



ORLAND ECONOMIC DEVELOPMENT COMMISSION AGENDA

Tuesday, April 09, 2024 at 6:00 PM
Carnegie Center, 912 Third Street and via Zoom

P: (530) 865-1600 | www.cityoforland.com

Commission: Ronald Lane | Russell Pierce

Dee Dee Jackson | Dennis Hoffman | Brandon Smith

City Clerk: Jennifer Schmitke

Virtual Meeting Information:

<https://us02web.zoom.us/j/87963425352>

Webinar ID: 879 6342 5352 | Zoom Telephone: 1 (669) 900-9128

Public comments are welcomed and encouraged in advance of the meeting by emailing the City Clerk at jtschmitke@cityoforland.com or by phone at (530) 865-1610 by 4:00 p.m. on the day of the meeting

1. CALL TO ORDER - 6:00 PM
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. ORAL AND WRITTEN COMMUNICATIONS

Public Comments:

Members of the public wishing to address the Commission on any item(s) not on the agenda may do so at this time when recognized by the Chairperson. However, no formal action or discussion will be taken unless placed on a future agenda. The public is advised to limit discussion to one presentation per individual. While not required, please state your name and place of residence for the record. (Public Comments will be limited to three minutes).

5. CONSENT CALENDAR

A. Approval of Economic Development Commission Minutes from March 12, 2024 (Pg. 3)

6. ITEMS FOR DISCUSSION OR ACTION

A. Follow-Up Discussion: Vacant Building List (Pg.6)

*Updated List

*Draft Letter to Property Owners

*District Formation Consideration

7. STAFF REPORTS

A. Business and Economic Development Updates - Pete Carr, City Manager

8. CHAMBER UPDATES - Commissioner Jackson

9. COMMISSIONER REPORTS

10. FUTURE AGENDA ITEMS

*Next Meeting May 14, 2024. Time: _____PM

11. ADJOURN

CERTIFICATION: Pursuant to Government Code Section 54954.2(a), the agenda for this meeting was properly posted on April 5, 2024.

A complete agenda packet is available for public inspection during normal business hours at City Hall, 815 Fourth Street, in Orland or on the City's website at www.cityoforland.com where meeting minutes and video recordings are also available.

In compliance with the Americans with Disabilities Act, the City of Orland will make available to members of the public any special assistance necessary to participate in this meeting. The public should contact the City Clerk's Office 530-865-1610 to make such a request. Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.



ECONOMIC DEVELOPMENT COMMISSION REGULAR MEETING MINUTES
Tuesday, March 12, 2024

CALL TO ORDER - The meeting was called to order by Chairperson Lane at 6:00 pm.

PLEDGE OF ALLEGIANCE

ROLL CALL

Commissioners Present: Ron Lane, Brandon Smith, Russell Pierce, Dennis Hoffman and Dee Dee Jackson
Commissioners Absent: None
Councilmembers: Jeffrey Tolley
Staff: Pete Carr, Jennifer Schmitke

ORAL AND WRITTEN COMMUNICATIONS – None

CONSENT CALENDAR

- A. Approval of Economic Development Commission Minutes from January 9, 2024 and January 30, 2024.**

ACTION: Commissioner Hoffman moved, seconded by Chairperson Lane to approve consent calendar as presented. Motion carried by a voice vote, 5-0.

ITEMS FOR DISCUSSION OR ACTION

- A. Follow-up Discussion: Drone Show and other Event Ideas**

City Manager Pete Carr shared that at the March 5th City Council meeting he presented a staff report describing the pros and cons as well as estimated costs of drone shows and fireworks, prompted by a request from the Economic Development Commission (EDC) and a City Councilmember. The City Council discussed the matter and expressed interest in having one of the shows, but they preferred it to be community-led rather than organized by the City directly. Two City Council members volunteered to collaborate with the Chamber of Commerce and interested members from the EDC.

Commissioners asked questions regarding the community group tasked with planning the event. Mr. Carr said he would provide guidance on this.

- B. Follow-up Discussion: I-5 Economic Development Feasibility Study**

The City Manager reported a delay in the follow-up on the I-5 Feasibility study due to revisions that needed to be made. A follow-up will be provided at an upcoming EDC meeting.

STAFF REPORTS

A. Vacant Building and Vacant Lot Inventory

Mr. Carr and the Commission examined a chart detailing vacant buildings and lots, and discussed building/lot history, code enforcement issues, and potential future business prospects.

Mr. Carr mentioned Corning's vacant building monitoring fee as reference.

Commissioners deliberated on the challenges of implementing a code similar to Corning's vacant building monitoring fee, expressing concerns about its feasibility and potential impact. They also explored alternative approaches, discussing the possibility of offering more assistance or incentives to businesses to maintain buildings or attract new occupants.

