



PLACERVILLE REDEVELOPMENT PLAN

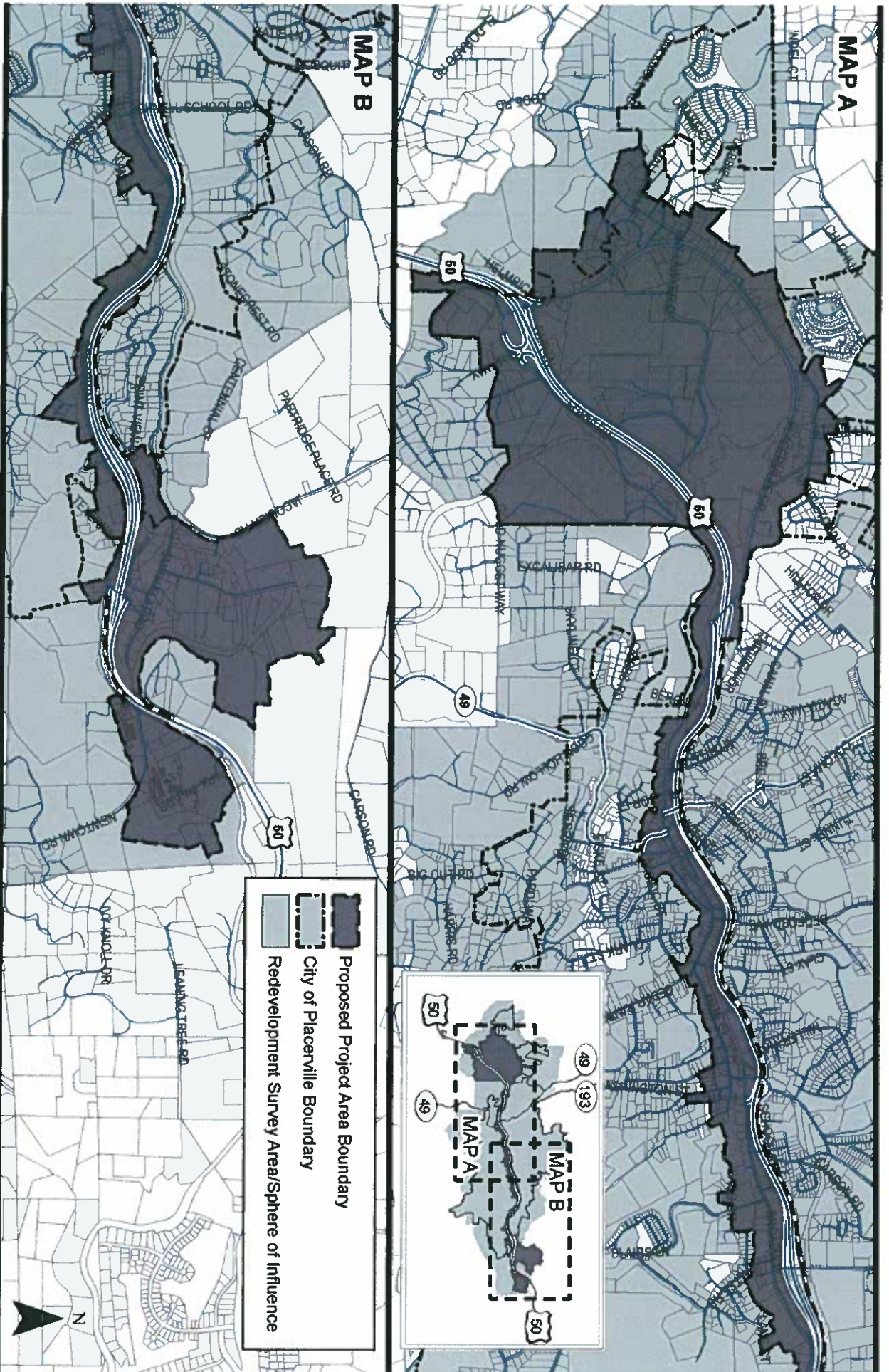
El Dorado County Board of Supervisors Presentation
Tuesday, September 28, 2010

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



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?

QUESTION 1: What is the main purpose of this document? (1 mark)

QUESTION 2: How does the author support their argument? (2 marks)

QUESTION 3: What are the key findings of the study? (3 marks)

QUESTION 4: How does the author address counterarguments? (2 marks)

QUESTION 5: What are the implications of the research? (3 marks)

QUESTION 6: How does the author conclude the document? (2 marks)

QUESTION 7: What are the limitations of the study? (2 marks)

QUESTION 8: How does the author relate to the audience? (2 marks)

QUESTION 9: What are the key takeaways from the document? (3 marks)

QUESTION 10: How does the author use evidence? (2 marks)

QUESTION 11: What are the main themes of the document? (3 marks)

QUESTION 12: How does the author use language? (2 marks)

QUESTION 13: What are the key points of the document? (3 marks)

QUESTION 14: How does the author use structure? (2 marks)

QUESTION 15: What are the key messages of the document? (3 marks)