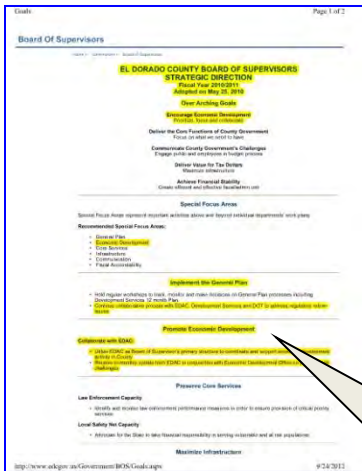


1/28/13

LUPPU and Beyond

(Land Use Policy Programmatic Udate)

- Welcome and EDAC Mission (Maryann)
 - Programmatic Approach and Inclusive Process
- Community Format (Jim)
- Funding and Volunteer Inventory (Jim)
- Economic Development Strategy (Michael)



<http://www.edcgov.us/Government/BOS/Goals.aspx>

EL DORADO COUNTY BOARD OF SUPERVISORS STRATEGIC DIRECTION

Fiscal Year 2010/2011
Adopted on May 25, 2010

Over Arching Goals

Encourage Economic Development
Prioritize, focus and collaborate

Deliver the Core Functions of County Government
Focus on what we need to have

Communicate County Government's Challenges
Engage public and employees in budget process

Deliver Value for Tax Dollars
Maximize infrastructure

Achieve Financial Stability
Create efficient and effective fiscal/admin unit

Regulatory
Reform

1

Implement the General Plan

- Hold regular workshops to track, monitor and make decisions on General Plan processes including Development Services 12 month Plan
- Continue collaborative process with EDAC, Development Services and DOT to address regulatory reform issues

Coordinate and
Support

2

Promote Economic Development

Collaborate with EDAC:

- Utilize EDAC as Board of Supervisor's primary structure to coordinate and support economic development activity in County
- Receive bi-monthly update from EDAC in conjunction with Economic Development Office on progress and challenges

Periodic Board
Updates

3

“WE” Public / Private

Gayle Erbe Hamlin, Terri Daly, Kim Kerr, Fred Russell, Ron Grassi, Sam Driggers, Roger Trout, Peter Maurer, Shawna Purvines, Lillian Macleod, Laura Schwartz, Craig McKibbon, Jim Ware, Dave Spiegelberg, Val Akana, Claudia Wade, Steve Kooyman, Mike Applegarth, Adam Baughman, Jose Crummett, Rich Briner, Laurel Brent Bumb, Bill Carey, Bill Randall, Debbie Manning, Linda Hopkins, Todd Cunningham, Rob Combs, Gary Baldock, Cris Anthony, Michael Webb, John Youngdahl, Olga Sciorelli, Gene Thorne, Norm Brown, Larry Ito, Randy Pesses, Larry Patterson, Brian Allen, Dave Crosariol, Jeff Lubenko, Roberta Long, Mike McDougal, Mark Nava, Dale Van Dam, Michael Ward, Raven Powell, Cindy Shafer, Kathye Russell, Noah Briel, Ron Duncan, Craig Sandberg, Eric Driever, T. Abraham, Charlie Downs, Gordon Helm, Tom Burnette, Maryann Argyes, Valerie Zentner, Chris Flores, Bob Davies, Dave Pratt, Tom Heflin, Andrea Howard, Tom Howard, Cris Bronner, Art Marinaccio, Mike Turner, Karen Pine, Bob Smart, Jamie Buetler, Peter Oliver, Carol-Anne Ogdin, Kenny Wilkinson, Tom Van Noord, Doug Roeca, Bob Laurie, Bill Vandegrift, Joel Korotkin, Jason Korotkin, Thaelia Georgiades,, Jim Brunello, Tom Shinn, Doug Scalzi, Kate Overmeyer, David Thomas, Bill Bacchi, Lindell Price, Gail Gebhardt, Marv Bukema, Doug Noble, Karen Pine, Kate Overmeyer, Steve Ferry, Ted Mafia, John Thompson, Michelle Smira, Mike Sproul, Mike Roberts, Cedric D. Twight (SPI), Mark Weiner, Doug Montgomery, Brenda Bailey, Fred Wilkinson, Judy Mathat, Cris Alarcon, Sherri Lum-Alarcon, Bill Fisher, David Zweck, Marlon Ginney, Kimberly Beal, Linnea Marenco, Bill Thorpe, Mary Pitto, Jim Davies, Brian Veerkamp, Jeannie Harper, Michael Ranalli, Karl Weiland,

CEQA



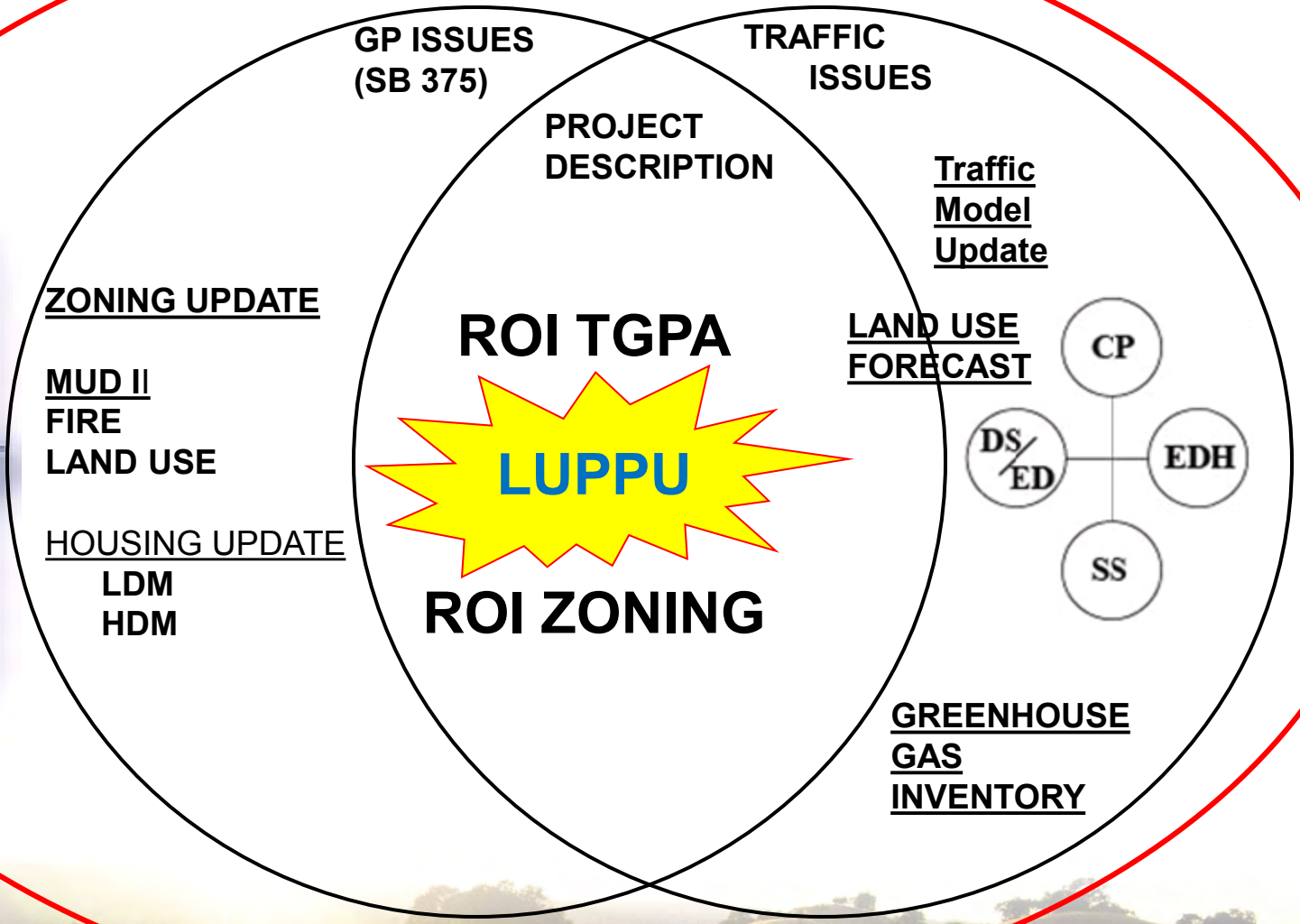
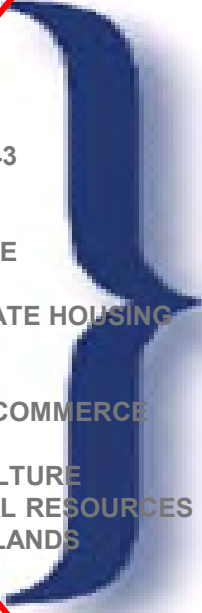
JOBS
17K AT 43

