

LOCATION, CONVENIENCE AND VISIBILITY



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The freeway-visible Auburn Boulevard area is experiencing a renaissance like few other redevelopment areas in the State, with a return to a safe environment that attracts everyone from seniors, to tourists, to shoppers from the greater Sacramento area.



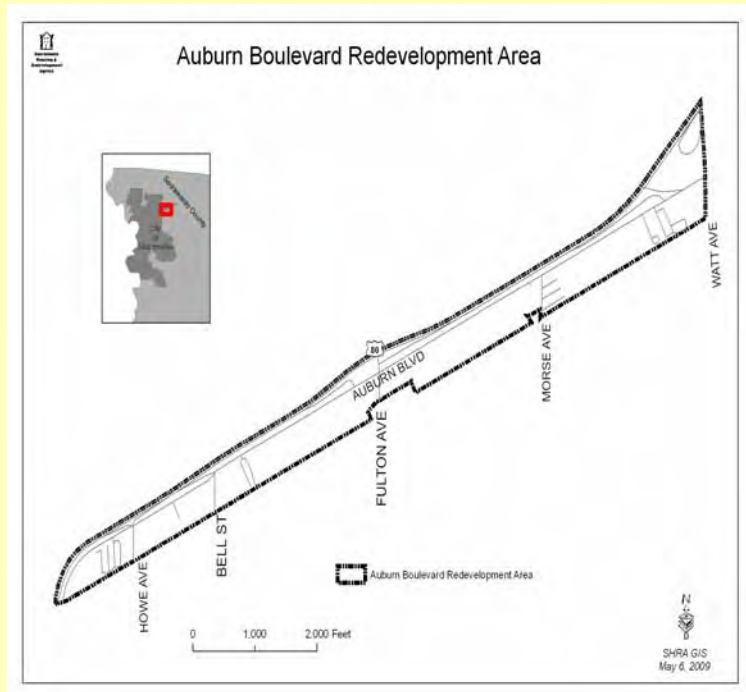
AUBURN BOULEVARD



ABOUT AUBURN BOULEVARD

The Auburn Boulevard Redevelopment Plan is comprised of 118 acres located within both the City and County of Sacramento, along a two-mile segment of the commercial corridor that fronts on the Business 80 (Capital City) Freeway. There have been a number of dramatic changes that have occurred within the Project Area over the past 17 years. Prostitution has essentially been eliminated, a portion of the infrastructure has been overhauled, new investment has occurred, and as a result, the future looks bright for Auburn Boulevard.

The Redevelopment Project Area was established in October 1992, in response to extensive physical, economic, and social deterioration that was taking place. In reaction to these conditions, the Agency successfully partnered with other agencies to address the health and safety issues affecting Auburn Boulevard.



Freeway access and visibility are key assets attributed to the boulevard properties, with the majority of the lots tending to be deep and narrow. Although the depth allows for ancillary uses to be located to the rear of the properties, the narrowness impedes high impact frontage development that would otherwise benefit from the increased visibility. Parcel assemblage is encouraged to provide additional width and greater flexibility for reuse. Further challenges for redevelopment include inadequate public improvements such as an unsightly freeway barrier, missing or deteriorating sidewalks, unsightly landscaping, and poorly maintained trailer parks. Notwithstanding these challenges, general and highway oriented commercial businesses such as automobile sales and service centers, furniture stores, and hotels have traditionally been attracted to the boulevard.



POSITIONING FOR THE FUTURE

During the past five years, the Agency has championed several successful projects and programs in the Auburn Boulevard Redevelopment Project Area, including:

- **Auburn Boulevard Special Planning Area Ordinance and Streetscape Master Plan:** The intent of this planning document is to set clear goals that will guide future development along West Auburn Boulevard in the manner that will help revitalize and reinforce the boulevard's competitiveness within the market place. The Special Planning Area Ordinance, combined with the Streetscape Master Plan, define a set of economic development strategies and planning tools that will increase visibility and create a strong sense of community identity, promote infill development and business growth, and establish an appropriate mix of design principles and development standards to regulate land uses and urban form.
- **Auburn Boulevard Traffic Study:** This study evaluated the operational performance of intersections and roadway segments along Auburn Boulevard, between Marconi Avenue and Watt Avenue, based on the land uses to be allowed under the Auburn Boulevard Special Planning Area Ordinance. Peak hour traffic volumes were estimated along these key roadway segments and intersections in an effort to anticipate future traffic impacts, and subsequently, mitigation measures were identified and included in the report to reduce those impacts to levels that would be less than significant.