Commissioner Jackson proposed exploring the establishment of a historic district, where buildings over a certain age could potentially receive funding for their historical significance.

Commissioner Pierce inquired about the impact of implementing the fee for vacant lots/buildings in Corning. Mr. Carr said there wasn't yet useful information available on the program's performance. Mr. Pierce asked about the potential for fee reductions.

Commissioner Smith suggested sending letters to property owners to inform them about the assistance available from the city for their properties.

Mr. Carr suggested bringing back information on how to create a district. Mr. Carr shared he would bring a 1st draft of a letter that would go out to building/lot owners and an outline of suggested fees for a building monitoring program and possible fee reductions to review.

Commissioner Pierce moved, seconded by Commissioner Hoffman to add City Visioning Process as item 7.B. and Business Update as Item 7.C. to the agenda. Motion carried by a voice vote, 5-0.

B. City Visioning Process

Mr. Carr provided an overview of the visioning plan, which includes the City's 25-year General Plan and a five-year plan initiated in 2013. Commissioners expressed interest in participating in the Council study session.

C. Business Updates

Mr. Carr gave an update on Subway reopening this month. He mentioned other properties are being actively explored by investors.

COMMISSIONER REPORTS

- Chairperson Lane: Spoke about a recent vacation to Florida. Shared there is a new "Cars and Coffee" which will be located at Old Bags Bakery on the 2nd Saturday of each month at 8 am.
- Commissioner Smith: Spoke about a new member of the Chamber that came to speak at their meeting.
- Commissioner Pierce: Stated there are over 400 kids signed up for baseball, softball or t-ball this year and shared his appreciation for all the community outreach that Little League received for their field clean-up days.
- Commissioner Jackson: Spoke about a few workshops that Glenn Grows is putting on. Shared that the farmers market will start doing 4 weeks in May and 4 weeks in September with the possibility of extensions if needed.

- Commissioner Hoffman: Shared an interest in meeting more than once every other month.

FUTURE AGENDA ITEMS

- Commissioners deliberated on the advantages of holding meetings monthly instead of every other month.
Commissioner Hoffman proposed, seconded by Commissioner Pierce, to hold monthly meetings until the Commission decides to revert to bi-monthly meetings. The motion passed unanimously with a voice vote of 5-0. The next Economic Development Commission (EDC) meeting is scheduled for April 9, 2024.
- Chairperson Lane inquired about a follow-up meeting from the last joint session involving City Council, Planning Commission, and Economic Development Commission. Mr. Carr informed that there were no plans for a follow-up meeting.
- Commissioner Jackson suggested creating a video showcasing the highlighted areas of what the town has to offer. Mr. Carr mentioned that a video was produced a few years ago and he would check if it's still available on the website.

ADJOURN – 7:49 PM

Respectfully Submitted,

Jennifer Schmitke, Commission Secretary

Ron Lane, Chairperson



CITY OF ORLAND STAFF REPORT: EDC MEETING DATE: April 9, 2024

TO: Honorable Chair and Commission

FROM: Pete Carr, City Manager

SUBJECT: **Vacant Property Listing Update** (Discussion/Direction/Action)

BACKGROUND:

The City's EDC in 2019 analyzed an inventory of vacant buildings and sent a letter to the owners of about ten of the properties; the letter encouraged redevelopment of the properties and offered Façade Improvement assistance. Recently, the EDC discussed an updated list and considered options, leaning toward notifying property owners of carrots (incentives) and sticks (potential negative consequences for allowing continued vacancy). The EDC also reviewed an ordinance in Corning municipal code assessing "maintenance fees" on vacant buildings.

ANALYSIS:

The list is updated with the addition and deletion of several properties, and the latest information about properties. Ownership and size data is taken from the City's online parcel look-up tool. The "Ltr 2019" column indicates properties whose owners received a letter from the City in 2019. Attached is an updated draft proposed letter to property owners, for EDC consideration, along with a sample letter mailed annually to business owners.

Commissioners also asked about designation of historic buildings and creation of historic districts. Property owners may become eligible for certain tax incentives for investing in rehabilitation of the properties. City staff has observed and experienced mixed reviews with such designations, as visitor attention is drawn to historic sites but owner freedom to improve the property becomes more limited.

- A. Historic designation overview/considerations: https://ohp.parks.ca.gov/?page_id=21410
- B. Historical building safety board/State Architect details:
<https://www.dgs.ca.gov/DSA/Resources/Page-Content/Resources-List-Folder/SHBSB>

Designation of historic districts requires state and local statutes including establishment of a board or commission with authority to review proposed alterations to structures in the district. There are twelve such districts in California, summarized here: https://ohp.parks.ca.gov/?page_id=27283

Attachments:

1. Draft letter to owners of vacant property
2. Updated vacant property list
3. Sample notification to business owners about annual business license

RECOMMENDATION

Provide action or direction at EDC discretion. EDC actions become recommendations to the City Council.

