

LAFAYETTE STIMULATES THE DOWNTOWN

Lafayette has not been as badly impacted by foreclosures and declining property tax revenues as other cities. But the City has over the last few months lost some important businesses, including the Hungry Hunter, Keenan Heinz, and Hollywood Video. These business departures mean less sales tax revenue for Lafayette and so, in an effort to invigorate the local economy, the Lafayette City Council recently approved a stimulus package aimed at encouraging downtown business and development. The package, which remains in effect through 2009, includes the following items:

- Fees for sign permits will be waived. This should encourage businesses to spruce up their storefronts and eliminate visual clutter, making the downtown more inviting for shoppers.
- The City will cover the cost for sidewalk improvements and street trees required as a condition of development.
- Recognizing that development in both the downtown and in residential districts may be stalled due to cash flow or credit availability problems, all land use permits that would have expired between February 23rd and the end of the year will automatically be extended for one additional year. This will give applicants some leeway to put together workable financing packages.
- The waste management security fee will be waived. Businesses and homeowners in the midst of renovation or building are typically required to deposit money as security that the contractor will properly dispose of debris. Recognizing that this requires cash and could stall development, the City will waive the security fee (but still, of course, monitor the disposal).
- Typically, if a tenant whose use no longer conforms to the City's zoning requirements shuts down, the landowner has 120 days to replace the space with the same use. If the deadline is not met, any new tenant needs to conform to the zoning requirements. Under the stimulus plan, however, the City will give landowners more time to replace vacant properties with the prior non-conforming uses. This should help landowners find new businesses to occupy the vacant storefronts, stimulate commercial activity in the downtown, and increase sales tax revenues.

While the cost of this stimulus package is nowhere near the \$800 billion spent by the Federal government, it might help developers with their improvement plans, keep the downtown lively during this difficult economic cycle, and allow for recovery to happen more quickly once the economy improves.



THINK GLOBALLY, SHOP LOCALLY

In December, the Lafayette Chamber of Commerce launched a campaign to remind residents to “**TRY LAFAYETTE FIRST!**” when buying gifts, hiring services, and dining out. So far, the response has been outstanding; we've heard dozens of stories from residents who decided to patronize a local merchant rather than making purchases online or out of town.

Why does it make sense to “**TRY LAFAYETTE FIRST!**”?

- Lafayette keeps 1% of the sales tax paid within the City. These sales taxes support many public services including public safety, road repair and park maintenance.
- Local businesses are the largest employer nationwide, hiring primarily local residents including high schoolers and senior citizens.
- Local business owners often live in our community and are invested in the community's future.
- Local merchants provide greater customer service and may have a higher level of expertise about their products and services.
- Local shopping requires less transportation. Because Lafayette merchants are right here in town, residents save on gas and parking while reducing their carbon footprint.
- Local businesses provide the distinctive character and culture our community enjoys, and successful local businesses attract more of the same.
- Local businesses support local non-profits.

Join the others who have taken the pledge to “**TRY LAFAYETTE FIRST!**” by visiting the Lafayette Chamber of Commerce website at www.lafayettechamber.org. By taking the pledge you're eligible to win \$500 in local gift certificates and services.

As a thank you to Lafayette residents who help keep local merchants in the black by shopping locally, the Chamber is throwing a community BBQ on Friday, June 5th between 5:00–8:00pm at Plaza Park (corner of Mt. Diablo Blvd. & Moraga Rd.). Come meet local merchants, business owners and neighbors and enjoy free food, music and good times.

Just a reminder that, in addition to putting on the annual Art & Wine Festival and the Reservoir Run, the Chamber is a great community resource for businesses and residents alike. Need information about local schools, a recommendation on good painter or where to buy running shoes? Need a place to hold a meeting? A map of the area? The Chamber has it! The Lafayette Chamber of Commerce is located at 100 Lafayette Circle, #103 and can be reached at 925-284-7404.

