



Pedro "Pete" M. Sanchez, Mayor  
Lori Wilson, Mayor Pro-Tem  
Jane Day  
Michael J. Hudson  
Michael A. Segala

First and Third Tuesday  
Every Month

## A G E N D A

### REGULAR MEETING OF THE SUISUN CITY COUNCIL

### SUISUN CITY COUNCIL ACTING AS SUCCESSOR AGENCY TO THE REDEVELOPMENT AGENCY OF THE CITY OF SUISUN CITY,

### AND HOUSING AUTHORITY

TUESDAY, NOVEMBER 1, 2016

7:00 P.M.

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SUISUN CITY COUNCIL CHAMBERS -- 701 CIVIC CENTER BOULEVARD -- SUISUN CITY, CALIFORNIA

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#### **NOTICE**

*Pursuant to Government Code Section 54953, Subdivision (b), the following Council/Successor Agency/Housing Authority meeting includes teleconference participation by Councilmember Jane Day from: 301 Morgan Street, Suisun City, CA 94585.*

(Next Ord. No. – 742)

(Next City Council Res. No. 2 016 – 84)

Next Suisun City Council Acting as Successor Agency Res. No. SA2016 – 07)

(Next Housing Authority Res. No. HA2016 – 05)

#### **ROLL CALL**

Council / Board Members

Pledge of Allegiance

Invocation

#### **PUBLIC COMMENT**

*(Requests by citizens to discuss any matter under our jurisdiction other than an item posted on this agenda per California Government Code §54954.3 allowing 3 minutes to each speaker).*

#### **CONFLICT OF INTEREST NOTIFICATION**

*(Any items on this agenda that might be a conflict of interest to any Councilmembers / Boardmembers should be identified at this time.)*

#### **REPORTS: (Informational items only.)**

1. Mayor/Council - Chair/Boardmembers
2. City Manager/Executive Director/Staff
  - a. Update – PICH Grant. – (Loftus)

DEPARTMENTS: AREA CODE (707)

ADMINISTRATION 421-7300 ■ PLANNING 421-7335 ■ BUILDING 421-7310 ■ FINANCE 421-7320

FIRE 425-9133 ■ RECREATION & COMMUNITY SERVICES 421-7200 ■ POLICE 421-7373 ■ PUBLIC WORKS 421-7340

SUCCESSOR AGENCY 421-7309 FAX 421-7366

**PRESENTATIONS/APPOINTMENTS**

*(Presentations, Awards, Proclamations, Appointments).*

3. Introduction and Swearing in of new Suisun City Police Officer Alexanderea Woody - (Mattos).

**CONSENT CALENDAR**

*Consent calendar items requiring little or no discussion may be acted upon with one motion.*

**City Council**

4. Council Adoption of Ordinance No. 741: An Ordinance of the City Council of the City of Suisun City, Adopting the Waterfront District Specific Plan and a Finding of Consistency with the Approved 2035 General Plan and its Certified Environmental Impact Report (EIR) (Introduced and Reading Waived on October 18, 2016) - (Garben).
5. Council Reauthorization and Continuation of the Suisun City Historic Waterfront Business Improvement District – (Garben).
  - a. Council Adoption of Resolution No. 2016-\_\_\_: Reauthorizing and Continuing the Suisun City Historic Waterfront Business Improvement District and the Assessment Levy for the District.
  - b. Council Adoption of Resolution No. 2016-\_\_\_: Accepting the 2016 Annual Report, and Approving the Proposed Calendar Year 2017 Operating Budget for the Suisun City Historic Waterfront Business Improvement District.

**Joint City Council / Suisun City Council Acting as Successor Agency**

6. Council/Agency approval of the September 2016 Payroll Warrants in the amount of \$545,731.37. Council/Agency Approval of the September 2016 Payable Warrants in the amount of \$1,051,426.24 – (Finance).

**PUBLIC HEARINGS****GENERAL BUSINESS****City Council**

7. Discussion and Direction Regarding One Bay Area Grant Cycle 2 (OBAG-2) Projects – (McSorley).

**ADJOURNMENT**

A complete packet of information containing staff reports and exhibits related to each item for the open session of this meeting, and provided to the City Council, are available for public review at least 72 hours prior to a Council /Agency/Authority Meeting at Suisun City Hall 701 Civic Center Blvd., Suisun City. Agenda related writings or documents provided to a majority of the Council/Board/Commissioners less than 72 hours prior to a Council/Agency/Authority meeting related to an agenda item for the open session of this meeting will be made available for public inspection during normal business hours. An agenda packet is also located at the entrance to the Council Chambers during the meeting for public review. The City may charge photocopying charges for requested copies of such documents. Assistive listening devices may be obtained at the meeting

*PLEASE NOTE:*

1. The City Council/Agency/Authority hopes to conclude its public business by 11:00 P.M. Ordinarily, no new items will be taken up after the 11:00 P.M. cutoff and any items remaining will be agendized for the next meeting. The agendas have been prepared with the hope that all items scheduled will be discussed within the time allowed.
2. Suisun City is committed to providing full access to these proceedings; individuals with special needs may call 421-7300.
3. Agendas are posted at least 72 hours in advance of regular meetings at Suisun City Hall, 701 Civic Center Boulevard, Suisun City, CA. Agendas may be posted at other Suisun City locations including the Suisun City Fire Station, 621 Pintail Drive, Suisun City, CA, and the Suisun City Senior Center, 318 Merganser Drive, Suisun City, CA.

I, Donna Pock, Deputy City Clerk for the City of Suisun City, declare under penalty of perjury that the above agenda for the meeting of November 1, 2016 was posted and available for review, in compliance with the Brown Act.

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## AGENDA TRANSMITTAL

**MEETING DATE:** November 1, 2016

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**CITY AGENDA ITEM:** Council Adoption of Ordinance No. 741: An Ordinance of the City Council of the City of Suisun City, Adopting the Waterfront District Specific Plan and a Finding of Consistency with the Approved 2035 General Plan and its Certified Environmental Impact Report (EIR)(Introduced and Reading Waived on October 18, 2016).

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**FISCAL IMPACT:** The Waterfront District Specific Plan Update project is fully funded through a \$163,000 grant. The City's required match for this project is \$21,118. The required match has been satisfied through the provision of staff time to administer the grant, manage the work of outside consultants, and lead public outreach activities.

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**BACKGROUND:** The City Council held a public hearing on October 18, 2016 to consider introducing and waiving the first reading of an ordinance recommended for approval by the Planning Commission on September 27, 2016. A discussion of the changes made by the City Council can be found below under "Staff Report". The City Council introduced and waived the first reading by a vote of 4-1 at the public hearing.

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**STAFF REPORT:** At the public hearing of October 18, 2016, the City Council made the following recommended changes to the Waterfront District Specific Plan:

- Within Section 2.1.1 "Planning Districts: Western Marina Boulevard and Highway 12", add "Future development of District 1 should anticipate working cooperatively and collaboratively with the County of Solano and the City of Fairfield to explore opportunities to enhance regional flood controls and storm water improvements."
- List "Convenience Markets" as conditionally permitted in all commercial districts.
- Strikeout "Bed and Breakfast Inn" from "Administrative Review" in Downtown Mixed Use as it is already listed as "Permitted" (Table 3.7).
- Within the second paragraph of Section 3.1.2(B), add "and in addition, stand-alone residential projects may comply with the allowed used specified for the RMD zone" to the first sentence.
- Add "not including age-restricted goods or providing age-restricted services" to the table footnote definition of "Specialty Retail Shops" in Main Street Mixed Use and Downtown Mixed Use districts and add entire footnote to Downtown Commercial and Waterfront Commercial districts. Additionally, add "Shops selling age-restricted goods or providing age-restricted services" as a conditionally permitted use in the Main Street Mixed Use, Downtown Mixed Use, Downtown Commercial, and Waterfront Commercial districts.

If adopted, the ordinance would then be in effect 30 days following the date of adoption. Adoption of the subject ordinance is critical in the processing of projects within the boundaries of the plan as it will allow both a streamlined entitlement and environmental review process. Additionally, staff will file the appropriate environmental document with the Solano County Clerk of the Board following ordinance adoption.

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**RECOMMENDATION:** Staff recommends the City Council:

1. Adopt Ordinance No. 741: An Ordinance of the City Council of the City of Suisun City, Adopting the Waterfront District Specific Plan and a Finding of Consistency with the Approved 2035 General Plan and its Certified Environmental Impact Report (EIR).

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**ATTACHMENTS:**

1. Waterfront District Specific Plan (submitted under separate cover).
2. Ordinance No.741; An Ordinance of the City Council of the City of Suisun City, Adopting the Waterfront District Specific Plan and a Finding of Consistency with the Approved 2035 General Plan and its Certified Environmental Impact Report (EIR).
  - a. CEQA Exemption: Finding of Consistency, City of Suisun City Waterfront District Specific Plan (“Finding of Consistency”).
3. City of Suisun City Waterfront District Specific Plan Consistency Analysis (submitted under separate cover).
4. Notice of Intent to Adopt a Finding of Consistency.
5. City Council Revisions.

**City of Suisun City Waterfront District Specific Plan (Submitted Under  
Separate Cover)**

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## **ORDINANCE NO. 741**

### **AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF SUISUN CITY, ADOPTING THE WATERFRONT DISTRICT SPECIFIC PLAN AND A FINDING OF CONSISTENCY WITH THE APPROVED 2035 GENERAL PLAN AND ITS CERTIFIED ENVIRONMENTAL IMPACT REPORT (EIR)**

**WHEREAS**, in 1979, the Suisun City General Plan called for special treatment of the historic downtown and waterfront through preparation and adoption of a Specific Plan for Old Town and the waterfront. The first Specific Plan was adopted in 1983 and was last comprehensively amended in 1999 (hereinafter “1999 Specific Plan”); and

**WHEREAS**, the City of Suisun City, Development Services Department initiated General Plan Amendment Application No. GP14-5-001, related to the Waterfront District Specific Plan Update; and

**WHEREAS**, the Suisun City Waterfront District Specific Plan (hereinafter “WDSP”) is proposing to amend and update the existing 1999 Specific Plan; and

**WHEREAS**, the proposed WDSP includes a substantially greater level of development potential than does the 1999 Specific Plan; and

**WHEREAS**, the WDSP has been prepared pursuant to California Government Code Section 65450 *et seq.*, and

**WHEREAS**, the WDSP is proposing to update and rename the 1999 Specific Plan so as to serve as the principal policy document for downtown development; and

**WHEREAS**, on July 18, 2016 the City issued a Notice of Availability of the draft WDSP and accepted comments until the close of the comment period on August 23, 2016; and

**WHEREAS**, the City of Suisun City previously adopted the 2035 General Plan (SCH # 2011102046) and certified an Environmental Impact Report (EIR) (SCH # 2011102046) for the 2035 General Plan in 2015; and

**WHEREAS**, the EIR certified for the 2035 General Plan analyzed the impacts of development anticipated under the WDSP; and

**WHEREAS**, these impacts included those associated with the types of development proposed in the WDSP, proposed zoning and land use designations, development density, and the locations where WDSP development would occur, all of which were previously analyzed in the 2035 General Plan EIR; and

**WHEREAS**, the 2035 General Plan and its EIR specifically contemplated the WDSP would be subject to streamlining under the California Environmental Quality Act (CEQA) based on consistency with those documents; and

**WHEREAS**, the City of Suisun City has conducted an environmental analysis of the WDSP, which analysis has determined it to be a project consistent with the 2035 General Plan and EIR certified by the City for the General Plan; and

**WHEREAS**, on September 22, 2016 the City issued a Notice of Intent to Adopt a Finding of Consistency (NOI), which has a comment period open to the public until 5pm October 17, 2016; and

**WHEREAS**, the issuance of the NOI included publication in the Daily Republic, which is a newspaper of general circulation, posting the NOI in City Hall, distribution of the NOI and copies of the environmental document to those individuals who requested notification, and distributing or making available copies to other responsible, trustee or affected agencies and interested organizations; and

**WHEREAS**, on September 27, 2016, the Planning Commission conducted a noticed public hearing, received testimony and documents from staff and the City's consultant, provided an opportunity for public comment, closed public comment, and made a recommendation the City Council adopt of a Finding of Consistency that the WDSP is consistent with the 2035 General Plan and EIR certified for the General Plan, and adopt Plan Amendment Application No. GP14-5-001 (Waterfront District Specific Plan); and

**WHEREAS**, on October 18, 2016 the City Council conducted a noticed public hearing, received testimony and documents from staff and the City's consultant, provided an opportunity for public comment, closed public comment, and considered all documents including the Finding of Consistency (CEQA Exemption: Finding of Consistency, Suisun City Waterfront District Specific Plan, "Exhibit A") and City of Suisun City Waterfront District Specific Plan Consistency Analysis, as well as the Waterfront District Specific Plan and other materials; and

**WHEREAS**, based on evidence presented in to the record by the Waterfront District Specific Plan, the consistency analysis, the Public, Planning Commissioners, and City Council Members, the City Council desires to adopt a Finding of Consistency that the WDSP is consistent with the 2035 General Plan and the EIR certified for the 2035 General Plan, and that no additional environmental review is required by CEQA pursuant to Public Resources Code Section 21083.3 and CEQA Guidelines Section 15183; and

**WHEREAS**, the City Council further desires to adopt Plan Amendment Application No. GP14-5-001 (Waterfront District Specific Plan).

**NOW THEREFORE**, the City of Suisun City does ordain as follows:

**SECTION 1.** The above recitals are true and correct and incorporated herein by reference.

**SECTION 2.** All staff reports and analysis submitted in connection with this matter are hereby incorporated by this reference.

**SECTION 3.** Based upon substantial evidence in the record of proceedings, and based upon its independent judgment and analysis, the City Council adopts a Finding of Consistency for Plan Amendment Application No. GP14-5-001 (Waterfront District Specific Plan) with the following findings:

- a. The project is consistent with the 2035 General Plan and with the EIR certified for the 2035 General Plan. The 2035 General Plan and its EIR specifically contemplated the WDSP would be subject to streamlining under CEQA based on consistency with those documents. The impacts associated with the types of development proposed in the WDSP, proposed zoning and land use designations, development density, and the locations where WDSP development would occur, were previously analyzed in the 2035 General Plan EIR. Mitigation in the certified EIR applicable to the SPU has been incorporated into the project. As such, the proposed project is consistent with the adopted 2035 General Plan and its EIR.
- b. There is no substantial new evidence in the record that this project may have additional significant impacts that were not analyzed as significant adverse effects in the EIR prepared for the 2035 General Plan.
- c. There is no substantial new evidence of potentially significant off-site impacts and cumulative impacts that were not discussed in the EIR certified for the 2035 General Plan, and no potentially significant adverse effects peculiar to the project.
- d. There are no previously identified significant effects, which as a result of substantial new information which was not known at the time the EIR was certified, determined to have a more severe adverse impact than discussed in the EIR for the 2035 General Plan.