RETAIL LEAKAGE

MODERATE HOUSING
55-90K

RURAL COMMERCE

AGRICULTURE
NATURAL RESOURCES
RURAL LANDS



ZONING UPDATE

MUD II
FIRE
LAND USE

HOUSING UPDATE
LDM
HDM

GP ISSUES
(SB 375)

PROJECT
DESCRIPTION

ROI TGPA

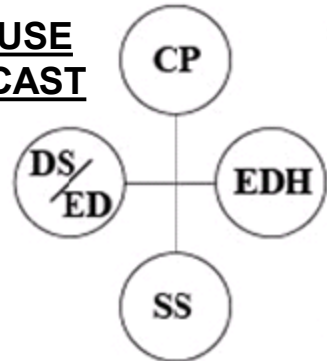
LUPPU

ROI ZONING

TRAFFIC
ISSUES

Traffic
Model
Update

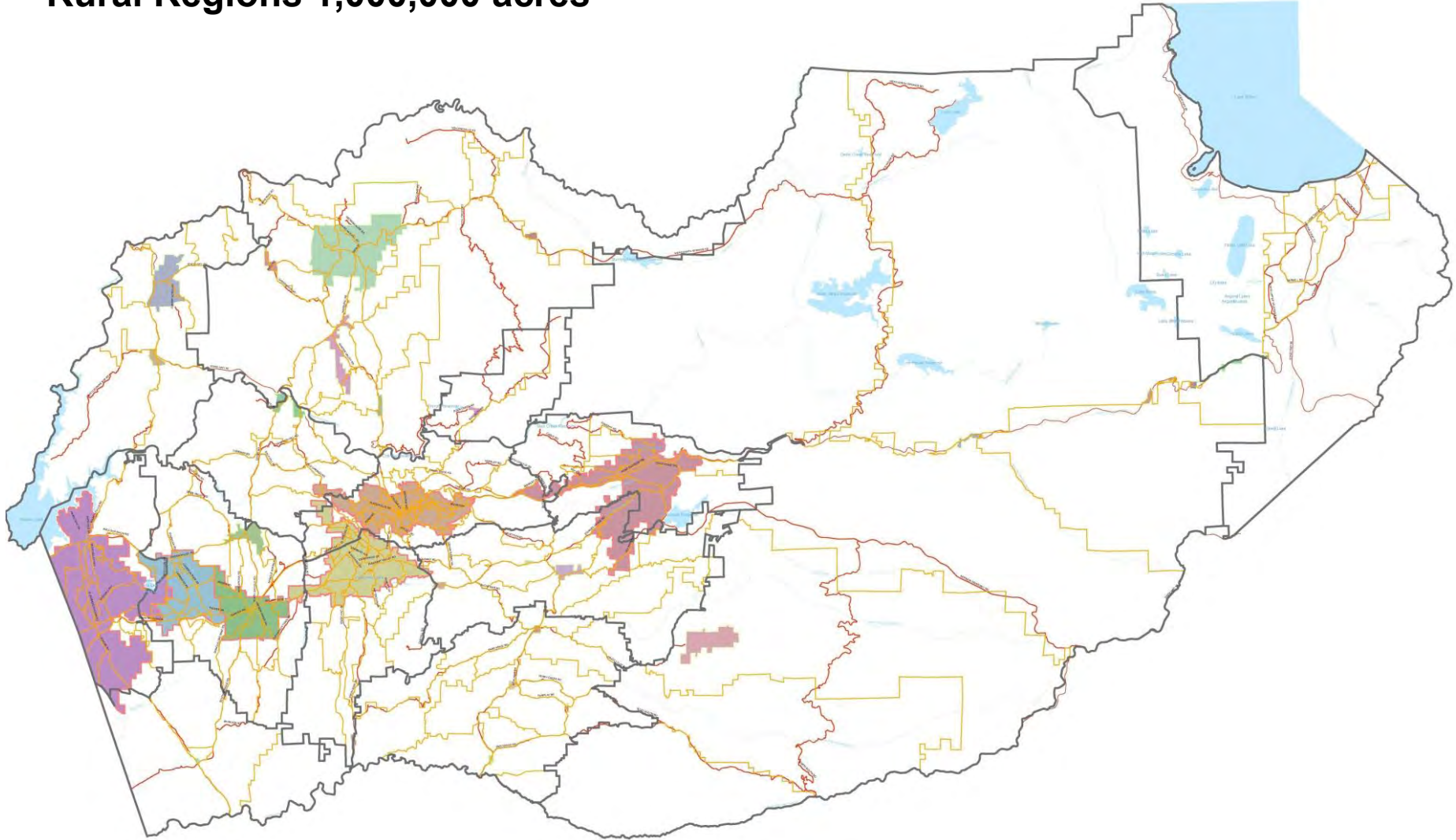
LAND USE
FORECAST



GREENHOUSE
GAS
INVENTORY

COUNTY OF EL DORADO (IS A COMMUNITY OF NEIGHBORHOODS)