WHO KNEW YOU COULD BUY



1: Twister Game



2: Quality Bed Linens



3: Alphabet Beads



4: Men's Shoes



9: Printer Cartridge



10: Carbon Fiber Spoked Wheel



11: Motorized Pool Lounge



12: Torani Syrups



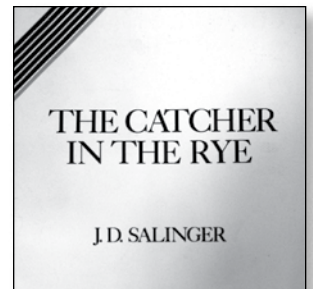
17: Abba Zabba Candy



18: Doll



19: Rugby Ball



20: Catcher in the Rye



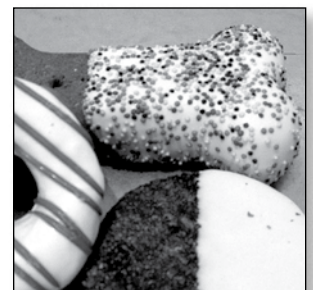
25: Chocolate Cup Cake



26: Sicilian Wine



27: Skateboard Wheels



28: Frosted Dog Biscuits



33: Decorative Mailbox



34: Arborio Rice



35: Hand Crafted Medallion Necklace



36: Hoover Vacuum

Can you identify where each of these items

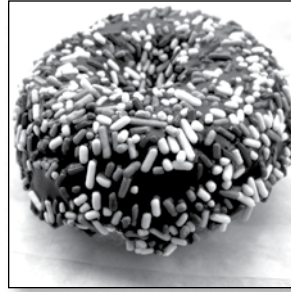
ALL OF THIS IN LAFAYETTE?



5: Kandy Kakes



6: Lacrosse Equipment



7: Perfect Chocolate Donut



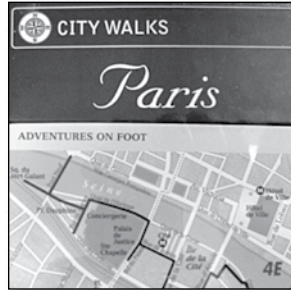
8: Lafayette Brie



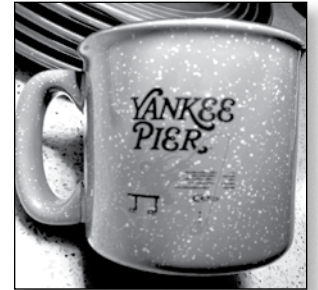
13: Blue Hair Color



14: Decorative Clock



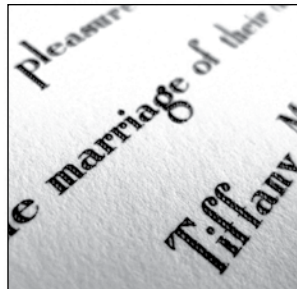
15: Paris Street Maps



16: Clam Chowder To Go



21: Designer Eye Glasses



22: Wedding Invitations



23: Big Game Repellent



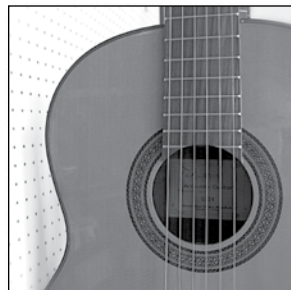
24: Singaporean Noodles



29: Hand Decorated Plate



30: Fun Buttons



31: Acoustic Guitar



32: Camera Memory Card



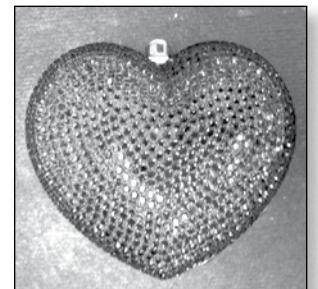
37: Eames Chair



38: Foam Cowboy Hat



39: Radiator Flush



40: Jeweled Evening Purse

can be purchased? Answers on the back page.

IS LAMORINDA PREPARED FOR WILDFIRES?

Fire season is approaching and the threat to Lamorinda is expected to be very high after three years of drought. The joint Lamorinda emergency preparedness committees will hold a workshop to provide information on the potential threats of the upcoming 2009 fire season and what you can do to prepare. Topics will include:

- Current threat assessments for Lamorinda
- Evacuation planning including pets
- Fire resistant construction and landscaping
- Neighborhood and family emergency plans and communication
- Available resources to facilitate neighborhood safety improvements

The Keynote speakers are the California State Assistant Fire Marshall Tonya Hoover and CAL FIRE Battalion Chief Rob Van Wormer. These speakers will be joined by our local fire and police representatives along with emergency preparedness group leaders.

The program will be held on April 29th from 7:00-9:00 pm at the Orinda Library Auditorium (26 Orinda Way). Registration will begin at 6:30 pm in the Atrium Lobby (2nd Floor). In order to ensure a seat at the event, or if you have questions, please contact Jonathan Goodwin at CanyonFire@vfemail.net. If you live in an area threatened by wildfire, you should attend this meeting.