In making the findings in this Ordinance, the City Council ratifies, adopts and incorporates in these findings the statements and findings in the attached CEQA Exemption: Finding of Consistency, Suisun City Waterfront District Specific Plan (“Finding of Consistency”), which is attached hereto as Exhibit “A” and incorporated by reference. The City Council further finds that the Finding of Consistency has been completed in compliance with the requirements of CEQA; all feasible mitigation measures in the certified EIR for the 2035 General Plan applicable to the WDSP will be undertaken and are applicable to the project; and no additional environmental review is required by CEQA pursuant to Public Resources Code Section 21083.3 and CEQA Guidelines Section 15183.

**SECTION 4.** The City Council adopts Plan Amendment Application No. GP14-5-001, which shall be called the Waterfront District Specific Plan, including the Land Use Map, and finds that:

- a. Plan Amendment Application No. GP14-5-001 is consistent with and achieves the objectives prescribed in Suisun City Municipal Code; and

- b. Plan Amendment Application No. GP14-5-001 is consistent with California Government Code Section 65450 and State of California General Plan Guidelines.

**SECTION 5.** The location and custodian of the documents and any other material which constitute the record of proceedings upon which the City Council based its decision is as follows: The record of plan approval shall be kept in the office of the City Clerk, City of Suisun City, City Hall, 701 Civic Center Boulevard, Suisun City, California 94585 which shall be held by the City Clerk as the custodian of the documents; all other record of proceedings shall be kept with the Development Services Department and the Director of the Development Services Department shall be the custodian of the documents.

**SECTION 6.** This Ordinance shall be effective 30 days following its adoption by the City Council. A summary of this Ordinance shall, within fifteen (15) days after passage, be published in accordance with Section 36933 of the Government Code of the State of California with the names of the City Councilmembers voting for and against it.

**PASSED, APPROVED, AND ADOPTED** as an Ordinance at a regular meeting of the City Council of the City of Suisun City, California, on this 1<sup>st</sup> day of November 2016.

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Pete Sanchez  
Mayor

**CERTIFICATION**

I, Linda Hobson, City Clerk of the City of Suisun City, California, do hereby certify that the foregoing Ordinance was introduced at a regular meeting of the City Council on October 18, 2016 and passed, approved, and adopted by the City Council of the City of Suisun City at a regular meeting held on the 1<sup>st</sup> day of November 2016 by the following vote:

**AYES:** Councilmembers:  
**NOES:** Councilmembers:  
**ABSENT:** Councilmembers:  
**ABSTAIN:** Councilmembers:

**WITNESS** my hand and the seal of said City this 1<sup>st</sup> day of November 2016.

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Linda Hobson, CMC  
City Clerk

**Exhibit A:** CEQA Exemption: Finding of Consistency, Suisun City Waterfront District Specific Plan (“Finding of Consistency”)

**CEQA Exemption: Finding of Consistency  
City of Suisun City  
Waterfront District Specific Plan**

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# 1 PROJECT DESCRIPTION

In 1979, the Suisun City General Plan called for special treatment of the historic downtown and waterfront through preparation and adoption of a Specific Plan for Old Town and the waterfront. The first Specific Plan was adopted in 1983 and was last comprehensively amended in 1999. Since that time, many portions of the Specific Plan have been implemented. The document was previously known as the “Downtown Waterfront Specific Plan.” The title has been changed to “Waterfront District Specific Plan.” The updated WDSP implements the City’s General Plan for the downtown area.

The document was previously known as the “Downtown Waterfront Specific Plan.” Along with the proposed amendment and replacement of the 1999 Downtown Waterfront Specific Plan, the City proposes to change the title of the Plan to “Waterfront District Specific Plan.”

## 1.1 IMPLEMENT THE 2035 GENERAL PLAN

In 2015, the City adopted a comprehensively revised General Plan. The 2035 General Plan provides an updated set of policy guidance for the overall amount, character, and location of urban development, as well as preservation and natural resource conservation, economic development, transportation, safety, public facilities and services, and housing. The 2035 General Plan includes a special focus on the waterfront area, as follows:

- ▶ Focus higher density development and mixed-use projects in areas adjacent to the train station.
- ▶ Promote a vibrant Downtown that provides both daytime and nighttime activities to attract visitors.
- ▶ Develop the Downtown as the social and cultural heart of the community.
- ▶ Provide convenient linkages from the train station and other regional connectors to bring patrons to the Downtown.
- ▶ Ensure safe and efficient walking, biking, driving, and parking in the Downtown.
- ▶ Strategically develop vacant, underutilized, and infill land throughout the City, and especially in the Downtown.
- ▶ Foster transit-oriented development around the train station.
- ▶ Provide transportation alternatives to the automobile, especially capitalizing on the location of the train station.

The updated WDSP implements the City’s General Plan for the downtown area.

The General Plan identifies a series of Land Use Designations, which are tied to allowable land use and standards of density and building intensity for areas where development is allowed. The WDSP Area is identified with the General Plan Land Use Designation, “Downtown Waterfront Specific Plan,” the name of the previous Specific Plan now proposed to be amended. The land uses allowed within this Land Use Designation are consistent with those proposed to be allowed within the WDSP. Namely, this Land Use Designation (Suisun City 2035 General Plan, Table 3-1):

“Provides for a wide range of uses allowed by the Downtown Waterfront Specific Plan, including “horizontal” (same site) and “vertical” (same building) mixed retail, commercial service, professional

office, public services and facilities; research, assembly, fabrication; low-, medium-, and higher-density dwelling units; and other compatible uses. Mixed-use projects may use FAR to regulate intensity of combined residential and nonresidential sites or may use the FAR and density (units per acre) separately for the nonresidential and residential portions of the project.”

For developed uses within the Downtown Waterfront Specific Plan Land Use Designation, the allowable floor area ratio is 0.5 to 3.0 and for residential only developments, the allowable density is between 8 and 45 units per gross acre. As a part of preparation of the WDSP, the minimum allowable FAR was decreased for non-residential zones within the WDSP in order to provide the flexibility for development that better matches existing adjacent developed properties in areas with an existing lower profile of development. The upper end of the FAR range for non-residential and mixed-development within the WDSP is within the range provided in the General Plan for the WDSP. The assumed location, type, and density/intensity of development under the WDSP and the General Plan are the same.

In addition to providing the above summarized guidance for developed uses in the WDSP Area, the General Plan also includes policy guidance for public facilities, bicycle and pedestrian access and mobility, and open space for recreational and natural resources. The General Plan Open Space Diagram illustrates the City’s intent for preserving important open spaces (Exhibit 7-3 of the General Plan). Priority conservation and recreational areas are highlighted in this Diagram, which shows areas along the eastern side of Suisun Channel in the WDSP Area, area south of the Civic Center, existing parks in the WDSP Area, and other locations for open space.

The updated WDSP includes revisions to 1999 Specific Plans to implement the General Plan’s policy direction. In addition, the proposed update incorporates changes that are necessary to address current market conditions and the current regulatory environment.

## 1.2 ALLOWABLE LAND USE

The WDSP Land Use Map (see **Exhibit 2-1 in the attached Specific Plan Consistency Analysis**) identifies zones that govern future development. Each zone has different allowable land uses, development standards, and other guidelines in the WDSP. Zones in the WDSP include:

- ▶ **Residential Low Density (RLD).** This zone provides for single-family and other lower-density residential development types between eight (8) and twelve (12) dwelling units per net acre.
- ▶ **Residential Medium Density (RMD).** This zone provides for a wide variety of residential development of between 12.1–24 dwelling units per net acre, including detached and attached single-family and multi-family dwellings.
- ▶ **Residential High Density (RHD).** This zone provides for a wide variety of multi-family residential development types between 24.1–54 dwelling units per net acre. This zone is also intended to support high-density infill development in appropriate locations throughout the Planning Area, particularly near the Suisun-Fairfield Train Depot.
- ▶ **Historic Residential (HR).** The purpose of the HR zone is to allow compatible development between 8 and 16 units per acre, to ensure that this area continues as a viable residential neighborhood, and protect important characteristics of this area related to the community’s cultural heritage. This zone allows residential development, as well as parks and playgrounds, bed and breakfast inns, home occupations, civic uses, and other compatible uses.

- ▶ **Main Street Mixed-Use (MSMU).** This zone is intended to facilitate a mix of retail, entertainment, and destination uses in the Downtown Core. Allowable FAR is 0.25 to 2.0.
- ▶ **Commercial/Office/Residential (C/O/R).** The C/O/R zone allows a mix of uses, including business/professional offices, retail commercial, dining, and entertainment uses. Residential development within the C/O/R Zone may use development standards for the RMD or RHD Zones. Allowable FAR for non-residential and mixed-use developments is 0.25 to 2.0.
- ▶ **Historic Limited Commercial (HLC).** This zone provides guidance to an area anticipate to transition from residential use to smaller-scale commercial and/or office uses that are compatible with residential uses. Allowable FAR is 0.25 to 1.0.
- ▶ **Downtown Mixed-Use (DMU).** The DMU zone allows a mix of retail, commercial service, civic, office, and other complementary non-residential uses, as well as higher-density residential development. Allowable FAR is 0.3 to 3.0.
- ▶ **Downtown Commercial (DC).** The DC zone is intended to accommodate primarily retail and commercial services, but also allows complementary office, civic, and recreational uses. Allowable FAR is 0.25 to 2.0.
- ▶ **Waterfront Commercial (WC).** The WC zone accommodates a mix of retail, entertainment, and destination uses, as well as uses that are needed to serve the marina and boat owners. Allowable FAR is 0.25 to 1.0.
- ▶ **Public Facilities (PF).** The Land Use Map designates locations of existing and planned public facilities. Existing facilities include the public marina, schools, neighborhood parks, common parking areas, and the Civic Center. The PF zone is intended to accommodate a variety of facilities, including but not limited to: parks, schools, civic facilities, parking, and trails provided for the recreation or service of the community.
- ▶ **Open Space (OS).** The Land Use Map also designates the location for open space within the Planning Area. This district is intended to accommodate a variety of passive recreational and open space facilities, including wetland and natural areas to remain open/undeveloped, drainage areas, and waterfront trails/promenades.

## 2 CEQA REVIEW AND FINDINGS

The City of Suisun City (“City”) is the lead agency for purposes of compliance with the requirements of the California Environmental Quality Act (CEQA, Public Resources Code Section 21000 et seq.). Pursuant to CEQA Guidelines section 15060, the City has performed a preliminary review and determined that the Waterfront District Specific Plan (also known as “the project”) is subject to CEQA.

### 2.1 THE SPECIFIC PLAN IS EXEMPT FROM CEQA PURSUANT TO PUBLIC RESOURCES CODE SECTION 21083.3.

Public Resources Code section 21083.3 provides a limited statutory exemption from CEQA (the “Statutory Exemption”) pursuant to which projects may proceed without additional CEQA analysis.

Public Resources Code Section 21083.3 (b) provides that, where a development project is consistent with the general plan of a local agency, and an environmental impact report was certified for the zoning or planning action or the general plan, the examination of environmental effects shall be limited to those that:

“...are peculiar to the parcel or to the project and which were not addressed as significant effects in the prior environmental impact report, or which substantial new information shows will be more significant than described in the prior environmental impact report.”

Public Resources Code Section 21083.3(d) further defines that an effect of a project upon the environment shall not be considered peculiar to project if uniformly applied development policies or standards have been previously adopted, with a finding based upon substantial evidence that the development policies or standards will substantially mitigate the environmental effect when applied to future projects.

### 2.2 ADOPTION OF GENERAL PLAN AND CERTIFICATION OF GENERAL PLAN EIR

The City Council hereby finds and determines that on May 5, 2015, the City Council of the City of Suisun City certified the City of Suisun City 2035 General Plan Final Environmental Impact Report (General Plan EIR, State Clearinhouse Number 2011102046), consisting of the Draft Environmental Impact Report (DEIR), revisions to the DEIR, comments on the DEIR, and responses to comments, and subsequently adopted the City of Suisun City 2035 General Plan (General Plan).

The General Plan EIR declared the City’s intent to make use of the limited statutory exemption from CEQA described in Public Resources Code Section 21083.3:<sup>1</sup>

“The City intends to use the 2035 General Plan EIR to streamline environmental review and approval of private and public projects that are consistent with the 2035 General Plan. The City will make full use of existing streamlining provided by CEQA ... The material provided under Public Resources Code 21083.3 and CEQA Guidelines 15183 is sometimes called the ‘partial exemption.’ Under this provision, CEQA only applies to issues ‘peculiar to the site.’ ... CEQA Guidelines Section 15183 (f) establishes that impacts are not peculiar to the project if uniformly applied development policies or standards substantially mitigate that environmental effect. The determination of whether or not uniformly applied development policies or standards would substantially mitigate each environmental effect shall be based on substantial evidence, but not necessarily presented in an EIR... In order to maximize the value of the General Plan EIR to future projects that promote the 2035 General Plan’s objectives, the City has strategically integrated the General Plan and the environmental review. The policy development process has been used

<sup>1</sup> City of Suisun City. 2035 General Plan EIR, page 1-2.

to vet potential mitigation strategies. The General Plan Update process was used to investigate policies and programs that can serve as uniformly applied standards and substantially limit the scope of analysis for projects consistent with the 2035 General Plan.”

The City Council finds and determines, for the reasons set out below, that the Statutory Exemption applies to the and that no further environmental analysis is required since all of the effects on the environment caused by the Waterfront District Specific Plan were adequately analyzed and mitigation measures provided for in the General Plan EIR; there are no significant effects on the environment that are peculiar to the Waterfront District Specific Plan not addressed and mitigated in the General Plan EIR; and there is no new information showing that any of the effects shall be more significant than described in the General Plan EIR.

The City Council hereby makes the following findings and determinations relative to the Waterfront District Specific Plan and the Statutory Exemption:

### **2.3 THE PROJECT IS CONSISTENT WITH THE GENERAL PLAN**

The Statutory Exemption applies to a project if the following conditions are met:

- ▶ the project is consistent with the General Plan of a local agency and
- ▶ an EIR was certified by the lead agency for the General Plan (14 Cal. Code Regs. Section 15183[d]).

