

**CITY OF ANTIOCH
ECONOMIC DEVELOPMENT COMMISSION
REGULAR MEETING**

**Regular Meeting
6:30 p.m.**

**May 3, 2005
City Council Chambers**

Commissioner Holman called the meeting to order at 6:33 p.m. on Tuesday, May 3, 2005 in the City Council Chambers.

ROLL CALL

Present: Commissioners Lanphere, Agopian, Pfeiffer and Holman
Absent: Chairman Arndt and Vice Chairman Kalafate
Staff: Assistant City Manager/Economic Development Director Pappas
Díaz
Associate Planner Albro
Minutes Clerk Debra Lawson

PLEDGE OF ALLEGIANCE

1. **Approval of Minutes: March 1, 2005 and April 5, 2005**

On motion by Commissioner Lanphere and seconded by Commissioner Pfeiffer, the Minutes of March 1, 2005 were approved as written.

AYES: Lanphere, Pfeiffer, Agopian and Holman

ABSENT: Arndt and Kalafate

On motion by Commissioner Lanphere and seconded by Commissioner Agopian, the Minutes of April 5, 2005 were approved as written.

The Minutes were approved and stand as submitted.

2. **Planning Projects Update**

ACM/EDD Pappas Díaz stated that Associate Planner Albro was present to answer any questions of the Commission, at which time there were no questions asked of Staff.

3. **Waterfront RFQ/RFP Process Update**

ACM/EDD Pappas Díaz reported that the Downtown Waterfront process has been ongoing and noted that ten (10) submittals for Request for Qualification (RFQ) had been received. On April 13 interviews were held with the RFQ submittals and from that four developers have been chosen. Ms. Díaz noted that the City was currently in the process of finalizing the Request for Proposal (RFP) and that a detailed map of the area would be completed and submitted to the four developers. A pre-submittal meeting was planned for May 24 to answer questions and/or provide additional information to the four developers and the submittal date is scheduled for June 18. Furthermore, interviews with the four developers are scheduled for June 28, which would then take negotiations into July with a master developer.

Through discussions, the Commission expressed their enthusiasm regarding the process and further discussed:

- Neighboring communities, in terms of downtown development
- Community involvement

In terms of Commissioner Pfeiffer's inquiry regarding community involvement prior to the RFP being finalized, ACM/EDD Pappas Díaz stated that discussions did take place and it was determined that it would be most effective to have a meeting with the chosen master developer before other discussions take place. Commissioner Lanphere interjected that public input was gathered, in terms of what downtown would look like, and noted that there would be community outreach.

4. Continuing Sign Ordinance Review and Discussion

ACM/EDD Pappas Díaz provided an overview of the Staff Report and noted that additional handouts were distributed to the Commission for further review. She further noted that this is the initial process and when suggestions are provided by the Commission, the issue would then move on to the Planning Commission and City Council.

Associate Planner Albro stated that he had attached to the Staff Report a copy of the City of Pleasant Hill's Sign Ordinance, pertaining to temporary signage. He also attached the "Sign" section from the City of Antioch's General Plan 5.0 and felt this would be useful for discussion purposes.

PUBLIC COMMENT:

Jeff Warrenburg, owner of Golf and Games Family Fun Center, 501 Somersville Road, stated that the felt signage was important, in terms of promoting local businesses and noted that he would like to place an additional sign within the community to promote his business, but had run into obstacles and was frustrated because of the City Ordinance.

Douglas Hinkley, Phoenix Marketing, 3116 Sunflower Drive, distributed a handout to the Commission regarding a revision of the Sign Ordinance. He stated that he had written this handout due to the Commission requesting input of the general public from the outcome of their April 5 meeting. Mr. Hinkley felt his suggestions would help in bolstering the local economy through additional advertising resources, modernize and beautify the temporary weekend signage throughout the City, and help the City establish a reputation as a business friendly place to grow. He further read a prepared statement that was entered into the record and encouraged the members of the Economic Development Commission, as well as members of the Planning Commission and the Economic Departments of the City to seriously consider his proposal and help develop a viable solution to the areas of concern within the sign ordinance.

Frank Schimberg, Parcel Plus, 3710 Lone Tree Way, expressed concern to the current City's sign ordinance and felt that due to the fact that he could not place any type of temporary signage near his business; his business has suffered due to lack of exposure. He felt that he needed additional help with promoting his business and he urged the Commission to address this issue and devise some type of marketing strategy that would help the smaller businesses with their advertising. Mr. Schimberg further suggested that examples be given to the new business owners of what is allowed and what is not allowed, in order that the sign manufacturers are aware of what type of signs they can manufacture.

Commissioner Agopian interjected that he agreed that some type flexibility was needed for new businesses and possibly that a new type of program needed to be devised, in terms of the length of time that they could advertise temporarily.

Chuck Bates, Sign-A-Rama, 1407 A Street, stated that he wanted to work with the City to devise a New Merchant Package that would explain the specifics to new business owners. He felt that some type of a Merchant's Package would be beneficial to the City also, in that it would explain the type of signage materials that are to be used. Mr. Bates also stressed the importance of a new sign ordinance that would address the issues heard by the business owners. He then submitted a letter from Juli Mjares Photography regarding "Business Signage in Antioch" for the Commission's review.

