

ECONOMIC DEVELOPMENT UPDATE

Tulare City Council Meeting

April 2, 2024

Presented by: Traci Myers, Executive Director of Economic Development & Redevelopment



TULARE DOWNTOWN MASTER PLAN UPDATE

Purpose: To Provide a framework for the revitalization of Downtown Tulare through public and private reinvestment.

The Plan will serve the immediate needs of the Downtown while also providing recommendations for revitalization, priorities, responsible parties and funding sources that will support the implementation of the Master Plan document.

- ✓ Community Meetings
- ✓ Stakeholder Meetings
- ✓ City Council meetings
- ✓ Downtown Master Plan Project Committee Meetings

Next Steps:

April 8, 2024: Staff will be presenting the Draft Master Plan Update to Planning Commission

April 16, 2024: City Council for review and comment.

May 7, 2024: City Council for final adoption.

DOWNTOWN TULARE - WALKING TOUR MAP



CITY OF TULARE LOGO & TAGLINE REDESIGN

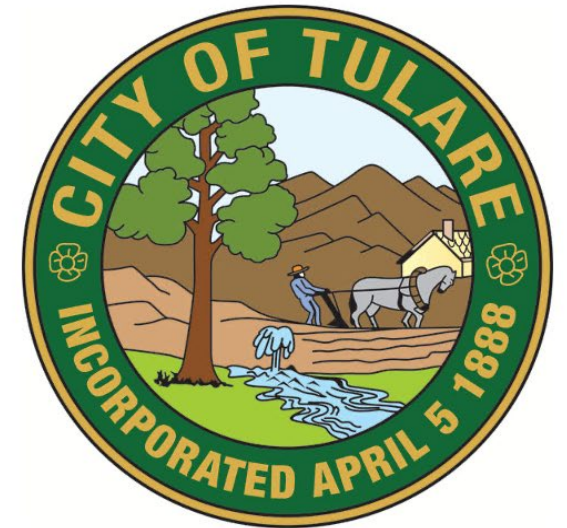
Purpose: *With the fast-changing economic climate, changing demographics and increased development activity, the City of Tulare desires to update its logo and accompanying tag line to reflect the City's competitive advantages.*

Next Steps:

- Brand Workshop – week of 4/8
- Logo and Tagline Presentation – week of 4/29
- Revision Presentation – week of 6/10
- Present to City Council – June
- Final Logo and Tagline – July



Current Logo



Current Seal

The City of Tulare is developing a new logo and tagline to better articulate our unique value. The City seal will not change and will remain as the official seal for records and documents.

INTERNATIONAL AGRI-CENTER WAY INTERCHANGE ECONOMIC IMPACT STUDY

Purpose: Consultant, ZacTax will provide an economic impact report which will analyze the property and sales tax information and land use assumptions of 5 interchanges throughout California to give staff the tools necessary to make proper assumptions for prospective new development in and around the new International Agri-Center Way Interchange.

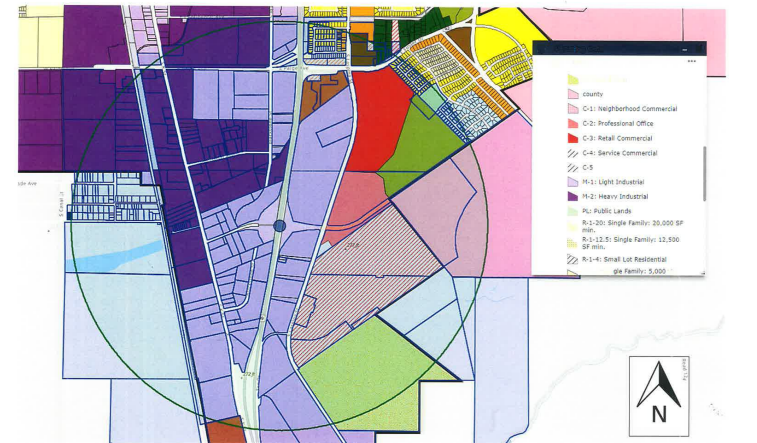
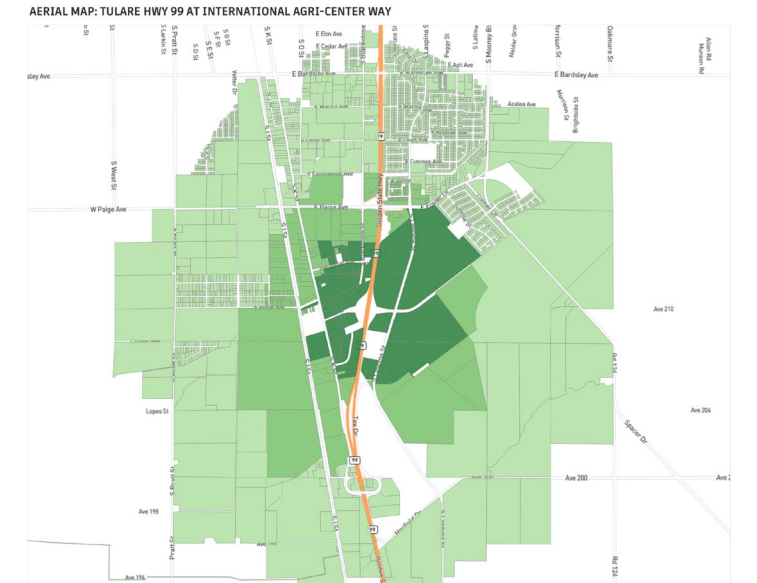
- ✓ Phase One: Data Collection
- ✓ Phase Two: Data Analysis & Summarization
- ✓ Phase Three: Delivery of an Excel file that contains analytical data summarizing data across all 5 interchanges.