- **Community Regions (EDH, CP, SS, ED, D, P, PP/C),**
- **Rural Centers (26) Kyburz, Strawberry, Phillips, Little Norway**
- **Rural Regions 1,000,000 acres**



Diamond Springs & El Dorado Opportunities within LUPPU

MAP 6 A

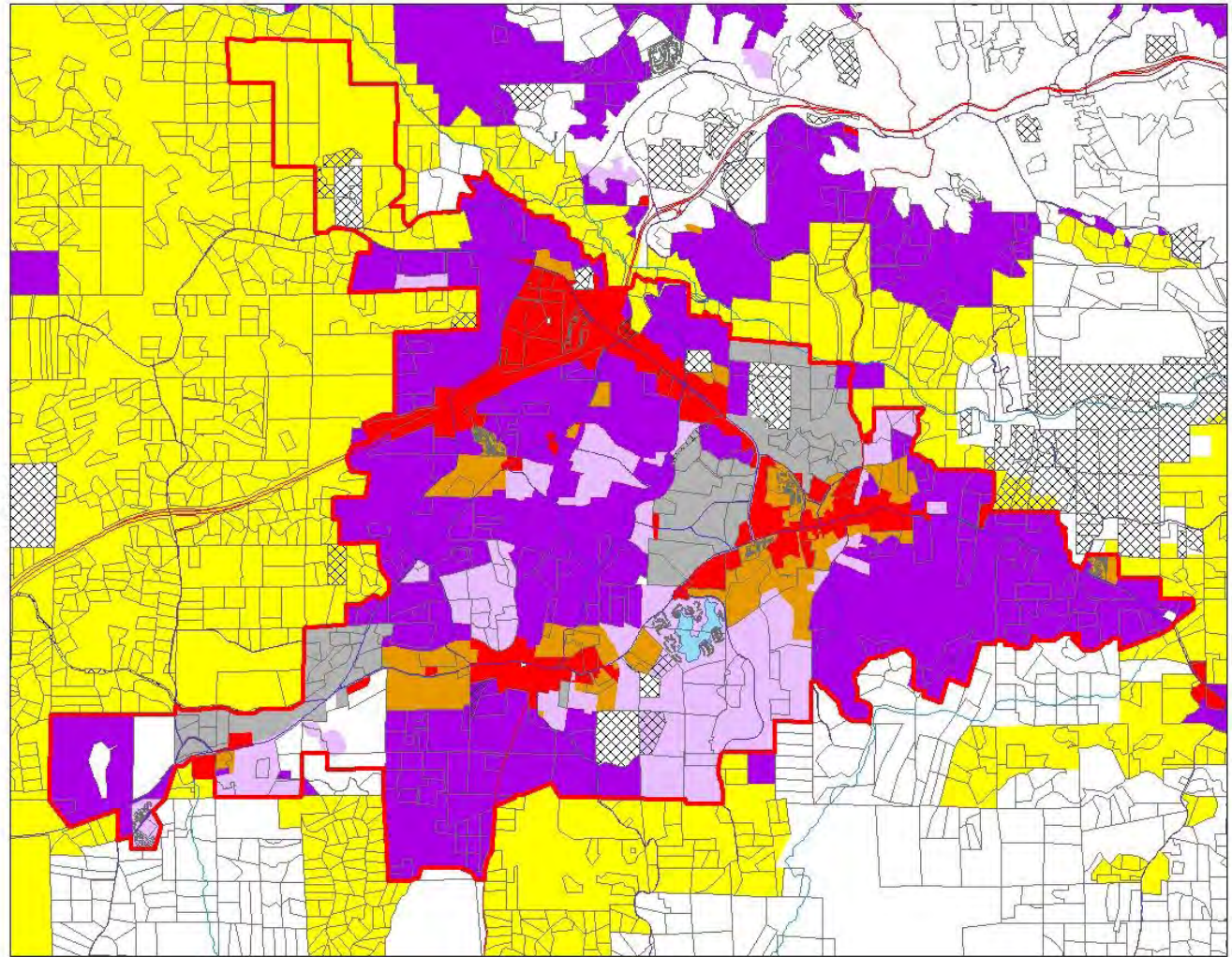
EL DORADO COUNTY

DIAMOND SPRINGS
EL DORADO
COMMUNITY
REGION

Legend

Land Use Base

-  C
-  MFR
-  HDR
-  MDR
-  LDR
-  I
-  PUBLIC AGENCY PROPERTY
-  PARCELS GREATER THAN 5 ACRES



0 0.2 0.4 0.8 Miles

INFORMATION SHOWN ON THIS MAP HAS BEEN COMPILED FROM UNVERIFIED PUBLIC AND PRIVATE SOURCES AND IS ILLUSTRATIVE ONLY. NO REPRESENTATION IS MADE AS TO THE ACCURACY OF THIS INFORMATION.