The General Plan identifies a series of Land Use Designations, which are tied to allowable land use and standards of density and building intensity for areas where development is allowed. The WDSP Area is identified with the General Plan Land Use Designation, “Downtown Waterfront Specific Plan,” the name of the previous Specific Plan now proposed to be amended. The land uses allowed within this Land Use Designation are consistent with those proposed to be allowed within the WDSP. Namely, this Land Use Designation (Suisun City 2035 General Plan, Table 3-1):

“Provides for a wide range of uses allowed by the Downtown Waterfront Specific Plan, including “horizontal” (same site) and “vertical” (same building) mixed retail, commercial service, professional office, public services and facilities; research, assembly, fabrication; low-, medium-, and higher-density dwelling units; and other compatible uses. Mixed-use projects may use FAR to regulate intensity of combined residential and nonresidential sites or may use the FAR and density (units per acre) separately for the nonresidential and residential portions of the project.”

For developed uses within the Downtown Waterfront Specific Plan Land Use Designation, the allowable floor area ratio (FAR) is 0.5 to 3.0 and for residential only developments, the allowable density is between 8 and 45 units per gross acre. As a part of preparation of the WDSP, the minimum allowable FAR was decreased for non-residential zones within the WDSP in order to provide the flexibility for development that better matches existing adjacent developed properties in areas with an existing lower profile of development. The upper end of the FAR range for non-residential and mixed-development within the WDSP is within the range provided in the General Plan for the WDSP. The assumed location, type, and density/intensity of development under the WDSP and the General Plan are the same.

In addition to providing the above summarized guidance for developed uses in the WDSP Area, the General Plan also includes policy guidance for public facilities, bicycle and pedestrian access and mobility, and open space for recreational and natural resources. The General Plan Open Space Diagram illustrates the City’s intent for preserving important open spaces (Exhibit 7-3 of the General Plan). Priority conservation and recreational areas are highlighted in this Diagram, which shows areas along the eastern side of Suisun Channel in the WDSP Area, area south of the Civic Center, existing parks in the WDSP Area, and other locations for open space.

The City Council finds and determines that the Waterfront District Specific Plan is consistent with the General Plan, which was approved by the City Council and for which the General Plan EIR was certified.

### **2.3.1 GENERAL PLAN LAND USE DESIGNATION: DOWNTOWN WATERFRONT SPECIFIC PLAN**

- ▶ Allowable land uses: Provides for a wide range of uses allowed by the Downtown Waterfront Specific Plan, including “horizontal” (same site) and “vertical” (same building) mixed retail, commercial service, professional office, public services and facilities; research, assembly, fabrication; low-, medium-, and higher-density dwelling units; and other compatible uses.
- ▶ Allowable density: 8 to 45 units per gross acre
- ▶ Allowable intensity: 0.5 to 3.0 FAR
- ▶ Guidance for mixed-use projects: Mixed-use projects may use FAR to regulate intensity of combined residential and nonresidential sites or may use the FAR and density (units per acre) separately for the nonresidential and residential portions of the project.

Although the name of the Specific Plan has changed from Downtown Waterfront Specific Plan to Waterfront District Specific Plan, the Waterfront District Specific Plan is consistent with the General Plan.

The Waterfront District Specific Plan also describes allowable land use, density, and development intensity. However, instead of a single land use designation, the Waterfront District Specific Plan includes four residential zones, six commercial and mixed-use zones, a public zone and an open space zone:

- ▶ RLD – Residential Low Density
- ▶ RMD – Residential Medium Density
- ▶ RHD – Residential High Density
- ▶ HR – Historic Residential
- ▶ MSMU – Main Street Mixed-Use
- ▶ C/O/R – Commercial/Office/Residential
- ▶ HLC – Historic Limited Commercial
- ▶ DMU – Downtown Mixed-Use
- ▶ DC – Downtown Commercial
- ▶ WC – Waterfront Commercial
- ▶ PF – Public Facilities
- ▶ OS – Open Space

The City Council finds and determines that the proposed building intensity of the Waterfront District Specific Plan is consistent with the allowable uses, density, and development intensity in the General Plan.

## 2.4 FINDINGS RELATIVE TO EFFECTS ON THE ENVIRONMENT PECULIAR TO THE PROJECT

Public Resources Code section 21083.3 provides that since the project is consistent with the General Plan and the General Plan EIR was certified with respect to the General Plan, the application of CEQA to the approval of the project shall be limited to significant effects on the environment which are peculiar to the project (in this case the Waterfront District Specific Plan Area) and which were not addressed as significant effects in the prior General Plan EIR, or which substantial new information shows will be more significant than described in that environmental impact report.

The General Plan EIR analyzed the impacts of development anticipated under the Waterfront District Specific Plan. The impacts associated with the types of development proposed in the Waterfront District Specific Plan, proposed zoning and land use designations, development density, and the locations where Waterfront District Specific Plan development would occur, were previously analyzed in the General Plan EIR.

Further, the General Plan EIR identified a series of mitigating policies and programs to address potentially significant effects associated with implementation of the General Plan. The City prepared a document called “Specific Plan Consistency Analysis” (see Attachment A) that reviews, in detail, the consistency between the Specific Plan and General Plan for each environmental topic addressed in Appendix G of the CEQA Guidelines. The Specific Plan Consistency Analysis demonstrates the incorporation of existing General Plan policies and programs into the Waterfront District Specific Plan that would substantially reduce potentially significant impacts.

This Specific Plan Consistency Analysis first describes each impact area, as addressed by the General Plan EIR. Then, this evaluation identifies whether there are any impacts that would be peculiar to the Waterfront District Specific Plan Area, and beyond that already addressed as a part of the City’s General Plan and EIR. Then, the analysis describes applicable uniform development policies and standards that will be incorporated by development under the Waterfront District Specific Plan. The applicable uniform development policies and standards include both those that have been included in policy diagrams, narrative policies, standards, and design guidelines in the proposed Waterfront District Specific Plan, as well as those from the General Plan that will be required for new developments proposed under the Waterfront District Specific Plan. Applicable uniform development policies and standards that will be incorporated by development under the Waterfront District Specific Plan are summarized in Section 4 of the Specific Plan Consistency Analysis, “Applicable General Plan Policies and Programs.” Section 4 of the Specific Plan Consistency Analysis identifies applicable General Plan policies and programs that will be applied to developments within the Specific Plan Area and that address:

- ▶ Aesthetics
- ▶ Air Quality
- ▶ Biological Resources
- ▶ Cultural Resources
- ▶ Geology and Soils
- ▶ Greenhouse Gases
- ▶ Hazards and Hazardous Materials
- ▶ Hydrology and Water Quality
- ▶ Noise

- ▶ Public Services
- ▶ Transportation/Traffic
- ▶ Utilities

## **2.5 FINDINGS RELATING TO UNIFORMLY APPLIED DEVELOPMENT POLICIES**

The City Council finds and determines that the development standards and guidelines contained in the Waterfront District Specific Plan, along with the uniformly applied development policies (which are called “Applicable General Plan Policies and Programs” in the Specific Plan Consistency Analysis) will serve to substantially mitigate impacts of the Waterfront District Specific Plan and, thus, the effects of the Waterfront District Specific Plan upon the environment shall not be considered peculiar to the Waterfront District Specific Plan.

## **2.6 FINDINGS RELATING TO ENVIRONMENTAL EFFECTS**

The City Council hereby finds and determines, based upon substantial evidence, including the studies and uniformly applicable development policies and standards set out above, that:

- (1) there are no environmental effects peculiar to the Waterfront District Specific Plan or Waterfront District Specific Plan Area that warrant further environmental examination and analysis;
- (2) there are no environmental effects of the Waterfront District Specific Plan were not analyzed as significant effects in the General Plan EIR;
- (3) there are no potentially significant off-site impacts and cumulative impacts that were not discussed in the General Plan EIR that may be caused by the Waterfront District Specific Plan; and
- (4) there are no previously identified significant effects that could have a more severe adverse impact than discussed in the General Plan EIR. (14 Cal. Code Regs. Section 15183[b])

## **2.7 FINDINGS UNDER SECTION 21083.3(C) OF THE PUBLIC RESOURCES CODE**

As required by section 21083.3(c) of the Public Resources Code, the City Council, following a public hearing, finds that all mitigation measures (which are called “Applicable General Plan Policies and Programs” in the Specific Plan Consistency Analysis) included in the General Plan EIR that are relevant to the Waterfront District Specific Plan (as set forth in more detail above) shall be undertaken.

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**ATTACHMENT A**

**SPECIFIC PLAN CONSISTENCY ANALYSIS (PROVIDED  
UNDER SEPARATE COVER)**

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**City of Suisun City Waterfront District Specific Plan Consistency  
(Submitted Under Separate Cover)**

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agency, intends to find that the updated WDSP is consistent with the 2035 General Plan and the EIR certified for the 2035 General Plan, and that no additional environmental review is required by CEQA.

The 2035 General Plan and its EIR are available for review at the City's website: <http://www.suisun.com/departments/development-services/planning/general-plan/>. The WDSP and its consistency analysis are also available for review at the City's website: These documents may also be reviewed in person at the City Development Services Department offices, located at 701 Civic Center Boulevard, Suisun City, CA. Please contact John Kearns at (707.421.7335) for more information.



Specific Plan Area (Project Site)

ANY INTERESTED PERSON may comment on the proposed environmental finding. Comments must be in writing and must state (1) the commentor's name and address; (2) the commentor's interest in, or relationship to, the project; (3) the environmental determination being commented upon; and (4) the specific reason(s) why the proposed environmental determination should or should not be made. Any comments may be submitted at any time between the publication date of this notice and 5pm on Monday, October 17, 2016. Please direct comments to John Kearns, City of Suisun City Development Services Department, City Hall, 701 Civic Center Boulevard, Suisun City, CA. 94585; or by email to [jkearns@suisun.com](mailto:jkearns@suisun.com); or comments can be sent by facsimile to (707) 429-3758.

This application and this proposed environmental finding has been tentatively scheduled to be heard by the Planning Commission on September 27, 2016 at 7:00 p.m. or thereafter, and a public hearing has tentatively been scheduled before the Suisun City Council on October 18, 2016 at 7:00 p.m. These hearings will be held in the Suisun City Council Chambers located at 701 Civic Center Boulevard, Suisun City, CA. 94585. Your written and oral comments are welcomed at the hearing and will be considered in the final decision.

ENVIRONMENTAL ANALYSIS PREPARED BY:  
Matthew Gerken, AECOM  
2020 L Street, Suite 400 Sacramento, CA 95811

SUBMITTED BY:  
John Kearns, Associate Planner

DATE: September 24, 2016

CITY OF SUISUN CITY DEVELOPMENT  
SERVICES DEPARTMENT

### District 1, Western Marina Boulevard and Highway 12

District 1 encompasses several large vacant or underutilized parcels along both sides of SR 12, zoned for commercial development. North of SR 12 is a vacant 30-acre property, bound by the railroad tracks on the west and Marina Boulevard on the east. Uses south of SR 12, north of Lotz Way include a small shopping center and vacant commercial parcel between the shopping center and Marina Boulevard. Future development of District 1 should anticipate working cooperatively and collaboratively with the County of Solano and the City of Fairfield to explore opportunities to enhance regional flood controls and storm water improvements.

### District 2, Suisun-Fairfield Train Depot

District 2, the “Suisun-Fairfield Train Depot” district, is anchored by the historic Southern Pacific Company railway depot, located at the northernmost point of Main Street, where the SR 12 overpass crosses the Southern Pacific Railway. Across the street and east of Main Street is a Caltrans owned park-and-ride facility for the depot on Lotz Way. District 2 also includes an undeveloped parcel north of SR 12, along Denverton Road (commonly referred to as “Denverton Curve”); and the industrial properties along Benton Court, west of Main Street, as shown in Figure 2-2.



Districts 1 and 2, Existing Site Context

**A. Main Street Mixed-Use (MSMU) Zone**

This zone is primarily devoted to preserving and enhancing the mix of retail, entertainment, and destination uses in the Downtown Core. This Specific Plan is intended to encourage the historic mix of uses, which typically consisted of a retail or personal service business in the ground floor storefront facing Main Street, with small commercial, professional offices or residential uses on the upper floor(s) and behind the Main Street frontage use. Main Street retailers have traditionally sold a combination of convenience items and services for everyday needs (e.g., butcher, baker, shoe shop) and specialty items, such as clothing, jewelry, gifts and antiques. Restaurants, cafes, and similar eating and entertainment establishments were also commonplace. Large bulk retail businesses, such as furniture sales, automotive, or wholesale uses were generally found only on the fringes of the Downtown, if at all. Permitted and conditionally permitted uses within this zone are identified in Table 3.5.

Businesses and buildings on Main Street are encouraged to face or orient toward Main Street. Buildings on adjacent streets within the Downtown Core should orient to Harbor Plaza and/or the marina.

**TABLE 3.5: MAIN STREET MIXED USE ZONE ALLOWED USES**

Permitted Uses <sup>1</sup>	Administrative Review and Conditionally Permitted Uses
<ul style="list-style-type: none"> <li>▪ Art, modeling, music, and/or dance studio (U)</li> <li>▪ Artist studios; art supply stores</li> <li>▪ Bed and breakfast inn</li> <li>▪ Business services (U)</li> <li>▪ Commercial services</li> <li>▪ Communication services</li> <li>▪ Community social services</li> <li>▪ Eating and drinking places</li> <li>▪ Educational services</li> <li>▪ Finance, insurance, and real estate offices</li> <li>▪ General merchandise and hardware store</li> <li>▪ Movie theater</li> <li>▪ Optical shop or optometrist</li> <li>▪ Personal services</li> <li>▪ Professional or medical offices (U)</li> <li>▪ Specialty retail shops<sup>3</sup></li> </ul>	<p><b>Administrative Review:</b></p> <ul style="list-style-type: none"> <li>▪ Food and grocery stores, <del>convenience market</del></li> <li>▪ Medical health care facility</li> <li>▪ Public/quasi-public use (e.g., community center, school, fire station, library, church)</li> </ul> <p><b>Conditionally Permitted:</b></p> <ul style="list-style-type: none"> <li>▪ Commercial amusement or entertainment</li> <li>▪ Drive-through facilities (only north of Driftwood Drive)</li> <li>▪ Entertainment (i.e., nightclub and bar/lounge)</li> <li>▪ Furniture stores</li> <li>▪ Reupholstery and furniture repair; antique refinishing</li> <li>▪ Residential dwellings<sup>2</sup></li> <li>▪ <u>Convenience Market</u></li> <li>▪ <u>Shops selling age-restricted goods or providing age-restricted services</u></li> </ul>
<ul style="list-style-type: none"> <li>▪ Any other retail, service, or public/quasi-public uses that are similar in nature, function, and operations to the permitted and conditionally permitted uses listed above.</li> </ul>	
<p><b>Notes:</b></p>	

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TABLE 3.5: MAIN STREET MIXED USE ZONE ALLOWED USES	
1.	Where a “U” is denoted next to a particular use, that use is also permitted on the upper floor(s) of a building.
2.	Permits the same type of residential dwellings as the RHD zone.
3.	Specialty retail shops are defined as small retail stores with distinctive, one-of-a-kind merchandise, often supplied locally <u>not including sale of age-restricted goods or providing age-restricted services.</u>

**B. Commercial/Office/Residential (C/O/R) Zone**

The C/O/R zone is envisioned to be developed with a mix of uses, including business/professional offices, retail commercial, dining, and entertainment uses. Offices and a hotel have already been established in this zone. Residential uses are also permitted to be developed as a “stand alone” development or as an integrated part of a commercial/office development (e.g., on upper floors over ground floor commercial uses). Because of the unique character of the site and its strategic location, any proposed uses and development for all or any portion of the site must be approved through the Planned Unit Development process, as described in Chapter 7 of this Specific Plan.

