

PLACER COUNTY
REDEVELOPMENT AGENCY

MEMORANDUM

TO: Honorable Members of the Redevelopment Agency Board
FROM: Richard E. Colwell, Chief Assistant CEO-Redevelopment Director *RE Colwell*
James LoBue, Deputy Director
DATE: September 23, 2008
SUBJECT: Adopt a Resolution Authorizing the Chief Assistant CEO-Redevelopment Director or Designee to Execute a \$54,080 Contract with Economics Research Associates, Inc. to Provide a Market, Fiscal, and Urban Decay Analysis for the North Auburn Redevelopment Project Area.

ACTION REQUESTED

Adopt a resolution authorizing the Chief Assistant CEO-Redevelopment Director or designee to execute a \$54,080 contract with Economics Research Associates, Inc. to provide a market, fiscal, and urban decay analysis for the North Auburn Redevelopment Project Area.

BACKGROUND

The Placer County Redevelopment Agency (Agency) initiated a request for proposals from qualified firms to perform a market, fiscal, and urban decay analysis (Study) of a potential 155,000 square feet general merchandise store with a grocery store and fueling station component that may be located within the North Auburn Redevelopment Project Area. The purpose of the Study is to analyze the economic impacts on the existing trade area, focusing in particular on those businesses which offer similar goods, and define the socioeconomic impacts. This information could be included in the environmental evaluation pursuant to California Environmental Quality Act guidelines section 15131. In addition, the purpose of the Study is to analyze the potential fiscal impacts to Placer County and the Agency in terms of revenues generated (sales taxes, tax increment) versus demand for services (police, etc.).

The Agency contacted four firms and Economics Research Associates, Inc. was selected as the most qualified. The total contract amount is \$54,080. Economics Research Associates, Inc. anticipates having the draft study available within eight weeks from contract execution.

ENVIRONMENTAL STATUS

This is an administrative action, does not constitute a project, and is exempt from environmental review per California Environmental Quality Act Guidelines section 15178(b)(5).

FISCAL IMPACT

The Agency has sufficient funds budgeted within its FY 2008/2009 North Auburn Redevelopment Project Area budget to fund this study. There is no impact to the County General Fund.

RECOMMENDATION

Adopt a resolution authorizing the Chief Assistant CEO-Redevelopment Director or designee to execute a \$54,080 contract with Economics Research Associates, Inc. to provide a market, fiscal and urban decay analysis for the North Auburn Redevelopment Project Area.

Attachment: Resolution

Contract - Available for Review at the Clerk of the Board

cc: Karin Schwab, Agency Counsel

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

In the matter of:

Authorizing the Chief Assistant CEO-Redevelopment Director or designee to execute a \$54,080 contract with Economics Research Associates, Inc. to provide a market, fiscal, and urban decay analysis for the North Auburn Redevelopment Project Area

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

WHEREAS, the Agency is responsible for administering the plan to effectuate redevelopment efforts within the Project Area; and

WHEREAS, the owner of certain real property known as Assessor Parcel Numbers 052-102-012, 052-102-013, 052-102-017, and 052-102-053 (Property) proposes to develop a 155,000 square foot general merchandise store with a grocery and fueling station component on the Property; and

WHEREAS, the Placer County Redevelopment Agency desires to analyze the market, fiscal, and urban decay impacts of the proposed project for the Project Area; and

WHEREAS, this administrative action does not constitute a project under California Environmental Quality Act Guidelines, Section 15178(b)(5).

NOW, THEREFORE, BE IT RESOLVED by the Redevelopment Agency Board of the County of Placer that your Board approves this resolution, including but not limited to the environmental findings regarding this action, after due consideration of the facts stated herein and in the staff report accompanying this resolution, are hereby approved; and

BE IT FURTHER RESOLVED that the Chief Assistant CEO-Redevelopment Director or designee is authorized to execute a contract with Economics Research Associates, Inc. in the amount of \$54,080; and

BE IT FURTHER RESOLVED by the Redevelopment Agency Board of the County of Placer that this Resolution shall become effective immediately upon adoption.