Fiscal Impact of Recommendation: Production of letters is a minor administrative task of no significant fiscal impact. Redevelopment of vacant properties can result in increased property and sales tax revenues to the City, as well as reduced costs associated with maintaining security for abandoned or vacant properties.

Date: _____

DRAFT for EDC Review

[Property Owner]

[Mailing Address]

Dear [Property Owner]:

The Orland Economic Development Commission (EDC) has the responsibility of recommending to the Orland City Council actions that can be taken to improve the economic climate and opportunities in in our town. We have identified your commercial property:

[address]

as one qualifying for certain incentives and code enforcement treatment:

- 1. The City offers its Façade Improvement program to you as a 50¢-on-the-dollar reimbursement for your reinvestment in improving the appearance of your building. This is a simple, locally controlled (not State of California) program, available while funds last, normally up to \$3000 reimbursement.
- 2. Demolition permit, site plan, use permit and building permit fees may be reduced or waived on a case-by-case basis for reinvestment in your building, upon your request.
- 3. The Orland Art Commission offers free consultation in attractive architecture and color schemes.
- 4. City Staff and 3CORE consultants can work with you on an advisory basis, at no charge to you, to help you explore options and processes.

Please contact City Hall for more information on any of the above three opportunities.

You should also be advised that the City recognizes that vacant buildings increase the City’s burden to provide police patrol as well as law enforcement, fire and rescue response. Vacant buildings tend to attract vagrancy, rodent harborage and graffiti, and are generally a blight to the neighborhood and town. Apparently abandoned buildings detract from economic development and depress real estate values generally.

Consequently, the Orland Municipal Code provides for active code enforcement including fines for owners of buildings determined to be dilapidated and/or dangerous. It is our hope to work with property owners to take advantage of incentive opportunities and avoid negative consequences.

Please reach out to any of our Commission members or to City Hall to explore what can be done to improve the appearance and potential reutilization of your vacant property.

Sincerely,

Ron Lane, Chair
Orland Economic Development Commission

cc: EDC Commissioners
City Manager

Orland Vacant Commercial Building Inventory

April 2 2024

| Address | Owner | Size, Previous Use | Apparent Condition | Opportunity | Ltr 2019 |
|--|--|--|---------------------------------------|--|----------|
| 721 Fifth St | Martin Ramirez | Bar, ice cream shop | OK | retail | |
| 1102 Sixth St @ Sacramento | John Rush, Frances Lepp, Poulsbo, WA | 4000 SF, car dealership | poor - in use for storage | Owner said in Dec 2018 he would sell | X |
| Old Bucke's Store 1001 Sixth Street | Southern Pacific Corp | 21,000 SF | demolition candidate | Southern Pacific indicated willingness to sell | X |
| 407 & 409 Colusa St Royal Hotel | Ermilida Silveira, Orland | 6500 SF x 2 or 3, Hotel w parking across the street | poor outside, very dilapidated inside | questionable value, falling apart | X |
| 508 Walker St | Linda Marr Holdings, LLC, Cottonwood | 3000 SF Barbershop | vacant, painted windows | retail | |
| 630 Fifth St | Dana, Serge, 512 Walker St, Orland, CA 95963 | 300 SF dog salon | bldg ok, bad sidewalk | retail | |
| 33 E Walker St | Quezada, 7135 Co. Rd. 20 Orland, CA 95963 (530) 624-3141 | 1/2 ac w/buildings, parking gravel, former church, cat sanctuary | ok | church, retail, offices | |
| 217 E. Walker St | Michael McDonald, Orland | .83 acres, 2 buildings, 4000 SF total + small pool | fair at best | public rec facility? | |
| 414 Fifth St | Sam Sanchez, 3920 Co. Rd. O, Orland CA 95963 | 15,000 SF not including monument business; Orange packing sheds | very poor, dilapidated | warehousing, light industrial or demolish | X |
| Sixth @ Tehama | Juan Carrillo TRS | 2 lots, 1/3 acre Las Pulgas night club | fair | | |
| 312 & 317 Seventh Street | Mary Thongsay and Susan Gee, Orland | in use for Smiley storage | poor | retail | |
| 506 Fourth St | Linda Abbott, 830 Crestwood Way, Willows CA 95988 (530) 514-7801 | 1000 SF = house on 1/4 acre; Pratt's hobby store | poor | demolish or retail, office; house needs demo | X |
| 320 E. South St | Orland Almonds Acq. Co., Orland Formerly Baldwin-Minkler | 16 ac w/84k SF bldg with loading docks | good | light commercial | |
| 512 South Avenue | Nichol and Justin Riley, Chico | .58 ac, 7000 SAF shop, Formerly John's Tire | OK | auto shop | |
| | | | | | |