Generally, permitted and conditional uses allowed in this zone are the same as those specified in the MSMU zone, described above, and in addition, stand-alone residential projects may comply with the allowed uses specified for the RMD zone. Specific uses, location, layout and character of development shall be established by approval of a Planned Unit Development permit by the Planning Commission and City Council. Notwithstanding the flexibility provided by the PUD process, development standards should generally conform to those provided by the MSMU zone.

**C. Historic Limited Commercial Zone**

This zone applies to the area south of Harbor Plaza facing Main Street and east to Kellogg Street. This area is currently predominantly residential but is expected to gradually convert to commercial and/or office uses, which are compatible with residential uses. Because most of the structures are historic and still occupied by residential uses, any commercial conversions of these structures should preserve the significant historical characteristics of the buildings and avoid adverse impacts to the nearby residences. Therefore, office and commercial uses should be low intensity in nature and occur as conversions, rather than replacement of structures.

Generally, residential and public uses are permitted and commercial/office uses are listed as Conditional Uses. Commercial uses for which a valid City business license has been issued, which are existing at the time of adoption of this document are considered to be conforming uses and do not require a Conditional Use Permit to continue.

**D. Downtown Mixed-Use (DMU) Zone**

This DMU zone is proposed as a new commercial mixed-use zone, intended to replace the General Commercial and Commercial Service zone designations that are proposed to be phased out in both the General Plan Update, adopted in 2015 and the Zoning Code Update, planned for adoption in 2016. This zone allows a mix of retail, commercial service, civic, office, and other complementary non-residential uses, as well as higher-density residential development. Allowed uses permitted within the DMU zone are indicated in Table 3.7.

TABLE 3.7: DOWNTOWN MIXED-USE ZONE ALLOWED USES	
Permitted Uses	Administrative Review and Conditionally Permitted Uses
<ul style="list-style-type: none"> <li>▪ Antique shop</li> <li>▪ Art, modeling, music, and/or dance studio</li> <li>▪ Artist studios; art supply stores</li> <li>▪ Bed and breakfast inn</li> <li>▪ Business services</li> <li>▪ Clothing and costume stores</li> <li>▪ Commercial services</li> <li>▪ Communication services</li> <li>▪ Community social services</li> <li>▪ Eating and drinking places</li> <li>▪ Educational services</li> <li>▪ Finance, insurance, and real estate offices</li> <li>▪ Food and grocery stores</li> <li>▪ General merchandise and hardware store</li> <li>▪ Medical health care facility</li> <li>▪ Theater (i.e., motion picture or live)</li> <li>▪ Optical shop or optometrist</li> <li>▪ Personal services</li> <li>▪ Professional or medical offices</li> <li>▪ Specialty retail shops<sup>1</sup></li> <li>▪ Residential dwellings<sup>2</sup></li> </ul>	<p><b>Administrative Review:</b></p> <ul style="list-style-type: none"> <li>▪ <del>Bed and breakfast</del> <b>Formatted:</b> Indent: Left: 0.25", No bullets or numbering</li> <li>▪ Public/quasi-public use (e.g., community center, school, fire station, library, church)</li> </ul> <p><b>Conditionally Permitted:</b></p> <ul style="list-style-type: none"> <li>▪ Commercial amusement or entertainment</li> <li>▪ Commercial retail or services greater than 40,000 square feet</li> <li>▪ Drive-through facilities (only north of Driftwood Drive)</li> <li>▪ Entertainment (i.e., nightclub and bar/lounge)</li> <li>▪ Furniture stores</li> <li>▪ Hospital</li> <li>▪ Reupholstery and furniture repair; antique refinishing</li> <li>▪ <del>Convenience market</del></li> <li>▪ <del>Shops selling age-restricted goods or providing age-restricted services</del> <b>Formatted:</b> Font: Gils sans mt</li> </ul>
<ul style="list-style-type: none"> <li>▪ Any other retail, service, public/quasi-public, or residential uses that are similar in nature, function, and operations to the permitted and conditionally permitted uses listed above.</li> </ul>	
<p><b>Notes:</b></p> <ol style="list-style-type: none"> <li>1. Specialty retail shops are defined as small retail stores with distinctive merchandise, often supplied locally or with a local theme <del>not including sale of age-restricted goods or providing age-restricted services.</del></li> <li>2. Permits the same type of residential dwellings permitted in the RHD zone.</li> </ol>	

**E. Downtown Commercial (DC) Zone**

This DC zone is proposed as a new commercial zone to replace the General Commercial and Commercial Service zone designations that are proposed to be phased out in the 2035 General Plan and future Zoning Code update. This zone is intended to accommodate primarily retail and commercial services, but also allows complementary office, civic, and recreational uses. Allowed uses permitted within the DC zone are shown in Table 3.8.

TABLE 3.8: DOWNTOWN COMMERCIAL ZONE ALLOWED USES	
Permitted Uses	Administrative Review and Conditionally Permitted Uses
<ul style="list-style-type: none"> <li>▪ Art, modeling, music, and/or dance studio</li> <li>▪ Auto parts, sales, without repair</li> <li>▪ Business services</li> <li>▪ Commercial services</li> <li>▪ Communication services</li> <li>▪ Community social services</li> <li>▪ Drive-through facilities</li> <li>▪ Dry cleaning, laundry</li> <li>▪ Eating and drinking places</li> <li>▪ Educational services</li> <li>▪ Entertainment (i.e., nightclub and bar/lounge)</li> <li>▪ Food and grocery stores, <del>convenience market</del></li> <li>▪ Finance, insurance, and real estate offices</li> <li>▪ General retail and merchandise stores</li> <li>▪ Medical health care facility</li> <li>▪ Optical shop or optometrist</li> <li>▪ Lodge, fraternal organization or club</li> <li>▪ Parks and open space</li> <li>▪ Personal services</li> <li>▪ Professional or medical offices</li> <li>▪ Theater (i.e., motion picture or live)</li> <li>▪ <u>Specialty retails shops!</u></li> </ul>	<p><b>Administrative Review:</b></p> <ul style="list-style-type: none"> <li>▪ Bed and breakfast inn</li> <li>▪ Commercial amusement or entertainment</li> <li>▪ Hospital</li> <li>▪ Public/quasi-public use (e.g., community center, school, fire station, library, church)</li> </ul> <p><b>Conditionally Permitted:</b></p> <ul style="list-style-type: none"> <li>▪ Automotive service and repair</li> <li>▪ Manufacturing uses greater than 5,000 square feet</li> <li>▪ Research and development and laboratory facilities</li> <li>▪ Wholesale or warehouse facilities, as an incidental use</li> <li>▪ Corporation yard, as an incidental use</li> <li>▪ <u>Convenience Market</u></li> <li>▪ <u>Shops selling age-restricted goods or providing age-restricted services.</u></li> </ul>
<ul style="list-style-type: none"> <li>▪ Any other retail, service, public/quasi-public, or residential uses that are similar in nature, function, and operations to the permitted and conditionally permitted uses listed above.</li> </ul>	
<p><b>Notes:</b></p> <p>1. <u>Specialty retail shops are defined as small retail stores with distinctive merchandise with a local theme not including sale of age-restricted goods or providing age-r</u></p>	

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**F. Waterfront Commercial (WC) Zone**

This WC zone is located behind or to the east of Harbor Plaza, adjacent to the waterfront and marina. This zone also exists south of the RM zone and north of the City boat launch. Because of its proximity to both the marina and Main Street, this area is expected to accommodate elements of both Main Street retail and related uses, as well as uses which are needed to serve the marina and boat owners or are required by their nature to be located adjacent to the Waterfront.

**TABLE 3.9: WATERFRONT COMMERCIAL ZONE ALLOWED USES**

Permitted Uses	Administrative Review and Conditionally Permitted Uses
<ul style="list-style-type: none"> <li>▪ Uses as permitted within the Main Street Mixed-Use zone</li> <li>▪ Boat equipment sales, supplies, and marine products and accessories</li> <li>▪ Boat and marine sales and services, where service is accessory to the sales operation</li> <li>▪ Marina, public access, and related public facilities</li> <li>▪ Sales of products for boating and water recreation activities</li> <li>▪ Water-oriented commercial, entertainment, and similar uses that are connected to the water or related to water-related activities</li> </ul>	<p><b>Conditionally Permitted:</b></p> <ul style="list-style-type: none"> <li>▪ Boat repair and service, not accessory to a sales operation</li> <li>▪ Boat storage</li> <li>▪ Manufacture/assembly of boating products</li> <li>▪ Gas sales for boat use only</li> <li>▪ <u>Convenience Market</u></li> <li>▪ <u>Shops selling age-restricted goods or providing age-restricted services</u></li> </ul>
<ul style="list-style-type: none"> <li>▪ Any other retail, service, public/quasi-public uses similar in nature, function, and operations to the permitted and conditionally permitted uses listed above.</li> </ul>	

## AGENDA TRANSMITTAL

**MEETING DATE:** November 1, 2016

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**CITY AGENDA ITEM:** Reauthorization and Continuation of the Suisun City Historic Waterfront Business Improvement District:

- a. Council Adoption of Resolution No. 2016-\_\_: Reauthorizing and Continuing the Suisun City Historic Waterfront Business Improvement District and the Assessment Levy for the District; and
- b. Council Adoption of Resolution No. 2016-\_\_: Accepting the 2016 Annual Report, and Approving the Proposed Calendar Year 2017 Operating Budget for the Suisun City Historic Waterfront Business Improvement District.

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**FISCAL IMPACT:** Staff is involved in collection of the annual BID Assessments through the collection of the business license taxes, and attends the monthly BID meetings on a regular basis. It is estimated the staff costs range between \$2,000 and \$3,000 per year to administer BID assessments and attend monthly meetings.

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**BACKGROUND:** Per City Ordinance No. 667, enacted April 18, 2003, the Main Street Waterfront Business Improvement District, commonly known as the Suisun City Historic Waterfront Business Improvement District (the “District”), was established. The District is a 501(c)(3) non-profit organization created at the request of downtown merchants to promote improved business conditions and marketing of downtown Suisun City. Under procedures described in the California Streets and Highways Code, the City, on behalf of the BID, levies assessments on those businesses within the District area (see attached map) for use in various marketing and improvement activities, as determined beneficial by the District board. Each year since 2003, the Council has reauthorized the continued operation of the District.

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**STAFF REPORT:** On October 24, 2016, the District board submitted its annual report and proposed budget for the 2017 calendar year for City Council review, and requested consideration of continuation of the District and its related assessment for 2017.

In the years following the dissolution of the Redevelopment Agency and the shift to community-based funding for special events, the efforts of the District have proven to be crucial in maintaining, and improving upon, the quantity and quality of events in Suisun City’s Waterfront. In 2016, the District continued to promote and increase awareness for the Suisun Waterfront District’s beauty and history. The District remains a strong presence in the community through District and City sponsored events, strengthening the numbers of attendees and success from events such as the annual Christmas at the Waterfront and annual Waterfront (Art, Wine, and Chocolate) Festival.

Below is an outline of other District activities throughout the past year:

- Held the annual *Christmas at the Waterfront*, where the Christmas Market sold Christmas type ornaments, gift items, holiday candy and cookies, and wine. It was heavily advertised, reaching more than 41,000 people.
- Hosted the 6<sup>th</sup> annual *Restaurant Week* which promotes the diverse restaurants at the Waterfront.
- Continued to expand the *Mother's Day Artisan Fair* to more than 75 vendors, up 25% from 2015, and even making a small profit from sales of champagne and mimosas in commemorative glasses.
- Donated \$500 to Suisun City Community Service Foundation to support the *Saturday Night at the Movies* series.
- Co-sponsored the *Wine Tasting on the Square* event by providing social media presence and public relations assistance, from May through October.
- Hosted its second annual *Member Mixer* in August, in lieu of an annual BBQ, in an effort to educate the business community about the BID and foster better relationships amongst the BID, business stakeholders, and the City.
- Provided trick or treating opportunities after the *Halloween Parade* and Costume Contest.
- Coordinated the annual *Waterfront (Art, Wine, and Chocolate) Festival*, in which the District was paid \$5,000 from proceeds in the event and did not incur any expenses.
- Coordinated efforts with the City's Planning staff and a Lawler House Gallery artist to replace the banners in the Waterfront District in the future.

More detailed information regarding District activities can be found in the 2016 Annual Report (please see Attachment 3).

### **Consider Continuing the District**

The City Council annually considers adoption of a resolution renewing the establishment of the District, as described in Ordinance 667. The resolution describes the boundaries of the District, the general purposes for which assessments may be used, and three benefit zones with associated assessment rates according to business type.

The District Board requested no changes to the District boundaries, uses of funds, benefit zones, or assessment rates. Staff is not recommending that the City provide any matching funds for the District. Continuation of the District is necessary this month so the assessment can be collected as part of the annual Business License billing cycle, which begins in early December.

### **Review and Approve the Proposed District Budget**

The Suisun City Code Section 3.40.110 directs the District “board to present an annual budget for City Council review and approval prior to the beginning of each fiscal year.” It further provides that the “City shall not adopt, modify or otherwise amend any fiscal year budget of the District that is inconsistent in any way with said fiscal year’s budget as agreed to and presented by the BID board except in the case of a written majority protest ...”

On October 24, 2016, the District submitted its 2016 Annual Report and Proposed 2017 Budget. Over the past several years, the Council has requested additional supplemental financial information to assist in the deliberative process, which was collected by Staff and provided to the Council.

The District financial information distributed to the City Council as part of this staff report were

- The District's 2016 Annual Report and Proposed 2017 Budget.
- 12 months of actual District expenditure detail beginning Nov. 1, 2015, through Oct. 31, 2016.
- Profit and loss statement comparing District's 2016 budget to actual expenditures January through October 2016.
- Estimated District expenditures November through December 2016, and January 1 through March 31, 2017.

