

ADMINISTRATIVE REPORT

Date: March 24, 2011

Agenda Item No.: **Advance Item No. 1**

Council Action Date: April 19, 2011

To: RICK COLE, CITY MANAGER

From: JEFFREY LAMBERT, COMMUNITY DEVELOPMENT DIRECTOR

Subject: UPDATE ON THE WESTSIDE REDEVELOPMENT AREA PROJECT (WRAP) AREA & THE WESTSIDE REDEVELOPMENT ADVISORY COMMITTEE (WRAC)

RECOMMENDATION

Receive and File

PREVIOUS COUNCIL ACTION

At its meeting of January 24, 2011 Council adopted Resolution No. 2011-001 amending the WRAP Survey Area Boundary to include within the Survey Area Boundary the area generally bound by Park Row to the north and Fix Way to the south. By motion, the Council directed staff to continue with the WRAP & WRAC process up to and including the Preliminary Plan & Boundary Map stage. Accordingly, Council also moved to reduce the redevelopment consultant contract to cover only the modified work plan.

SUMMARY

PROPOSED STATE BUDGET

Elimination of Redevelopment as a funding source continues to be a significant item within the Governor's proposed State Budget. As of the date of the preparation of this report no decision on this matter has been reached; the City will continue to monitor this item closely.

WRAP UPDATE

The Draft Preliminary Plan & Boundary Map have been completed and have been presented to the WRAC members for their review and recommendation at its April 2011 meeting. Following WRAC's review, the Draft Preliminary Plan & Boundary Map will be placed on the Planning Commissions agenda for their recommendation to City Council. Staff anticipates presenting this item to Council in July of 2011.

WRAC UPDATE

On November 17, 2010, the City conducted a very well attended interactive community workshop that reached out and held discussions with dozens of community stakeholders. On January 12, 2011 the City conducted an informational meeting on the formation of the Westside Redevelopment Advisory Committee (WRAC). Subsequently, on February 16, 2011, the City held an election meeting establishing all but one WRAC membership. All seats on the committee in the Residential – Owner Occupant, Residential – Tenant, and Community Organization categories were filled. Unfortunately only two candidates were on the ballot for the “Business Owner” category, leaving a vacancy on the committee. Attachment “A” summarizes the process and outcome of the WRAC elections.

The WRAC held its first meeting on March 22, 2011. WRAC members were given the oath of office by the City Clerk and informed about the legal requirements and committee protocol by the City Attorney. An *Introduction to Redevelopment* was presented by staff, followed by a question-and-answer session. The committee elected a Chair and Vice Chair as well as filled the vacant Business Owner seat; the committee is now at full capacity with 11 members. The WRAC will meet every second Wednesday of the month at the Bell Arts Factory. The first order of business will be to review the *Draft Preliminary Plan and Boundary Map*, which was distributed to the committee members.

DISCUSSION

Extensive study in the Westside community has evidenced the need to revitalize the Westside, and the City has identified the opportunity of using Redevelopment as a tool to fund this effort. The WRAP is proposed to provide foundational funding for revitalization of the Westside Community Area linking the Community Plan with implementation and funding available through Redevelopment.

CITIZEN ADVISORY GROUP REVIEW

The Westside Community Council has been very active in the work done to date and has been supportive of the Redevelopment Plan process and the formation of WRAP & WRAC. However no Citizens Advisory Group has been consulted in preparation for this particular Council/Agency agenda item.

PUBLIC COMMUNICATIONS / PUBLIC ENGAGEMENT

None

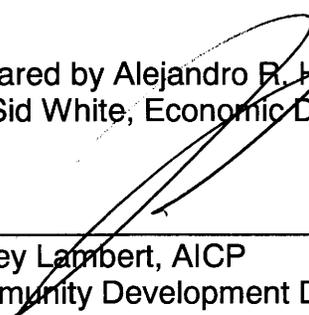
FISCAL IMPACTS

There are no Fiscal Impacts associated with this particular Council Action.

ALTERNATIVES

None

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FORWARDED TO THE CITY COUNCIL



Rick Cole
City Manager's Office

ATTACHMENT

A. WRAC Formation Memo