



# The VOICE

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### Did you know...

- Through September, 2011, there have been 16 new single family home building permits taken out in the City of Redding. That is a reduction of 70% from last year. In 2005, during the peak of new home building in Redding, there were 720 single family permits issued. It appears that 2011 will turn out to be the lowest year on record for new single family home permits in Redding.
- Redding has chosen a new Police Chief. On October 20th, the City appointed Robert Paoletti, 41, to take over for Chief Peter Hansen, who is retiring in November. Paoletti, a patrol captain in Stockton's police department, has served 18 years with that city. He also has given 21 years of service to the California Army National Guard, where he holds a rank of lieutenant colonel. He starts as Redding Police Chief on November 7, 2011 and will earn a base salary of \$159,120. He will direct 98 sworn officers and 53 civilians in Redding.

### Inside this issue:

Impact Fees Reduced	1
Churn Creek Bottom Impact Report Ordered	2
Workshop Will Study Public/Private Partnerships	2
'Update Light' Ready for Adoption	3
SCRTPA Will Ask Sups for Additional Staff	3
Convention Center Specific Plan Proposed	4

## Impact Fees Reduced for Residential Development

A majority of the Redding City Council voted to implement a temporary program reducing sewer and traffic impact fees for residential development at the regular meeting on October 18th.

The approved incentive program would only apply to new single-family homes. The City would waive traffic and sewer impact fees that currently total \$12,518 per single-family home. Builders have said they would reduce their asking prices by this amount.

City staff will now prepare ordinances and resolutions to implement the residential impact fee incentive program which will:

- Be limited to the first 50 building permits for single-family dwellings that are issued prior to June 30, 2012, and completed by March 31, 2013.
- Waive traffic impact fees and sewer impact fees only. All other impact fees and service fees would be collected.
- Be analyzed when the update to the impact fee program occurs in 2012, at which time any necessary adjustments will be implemented.

This incentive program is the latest in a series of programs that have been implemented since 2008 to try and increase construction activity in Redding. Some of those incentives and programs include:

1. The deferral of impact fee collection for residential construction until the time of request for final inspection.
2. Approving a flexible deferment and payment program for sewer and water impact fee collections for commercial construction.
3. Deferring the collection of 75 percent of required traffic impact fees until prior to final occupancy approval for commercial construction.
4. Extending the opportunity for phased payment of water and wastewater impact fees in Redevelopment Project areas.
5. Retroactively eliminating the January 2011 Construction Cost Index increase for development impact fees, and postponing the matter of future inflation adjustments.
6. Updating the City's Development Impact Fee Program (2012).
7. Re-evaluating the way impact fees are applied, particularly to new and remodel commercial projects.

Shasta VOICES pushed for all of the above programs, and continues to suggest other potential incentives and improvements on a permanent basis. We added our request at this meeting to consider waiving the traffic and sewer impact fees for those **commercial projects** that are remodels as well, specifically for new or expanding businesses. We believe Redding would experience more immediate and measurable success in job growth and economic activity if new and expanding businesses were given such incentives.

The City Council members have demonstrated a commitment to trying anything and everything possible to stimulate additional economic activity in the Redding area. Eventually, something will work! We applaud their efforts.

## *Impact Report Ordered to Study Effects of Initiative and Referendum for Churn Creek Bottom*

The two petitions opposing the Churn Creek Commons Retail Center approved for construction at the Northeast corner of I-5 and Knighton Road have enough valid signatures to force a ballot measure. The Churn Creek Bottom Homeowners group gathered 11,322 signatures, of which 9,351 were considered valid by the County Clerk's office. Therefore, Shasta County Supervisors were required to consider whether to withdraw their approval of the shopping center or place the referendum and initiative on a June ballot.

At the October 4, 2011 Shasta County Supervisors meeting, the Board received and ordered filed the Certificate of Sufficiency from the Shasta County Clerk that the "Referendum Petition Against Resolution 2011-091" (County General Plan Amendment 08-002) has sufficient signatures. They also did the same with the "Churn Creek Bottom Agricultural Lands General Plan Amendment Initiative" (Initiative) petition.

