


# COUNCIL LATE AGENDA ITEMS

Council Meeting  
July 13, 2021

# Memo

TO: Honorable Mayor and Members of the City Council  
FROM: Rick Otto, City Manager   
DATE: July 13, 2021  
SUBJECT: Item 7.1 Orange Plaza Paseo


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Attached are two memos related to the Orange Plaza Paseo. One memo addresses the cost of operating the Paseo as well as the cost of maintaining the area prior to the Paseo and the expected cost of maintaining the area should the Paseo not continue.

The second memo addresses the City's outreach to Paseo merchants as well as information regarding the outreach conducted by the Orange Chamber of Commerce.

# Memo

To: Rick Otto, City Manager  
From: Christopher Cash, Public Works Director  
Alan Truong, Deputy Public Works Director  
Date: July 12, 2021  
Subject: Paseo Cost Analysis



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Since the start of the Orange Paseo in July 2020, the Street Maintenance Division has dedicated an entire working force of five staff members to maintain the Paseo seven days a week. All associated costs related to maintaining the Paseo were tracked which includes staffing, setup, materials, signage, traffic control devices, and equipment needed for daily maintenance. Initially, staffing and the associated costs to maintain the Paseo were somewhat unknown. We knew that basic services such as trash pick-up and street and sidewalk cleaning would be needed. However, we needed to observe the actual use of the Paseo to determine appropriate staffing and maintenance frequency and adjusted as the Paseo attracted more merchants and patrons. Once the Paseo reached its full potential, the monthly costs to maintain the Paseo reached an average of approximately \$50,000 per month. Those costs break down as follows:

- a. Staffing – 7 days a week - \$33,000/month
- b. Equipment rental and material costs-approximately \$12,000/month
- c. Vehicle and equipment costs- approximately \$5,000/month

Daily services to the Paseo include, street sweeping, trash pick-up, steam cleaning of sidewalks and streets, and maintenance of the traffic control devices used for the street closure.

As a point of comparison, prior to the Paseo, the City budgeted for four part time staff to provide basic services to the Plaza area which included daily trash pickup and weekly steam cleaning for all dining areas. This service was approximately \$10,000 per month which included the Plaza, outdoor dining areas, and the Old Towne West Parking Structure. Should the Paseo be discontinued at some point in the future, we do anticipate that additional staff and services should be provided above and beyond the pre-COVID levels which better reflects the Plaza's day time population and use as a local and regional destination. This would include more frequent services for trash pickup, trash enclosure and compactor maintenance, and sidewalk steam cleaning. These services would need to be performed seven days a week, reflecting the operating hours of the Plaza. We estimate that these augmented costs would be approximately \$25,000 per month, but could be more depending on need.

Should you have any questions, please do not hesitate to contact me.

# Memo

TO: Rick Otto, City Manager

FROM: Susan Galvan, Interim Community Development Director

DATE: July 12, 2021

SUBJECT: Orange Plaza Paseo – Outreach

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On November 19, 2020, city staff held a virtual meeting on the future of the Orange Plaza Paseo (Paseo) post COVID-19. Invitees included merchants and property owners on the 100 blocks of North and South Glassell Street. Staff provided an update on the State's guidelines, reiterated the Paseo guidelines, and requested feedback should the Paseo return in either a temporary or a permanent capacity. There were fourteen attendees and the following is a summary of the discussion and suggestions:

- Have the Paseo on a seasonal basis, beginning Memorial Day weekend and ending right before the Street Fair over Labor Day weekend
- Have the Paseo begin after the annual Rotary Car Show and run through right before the Street Fair over Labor Day weekend
- Provide larger signage to direct traffic to public parking lots
- Institute a formal permit process if the Paseo continues
- Provide private security to monitor skateboarders, bikes, etc. that should not be allowed for safety reasons
- Outside food and street vendors should be prohibited
- Institute a more cohesive look and incorporate common seating areas

On June 16<sup>th</sup> and July 2<sup>nd</sup>, 2021, staff sent an email to Old Towne merchants, property owners, and stakeholders requesting their feedback on the future of the Paseo in response to the City Council's direction to agendaize the Paseo at the July 13, 2021 City Council meeting. Staff received fourteen responses at the time the final staff report was posted on Thursday, July 15<sup>th</sup>. An additional four responses were received (two of which are also part of public comments) after the agenda was posted. The following is a summary of the eighteen responses:

1. OTPA: Against a permanent closure but would be supportive of a limited seasonal Paseo. Concerns related to the historic preservation of Old Towne, traffic, noise, and parking issues

