

STAFF REPORT



MEETING DATE:	February 28, 2017
SUBJECT:	Direct Staff Regarding Infill & Redevelopment Incentive Program
AGENDA ITEM:	10
STAFF CONTACT:	Daniel Wayne, Senior Transportation Planner

SUMMARY:

Staff is surveying the region for project ideas and partners that could be supported by a second round of SRTA's Infill & Redevelopment Incentive Program. An update on any project ideas received to date will be provided for discussion and direction.

STAFF RECOMMENDATION:

It is recommended that the board of directors provide direction to staff regarding Cycle II of the agency's Infill & Redevelopment Incentive Program

DISCUSSION:

Background – In order to maintain and promote livable and economically active communities, transportation infrastructure expansion must be balanced with transportation-efficient land use – meaning a mix of development types, closer together, with access to multiple travel options. The 2015 Regional Transportation Plan (RTP) includes ambitious goals for new housing, jobs, and commercial development in strategic growth areas (see attached map). SRTA utilizes regional funds and programs to facilitate these types of development and to support grant seeking for projects that align with SRTA goals; however, the 2015 RTP cannot be realized without local agency and private sector participation.

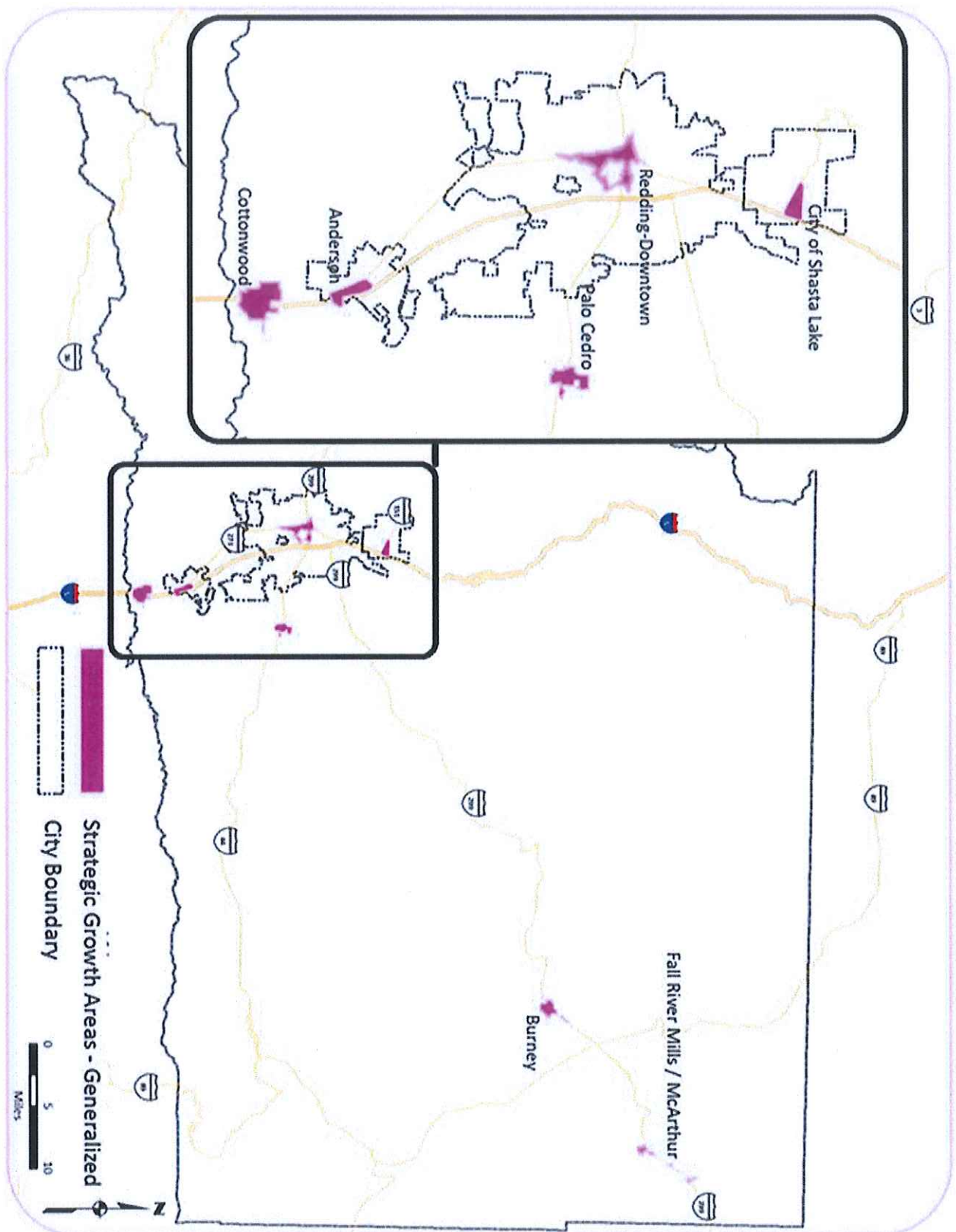
In 2015, an Infill & Redevelopment Incentive Pilot Program was developed to cultivate these partnerships. Technical assistance and grant writing services were awarded to K2 Development and the city of Redding, resulting in a \$20M Affordable Housing & Sustainable Communities (AHSC) grant from the California Strategic Growth Council. The project will replace the vacant Dicker's Department Store, adding:

- 76 new housing units.
- Over 21,500 square feet of commercial space.
- New complete streets on the Market Street Promenade, Yuba Street, and Butte Street.
- New and enhanced bicycle and pedestrian connections to the Downtown Transit Center and the Sacramento River Trail.

Cycle II – Due to the success of the pilot program, funding for a second round of incentives will be proposed in the Overall Work Program for consideration by the board of directors at the April meeting. In order to gauge developer interest, identify potential projects, and determine an

Attachments: Map of Strategic Growth Areas
Expression of Interest Announcement

Attachment A:
Map of Strategic Growth Areas





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@srta.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.

Expression of Interest Form

1. Submitting an Expression of Interest (EOI) is the first step for individuals and entities wishing to collaborate with SRTA and our local agency partners in the development or redevelopment of vacant and underutilized parcels located within a Strategic Growth Area.
2. The following is neither a grant application nor a commitment to deliver a project. Responses to this solicitation will be used to establish a pool of potential partners and project ideas that may be considered for coordinated incentives administered by SRTA and the applicable local jurisdiction.

3. PLEASE READ BEFORE SUBMITTING

[Program Description and Guidance](#)

4. MAPS OF STRATEGIC GROWTH AREAS

[Strategic Growth Areas](#)

5. 1.) CAPACITY (SELECT THE MOST APPROPRIATE CATEGORY):

1. ☐ Owner of a parcel in a Strategic Growth Area (or the imminent anticipation of ownership)
2. ☐ Developer having site control over a parcel in a Strategic Growth Area (or the imminent anticipation of site control)
3. ☐ Developer without ownership or site control of a parcel in a Strategic Growth Area, but interested in being a partner in the development of an available parcel.

6. 2.) LOCATION INFORMATION (IF APPLICABLE):

7. Parcel number or physical address:

8. Current usage and any existing structures and/or improvements:

9. Obstacles/impediments to development:

10. 3.) STRATEGIC GROWTH AREA LOCATION

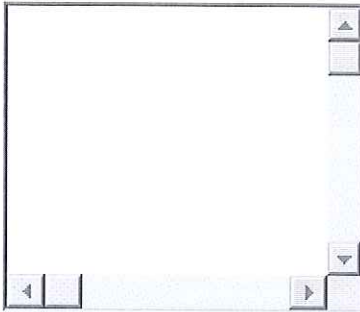
1. ☐ City of Redding SGA
2. ☐ City of Anderson SGA
3. ☐ City of Shasta Lake SGA
4. ☐ Palo Cedro SGA
5. ☐ Burney SGA
6. ☐ Fall River Mills SGA
7. ☐ Cottonwood SGA

11. CLICK ON THE LINK BELOW TO VIEW MAPS OF STRATEGIC GROWTH AREAS

[Strategic Growth Areas](#)

12. 4.) PROJECT IDEA (IF APPLICABLE):

13. If you have a project idea that includes multi-family housing, commercial space, employment, or any combination thereof, please provide a brief narrative description (<500 words). Include intended usage, scale, and other relevant information:



14. CONTACT INFORMATION:

15. Company/Organization:

16. First Name

17. Last Name

18. Address1

19. City

20. State

21. Zip

Email Address