



# STAGE COACH EXPRESES

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## CITY'S REDEVELOPMENT EFFORTS BEGIN TO PAY OFF

In 1997, the City formed a Redevelopment Agency and Project Area, which includes many of the City's commercial areas and is an important economic development tool. The City Council serves as the Board of Directors of the Agency. Money is borrowed to help attract and/or accommodate new businesses that would not be feasible without such assistance. Property tax growth is then allocated to the Redevelopment Agency so when new businesses are developed, the increase in property tax revenues is used to repay the debt. Therefore, the City is able to stimulate economic development without spending General Fund monies and the new businesses generate sales tax and other revenue that help pay for City services.

Over the past several years, the City has worked hard to make the Redevelopment Agency financially solvent. In 2001, a five-year plan was developed to reduce expenditures and increase revenues. At the completion of the plan, the City is proud to report that results are on target. As a result of those efforts, the Redevelopment Agency is now able to issue debt in order to move forward with targeted projects and to repay internal City funds that subsidized the program during its infancy. The Redevelopment Agency Board of Directors recently approved issuing the Agency's first revenue bonds, which is targeted to be completed in Spring 2007.

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## ECONOMIC DEVELOPMENT EFFORTS HELP ATTRACT NEW RESTAURANTS

City economic development efforts have helped attract two favorite eating establishments to the City. A new Applebee's restaurant has been approved by the Planning Commission to be constructed at the front of the Spencer's Market Shopping Center. This is the culmination of a number of efforts over the past several years to enhance both the shopping center, as well as the entire area of E. Grand Avenue. The existing retention basin at the front of the shopping center has long been considered an eyesore and impediment to commercial development. When the Courtland Village (Longs Drugs) project was proposed across the street, the City negotiated purchase and expansion of the Poplar ponding basin at the rear of that shopping center. Pipes from the Poplar basin were then installed across the street prior to resurfacing of E. Grand Avenue, thus eliminating the need for the existing basin on the north side of the street.



In response to City retail outreach efforts, Applebee's expressed an interest in the site. The Redevelopment Agency Board of Directors approved assistance in relocating utilities in order to make the project financially feasible. The City believes the project will not only provide an added quality restaurant to the community, but also will enhance and help attract other businesses to this segment of E. Grand Avenue.

Chili's Grill & Bar was also identified as a targeted retail business in the City's retail attraction strategy developed over the past couple years. The City Council recently approved the conditional use permit for Chili's to locate at

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## CITY SALES TAX TO HELP MEET FUTURE NEEDS

The City's local sales tax proposal was recently approved by the voters by a narrow margin. The City appreciates everyone who took the time to participate, as well as the time many people devoted to studying and understanding the issues prior to voting. The sales tax will take effect on April 1, 2007. When combined with the City's economic development efforts that are under way, this marks a historic turning

point in the City's ability to fund future needs of the community.

The City will now proceed to use data from the advisory measures and public education program to prioritize needs and develop funding recommendations for the upcoming budget and long-range financial plan update. The City is committed to addressing any existing concerns regarding expenditure of the funds by moving



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## EAST GRAND AVENUE MERCHANTS ASSOCIATION

More than a dozen business and property owners, assisted by City and Chamber of Commerce representatives, have started a new organization to promote community retail and service attractions along the 1½ mile E. Grand Avenue corridor in the City of Arroyo Grande.



Led by Tom Parsons of Mid-State Bank & Trust, the group has met several times during the past few months. The City recently approved seed money to assist with initiation of the organization. The organization achieves a key economic development goal of the City to have an organized group of merchants to work with on ways to enhance the business vitality of this important corridor.

Already active, the East Grand Avenue Merchants decorated more than 50 street trees with holiday garland and wreaths in four focus areas. Plans are now under way for a Spring 2007 "Business in Bloom" event to compliment the new Farmer's Market, which is conducted weekly at 8:30 Wednesday mornings in front of Spencer's Fresh Market. The program will encourage special planting around street trees and business entries.

The second annual Arroyo Grande Car Cruise event is also scheduled on Friday evening, July 27, 2007, which will include a mile long loop between Halcyon Road and Oak Park Boulevard. Companion special events, including BBQ's, entertainment and vehicle displays will be organized in selected locations along East Grand Avenue.

Interested citizens, business and property owners are invited to attend Association meetings. For more information, contact the Community Development Department at 805-473-5420 or refer to the City website at [www.arroyogrande.org](http://www.arroyogrande.org).