Rather than placing these issues directly on a June ballot, the Supervisors unanimously voted to direct a variety of County departments to prepare and submit a report by November 1, 2011 concerning the impacts of the Referendum and Initiative, and identifies the following information to be included in the report:

1. The fiscal impacts of the Referendum and the Initiative.
2. The effects on the internal consistency of the County's General plan, including the housing element.
3. The effects on the consistency between the planning and zoning regulations of the County.
4. The effects on the limitations imposed on the County by Government Code section 65008 (discrimination in housing), sections 65913 (affordable housing), or sections 65915 (low income housing and density bonuses).
5. The effects on the use of land, the impact on the availability and location of housing, and the ability of the county to meet its regional housing needs.
6. The impacts on funding for infrastructure of all types, including, but not limited to, transportation, schools, parks, and open space, as well as whether the referendum and initiative would likely result in increased infrastructure costs or savings, including the costs of infrastructure maintenance, to current residents and businesses.
7. The impacts on the community's ability to attract and retain business and employment.
8. The impacts on the uses of vacant parcels of land.
9. The impacts on agricultural lands, open space, traffic congestion, existing business districts, and developed areas designated for revitalization.

It is important to remember that both a "referendum" and an "initiative" are heading for a June ballot. The referendum would reverse the project approval. The initiative goes far beyond that. It states that any land owned in the depicted area "...may not be reviewed for a land use change under this policy until December 31, 2036." This would cover an area from the Bonnyview exit south, on both sides of Interstate 5 all the way down to the Riverside exit.

So, the impact study report will provide necessary information that has not yet been brought forward for consideration. As we've learned with the initiative process in California, sometimes the unintended consequences of such measures are worse than the measure itself. All sides of this critical local issue need to be examined and considered, not only by government officials, but by the voting public.

The impact report will be presented at the Shasta County Supervisors meeting on November 1, 2011.

## *Workshop Will Study Public/Private Partnerships*

The City of Redding contracted with two separate consulting firms this summer in an effort to pursue public/private partnership opportunities, based on City Council direction at its April 5, 2011 Council meeting.

Waterwork Engineers was contracted to study and prepare a report on water and wastewater treatment plant operations. Zucker and Associates was contracted to study development services and information technology services.

The use of private enterprise to provide City services is on the rise across California and the rest of the nation. These particular departments are areas where cost savings and/or

operational efficiencies might be realized.

These two consultants have nearly completed their work. City staff reports are being prepared, and City Manager Kurt Starman is planning an early November Council workshop to discuss the findings.

The workshop will not be part of a Council meeting because of the lengthy discussions that are expected to take place. It will, however, be noticed the same way, complete with publicly accessible staff reports. The public is welcome to attend and participate in the workshop. Shasta VOICES will send out notification when more details are available.

## *“Update Light” Ready for Adoption*

All jurisdictions in Shasta County use what they call a “Travel Demand Model” to forecast the impact of growth and development on the transportation network in support of various planning and project studies. This travel Model utilizes relationships between land use, travel behavior, and other key factors to model each person’s decision-making process of why, when, where and how to make a trip, and what route to take. Level-of-service measures help prioritize where and when transportation improvements are needed over a 20-30 year period (or more).

The existing Shasta County Travel Demand Model is being updated to reflect the most current information on overall countywide growth rates, specific development assumptions and road improvement projects. The land use forecasts for the current Model were developed in 2005. Since 2005, *economic conditions have changed significantly*. The changes are affecting both the overall growth rates in Shasta County and the rate of construction for specific approved and proposed development projects, according to the consultant (Dowling Associates) hired by the Shasta County Regional Transportation Planning Agency (RTPA) to assist in the update process.

The new Travel Demand Model’s population, demographics, and growth and development forecasts are based on 2010 census data. Growth rates are applied based on the best and most recent data sources available and vetted through local agencies. The updated Model makes forecasts to 2040. The existing Model only made forecasts to 2030, so the following comparison between the current and new Model is based upon information for 2030 for **Shasta County**:

	<b>Current Model</b>	<b>New 2011 Model</b>	<b>% Change</b>
<b>Population</b>	245,900	206,000	-16%
<b>Households</b>	101,150	85,900	-15%
<b>Jobs</b>	103,843	80,400	-23%

Really, the only thing that is clear about this process and the final document is that it is complex. There is nothing about it that is easy to understand. But the figures that will be used for the calculation of future development impact fees, greenhouse gas reduction, and other programs by Shasta County and each city within the county will be based on these updated (and hopefully more accurate) projections. Each city in the county will have their particular growth forecasts broken out separately as well.

