

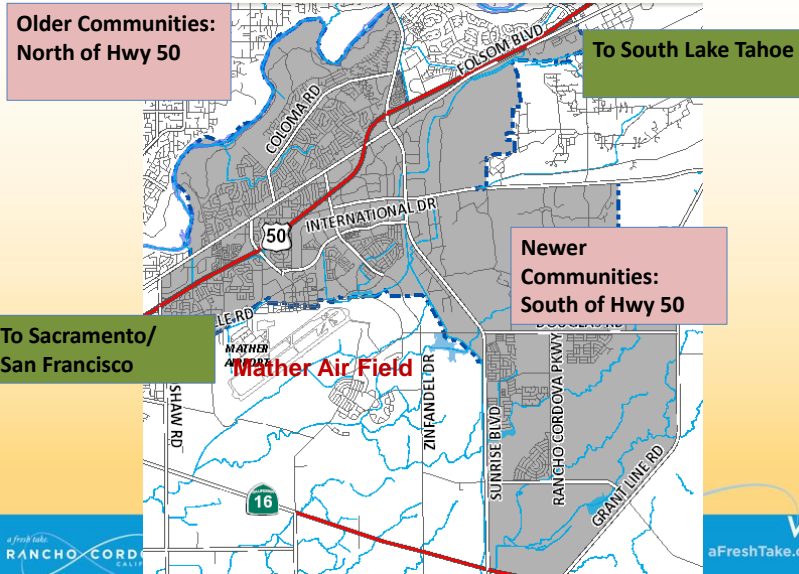
Rancho Cordova Infill Strategies 2013-2014

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About Rancho Cordova



Involvement with USA Program

- In May 2013, as part of the Sacramento Area Council of Government (SACOG) grant, the City was included in the Urban Sustainability Accelerator (USA) program

Key Goals for the City's USA Involvement:

- Promote revitalization and urban infill development within the Folsom Boulevard corridor
- Identify creative strategies for attracting private investment
- Create engaging public and private spaces

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PSU USA Focus: Folsom Boulevard



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PSU USA Focus: Folsom Boulevard

- **Issues:** Business vacancies, high crime, low property values, low lease rates, unviable parcel sizes, underutilized developed space, and other issues.
- **Long Term Goal:** Capitalize on the unique strength of having four light rail stations along the Boulevard to facilitate transit oriented mixed use development.
- **Short Term Objectives:** Use currently available resources to make highly visible changes to Folsom Boulevard through public safety improvements, public space enhancement, and business/property owner reinvestment

Folsom Boulevard Achievements

- Catalyst Projects approved for the corridor 2013-2014
 - **Crossings:** 18-unit affordable housing (Built)



- **Horizons:** 50-unit Independent and affordable Senior Living Facility (Pending)
- **Folsom Lake Community College:** 26,000 square foot campus for 2,500 students per semester (under construction)

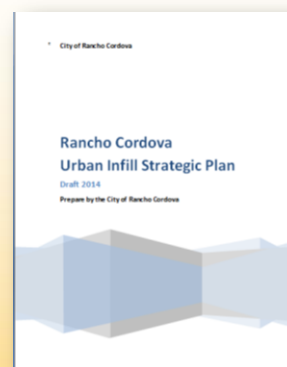


PSU-USA Achievements

- In 2013 City staff, PSU program staff , and Michelle Reeves conducted a Folsom Boulevard corridor survey.
- Series of Stakeholder Meetings in May of 2013 involving large landholders, key opportunity site owners, community leaders, business owners, brokers and developers.
- On December 16, 2013, Folsom Boulevard Specific Plan (FBSP) was amended to allow more flexibility in regulations and incorporate new revitalization strategies.
- Portland State University students completed a Folsom Boulevard case study that provides a road map for redevelopment of three key sites along the Boulevard.

