



Meeting Date: 9/14/10

ACTION	TYPE OF ITEM
<input type="checkbox"/> Approved Recommendation	<input type="checkbox"/> Info/Consent
<input type="checkbox"/> Ord. No(s). _____	<input type="checkbox"/> Report
<input type="checkbox"/> Res. No(s). _____	<input type="checkbox"/> Public Hearing (Info/consent)
<input type="checkbox"/> Other _____	<input checked="" type="checkbox"/> Other: <u>Public Hearing</u>

Prepared By: Kymerly Horner *KH* Agenda Item No. L-1
 Reviewed By: City Manager *[Signature]* City Attorney *SMF* Finance *[Signature]* Other N/A

DATE: September 2, 2010

TO: Community Development Commission

FROM: Curtis P. Cannon, Community Development Director *Kymerly Horner (for)*
Community Development Department

SUBJECT: Adoption of 2010-2014 Five-Year Redevelopment Implementation Plan

RECOMMENDATION

That the Community Development Commission ("CDC"):

1. Conduct a public hearing to review the proposed Implementation Plan covering the period of 2010-2014 for all of the CDC's adopted Redevelopment Projects.
2. Adopt a resolution adopting the proposed 2010-2014 Redevelopment Implementation Plan.

DISCUSSION

By the authority of CRL codified in the California Health and Safety Code (Section 33000 et. seq.), the CDC has established four separate Redevelopment Projects encompassing a total of 4,535 acres (collectively referred as "Projects" and individually referred to by name). In accordance with the CRL, a Redevelopment Plan has been adopted for each Project that provides the basic legal and planning framework to carry out the broad statutory authorities entrusted to the CDC.

The CDC has also adopted an Implementation Plan for the combined Projects. In contrast to the broad-based and long-range nature of Redevelopment Plans, Implementation Plans are short-range and strategic. Specifically, the Implementation Plan outlines the CDC's goals and objectives for each Project; describes programs, potential projects and estimated expenditures over the next five years; explains how these activities will aid in the elimination of blight; and addresses needs for new affordable housing and replacement of units lost due to redevelopment.

In compliance with the CRL, the CDC is required to adopt a new Implementation Plan once every five years. Each Plan is comprised of two component parts: a Strategic Plan that outlines the CDC's capital improvement objectives to be pursued over the next five years and a Housing Plan that outlines the CDC's production goals, expenditure targets and inclusionary housing obligations over a ten-year period. Accompanying this agenda report is a new Implementation Plan (Attachment No. 2) that covers the period of January 1, 2010 through December 31, 2014.

Strategic Plan

The programs of the 2010-2014 Strategic Plan continue to facilitate the overarching goals for each Redevelopment Project and are summarized in Table 9. In general, activities are grouped into one of four broad categories: **Public Facilities, Business Revitalization, Low & Moderate Income Housing and Program Operations**. Activities grouped under Public Facilities are designed to enhance streetscapes and rectify public improvement deficiencies. Business Revitalization activities encompass property improvement and business retention/attraction through public incentives and private reinvestment. Low and Moderate Income Housing activities are targeted toward the improvement, preservation and expansion of affordable housing for benefit of target income groups. Finally, Program Operations entail overall redevelopment administration and planning, including image enhancement and special events programming.

Housing Plan

Part Two of the Implementation Plan provides a planning framework for the expressed purpose of affirmatively furthering affordable housing. Specifically, the Housing Plan has two primary objectives: (1) to provide for the appropriate and timely use of Low and Moderate Income Housing Funds; and (2) to evidence compliance with applicable inclusionary housing, replacement housing and proportionality requirements stipulated in the CRL. Numeric and expenditure goals for the forthcoming five years are summarized in Tables 15 and 16. While the new Implementation Plan provides for continuation of new construction, housing rehabilitation, mobile home replacement and homebuyer programs currently underway, a near-term priority is to “retool” these programs to maximize overall productivity and Project Area impact. Resulting changes will be reported in the mid-term review required under the CRL.

FINANCIAL IMPACT

Section 33490(b) of the CRL expressly provides that: “*Adoption of an implementation plan shall not constitute an approval of any specific program, project, or expenditure and shall not change the need to obtain any required approval of a specific program, project, or expenditure from the agency or community.*” In short, approval of the 2010-2014 Redevelopment Implementation Plan does not bind the CDC to a specific course of action nor does the Plan constitute an appropriation of funds; rather, such actions are subject to the normal budgetary and project approval process of the CDC.

ALTERNATIVES

The CDC may elect to disapprove the proposed Implementation Plan, modify the proposal or delay action and provide additional time for review.