ANSWERS TO INSIDE PHOTOS

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|--|---|
| 1: Twister Game, <i>Handlebar Toys</i> | 21: Designer Eye Glasses, <i>Art & Science of Eyewear</i> |
| 2: Quality Bed Linens, <i>Misto Lino</i> | 22: Wedding Invitations, <i>Madison</i> |
| 3: Alphabet Beads, <i>Beadazzled</i> | 23: Big Game Repellent, <i>Diamond K</i> |
| 4: Men's Shoes, <i>McCaulou's</i> | 24: Singaporean Noodles, <i>Kopitiam</i> |
| 5: Kandy Kakes, <i>Philly Cheesesteak</i> | 25: Chocolate Cup Cake, <i>Teacake</i> |
| 6: Lacrosse Equipment, <i>NorSki</i> | 26: Sicilian Wine, <i>Wine Thieves</i> |
| 7: Perfect Chocolate Donut, <i>Johnny's Donuts</i> | 27: Skateboard Wheels, <i>MiloSport</i> |
| 8: Lafayette Brie, <i>Diablo Foods</i> | 28: Frosted Dog Biscuits, <i>Nitro Dog</i> |
| 9: Printer Cartridge, <i>Contra Costa Stationers</i> | 29: Hand Decorated Plate, <i>Color Me Mine</i> |
| 10: Carbon Fiber Spoked Wheel, <i>Sharp Bicycles</i> | 30: Fun Buttons, <i>Big Sky Luxury Yarns</i> |
| 11: Motorized Pool Lounge, <i>Leslie's Pool Supplies</i> | 31: Acoustic Guitar, <i>Campana Music</i> |
| 12: Torani Syrups, <i>Open Sesame</i> | 32: Camera Memory Card, <i>Wolf Camera</i> |
| 13: Blue Hair Color, <i>Pure Beauty</i> | 33: Decorative Mailbox, <i>Orchard Nursery</i> |
| 14: Decorative Clock, <i>Clocks Etc.</i> | 34: Arborio Rice, <i>A.G. Ferrari</i> |
| 15: Paris Street Maps, <i>Papyrus</i> | 35: Hand Crafted Medallion Necklace, <i>Lafayette Gallery</i> |
| 16: Clam Chowder To Go, <i>Yankee Pier</i> | 36: Hoover Vacuum, <i>Ace Hardware</i> |
| 17: Abba Zabba Candy, <i>Powell's</i> | 37: Eames Chair, <i>Design Within Reach</i> |
| 18: Doll, <i>Whippersnappers</i> | 38: Foam Cowboy Hat, <i>Boswell's</i> |
| 19: Rugby Ball, <i>Soccer Post</i> | 39: Radiator Flush, <i>NAPA Auto</i> |
| 20: The Catcher in the Rye, <i>Lafayette Book Store</i> | 40: Jeweled Evening Purse, <i>Sandy's</i> |

CITY DIRECTORY

For Council Members call: 284-1968

Council Members

Don Tatzin	Mayor
Brandt Andersson	Vice Mayor
Mike Anderson	Council Member
Carl Anduri	Council Member
Carol Federighi	Council Member

Messages to all Council Members:
cityhall@lovelafayette.org

Administration

General Reception and Steven Falk, City Manager	284-1968 Fax: 284-3169
Tracy Robinson, Admin. Srv. Dir.	299-3227
Gonzalo Silva, Financial Srv. Mgr.	299-3213
Joanne Robbins, City Clerk	299-3210

Community Development

Ann Merideth, Director	299-3218
Tony Coe, Engineering Srv. Mgr.	284-1951
Niroop Srivatsa, Planning Srv. Mgr.	284-1976
Ron Lefler, Public Works Srv. Mgr.	299-3214
P.W. Hotline (to report problems)	299-3259

If you observe illegal dumping in creeks & storm drains or accidental spills on roads, call Contra Costa Hazardous Materials Division 646-2286.

Lamorinda School Bus Program

Juliet Hansen, Program Mgr.	299-3216
	Or 299-3215

Parks, Trails and Recreation

Jennifer Russell, Director	284-2232
Senior Services	284-5050

Police Services

Emergency: 24 Hours	911
Police Dispatch: 24 Hours	284-5010
Police Business Office:	283-3680

Anonymous Tipline, Traffic Enforcement, Suggestions & LEARN (Laf. Emergency Action Response Network), 299-3232 X 2205

Fax 284-3169

Address 3675 Mt. Diablo Blvd. #210
Lafayette, CA 94549

Website www.ci.lafayette.ca.us

E-MAIL: Council/staff members can be reached via e-mail using this address format:

First Initial + Last Name @lovelafayette.org
Example: SFalk@lovelafayette.org

Want more City news online? Subscribe to the City Manager's Weekly Summary by sending an email to sfalk@lovelafayette.org



City of Lafayette
3675 Mt. Diablo Blvd. #210
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