



SHASTA REGIONAL TRANSPORTATION AGENCY (SRTA) INFILL & REDEVELOPMENT INCENTIVE PROGRAM, CYCLE II

EXPRESSION OF INTEREST (EOI)

Submitting an Expression of Interest (EOI) is the first step for individuals and entities wishing to partner with SRTA in the development or redevelopment of vacant and underutilized parcels located within a Strategic Growth Area.

February 10, 2017

Shasta Regional Transportation Agency
1255 East Street, Suite 202
Redding, CA 96001
530.262.6186
dwayne@sрта.ca.gov

KEY DATES AND CONTACTS:

Deadline to submit EOI Form:

5:00pm, February 24, 2017

Questions regarding the Infill & Redevelopment Incentive Program and this EOI solicitation:

Daniel Wayne, Senior Planner

530-262-6186

dwayne@srta.ca.gov

Technical questions regarding local general plans, specific plans, and zoning:

Redding

Paul Hellman, Planning Manager

530-225-4029

phellman@ci.redding.ca.us

City of Anderson

Jim Hamilton, Contract Planner

530-378-6643

planning@ci.anderson.ca.us

Shasta County

Bill Walker, Senior Planner

530-225-5532

bwalker@co.shasta.ca.us

City of Shasta Lake

Farhad Mortazavi, Development Services Director

530-275-7460

fmortazavi@cityofshastalake.org

General information regarding SRTA:

www.srta.ca.gov

PROGRAM PURPOSE & OBJECTIVES:

The Shasta Regional Transportation Agency (SRTA) administers a wide range of transportation funding (about \$24M annually) to improve mobility in the region. While transportation infrastructure and programs are a major part of the solution, these investments must be balanced with transportation-efficient land use in order to maintain livable and economically active community centers. 'Strategic Growth Areas' (see attached maps) have been delineated to focus these efforts, wherein a mix of land uses, closer together, with access to multiple travel options will result in fewer and shorter vehicle trips. SRTA is soliciting infill and redevelopment ideas that align with these goals and compete well for state grants.

SRTA understands that property development involves substantial effort and financial commitment prior to knowing if a project is feasible or will be permitted. Undertaking infill and redevelopment projects in an existing urbanized area increases the complexity and number of variables. To mitigate this risk and fill funding gaps, SRTA provides the following incentives:

- 1) Conceptual project design – Pre-development planning needed to address site-specific challenges. Eligible activities include site layout, architectural schematics/design, structural engineering, traffic impact analysis, infrastructure needs analysis, and similar.
- 2) Grant seeking – Technical services needed to demonstration project readiness and compete for state grants and SRTA-controlled funding. Eligible activities include grant writing, cost estimating, coordination with local jurisdictions, community outreach, and similar.

Incentives awarded under the Cycle I Pilot Program led to a \$20,000,000 Affordable Housing & Sustainable Communities Program grant. This project will restore portions of Market Street through the Downtown Redding Promenade and add 79 residential units within walking distance to jobs and public transportation. Over 20,000 square feet of street-level commercial space and new walking and bicycling facilities will also be constructed.



SRTA is surveying the region for the next big project. Individuals and entities wishing to collaborate with SRTA and our local agency partners are invited to submit an Expression of Interest form. Responses will be used to create a pool of potential projects and partners for Cycle II of SRTA's Infill & Redevelopment Incentive Program.

ELIGIBILITY:

Interested individuals or entities must meet at least one of the following screening criteria:

1. Owner of one or more parcels located in a Strategic Growth Areas* (or the imminent anticipation thereof);
2. Developer having site control over one or more parcels located in a Strategic Growth Area* (or the imminent anticipation thereof);
3. Developer without ownership or site control of a parcel in a Strategic Growth Area*, but that is interested in partnering to development a vacant or underutilized parcel therein.

** Strategic Growth Area maps are provided by attachment.*

EVALUATION PROCESS:

The purpose of an EOI solicitation is to identify an initial pool of prospective partners and project ideas. No offer of funding or technical assistance is associated with this solicitation. Based on the nature of characteristics of project ideas identified through this process, SRTA and the applicable local jurisdiction will evaluate various means, programs, and grant opportunities that might be utilized to successfully deliver the project and associated offsite improvements.

TERMS AND CONDITIONS

Respondents assume the full risk for any and all expenses, time, or other investments involved in preparing an EOI and any subsequent development of a project proposal.