DO A LOT WITH A LITTLE

Legend

COMMUNITY REGIONS

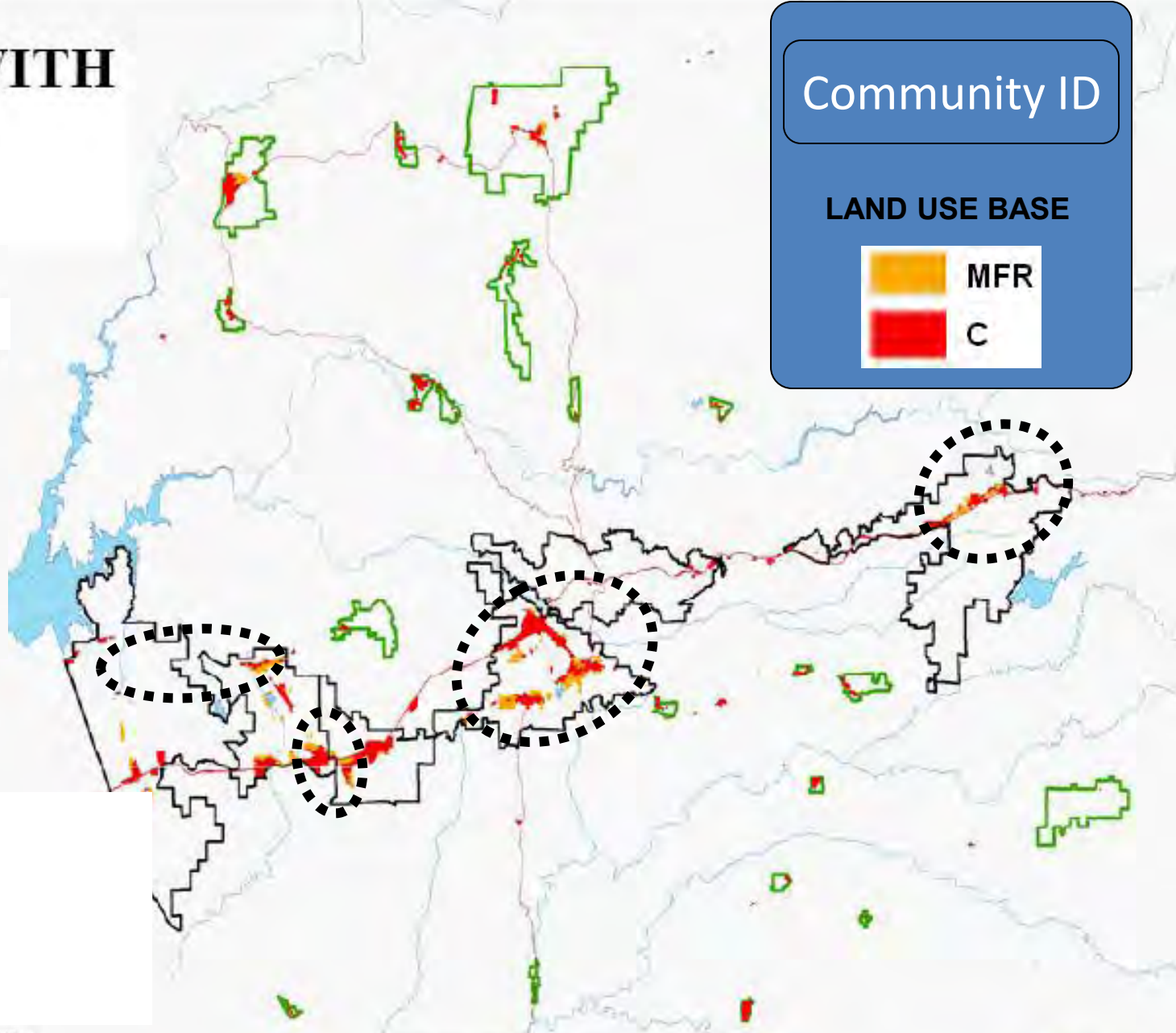
RURAL CENTERS

Community ID

LAND USE BASE

MFR

C



0 2.5 5 10 Miles

0 10,000 20,000 40,000 Feet

INFORMATION SHOWN ON THIS MAP HAS BEEN COMPILED FROM UNVERIFIED PUBLIC AND PRIVATE SOURCES AND IS ILLUSTRATIVE ONLY. NO REPRESENTATION IS MADE AS TO THE ACCURACY OF THIS INFORMATION.

MARCH 31, 2019





PRINCIPLES

The General Plan establishes a land use development pattern that makes the most effective and feasible use of existing infrastructure and public services.

The General Plan provides guidelines for new and existing development that promotes a sense of community.

The General Plan defines those characteristics which make the County "special" and provides strategies for preserving those characteristics.

The General Plan provides opportunities for positive economic growth such as increased employment opportunities, greater capacity of tourism, increased retail sales, and high technology industries.

The General Plan provides guidelines for new development that maintains or enhances the quality of the County.

INTRODUCTION

The Land Use Element sets forth specific goals, objectives, and policies to guide the economy, location, and distribution of land uses. El Dorado County has experienced rapid population growth since the 1970s and is projected to grow by 30,000 households over the next 20 years. This document and the General Plan as a whole determine how and to what degree this projected population growth can be accommodated while meeting other State and Federal mandates.

The General Plan land use diagram is also a part of this element. The General Plan land use diagram graphically represents the County's goals, objectives, and policies. All references in this General Plan to the land use map are references to the land use diagram.

The General Plan land use maps will delineate areas where future higher density growth and urban/suburban like activities are anticipated and/or will be directed. These areas may be reflected as the expansion of existing communities within Community Regions and Rural

GOAL 2.4: EXISTING COMMUNITY IDENTITY

Maintain and enhance the character of existing rural and urban communities, emphasizing both the natural setting and built design elements which contribute to the quality of life, economic health, and community pride of County residents.

OBJECTIVE 2.4.1: COMMUNITY IDENTITY

Identification, maintenance, and enhancement of the unique identity of each existing community.

Policy 2.4.1.1 Design control combining zone districts shall be expanded for commercial and multiple family zoning districts to include identified Communities, Rural Centers, historic districts, and scenic corridors.

Policy 2.4.1.2 The County shall develop community design guidelines in concert with members of each community which will detail specific qualities and features unique to the community as Planning staff and funds are available. Each plan shall contain design guidelines to be used in project site review of all discretionary project permits. Such plans may be developed for Rural Centers to the extent possible. The guidelines shall include, but not be limited to, the following criteria:

- A. Historic preservation
- B. Streetscape elements and improvements
- C. Signage
- D. Maintenance of existing scenic road and riparian corridors
- E. Compatible architectural design
- F. Designs for landmark land uses
- G. Outdoor art



Missouri Flat Adopted Commercial Design Guidelines (i.e. what we wanted)



