



# Orinda

## Public Meetings

### City Council

Tuesday, June 6, 7 p.m.  
Library Auditorium, Orinda Library  
26 Orinda Way, Orinda, CA 94563

### Planning Commission

Tuesday, June 13, 7 p.m.  
Special Joint Meeting with City Council  
Library Auditorium, Orinda Library  
26 Orinda Way, Orinda, CA 94563

### Citizens' Infrastructure Oversight Commission

Wednesday, June 14, 6:30 p.m.  
Sarge Littlehale Community Room,  
22 Orinda Way, Orinda, CA 94563

### School Board Meetings

**Orinda Union School District**  
Monday, June 5, 6 p.m.  
Regular Board Meeting  
8 Altarinda Rd., Orinda  
www.orindaschools.org  
See also AUHSD meeting page A2

Check online for agendas, meeting notes and announcements

### City of Orinda:

www.cityoforinda.org  
Phone (925) 253-4200

### Chamber of Commerce:

www.orindachamber.org

### The Orinda Association:

www.orindaassociation.org



### April 23 to 29

- Alarms 23
- Noise complaints 0
- 911 Calls (includes hang-ups) 5
- Traffic stops 28
- Suspicious Circumstances 7
- Suspicious Subjects 5
- Suspicious Vehicles 14
- Burglary, Auto**  
20 block Evergreen Dr.
- Burglary, Residential**  
30 block Oak Dr.
- Civil**  
30 block Bobolink Rd.  
30 block Lost Valley Dr.  
10 block Vianne Ct.
- Credit fraud**  
20 block Bryant Way
- Death, non-criminal**  
50 block Brookwood Rd.
- Disturbance**  
10 block Lost Valley Dr.
- Dispute**  
60 block Brookwood Rd.  
10 block Ramona Dr.
- ID Theft**  
10 block Silverwood Ct.  
Reported to police  
200 block Sundown Terr
- Injury Accident**  
Moraga Way/Oak Dr.
- Ordinance violation**  
Manzanita Dr/Bobolink Rd.  
10 block La Campana Rd.
- Panhandling**  
Moraga Way/Brookwood Rd.
- Police/Fire/ EMS**  
10 block Keith Dr.
- Public Nuisance**  
90 block Brookwood Rd.  
Orinda Theater
- Reckless Driving**  
Ivy Dr./Coral Dr.  
Moraga Way/Glorietta Blvd.  
San Pablo Dam Rd/Camino Pablo
- Runaway juvenile**  
Wilder Sports Fields
- Shoplift**  
Safeway
- Theft, Petty**  
100 block Overhill Rd.
- Tresspass**  
300 block Camino Sobrante
- Uncontrollable juvenile**  
50 block Scenic Dr.
- Vandalism**  
500 block Orindawoods Dr.
- Warrant Service/Arrest/Advise**  
300 block Glorietta Blvd.

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## Orinda to raise fees in some city departments

By Sora O'Doherty

In a budget cycle filled with uncertainty about costs as repairs begin to the Miner Road sinkhole, there are two positive financial developments for Orinda: two general obligations bonds were successfully brought to market and an increase in fees will keep pace with increased costs of providing services.

Stifel, the city's underwriter, has confirmed that the bonds were sold April 5 to a mix of individuals, financial institutions and professional asset managers. The

"all-in" costs of funds (akin to the "APR" on a home loan) is 3.17 percent, lower than the 3.8 percent estimated borrowing costs used for the Measure J and Measure L elections in 2014 and 2016. Thus Stifel estimates that the total tax levy will be at least \$5.4 million lower than the levels presented to the voters.

To offset rising costs of providing services, Orinda is increasing some development impact fees and fees for services provided by a number of city departments:

planning, public works and engineering services, parks and recreation, police and administrative services. Fee increases require a public hearing, and they passed unanimously at a recent Orinda City Council meeting. The fees, which take effect in July, include a new recreational facility charge and a 10 percent general plan update fee; the general plan has not been updated since 2007. Fees are being added for the new Wilder Art and Garden Center, scheduled to open in 2018.