Staff has used these data to compile an exhibit comparing four years of actual budget results, the 2016 budget against year-to-date expenditures and estimated expenses, and the proposed 2017 budget.

The City Council is empowered to approve or disapprove the District budget in its entirety. In the event the City Council wishes to recommend changes in the budget, such direction should be delineated and consideration of the budget resolution continued to allow the District board an opportunity to consider amending its budget accordingly. Though the District may not spend additional resources without an approved budget, renewal of the assessment would allow the Administrative Services Department to collect the assessments with the business license renewals, and hold the proceeds until such time as a District budget is approved.

### **Matching Funds**

The former Redevelopment Agency provided matching funds to support the efforts of the District. Given the constraints on the City's budget, staff is not recommending matching funds for the District, at this time.

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**RECOMMENDATION:** It is recommended that the City Council:

1. Adopt Resolution No. 2016-\_\_: Reauthorizing and Continuing the Suisun City Historic Waterfront Business Improvement District and the Assessment Levy for the District; and
2. Adopt Resolution No. 2016-\_\_: Accepting the 2016 Annual Report, and Approving the Proposed Calendar Year 2017 Operating Budget for the Suisun City Historic Waterfront Business Improvement District.

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### **ATTACHMENTS:**

1. Resolution No. 2016-\_\_: Reauthorizing and Continuing the Suisun City Historic Waterfront Business Improvement District and the Assessment Levy for the District.

2. Resolution No. 2016-\_\_\_: Accepting the 2016 Annual Report, and Approving the Proposed Calendar Year 2017 Operating Budget for the Suisun City Historic Waterfront Business Improvement District.
3. The District's 2016 Annual Report and Proposed 2017 Budget.
4. 12 months of actual District expenditure detail beginning Nov. 1, 2015, through Oct. 31, 2016.
5. Profit and loss statement comparing District's 2016 budget to actual expenditures January through October 2016.
6. Estimated District expenditures November through December 2016, and January 1 through March 31, 2017.
7. Multiple Year Budget Analysis Prepared by Staff.

**RESOLUTION NO. 2016-\_\_**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SUISUN CITY  
REAUTHORIZING AND CONTINUING THE SUISUN CITY HISTORIC  
WATERFRONT BUSINESS IMPROVEMENT DISTRICT AND THE  
ASSESSMENT LEVY FOR THE DISTRICT**

**WHEREAS**, the California Streets and Highways Code Section 36500 *et seq.* authorizes cities to establish parking and business improvement areas for the purpose of promoting economic revitalization and physical maintenance of business districts in order to create jobs, attract new business, and prevent erosion of the new business district; and

**WHEREAS**, The Main Street-Waterfront Business Improvement District, commonly known as the Suisun City Historic Waterfront Business Improvement District (District), was formed, at the request of the Main Street-Waterfront Business Improvement District Formation Committee (Committee), by City Council approval of City Ordinance No. 667 on April 18, 2003; and

**WHEREAS**, at the request of the Committee, Ordinance No. 667 established an annual special assessment on all businesses within the District, which said assessment must be renewed annually by City Council; and

**WHEREAS**, the District Board of Directors (Board) has requested that the Suisun City Council renew the special assessment on all businesses within the District; and

**WHEREAS**, the assessment will continue at the same level established in 2003 by adoption of City Ordinance No. 667; and

**WHEREAS**, protests in writing from businesses in the District paying 50% or more of the proposed assessment have not been received; and

**WHEREAS**, this City Council has now determined to reauthorize the imposition of a benefit assessment for the District; and

**WHEREAS**, in the opinion of this City Council, the businesses within the District will be benefited by the expenditure of the funds raised by the assessments levied hereby in the manner prescribed herein; and

**WHEREAS**, the assessments or charges levied on businesses pursuant to this Ordinance shall be levied, to the maximum extent feasible, on the basis of the estimated benefit to the businesses within the District.

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Suisun City does hereby determine that:

1. The recitals set forth herein are true and correct.
2. The City Council does, at the request of the Board and pursuant to the California Streets and Highways Code, reauthorize and continue the “Main Street-Waterfront Business Improvement District,” commonly known as the “Suisun City Historic Waterfront Business Improvement District” (District).
3. The boundaries of the entire area included in the District, and the boundaries of each separate benefit zone within the District, are set forth in the Map, Exhibit A, incorporated herein by reference. A true and correct copy of the map is on file with the City Clerk of the City of Suisun City.
4. The types of improvements and activities proposed to be funded by the levy of assessments on businesses in the District are in Exhibit B hereto and incorporated by reference.
5. The City Council reauthorizes and renews the levy of an annual benefit fee on businesses in the District to pay for selected improvements and activities of the District.
6. All funds of the District shall be expended on improvements and activities within the District.
7. The method and the basis for levying the benefit fee on all the businesses within the District are set forth in the Exhibit C hereto, incorporated herein by reference.
8. This Resolution is effective on its adoption.

**PASSED AND ADOPTED** at a regular meeting of the City Council of the City of Suisun City duly held on the 1<sup>st</sup> day of November 2016 by the following vote:

**AYES:** Councilmembers:  
**NOES:** Councilmembers:  
**ABSENT:** Councilmembers:  
**ABSTAIN:** Councilmembers:

**WITNESS** my hand and the seal of said City this 1<sup>st</sup> day of November 2016.

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Linda Hobson, City Clerk

EXHIBIT A (3)

**PROPOSED SUISUN CITY DOWNTOWN - WATERFRONT  
BUSINESS IMPROVEMENT DISTRICT (BID)  
BOUNDARY MAP**



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## **EXHIBIT B**

### Purpose and Use of Benefit Assessments.

The types of improvements and activities proposed to be funded by the levy of assessments on businesses in the District are as follows:

a. The acquisition, construction, installation, or maintenance of any tangible property with an estimated useful life of five years or more including, but not limited to, the following improvements:

- (1) Benches;
- (2) Trash receptacles;
- (3) Decorations;
- (4) Signage
- (5) Facade improvements;
- (6) Permanent landscaping

b. Activities including but not limited to the following:

- (1) Promotion of public events which benefit businesses in the area and which take place on or in public places within the area;
- (2) Furnishing of music in any public place in the area;
- (3) Activities which benefit businesses located and operating in the area, including but not limited to commercial shopping and promotional programs.

c. Activities in support of the City's Waterfront District plans consistent with the recently adopted Waterfront District Specific Plan.

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## EXHIBIT C

### DISTRICT ASSESSMENT FORMULA Proposed 2017 Benefit Fee Formula Matrix:

	ZONE A	ZONE B	ZONE C
Retailers and Restaurants	\$400	\$300	\$200
Service Businesses	\$300	\$200	\$150
Lodging	\$ 10 per room	\$ 10 per room	\$ 10 per room
Professional Businesses	\$200	\$150	\$100
Financial Institutions	\$500	\$500	\$500

Business Type Definitions:

Retail and Restaurant: Businesses that buy and resell goods, examples are clothing stores, shoe stores, office supplies as well as businesses that sell prepared foods and drinks.

Service Businesses: Businesses that sell services. Examples are beauty and barber shops, repair shops, most automotive-oriented businesses, entertainment businesses such as theaters, etc.

Lodging: Includes renting rooms by the day or week to community visitors.

Professional Businesses: Includes Architects, Engineers, Attorneys, Dentists, Doctors, Accountants, Optometrists, Realtors, Insurance Offices, Mortgage Brokers and most other businesses that require advanced and/or specialized licenses and/or advanced academic degrees.

Financial Institutions: Includes banking and savings and loan institutions as well as credit unions, etc.

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**RESOLUTION NO. 2016-\_\_**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SUISUN CITY  
ACCEPTING THE 2016 ANNUAL REPORT, AND APPROVING THE  
PROPOSED CALENDAR YEAR 2017 OPERATING BUDGET FOR THE  
SUISUN CITY HISTORIC WATERFRONT BUSINESS IMPROVEMENT  
DISTRICT**

**WHEREAS**, the City Council has passed Ordinance No. 667 establishing the Main Street-Waterfront Business Improvement District, commonly known as the Suisun City Historic Waterfront Business Improvement District (District); and

**WHEREAS**, said Ordinance requires the District to present an annual report and annual budget to the City of Suisun City for review and approval; and

**WHEREAS**, the City Council of the City of Suisun City has reviewed the proposed District budget; and

**WHEREAS**, the City Council desires to promote and assist the District to insure the success of the projects and programs of the District.

**NOW, THEREFORE, BE IT RESOLVED**, that the City Council of the City of Suisun City does hereby accept the 2016 Annual Report, and approve the calendar year 2017 operating budget for the District.

**PASSED AND ADOPTED** at a meeting of the Suisun City Council duly noticed and held on the 1<sup>st</sup> day of November 2016 by the following City Council vote:

**AYES:** Councilmembers:  
**NOES:** Councilmembers:  
**ABSENT:** Councilmembers:  
**ABSTAIN:** Councilmembers:

**WITNESS** my hand and the seal of said City this 1<sup>st</sup> day of November 2016.

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Linda Hobson, City Clerk

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## SUISUN CITY HISTORIC WATERFRONT BUSINESS IMPROVEMENT DISTRICT 2016 ANNUAL REPORT TO THE CITY COUNCIL

(Submitted to City of Suisun City staff on October 24, 2016)

Dear Mayor Sanchez, Suisun City Council Members and City Staff:

The Suisun City Historic Waterfront Business Improvement District is pleased to submit the attached annual report to the City Council. The report includes the following:

- **Executive Summary** – Gives the highlights of SCHWBID’s accomplishments in 2016.
- **SCHWBID End of Year Report 2016** – Recaps in detail our activities and accomplishments for 2016.
- **SCHWBID Proposed Program of Work for 2017** – Plans for marketing, events and other items for 2017.
- **Detailed Profit and Loss Statement (Income and Expenditures)** – This report covers the period **November 1, 2015 through October 15, 2016**.
- **Estimated Pending Income and Expenses** from October 15, 2016 through April 1, 2017. As this is an active period for SCHWBID because of the Christmas at the Waterfront and Restaurant Week activities, we will carry over funds to be able to pay expenses for the period of January 1, 2017 to April 1, 2017 (we usually receive BID fees by March each year).
- **Proposed 2017 SCHWBID Budget**



## Executive Summary

SCHWBID continues to provide service and benefits to its members, the City of Suisun City, and the community at large in its capacity as one of the key organizational, management, leadership, and advocacy organization for the Waterfront District in the Suisun City community.

Key initiatives for the past year that supported this goal include:

- ❑ Continued member outreach by board members and contracted staff
- ❑ Continued marketing efforts to strengthen the Waterfront District's position within the region
- ❑ Continued community relationships with other organizations
- ❑ Met with key city staff on Waterfront District issues and opportunities
- ❑ Supported City events including a contribution to the Suisun City Community Services Foundation for the Jazz Series event in the amount of \$500, and promoted all Waterfront events
- ❑ Planned and executed Waterfront District events that attracted residents from throughout the city and visitors from surrounding communities, including Restaurant Week, Ghost Walk, Mother's Day Artisan Faire and Art, Wine and Chocolate in 2016
- ❑ Began beautification and clean-up efforts in the district
- ❑ Applied for a companion 501c3 non-profit designation for the district

During 2016, the SCHWBID board of directors again evaluated all SCHWBID programs, special events and marketing programs and made recommendations on their effectiveness for the organization.

SCHWBID thanks and appreciates the City's continued partnership in the organization and the Waterfront District, since our original Memorandum of Understanding dated June 5, 2003.



## SCHWBID End of the Year Report 2016

Over the past 13 years, the Suisun City Historic Waterfront Business Improvement District has continued to strengthen its vision for the Waterfront District area.

At the 2016 annual board retreat and strategic planning session, our mission statement was reaffirmed as follows:

**The mission of the Suisun City Historic Waterfront B.I.D. is to promote the physical and financial health of the Waterfront as a unique business, social and cultural center of the City of Suisun City.**

The vision statement, **Suisun City's Waterfront is a vibrant destination for dining, cultural experiences and waterfront activities for all ages**, was amended to read:

**Suisun City's Waterfront is a vibrant destination for thriving businesses, dining, cultural experiences and waterfront activities for all ages.**

### The Organizational Goals

The following existing goals were reviewed.

1. **Increase awareness and cooperation among existing businesses**
2. **Expand name recognition for Suisun Waterfront District**
3. **Improve and promote commercial and social activity**
4. **Encourage new development**
5. **Promote a wholesome and safe community**
6. **Increase awareness of Suisun City's history**
7. **Provide benefit for all members of the District.**
8. **Serve as advocate and liaison between members and city government.**

The board decided to combine/pare down the goals as follows:

1. **Increase awareness and cooperation among businesses and serve as advocate and liaison between members and city government**
2. **Expand recognition for Suisun Waterfront District and awareness of its history**
3. **Improve and promote commercial and social activity and provide benefit for all members of the district**
4. **Promote and encourage a wholesome, clean and safe community**

### Committees

**Budget Committee** – Oversees income and expenditures of SCHWBID.

**Membership Committee** – Oversees member benefits and member relations; does member outreach, gathers information about members for website, brochures, etc.

**Organization Committee** – Reviews by-laws, proposed city ordinances, beautification issues.



**Marketing/Events** – Oversees marketing of the district and special events.

Member involvement is critical to the organization, however, as in many B.I.D. organizations throughout the state, only a small percentage of B.I.D. members actually participate in meetings and special events. The organization would not be able to move forward without the help of some very dedicated volunteers who volunteer their time away from their businesses, and support our numerous endeavors.

Even though many members are not involved with the planning of events and the marketing of the district because of time restrictions within their business, many of these businesses have been active with their support of the district.

SCHWBID continued its contracted employee agreement with Laura Cole-Rowe, a Waterfront District resident and SCHWBID member to help with the day-to-day business of the district. Ms. Cole-Rowe has more than 29 years of experience working with business improvement districts, downtowns and cities. She works with SCHWBID on contract on an hourly basis at a fraction of her regular consulting rate. Her duties include email and written correspondence, member database upkeep, procurement of insurance coverage, ABC licenses and BOE temporary sales permits for the district, writes content for both the website and the SCHWBID Dining and Business Guide, press releases, posts social media updates and e-newsletters, places and designs paid advertising content, does website changes and is involved with the special events for the Waterfront District. She also does the bookkeeping, financial reporting and bill paying for SCHWBID for \$100 monthly.

### **Summary and Highlights of 2016 Activities**

#### **Overview Status of 2016 Budget**

A total of \$18,920 in BID fees were received for 2016 as of October 1, 2016 (down \$1,650 from \$20,570 in 2015); however, all current BID fees have not been collected by the City of Suisun City.