Next Steps:

April 30, 2024: Consultant to deliver the Economic Impact Analysis which will provide revenue and expenditure impact analysis for the subject area.

May 2024: Staff will review results with City Council at a future meeting.

June-July 2024: Staff will create a targeted outreach program to encourage specific uses to locate at the new interchange.



DOWNTOWN SPECIAL DISTRICT ASSESSMENT



Purpose: In concert with the City's efforts to rehabilitate Downtown Tulare, Council approved the hiring of a consultant to re-exam the feasibility of creating a downtown special taxing district.

- ✓ The City of Tulare executed a Professional Services Agreement with NBS in June of 2023.
- ✓ Two stakeholder meetings were held in December 2023.
- ✓ Staff is currently gathering pertinent infrastructure and levels of service documentation to commence the Consultant's detailed Engineering Report process.

Next Steps:

- Finalize levels of service data
- Work with NBS on preparation of Draft Engineer's Report

Beautification



Public Events



Advocacy



Business Promotion



As your dedicated advocates for a thriving and safe downtown, the City of Tulare, in collaboration with the Tulare Downtown Association, is initiating key discussions about the boundaries and rates for Downtown Tulare. Your input is vital. We invite you to participate in these conversations and help shape the future of our downtown area.

STAY INFORMED - GET INVOLVED
[CIVICMIC.COM/TULARE](https://civicmic.com/tulare)



