



A GREAT PLACE TO DO BUSINESS



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The diverse businesses and customers in the Florin Road redevelopment area contribute to a flourishing community. A balance of small and corporate business, has created an regional shopping destination. Continued growth promises to bring increased prosperity into the area.

FLORIN ROAD





About Florin Road

The 280-acre Florin Road Redevelopment Project Area is located in the unincorporated community of South Sacramento, generally at the intersection of Florin Road and Stockton Boulevard.

The Project Area contains Florin Towne Center, a regional shopping destination, as well as other retail, office, light industrial, and both single-family and multifamily residential uses. Approximately 256 residential units are located in the Project Area, the majority of which are apartment units along Florin Road and 66th Avenue. The Project Area also includes several single-family and duplex units, generally located along Fawn Way, Requa Way, Florin Mall Drive and 66th Avenue.



The Redevelopment Plan (adopted in July 2005) and Implementation Plan are used to guide the revitalization of obsolete and vacant retail areas, mitigate conflicts between incompatible uses, improve property values and below market lease rates, correct unsafe and unhealthy conditions, and alleviate crime problems. Since the adoption of the Redevelopment Plan, the area, like many in the nation, has been impacted by the global recession which has caused many large and small businesses to close. SHRA works closely with the Florin Road Partnership and the County to plan for future opportunities to leverage funding for redevelopment projects and be an advocacy group for businesses on the Florin Road corridor.



Notable Timeframes		Existing Land Uses											
Redevelopment Plan	Adopted 2005 Expires 2035	<p>280 Acres</p> <table border="1"> <caption>Existing Land Uses Data</caption> <thead> <tr> <th>Land Use</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Ret / Com</td> <td>53%</td> </tr> <tr> <td>Res</td> <td>27%</td> </tr> <tr> <td>Vacant</td> <td>13%</td> </tr> <tr> <td>Other</td> <td>7%</td> </tr> </tbody> </table>		Land Use	Percentage	Ret / Com	53%	Res	27%	Vacant	13%	Other	7%
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Time Limit to Incur Indebtedness	2025												
Time to Repay Indebtedness	2050												
Time Limit to Commence Eminent Domain	2017												
Implementation Plans	2009 to 2014												
Housing Compliance Plan (For affordable housing program planning)	2005 to 2014												



POSITIONING FOR THE FUTURE

The Agency continues to make progress toward the revitalization of the Florin Road Project Area. The investments continue to have an economic impact on the redevelopment area and the region by eliminating blight as well as providing opportunities for continued commercial and housing development. In order to facilitate the transformation and redevelopment of the former Florin Mall site, the Agency made an infrastructure investment of \$1.7 million for the construction of the **Florin Rd. Sewer Lift Station**. The lift station provided a much needed improvement to an antiquated sewer system. The improvement has allowed the redevelopment of the site with the following projects:

- **Florin Towne Centre:** Construction was completed in 2008 on this new outdoor lifestyle shopping destination located on Florin Road between Stockton Blvd. and 65th Avenue. The center is anchored by a Walmart Supercenter, Sears and 24 Hour Fitness. It also features five mid-sized stores and 75-80 smaller shops including Starbucks. The smaller shops provide a unique feel and represent the diversity of the surrounding community.
- **Walmart Supercenter:** Construction was completed in 2009 on this project which features 218,500 square feet of retail on Florin Road that includes grocery products, a deli and pharmacy. This store also boasts energy saving technologies including skylights, LED instead of fluorescent lighting and concrete floors made with recycled materials. The opening of the store in the Spring brought with it 600 jobs to South Sacramento.



Colonia San Martin

Colonia San Martin, which opened in the Spring of 2009, is a multifamily complex on Florin Mall Drive that provides 60 units of permanent supportive housing. The residents have access to an array of support services from the project developer, Mercy Housing and from the Sacramento AIDS Housing Alliance. The project also has many "green" features including solar power, energy efficient lighting and appliances in the units and bioswales for storm water runoff management. Funding for the project was provided by the California Tax Credit Allocation Committee, Housing Opportunities for People With A.I.D.S (HOPWA), Sacramento County Department of Human Assistance, Kaiser Permanente, River City Bank, Union Bank of California and the Sacramento Housing and Redevelopment Agency.



