amendments to two resolutions that staff has prepared.

Please let us know if you have any additional questions.

Chris

Responses to Council Questions for the February 13 Agenda

Upon reviewing the staff report, in the Discussion/Analysis section, it says that the services the merchants, business and property owners have asked for fall outside the purview of typical city services. Can you provide more specifics as to what services they're asking for, which might be provided by this BID?

- 1) Services requested that fall outside of the typical city services
 - a. *Pressure washing – through LAVA, the City has been asked to provide a level of pressure washing service that is outside of the existing budget and schedule for these services. Currently the budget and schedule is for approximately twice per year, and LAVA has requested for monthly service.*
 - b. *Kiosk – LAVA and others have asked for either a traditional or digital kiosk to be placed Downtown. These and other wayfinding devices are normally handled by BIDs*
 - c. *Day porters – LAVA and others have requested day porters to keep Los Altos “looking like Disney Land”. While we have a great maintenance crew that provides excellent service, they are unable to dedicate all of their time and resources to Downtown*
 - d. *Doggie waste bags – LAVA and others have asked for dog waste receptacles to be installed.*
 - e. *Vacant Window Art – Typically vacant window art is handled by BIDs as a way to offset the appearance of vacant store fronts*
 - f. *Promotional campaigns – the City is unable to currently support a marketing campaign for each district in the City, but a BID could support doing a promotional campaign for Downtown specifically that could include re-branding the district, engaging in advertising and other marketing like efforts.*
 - g. *Other small projects including lighting, decorations or special events that LAVA cannot currently afford and cannot be justified by using City funds could be supported by the BID*

There have of course been other requests but this is a sample of the requests over the years

Their letter also says they might be interested in leveraging larger projects, including "development opportunities". Again, can you provide some specifics as to what they have in mind?

There are no projects in mind at the current moment. However, research into BIDs reveal the potential opportunity for the funds generated via a BID to be substantial enough to support redevelopment. This is more identifying the range of options that a BID can offer – on one side there are small projects and initiatives, and on the other end of the spectrum is using the funds generated as collateral for redevelopment. One thing we want the consultant to provide is what that range would look like in terms of the assessment so people can decide while understanding the entire spectrum. We also don't know yet if development opportunities could be supported by even the high range of the assessment – this is something we need to have the consultant explore.

1. What is the total number of property owners and the total number of businesses downtown that would potentially be included?

That is one of the things the consultant will help us determine. At this stage we don't know exactly what the district boundaries would be and research by the consultant needs to be conducted to determine this information.

2. How many of each of those categories (business owners and property owners) are members of each of the Chamber, LAVA, and LAPOD?

Staff does not have information on the size of membership for these organizations or the distinction within categories of their membership.

3. What are the services that the business and property owners have been asking for that are outside of the purview of "typical city services"?

Services requested that fall outside of the typical city services

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4. Are there services that these requesting organizations have been providing that they think should be provided by either the city or through a BID?

LAVA utilizes the funds generated by the Employee Parking Permit Program to fund the beautification of Downtown via the flower pots. Unfortunately, the effort is a bit disjointed, as some pots are LAVAs to maintain with City money, some are the City's to maintain through our GF, and some are private. A BID could undertake the entirety of the program and provide a more cohesive approach. Beautification typically is one of the main things a BID could do and does in other communities. Basically, the efforts made by these organizations and the City aren't coordinated as well as they could be, but could move together better under or through a BID.

5. Have any of these organizations made any surveys of their members regarding any of the above? If so, can we have the results of those surveys?

The only thing these organizations have supported is whether they would like to see the City pursue exploring the feasibility of a BID, which concluded with a three-organization support of the feasibility study. Without knowing any of the details that this feasibility report would determine, there is nothing further to ask these organizations regarding support or opposition of a BID. That said, staff is not privy to internal surveys of these organizations' members.

STUDY SESSION – Public Arts Commission

- Is the Public Art Master Plan posted on our website? If so, the link in the Master Plans and Studies section doesn't take you to it.

The draft Master Plan is located on the meeting page for when it went to Council (November 14, 2017). Since the Council did not approve the recommendations contained therein, it seemed that putting it on the Master Plans and Studies section might be confusing to the public and might set the expectation that we are going to implement those recommendations.

REGULAR MEETING

Item 2: Council Priorities

- How does staff want to handle proposed edits? Should Council submit them to staff and staff will provide a single redline version will all proposed changes so Council to pick and choose or should each Council member bring their suggested edits to the Council meeting for distribution?
 - The Council can consider amending its priorities however all of you wish. If you would like to send me proposed amendments, we can prepare a proposed revised version in advance of the meeting for the Council to consider.

Item 3: Resolution No. 2018-02, 571 Cherry Avenue

- Exhibit A – Findings – item #4: I believe there is a typo and the end of the sentence should read something to the effect of, "... and relief that ~~results~~ does not result in large blank wall surfaces.

See corrected Resolution attached.

Item 4: Resolution No. 2018-03, Partial Abandonment of Easements

- The Resolution doesn't seem as clear as it should be. Think 10- or 20-years down the road and a staff member has to research this property. Please consider, as appropriate, the following:
 - Title change: modify to read, "PARTIAL ABANDONMENT OF EASEMENT"

I agree with Chris Diaz; the current title is accurate and the specific information that clarifies how the easements are to be abandoned is contained within the resolution. The first Whereas has also been updated to provide some clarification to this point.
 - Should either a FINDING or a WHEREAS speak to the fact that the City contacted and received from all public utilities letters supporting the partial easement abandonment. It seems like this is a material fact.