SCAN ME



SIGN UP FOR UPDATES



TAKE THE SURVEY



REVIEW DISTRICT INFORMATION



JOIN THE COMMUNITY MEETING

BUSINESS ACCELERATOR LEASE & MAKER'S SPACE

Final Lease negotiations
underway with Tulare
Chamber of Commerce

Tentative approval from EDA
on Maker's Space Grant in
the amount of \$600,000



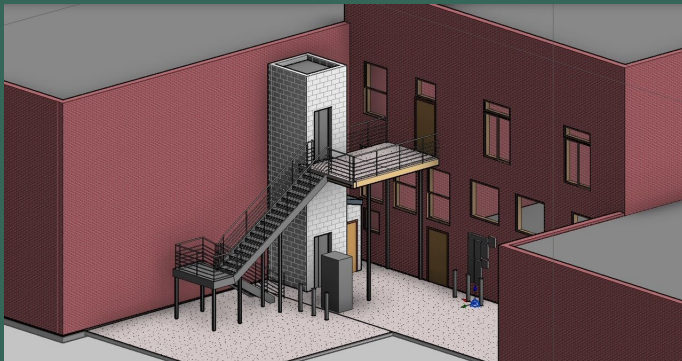
FRONT RENDERING



DOWNTOWN BUILDING REHABILITATION GRANT

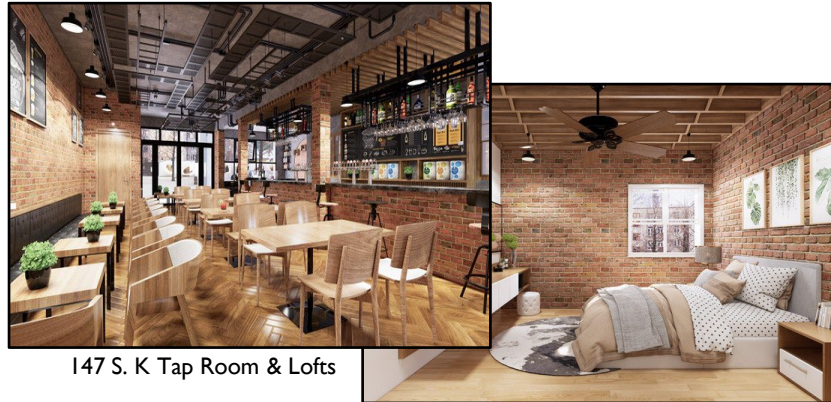
Purpose: To encourage revitalization by means of private investment through renovations and quality improvements of commercial structures within the Downtown District.

Priority: To bring new, highest and best uses to the downtown to increase both daytime and evening foot traffic and to leverage private improvements while making revitalization efforts affordable, creative, and community based.



EJ Ryan Building Elevator Rendering

Council allocated \$1,000,000 to the Program
4/2/24: Conditional Commitments = \$930,000



147 S. K Tap Room & Lofts

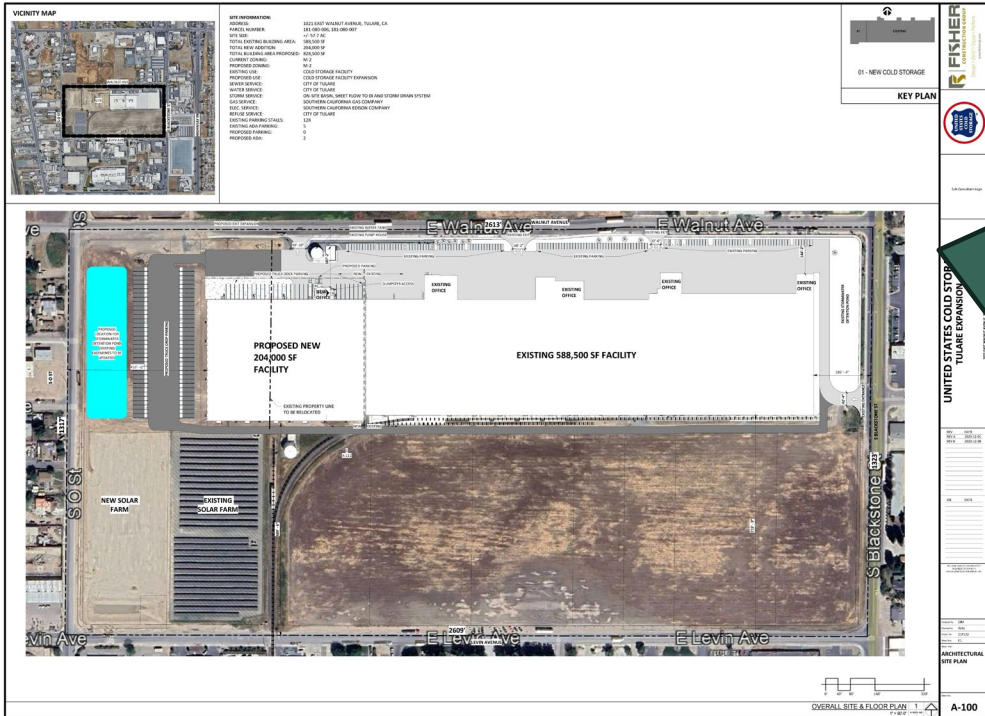


144 N K Renovated into Steakhouse & Venue



New life into historic Elks Lodge Building





**TULARE, CA
LARGEST
SINGLE
FOOTPRINT
IN USCS'
NETWORK!**

- ❖ 204,000sf Expansion
- ❖ \$75.7MM Investment
- ❖ 98,500 Available Pallet Positions
- ❖ 23 Additional Shipping & Receiving Doors = Total 73

**COMPLETION
FEBRUARY 2025!**



The Logistics Network
That Works For You

UNITED STATES COLD STORAGE EXPANSION UPDATE

RITCHIE BROS AUCTIONEERS – NEW TULARE LOCATION COMPLETION JULY 2024!

