



October 1, 2015

TO: Honorable Mayor and City Council

FROM: Edward C. Starr, City Manager 

SUBJECT: WEEKLY REPORT: September 25-October 1, 2015

CITY MANAGER/ADMINISTRATIVE SERVICES DEPARTMENTS

BUILD THE GOLD LINE TO MONTCLAIR!

- Last Thursday Mayor Eaton, Deputy City Manager/Economic Development Director Staats, Public Works Director Hudson, Community Development Director Lustro, Administrative Analyst Fuentes, and I met with San Bernardino Associated Governments (SANBAG) Executive Director, Dr. Ray Wolfe. We discussed a number of issues related to the development of Montclair's Transit Oriented District (TOD), including funding and construction of the **Gold Line**; recent, current and planned development within the North Montclair Downtown Specific Plan area; and CIM Group's acquisition of Montclair Plaza—rebranded as Montclair Place.

City staff provided an overview of the North Montclair Downtown Specific Plan (NMDSP) and its comprehensive approach to Master Planning for approximately 150 acres in north Montclair. The NMDSP, adopted by the City Council in May 2006, creates a framework for new development opportunities, envisions a walkable and vibrant town center to include multi-uses and activities that capitalize on major transit amenities, and is designed to establish livable neighborhoods based upon traditional town center concepts through development of a number of mixed-density housing types (town houses, condominiums, apartments, live-work lofts, and mixed-use housing-retail-office units). North Montclair's designation as an urban-style transit district with a distinct master plan marks it as the first of its kind among the suburban communities found along the Los Angeles to San Bernardino Metrolink line.

Development progress within the NMDSP area effectively ceased during the period of the Great Recession (2007-2009); however, interest in this unique, urban-centered, transit-designated district resumed in 2010, even as the economy showed only weak signs of recovery. North Montclair is now seeing significant development activity.

The Paseos Apartment Homes was the first high-density housing project to be completed in north Montclair, followed by The District at Arrow Station—now under construction. Other projects are under review, and the City anticipates the emergence of additional developer interest as Montclair Plaza undergoes its long-anticipated transition into an enclosed and outdoor shopping center featuring several distinctive shopping and lifestyle-oriented districts, broad avenues, bike and pedestrian paths, dramatic landscaping and architectural features, an abundance of new shops and restaurants, and other urban-style amenities.

Master Planning in North Montclair took an additional leap forward earlier last month when the City Council approved an agreement with *Moore Iacofano Goltsman, Inc.* for a streetscape and infrastructure design project. The planning process includes preparation of design solutions and an implementation plan for streetscapes, bicycle paths, and pedestrian walkways. Infrastructure improvements within the NMDSP area are guided by design principles for transit-oriented districts. The overriding objective is to create a sense of community by replicating traditional town centers, expand the City's access to regional transportation centers, and create linkages and pedestrian-friendly access between neighborhoods, retail/commercial centers, and the Montclair Transcenter. Streets encompassed by the infrastructure improvement projects will include portions of Arrow Highway, Fremont Avenue, Moreno Street, Richton Street, Monte Vista Avenue, and Central Avenue.

Other development activities discussed with Dr. Wolfe included CIM Group acquired properties in north Montclair and other upcoming and potential TOD development projects.

In other Montclair **GOLD LINE**-related news, City staff is pleased to demonstrate, for the first time, the **BUILD THE GOLD LINE TO MONTCLAIR** logo artwork.



The logo will be incorporated into official City stationery, featured on the cover of the 2015-16 City Budget, used in the banner heading portion of the *City Manager's Weekly Report*, and integrated into other City-related activities, including the 2015 State of the City presentation scheduled for Wednesday, October 7, at 11:30 a.m. in the Community Center.

The logo features a light rail train leaving Los Angeles Union Station on an eastward rail-trek to the Montclair Transcenter—the Transcenter is represented by the stylisitic City of Montclair logo structure sitting atop matching pedestals. Underneath are the words **BUILD THE GOLD LINE TO MONTCLAIR—GOLD LINE** is in gold coloring to emphasize the light rail line's designated route color and leans rightward to demonstrate movement toward the east from the Los Angeles area to Montclair.

The logo was developed by CWS Innovative Advertising, with direction and input from Deputy City Clerk Andrea Phillips, Administrative Analyst Mikey Fuentes, Information Technology Specialist Robert Castillo, and me.

- The *2015 State of the City Event—Montclair, The Place To Be*, featuring a *Taste of Montclair*—is scheduled for 11:30 a.m. on Wednesday, October 7 in the Community Center. The Mayor's Office anticipates approximately 350 attendees including representatives from other government agencies, members of the business community, food vendors, support staff, and City employees.

In order to provide adequate parking for all invited dignitaries and guests, Montclair Branch library personnel and full- and part-time employees of the City working at the Civic Center (exclusive of personnel requiring handicapped parking and personnel authorized access to secured parking south of the Youth Center) who would normally park at the following locations, are directed to use the Alma Hofman Park parking lot:

- ✓ Civic Center north and south parking lots
- ✓ First United Methodist Church parking lot
- ✓ Secured parking lot east of Human Services facilities
- ✓ Curbside parking along Fremont Avenue and/or Benito Street

Please avoid using the parking facilities at Montclair Towne Center.

