

Minutes
City of Clayton Planning Commission Special Meeting
Tuesday, October 14, 2008

Call to Order

Chair Catalano called the meeting to order at 7:00 p.m. at Endeavor Hall, 6008 Center Street, Clayton.

Present: Chair Tuija Catalano, Vice Chair Ed Hartley, Commissioner Bob Armstrong, Commissioner Keith Haydon, Commissioner Sandra Johnson

Absent: None

Staff: Community Development Director David Woltering
Assistant Planner Milan Sikela, Jr.
Planning Intern Kristin Burger

Administrative

1A. Review of agenda items.

1B. Commissioner Haydon to report at the October 21, 2008 City Council meeting.

1C. Introduction of "Guide to Participation at Clayton Planning Commission Meetings" brochure. (Planning Intern Kristin Burger)

Planning Intern Kristin Burger presented the report.

The Commission commented that they were impressed with the quality and professional appearance of the brochure. Commissioner Haydon suggested that the brochure could be revised to indicate that the Planning Commission agenda typically does not include "consent calendar" items.

Public Comment

Approval of Minutes

2. Approval of minutes from the meeting of September 9, 2008.

Chair Catalano moved and Commissioner Haydon seconded a motion to approve the minutes from the meeting of September 9, 2008, as amended. The motion passed 5-0.

Public Hearings

3. None.

Old Business

4. None.

New Business

5A. **Clayton Town Center Retail Study (Final Draft), City of Clayton.** Presentation of "Clayton Town Center Retail Study" prepared by Jim Harrigan, Managing Principal, Economic Development Systems.

Director Woltering introduced Jim Harrigan, Managing Principal, Economic Development Systems and explained that the City Council wants comments from the Planning Commission regarding the "Clayton Town Center Retail Study".

Jim Harrigan presented the Retail Study and noted the following:

- Clayton experiences an approximate \$59,000,000 "leakage" annually in full-service restaurant sales.
- The establishment of a limited number of independent restaurants within the Town Center would help in capturing lost sales in the full-service restaurant category and bring people, energy, and potential retail shoppers to that area.
- Independent restaurants are preferred over chain restaurants because independent restaurants generally use less square footage and, therefore, would be more conducive to the smaller commercial spaces sizes available within the Town Center. Moreover, independent restaurants often have lesser trade area requirements.

Commission questions and comments included:

- Why would restaurateurs locate in the Town Center when Clayton Station already has restaurants? *Jim Harrigan indicated that a cluster of restaurants would bring an identity to downtown Clayton. We need to bring in non-Clayton residents into Clayton's downtown to be successful.*
- What is the supporting data for your conclusion? *Jim Harrigan responded that the calculations were based on the "Claritus" data search. This data identifies opportunities when demand exceeds sales.*
- You should look at trying to bring in a wine bar.
- How would you attract independent restaurants to downtown Clayton? *Jim Harrigan responded that a list of local independent restaurants within eight to ten miles has been compiled. Now, we just have to knock on doors and talk to restaurateurs to entice them to come to the Town Center.*
- Do you have examples of your work in other cities? *Jim Harrigan replied that he has had success working in 46 cities including San Jose, Hollister, and Ripon.*
- Do you use incentives to draw potential retailers? *Jim Harrigan answered no, not typically. However, we supported offering \$500,000 to Crate and Barrel to stay in Long Beach. Also, facade improvement programs can be helpful in attracting tenants.*
- How many restaurants could be brought to Clayton? *Jim Harrigan responded that, based on full-service restaurant sales, theoretically 59 restaurants could be brought to Clayton doing \$1,000,000 each. At this point, however, up to eight restaurants would be realistic, even though the current amount of available retail space within the Town Center would need to be expanded to support these restaurants.*
- Have you talked to any wineries about coming to Clayton? *Jim Harrigan replied that, yes, he had talked to wineries in Livermore and Menlo Park. However, the primary focus is on recruiting independent restaurants.*
- Do restaurants attract related businesses? *Jim Harrigan responded no, not directly, except for entertainment businesses. However, as more people are in the Town Center area, there is greater opportunity for standard retail to be successful.*
- We need incentives. Napa has wine. Martinez has antiques. There is a need to have a reason to come to Clayton. *Jim Harrigan indicated that there is a real need to have a "varied palette" in terms of attracting different types of restaurants. I have never known a*

successful downtown that focuses development on antique stores. Generally, as soon as the downtown begins to flourish, the antique stores are moved to areas with lower rents.