Auburn Boulevard Success Story

Holiday Inn Express

The Holiday Inn Express is reflective of another significant investment in the Agency's efforts to revitalize the Auburn Boulevard business corridor. Built by the owner of the adjacent Hampton Inn and Suites, the three-story, 81-room hotel puts 2.3 acres of vacant land to a higher and better use, has created an additional 51 jobs within the community, and serves as an additional catalyst to attract business opportunities along the boulevard. The development project represents a private investment of over \$9.7 million in the Auburn Boulevard Redevelopment Area.





REDEVELOPMENT AREA GOALS

The Redevelopment Plan goals reflect the overarching community goals that the Agency has and continues to use to guide the area's revitalization efforts.

- a. The elimination and prevention of the spread of blight and deterioration, and the conservation and rehabilitation of the project area in accord with the applicable general plans, specific plans, and local codes and ordinances.
- b. The promotion of new and continuing private sector investment within the Project Area to prevent the loss of and to facilitate the capture of commercial sales activities.
- c. The elimination of conditions that promote prostitution and related criminal activities within the Project Area.
- d. The retention and expansion of as many existing businesses as possible by means of redevelopment and rehabilitation activities, and by encouraging and assisting the cooperation and participation of owners, businesses and public agencies in the revitalization of the Project Area.
- e. The provision for increased sales, business licenses, and other fees, taxes and revenues to the County and City of Sacramento.
- f. The elimination or amelioration of certain environmental deficiencies, such as insufficient off-street and on-street parking, inadequate storm water drainage, and other similar public improvements, facilities and utility deficiencies adversely affecting the Project Area.
- g. The reduction of the City and County's annual cost for the provision of local services to and within the Project Area.
- h. The creation and development of local job opportunities and the preservation of the existing employment base.
- i. The preservation and rehabilitation of existing low and moderate income housing opportunities.



IMPLEMENTATION PLAN STRATEGY

The following implementation strategies represent the specific approach and criteria that the Agency will use over the next five years to select and implement development projects in the Project Area.

- a. **Corridor Enhancement:** Concentrate on developing Auburn Boulevard into a vibrant commercial corridor by improving the aesthetic appeal for existing and future businesses and the public in general. This is to be accomplished through the design and phased construction of streetscape improvements, along with the elimination of infrastructure deficiencies. A strong positive identity will be promoted through the use of architectural standards that address form, massing and coordinated building design, and through the implementation of high quality lighting, signage, and landscape enhancements.
- b. **Stimulate Business Development and Job Growth:** A dynamic business environment will be created through the revitalization of properties surrounding the heavily traveled, high impact intersections, as well as through the redevelopment of vacant and underutilized parcels. Enhancing the economic vitality of Auburn Boulevard will be accomplished by stimulating job growth, attracting new business ventures, and by providing financial assistance in support of such business opportunities as automobile sales and service, restaurants and entertainment, office development, and a mixture of specialty and neighborhood-serving retail uses.
- c. **Housing:** Develop complete neighborhoods by promoting a variety of housing choices that address the diverse needs of a broad range of household incomes. As a part of this strategy, encourage the modernization and conversion of the existing motels and mobile home parks, assist with new infill development, and promote the stabilization of adjacent residential neighborhoods, such as in the Lerwick Road area.



PROPOSED REDEVELOPMENT PROGRAM – 2009 THROUGH 2014

Over the next five year planning period, the Agency will implement the Auburn Boulevard redevelopment strategy by undertaking the following projects and programs. As illustrated below, the table also demonstrates how the projects achieve the plan’s goals and strategies, as well as provides an estimate of the Agency’s potential financial investment.

Project Description	Estimated Redevelopment Investment	Goals Achieved	Strategies Achieved
<p>Auburn Boulevard Streetscape The County Department of Transportation is to prepare a detailed design of Auburn Boulevard, between Howe and Watt Avenues. This effort will include obtaining the necessary design approvals, producing construction level drawings, and preparing a construction cost estimate. These documents will also cover the work necessary to bid and put a Phase 1 Improvement Project into operation.</p> <p><i>Anticipated Completion.....2010</i></p>	<p>\$2,800,000</p>	<p>a, b, d, f and h</p>	<p>a, b and c</p>
<p>Sewer Study Prepare a sanitary sewer study in accordance with the standards and practices of the Sacramento Area Sewer District (SASD) that identifies and analyzes any sewer related issues and constraints affecting the Auburn Boulevard Redevelopment Area. An assessment of the capacity and facility needs that will be required for the build-out of the proposed higher density/intensity land uses permitted under the West Auburn Special Planning Area Ordinance shall be addressed as a part of the study.</p> <p><i>Anticipated Completion.....2009</i></p>	<p>\$35,000</p>	<p>d and f</p>	<p>a, b and c</p>