Public Works Department employees will block early morning access to Civic Center parking lots and will reopen parking lots to Civic Center employees at approximately 1:30 p.m.

COMMUNITY DEVELOPMENT DEPARTMENT

- At the International Council of Shopping Centers (ICSC) conference last month in San Diego, staff met with representatives from Les Schwab Tire Centers regarding the company's interest in building a new store in the 4500 block of Holt Boulevard. Staff touted the benefits of the location, including the population density immediately to the north of the site between Holt Boulevard and Kingsley Street, the daytime population at businesses along Brooks Street, and the more than 20,000 motorists that travel by the site daily, all of which translates into potential customers. Staff also pointed out the new, 40,000 square-foot Orchard Plaza commercial center under construction a few hundred feet west of the site.

The company began in 1952 with a single store in Prineville, Oregon, and has grown to over 450 stores employing over 7,000 people in 7 Western states. The company sells automotive products and performs a wide variety of services for vehicles and light trucks, including tires, wheels, brakes, shock absorbers, and batteries.

Les Schwab representatives are scheduled to meet today and tour the site with real estate brokers to decide whether to move forward with the project.

A photo of a typical Les Schwab store appears below.



FIRE DEPARTMENT

- Please join the Montclair Fire Department in celebrating its Annual Open House and Pancake Breakfast on Saturday, October 10, from 8:30 a.m. to 11:30 a.m. at Fire Station No. 151 (8901 Monte Vista Avenue).

The Montclair Fire Fighters Association will host the Pancake Breakfast, and the cost is a \$3 donation per person. Simultaneously, the Red Cross will operate a Blood Drive from 8:30 a.m. to 2:45 p.m. Please contact the Fire Administration office at (909) 447-3540 to schedule an appointment to donate blood.

The Open House will include station tours, displays by community organizations, free photos for children with Sparky the Fire Dog, and fire apparatus displays.

This event coincides with Fire Prevention Week, which commemorates the Great Chicago Fire of 1871.

Sponsors are Montclair Hospital Medical Center and Burrtec Waste Industries, Inc.

Flyers are included on Pages 12-13.

HUMAN SERVICES DEPARTMENT

- Please save the date for the following Human Services Department events. All events are free and open to the public.

Youth Talent Showcase, Friday, October 16, 6 p.m.,
Community Center

Come see Montclair youth ages 6-17 share their talents.

Montclair Community Health Fair, Tuesday, October 20, 9 a.m. to
noon, Community Center

Free health screenings and more than 35 health and community agencies will be at the event. Free flu shots will be given to employees from 11:30 a.m. to noon. Flu shots will also be available for Montclair employees at the Montclair Medical Clinic at a date to be announced

Lights on After-School, Thursday, October 22 from 6:30 p.m. to
8 p.m., Community Center

Event showcasing the City's After-School Program, including representation from all 12 sites.

Children's Halloween Party, Saturday, October 31 from 5:30 p.m. to 8 p.m., Community Center

This is a free event for children 12 years and younger. It will include games, candy, refreshments, and a costume contest.

For additional information on any of these events, please phone (909) 625-9479.

POLICE DEPARTMENT

- Last Friday, CSU Officers Nick Almeida and Jeffrey Wheater attended Monte Vista Elementary School's annual Picnic on the Playground, a community event hosted by the school's PTA. Students and their families, staff, and members of the Police Department were able to interact and have a little fun. After losing at a friendly game of soccer, Officers Almeida and Wheater gave equipment demonstrations and allowed the kids to touch and climb on the Department's armored Peacekeeper rescue vehicle.



Officer Wheater traded hats with one of the students



As always, the Peacekeeper was a hit with the kids!



Officer Almeida (goalie) joined in a game of soccer

- In support of Breast Cancer Awareness Month, the Montclair Police Department and Montclair Police Officers Association (MPOA) will be raising awareness and promoting early detection of this serious disease by authorizing the wearing of pink T-shirts with the uniforms of all sworn and non-sworn personnel from October 1, 2015, through October 31, 2015. Some non-uniformed Police Department personnel have created an alternative pink polo shirt which they are authorized to wear on duty during the month of October.

Breast Cancer Awareness Month is an annual international health campaign organized by major breast cancer charities every October to increase awareness of the disease and to raise funds for research into its cause, prevention, diagnosis, treatment, and cure. Breast cancer is the second most common kind of cancer in women. About 1 in 8 women born today in the United States will get breast cancer at some point. National Breast Cancer Awareness Month is a chance to raise awareness about the importance of early detection of breast cancer. Traditionally, pink ribbons and merchandise have symbolized breast cancer awareness.

Command staff, Officers, and non-sworn personnel posed for a group photo this morning in their pink shirts:



SUCCESSOR REDEVELOPMENT AGENCY/ MONTCLAIR HOUSING CORPORATION

- The New York Times reports that Americans are spending more money doing things, not buying things. As a result, department stores are losing out. A rebound in overall spending at retailers, which grew 0.6 percent in July from the previous month, has eluded department stores, where sales dropped 0.8 percent. Department stores made up one of just two categories tracked by the federal Commerce Department where spending declined, the latest in a choppy performance from them this year. Spending at electronics and appliance stores also fell 1.2 percent in July.