- *Is part of your charge to assist existing businesses? Jim Harrigan answered no, the focus is to bring in new businesses that would not duplicate what existing businesses offer.*
- *What is your reaction to 100% retail in ground-floor commercial spaces? Jim Harrigan answered that the objective would be 100% retail because it would support the "browsing effect" wherein people browse by various stores that are located adjacent to each other.*
- *What are your thoughts on mixed-use development? Jim Harrigan replied that he prefers second-floor residential above ground-floor retail fir Clayton's Town Center.*
- *What is the process to recruit new restaurants? Jim Harrigan indicated that promotional materials are provided that market the City by selling the demographics and surroundings.*
- *Do existing planning requirements hamper this recruitment process? Jim Harrigan responded that a quicker planning process is always helpful.*
- *A restaurant similar to Back Forty Barbecue might be successful in the Town Center.*
- *You may want to discuss a five-year waiver on parking for new retail businesses with the City Manager.*
- *How long does it take to attract restaurants? Jim Harrigan replied that a tangible contract with one new restaurant should be established within one year. Our objective is to attract independent restaurants, not franchises or chain restaurants, since independent restaurateurs seem to take care of their restaurants better and are, generally, more committed.*

Director Woltering indicated the following:

- Restaurants such as Johnny Garlics, Tex Wasabe, and Omelette Express in Sonoma County are examples of independent, successful, high-quality restaurants. The success of these types of establishments is based on the owner's love of their business. The owners of these types of restaurants are generally exhuberant and charismatic.
- The Commission's suggestions on successful independent restaurants in Contra Costa County would be useful to help Jim Harrigan to refine his work.

The meeting was recessed at 8:25 p.m. and reconvened at 8:34 p.m.

- 5B. **ZOA 02-08, Municipal Code Amendment, City of Clayton.** Study session item regarding possible amendments of Chapter 17.44 (Site Plan Review) of the Municipal Code to increase the thresholds for administrative review of minor additions to residences.

Assistant Planner Sikela presented the staff report.

Commission comments included:

- Clarification of Section 17.44.020.A is needed.
- The clause relating to construction of more than one exempt structure in a five-year period (Section 17.44.020.E) should be deleted.
- Once these changes are made, when will you return with a finalized draft ordinance? *Director Woltering indicated that staff would return with a finalized draft ordinance at the Commission meeting of October 28, 2008.*

Communications

6A. Staff – Determination of first Planning Commission meeting in November 2008.

Director Woltering indicated that, per Section 2.12.080 of the Clayton Municipal Code, whenever a Tuesday set for a regular meeting lands on a holiday, the meeting shall be held on the next following day.

6B. Staff – Determine Planning Commission availability and remaining Commission meeting dates in 2008.

The remaining Commission meetings dates in 2008 were determined to be scheduled as follows:

- Tuesday, October 28, 2008;
- Wednesday, November 12, 2008;
- Tuesday, November 25, 2008;
- Tuesday, December 9, 2008; and
- Wednesday, December 17, 2008.

6C. Commission

Director Woltering indicated that the General Plan Housing Element update will occur in 2009. One of the items we need to address is the availability of affordable housing opportunity sites.

Commission Armstrong asked if the “old fire station” (at Mitchell Canyon Road and Clayton Road) is one of the affordable housing opportunity sites. *Director Woltering replied “yes.”*

Commissioner Johnson asked how many affordable housing units are we talking about. *Director Woltering answered that there are approximate 15 in the Town Center and 20 at the old fire station.*

Commissioner Armstrong asked if there was any progress made on having the City of Concord issue building permits for the City of Clayton rather than the Contra Costa County Building Department. *Director Woltering indicated that, at this time, the City Manager wished to remain in contract with the County Building Department.*

Commissioner Armstrong indicated that, at his last TRANSPAC meeting, there was discussion regarding a BART proposal to increase their rates during peak periods of useage. This has caused concern that the increased rates will force riders to use other means of transportation, thereby defeating the purpose of encouraging the use of public transportation systems such as BART.

Adjournment

7. The meeting was adjourned at 9:30 p.m.



Submitted by
David Woltering, AICP
Community Development Director



Approved by
Tuija Catalano
Chair

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