SCHWBID's 2016 budget was based on revised projections of \$33,498 in total income, including revenue from special events. A detailed breakdown of income and expenses is included in the financial report.

#### **Board of Directors**

The Board of Directors is responsible to receive committee reports, make decisions on committee recommendations, take positions on issues that will directly or indirectly affect the SCHWBID, and set new objectives. The board meets regularly, holds an annual meeting and an annual board retreat. All SCHWBID members are strongly encouraged to attend the monthly board meetings. When there are pressing issues, the board will schedule an additional meeting.

After having been given direction by the Board, the committees are responsible for research, discussion and recommendations to the Board of Directors for action.



Each board member is involved with, and has knowledge of, ongoing SCHWBID projects. Board members are asked to actively participate on one committee each.

The SCHWBID Board of directors is comprised of six business owners/representatives, ensuring business diversity on the board.

This year the board has met with some of the city's new department heads, and plans to meet with other recently hired department heads in the next few months. The purpose of these meetings is to foster a better understanding of each department, its processes and how it relates to the Waterfront District so that SCHWBID can become more involved as a stakeholder and have input on future projects.

## 2016 Accomplishments

### Member Benefits

The SCHWBID provides the following benefits to all members.

- *SCHWBID website* – Each member is entitled to a free directory page, including a free email through the SCHWBID website ([www.suisunwaterfront.com](http://www.suisunwaterfront.com)). All businesses are listed on the website, and if they have a website address, a link is provided from the SCHWBID website.
- *Suisun City Waterfront District Dining & Business Directory Brochure* – Each SCHWBID member is listed in the brochure at no cost.
- *Ability to participate in any SCHWBID event at no cost.*
- *Promotion of any business event at no cost* through SCHWBID's newsletters and social media.

### Marketing and Branding

SCHWBID has concentrated on marketing the Waterfront District in Suisun City as a regional destination, as well as a local destination. The committee has undertaken the following marketing projects for 2016:

1. **Waterfront District Dining and Business Directory Brochure** – 12,000 copies of the Waterfront District Dining and Business Directory Brochure were updated and printed in November 2015 and mailed out locally. These brochures also are racked in businesses and other public places, and are sent with the City of Suisun City's marketing packages. Brochures were also updated in June 2016. All Waterfront District businesses are listed in the brochure, at no charge to the business.
2. **Miscellaneous Opportunity Marketing** – SCHWBID places ads with KUIC and local



newspapers/tabloids to promote events. The Waterfront District has a weekly ad in the *Daily Republic* on Fridays each week where businesses get a reduced rate to advertise, and SCHWBID can advertise ***all*** events that take place in the district. The *Daily Republic*, *Your Town Monthly*, *KUIC* and the *Vacaville Reporter* have continually been generous in running publicity articles/announcements for our events.

3. **Website** – Our website, [www.suisunwaterfront.com](http://www.suisunwaterfront.com), has been active since June 2006 and is continuously updated/refreshed with new articles of interest and information on special events. All Waterfront District businesses are listed on the website, and links to businesses' websites are provided. The website includes a searchable database to find a business, and has sections on history, events, news, a map, and a calendar. Our contract employee can make changes easily on both the database and other pages. Website statistics show an average of about 2,153 unique monthly visitors to the site in the first nine months of 2016, with an average of about 15,176 pages accessed monthly. Site activity increases during times of special events such as Restaurant Week, Waterfront Festival, Fourth of July, Art, Wine & Chocolate and Christmas.
4. **Newsletters** – SCHWBID sends out two different newsletters – a members' newsletter and a visitors' newsletter. The members' newsletter focuses on member involvement, upcoming events, business news, and SCHWBID marketing programs and opportunities, while the visitors' newsletter mailing list (with more than 862 active email addresses – a 4% increase over last year) focuses on the visitor, with listings of new businesses and events that are going on in the Waterfront District. SCHWBID members are encouraged to share what is happening with their businesses for both newsletters. Visitors to SCHWBID's website can sign up for the free newsletter through a portal on the site, and those who buy online tickets to our events may sign up as well.
5. **SCHWBID Booth** – We show a presence at our special events with an information booth, displaying and distributing informational brochures from various Waterfront businesses as well as other marketing materials such as walking tour booklets, and dining and business guides.
6. **Social Media** – SCHWBID promotes events, new businesses and items of interest for Suisun City through Facebook and Twitter. As of October 3, 2016, we have more than 1,600 Twitter followers and 2,525 likes on Facebook (up from 1,730 – up 45%– than at this time last year). More than 150 updates to Twitter and Facebook were posted in the past year.
7. **Brochure display at Harbormaster Office** – SCHWBID provides dining/business guides, walking tour brochures and flyers on events to the Harbormaster office.
8. **Solano County Fair Booth** - SCHWBID provided dining/business guides on events for this event.



## Special Events

Our most visible activities are the special events that SCHWBID sponsors or co-sponsors with other entities, including the City of Suisun City. These special events are the focus of Suisun City's community celebrations, including those staged at Halloween and the winter holiday season.

Our events continue to be image promotions. Image promotions may not necessarily encourage sales of goods or services on the day of the promotion, but they establish a positive image of the Waterfront District to the visitor and help position it as an active, vital area. If customers have a positive introduction to the Waterfront District through an event, it is likely they will return later to shop, dine or procure a service in the district. We have had positive feedback from Waterfront restaurants; they have told us that they have been extremely busy on event days; other businesses that are open during an event have also reported an increase in sales.

A synopsis of these events for 2015/2016 is as follows:

**Restaurant Week** – Nine Waterfront restaurants participated in our sixth Restaurant Week, Friday, January 15 through Sunday, January 24, 2016. The purpose of this promotion is to highlight the wonderful and diverse restaurants that the Waterfront District has to offer, expose new customers to the area, and give a “boost” to our restaurants in the traditional slower month of January. Each restaurant offered a prix-fixe menu (A *prix fixe menu* is type of limited menu that has a fixed price and a set list of dishes), and set their own prices for their special. SCHWBID placed their menus on the SCHWBID website, advertised the event heavily through press releases, radio spots, print ads, posters, postcards, Highway 12 signage, direct mail local magazines and social media. Feedback from the participating restaurants was very positive, and more than 8,800 menus were downloaded from the website (up from 6,000 in 2015). Since 2014 we have been involved with California Restaurant Month, designated by Visit California, the state's tourism partner. More than 40 destinations across California hosted restaurant weeks in January 2016. By partnering with Visit California, the Suisun Waterfront received additional recognition and exposure throughout the state. One of our local restaurants, American Ironwood Bistro, had one of their recipes featured as a recipe of the month for Restaurant Week. We also had a nationally recognized food blogger visit and write about a Waterfront restaurant and Suisun Valley wineries on her blog, plus our participation in a “foodie tweet off” resulted in an article about Babs' Delta Diner in the *Sacramento Bee*, and additional recent publicity through Visit California.

**Mother's Day Artisan Fair** – The seventh year of this event at Harbor Plaza had more than 75 vendors (up 25% from 2015) featuring unique handcrafted wares and music. This event attracts visitors to the Waterfront District as well as visits from those who were already in the district to have breakfast, brunch or lunch with their Mom. SCHWBID again contracted with Brenda Mossa to coordinate the vendors at this event. Our sales of champagne and mimosas in commemorative glasses for Mother's Day finances the expenses for the event, and we again made a small profit this year.



**Wine Tasting on the Square** – SCHWBID worked with Harbor Square by co-sponsoring this event May through October 2016 by providing social media and public relations assistance.

**Saturday Night at the Movies** – SCHWBID contributed \$500 to Suisun City Community Services Foundation for sponsorship of this event.

**Ghost Walk** – The paranormal team that we contracted with at the end of 2014 and all of 2015 was not available this year, however, SCHWBID was able to find a new paranormal team for the Ghost Walks (Solano County Paranormal) and they scheduled to conduct tours on October 28 and 29. The paranormal history of Suisun City is revealed with this exciting, interactive and fun Ghost Walk. The tour lasts approximately two hours, and tour guests frequently have dinner in one of the Waterfront’s many restaurants before the event, or have a drink after the tour.

**Annual Waterfront (Art, Wine and Chocolate) Festival 2016** – SCHWBID contracted with Steven Restivo Event Services, an experienced festival planner to do this year’s event. His company provides a wide range of event production services to chambers of commerce, merchant associations, various city agencies, corporations and other event industry professionals. His company produces Bay Area events such as The Fillmore Jazz Festival, The Union Street Festival, The North Beach Festival, Ghirardelli Chocolate Festival, San Francisco’s Union Street Easter Parade & Spring Celebration, Petaluma Butter & Egg Days and many more. SCHWBID was paid \$5,000 from proceeds of the event, and did not incur any expenses.

**Halloween Trick-or-Treat Promotion 2016** – SCHWBID held merchant’s trick or treating in the district following the city’s Halloween event. This is an event that brings together a cross-section of Waterfront District businesses and includes professional, service, and retail participants. We estimate that more than 500 children came down for this event to trick-or-treat after the parade and costume contest.

**Christmas at the Waterfront 2015** – Because of difficult logistics and a waning interest in our Charity Tree Auction, SCHWBID eliminated this event for Christmas at the Waterfront in 2015. We held the annual Christmas Market, and again contracted with Brenda Mossa to coordinate the vendors at this event. Vendors sold Christmas type items including ornaments, gift items, prepackaged holiday candy or prepackaged holiday cookies. We also sold wine by the glass as an additional fundraiser. We advertise this event heavily on behalf of the city and the Suisun City Community Services Foundation; our paid Facebook posting on the event reached more than 41,000 people.

#### **Membership Outreach and Communication**

SCHWBID undertakes the following activities to keep member businesses informed:

**Board and Committee Meetings** – SCHWBID regularly invites members, by newsletter, email and personal contact, to attend board and committee meetings so they can be more informed about the organization and activities and projects in the Waterfront District.

**New Business Orientation Program** – SCHWBID continued their orientation program this year



with contact to new district businesses.

**Events and Marketing Projects** – SCHWBID notifies businesses of the opportunity to participate in special events and marketing projects as appropriate by mail and e-mail.

**Member Mixer** – The second annual member mixer was held in August. Board members did major outreach to members to give more information about what the BID does, and how members can get involved.

**Internal Marketing Brochure** – Our marketing brochure to communicate the SCHWBID’s purpose and benefits is given to new members as part of their welcome package, and is available to businesses that apply for a license at City Hall.

**Annual Report** – Members receive a written annual report on SCHWBID’s activities each year.

**Companion 501c3** – SCHWBID has applied to the IRS for a companion 501c3 nonprofit organization. If approved, the Suisun City Waterfront Foundation would be eligible for grants from other organizations, and funding for specific projects. The specific purposes for this nonprofit is to provide aesthetic and economic improvements to maintain the vibrancy of the Suisun City waterfront district and provide education about downtown development and historic preservation.

### **2017 Proposed Budget**

**Budget Process** – The budget is developed through the Budget Committee and the Board of Directors. The Board of Directors approved the budget at its October meeting.



## 2016/2017 Proposed Program of Work

### Marketing and Branding

SCHWBID will continue to concentrate on marketing the Waterfront District of Suisun City as a regional and a local destination and will continue to fund these programs in the remainder of 2016 and 2017:

- **Waterfront District Dining and Business Directory Brochure** – Brochures will be reprinted as need arises in 2017.
- **Facebook/Social Media Marketing for Members** – Plans are in place to market member businesses through our social media channels at no cost to them.
- **Business Watch** – Plans are being formulated for a business watch program with businesses within the district.
- **Miscellaneous Opportunity Marketing** – We will continue radio ads with KUIC and advertising with The Breeze for special events, and continue the monthly advertising page for the Waterfront District with the *Daily Republic*.
- **Website/Social Networking for Waterfront District** – Our website, [www.suisunwaterfront.com](http://www.suisunwaterfront.com), will continue in 2016 with updated content, including news releases, and continued social networking.
- **Newsletters** – SCHWBID will continue to send out two different newsletters to its members and to visitors, and continue encourage members to share what is happening with their business for both newsletters.
- **Brochure display at Harbormaster Office** – SCHWBID will continue to provide dining/business guides, and information on events to the Harbormaster office.
- **Solano County Fair Booth** – SCHWBID will continue to provide dining/business guides, and information on events for the fair display.
- **SCHWBID Booth** – SCHWBID will continue to participate in various events, using a booth to display and distribute informational brochures from various Waterfront businesses and our own marketing materials.

### Special Events

- **Christmas at the Waterfront 2016** – SCHWBID has contracted with Brenda Mossa, who is responsible for recruiting arts, crafts and food vendors, for at Christmas at the Waterfront, on December 3, 2016. SCHWBID will also pay for advertising of this event (including social media) to assist the city and the Suisun City Community Services Foundation/Friends of Suisun Recreation in this endeavor. We will again have a wine booth at the event to recover some of our costs.
- **Restaurant Week 2017** – SCHWBID will hold the seventh annual Restaurant Week for Suisun City Waterfront restaurants the week of Friday, January 20 through Sunday, January 29, 2017. We will again partner with California Restaurant Month, designated by



Visit California, the state's tourism partner.

- **Ghost Walk** – SCHWBID plans to continue the Ghost Walk in 2017 with our new paranormal group.
- **Mother's Day Artisan Fair** – SCHWBID will continue this event and continue champagne and mimosa sales at the event.
- **Annual Art, Wine and Chocolate Festival** – SCHWBID plans to continue this event in 2017.
- **Halloween Trick-or-Treat Promotion** – SCHWBID will continue holding merchant's trick or treating in the district following the city's Halloween event and costume contest.
- **Christmas on the Waterfront 2017** – SCHWBID plans to support the event for 2017.

### Beautification of the Waterfront Area and Downtown

The Board of Directors wants the Waterfront District and its businesses to succeed. We want to increase the economic vitality of the area. We want to see a vibrant downtown, have all empty buildings filled and empty lots with new buildings and businesses.

As part of SCHWBID's focus for 2017, we are looking to help spruce up the public areas in the Waterfront and downtown that have unfortunately been neglected because of city budget cuts.

While SCWHBID has a limited budget to accomplish all of the tasks that we would like to do, we will be contributing time and some limited funds specifically to beautification. These projects are in addition to the marketing of the district and the events that we coordinate.