Results from USA Involvement

- Developed an Urban Infill Strategic Plan (UISP) to promote Folsom Boulevard revitalization
- Focuses include communication, resources, education, regulatory reform, stakeholders involvement, and improvements to increase values.
- The three main components are New Businesses, Improvements for Value, and Future Discussions



UISP: New Business Assistance

Goals for Attracting New Business:

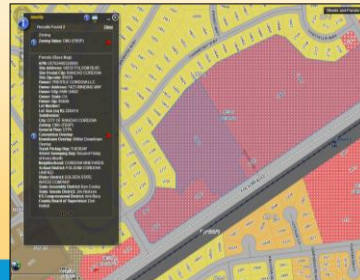
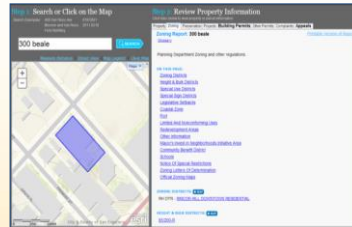
- Improved understanding of City resources, demographics, and market demands
- Specific vision for the community and a specific path to obtain its implementation.
- Improved cooperation/communication between public and private parties
- Clarity in the development process
- Code and process review to make the right use and improvement easier to accomplish
- Steps to create an Implementation Plan that will guide the City in successfully improving business centers

UISP: New Business Assistance

- Plan encourages taking a proactive approach to encouraging new businesses and improvements in the community.
- Focus on sharing of information.
 - City: Parcel Resources, Process, Regulations, Fees
 - Business Community: Market Demand/Trends, Marketing, Knowledge of Development Constraints
- Balance of new business versus long term gains
- **Example: Emerging Micro-Brewery Market**
 - City has discussed needs/impacts of new market
 - Used mapping resources to locate potential sites
 - Applicant assistance through development process
 - Discussion of code revisions to meet demands

UISP: New Business Assistance

Land Use Category	FBSF-CMU	Deposit	Timeline for Planning review (weeks)	Business license Cost.	Special Regulations	Use
Retail, Service, and Office Uses						
Retail, General	P		1-4	\$100		
Home Improvement Supplies	L ²	\$4,000.00	2-7	\$100		
Alcoholic Beverage Sales	C	\$10,000.00	12-24	\$100		Depends on type of review needed by the Department of Alcoholic Beverage Control (ABC)
Bars and Nightclubs	C ²	\$10,000.00	12-24	\$100		
Drive-In and Drive-Through Sales and Service	C	\$10,000.00	12-24	\$100		RCMC 23.910.030
Kennel	C	\$10,000.00	12-24	\$100		
Medical Services, Extended Care	C	\$10,000.00	12-24	\$100		



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UISP: Improvements for Value

The goals of this approach are to:

- Identify cost effective improvements that increase the value of existing buildings
- Explore new approaches for improving properties and attracting tenants/new business types
- Assist property owners with evaluating a project's total cost versus the return on investment (ROI)
- Avoid delays and reduce confusion in the development process
- Attract private investment to improve blighted or vacant properties

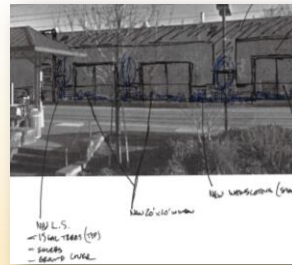
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UISP: Improvements for Value

Step 1: Outreach and Concept Phase

- Identify property owners and potential properties that could benefit through program
- Conduct site visit with owner or developer to explore options and develop rough concepts
- Refine the scope of work, estimate improvement costs, estimate processing time



Improvement and Reuse Plan (IRP) Site Summary | IRP 14-01

Basic Information

Site completed by the applicant:

Applicant Name	1600 16th St
Project Name	1600 16th St
Site Address	1600 16th St
City/Township	1600 16th St
County	1600 16th St
Parcel Number	1600 16th St
Parcel Area (sq. ft.)	1600 16th St
Parcel Zoning Code	1600 16th St

Notes of Work include the type of improvement(s) or landscaping, listing, description, quantity, etc. as well as size of area treated (in square feet). You may use additional pages if needed.

