



MEMORANDUM
COUNTY OF PLACER
Office of Economic Development

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DATE: October 10, 2006
TO: Honorable Board of Supervisors
FROM: David C. Snyder, Director *DES*
SUBJECT: **REVIEW SUNSET INDUSTRIAL AREA MARKETING PLAN & ADVERTISING CAMPAIGN AND PROVIDE FEEDBACK AS APPROPRIATE**

ACTION REQUESTED:

Review Sunset Industrial Area Marketing Plan & Advertising Campaign and provide feedback as appropriate.

BACKGROUND:

The Sunset Industrial Area (SIA) will be a primary focus for the Office of Economic Development over the next year. SIA contains nearly 8,000 acres of which 2,500 remain outside the Roseville and Lincoln Sphere of Influences. The SIA includes the highest concentration of businesses and primary wage jobs in unincorporated Placer County and offers significant potential for increased economic activity.

The Redevelopment Agency is working with Facility Services to assist in financing an upgraded sewer system infrastructure in the SIA. This increased capacity will permit greater intensity of the use at the Formica site (211 acres) and throughout the SIA.

The Department of Public Works is working with the cities of Roseville and Lincoln to revise traffic fee programs in the South Placer Area. A new regional fee would adequately address anticipated improvements such as Highway 65 Lincoln Bypass Phase 2, Highway 65 diamond lanes, Interstate 80 and Highway 65 interchange upgrade and Placer Parkway.

One traffic fee proposal would encourage non-residential land uses by placing a higher fee burden on residential dwelling unit equivalents. Currently, fee mitigation offsets are available to industrial developers in the SIA.

Major activity underway in the SIA includes:

- Placer Ranch - proposing a blend of office space, business parks and light industrial space that complements the Sacramento State branch campus.
- Formica Reuse – Redevelopment of 211 acre site with mix of light industrial, office and supporting retail uses.
- Tinker Road, Group 1, LLC – 16 acres of proposed light industrial uses between Tinker and South Loop Roads along Industrial Blvd.

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- West Valley Industrial Complex - Four industrial buildings at 1415 Nichols Drive (first of two projects - equals 20 jobs)
- TRC Industrial Center, LLC – Phased industrial project at 4075 Cincinnati Avenue, initially 21,000 sq. ft. and 45-60 jobs.
- Thomas Ascher Co. – Proposing to develop a two acre parcel at 3853 Cincinnati Avenue consisting of a 28,000 sq. ft. cabinet manufacturing operation and 6,000 sq. ft. of office space.

Placer County has entered into a cooperative South Placer County advertising campaign with Roseville, Rocklin and Lincoln. The campaign is entitled "The New Center of California: we recommend a change in your center of operations...for the Best in Business, the Best in Life."

A second component is a specific SIA advertising campaign with a core message aimed at an audience within identified target industries. These ad campaigns are part of a larger marketing effort to attract and retain business in the SIA.

The larger marketing effort includes business group outreach to employers and property owners in the SIA. A letter has been sent out to 238 businesses introducing county staff, programs and services. The letter offers to facilitate the creation of a business association in the SIA and seeks interest on the part of the business owners to participate.

ENVIRONMENTAL IMPACT:

This activity is exempt from CEQA.

FISCAL IMPACT:

Each program, the South Placer Ad Campaign and the Sunset Industrial Area Marketing Plan & Advertising Campaign, is budgeted within Economic Development's budget for Fiscal Year 06-07 in an amount not to exceed \$10,000 for each program or \$20,000 total.