## CITY APPROVES TRAFFIC WAY ENHANCEMENT PLAN

The City Council recently approved a comprehensive enhancement plan for Traffic Way, which will accomplish a number of objectives. Channelization will be modified for improved traffic flow and to allow for increased visibility for vehicles turning onto Traffic Way from Station Way. New sidewalk improvements will be installed on Fair Oaks Avenue, as well as areas of Traffic Way where connections are needed. The Tree Guild is assisting the City by donating time and resources to plant additional street trees throughout the corridor. Some of the benches and trash receptacles located on E. Branch Street will be transferred to Traffic Way to make the area more pedestrian friendly. Finally, a left turn pocket will be added at E. Cherry Avenue in order to provide for easier turning movements, particularly during peak morning and afternoon hours.

The recommendations were developed following workshops and individual meetings with business and property owners. Construction is expected in Spring 2007. Please feel free to contact the City at 473-5400 for more information.

### *"Sales Tax" continued from Page 1*

forward with steps to ensure they are utilized only for projects and uses originally proposed as needs for the ballot measure. The primary future needs identified in the City's long-range financial plan and advisory measures include transportation projects, infrastructure improvements, public safety, and improvements to City facilities necessary to comply with Federal Americans with Disabilities Act (ADA) regulations. Each year, every household will receive a report outlining how the funds were spent the prior year and how they will be budgeted for the upcoming year. Therefore, residents can

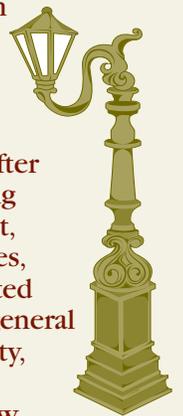
immediately contact the City if there are any concerns that the funding is not being utilized as proposed.

The City will also maintain its commitment to operating as efficiently as possible. Since the sales tax revenue is targeted for the purpose of addressing capital project and public safety needs, ongoing efforts to increase efficiency will continue to be critical in order to maintain the City's services and an ongoing balanced operational budget.

Please feel free to contact City Hall at 473-5400 or visit the City's web site at [www.arroyogrande.org](http://www.arroyogrande.org) if you would like to provide input to this process or have questions.

## THE VILLAGE CONTINUES TO GET EVEN BETTER

You may have noticed the new potted trees along E. Branch Street in the Village and the new decorative streetlights funded through private donations. These improvements have been a cooperative effort between the City and Village Improvement Association (VIA) and are the first signs of implementing a comprehensive Village Streetscape Enhancement project developed five years ago after public workshops and input. After several attempts, the City has now been successful in obtaining approval for State grant funding to complete the entire project, which will include new planters, benches and trash receptacles, completion of the new street lights, corner bulbouts, and lighted and decorative crosswalks. The objectives of the project are general beautification of the area and enhancement of pedestrian safety, while maintaining traffic flow and convenient public parking. During the next few months, the City will be installing the new furniture, designing the improvements, and seeking necessary approvals. Construction is expected in Fall 2007.



Feel free to contact the City at 473-5400 with any questions or for more information.

## EMPLOYEES RECOGNIZED FOR SERVICE AND ACCOMPLISHMENTS

In December 2006, the City recognized those employees who have made a significant contribution to his/her Department, the overall organization, and/or have gained recognition for the City through positive non-work related activities. Three recipients, nominated and voted upon by their peers, were recognized with the following awards:

### EMPLOYEE OF THE YEAR

Victor Devens  
*Public Works Department*

### FIELD SERVICE EXCELLENCE

Jeremy Kaufman  
*Public Works Department*

### OFFICE SUPPORT EXCELLENCE

Nadine Elliott  
*Parks, Recreation and Facilities Department*

The City also recognized the following full-time employees for their years of service:

#### 30 YEARS

Roy Mumaw

#### 20 YEARS

Kevin McBride

#### 10 YEARS

Shawn Pryor

#### 5 YEARS

Cid Cabriales

Joni McBride

#### 25 YEARS

Dave Sanchez

Curtis Johnson

Pete McClure

Danny Carvalho

Paul Quinlan

Terry Fibich

Mike Linn

Michele Stearns

Doug Perrin

Tony Martins

Rob Strong

## WATER CONSERVATION EFFORTS REMAIN A PRIORITY YEAR-ROUND

We often forget about water conservation in the wintertime, but it is important on a year-round basis. Therefore, the City is continuing to expand its efforts aimed at reducing per capita water consumption. You can help by reducing or eliminating watering during the rainy season and take advantage of the assistance provided by the City.

