

Placer County Planning Services Division

Sunset Area Plan Update – Fall 2014

What's New:

- **Consultant Selection**
- **Survey Deadline Extended**
- **Area Economic Analysis**

Placer County is working with area stakeholders to update the 1997 Sunset Industrial Area Plan. A public workshop to kick-off the effort was held on Tuesday, August 26, 2014 at the Western Placer Waste Management Authority facility. There were 56 individuals in attendance, including Placer County staff.

We are now into the first phase of the Sunset Area Plan Update work program. During the month of October, using a competitive selection process, a multi-disciplinary consulting team consisting of Mintier-Harnish and Economic & Planning Systems, Inc. (EPS) was identified to assist the County with specific aspects of the Plan. On November 18, 2014, the Placer County Board of Supervisors awarded the contract for this work.

During this first phase, the consultants will analyze market trends and conditions, look at business retention and expansion needs, study area wide economics, assess existing infrastructure, and identify opportunities and constraints. The analysis will focus on SIA's position within the regional economy, including consideration of employment growth trends by sector and occupation, as well as the historic performance of the industrial land and building markets.

The consultants will also conduct a focused analysis of potential industries that would be particularly well suited for the SIA because of the proximity to the Roseville, Lincoln, and emerging specific plan and university projects.

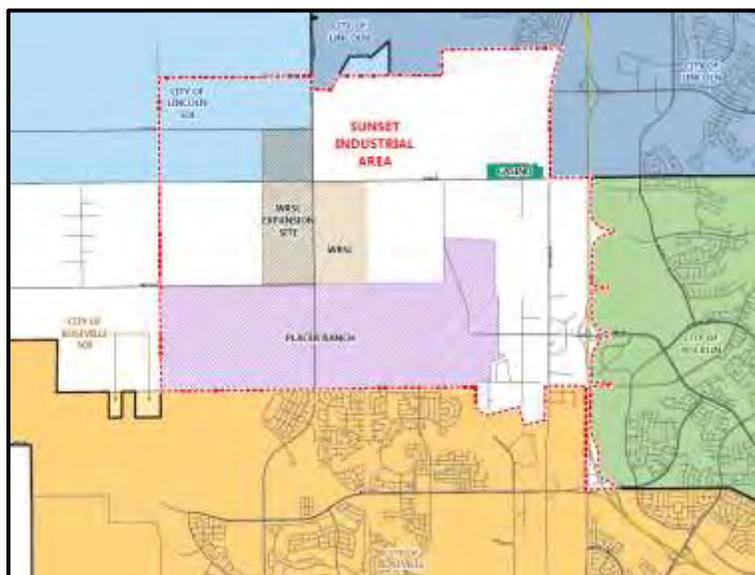
Based on the data gathered, a proposed set of updated land use designations will be developed. Staff will be conducting an extensive public outreach program in the coming months consisting of stakeholder meetings, workshops, newsletters, and a dedicated County webpage to ensure that the Update reflects feedback from the Sunset area business and development community. ***Please join us in this important process!***



Area Plan Update Survey

Postcards announcing the availability of an important survey have been mailed out to the Sunset Industrial Area business community. Please help us shape future of the Sunset area by completing this short confidential survey and tell us what you think! The deadline to complete the survey has been extended to **November 30, 2014**.

Your input on the Sunset Area Plan Update is extremely important. The survey is easy and will only take a few minutes of your time. You may access the survey by scanning the QR code below, or take the survey online at www.placer.ca.gov/sunset. We thank you for your participation!



Project Schedule:

- **Stakeholder Outreach** Ongoing
- **Second Public Workshop** January 2015
- **Economic Analysis** January – March 2015



Sunset Industrial Area Plan Update Website:

<http://www.placer.ca.gov/sunset>

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