Attachment No. 1 – Community Development Commission Resolution
2 – 2010-2014 Redevelopment Implementation Plan

Note: Attachment No. 2 (2010-2014 Redevelopment Implementation Plan) has been provided to the Community Development Commission. Copies are available for review at the Help Desk in the Library after 6:00 p.m. on the Thursday prior to the Council Meeting and at the City Clerk’s Office after 8:00 a.m. on Friday.

CITY OF OXNARD COMMUNITY DEVELOPMENT COMMISSION

RESOLUTION NO. _____

RESOLUTION OF THE COMMUNITY DEVELOPMENT COMMISSION OF THE CITY OF OXNARD ADOPTING A NEW IMPLEMENTATION PLAN FOR THE MERGED (DOWNTOWN RENEWAL AND CENTRAL CITY REVITALIZATION), ORMOND BEACH, SOUTHWINDS, AND HISTORIC ENHANCEMENT AND REVITALIZATION OF OXNARD ("HERO") REDEVELOPMENT PROJECTS

WHEREAS, by the authority of California Redevelopment Law ("CRL") codified in the California Health and Safety Code (Section 33000 et. seq.), the Community Development Commission ("CDC") has established four separate redevelopment project areas totaling 4,535 acres (collectively referred to as "Projects" and individually referred to by name):

- The Merged Project was created on July 18, 2000, and combines the Downtown Renewal Project (created on May 14, 1968, and containing 20 acres on the west side of Oxnard Boulevard between West Third Street and West Sixth Street) and the Central City Revitalization Project (created on July 6, 1976, and containing 706 acres located south and east of the Downtown Renewal Project).
- The Southwinds Redevelopment Project, created on June 18, 1985, encompasses 131 acres and is generally bounded by Pleasant Valley Road on the north, Saviers Road on the east, Hueneme Road on the south, and the west line of the Ventura County Flood Control Channel located on "J" Street on the west.
- The Ormond Beach Redevelopment Project, created on November 15, 1983, encompasses 1,334 acres and is generally bounded by the "J" Street Canal on the west, the Ventura County Railroad tracks north of Hueneme Road, Edison Drive and a portion of Arnold Road on the east, and the Pacific Ocean on the south.
- The HERO Project was created on April 7, 1998, encompasses 2,344 acres and generally encompasses properties along the City's older commercial corridors defined by Saviers Road, Oxnard Boulevard, Highway 1 and Fifth Street, together with College Park, Channel Islands, Carriage Square, Highway 101 and The Marketplace commercial areas that were added in 2004.

WHEREAS, beginning in 1994, and each five years thereafter, the CDC is required by Section 33490 of the CRL to adopt an implementation plan that: outlines the CDC's goals and objectives for each Project; describes programs, potential projects and estimated expenditures over the next five years; explains how these activities will aid in the elimination of blight; and addresses needs for new affordable housing and replacement of units lost due to redevelopment.

WHEREAS, in compliance with the CRL, the CDC has adopted three successive Implementation Plans covering a 15-year period through December 31, 2009. A new Implementation Plan covering the period of January 1, 2010, through December 31, 2014, has been prepared and presented to the CDC for consideration ("2010-2014 Redevelopment

Implementation Plan”). The new 2010 – 2014 Redevelopment Implementation Plan is attached to the agenda report dated September 2, 2010, and is incorporated herein by this reference.

WHEREAS, on September 14, 2010, the CDC held a public hearing on the 2010-2014 Redevelopment Implementation Plan. Notice of the public hearing was duly published in a newspaper of general circulation in the City of Oxnard, once a week for three successive weeks. Copies of the notice were mailed to all persons and agencies that have requested notice and were posted at four permanent locations within each Project. Publication, mailing and posting of the notice were both completed a minimum of ten days before the public hearing.

WHEREAS, due consideration of all oral and documentary evidence and testimony presented in connection with the proposed 2010-2014 Redevelopment Implementation Plan and public hearing conducted pursuant thereto has been given by the CDC.

NOW, THEREFORE, the Community Development Commission of the City of Oxnard does hereby resolve, as follows:

Section 1: The CDC hereby adopts the 2010-2014 Redevelopment Implementation Plan which is incorporated herein by this reference.

Section 2: The Director of the Community Development Department is hereby directed to publish the adopted version of the 2010-2014 Redevelopment Implementation Plan.

PASSED AND ADOPTED this ____ day of _____, 2010, by the following vote:

AYES:

NOES:

ABSENT:

Dr. Thomas E. Holden, Chairman

ATTEST:

Daniel Martinez, Secretary Designate

APPROVED AS TO FORM:



Alan Holmberg, General Counsel