On October 25, 2011, the Shasta County Regional Transportation Planning Agency (RTPA) Board will be asked to adopt the new Travel Demand Model for Shasta County. RTPA staff members consider this as an “update light” and we can expect to see an “update heavy” in the near future, which apparently can take up to two years to complete. In the meantime, this new Model will at least reflect current economic changes and could assist in the process of re-evaluating development impact fee and other programs that also need to be changed to reflect the downturn in the economy.

## *SCRTPA Will Ask Supervisors for Additional Staff*

The Shasta County Regional Transportation Planning Agency (SCRTPA) has been trying to work with the Shasta County Director of Public Works, Pat Minturn, to have an adequate number of staff members assigned to perform their required workload.

They requested 7 people for this fiscal year, but Mr. Minturn, who has authority over the SCRTPA staffing levels, only approved 5 full-time “equivalent” positions. He said that is the same level of staffing that was given last fiscal year.

Two special meetings have already been held to try and amend the SCRTPA by-laws and budget, giving authority over staffing levels to the SCRTPA Board, to no avail.

Therefore, there is an agenda item for the October 25th SCRTPA Board meeting addressing the staff reductions, and

recommending that the SCRTPA Board ask the Shasta County Board of Supervisors for up to 2 additional staff persons.

A discussion regarding a Memorandum of Understanding (MOU) with Shasta County is also on the October 25th meeting agenda. The SCRTPA staff is recommending that the board determine if additional discussion and negotiation toward the elusive MOU is appropriate, or direct staff to explore and report on other options, such as becoming an independent agency.

The October 25th meeting will be held at the John Beaudet Community Center, 1525 Median Avenue, City of Shasta Lake at 4:00 p.m.

## ***CSAC Approves Convention Center Specific Plan Proposal Council to Consider at November 1, 2011 Meeting***

At the October 3rd Community Services Advisory Commission (CSAC) meeting, Chairman Adam McElvain proposed, and the Commissioners unanimously approved, the pursuit of a long-term solution for the area surrounding and including the Redding Convention Center. He is calling this proposal the “***Convention Center Specific Plan.***”

The goal of such a plan is to help ensure the financial stability of the Convention Center and it’s availability to the public as an amenity for future generations. The “Specific Plan” is to create a healthy environment of land uses that will complement the Convention Center. Chairman McElvain believes “we need to have an open and honest discussion with the area’s landowners, leaseholders, and interested members of the general public to properly plan and utilize one the most significant pieces of publically-owned property in the City of Redding.”

Here are the details of the proposal that was approved by the Commissioners, and which will be submitted with some “tweaks” for City Council approval, most likely at the November 1, 2011 Council meeting:

### **Formation of a Convention Center (CC) “Specific Plan” Task Force**

Proposed task force members: Three (3) City of Redding Planning Commissioners (volunteer)  
Two (2) City of Redding CSAC Commissioners (volunteer)

**Task Force objective:** *To Facilitate and pursue a specific plan for the areas surrounding the Convention Center, to include public and private land north of Highway 44, east of the Redding Cemetery, and west of the Sacramento River, to be returned for approval by CSAC, the Planning Commission, and the City Council.*

### **Scope of Work**

Traffic Circulation; Zoning; Commercial and Non-Commercial Land Use; Safety; Design; Other appropriate areas.

### **Task Force Support**

To minimize costs associated with the creation of a new Convention Center Specific Plan, the Task Force should:

- 1.** Utilize volunteerism from the community at large and the newly formed “Save the Convention Center” citizens group to pursue planning grants, services and other opportunities.
- 2.** Investigate partnerships with University Graduate Study Planning Programs.
- 3.** Avoid creating any burden to an already overworked City staff by using staff resources only when absolutely necessary,

Currently, there is a “Park Marina Specific Plan” that exists, but it is over 20 years old and was written when the Convention Center was in better shape financially. The new lease with Bethel Church for the Convention Center will be very beneficial for the City and will prevent closure. It is likely that the Convention Center will be in better shape structurally at the end of this lease than it is today, but the lease is only a temporary solution to the Convention Center’s significant financial losses. That is what is prompting this new study, according to Mr. McElvain.

There is sure to be additional information available to the general public when this item is formally agendized for the November 1, 2011 City Council meeting. Stay tuned...

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