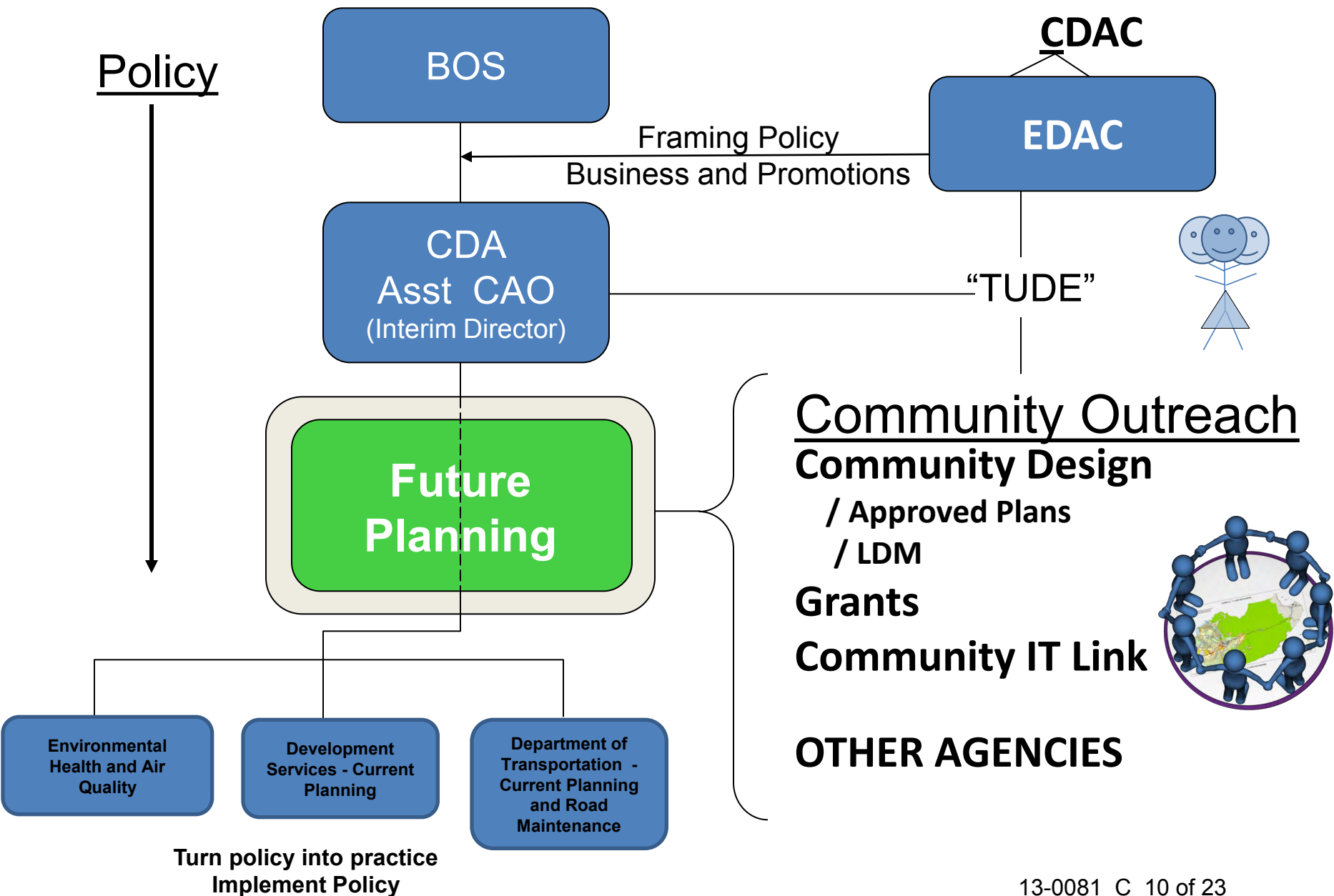
What we got!



What we could have had!