<p>Implementation of the Special Planning Area Ordinance and Streetscape Master Plan It is anticipated that some special plans and programs will be needed to implement the recommendations contained in the Special Planning Area Ordinance and Streetscape Master Plan. Included among these efforts will be the creation of a long term funding mechanism for the maintenance of the streetscape and the provision of security services along Auburn Boulevard. Additionally, a “fair share” traffic mitigation fee program will be needed to fund future intersection and roadway improvements. These programs will need to insure that the costs associated with the future improvements and services are equitably distributed amongst the benefiting landowners.</p> <p><i>Anticipated Completion.....2009 thru 2014</i></p>	<p>\$100,000</p>	<p>a, b, f, and h</p>	<p>a, b and c</p>
<p>Commercial Revitalization/Exterior Rebate Program This program is designed to help businesses and property owners invest in improvements to outdated and dilapidated storefronts and other commercial properties. Future development and exterior revitalization efforts should reflect a coordinated design concept to achieve a sense of continuity and building character.</p> <p><i>Anticipated Completion..... Ongoing</i></p>	<p>\$200,000</p>	<p>a, b, d and h</p>	<p>a and b</p>
<p>Developer’s Assistance This program provides gap financing assistance to development projects that will bring continued revitalization to the redevelopment area, primarily in the form of retail sales and services that have a regional draw, as well as those that serve the local market area. The land uses envisioned in the plan area include multi-family and residential mixed-use, automobile sales and service, lodging, office, specialty retail, neighborhood retail and services, and entertainment uses. Clustered mixed-use development is to be encouraged.</p> <p><i>Anticipated completion.....Ongoing</i></p>	<p>\$1,500,000</p>	<p>a, b, d, e, f and h</p>	<p>b and c</p>
<p>Total Estimated Redevelopment Investment</p>	<p>\$4,635,000</p>		



PROPOSED AFFORDABLE HOUSING PROGRAM – 2009 THROUGH 2014

Given its proximity to downtown Sacramento, Auburn Boulevard is poised to play a vital role in providing a mixture of housing choices that will serve a broad range of household incomes. The Agency’s housing program aims to encourage the modernization and conversion of existing underutilized parcels and transitional uses into higher density mixed-use residential clusters. Multi-family housing that is attractive to seniors and young professionals who desire a more urban lifestyle will promote a strong sense of identity and provide connectivity to adjacent residential neighborhoods. Residents will benefit from, and be encouraged to walk to local businesses and public transit services.

The Agency intends to implement the housing component of the Auburn Boulevard redevelopment strategy by undertaking the following projects and programs.

Project/Description	Estimated Redevelopment Investment	Goals Achieved	Strategy Achieved
<p>Redevelop Motel and Mobile Home Park Sites Contribute gap financing for the conversion of obsolete and underutilized motel and mobile home park sites that are considered suitable for new multi-family mixed-use residential development. This effort will focus on attracting developer attention to these properties and identifying any financial assistance that may be available.</p> <p><i>Anticipated Completion:2009 thru 2014</i></p>	<p>Contingent upon available funding</p>	<p>a, b, c, e and i</p>	<p>c</p>
<p>Single Family and Multi-family Rehab Non-tax increment funded Agency housing programs will be used to improve the housing stock in the adjacent residential neighborhoods. This project will assist in improve the housing stock and reduce the spread of blighting influences and crime centered in residential neighborhoods adjacent to the Project Area.</p> <p><i>Anticipated Completion.....2009 thru 2014</i></p>	<p>Contingent upon available funding</p>	<p>a, c and i</p>	<p>c</p>



HOUSING PROGRAM COMPLIANCE OBJECTIVES

For more than 60 years, the Redevelopment Agency has played a key role in providing housing assistance to individuals and families of modest financial means ensuring that they have a safe, clean and affordable place to live and are able to participate in a dynamic economy. As required by the California Community Redevelopment Law (Health and Safety Code Section 33000 *et seq.*, "CRL"), this section of the Implementation Plan identifies the Agency's housing assistance strategy including prior affordable housing activities, future anticipated housing need, and planned housing projects and programs. The CRL's requirements are explained below, as well as the Agency's past accomplishments and housing production requirements, and its future housing requirements.

In addition to the plans, activities, and projects just described in the redevelopment program, the facilitation and financing of affordable housing is an important and mandatory function of redevelopment. As tax increment revenues are generated in redevelopment project areas, 20 percent of the gross revenue stream is immediately set aside and placed in the Low and Moderate Income Housing Fund. Those funds, pooled with other federal and state resources and tax credits, provide an important financing tool to assist in the development of income-restricted, affordable housing projects.