Stephanie Bates, Sign-A-Rama, felt that City Staff did not adequately research the signage materials that are to be used and agreed with previous speakers that some type of universal submittal package be devised that would describe the type of signage materials.

Commissioner Lanphere presented a Power Point Presentation regarding "Antioch's Sign Ordinance, per Public Comment".

Commissioner Pfeiffer felt that the applications needed to be cleaner and submitted by "type", but also thought there needed to be additional information included in the submittal which would make it easier for City Staff to work with the applicant. Furthermore, that a review of the process needed to be done on a continual basis and that an action committee be formed to determine the needs of the business community and City Staff.

Commissioner Agopian agreed that some type of consistency needed to be implemented, as well as a focus on enforcement. He further expressed his appreciation to the data that was provided by Mr. Hinkley. In reviewing all suggestions he felt there were progressive ways to deal with signage and felt that Antioch should be known as a City that promoted marketing in an effective way and partners with businesses to ensure that it is done the right way the first time. Commissioner Agopian felt that the signage ordinance did not need to be changed dramatically; but that it needed to be modified to meet specific needs and that temporary signage is monitored.

Commissioner Holman felt that consistent requirements need to be consistently applied, in that, the person or organization affected by the regulation is aware of the rules and that they are well defined. He also suggested that a well thought out variance process be formed, in order that inconsistent actions are not an issue. Commissioner Holman expressed his appreciation to the speakers tonight in voicing their concerns and suggestions.

Commissioner Lanphere felt that it was important to remember that small businesses have small budgets, in terms of advertising, and expressed concern to the cost of a deposit for a variance, in that, it was not affordable for the majority of businesses. Associate Planner Albro explained the mechanism for the deposit.

ACM/EDD Pappas Díaz recommended that two members of the EDC work with Staff to prepare a proposal that would best represent all comments, suggestions and concerns heard here tonight which could then be presented to appropriate City Staff. It would then be brought back at the next EDC meeting to be finalized. The issues she felt that should be addressed were:

- Banners and balloon usage

- A Frames
- Temporary signs for sales or special events and new businesses
- Real Estate
- Enforcement
- Modifier usage on permanent signs

Commissioner Agopian stressed the importance of involvement with the community and suggested that two community members be brought into the decision making process.

Commissioner Lanphere suggested that the Task Force review and work with Staff and with all other input to come up with potential modifications to the sign law, regarding the following:

- Modifiers and permanent signs
- Establishment of a Downtown District sign ordinance
- New Business package
- Temporary Signage
- Review existing forms and how they are applied – application process

Commissioner Pfeiffer interjected that he felt home based businesses needed to be addressed.

Commissioner Holman felt that recommendations could be decided by the July EDC meeting and felt that even though the enforcement process was important, the EDC should be proactive and look at the front end of the process and how life could be made easier for those who would contribute to the economic development in the community. He concurred with Commissioner Lanphere's recommendations and felt this would be an effective way to proceed.

On motion by Commissioner Lanphere and seconded by Commissioner Agopian, the Economic Development Commission adopted the following items:

- ***Modifiers and Permanent Signs***
- ***Establishment of a Downtown District Sign Ordinance***
- ***New Business Package***
- ***Temporary Signage***
- ***Review existing Application Process***

with the objective that a proposed recommendation be drafted and be brought back to the July, 2005 Economic Development Meeting.

AYES: Lanphere, Agopian, Pfeiffer and Holman

ABSENT: Kalafate and Arndt

Commissioner Agopian left at 8:00 p.m.

5. Updates

- A. Antioch Business Partnership Breakfast**
- B. Hometown Hero Program**

Antioch Business Partnership Breakfast:

ACM/EDD Pappas Diaz and Commissioner Lanphere both felt that the Breakfast was successful and asked for suggestions for a category of what type of businesses to invite to the next Breakfast.

Hometown Hero Program:

ACM/EDD Pappas Díaz reported that the bracelets were now available and that the kick-off date for the event would be June 11 at Slatten Ranch followed with an additional event scheduled for June 14 at Somersville Town Centre. The bracelets would be introduced at the City Council meeting on May 10 and sold for \$5.00 each. Commissioner Lanphere further spoke to local sponsorship.

11. Comments

▪ **Public**

None.

▪ **Commission**

Commissioner Lanphere reported that the Small Business Information Center (SBIC) had its official opening in April. She further requested that an update be provided to the Commission on the City's website at a future meeting.

Commissioner Pfeiffer requested that an update be provided to the Commission regarding the Permitting Process.

▪ **Staff – Expiring Terms**

ACM/EDD Pappas Díaz reported that Commissioners Holman and Kalafate and Chairman Arndt had expiring terms in June and that an open seat was also available. Furthermore, she distributed an article entitled "Cinderella Story" regarding the City of Hercules to the Commission for their review. Ms. Pappas Díaz suggested that the meeting of June 7 be changed to June 6, due to a conflict of meetings.

ACM/EDD Pappas Díaz congratulated Commissioner Pfeiffer on his recent appointment to the Contra Costa Transportation Authority (CCTA) Board.

12. Adjournment

Commissioner Holman adjourned the meeting at 8:30 p.m. to the next Economic Development Commission meeting on June 6, 2005.

Respectfully Submitted,

Debra Lawson
Minutes Clerk