New Organizational Structure



Community Design Framework proposed from March 22, 2010

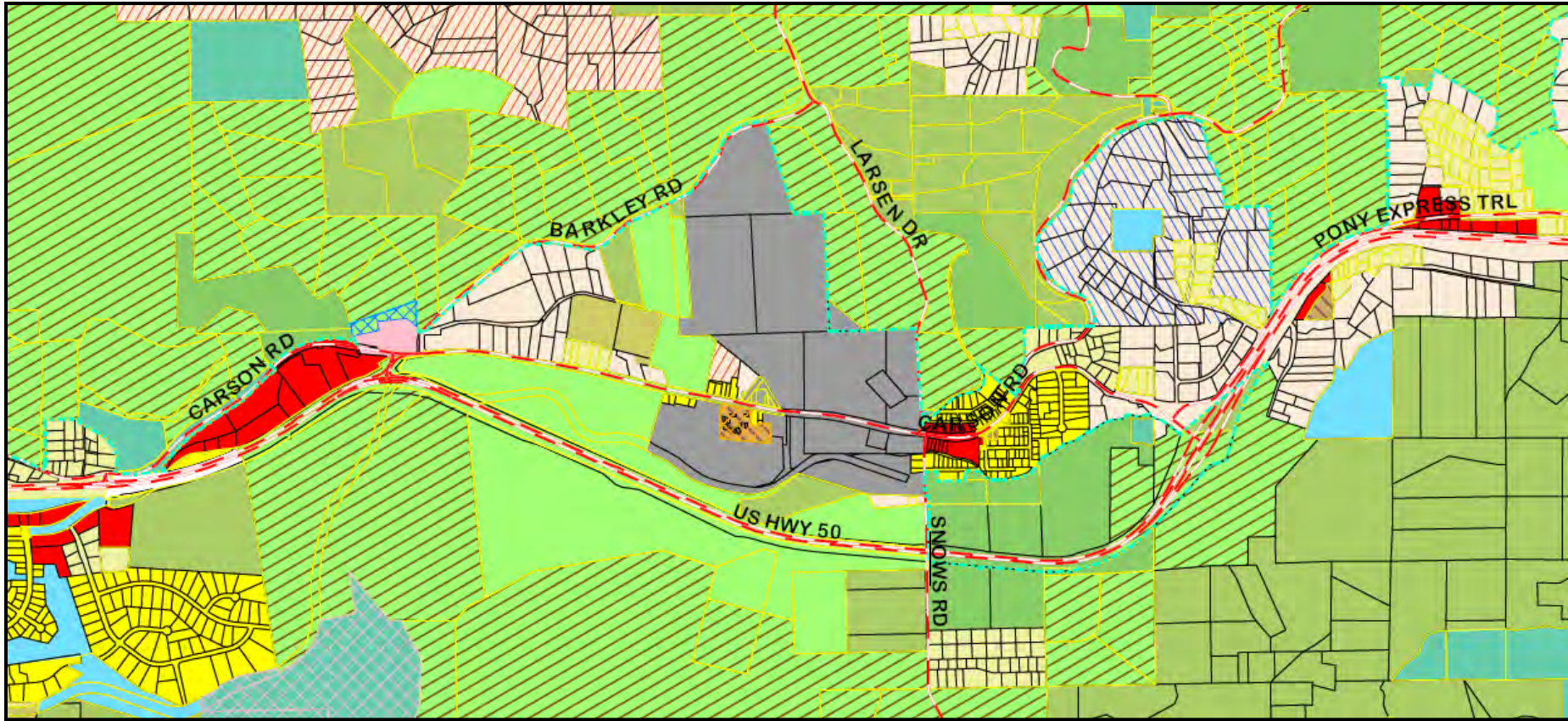
COMMUNITY DESIGN PHASE I

Board of Supervisors



Volunteers

-Integrated Community Development – LUPPU and Beyond

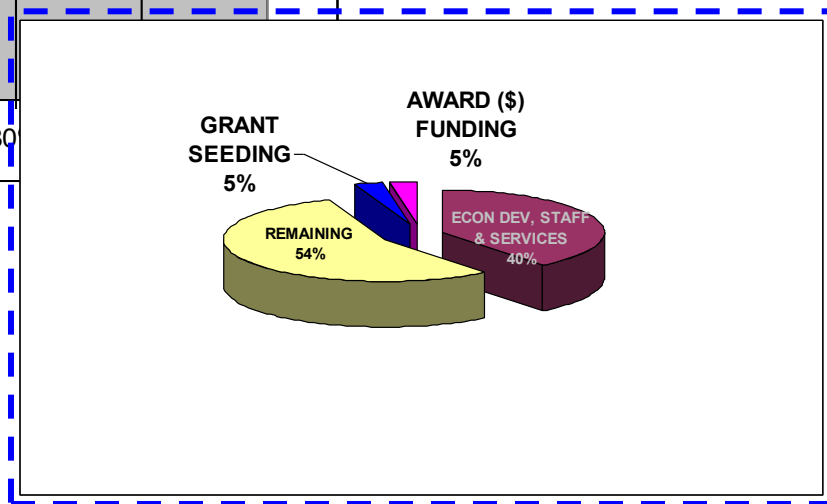
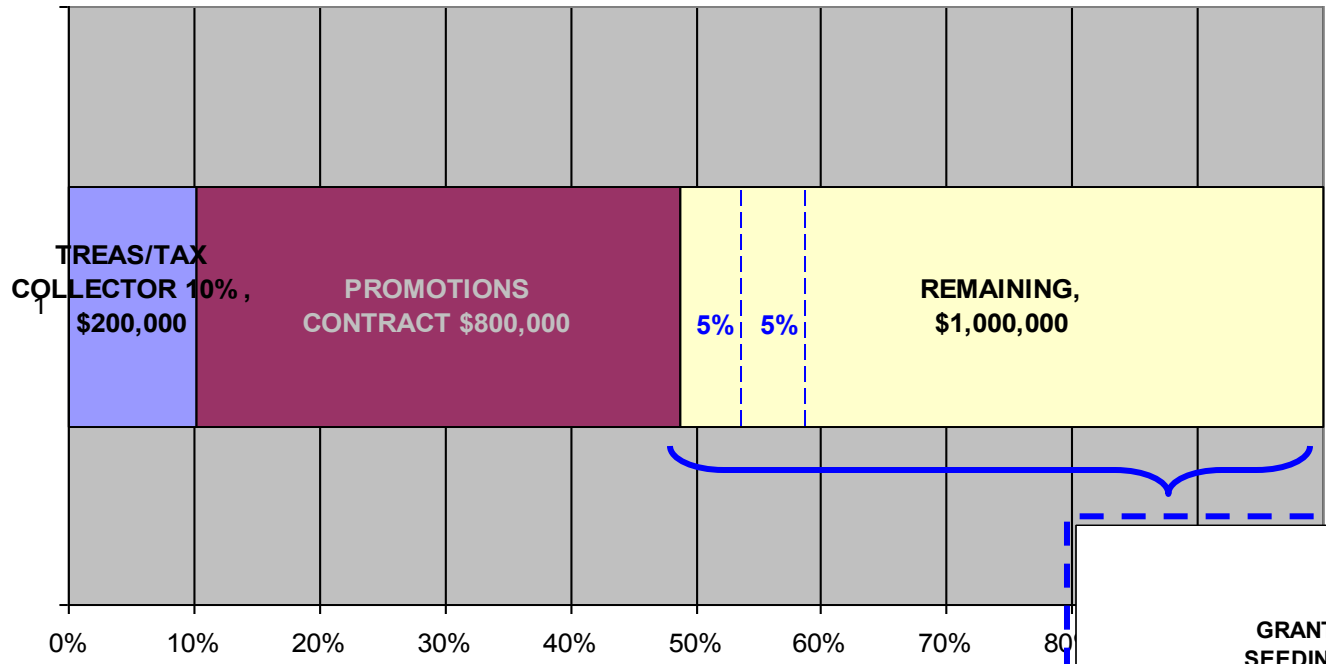


LUPPU



FUTURE PLANNING

**Annual TOT Revenue \$2M
Funding Options**



2013/14 Program Recommendations:

- 100% of TOT allocation for Business and Promotional
- 10% appropriations in support of 90% of the most compelling needs
- Supplemental appropriations with unified Grants effort

10% of TOT For Community Development

5% Seed Money

- Placer County used TOT to generate \$130 m
- EDWA \$ 180,000
- Econ Dev. Grants
- Community Planning
- Historical, Recreation, Parks, Trails

5% Award Money/ Match effort or money

- Jackson \$ 1,500 “façade”
- San Diego 60 \$5k or less “Community Enhancement”
- San Luis Obispo \$86k to 21 groups (“cultural”)
- Sonoma County
- San Jose 100 “Cultural Development” grants