World's largest auctioneer of new and used construction, agricultural, industrial and transportation equipment!

The project consists of the construction of an industrial auction facility that will include the following: 5,500sf auction/administration building, 2000sf yard office, 500sf check-in building, 6,000sf wash pad, 6,000sf fabric/photo building; 51.76 acre display area and a freeway-oriented sign.

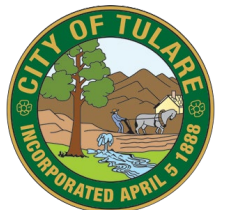


LACTALIS – TULARE 38,000SF EXPANSION NEW FETA LINE



- ❖ **38,000 SF Expansion**
- ❖ **\$31MM Investment**
- ❖ **New Operation of Feta Cheese Line**
- ❖ **Potential for 20 new jobs**

COMPLETION MAY 2024!

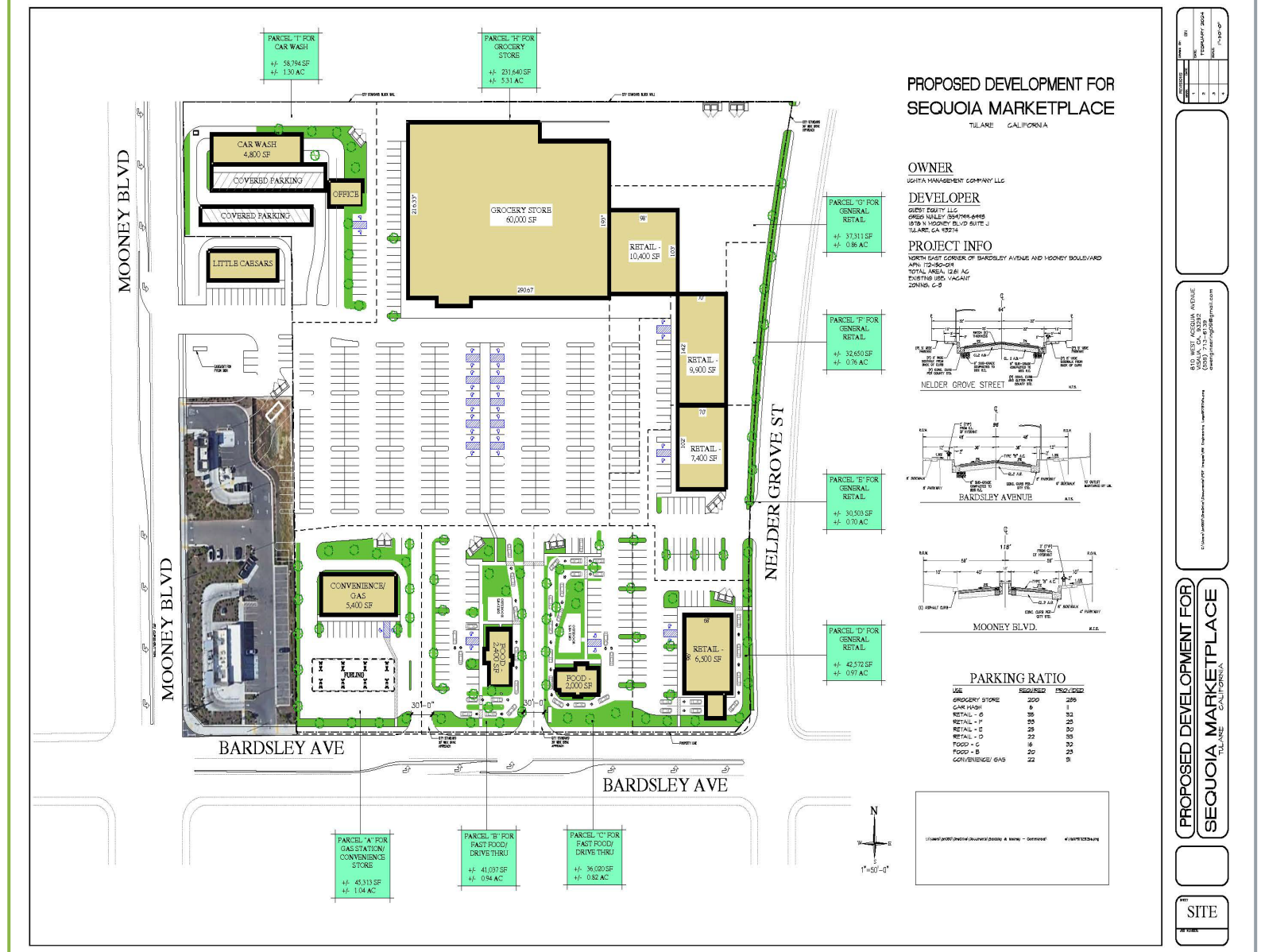


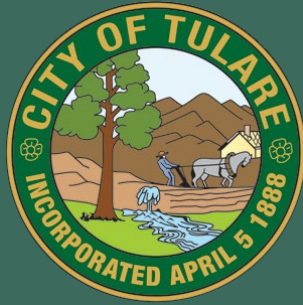


RETAIL DEVELOPMENT AT MOONEY/BARDSLEY "SEQUOIA MARKETPLACE"

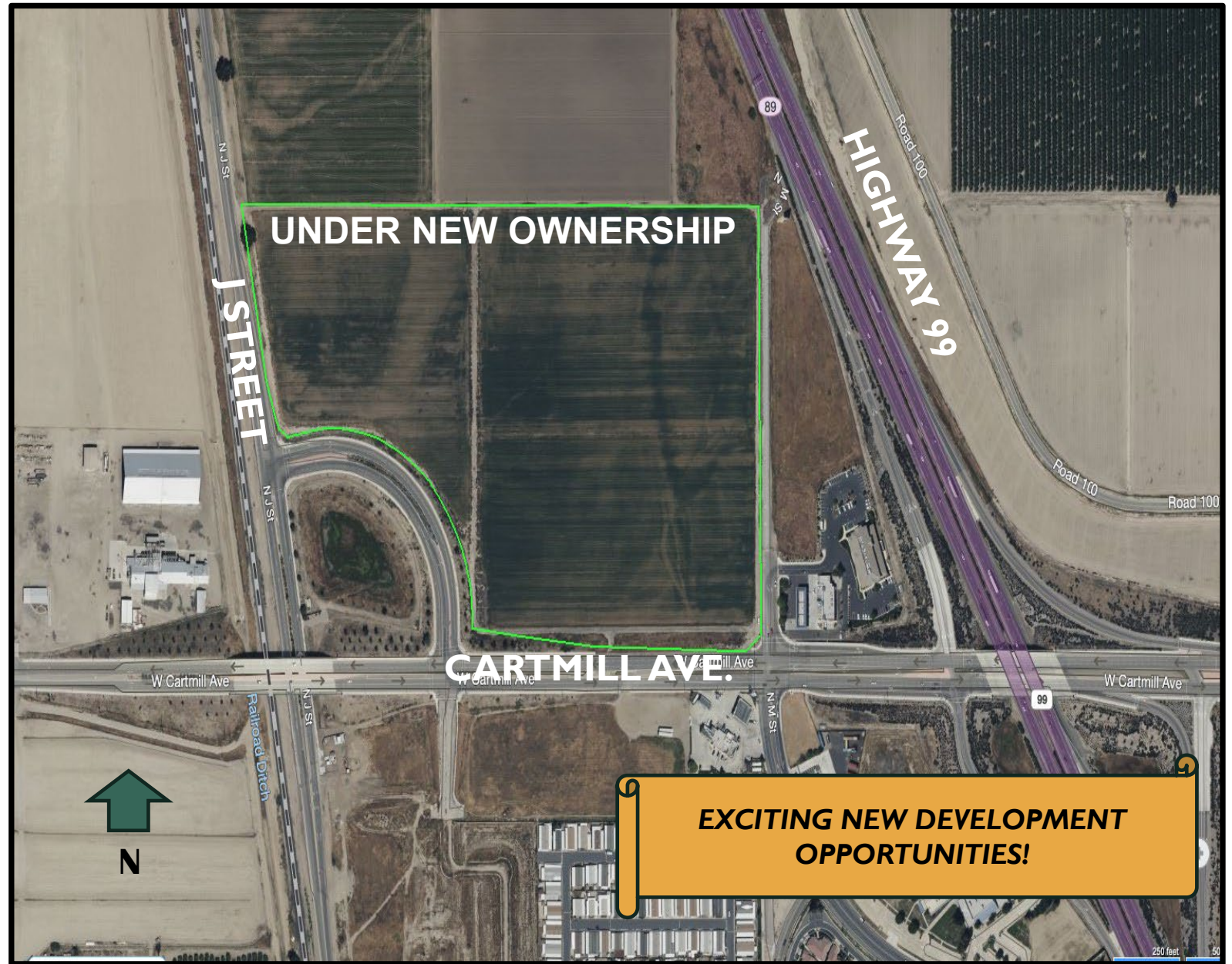
Site Plan Depicts:

- 60,000sf Grocery Store
- 34,000sf of new retail/commercial
- 5,400sf Convenience Store
- 4,800sf Car Wash
- 4,400 sf Fast Food





- 60 ACRES HIGHWAY COMMERCIAL/RETAIL-ZONED PROPERTY
- PADS AVAILABLE FOR GROUND LEASE, BUILD-TO-SUIT OR SALE
- RESTAURANT DRIVE-THRU SITES



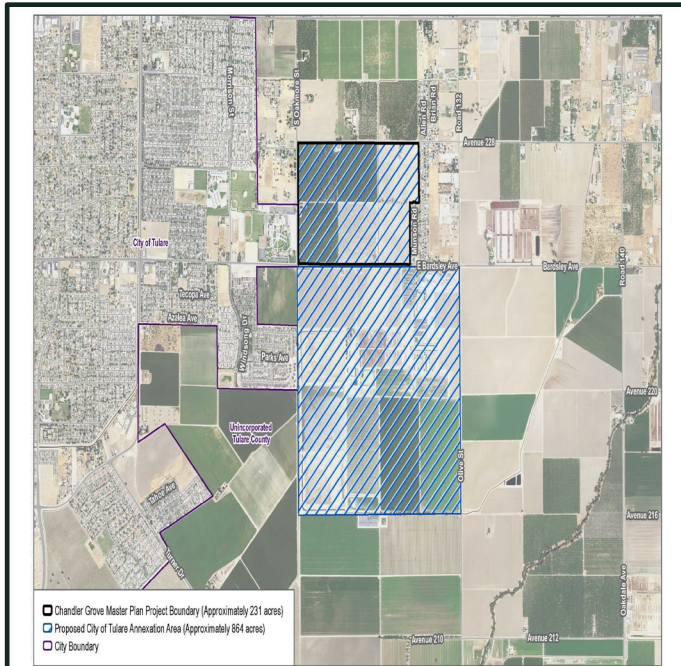
ANNEXATION 2020-01 (East Tulare No. 36) “Chandler Grove”

Next Steps

- April 7, 2024: 30-day reconsideration period ends.
- File Notice of Completion
- City to revise our City limit boundary and pertinent layers within GIS.
- Developer to submit for site plan review/entitlement process (if any) to begin development

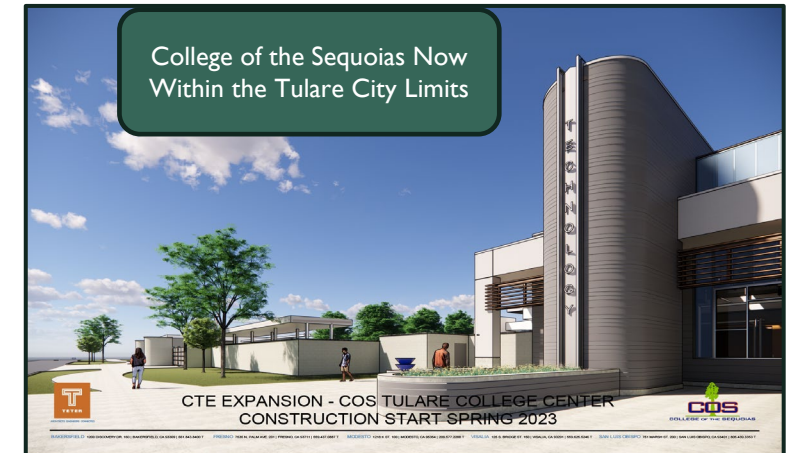
Proposed project includes, but may not be limited to:

- **Approximately 1170 Low-Med-High Density Housing**
- **13- acre Park**
- **12- acres of Commercial**
- **6-acre school**



Resolution 2023-46: City Council approval to proceed with annexation of 863-acres into the City limits generally located on the NEC of Bardsley Avenue & Oakmore Street .

March 6, 2024: Annexation approved by LAFCO



QUESTIONS/COMMENTS?



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