We have been working with city staff to come up with ways to get these items done at minimal cost. These items include:

- **Waterfront Harbor Park beautification** – Forming a volunteer group to work with the city to reposition drought tolerant plants, lower bush height to 3 ft., position boulders, add top soil, mulch.
- **Monitor beautification issues** in all areas of downtown; report issues/problems to the city once a quarter
- **Public and Business Safety Programs**
  - Advocate for increased police patrol
  - Review Waterfront crime statistics quarterly
  - Attend City of Vacaville Homeless Roundtable Meetings to learn about their programs and their Community Response Unit; see if we can replicate in Suisun City
  - Start business watch program for Waterfront businesses
  - Start a graffiti removal program
- **Spruce up/add/ replace/shift trash receptacles**
  - Work with City about trash can replacements on Main Street and the Waterfront
- **Paint light poles & old trash cans; replace rope lights; clean glass lamps**
- **Fill shrub beds and empty lots with mulch**



- **Level parking lots with pea gravel or old asphalt**
- **Procure public art at the Suisun Depot train station**
- **Consider purchase of informational kiosks for train station and/or Harbor Master office**
- **Continue to work with city staff on replacement of downtown banners that incorporate art**

We look forward to working with the City of Suisun City again in the coming year on various projects, including marketing and special events. The City's investment in past years has dramatically enhanced the Waterfront District. SCHWBID is pleased to provide input for these projects, as well as input on private projects in the district. The Waterfront District in Suisun City is a special place in the Suisun City community and hopes to remain economically viable in years to come. SCHWBID looks forward to continuing its efforts to enhance it to the benefit of all involved.

<b>Suisun Historic Waterfront BID</b>								
<b>2017 Budget Worksheet</b>								
					<b>Jan 1 - Oct 15, 2016</b>	<b>2016 Budget</b>	<b>Under/Over Budget</b>	<b>2017 Proposed Budget</b>
				Ordinary Income/Expense				
				Income				
				<b>REVENUE</b>				
				Associate Membership	0.00	150.00	-150.00	150.00
				Mothers Day Event fees	2,275.50	2,275.00	0.50	2,300.00
				Christmas Vendor Fees	0.00	1,000.00	-1,000.00	1,100.00
				Business Assessments	18,920.00	18,920.00	0.00	19,000.00
				Heritage Collection Book	80.00	80.00	0.00	80.00
				Sponsorship	0.00	0.00	0.00	0.00
				Waterfront Festival Revenue	5,000.00	5,000.00	0.00	5,000.00
				Mothers Day Wine Sales	4,573.00	4,573.00	0.00	4,570.00
				Banner Sponsorship	0.00	0.00	0.00	0.00
				Christmas Wine Sales	0.00	1,500.00	-1,500.00	1,500.00
				Ghost Tour	0.00	0.00	0.00	4,000.00
				<b>Total REVENUE</b>	<b>30,848.50</b>	<b>33,498.00</b>	<b>-2,649.50</b>	<b>37,700.00</b>
				<b>Total Income</b>	<b>30,848.50</b>	<b>33,498.00</b>	<b>-2,649.50</b>	<b>37,700.00</b>
				Expense				
				Advertising Expense				
				Electronic Media	324.00	650.00	-326.00	650.00
				Print Media	1,724.72	9,000.00	-7,275.28	2,750.00
				Social Media Campaigns for members				1,200.00
				<b>Total Advertising Expense</b>	<b>2,048.72</b>	<b>9,650.00</b>	<b>-7,601.28</b>	<b>3,400.00</b>

		Event Expenses				
		Art, Wine & Chocolate Festival	0.00	0.00	0.00	0.00
		Christmas In Old Town	447.98	3,500.00	-3,052.02	3,500.00
		City Events Enhancement	500.00	500.00	0.00	500.00
		Halloween	0.00	50.00	-50.00	50.00
		Mothers Day Craft Faire	4,743.53	4,743.53	0.00	4,800.00
		Restaurant Week	2,757.56	2,757.56	0.00	2,800.00
		BID Annual BBQ	537.05	750.00	-212.95	750.00
		Ghost Tour	0.00	0.00	0.00	3,200.00
		<b>Total Event Expenses</b>	<b>8,986.12</b>	<b>12,301.09</b>	<b>-3,314.97</b>	<b>15,600.00</b>
		Operating Expenses				
		Accounting Fees	1,000.00	1,200.00	-200.00	1,200.00
		Bank Charges	20.00	35.00	-15.00	35.00
		Contract Labor	4,560.00	6,400.00	-1,840.00	6,400.00
		Insurance	971.00	1,600.00	-629.00	1,600.00
		Miscellaneous Expenses	349.23	700.00	-350.77	765.00
		Office Supplies	66.99	200.00	-133.01	200.00
		Postage, shipping, delivery	196.00	400.00	-204.00	400.00
		Tax Preparation	555.00	555.00	0.00	575.00
		Taxes	0.00	30.00	-30.00	30.00
		Storage	1,050.00	1,400.00	-350.00	1,500.00
		Web Hosting & Upgrades	0.00	495.00	-495.00	495.00
		<b>Total Operating Expenses</b>	<b>8,768.22</b>	<b>13,015.00</b>	<b>-4,246.78</b>	<b>13,200.00</b>
		Downtown Banner Expense	0.00	0.00	0.00	0.00
		<b>Beautification Projects</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>5,500.00</b>
		Total Expense	19,803.06	34,966.09	-15,163.03	37,700.00
		Net Ordinary Income	11,045.44	-1,468.09	12,513.53	0.00
		Net Income	11,045.44	-1,468.09	12,513.53	0.00

<b>Suisun Historic Waterfront BID</b>						
<b>Profit and Loss Budget vs. Actual</b>						
<b>November 1, 2015 through October 15, 2016</b>						
				Nov 1, '15 - Oct 15, '16	2016 Budget	Under/Over Budget
Ordinary Income/Expense						
Income						
REVENUE						
			Associate Membership	0.00	150.00	-150.00
			Mothers Day Event fees	2,275.50	2,275.00	0.50
			Christmas Vendor Fees	1,096.00	1,000.00	96.00
			Business Assessments	18,920.00	18,920.00	0.00
			Heritage Collection Book	80.00	80.00	0.00
			Sponsorship	0.00	0.00	0.00
			Waterfront Festival Revenue	4,924.88	5,000.00	-75.12
			Mothers Day Wine Sales	4,573.00	4,573.00	0.00
			Banner Sponsorship	0.00	0.00	0.00
			Christmas Wine Sales	1,352.00	1,500.00	-148.00
			Ghost Tour	844.51	0.00	844.51
			Total REVENUE	34,065.89	33,498.00	567.89
			Total Income	34,065.89	33,498.00	567.89
Expense						
Advertising Expense						
			Electronic Media	675.00	650.00	25.00
			Print Media	5,432.24	9,000.00	-3,567.76
			Total Advertising Expense	6,107.24	9,650.00	-3,542.76
Event Expenses						
			Art, Wine & Chocolate Festival	1,446.24	0.00	1,446.24
			Christmas In Old Town	2,556.83	3,500.00	-943.17
			City Events Enhancement	500.00	500.00	0.00
			Halloween	0.00	50.00	-50.00
			Mothers Day Craft Faire	4,743.53	4,743.53	0.00
			Restaurant Week	2,849.87	2,757.56	92.31
			BID Annual BBQ	537.05	750.00	-212.95
			Ghost Tour	339.98	0.00	339.98
			Train Station/N. Main/Marketing	0.00	0.00	0.00
			Total Event Expenses	12,973.50	12,301.09	672.41

		Operating Expenses			
		Accounting Fees	1,200.00	1,200.00	0.00
		Bank Charges	20.00	35.00	-15.00
		Contract Labor	6,345.00	6,400.00	-55.00
		Insurance	1,170.00	1,600.00	-430.00
		Miscellaneous Expenses	349.23	700.00	-350.77
		Office Supplies	86.78	200.00	-113.22
		Postage, shipping, delivery	294.00	400.00	-106.00
		Tax Preparation	555.00	555.00	0.00
		Taxes	0.00	30.00	-30.00
		Storage	1,276.00	1,400.00	-124.00
		Web Hosting & Upgrades	0.00	495.00	-495.00
		Total Operating Expenses	11,296.01	13,015.00	-1,718.99
		Downtown Banner Expense	0.00	0.00	0.00
		Total Expense	30,376.75	34,966.09	-4,589.34
		Net Ordinary Income	3,689.14	-1,468.09	5,157.23
		Net Income	3,689.14	-1,468.09	5,157.23

<b>Suisun Historic Waterfront BID</b>						
<b>Profit and Loss Budget vs. Actual</b>						
<b>January 1 through October 15, 2016</b>						
				Jan 1 - Oct 15, '16	Budget	Under/Over Budget
			Ordinary Income/Expense			
			Income			
			REVENUE			
			Associate Membership	0.00	150.00	-150.00
			Mothers Day Event fees	2,275.50	2,275.00	0.50
			Christmas Vendor Fees	0.00	1,000.00	-1,000.00
			Business Assessments	18,920.00	18,920.00	0.00
			Heritage Collection Book	80.00	80.00	0.00
			Sponsorship	0.00	0.00	0.00
			Waterfront Festival Revenue	5,000.00	5,000.00	0.00
			Mothers Day Wine Sales	4,573.00	4,573.00	0.00
			Banner Sponsorship	0.00	0.00	0.00
			Christmas Wine Sales	0.00	1,500.00	-1,500.00
			Ghost Tour	0.00	0.00	0.00
			Total REVENUE	30,848.50	33,498.00	-2,649.50
			Total Income	30,848.50	33,498.00	-2,649.50
			Expense			
			Advertising Expense			
			Electronic Media	324.00	650.00	-326.00
			Print Media	1,724.72	9,000.00	-7,275.28
			Total Advertising Expense	2,048.72	9,650.00	-7,601.28
			Event Expenses			
			Art, Wine & Chocolate Festival	0.00	0.00	0.00
			Christmas In Old Town	447.98	3,500.00	-3,052.02
			City Events Enhancement	500.00	500.00	0.00
			Halloween	0.00	50.00	-50.00
			Mothers Day Craft Faire	4,743.53	4,743.53	0.00
			Restaurant Week	2,757.56	2,757.56	0.00
			BID Annual BBQ	537.05	750.00	-212.95
			Ghost Tour	0.00	0.00	0.00
			Train Station/N. Main/Marketing	0.00	0.00	0.00
			Total Event Expenses	8,986.12	12,301.09	-3,314.97

		Operating Expenses			
		Accounting Fees	1,000.00	1,200.00	-200.00
		Bank Charges	20.00	35.00	-15.00
		Contract Labor	4,560.00	6,400.00	-1,840.00
		Insurance	971.00	1,600.00	-629.00
		Miscellaneous Expenses	349.23	700.00	-350.77
		Office Supplies	66.99	200.00	-133.01
		Postage, shipping, delivery	196.00	400.00	-204.00
		Tax Preparation	555.00	555.00	0.00
		Taxes	0.00	30.00	-30.00
		Storage	1,050.00	1,400.00	-350.00
		Web Hosting & Upgrades	0.00	495.00	-495.00
		Total Operating Expenses	8,768.22	13,015.00	-4,246.78
		Downtown Banner Expense	0.00	0.00	0.00
		Total Expense	19,803.06	34,966.09	-15,163.03
		Net Ordinary Income	11,045.44	-1,468.09	12,513.53
		Net Income	11,045.44	-1,468.09	12,513.53

SCHWBID Estimated Income/Expenses 10-15-16/12-31-16 and 1-1-17 thru 3-31-17

<b>SCHWBID Estimated Expenses 10-15-16/12-31-16</b>	<b>Amount</b>	<b>Accounting Category</b>
Bookkeeping Oct 16- Dec 16	\$ 300.00	Accounting Fees
Contract Labor Oct 16 - Dec 16	\$ 1,800.00	Contract Labor
Storage Expense	\$ 248.00	Storage
Christmas Event Expenses	\$ 3,000.00	Events: Christmas
Ghost Walk	\$ 600.00	Events: Ghost Walk
Office Supplies and printing	\$ 100.00	Office supplies
Beautification and Business Watch	\$ 5,000.00	Beautification Projects
Social Media Campaign for Members	\$ 1,200.00	Electronic Media
Sales Tax - Christmas	\$ 100.00	Events: Christmas
Postage for remainder of year	\$ 94.00	Postage, Shipping, Delivery
<b>Total of estimated expenses through 12-31-16</b>	<b>\$ 12,442.00</b>	
<b>Estimated Income For Remainder of 2016</b>		
Income from booth space Christmas	\$ 1,000.00	Revenue: Christmas Craft Faire
Income from Ghost Walk	\$ 800.00	Revenue: Ghost Walk
Income from wine sales at Christmas	\$ 1,500.00	Revenue: Christmas Craft Faire
<b>Total Estimated Income</b>	<b>\$ 3,300.00</b>	
<b>Balance in Account as of 10-15-16</b>	<b>\$ 20,783.15</b>	
<b>Estimated income through 12-31-16</b>	<b>\$ 3,300.00</b>	
<b>Estimated Expenses through 12-31-16</b>	<b>\$ 12,442.00</b>	
<b>Balance to operate through Mar. 31, 2017</b>	<b>\$ 11,641.15</b>	
<b>SCHWBID Estimated Expenses 1-1-17/3-31-17</b>		
Bookkeeping Jan 16 - Mar 16	\$ 300.00	Accounting Fees
Storage Expense - 3 months	\$ 372.00	Storage
Tax Prep - 1099s, 1098	\$ 75.00	Tax Preparation
Beautification and Business Watch	\$ 2,500.00	Beautification Projects
Contract Labor Jan 17 - Mar 17	\$ 1,500.00	Contract Labor
Mother's Day Postcard advertising - printed in Feb	\$ 450.00	Event Expenses: Mothers Day
Restaurant Week	\$ 2,800.00	Event Expenses: Restaurant Week
Postage	\$ 94.00	Postage, Shipping, Delivery
P.O. Box fee	\$ 95.00	Postage, Shipping, Delivery
<b>Total estimated expenses thru 3-31-16</b>	<b>\$ 8,186.00</b>	