The City has been offering the Plumbing Retrofit Program since 2004, which offers free replacement of old "high-flow" toilet and shower fixtures (3.2 to 5 gpf) with brand new "low-flow" fixtures (1.6 gpf). Since the program began, the City has retrofitted 1,270 homes and 488 apartment units. The City thanks those who have taken advantage of this program and encourages others to do so. To date, it is estimated that there will be a savings of 54 acre-feet of water per year.

Once the Retrofit Program has been completed, the City will embark on Phase II of the Water Conservation Program. The City will provide assistance on improving water irrigation efficiency and modifications, such as the replacement of sprinkler irrigation with drip irrigation. Additionally, the City will provide financial incentives by supplying irrigation system assessments for the top

water users. This program is scheduled begin implementation in May 2007.

The City is also working on development of a landscape water conservation ordinance scheduled to be completed some time in early 2007. Currently, all new development projects are required to mitigate for water impacts by providing native and drought resistant landscaping, installing irrigation systems that are automated, including low flow sprinkler heads and drip irrigation, and by limiting use of landscaping which uses high water demand.

Remember that the City has implemented a Mandatory Retrofit Ordinance, which requires properties to retrofit to current standards prior to changing ownership. A Water Conservation Certificate must be obtained and put in the escrow package. Therefore, if you are considering selling your home and it was built prior to 1992, take advantage of the free retrofit program to make compliance easy. If the home was built after 1992, a Water Conservation Certificate must still be obtained in order to meet the intent of the Ordinance.

For additional information, please contact the Public Works Department at 473-5460.



## SANTA COP DELIVERS BIG TIME

On Saturday, December 16th, the Arroyo Grande Police Department's Santa Cop program delivered nearly 1,300 wrapped Christmas toys to underprivileged children and families in Arroyo Grande, Pismo Beach, Oceano and Grover Beach. Police Department volunteers and officers assisted Santa Cop in this holiday effort. Over 360 families received a variety of gifts focused on family fun and interaction. According to Senior Police Officer Michelle Cota, "It was another successful year of heart warming memories. The members of AGPD receive as much as they give ..."

Many thanks to the numerous businesses, organizations and individuals who donated time, money and support to this effort. It is truly an example of the community working together for the benefit of all.

# ARROYO GRANDE IN BLOOM

“Arroyo Grande in Bloom” (AGIB) is a community service activity seeking residents, city employees, business organizations and civic groups to help work on projects that will beautify and improve the appearance of the City. AGIB is open to anyone who wants make a difference and have a positive influence on the well being of our community. Completed projects will be entered in a contest competing against similar sized cities for national recognition.

Community involvement, pride and partnerships with City government are what make Arroyo Grande so special. AGIB is a great example and excellent opportunity to display our community pride! For more information, visit [www.arroyograndeinbloom.com](http://www.arroyograndeinbloom.com)



*“Restaurants” continued from Page 1*

the former Vigneto’s building in the Five Cities Center.

Both restaurants provide an example of the City’s economic development objective to attract businesses that not only generate new revenue for the City, but that are also quality businesses meeting a need in the community.

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Funds are used to accomplish economic development goals, such as purchase of property on Le Point for Village parking and mixed-use development, purchase of property on Faeh Street for hotel development, financial assistance for affordable housing projects, and assistance with public improvements necessary to make the Applebee’s project feasible. It is important to note that the Agency’s measures are implemented with no use of condemnation actions.

These efforts are important to help maintain and improve a healthy economic environment for the City’s business community and to attract businesses that meet the needs of our residents. Please contact the City Manager’s Office at 473-5404 with any questions regarding these activities.

## YOUR LOCAL GOVERNMENT

Your presence and participation at City meetings are contributions to good government! The following Council, commissions, committees, and boards meet at City Council Chambers, 215 East Branch Street:

### CITY COUNCIL

2nd and 4th Tuesday, 7:00 p.m.

### PLANNING COMMISSION

1st and 3rd Tuesday, 6:00 p.m.

### PARKS AND RECREATION COMMISSION

2nd Wednesday, 6:30 p.m.

### SENIOR ADVISORY COMMISSION

Meets Quarterly (*Call for schedule.*)

### ARCHITECTURAL REVIEW COMMITTEE

1st Monday, 2:30 p.m.

### TRAFFIC COMMISSION

Monday previous to 3rd Tuesday,  
7:00 p.m.

### DOWNTOWN PARKING ADVISORY BOARD

Meets as needed



### City of Arroyo Grande

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We welcome your comments and suggestions.

Please call 473-5414

or send e-mail to

[agcity@arroyogrande.org](mailto:agcity@arroyogrande.org)



Visit our Web Site at

[www.arroyogrande.org](http://www.arroyogrande.org)