



## Focus on Business & NEWSLETTER



### New City Hall Nearing Completion!

Citrus Heights' New City Hall is nearing completion and is scheduled to be open August 9<sup>th</sup> at Noon! Due to a unique public-private partnership with Dignity Health, a new, properly sized and equipped City Hall has been under construction at 6360 Fountain Square Drive, just north of the Post Office, for the last year.

Constructed originally as a nursery, the City's first City Hall's infrastructure was never equipped to last more than 30 years nor were the utilities properly sized for accommodating over 50 employees and the public for civic uses. This unique opportunity has given the City an once-in-a-lifetime

opportunity to build a City Hall from the ground up to serve generations to come. The project is also resulting in the attraction of 170 professional jobs. Starting this summer, Dignity Health will build a new 68,000 square foot medical office building at the corner of Greenback Lane and Fountain Square Drive. See rendering above.



Rendering of Medical Office Building at Fountain Square Drive and Greenback Lane



Rendering of New City Hall at 6360 Fountain Square Drive. Open August 9th!

The new City Hall will be a 35,000 square foot, one-story building with an adjacent storage yard. The Police Services Center will remain at its current location. A Dedication Ceremony for the new City Hall is being planned for Thursday, August 25<sup>th</sup> at 9:00 a.m. We hope the public will join us for this momentous occasion!

As a reminder, the temporary City Hall is open at 7927 Auburn Boulevard, in the Grand Oaks Shopping Center. To facilitate the move to the new location, City Hall will be closed August 5<sup>th</sup> and 8<sup>th</sup> and August 9<sup>th</sup> from 8:00 am to Noon. The New City Hall will open August 9<sup>th</sup> at Noon.



## City To Embark on First Awareness & Promotion Campaign

The City has never engaged in a formal strategic awareness or promotion effort, however the idea of such an effort has been discussed amongst the business community recently; developing and implementing a concerted marketing strategy is one of four key strategies outlined in the City's Economic Development Strategy; and most importantly in January 2017, the City is celebrating 20 Years of Cityhood! What a better time to embark on our first ever awareness and promotion campaign; celebrating our lengthy list of accomplishments.

On June 23rd, City Council approved a contract with North Star Destination Strategies to develop the City's Awareness and Promotion Campaign. North Star specializes in community-based campaigns. They have assisted over 200 communities; all while delivering unique messaging and imaging. The City's Awareness and Promotion Campaign will capture Citrus Heights' best qualities and will be used to update and unify the City's communication materials.

This Campaign will include a significant amount of public input, including a 12-person Steering Committee, stakeholder interviews, focus groups, a community-wide survey, and even man-on-the-street interviews. Stay tuned for more information as we kick-off this exciting project!

If you have any questions, you may contact Devon Rodriguez, Development Specialist, at (916) 727-4745 or drodriguez@citrusheights.net.

## Clarification to Citrus Heights Businesses—Plastic Bags are OK!

Sacramento County recently passed a couple new ordinances regarding the use of plastic bags and shopping carts in stores. As a result, there has been some confusion for our Citrus Heights businesses and we wanted to clarify that these new Sacramento County ordinances **do not apply to Citrus Heights.**

Sacramento County recently enacted a Single-Use Carryout Bag Ordinance. Starting July 1, 2016, businesses located in **unincorporated Sacramento County** must charge 10 cents per bag. This ordinance does not apply to Citrus Heights businesses located in the City's boundaries. Businesses in Citrus Heights may continue to use plastic bags and not charge customers for their use. For further information, you may refer to an article on the Sacramento County's website, which specifically states that the ordinance only applies to the unincorporated areas of Sacramento County. To view the article, please click here: <http://www.saccounty.net/BYOS/Pages/default.aspx>

In addition, late last year Sacramento County approved a new regulation aimed at reducing the nuisance and blight of abandoned shopping carts. The County now requires business owners who provide shopping carts for customers to submit an Abandoned Cart Prevention Plan outlining measures to be taken to eliminate the removal of carts from their premises. Although Citrus Heights is located in Sacramento County, we are an incorporated city. Therefore again, this ordinance only applies to areas in unincorporated Sacramento County. Citrus Heights stores are expected to manage and retrieve their shopping carts, but no specific plan is required to be provided by all business owners.

If you are a business located in the City of Citrus Heights and still have further questions, please contact City Hall at (916) 725-2448.

## Building and Development Updates

*Coming Soon!*

**Flaming Mountain** – the Building Division recently received tenant improvement plans for a new sushi restaurant, to be named "Flaming Mountain." The new restaurant will be located at 8036 Greenback Lane (former Las Placita Dos)

*Now Open!*

**Smart N Final** is now open at the new Capital Nursery Plaza.

(continued on next page)



## Building and Development Updates Continued...

*Now Open!*

**Pho ABC**, a very popular Vietnamese restaurant in Folsom, has opened a Citrus Heights location at 7811 Greenback Lane. Enjoy!

A new **Subway** at 5460 Sunrise Blvd at the corner of Sunrise Blvd and Alta Sunrise is now open.

**A1 Collision Repair** is now open at Greenback Lane and Arcadia Drive.

Also, the new **Capital Nursery Plaza** is well on its way to completion. The 50,000 square foot, new retail complex, which took the place of the former Capital Nursery at Sunrise and Madison, is now home to a new Smart N Final and McDonald's, Black Bear Diner, Moe's Southwest Grill, and Jimmy John's Gourmet Sandwiches are under construction.

Stay tuned for opening dates by following the City of Citrus Heights on Twitter [@CityofCHeights](https://twitter.com/CityofCHeights).



## Locate in Citrus Heights!

Citrus Heights' business-friendly hospitality has already attracted many businesses to our community. Let us show you this is the place to be; contact the Economic Development Division to discuss any opportunities to open or expand a business.

**Phone:** 916-725-2448

**Email:** [edrda@citrusheights.net](mailto:edrda@citrusheights.net)

**Website:** [www.citrusheights.net](http://www.citrusheights.net)