There is a Plan

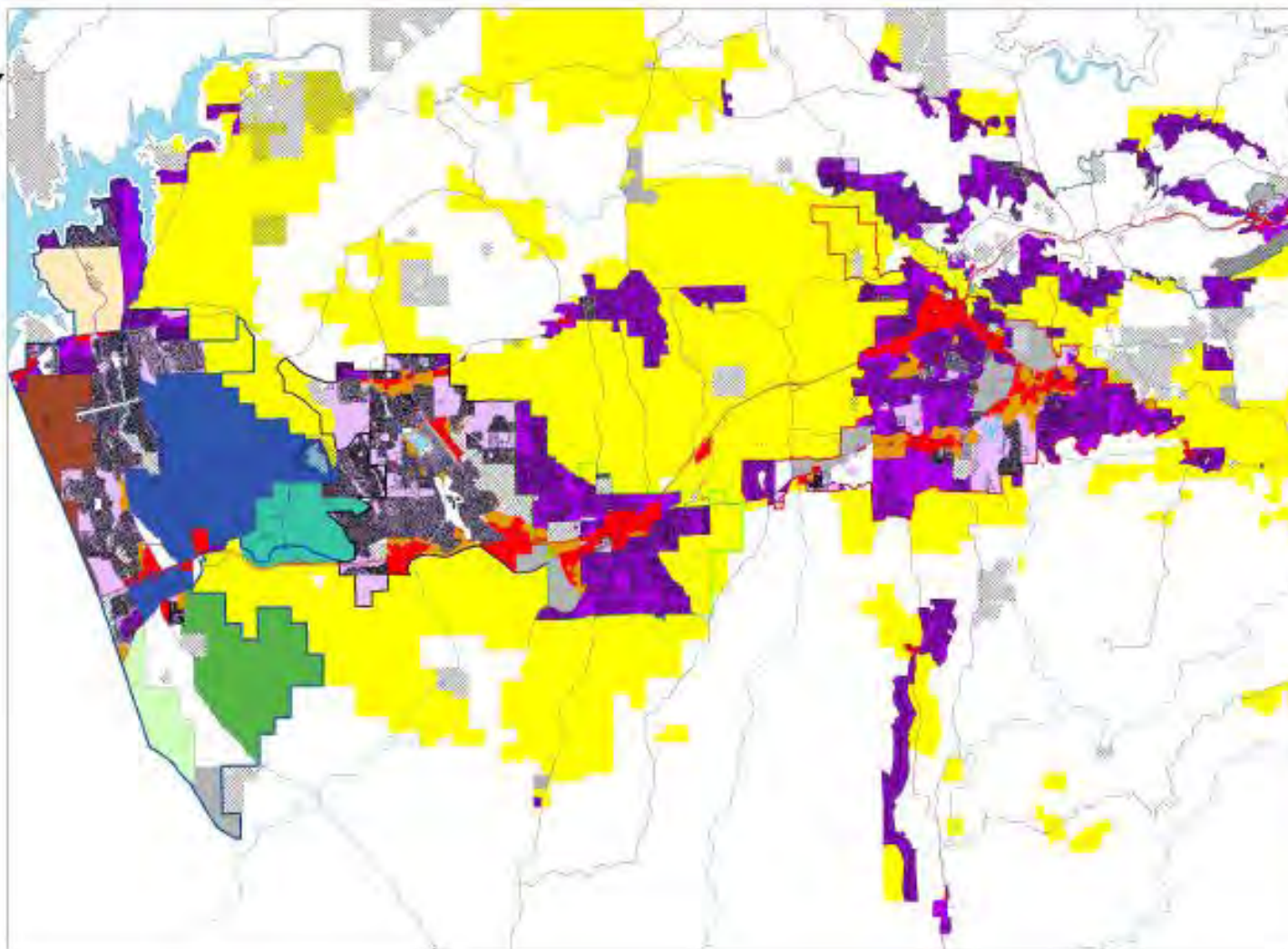
MAP 9

EL DORADO COUNTY

EL DORADO HILLS
CAMERON PARK
SHINGLE SPRINGS
EL DORADO
DIAMOND SPRINGS
COMMUNITY REGIONS

Legend

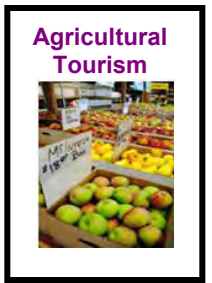
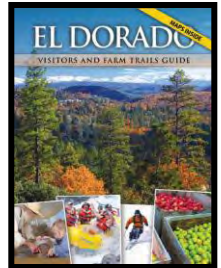
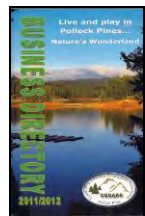
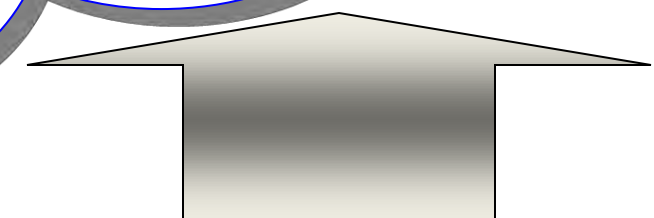
-  LESS THAN 5 ACRES
- COMMUNITY REGIONS**
-  PLACERVILLE
-  EL DORADO HILLS
-  DIAMOND SPRINGS/EL DORADO
-  CAMERON PARK
-  SHINGLE SPRINGS
- SPECIFIC PLANS**
-  BASS LAKE HILLS
-  GARSON CREEK
-  NORTHWEST EL DORADO HILLS
-  PROMONTORY
-  SERRANO
-  VALLEY VIEW
- Land Use Base**
-  C
-  MFR
-  MDR
-  MDR
-  LDR
-  I
-  PUBLIC AGENCY PROPERTY



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06/26/2010



County Web Sites

This screenshot shows the main navigation and header of the County of El Dorado website. The header includes a search bar, navigation links for 'Home', 'I Want To', 'Government', 'Doing Business', 'Living', and 'Visiting', and utility links for 'Text Only', 'Text Size', 'Contact Us', 'Maps', 'Calendars', and 'Quick Links'. The main content area features a 'News and Hot Topics' section with several news items, including 'Monday, October 22 is the Last Day of Presidential Election' and 'Bayne Road Improvements Complete'.

This screenshot displays the 'Board and Commissions' page, specifically the 'Board of Supervisors' calendar. It includes a search bar, a 'Calendar View' dropdown set to 'This Month', and a table of upcoming meetings.

Name	Meeting Date	Meeting Time	Meeting Location	Meeting Status	Agenda	Meeting Details	Meeting Details	Meeting Details
Board of Supervisors	10/20/2012	8:00 AM	Board of Supervisors Meeting Room	Meeting details	Not available	Not available	Not available	Not available
Board of Supervisors	10/20/2012	9:00 AM	Board of Supervisors Meeting Room	Meeting details	Not available	Not available	Not available	Not available
Board of Supervisors	10/22/2012	8:00 AM	Board of Supervisors Meeting Room	Meeting details	Not available	Not available	Not available	Not available
Board of Supervisors	10/22/2012	8:00 AM	Board of Supervisors Meeting Room	Meeting details	Not available	Not available	Not available	Not available
Board of Supervisors	10/16/2012	9:00 AM	Board of Supervisors Meeting Room	Meeting details	Not available	Not available	Not available	Not available
Board of Supervisors	10/15/2012	9:00 AM	Social Meeting Workshop	Meeting details	Not available	Not available	Not available	Not available

This screenshot shows the El Dorado County Visitors Authority website. The header features the logo and navigation links for 'HOME', 'HISTORY', 'LOCATION/MAP', 'CONTACT', 'COUNCIL', 'PRESS/MEDIA', and 'JOIN OUR E-FLASH'. A filmstrip-style banner displays scenic images of the county. The main content area includes a 'Welcome to the El Dorado County Chamber of Commerce' section, a 'Find a Business' search bar, and a 'Hot Deals' section. A sidebar on the left lists various services and organizations. The bottom of the page features a 'Still finding the gold in El Dorado County!' section with social media links and a 'Join Our Membership' button.

Alternative Approaches

Experience the hidden gems of Seattle's neighborhoods.

only in seattle.org

neighborhoods | ois sundays | about | contact

ONLY IN SEATTLE 2012 PRESENTS



FREMONT
JULY 2012

Fremont is quirky, and that's meant as a compliment. It is home to a stone troll (living under a bridge)...
Explore More



BALLARD

COLUMBIA CITY

only in seattle.org



San Diego

VISITORS | MEETING PLANNERS | TRAVEL TRADE | PRESS

WELCOME TO San Diego | What to Do | Where to Stay | How to Get There | Events | Other

Hotels | Packages | Attractions

Check Hotel Rates | Check In | Check Out

Happiness is Calling this Holiday Season from San Diego

San Diego may be known as a place for endless summers, but it's also the city of 1750 with possibilities. Adventure and fun abound while the weather is this transcendent and seasonal magical concoction, a great way to enjoy San Diego.

Facebook | Twitter | YouTube



Shasta County

THE NEW WEST COAST BUSINESS HUB

WATCH VIDEO

Business Expansion & Relocation: Shasta County EDC

WATCH VIDEO

See why Shasta County is the preferred location for business in the Upstate region of Northern California.

For those seeking relocation, business expansion, and investment, few regions in Northern California, Shasta County is the ideal location. Our strategic location on Interstate 5 provides you with unparalleled access to the vibrant Inland Empire and California's vast marketplace, plus the Redding Municipal Airport provides daily direct flights to San Francisco.

