



PLACERVILLE REDEVELOPMENT PLAN

El Dorado County Board of Supervisors Presentation
Tuesday, September 28, 2010

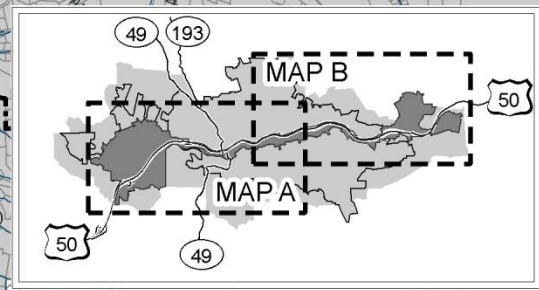
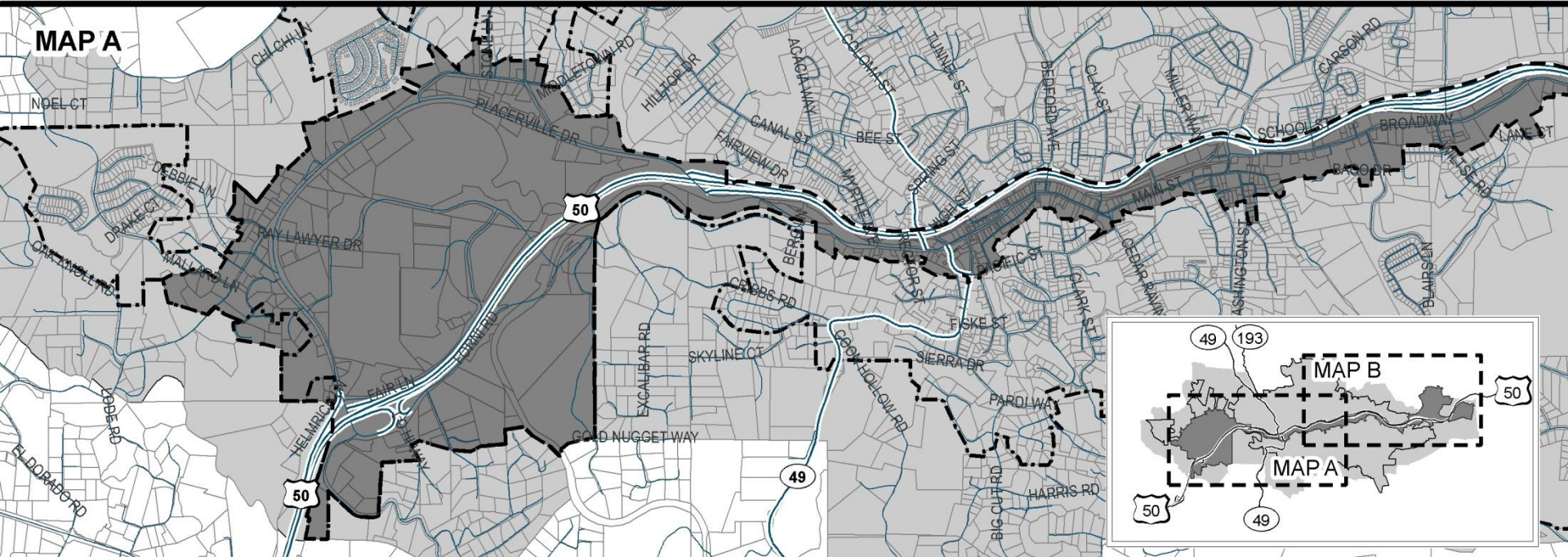
PROPOSAL

- Creation of Placerville Redevelopment Plan
 - Placerville has begun to establish a redevelopment project area and redevelopment plan.
 - The Plan would allow the City to implement regional economic development initiatives by eliminating blight and encouraging local reinvestment
 - 1,077 acres along main commercial corridors
- Prepare for Annexation
 - Smith Flat
 - Motor City (at a future date)