The recreation facility preservation fee will be a three percent charge added to each parks and recreation transaction, except for sports facilities rentals and sports league registration. The funds raised, expected to be about \$40,000 annually, will be used exclusively for the maintenance and preservation of non-sports related recreation facilities.

City staff have also recommended that the city invest \$40,000 for a fee study, which the city council supported.

## Consultant identifies strategies for downtown

By Victor Ryerson

Leakage/Surplus Factor by Industry Group



The above chart shows the percentage of business by residents of the Orinda zip code for each category that is done outside of Orinda. For instance, 60 percent of spending on food services and drinking places by Orindans is done outside of Orinda. Draft Findings: National Main Street Center/ City of Orinda

National Main Street Center presented 21 key learnings and observations about community attitudes for Orinda's existing features and needs, including that the restored Orinda Theater is a source of community pride; that a gourmet grocery store and more "health conscious" restaurants are downtown retail priorities; and that the primary draws to living in Orinda are its excellent schools and "semi-rural" character.

Dr. Michael Wagner, vice president of revitalization programs for the center, presented the the draft findings to the city council's Downtown Subcommittee, for feedback and public comment after meeting with members of the planning staff earlier in the day to discuss the report.

The members of the subcommittee, Mayor Eve Phillips and Council Member Inga Miller, listened to Wagner's hour-long Powerpoint presentation of the report on May 11, and expressed their desire for more information on health and wellness retail and entrepreneurship office opportunities. The final version of the report will be expanded and modified based upon input received from the Orinda community,

council subcommittee and full council, and other stakeholders, and will be presented at the June 20 council meeting.

The center is a unit of the nonprofit National Trust for Historic Preservation that studies the improvement of downtown areas at the request of cities. The Orinda council sought the center's assistance, as well as that of the Urban Land Institute, to identify how to bring change to the city's downtown. Orinda's downtown has remained largely unchanged for more than 30 years, and a call for change has become the major community development issue now that Orinda's road repairs are underway.

The center focuses its efforts on studying the economics of a city's downtown, and on how to implement change through what it calls transformation strategies. Its study seeks both quantitative and qualitative outcomes for questions of how to improve a city's downtown performance.

It developed its findings for Orinda by interviewing members of a wide range of governmental and other community organizations over a period of several months to identify what it calls "key learnings and observations" about the Orinda community.

It then matched these up with Orinda's demographic and psychographic characteristics (the latter being a measure of spending preferences based upon the community's specific cultural attitudes) to measure Orinda's retail performance. This analysis produced suggestions for strategies to improve the performance of the downtown economy, essentially by matching the availability of desired business activities to the level of community demand for those activities.

Notably, Wagner highlighted the observation that the approved retail and office development at 25A Orinda Way across from the library and community center "provides a strong example of new infill design and function with downtown." The prospective development "sets the precedent for future downtown design," he said.

Orinda's market characteristics suggest that there are potentially successful downtown retail opportunities, provided the strategies for pursuing them are a good fit, he explained.

The center identified "profound leakage" from Orinda (loss of retail business to other communities like Lafayette) in comparison to potential spending

levels because of the absence of certain retail activities, and the city could pursue these to improve its downtown retail performance. Its analysis suggests that improvement could come in the form of more convenience and retail services (restaurants, for example), entrepreneurship facilities (basically, small office spaces), and residential development on the Village side.

On the Crossroads side, health and wellness activities (which include medical offices, spas and beauty shops), and culinary activity (restaurants and retail food stores) could improve performance.

Wagner emphasized that it is important to have a standalone organization or dedicated staff person to manage downtown development, and recommended that the city initially embark on no more than two transformation strategies to be effective.

The full report of the center's findings is available on the city's website, www.cityoforinda.org, by following the link in the Orinda Outlook notice about the report. Public comment on the draft findings will be received up to and including the June 20 city council meeting.

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