

**City Manager's/Executive Director's Report**  
**February 22, 2011 City Council/RDA Board Meeting**  
**Prepared By: M. Cleve Morris**  
**Item#: 5.1**



**Subject:** Consent to and Call of a Joint Public Hearing on the proposed Redevelopment Plan for the Placerville Redevelopment Project and EIR related thereto

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**Discussion:** In accordance with the requirements set forth in the Community Redevelopment Law of the State of California (Health and Safety Code Section 33000 *et seq.*; the "CRL"), the Agency has taken a number of steps toward the proposed adoption of a Redevelopment Plan for the Placerville Redevelopment Project (the "Redevelopment Plan"). To date, these steps have included the adoption of a Preliminary Plan in October 2010 and a Preliminary Report in January 2011, as well as the circulation of a Draft Environmental Impact Report (the "EIR") for public review, and the conduct of two community information meetings. The Agency is currently in the process of completing its formal Report to the City Council concerning the proposed Redevelopment Plan (the "Agency's Report").

Prior to the City Council's consideration of an ordinance approving and adopting the proposed Redevelopment Plan, public hearings must be held by the Agency and City Council to hear all testimony for and against the proposed Plan adoption. As an alternative to separate public hearings by each body, Section 33355 of the CRL authorizes the Agency and the City Council to conduct a joint public hearing, with the consent of each. It is proposed that a joint public hearing on the proposed Redevelopment Plan, and the EIR related thereto, be scheduled for April 12, 2011. Notice of the joint public hearing will be published in a newspaper of general circulation once a week for four consecutive weeks prior to the hearing and will be mailed to property owners, residents, businesses, and affected taxing entities approximately 30 days prior to the hearing. A third community information meeting will also be held prior to the joint public hearing, on March 24, 2011, to provide the public with further opportunity to participate in the process.

**Budget Impact:** The costs to prepare and adopt a Redevelopment Plan for the City were previously approved by the City Council in May 2010. It is anticipated that the costs for Plan preparation and adoption will be reimbursed by the Agency at such time as the Agency has sufficient resources to make the reimbursement.

**Recommendation:** Consent to and Call a Joint Public Hearing on the proposed Redevelopment Plan for the Placerville Redevelopment Project and EIR related thereto.

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**M. Cleve Morris, City Manager**

**NOTICE OF JOINT PUBLIC HEARING ON THE PROPOSED  
REDEVELOPMENT PLAN FOR THE PLACERVILLE  
REDEVELOPMENT PROJECT AND THE ENVIRONMENTAL  
IMPACT REPORT RELATED THERETO**

**NOTICE IS HEREBY GIVEN** that the City Council of the City of Placerville (the “City Council”) and the Redevelopment Agency of the City of Placerville (the “Agency”) will hold a joint public hearing on Tuesday, April 12, 2011, at 7:00 p.m. in the City Council Chambers, located at Town Hall, 549 Main Street, Placerville, California, to consider the proposed Redevelopment Plan (the “Redevelopment Plan”) for the Placerville Redevelopment Project (the “Project”) and to consider all evidence and testimony for or against the approval and adoption of the proposed Redevelopment Plan. At any time not later than the hour set forth above for the hearing of comments on or objections to the proposed Redevelopment Plan, any person may file in writing with the City Clerk of the City of Placerville a statement of objections to the proposed Redevelopment Plan. At the day, hour, and place of the hearing, any and all persons having any comments on or objections to the proposed Redevelopment Plan, or who deny the existence of blight in the proposed Project Area or question the regularity of any of the prior proceedings, may appear before the City Council and the Agency and show cause why the proposed Redevelopment Plan should not be adopted.

The general goals and objectives of the proposed Redevelopment Plan are:

- A. The elimination of blighting influences, the correction of environmental deficiencies, and the conservation, rehabilitation, and redevelopment of the Project Area;
- B. The enhancement and renovation of businesses within the Project Area to promote their economic viability, and the overall strengthening of the economic base of the Project Area and community;
- C. The cooperation of and participation by property owners, business owners, public agencies and community organizations in the redevelopment and revitalization of the Project Area;
- D. The provision of needed improvements to the community’s recreational, cultural and other community facilities, to better serve the Project Area;
- E. The provision of needed improvements to streets, curbs, gutters, water and sewer utilities and other public utilities and facilities within the Project Area;
- F. The attainment of an environment reflecting a high level of concern for architectural, landscape, and urban design principles;
- G. The conservation and preservation of buildings and structures of architectural or other historic significance to the community;
- H. The provision of affordable housing that serves the needs and desires of the various age and income groups of the community; and

I. The provision of adequate land for parking and open spaces.

**NOTICE IS HEREBY FURTHER GIVEN** that the City Council and the Agency will, at the same time and place, hold a joint public hearing on the Environmental Impact Report (“EIR”) prepared for the proposed Redevelopment Plan. All evidence and testimony for or against the certification of the EIR will be heard. At the day, hour and place of said hearing, any and all persons desiring to comment on, or having objections to, the content or adequacy of the EIR may appear before the City Council and the Agency and be heard.

**NOTICE IS HEREBY FURTHER GIVEN** that a community information meeting regarding the proposed Redevelopment Plan will be held on Thursday, March 24, 2011, at 6:00 p.m., at Town Hall, 549 Main Street, Placerville, California.

A legal description of the boundaries of the area included within the proposed Placerville Redevelopment Project has been prepared and a copy of the legal description is available upon request, free of charge, in the City Clerk’s office at City Hall, 3101 Center Street, Placerville, California. For informational purposes, a map showing the boundaries of the proposed Project Area is attached hereto and made a part hereof.

Interested persons may inspect and, upon payment of the costs of reproduction, obtain copies of the proposed Redevelopment Plan, the Final Environmental Impact Report for the Project, the Agency’s Report to the City Council, and any other information pertaining thereto at the office of the Agency and the office of the City Clerk, located at City Hall, 3101 Center Street, Placerville, California.

Should you wish to challenge in court the approval and adoption of the Redevelopment Plan or the certification of the EIR or any related action or document, you may be limited to raising only those issues you or someone else raised at the joint public hearing described in this notice or in written correspondence delivered to the City Clerk at or prior to the joint public hearing.

Any questions regarding this Notice or the proposed Redevelopment Plan or related documents should be directed to Mr. Cleve Morris, City Manager, City of Placerville, City Hall, 3101 Center Street, Placerville, California, telephone (530) 642-5200.

By order of the City Council and the Redevelopment Agency of the City of Placerville.

Dated: \_\_\_\_\_, 2011

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City Clerk, City of Placerville, and

Secretary, Redevelopment Agency

Publication Dates:

March 15, 2011, March 22, 2011, March 29, 2011, April 5, 2011

# MAP OF PROPOSED PLACERVILLE REDEVELOPMENT PROJECT AREA