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2. Anonymous: Against the Paseo. Unfair advantage to some businesses, costs associated with maintaining, and impacts to nearby residents
3. Architects Orange: Strongly supports
4. Fluid Communications: Supports a permanent Paseo. While business is service oriented, sees businesses getting more traffic
5. Lollipop Nail Studio: Supportive. States shopping and walking in the area is safer and feels the closure decreases exhaust fumes
6. Dr. Vapor the Old Towne: Supports a seasonal Paseo
7. Dragonfly Shops and Gardens: Supports a permanent Paseo. Suggests improvements for a more aesthetic look and live music
8. MMD Antiques: Supports a permanent Paseo. Advised having the additional space has helped his business
9. Orange Cycle: Supports a permanent Paseo. Suggests having permanent canopies, heaters, and water misters for summer months. Also suggests adding landscaping and hardscaping but costs should be shared by restaurants
10. The Vault Fine Antiques & Estate Jewelry: Supports the Paseo. Suggests a more aesthetic look and more signage for parking. Advised that their business has increased as a result. Complained about the bands that set up and asked that the City monitor better and have the performers pay a fee
11. Torpedo Comics: Supports a seasonal Paseo. Suggest the summer months as well as the two weeks over the Christmas holiday. Suggested moving the Farmer's Market to the Paseo to increase the sense of community
12. Muffs Hardware: Supports the Paseo. Suggested further development of the concept and incorporating public restroom facilities
13. Citrus City Grill: Supports a permanent Paseo. Saved their business and patrons provide positive feedback. Has created a unique and exciting dining experience
14. Kimmie's: Supports a permanent Paseo. Saved their business and have received positive feedback from patrons
15. The Pie Hole: Supports the Paseo. It has attracted more people and has become a center point for visitors. It has become a focal point for tourists and families from the community
16. Paris in a Cup: Supports the Paseo. Has been able to recoup some of their losses. Customers provide positive feedback and they hope it becomes permanent. Removing the Paseo would reduce income and cause them to lay off staff
17. Gabbi's: Supports a permanent Paseo. Has increased revenue and has become a destination spot for So. Cal. All businesses seem to have benefited. Positive feedback from customers
18. Urth Caffè: Supports a permanent Paseo. Paseo saved Urth from closing and kept full-time jobs. Sales are recovering but not fully recouped. Receives positive feedback from community

In addition, the Orange Chamber of Commerce did their own separate outreach to gauge the sentiments of a seasonal or permanent Paseo. The attachment provides a summary of responses from merchants in the Plaza and on the 100 blocks North and South Glassell.

Attachment: Chamber of Commerce email dated July 12, 2021

## Susan Galvan

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**From:** Elizabeth Holloman <Elizabeth@orangechamber.com>  
**Sent:** Monday, July 12, 2021 6:26 PM  
**To:** Susan Galvan  
**Subject:** FW: Plaza Paseo Survey

Hi Susan,  
We redid the survey. Here are the results from today.  
Hope it helps!  
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### **Elizabeth Holloman**

Executive Director  
Orange Chamber of Commerce  
[Elizabeth@OrangeChamber.com](mailto:Elizabeth@OrangeChamber.com)



### **NOW LOCATED IN OLD TOWNE ORANGE**

34 Plaza Square  
Orange, CA 92866

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**From:** Connie Chan <connie@orangechamber.com>  
**Date:** Monday, July 12, 2021 at 6:22 PM  
**To:** Elizabeth Holloman <Elizabeth@orangechamber.com>, Al Ricci <alricci@riccirealty.com>  
**Subject:** Plaza Paseo Survey

Hi Elizabeth and Al,

Lizia and I surveyed the Plaza area today and asked businesses what their thoughts were

### **Plaza Paseo Opinions**

#### Permanent

- 1) Felix's
- 2) Urth Caffè
- 3) Circle City Barber
- 4) Crystal Hair Studio
- 5) Pandor
- 6) 1886 Brewing
- 7) Smoqued
- 8) Citrus City Grille

- 9) Jalepenos
- 10) Oilo Boba
- 11) Torpedo Comics
- 12) Philz
- 13) Pie Hole
- 14) Army Navy
- 15) The Pizza Press
- 16) Blue Bowl
- 17) Nectar
- 18) Sunny Days
- 19) The Wall
- 20) Watson's
- 21) Butaton
- 22) The Potting Shed
- 23) Tabu Shabu

**Seasonal**

- 1) Chase (lost some business because of street closure)
- 2) Zitos (thinks closing summer through labor day weekend is good)
- 3) O SEA ( wants street extended to have outdoor seating, but also having visibility from the street via car)

**Indifferent**

- 1) Starbucks
- 2) Elsewhere
- 3) O'Haras

**Misc. Notes:**

- Better signage to advertise the parking structure around the Plaza and surrounding streets
- If plaza is permanent, make the street more consistent looking, even out the streets, make it look more cozy

**Connie Chan**

Operations Manager  
 Orange Chamber of Commerce  
[connie@orangechamber.com](mailto:connie@orangechamber.com)



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 Orange, CA 92866