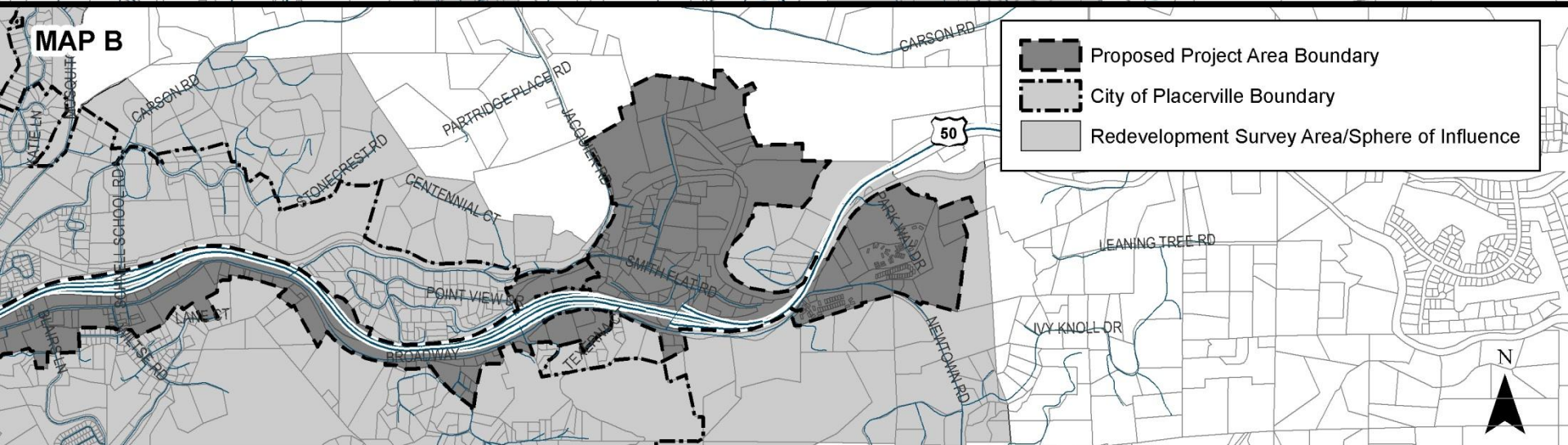





CITY OF PLACERVILLE REDEVELOPMENT PROJECT AREA

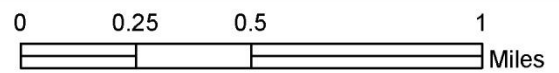
MAP A



MAP B



	Proposed Project Area Boundary
	City of Placerville Boundary
	Redevelopment Survey Area/Sphere of Influence



Sources: City of Placerville GIS

WHY REDEVELOPMENT?

- City needs tools and a sustainable source of funds to implement:
 - ▣ Revitalization of buildings and public infrastructure
 - ▣ Attraction of new retailers to community (per Buxton Community ID effort with County)
 - ▣ Attraction of industry and permanent jobs to region (per County Office of Economic Development initiative)
- Helps City provide services to Smith Flat and Motor City, as well as to the rest of its jurisdiction



HOW REDEVELOPMENT WORKS

- City establishes separate legal entity to act as the Redevelopment Agency
- Boundaries of the proposed area are selected then studied
 - ▣ Inclusion of unincorporated areas requires authorization by BOS
- Draft Plan, Report and EIR disseminated prior to noticed public hearing
 - ▣ BOS has discretion to approve redevelopment in its jurisdiction



WHAT IS REDEVELOPMENT?

- California Community Redevelopment Law governs
 - ▣ Provides cities and counties with ability to revitalize areas
 - planning
 - site and building redesign
 - lot re-configuration
 - property acquisition and resale
 - construction of public improvements
 - building rehabilitation
 - promotion of new development
 - affordable housing programs



REDEVELOPMENT AGENCY

- As provided by State Law:
 - ▣ A public agency formed by the legislative body to implement revitalization
 - ▣ Separate legal entity
- City Council members sit as Agency
 - ▣ Agency meets regularly like the City Council
- Purpose is to implement redevelopment projects in designated areas of the City



REDEVELOPMENT PLAN

- Establishes certain limitations regarding the use of redevelopment
- Must conform to City's General Plan
- General in nature; rarely a land use or urban design plan
- Establish goals & objectives for Project Area
 - Elimination of blighting influences
 - Pay for projects using tax increment
 - Helps property owners and developers improve private property
 - Construct public improvements



REDEVELOPMENT PROJECT AREA

- Area designated by City Council that meets certain criteria
- Within Project Areas, agencies may use redevelopment tools to improve public and private property



FINANCING REDEVELOPMENT

- Tax increment revenue will be primary source of funding for redevelopment
 - ▣ Dedicates a portion of taxes paid by property owners to improving the Project Area
 - ▣ Allocates taxes from increased property values to Agency
 - ▣ Collected by Agency for 45 years
 - ▣ Expenditures must benefit Project Area
- Revenues used for:
 - ▣ Taxing agency payments
 - ▣ Affordable housing set aside
 - ▣ General redevelopment purposes



PLACERVILLE REDEVELOPMENT

- Agency established in 1983
- Inactive until now
- No redevelopment project areas or plans

- Feasibility study completed in January 2010



ADOPTION PROCESS

- Prescribed by Redevelopment Law
- 9-12 months to complete
 - ▣ May 2011 goal
- Includes actions by:
 - ▣ Planning Commission
 - ▣ Redevelopment Agency
 - ▣ City Council
 - ▣ County Board of Supervisors, as necessary
 - ▣ Public, taxing agency, and state agency review of documents





QUESTIONS?