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Budget Activity	2013 Actual	2014 Actual	2015 Actual	2016 Budget	2016 YTD (Oct.)	2016 Estimated	2017 Budget
<b>REVENUES</b>							
Associate Membership	\$ 150	\$ -	\$ 150	\$ 150	\$ -	\$ 150	\$ 150
Mother's Day Event Fees	\$ 1,240	\$ 1,340.00	\$ 1,700	\$ 2,275	\$ 2,275	\$ 2,275	\$ 2,300
Christmas Vendor Fees	\$ 943	\$ 920.00	\$ 1,096	\$ 1,000	\$ -	\$ 1,000	\$ 1,100
Christmas Wine Sales	\$ 674	\$ 1,506.00	\$ 1,352	\$ 1,500	\$ -	\$ 1,500	\$ 1,500
Business Assessments	\$ 20,899	\$ 20,970.00	\$ 20,570	\$ 18,920	\$ 18,920	\$ 18,920	\$ 19,000
City Match - Assessments	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Fireworks Sales	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Ghost Tour	\$ -	\$ 3,951.00	\$ 3,985.10	\$ -	\$ -	\$ 800.00	\$ 4,000
Downtown Banner Sponsorship	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Festival of Trees	\$ -	\$ 1,882.97	\$ -	\$ -	\$ -	\$ -	\$ -
Heritage Collection Book	\$ 90	\$ 60.00	\$ 25	\$ 80	\$ 80	\$ 80.00	\$ 80
Mother's Day Raffle	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Mother's Day Wine Sales	\$ -	\$ 1,668.00	\$ 3,142	\$ 4,573	\$ 4,573	\$ 4,573	\$ 4,570
Sponsorship	\$ -	\$ 500.00	\$ 200	\$ -	\$ -	\$ -	\$ -
Waterfront Festival Revenue	\$ 16,897	\$ 19,669.63	\$ 20,607.47	\$ 5,000	\$ 5,000	\$ 5,000	\$ 5,000
<b>TOTAL REVENUES</b>	<b>\$ 40,893</b>	<b>\$ 52,467.60</b>	<b>\$ 52,827.57</b>	<b>\$ 33,498</b>	<b>\$ 30,848</b>	<b>\$ 34,298</b>	<b>\$ 37,700</b>
Transfer from Reserve	\$ 10,000	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>TOTAL INCOME</b>	<b>\$ 50,893</b>	<b>\$ 52,467.60</b>	<b>\$ 52,827.57</b>	<b>\$ 33,498</b>	<b>\$ 30,848.00</b>	<b>\$ 34,298</b>	<b>\$ 37,700</b>
<b>EXPENDITURES</b>							
Advertising Expense							
Electronic Media	\$ 378	\$ 486.00	\$ 1,048	\$ 650	\$ 324	\$ 1,524.00	\$ 650
Print Media	\$ 7,711	\$ 8,182.43	\$ 4,508	\$ 9,000	\$ 1,724.72	\$ 1,724.72	\$ 2,750
Advertising Expense - Other	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,200
<b>Subtotal Advertising Expense</b>	<b>\$ 8,089</b>	<b>\$ 8,668.43</b>	<b>\$ 5,556</b>	<b>\$ 9,650</b>	<b>\$ 2,048.72</b>	<b>\$ 3,248.72</b>	<b>\$ 4,600</b>
Bicycle Racks	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Equipment Purchase - Tents	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Street Banner Hardware & Installation	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Event Expenses</b>							
Fireworks Expenses	\$ 13,025	\$ 15,514.47	\$ 17,311.14	\$ -	\$ -	\$ -	\$ -
Waterfront Festival	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Christmas in Old Town	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Christmas Vendor Rebate	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Crafter buildings	\$ 325	\$ 1,946.00	\$ 620	\$ 3,500	\$ 447.98	\$ 3,547.98	\$ 3,500
Festival of Trees Disbursement	\$ 5,343	\$ 5,756.84	\$ 2,798.43	\$ 3,500	\$ 447.98	\$ 3,547.98	\$ 3,500
Christmas in Old Town - Other	\$ -	\$ 7,702.84	\$ 3,418.43	\$ 500	\$ 500	\$ 500.00	\$ 500
Christmas in Old Town	\$ 500	\$ 500.00	\$ 500	\$ -	\$ -	\$ -	\$ -
City Events Enhancement	\$ 1,804	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Train Station/ N. Main Event	\$ -	\$ 2,921.33	\$ 3,145.85	\$ -	\$ -	\$ 600.00	\$ 3,200
Ghost Tour	\$ 20	\$ 22.66	\$ -	\$ 50	\$ -	\$ -	\$ 50
Halloween	\$ -	\$ 954.24	\$ 700	\$ 750	\$ 537.05	\$ 537.05	\$ 750
Annual Member BBQ	\$ 3,390	\$ 2,959.41	\$ 3,984.09	\$ 4,743.53	\$ 4,743.53	\$ 4,743.53	\$ 4,800
Mother's Day Craft Faire	\$ 2,223	\$ 2,287.42	\$ 2,257.87	\$ 2,757.56	\$ 2,757.56	\$ 2,757.56	\$ 2,800
Restaurant Week	\$ 26,629	\$ 32,862.37	\$ 31,317.38	\$ 12,301.09	\$ 11,034.84	\$ 15,934.84	\$ 15,600
<b>Subtotal Event Expenses</b>	<b>\$ 12,000</b>	<b>\$ 12,000.00</b>	<b>\$ 1,200</b>	<b>\$ 1,200</b>	<b>\$ 1,000</b>	<b>\$ 1,300.00</b>	<b>\$ 1,200</b>
<b>Operating Expenses</b>							
Accounting Fees	\$ 20	\$ 34.00	\$ 34	\$ 35	\$ 20	\$ 20.00	\$ 35
Bank Charges	\$ 7,688	\$ 7,515.00	\$ 6,570	\$ 6,400	\$ 4,560	\$ 6,360.00	\$ 6,400
Contract Labor	\$ 2,638	\$ 1,423.00	\$ 1,531	\$ 1,600	\$ 971	\$ 971.00	\$ 1,600
Insurance	\$ 432	\$ 283.90	\$ 274.02	\$ 200	\$ 66.99	\$ 166.99	\$ 200
Miscellaneous Expenses	\$ 410	\$ 469.17	\$ 337	\$ 400	\$ 196	\$ 290.00	\$ 400
Office Supplies	\$ -	\$ 1,051.00	\$ 1,369.98	\$ 1,400	\$ 1,050	\$ 1,298.00	\$ 1,500
Postage, shipping, delivery	\$ 510	\$ 555.00	\$ 555	\$ 555	\$ 555	\$ 555.00	\$ 575
Storage	\$ 30	\$ 10.00	\$ 30	\$ 30	\$ -	\$ -	\$ 30
Subscriptions & Memberships	\$ -	\$ 48.00	\$ -	\$ 495	\$ -	\$ -	\$ 495
Tax Preparation	\$ 13,696	\$ 13,363.67	\$ 12,215.02	\$ 13,015	\$ 8,768	\$ 11,310.22	\$ 13,200
Taxes	\$ 48,414	\$ 54,894.47	\$ 44,087.92	\$ 34,966.09	\$ 21,851.78	\$ 5,000.00	\$ 5,500
Web Hosting & Upgrades	\$ 2,479	\$ (2,426.87)	\$ 8,740	\$ (1,468.09)	\$ 8,996.22	\$ 35,493.78	\$ 38,900
<b>Subtotal Operating Expenses</b>	<b>\$ 48,414</b>	<b>\$ 54,894.47</b>	<b>\$ 44,087.92</b>	<b>\$ 34,966.09</b>	<b>\$ 21,851.78</b>	<b>\$ 5,000.00</b>	<b>\$ 5,500</b>
Beautification Projects	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>TOTAL EXPENDITURES</b>	<b>\$ 2,479</b>	<b>\$ (2,426.87)</b>	<b>\$ 8,740</b>	<b>\$ (1,468.09)</b>	<b>\$ 8,996.22</b>	<b>\$ (1,195.78)</b>	<b>\$ (1,200)</b>
<b>NET ORDINARY PROFIT (LOSS)</b>							

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## AGENDA TRANSMITTAL

**MEETING DATE:** November 1, 2016

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**CITY AGENDA ITEM:** Discussion and Direction Regarding One Bay Area Grant - Cycle 2 (OBAG 2) Projects.

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**FISCAL IMPACT:** There would be no General Fund impact associated with this agenda item. Upon accepting any grant funds through this program, a local match of 11.47% of the estimated construction cost would be required.

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**BACKGROUND:** The Metropolitan Transportation Commission (MTC) programs Federal transportation funds for local projects through the Solano Transportation Authority (STA). The Council will recall that the City received OBAG 1 funding for the recently completed Train Depot Improvement Project.

There are two programs within OBAG 2. The first program is the Surface Transportation Program (STP) and these are “formula” funds allocated directly to each Solano County city and to unincorporated Solano County. These funds are typically used for roadway improvements. The City’s share of STP is \$498,000. The second program is the Congestion Mitigation and Air Quality Improvement Program (CMAQ) and these funds are awarded competitively amongst the County and the cities. These funds are routinely spent on bicycle and pedestrian projects and can supplement roadway projects as long as significant air quality improvements can be demonstrated. There is approximately \$4.5 million to be awarded within Solano County. OBAG 2 is a five-year program.

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**STAFF REPORT:** For the STP funds, staff is recommending the Council approve an application to the STA for the Railroad Avenue Extension Project. This project has the benefit of directly serving our Priority Development Area (PDA), i.e., Downtown. In a broader sense it enhances the overall circulation in the City by also providing a more direct access to Highway 12. This project will also include both pedestrian and bicycle facilities as well as providing access to adjacent land uses. We have a preliminary alignment for Railroad Avenue and the project is currently under environmental review. It is anticipated that the City utilize Offsite Street Improvement Program (OSSIP) funds to supplement the STP funds to construct the project, which is estimated to be in the range of \$1.5 to \$2 million.

The CMAQ project that is being recommended is the Lotz Way Bicycle and Pedestrian Improvement Project. The full scope of the project is to construct bicycle and pedestrian improvements along Lotz Way from Marina Boulevard to the Train Depot. This project is supported by the Pedestrian Advisory Committee. However, the cost of the complete project is in excess of \$2.2 million. In order for the project to be more competitive, staff is working on phasing the project. The current strategy is to improve the section of Lotz Way fronting the shopping center with the OBAG 2 funds. It is then anticipated that the most easterly portion of Lotz could be built

when the vacant parcel is developed and the westerly portion can be built at a later date when more funding becomes available. Lotz Way is also eligible for OSSIP funding.

This is a discussion and direction item only prior to staff completing the associated grant applications. The application for CMAQ funds is due to the STA on November 18. If our project is selected, staff will bring back the appropriate resolution along with a detailed scope, schedule and cost. The application for the STP funds is not until December/January and similarly, staff will bring back the appropriate resolution for Council adoption.

Staff did consider three other projects for STP funding. Those are:

- Walter Road Rehabilitation
- Railroad Avenue Rehabilitation
- Main Street Rehabilitation

Each of these projects can be described as rehabilitation of failed pavement sections. The work may include removal and replacement of the asphalt surface and base to provide adequate structural section for the roadway. The Railroad Extension project is being recommended because it best conforms to the criteria laid out in the OBAG 2 Program described above.

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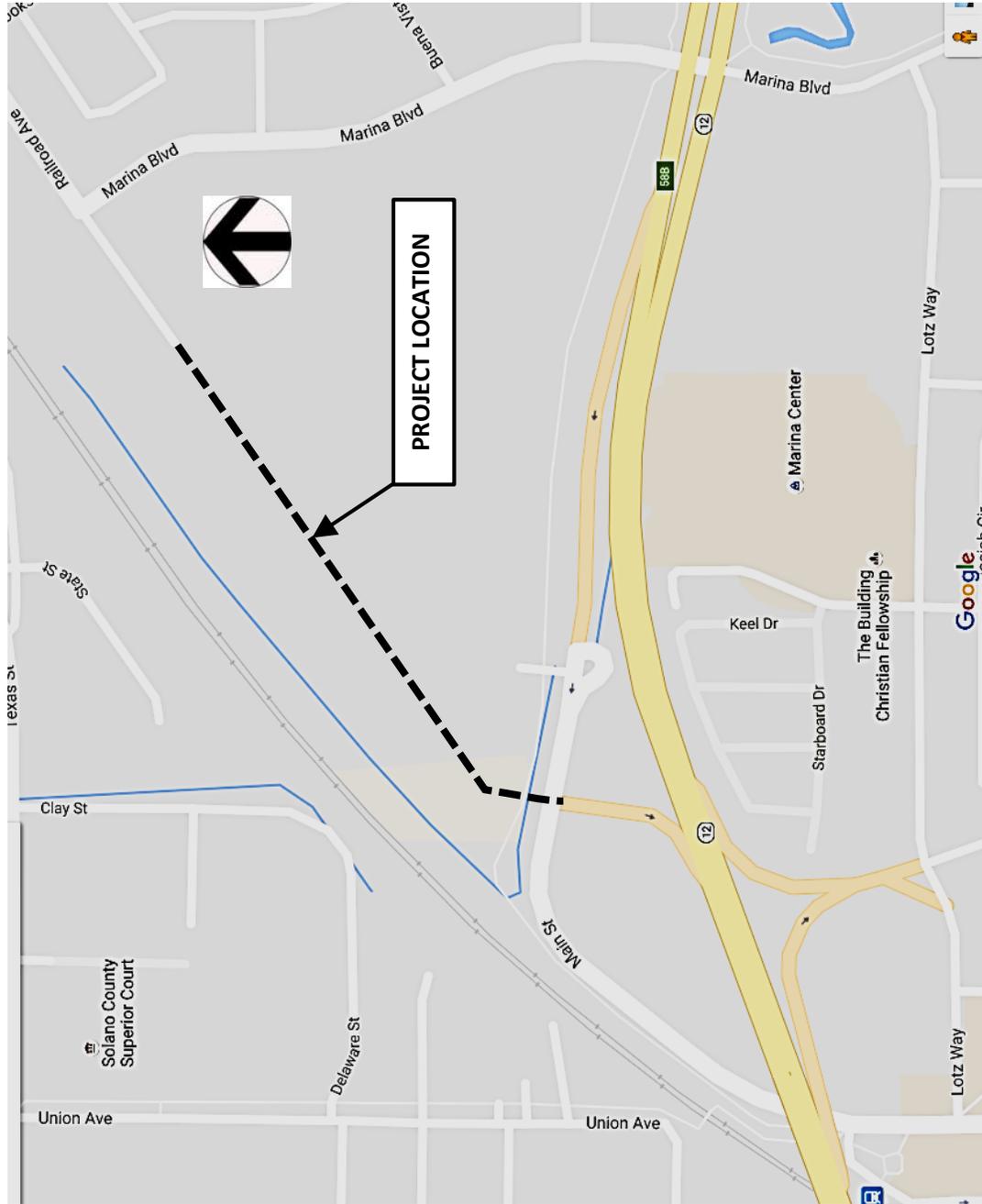
**RECOMMENDATION:** Staff recommends that the City Council concur with the projects described above and authorize staff to submit the appropriate applications to the STA for their consideration.

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**ATTACHMENTS:**

- 1) Location Map – Railroad Avenue Extension Project
- 2) Location Map – Lotz Way Bicycle and Pedestrian Improvement Project

**LOCATION MAP**  
Railroad Avenue Extension Project



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**LOCATION MAP**  
Lotz Way Bicycle and Pedestrian Improvement Project