Comments/Notes: (Area completed by other building, including with general office, utility, or other business calls and doing work for office workers, and 4,000 sq ft for storage container rooms, etc.)

Improvement of storage containers (10%) with being done and the 4,000 sq ft for storage containers (10%) change from concrete (10%) with additional stone material, architectural elements, color.

UISP: Improvements for Value

Step 2: Pre-Application/Budgeting Stage

- Define initial issues and determine appropriate entitlements and/or permits needed
- Refine Design Plans
- Cost Estimate - Pro-Forma
 - Helps to estimate a project's Return on Investment

Description	Cost Estimate (\$)	Proposed Improvement/Project	Proposed Price per sq. ft. (Pro-Forma)	Total
Section A: Existing Valuation (Based on Ass. Value/Pct in San Region)				
A.1. Estimated Appraisal (2014)				
Commercial	\$10,000,000		\$10,000,000	\$10,000,000
Industrial/Office	40,000,000		\$40,000,000	\$40,000,000
Residential	\$10,000,000		\$10,000,000	\$10,000,000
Parcel	\$60,000,000		\$60,000,000	\$60,000,000
A.2. Existing Income per Month				
Commercial	\$10,000,000	\$100	\$100,000	\$100,000
Industrial/Office	40,000,000	\$400	\$1,600,000	\$1,600,000
Residential	\$10,000,000	\$100	\$1,000,000	\$1,000,000
Parcel			\$2,600,000	\$2,600,000
A.3. Fixed Operating Costs				
Management				\$1,000,000
Property insurance and taxes				\$1,000,000
Electricity				\$100,000
Water/Sewer				\$100,000
Trash				\$100,000
Other				\$100,000
Costs per sq. ft.				\$2,400,000
Parcel				\$2,400,000
A.4. Net Operating Income				
Commercial				\$100,000
Industrial/Office				\$1,600,000
Residential				\$1,000,000
Parcel				\$2,600,000
A.5. Net Operating Income (A.2 minus A.4)				\$2,600,000
Yearly Net Operating Income (A.5 times 12)				\$31,200,000
Contributable Value (A.5 times 12)				\$31,200,000
Section B: Improvements and Costs				
B.1. Estimated Appraisal (2014) of work				
New Construction (2014)				
Commercial	\$10,000,000	\$100	\$1,000,000	\$1,000,000
Industrial/Office	40,000,000	\$400	\$1,600,000	\$1,600,000
Residential	\$10,000,000	\$100	\$1,000,000	\$1,000,000
Parcel				\$3,600,000
Revised Contribution (2014)				
Commercial				\$100,000
Industrial/Office				\$1,600,000
Residential				\$1,000,000
Parcel				\$2,600,000
Revised Net Operating Income (2014)				
Commercial				\$100,000
Industrial/Office				\$1,600,000
Residential				\$1,000,000
Parcel				\$2,600,000
Revised Net Operating Income (2014) (A.5 minus B.1)				\$2,600,000
Yearly Net Operating Income (Revised) (A.5 times 12)				\$31,200,000
Contributable Value (Revised) (A.5 times 12)				\$31,200,000
Parcel				\$31,200,000

UISP: Improvements for Value

Step 3:

Formal Application

- The final stage of the process would involve an actual submittal as required by the City
- While the City departments will still review the final plans (entitlements and building permits), it is anticipated that the proposal would have already been vetted by City staff during Steps 1 and 2, and therefore lead to expedited review

Next Steps

- City Council discussion to identify key outcomes and Council direction as to how staff should proceed
 - Tentative date set for September 15, 2014
 - Present revised Work Plan with milestones for 2014-2015
- Anticipate continuing City efforts within the PSU-USA program (SACOG and PSU Staff)