Data released by the Commerce Department shows that American consumers are putting what little extra money they do have to spend each month into eating out, upgrading their cars, or fixing up their homes, as well as spending on sports gear, health, and beauty. Spending at restaurants and bars has jumped more than 9 percent this year through July, compared with the same period last year, and on autos by more than 7 percent, according to the agency.

Millennials, the 20- and 30-something consumers whom marketers covet, would rather spend their hard-earned cash on out-of-town vacations, meals with friends, gym memberships and, of course, their smartphones, many surveys suggest. Richard Jaffe, a retailing analyst at investment firm Stifel Nicolaus, says it's more about the experience instead of consumption.

This shift in consumer mind-sets, especially among younger consumers, is hurting major department store chains, such as Macy's and Kohl's, which both reported tepid quarterly earnings this week. Macy's pared back its annual growth forecast this year to zero after sales at stores open for at least a year, a commonly used retailing metric, fell 2.1 percent. Kohl's had 0.1 percent growth in same-store sales, far below analyst expectations, and it missed sales and profit forecasts.

The picture at a higher-end department store chain, Nordstrom, has been much prettier; underscoring how the economic recovery has benefited the nation's wealthiest, while income growth for the middle class has been more elusive. Nordstrom's profits topped estimates as comparable sales jumped nearly 5 percent, sending its share price soaring.

But even upscale retailers are facing some trouble. Foreign tourists are spending less in the United States, their purchasing power crimped by the strong dollar, which has risen by as much as 20 percent against major currencies like the euro and yen. China's recent devaluation of its currency is likely to reduce spending by Chinese tourists, who have become big spenders, especially in major cities like New York and Los Angeles.

Of course, Americans have not stopped spending on goods—far from it. But when they do, they are increasingly buying online. Discount stores like T. J. Maxx, Ross Stores, and Burlington are also taking a bigger share of shoppers' dollars, prompting department stores to jump into the same lower-priced space. This fall in and around New York City, Macy's will open the doors to four off-price outlet stores called Macy's Backstage, joining Nordstrom Rack and Saks Fifth Avenue's Off 5th stores, both discount spinoffs.

ECS:spa

"In every walk with nature one receives far more than he seeks."

~ John Muir

OCTOBER 2015



5	City Council Workshop – David Turch & Associates Council Chambers	5:45 p.m.
5	City Council Meeting Council Chambers	7:00 p.m.
7	State of the City featuring A Taste of Montclair Montclair Community Center	11:30 a.m. - 1:00 p.m.
7	Community Action Committee Council Chambers	7:00 p.m.
12	Planning Commission Meeting Council Chambers	7:00 p.m.
13	City Manager's Staff Meeting City Hall Conference Room	9:00 a.m.
15	Safety Committee Meeting City Hall Conference Room	9:00 a.m.
15	Public Works Committee Meeting City Hall Conference Room	4:00 p.m.
16	Montclair Youth Talent Showcase Community Center	6:00 p.m.
19	City Council Meeting Council Chambers	7:00 p.m.
20	Montclair Community Health Fair Community Center	9 a.m. - Noon
22	Lights on After-School Community Center	6:30 p.m. - 8:00 p.m.
26	Planning Commission Meeting Council Chambers	7:00 p.m.
31	Annual Children's Halloween Party Community Center	5:30 p.m. - 8:00 p.m.

THE MONTCLAIR FIRE DEPARTMENT



Invites You To Our Annual



OPEN HOUSE & PANCAKE BREAKFAST

SATURDAY, OCTOBER 10, 2015

8:30 A.M. TO 11:30 A.M.

8901 MONTE VISTA AVE, MONTCLAIR, CA 91763

PARKING AT POLICE STATION (4870 ARROW HWY)



You are invited to visit our fire station and meet our staff!

Festivities throughout the event will include:

- ◆ **Pancake Breakfast Hosted by the Montclair Fire Fighters Association - \$3 Donation Per Person**
- ◆ **Red Cross Blood Drive**
- ◆ **Station Tours**
- ◆ **Community Organizations**
- ◆ **Free Photos for Children**
- ◆ **Fire Apparatus and Equipment Displays**



FOR MORE INFORMATION, PLEASE CALL (909) 447-3540



Montclair Fire Pancake Breakfast and Blood Drive

8901 Monte Vista Avenue, Montclair, CA 91763
Saturday, October 10, 2015
8:30AM - 2:45PM

Held in the blood mobile in the fire station parking lot
To schedule your appointment call front office and speak to the receptionist at
909-447-3540. For eligibility requirements or to schedule appointment online
visit www.redcrossblood.org using sponsor code: **MFA**

All presenting donors will receive a voucher for discounted tickets to a LA Kings
game, a voucher for discounted tickets to a Anaheim Ducks game, and more

Bring photo ID. Drink extra water.
Come join the fun and save lives at the same time!