

PLACER COUNTY
REDEVELOPMENT AGENCY

MEMORANDUM

TO: Honorable Members of the Board of Supervisors
FROM: Richard Colwell, Chief Assistant CEO-Redevelopment Director
James LoBue, Deputy Director
DATE: February 26, 2008
SUBJECT: Accept a Report on the Status of the North Auburn Redevelopment Project.

Richard Colwell

ACTION REQUESTED: Accept a report on the status of the North Auburn Redevelopment Project.

BACKGROUND: This report summarizes recent activities of the Redevelopment Agency (Agency) in the North Auburn Redevelopment Project Area (Project Area). In recent months the Agency has been involved in a variety of projects and programs in the Project Area, including commercial loans to upgrade private businesses, finance and management of public infrastructure and streetscape improvement projects, and assistance to affordable housing development.

The North Auburn Redevelopment Plan (Plan) was adopted by your Board on June 24, 1997. The Plan regulates and authorizes Agency activities throughout the 2,734 acre Project Area. The Project Area is comprised of the two distinct areas of Bowman and North Auburn and includes the primary commercial corridors of Lincoln Way, Bowman Road and Highway 49. The prevailing land uses within the Project Area boundaries are commercial, office, industrial, residential, and open space.

On June 12, 2007, your Board approved the current Five Year Implementation Plan for the Project Area. Basic underlying goals identified in the Implementation Plan are:

- Eliminate blight
- Stimulate community revitalization
- Improve public infrastructure
- Improve the environment
- Support the business community, and
- Increase and improve housing opportunities.

In order to implement the redevelopment program and realize these goals, the Agency has financed and directly managed or assisted numerous projects. Highlights of these activities are the following:

Development Projects

AUBURN PLAZA – This new 70,000 square feet shopping center, north of Luther Road on Highway 49, is currently under construction. On May 8, 2007, your Board approved an Owner Participation Agreement, which provided for Agency assistance of approximately \$3,900,000 of

California Infrastructure Bank Loan, Community Development Block Grant (CDBG) and Agency tax increment funds for the construction of road and traffic signal improvements associated with the project.

ROCK CREEK PLAZA – On February 26, 2008, your Board will consider authorizing an application for up to \$2,000,000 of CDBG funds to finance streetscape improvements on Highway 49, Bell Road and Quartz Drive adjacent to the Rock Creek Plaza Shopping Center. The improvements will support a major facelift and expansion of the center planned for 2008 and 2009.

Commercial and Façade Loans

In recent months the Agency has processed Commercial Loans and forgivable Façade Loans to assist building renovations and façade, signage and landscaping improvements for the following commercial businesses/properties in the Project Area:

- Potter, 4150 Highway 49 – \$35,000 commercial loan and \$22,000 façade loan are assisting a major physical upgrade and conversion of a deteriorated building into three new commercial lease spaces
- Animal Medical Clinic – \$15,000 façade loan to assist façade, signage, and landscaping improvements for the veterinary clinic.
- Pascuale T's – \$15,000 façade loan for façade and signage improvements currently being considered by the Agency.

Additional loan applications are pending for the Best Western Golden Key Motel and the Burger King in Bowman and the Les Schwab Tires property in North Auburn. Several other local businesses have recently expressed interest in submitting loan applications to the Agency. Agency staff works in close coordination with the County's Economic Development Department to market the loan programs.

Streetscape and Infrastructure Improvements

HIGHWAY 49 BEAUTIFICATION – As major roadway and infrastructure improvement construction is currently underway along Highway 49 in North Auburn, the Agency is pursuing a project to complement those improvements with additional sidewalk, bus stop, landscaping and aesthetic median improvements. A Request for Proposals for consulting design services was issued and the Agency is currently negotiating the design contract. Initial Agency focus is planned for the area between Kemper Road and north of Bell Road.

DEWITT ROUNDABOUT IMPROVEMENTS – The Agency is currently coordinating planning and design efforts to landscape the recently installed roundabout and streetscape improvements on First Avenue and Willow Creek Road.

SEWER SIPHON RELIEF PROJECT – The Agency has allocated \$2,000,000 to upgrade a major sewer siphon system and lift station currently serving a significant portion of the Project Area. The improvements will improve system capacity and prevent future spills. In the past the system's capacity deficiency has hindered private development efforts in the Project Area.

Housing Development

ATWOOD III – The Agency assists the County’s implementation of its inclusionary affordable housing ordinance. To date the Atwood III development has provided seven new homes at affordable purchase prices to low income homebuyers. Eight more affordable units are planned in the new development.

WESTERN COUNTY RFP – In December 2007, the Agency released a Request for Proposals for the development of affordable housing units in the Western County. Project Area funds contribute to the Agency funds being made available to assist the chosen development proposal.

cc: Karin Schwab, Agency Counsel

