

Minutes
City of Clayton Planning Commission Meeting
Tuesday, October 28, 2008

Call to Order

Chair Catalano called the meeting to order at 7:00 p.m. at the Library Meeting Room, Clayton Community Library, 6125 Clayton Road, 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.

Administrative

1A. Review of agenda items.

1B. Commissioner Johnson to report at the November 4, 2008 City Council meeting.

Public Comment

Approval of Minutes

2. Approval of minutes from the meeting of October 14, 2008.

Commissioner Armstrong moved and Commissioner Haydon seconded a motion to approve the minutes from the meeting of October 14, 2008, as amended. The motion passed 5-0.

Public Hearings

3. **ZOA 02-08, Municipal Code Amendment, City of Clayton.** An amendment of Chapter 17.44 (Site Plan Review) of the Clayton Municipal Code to increase the dimensional thresholds to allow for greater administrative review and approval of minor additions to residences.

The public hearing was opened. Assistant Planner Sikela presented the staff report.

Commissioner Armstrong asked if the amendment addresses extension of rooflines that are over 16 feet in height. *Director Woltering responded that the amended wording addresses that issue.*

Vice Chair Hartley moved and Chair Haydon seconded a motion to approve Resolution No. 04-08 which recommends City Council approval of an ordinance to amend Section 17.44.020 of the Municipal Code to allow for greater administrative review and approval of minor additions. The motion passed 5-0.

Old Business

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

Director Woltering indicated that staff needs Commission comments to pass along to the City Council.

Vice Chair Hartley distributed his prepared written comments (see attached) to the Commission and staff for review and consideration.

Commission comments and questions included:

- We need more certainty about results.
- Restaurant owners outside of the area need to be contacted to see if there is interest in bringing a new establishment into the Town Center.
- Jim Harrigan needs to read and understand the Town Center Specific Plan and to have prospective restaurant owners read the document as well.
- The study should include more data from other cities comparable in size to Clayton.
- How, specifically, is Mr. Harrigan going to market the Town Center?
- Is Mr. Harrigan going to provide direct assistance to existing businesses? *Director Woltering responded that Mr. Harrigan had indicated at the prior Commission meeting that it is not a part of his charge.*
- The retail study seemed to utilize boilerplate material rather than addressing issues that relate specifically to Clayton.
- Do we have any opportunity to expand Mr. Harrigan's role? *Director Woltering indicated that these comments will be passed along to the City Council and they may determine that a modification of Mr. Harrigan's existing scope of work is necessary.*
- The study was too general and did not pertain to Clayton's situation.
- Did not seem that Mr. Harrigan had an incentive to recruit businesses and generate successful applicants. Did not get the sense that adequate research was done.
- We need to see how Mr. Harrigan is marketing Clayton to prospective restauranters.
- Who represented the City at the earlier meetings between the City and Mr. Harrigan? *Director Woltering indicated that two City Councilmembers and the City Manager represented the City.*
- Given the existing restaurants in Clayton, Ed from Mudville Grill expressed concern that the local market would not support additional restaurants.
- Mr. Harrigan should research the amount of money existing businesses in Clayton generate per year.
- The study should be geared to address Clayton's specific challenges.
- We need to look at the Town Center's square-footage potential in terms of how many restaurants we could feasibly support.
- I expected more detail about smaller cities. The cities Mr. Harrigan referred to such as Long Beach and San Jose are big cities.
- Would like to see an action plan that would achieve specific objectives.

Director Woltering summarized the Commission's comments as follows:

- Expansions or adjustments in the scope of Mr. Harrigan's work would be needed to specifically address the comments of the Commission.
- The rationale for the identified marketing opportunities needs to be more clearly explained.
- Incentives should be used to both market and attract new businesses to Clayton's Town Center.

- There needs to be an action plan to guide implementation with performance standards to measure results.
- A member of the Commission should be added to the sub-committee coordinating this study/project.

By consensus, the Commission nominated Chair Catalano and Vice Chair Hartley to work with staff to prepare a comment letter to submit to the City Council that summarizes the Planning Commission's comments about the retail study.

New Business

5. None.

Communications

6A. Staff.

6B. Commission.

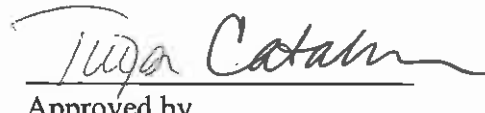
Adjournment

7. The meeting was adjourned at 8:11 p.m.



Submitted by
David Woltering, AICP
Community Development Director

Plng Comm\2008\Minutes\1028



Approved by
Tuija Catalano
Chair

Edward E. Hartley - Comments on City of Clayton Downtown Retail Report

1. At the very least, this plan has a concrete vision that someone is going to try to carry out, rather than having a study and leaving the city council to come up with ideas as to how to accomplish the task;
2. What is the deliverable? There does not appear to be any incentive for EDS to actually bring in a new "destination" retail outlet, but only to try;
3. Although one of the goals is to "find new ways for the locally owned retail businesses to reach new customers" (p. 5) there is no plan to actually do that;
4. Other than the development of city owned property by Uxoma Nwakuche, there does not appear to be any fervent interest by another downtown property owner to seriously explore developing their property;
5. The linchpin of the plan is to attract an entertainment venue for downtown. That will involve someone coming into town and constructing a building. That, in turn, will take either an existing owner to sell, or agree to develop, their building, or purchase the church property and develop that. There is little in the way of specifics as to how that will be done;
6. No discussion of whether our Town Center Specific Plan is compatible with the goals of the Downtown Retail Report;
7. This may be the first time EDS has tried recruiting out of town business for a town as small as Clayton;
8. The initial 3 mile radius is very misleading as to the potential opportunity for attracting consumer dollars to Clayton. There is little development south of town (out Marsh Creek Road), no development south and west (Mt. Diablo), or due east (Kirker Pass Road). Thus the real area of attraction is down Clayton Rd.
9. I would have liked to see some empirical data on the source (by zip code) of business for downtown restaurants based on their credit/debit card receipts.
10. Do we know how much of our own people use our downtown restaurants?
11. Unclear as to what marketing materials, if any, will be developed to actually sell downtown Clayton as a destination?