

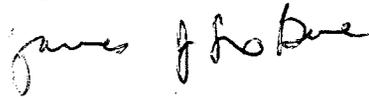
PLACER COUNTY

REDEVELOPMENT AGENCY

MEMORANDUM

TO: Honorable Members of the Redevelopment Agency Board

FROM: Thomas M. Miller, Director
James LoBue, Deputy Director



DATE: July 13, 2010

SUBJECT: North Auburn Highway 49 Streetscape Master Plan

ACTION REQUESTED

Adopt a resolution approving the Streetscape Master Plan for the Highway 49 Corridor within the North Auburn Redevelopment Project Area, approving Phase I of the Master Plan, and certifying state and federal environmental review documents for Phase I.

BACKGROUND

Highway 49 has grown from a two lane arterial between Placerville and Nevada City to a four and six lane highway within the North Auburn Redevelopment Project Area (see attached map). Due to the high volume of through and local traffic, Highway 49 is a highly visible and desirable business location, and supports a relatively dense business community ranging from local services to national retail chains. Access by pedestrians and vehicles is critical to retail demand and the physical environment, including beautification, is key to supporting a viable retail community. In 2008, the Redevelopment Agency hired a consulting team led by HLA Landscape Architects to prepare a master plan for streetscape improvements for the Highway 49 Corridor within the North Auburn Redevelopment Project Area. After completing a walking survey of existing conditions, several community meetings and a focus group conclave, the master plan community outreach efforts culminated in an exercise ranking a list of desired improvements. Sidewalks, curb, and gutter improvements were ranked highest, followed by decorative retaining walls, landscaping, and crosswalk signal upgrades. Pedestrian and cyclist safety was clearly the highest priority to participants in this process, particularly in the area which encompasses New Airport Road to Education Street.

The master plan provides guidelines to create an identity for the corridor while allowing flexibility within individual projects. Elements that support use of historical reference and public art will draw pedestrians to identified plazas with benches, shade, and landscaping. The master plan supports future community growth and provides a framework for development of an identity along the North Auburn Project Area Highway 49 corridor. It is therefore recommended that the master plan be approved.

Due to limits on available funding, proposed improvements must be phased and the area between New Airport Road and Education Street has been designated as Phase I. The master plan implementation may take up to a decade to complete given the level of improvements to be undertaken. Public-private partnerships could accelerate the process as new improvements and

renovations shape the corridor. It is recommended that your Board approve Phase I of the Master Plan.

ENVIRONMENTAL STATUS

The requested adoption of the Highway 49 Streetscape Master Plan is an activity taken in furtherance of the North Auburn Redevelopment Project Area for which an environmental impact report was prepared and adopted pursuant to the California Environmental Quality Act (CEQA). Therefore, for adoption of the Master Plan no further environmental review is required per CEQA Guidelines Section 15180.

A Mitigated Negative Declaration was prepared in compliance with CEQA for Phase I and submitted to the California State Clearing House on March 23, 2010 for a 30 day public review. One comment was received after the public comment period closed on April 22, 2010. The comment letter referenced design components. As stated in the mitigation plan/monitoring program, the comments will be addressed in the final design. Upon adoption of the Mitigated Negative Declaration, the Notice of Determination will be processed. The Agency also undertook review pursuant to the National Environmental Policy Act (NEPA) which resulted in a determination of Categorical Exclusion from consideration and the review was certified May 17, 2010.

FISCAL IMPACT

This action will have no impact on the County's budget. Phase I construction costs will be financed with already budgeted tax increment and tax allocation bond proceeds from the North Auburn Redevelopment Project Area.

Attachments: Resolution
Master Plan
Location Map
CEQA and NEPA review documents

CONTRACT/AGREEMENT
FOR REVIEW ONLY AT
THE CLERK OF THE BOARD

cc: Karin Schwab, Agency Counsel

**Before the
Redevelopment Agency Board of Directors
County of Placer, State of California**

In the matter of:

Approval of the Highway 49 Streetscape Master Plan within the North Auburn Redevelopment Project Area, approval of Phase I of the Master Plan and certification of the CEQA and NEPA environmental review documents for Phase I

Resol. No:.....

Ord. No:.....

First Reading:

The following Resolution was duly passed by the Redevelopment Agency Board

of the County of Placer at a regular meeting held _____,

by the following vote on roll call:

Ayes:

Noes:

Absent:

Signed and approved by me after its passage.

Attest:
Clerk of said Board

Chair, Agency Board

WHEREAS, the Redevelopment Plan for the North Auburn Redevelopment Project Area (Project Area) was adopted by the Placer County Board of Supervisors on June 24, 1997 by Ordinance No. 4832-B and as subsequently amended from time to time;

WHEREAS, the Redevelopment Agency (Agency) is responsible for administering the Redevelopment Plan to effectuate redevelopment efforts within the Project Area;

WHEREAS, the Agency Board has determined the proposed Highway 49 Streetscape Master Plan (Plan) would contribute to the Agency's achievement of the redevelopment goals including the removal of blight, improvement of substandard infrastructure, and support for the local business community;

WHEREAS, without redevelopment assistance, the proposed improvements would not occur or be significantly delayed;

WHEREAS, the Agency, as lead agency, has prepared a Mitigated Negative Declaration for Phase I of the Plan, circulated it as required by law and included all necessary measures to mitigate any significant impacts of the project to a less than significant level, all in compliance with the California Environmental Quality Act (CEQA); and

WHEREAS, the Agency also undertook review pursuant to the National Environmental Policy Act (NEPA) which resulted in a determination of Categorical Exclusion from consideration.

NOW, THEREFORE, BE IT RESOLVED by the Agency Board to approve the Streetscape Master Plan for the Highway 49 Corridor within the North Auburn Redevelopment Project Area, which activity is taken in furtherance of the North Auburn Redevelopment Plan for which an environmental impact report was prepared (CEQA Guidelines section 15180).

BE IT FURTHER RESOLVED by the Agency Board that the following CEQA findings be adopted:

1. A Mitigated Negative Declaration has been prepared for Phase I in compliance with CEQA. All feasible mitigation measures have been incorporated and with said incorporation, the Phase I project is not expected to cause any significant, negative impacts.
2. There is no substantial evidence in the record as a whole that the Phase I project as revised and mitigated may have a significant effect on the environment.
3. The Mitigated Negative Declaration as adopted for the Phase I project reflects the independent judgment and analysis of the Agency, which has exercised overall control and direction of its preparation.
4. The mitigation plan/mitigation monitoring program prepared for the Phase I project is approved and adopted.
5. The custodian of records for the project is the Placer County Redevelopment Agency, 3091 County Center Drive, Suite 260, Auburn, CA 95603.

BE IT FURTHER RESOLVED by the Agency Board that environmental review in compliance with NEPA has been conducted for Phase I, which resulted in a determination of Categorical Exclusion from consideration.

BE IT FURTHER RESOLVED by the Agency Board that Phase I of the Master Plan is hereby approved and the Agency Board finds that the Highway 49 Streetscape is being constructed to serve the community and visitors of North Auburn.

BE IT FURTHER RESOLVED, that this resolution shall become effective immediately upon adoption.