Orland Vacant Lot Inventory (non-resi)

| | | | | | |
|--------------------------------|--|----------------------------------|---------------------------|-------------------------------|--|
| E. Walker & Papst -- SE corner | Jim Stephens, Chico | 1 parcel 5 acres | no improvements | commercial | |
| E. Walker frontage Linwood + | Illian, Leggett, Royce, Williams, Howard | 5 parcels, 1-5 acres ea | curb gutter sidewalk | commercial | |
| 1158 Hoff Way | KK Patel (Yreka) | 1 parcel 1.68 acres | curb & gutter | commercial w/freeway frontage | |
| 901-904 E. Walker | Toni Erickson TRS | 1 parcel, 2 acres | white rail fence, graded | commercial | |
| 9th St & Frances Lane | Silacci, Illian, McDonalds | 8 parcels | curb gutter sidewalk | commercial | |
| Walker & A -- SW corner | Illian | 3 parcels | 1/2 curb gutter sidewalk | commercial | |
| South St @ 6th-8th | Valley Rock, Beigh, Shreem, AMG | 7 parcels, 1-3 acres ea | 1/2 curb gutter sidewalk | zoned P-D | |
| 1529 RR Ave @ Yuba St | Eugene & Beverley Trask, Newark CA | 1 parcel | fenced w 1/2 curb, gutter | commercial | |
| I-5 frontage N of shopping ctr | SCL (Sonoma County Land) | 1 parcel accessible from Newport | no improvements | PD - commercial | |
| 1166, 1178, 1184 Hoff Way | Midgley Trust, Orland | 2 parcels, 1.6 ac | curb & gutter | commercial | |
| 4455 Commerce Lane | Singh ETAL | 2.5 acres | no improvements | commercial | |
| SW corner Commerce & Ide | Sunny | 7 acres | no improvements | commercial | |
| 410-418 Sixth St @ Tehama | Illan | .43 acres | no improvements | commercial | |
| 400-406 Sixth St @ Shasta St | Saud Sadeddin | .69 acres | no improvements | commercial | |
| 98 Sixth St @ Almond | Wineroth | .9 acres | no improvements | commercial | |
| | | | | | |
| | | | | | |

K: EDC

CITY COUNCIL
Chris Dobbs, Mayor
Bruce T. Roundy, Vice-Mayor
Jeffrey A. Tolley
John McDermott
Mathew Romano

CITY MANAGER
Peter R. Carr

CITY OF ORLAND

INCORPORATED 1909

815 Fourth Street
ORLAND, CALIFORNIA 95963
Telephone (530) 865-1600
Fax (530) 865-1632



6. A.

CITY OFFICIALS
Jennifer Schmitke
City Clerk
Leticia Espinosa
City Treasurer

Entity Number: 1

Dear

It's time to renew your Orland business license. Thank you for being a licensed Orland business. Displaying your business license shows your customers you are a permitted, legitimate business. Your license fee helps offset the cost of our city's local business support and economic development efforts.

More specifically:

- We recently launched another round of Queen Bee Bucks, providing BOGO (buy one get one) gift cards that only be used at participating Orland businesses.
- We are continuing to fund the popular Façade Improvement Program, currently reimbursing you 50% of your investment in your business façade up to \$3000.
- We are rolling out streetscape enhancements for the downtown portions of 4th and 5th Streets now, and we're working with Caltrans to plan major infrastructure improvements to Newville Road and Walker Street in the next three years – especially the downtown portion of Walker.
- The Orland Arts Commission is eager to assist you at no charge with consultation on building colors and murals.
- We removed the last of the messy ginko trees and are replacing them with more suitable trees.
- Your sponsorship of Queen Bee Capital lamppost banners is appreciated – new banners will be installed soon.
- The City's membership in 3CORE provides you a potential opportunity for discounted gap financing for business investment.

We appreciate your efforts to work with the community in keeping public spaces in front of businesses clean and clear.

As a reminder:

- Property/business owners have stewardship to keep sidewalks swept clean.
- In many cases, the City can partner with you to replace broken and worn out sidewalks and curbs.
- The City streetsweeper can only clean gutters where cars are not parked. We normally sweep the business district Friday mornings 6-9am.
- We allow A-frame signs in front of your business when you are open.
- Merchandise displays, signs and street furnishings must allow for passage of wheelchairs.

This year's Business License Form is updated to enable you to pay online. Please also submit the renewal application to City Hall.

Please contact us at City Hall for help with any of this, or other questions, at 865-1600. We hope you have a happy holiday season and a prosperous new year.

Leticia Espinosa
City Treasurer