Key Discussion Topics

- Initial Assessment of Existing Regulations/Resources
 - General Plan Understanding
 - Implementation Tools
 - Initial Inventory of Sites and Surveys
 - Assessment of Financing options
 - Community Outreach
 - Public Private Partnership
 - Developed Detailed Implementation Plan
- **Be Corridor Specific (business, downtown/historic, etc)**
- **Focus on Small Changes to lead to Long Term Vision**
 - Possible Approved Material List
 - Focus on smaller project and/or site improvements that are cheaper and easier to process

Work Plan 2014-2015

- Draft consists of three main goals:
 1. **Expand the economic base by building up existing sectors while planning for new markets.**
 2. **Strengthen local employment opportunities**
 3. **Promote Placemaking strategies that provide linkages and improve property values**
- Objectives build off initial discussions of the UISP
- Continued meeting with stakeholders
- Ongoing revisions of code and regulations to ensure consistency with goals and market conditions

Work Plan Goal-1

Expand the economic base by building up existing sectors while planning for new markets.

- Utilize City Hall as a one-stop job and development center
- Improve Communication between existing partnerships to share resources
- Community beautification project
 - Assess Capital Improvement Plan priorities and tie them to catalyst projects and/or business nodes
 - Removal of barriers that would prohibit new improvement
 - Proactively support and promote reinvestment in the existing developed area by the business and development community
 - Look at Public Uses as Development Catalysts.
 - Aggressively seek funding options regardless of project size

Work Plan Goal-2

Strengthen the local employment opportunities:

- Small-business training programs
- Neighborhoods micro-loans to start new businesses
- Reuse of commercial strips (this includes the Mills Station, Zinfandel Crossing, Zinfandel Village, Capital Village,)
 - Look at possible code revisions
 - Use GIS and business license information to inventory existing businesses to determine any patterns or trends as well as what areas could accommodate a certain type or use(s).
- Improved access to training via bus or computers
- Local scholarships and apprenticeship programs

Work Plan Goal-3

Community Improvements by utilizing Placemaking alternatives that provide linkages and improve property values:

- Place Making Ideas. Inexpensive strategies for promoting place (guerrilla place making)
 - Build off of the City’s rebranding efforts
 - This include way finding standards and improvements
- Work with the City’s new Economic Development team to explore Business Improvement Districts
- Look at improving connectivity to priority uses and locations.

Work Plan Monitoring

Milestone	Description	Related Policies	Timing	Responsible Department/ Agency
Goal #1 Expand the economic base by building up existing sectors while planning for new markets:				
1.A Milestones	One-stop jobs centers			
1	Milestone: inventory all current programs, agencies, supportive groups, nonprofits, etc. and create outreach group to share information, propose improvements, possible meetings, and shared vision for business development.			
2	Milestone: With new business outreach group initiate quarterly updates with a minimum of 10 referrals and/or 3 new local jobs acquired from use of the group's assistance.			
3	Milestone: Create list of all local design professionals, major employers, and newspapers and provide updates for outreach, training, and resources available. This could be sent out monthly or bi-monthly depending on the amount of information.			
1.B Milestones	Community beautification project			
4	Milestone: At the recommendation of the Council narrow the focus to 5-10 key areas that could be catalyst projects that could encourage			
5	Milestone: Tie Capital Improvement projects to these key catalyst project to focus funding for improvements			

PSU-USA Summary

- City/PSU-USA partnership has been a great success!
 - New strategies on the reuse of existing buildings
 - New ideas on how the City can actively promote and participate in new development
 - Greater dialogue between departments on how best to promote infill development
 - Better understanding of how the private sector works and how the City can support and encourage investment in our community

Conclusion

- Based on what was learned from our involvement with the PSU- USA program the City has created a detailed work plan to implement changes that will lead to affective infill development for not only the Folsom Boulevard Corridor but citywide.
- The City looks forward to further collaboration between SACOG, Sacramento cohorts, and PSU staff.

Questions