In 2004, the Agency received the authority to expend Project Area housing set-aside funds either inside or outside the Project Area and to aggregate housing production activities and expenditure requirements among all of the Project Areas. The Agency approaches housing compliance from a countywide perspective to more effectively meet housing program objectives for the Agency and this Project Area in particular. Auburn Boulevard is a joint redevelopment area, spanning both the City of Sacramento and Sacramento County geographies. Because the housing set aside activities and expenditures have occurred or are projected to occur in the County, it has been included in the Housing Compliance Plan for the County.

This section of the Implementation Plan, along with the Housing Compliance Plan for the County, addresses specific requirements in state law with respect to prior affordable housing activities and the anticipated housing program over a 10-year period, beginning in 2005. Redevelopment housing requirements generally fall into three categories: *Housing Production*, *Replacement Housing*, and *Expenditures by Household Type*. While *Housing Production* and *Replacement Housing* are reflected within this Implementation Plan, the *Expenditures by Household Type* is reflected in the Housing Compliance Plan for the County, which provides a comprehensive report reflecting the County's affordable housing compliance.

Housing Production

To estimate the number of housing units that need to be affordable to low- and moderate-income households, the Agency estimated the total number of units to be constructed or substantial rehabilitated in the Project Area and applied formulas established in the CRL.



The following chart summarizes the production goals over various time periods as required by Redevelopment Law. The number of affordable units required is based on statutory thresholds, and the Agency is responsible for ensuring that the appropriate number of affordable units is created during a 10-year period.

Actual and Projected Housing Production Needs by Time Period			
Time Period	Actual/Assumed Housing Units Constructed and Substantially Rehabilitated in Project Area	Required Affordable Units /1	
		Total	Very Low
Prior Period	289	45	18
10 Year Compliance Period	31	6	3
<i>Actual (2005 to 2009)</i>	1	1	1
<i>Projected (2010 to 2014)</i>	30	5	2
Future Forecast (2015 to 2025)	60	9	4
Redevelopment Plan Duration (1992 to 2025)	380	60	25
Notes:			
1/ Based on 15 percent of actual/assumed units developed by entities other than Agency. (No units developed by Agency.) All figures rounded up.			

As shown in the preceding table, the Agency anticipates the need to produce 6 affordable units, (including 3 very low-income units), to fulfill its production goals for the 10-year period. Over the duration of the Redevelopment Plan, the Agency anticipates a need for 60 affordable units, (including 25 very low-income units). Fulfillment of these productions goals is shown in the following table.



Fulfillment of Affordable Housing Production Requirements by Time Period								
Time Period	Units Required (see previous table)		Units Produced		Units Requiring Future Production		Net Surplus Units Produced	
	Total	VL	Total	VL	Total	VL	Total	VL
Prior Period /1 <i>In Project Area</i> <i>Outside Project Area /2</i>	45	18	107	99	0	0	62	81
			92	92				
			15	7				
10 Year Compliance Period /3	6	3	1	1	5	2	0	0
Actual (2005 to 2009)	1	1			0	0	0	0
<i>Inside Project Area</i>			0	0				
<i>Outside Project Area /2</i>			1	1				
Projected (2010 to 2014)	5	2			5	2	0	0
<i>Inside Project Area</i>			0	0				
<i>Outside Project Area /2</i>			0	0				
Future Forecast (2015 to 2025)	9	4			9	4	0	0
Redevelopment Plan Duration (1992 to 2025)	60	25	108	100	0	0	48	75
Notes:								
1/ Includes units in Ladi Senior Apartments (92 units), Terracina Laguna (nine units), and Renwick Square Senior Apartments (six units). (A total of 54 of the 146 units at Ladi Senior Apartments were credited towards other project area housing needs prior to 2005)								
2/ Units produced outside the Project Area credited on a 2-for-1 basis. In 2005, the Agency obtained the authority to aggregate its production needs among project areas in its jurisdiction and credit units produced in other project areas on a 1-for-1 unit basis.								
3/ Units produced for 10-year period include any surplus units produced prior to 2005. Includes units from Silverado Creek (2 units).								



As shown in the preceding table, the Project Area has a 6 unit affordable housing production need for the next 10 years, including 3 very low-income units. 1 unit was required to be produced during the 2005-2009 period, and 1 unit was produced outside the project area, thereby meeting the requirement. The Agency has plans to construct sufficient affordable housing units outside the Project Area to meet the housing production goal requirements over the 10-year planning period.

Replacement Housing

During the implementation plan period, the Agency does not anticipate that any Agency-assisted projects will result in the displacement or removal of housing units. Consequently, the Agency does not anticipate that any housing will need to be replaced at this time.

Expenditure by Household Types

As reflected in the Housing Compliance Plan of the County, the Agency aggregates Project Area housing set-aside in order to more effectively meet housing program objectives. As a result, the *Expenditures by Household Types* can be found in the Housing Compliance Plan of the County.