REDEVELOPMENT PLAN GOALS

The following redevelopment goals were adopted with the original Redevelopment Plan in 2005 and reflect the overarching goals that the community and Agency continue to use as guidance in the area's revitalization:

- a. The establishment and implementation of performance criteria to assure high quality site design standards and environmental quality and other design elements which provide unity and integrity to the entire Project. The provision of adequate land for parking and open spaces.
- b. The strengthening of the economic base of the Project Area and the community by the installation of needed site improvements to stimulate new residential and commercial expansion, employment, and social economic growth. The improvement of pedestrian, bicycle, and vehicular circulation in the Project Area.
- c. The re-planning, redesign, and development of portions of the Project Area which are stagnant or improperly utilized. The assembly of land into parcels suitable for modern, integrated development.
- d. The elimination of blighting influences and the correction of environmental deficiencies in the Project Area, including, among others, incompatible and uneconomic land uses, buildings in which it is unsafe or unhealthy for persons to live or work, small and irregular lots in multiple ownership, depreciated or stagnant property values, abnormally high business vacancies and low lease rates, and inadequate or deteriorated public improvements, facilities, and utilities.
- e. Encourage partnerships with stakeholders with the goal of revitalizing the Florin Road Redevelopment Area.
- f. The increase, improvement, and preservation of the community's supply of housing available to low- and moderate-income persons and families.



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 Florin Road Redevelopment Area.

- a. **Retaining Existing Business in the Project Area.** One of the major challenges to the Project Area is to provide the type of economic opportunities that will not only attract new businesses, but also retain businesses that are currently operating in the Project Area. During the last few years, major national retailers and auto dealers have relocated out of the Project Area. Redevelopment must assume a role to help turn those trends around, and be in a position to facilitate the retention of profitable businesses in the Project Area.
- b. **Planning for Emerging Economic Opportunities for the Project Area.** The Project Area contains several undeveloped lots, contaminated parcels where development is impaired, and languishing commercial properties ripe for reuse. The Agency will work with property owners and stakeholders to capitalize on emerging markets in the area. Anticipated housing development activity east of the Project Area, the expanding Asian marketplace surrounding the Project Area, and the new Walmart Super Center will provide a new set of consumer demands which the Project Area can take advantage of. As those developments occur, the business environment will change. Redevelopment must facilitate a relationship between the ever-expanding Asian business district, the Florin Towne Centre, and the businesses surrounding the Towne Centre area on Franklin and Stockton Boulevards. This is currently being facilitated through two strategic planning efforts; the Florin Road Commercial Corridor Plan and the South of Florin Area (SoFA) Infill Development Strategy; both of which will provide general and specific recommendations for infrastructure needs; commercial, retail, office and housing development in the project area.
- c. **Investing in Infrastructure and Community Facilities.** Redevelopment of the Project Area will likely require significant improvements, over time, to public infrastructure and facilities. These improvements will be needed to increase capacity to meet future demand, remove impediments to development by enhancement of streetscape and other aesthetic upgrades along the public right-of-way. By working in partnership with the County, the Florin Road Partnership, and other public entities, the Agency will be looking for opportunities to leverage investments in public infrastructure to help encourage development and patronage of the Project Area.

Additionally, public facilities serving the Project Area must be considered as redevelopment projects are implemented. Quality recreational, community, and public safety facilities are a necessary part of the neighborhood fabric within the Florin Road area, and the Agency will work with local agencies where appropriate to identify projects and upgrades to meet capacity and enhancement demands.

- d. **Facilitating Business Attraction and Retention.** The uncertainty of the current economy has cast a shadow on the future the Project Area. Redevelopment efforts will explore the repositioning of challenging sites to attract new businesses that complement



- e. the newly developed Florin Towne Centre. The involvement of the business community in reshaping the economic environment of the Project Area is critical. As part of this effort, the Agency will consider providing the redevelopment façade improvement program to commercial businesses in the Project Area, when feasible and appropriate.

- f. **Housing Program.** Over the next five years, the Agency will facilitate the development of complete residential neighborhoods through the creation and preservation of a variety of housing types for all income levels. The Florin Road housing strategy focuses on the rehabilitation of existing single family and multi-family residential, mixed use and transit-oriented development and increasing homeownership opportunities. Implementation of the residential component of the Florin Road redevelopment strategy by considering the feasibility of the projects as they are presented to the Agency.



REDEVELOPMENT PROGRAM – 2009 THROUGH 2014

Over the next five years, the Agency will implement the Florin Road redevelopment strategy by undertaking the following projects and programs:

Project/Description	Estimated Redevelopment Investment	Goals Achieved	Strategies Achieved
<p>Commercial Developers Assistance</p> <p>SHRA will encourage property owners and developers to build new structures, improve existing commercial buildings by providing gap financing and other development incentives. Potential projects could also include land assembly, development of public spaces, and mixed use development in the redevelopment area.</p> <p><i>Anticipated Completion.....2009 thru 2014</i></p>	<p>Contingent on Project Need, Determined on a Project-by-Project Basis</p>	<p>a, b, c, d, e, f</p>	<p>a, b, c, d, e</p>
<p>South of Florin Area Infill Development Plan</p> <p>SHRA is working with the County to develop and commence implementation of a Strategic Plan to promote the highest and best uses for under-utilized or challenging development opportunity sites in the Project Area, consistent with the General Plan and other applicable development policies. This plan will also entail working with property owners to abate weeds, illegal dumping, vagrancy, and other nuisances at these properties. Completion of the plan will facilitate development of inadequate lots and vacant properties, and alleviate factors hindering economically viable use.</p> <p><i>Anticipated CompletionSpring 2010</i></p>	<p>Contingent on Project Need, Determined on a Project-by-Project Basis</p>	<p>a, b, c, d, e, f</p>	<p>a, b, c, d, e</p>



Project/Description	Estimated Redevelopment Investment	Goals Achieved	Strategies Achieved
<p>Public Improvements and Toxic Remediation</p> <p>In an effort to make Florin Road more competitive and enhance the corridor, the Agency will continue to work with the County to clean up toxic sites and construct streetscape and other public improvements that will contribute to a higher quality of life in the project area.</p> <p>SHRA will also collaborate with other agencies to eliminate the toxic contamination at nine identified sites in the redevelopment area to and alleviate environmental factors hindering economically viable use.</p> <p><i>Anticipated Completion.....2009 thru 2014</i></p>	<p>Contingent on Project Need, Determined on a Project-by-Project Basis</p>	<p>b, c</p>	<p>b, c</p>
<p>Florin Road Commercial Corridor Plan and South of Florin Infill Development Plan</p> <p>SHRA will use these document in conjunction with all other planning and development documents for the area to evaluate future redevelopment projects.</p> <p><i>Anticipated Completion.....2010</i></p>	<p>Contingent on Project Need, Determined on a Project-by-Project Basis</p>	<p>a, b, c, d, e, f</p>	<p>a, b, c, d, e</p>



AFFORDABLE HOUSING PROGRAM

Housing Program Strategy: *Strengthen the Residential Neighborhoods:* Over the next 5 years, the Agency will facilitate the development of complete residential neighborhoods through the creation and preservation of a variety of housing types for all income levels. The Florin Road housing strategy focuses on the rehabilitation of existing single and multi-family residential, new mixed use and transit-oriented development and increasing home ownership opportunities. The agency will implement the residential component of the Florin Road redevelopment strategy by undertaking the following projects:

Project/Description	Estimated Redevelopment Investment	Goals Achieved	Strategy Achieved
<p>South of Florin (SoFA) Residential Development Contribute gap financing for projects that will revitalize the area and provide housing opportunities for a mix of income levels. These projects will be meet the goals set in the South of Florin Area Infill Development Plan. These goals include transit oriented development opportunities on Florin Road and Stockton Blvd. SoFA residential projects will also contribute to improved traffic circulation and infrastructure as well as provide pedestrian safety and amenities.</p> <p><i>Anticipated Completion:.....2009 thru 2014</i></p>	Contingent upon available funding	a, b, c, d, e, f	e



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.

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 substantially 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 the CRL. 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
10 Year Compliance Period	100	15	6
<i>Actual (2005 to 2009)</i>	<i>0</i>	<i>0</i>	<i>0</i>
<i>Projected (2010 to 2015)</i>	<i>100</i>	<i>15</i>	<i>6</i>
Future Forecast (2015 to 2035)	900	135	54
Redevelopment Plan Duration <i>2005 to 2035</i>	1,000	150	60
Notes:			
1/ All required units based on 15 percent of actual/assumed units developed by entities other than Agency. (Production requirement for units developed by Agency is 30 percent). All decimals rounded up to nearest whole number.			

As shown in the preceding table, the Agency anticipates a need for 15 affordable units (including six very low-income units) to fulfill its production goals for the 10-year period, and 150 affordable units (including 60 very low-income units) over the duration of the Redevelopment Plan. Fulfillment of these productions goals is shown on 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
10 Year Compliance Period	15	6	0	0	15	6	0	0
Actual (2005 to 2009)	0	0			0	0	0	0
<i>Inside Project Area</i>			0	0				
<i>Outside Project Area /1</i>			0	0				
Projected (2010 to 2014)	15	6			15	6	0	0
<i>Inside Project Area</i>			0	0				
<i>Outside Project Area /1</i>			0	0				
Future Forecast (2015 to 2035)	135	54			135	54	0	0
Redevelopment Plan Duration (2005 to 2035)	150	60	0	0	150	60	0	0
1/ 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.								

As shown in the preceding table, the Project Area has a 15 unit affordable housing production need for the 10-year planning period, including six very low-income units. The Agency has plans to construct 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.



Expenditures 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.