With a variety of waterfront, lakes and trails, the Shasta region offers a wide range of recreational opportunities. Our quality lakes and trails offer a wide variety of recreational activities, and a pro-business political climate. Shasta County, California is ready to help your business relocate, expand and succeed.

Shasta County is the place for those seeking an advantageous, strategic business location in order to enjoy the quality of life for their business and employees.

WATCH VIDEO

SHASTA EDC RECENT NEWS

1. Shasta EDC hosts Chinese Ambassador in Shasta County Tour

2. Shasta County joins with U.S. Coast Guard to launch search and rescue mission on the Klamath River

3. North State Plus Press partners with Shasta County to launch a new publication

Virtual Web Portal Connecting Our Community



Live, Work & Play

	History	Live	Work	Play
Placerville				
South Lake Tahoe				
EL Dorado Hills				
Cameron Park / Shingle Springs				
Camino / Pollock Pines				
El Dorado / Diamond Springs				
The Divide				
Coloma-Lotus				

The complex block contains a screenshot of a web portal interface on the left, a map of the region on the right, and a table below the map. The web portal interface shows a grid of community tiles, each with a photo and the text "Live Work Play". The map shows the geographic layout of these communities. The table lists the communities and has columns for "History", "Live", "Work", and "Play", with some cells containing small icons or data points.



~70 Participating Organizations

Standing Room Only Weekly Meetings!

DRAFT: Potential Funding Categories

roll over cell for definition

Count	Entities (Association, Foundation, Partnership, Business etc)	Funding Source				
		Promotional Funding		Incentives	Grants	
		Existing	Future		Private	Public
1	Economic Development					
2	Broadband (GIS Mapping)					
	Agriculture					
3	Apple Hill Growers Association					
4	El Dorado County Farm Trails Association					
5	EDC Farm Trails Farmers' Markets					
6	FairPlay Winery Association					
7	Carson Road Wineries					
8	El Dorado Winery Association (EDWA)					
9	EDC Christmas Tree Grower's Association					
10	El Dorado Wine Grape Growers Association (http://www.eldoradograpes.com/)					
11	??? EDC Farm Bureau ???					
	Tourism:					
12	Rafting Association(s)?					
13	Bed and Breakfast Inns of EDC					
14	Gold Bug Park					
15	Gold Discovery Park					
16	History of Gold					
17	Placerville Downtown Association (PDA) <small>Seek Chamber for list of their VA members (see ...'s presentation)</small>					
	Historical Groups and Museums					
18	www.eldoradocountyhistoricalsociety.org					
19	EDC Museum (Mary Cory)					
20	Gold Bug Park - Hattie Museum					
21	Clarksville Regional Historical Society (Betty January)					
22	Fountain-Tallman Museum					
23	Pioneer Cemeteries					
24	Gold Discovery Park					
25	National Pony Express Association					
26	Friends of Baley House					
27	Highway 50 Association					
28	Rescue Historical Society					
29	Wakamatsu Tea and Silk Colony Farm Project					
	Recreational					
30	Gold Discovery Park Association					
31	Friends of El Dorado Trail					

EDAC Reg Reform Jan 10, 2013

Example
(Page 1)

Economic Development Begins in the Community

Regulatory Reform

- ✓ Land Use Policy Programmatic Update:
 - TGPA, ZOU, TDM, & DS&GM
- ✓ Structure & Process Improvements

1

Information Technology

- ✓ Internal Site Evolution
- ✓ Web-Based Zoning
- ✓ Rural Broadband
- ✓ Connect the Community
 - Virtual Web Portal
 - Neighborhood Integration
 - Live, Work, Play Initiatives

5

Community Identification

- ✓ Process & Constraints
- ✓ Planning Areas
- ✓ Design Standards & Guidelines
- ✓ Outreach
- ✓ BOS Adoption

2

Business & Promotional

- ✓ Arts & Culture
- ✓ Tourism: Film, Agricultural, Recreational, Historical
- ✓ Business Attraction & Retention
- ✓ Economic & Demographic Profiles
- ✓ Next Economy

3



Grants & Incentives

- ✓ Collect & Assess Needs
- ✓ Align Funding Opportunities
- ✓ Incentive Programs
- ✓ RFP Process

4

2004 General Plan

El Dorado County

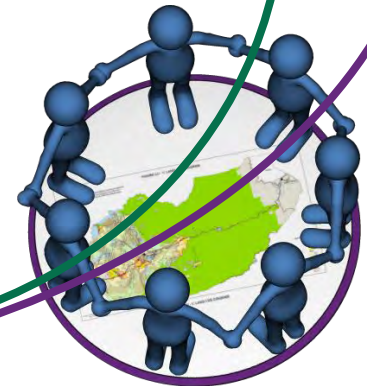
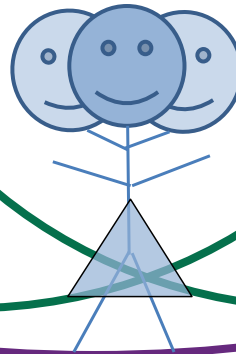
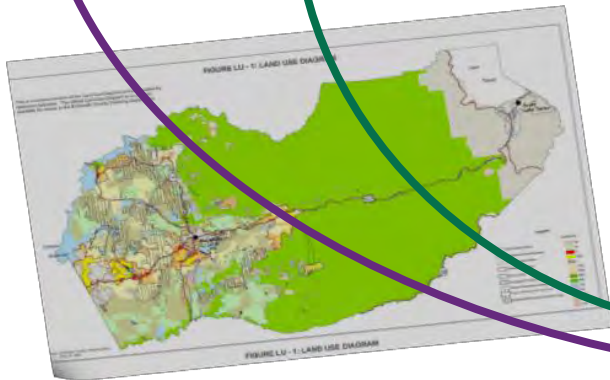


Providers Network

1,000,000 acres &
170,000 population
(unincorporated area)

GOVERNMENT

Public / Private
Regulatory Reform II
Community Identity
Attraction
Centralized Information Technology
Business & Promotional Funding
Grants





EDAC Next Steps

- ❑ Continue to support an open and inclusive public and private process
- ❑ Continue to support the Nov 14, 2011 Resolution of Intentions
- ❑ Work with Future Planning and Community Groups
- ❑ Community ID process roadmap and pilot's (El Dorado Diamond & Pollock Pines)
- ❑ Consultant services for Design Standard
- ❑ Continue the 2012/13 TOT allocation for 2013/14 (100% Program Funding)
- ❑ Updating the Business & Promotional process to include
 - o Revised administrative process for 2013
 - o Unified Grant effort 10% and seed/award fund
 - o Vertical web portal and rural broad band initiative
- ❑ Community Workshop March 2013 on Community Format, Funding Inventory and Options, 2013 Community Development Strategy