A new whereas has been added.

- Exhibit A: Consider adding an actual description of the abandonment. Full abandonment of the entire 5' wide W.C.E. (Wire Clearance Easement). Partial abandonment of the 10' wide P.U.E. (Public Utility Easement), beginning in the southwest corner of Lot 5 and extending to within 20' of the existing anchor located in the northeast corner of said Lot 5.

I have added a new condition that specifies the portion of the PUE that contains the guy wire shall be maintained. I don't think we want to include specific dimensions as this could hinder the ability of the City to redraw the PUE to ensure the existing guy wire has appropriate clearance and accessibility.

- Add exhibit B: Consider actually attaching the plan drawing dated November 29, 2017 as an exhibit. This puts everything in one place.

The findings and conditions provide a reasonable degree of specificity with regard to the easements that are being abandoned, and the project file will be preserved in the City's archives, so an exhibit to the resolution seems redundant. However, an exhibit can be prepared if necessary to ensure approval.

Item 6: Contract Award for South Sewer Main

- What is the anticipated schedule for this project? Start date? Duration?

The estimated start date for the South Sewer Main Replacement is early April 2018. The estimated duration is 10 calendar days.

- Is there a Traffic Management Plan? Does it rectify some of the problems that occurred during the relocation of utilities?

The replacement of the sewer mains will be performed using a trenchless method (pipe reaming) that only requires an insertion pit (located a mid-block manhole) and receiving pits (one at Truman Avenue and one at Fallen Leaf Lane). The setup and the majority of the work will be performed in the dirt shoulder on Fremont Avenue (where the sewer mains are physically located) except for the connections at the manholes at Truman Avenue and Fallen Leaf Lane. Closures on Fremont Avenue are not anticipated for this project. The work hours for this project have been restricted to occur between 9 AM – 3 PM.

Item 7: Downtown BID

- The letter states “addressing known issues and harnessing the outcome of the vision process,” so why is staff bringing this forward now and not waiting until after April (when a preferred vision is scheduled to be adopted)?

Establishing a BID process is lengthy (approximately 12+ months) after the feasibility is determined. Staff wants to be able to determine if a BID is feasible prior to or right after the visioning process is complete to in part determine if the BID could serve as a funding mechanism to accomplish some of the tasks outlined in the visioning document. A positive result for the BID would provide assurance that the tasks have a way of being accomplished and would potentially offset the concern of the visioning process resulting in a document that will sit on a shelf. If the result of the process is negative that also advises staff on how to proceed with the recommendations made in the visioning document.

- What are “the known issues” or list of asks that “fall outside of the purview of ‘typical city services’” referred to in the letter and staff report?

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- Where is the list of services that LAVA, LAPOD and Chamber collectively considered?

Staff does not have nor is aware of a list of services that these private organizations have considered independently or collectively. Generally, these organizations work independent of one another. They came together for the support of the City to consider the feasibility of the BID but typically work separately.

- Has staff developed a list of services, capital improvements or activities that the City would like to have considered? Examples might include, parking structure(s), downtown green, etc.

Not at this time. Staff would simply like to determine what the feasibility of establishing a BID would be and proceed with further decision making upon the conclusion of the study.

Item 8: City Logo

- Could staff provide information re: how & when the City Seal would be used vs when the Logo would be?
The seal will continue to be used for purposes of certifying official records and instruments of the City of Los Altos such as proclamations, permits and plans. The logo will be used on various outreach materials and collateral such as the City website, print ads, envelopes and letterhead, business cards, banners, signs, posters and city vehicles.

- Could staff bring samples of letterhead and business card?

Yes. Drafts of both are included in Council's Agenda Packet as Attachment B

- Why did staff abandon the previous “branding” efforts that yielded a new website (the previous one) and a color palette (carried over into our wayfinding signs)?

There was a change in leadership and the project was put on hold.

Our previous goal was to move to a brand system that cohesively reflected our identity, internally and externally. Did staff consider incorporating the previous colors?

The City first launched its updated website in 2013 – from there, a color pallet was established. The colors were earthy and consisted of red, green and tan. Staff used this color pallet on marketing and outreach materials until the recent website refresh was initiated in mid-2017.

- How else is staff envisioning using this new color pallet?

It will be used to create a cohesive look on all marketing and outreach materials such as flyers, brochures, reports, print ads and business cards, envelopes and letterhead.

- What was the process used to get to this particular design and color scheme? Any public input? Focus group?

A focus group of staff from each department was convened along with a smaller “design team” consisting of staff from Recreation, Community Development, Police, Executive, and Information Technology. The team reviewed several samples of logo designs from municipal agencies and provided feedback on designs and elements that were appealing. The graphic designer, Jan Davis, presented six original logo design concepts to the team. Three designs were selected for further refinement. These three designs were brought back to the team, which selected two designs to bring to an internal stakeholder group consisting of City employees from each department. The group reviewed the two

designs, provided feedback and discussed the practical application of each before selecting one preferred design.

- What does the new logo convey about Los Altos? What does it symbolize?
A contemporary community with rural roots.