



WELCOME

EL CAJON REDEVELOPMENT AGENCY REDEVELOPMENT PLAN AMENDMENT FEASIBILITY STUDY

Community Workshops

May 16, 2011

May 18, 2011

May 26, 2011

Project Website: www.ci.el-cajon.ca.us

MEETING AGENDA

Time	Activity	Presenter
7:00-7:02	Welcome & Introductions	Kathi Henry, City Manager
7:02-7:05	Purpose & Goals of Meeting	Frank Spevacek, RSG
7:05-7:10	Redevelopment Overview	Frank Spevacek, RSG
7:10-7:15	Agency History & Accomplishments	Melissa Ayres, Community Development Director
7:15-7:20	Plan Amendment Process	Tara Howard, RSG
7:20-7:30	General Question & Answer	Jim O'Grady, Project Manager
7:30-9:00	Breakout Workstations	

EL CAJON REDEVELOPMENT

◎ Two Sub-Areas

- Central Business District (CBD) - adopted 1972
- Amendment Area - adopted 1987

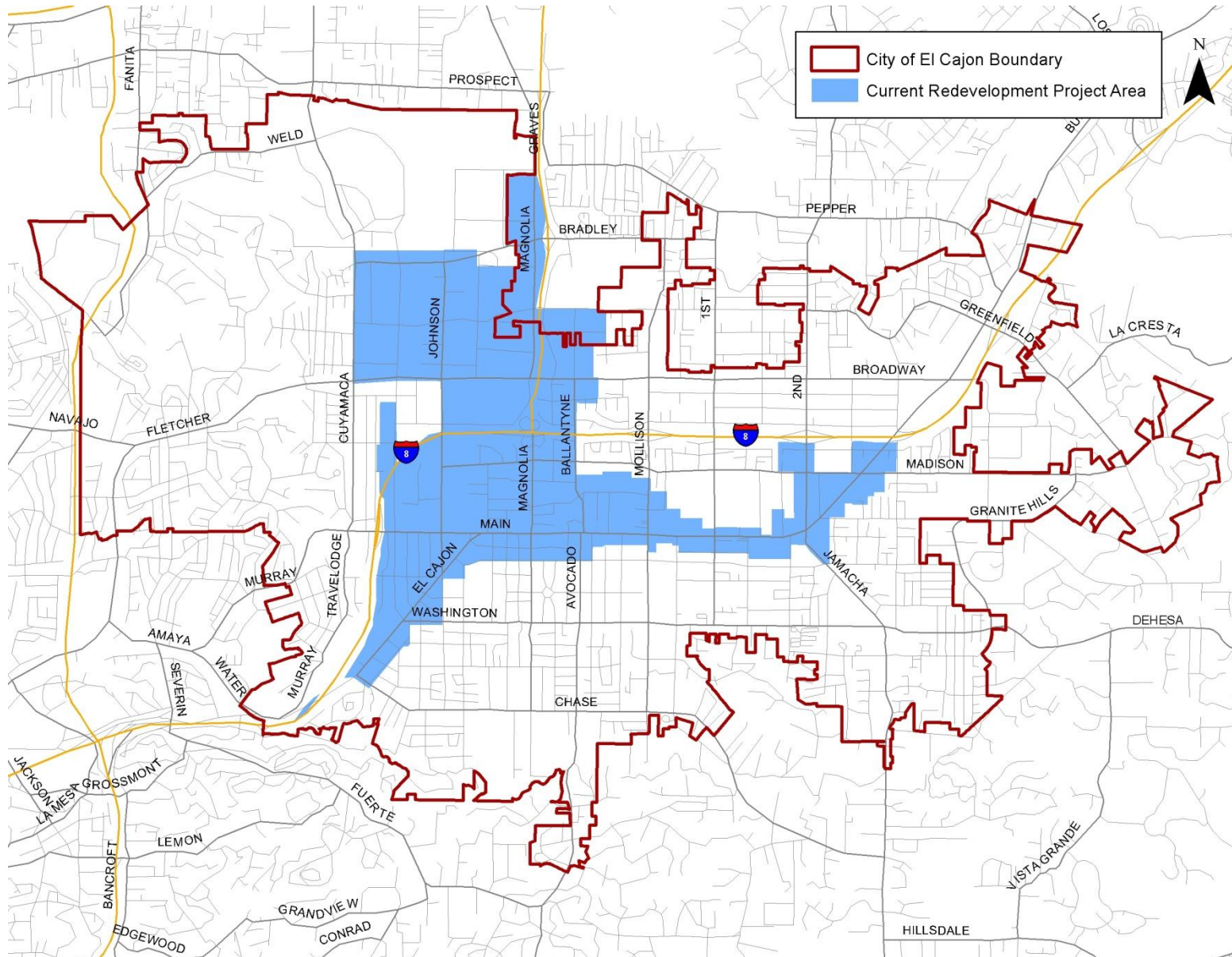
◎ Revenue Since 1989-90

- Non-housing - \$54 million
- Housing - \$31 million
- Taxing Agencies - \$43 million

◎ Investment Since 1989-90

- Economic Development - \$43 million
- Affordable Housing - \$23 million

EXISTING PROJECT AREA



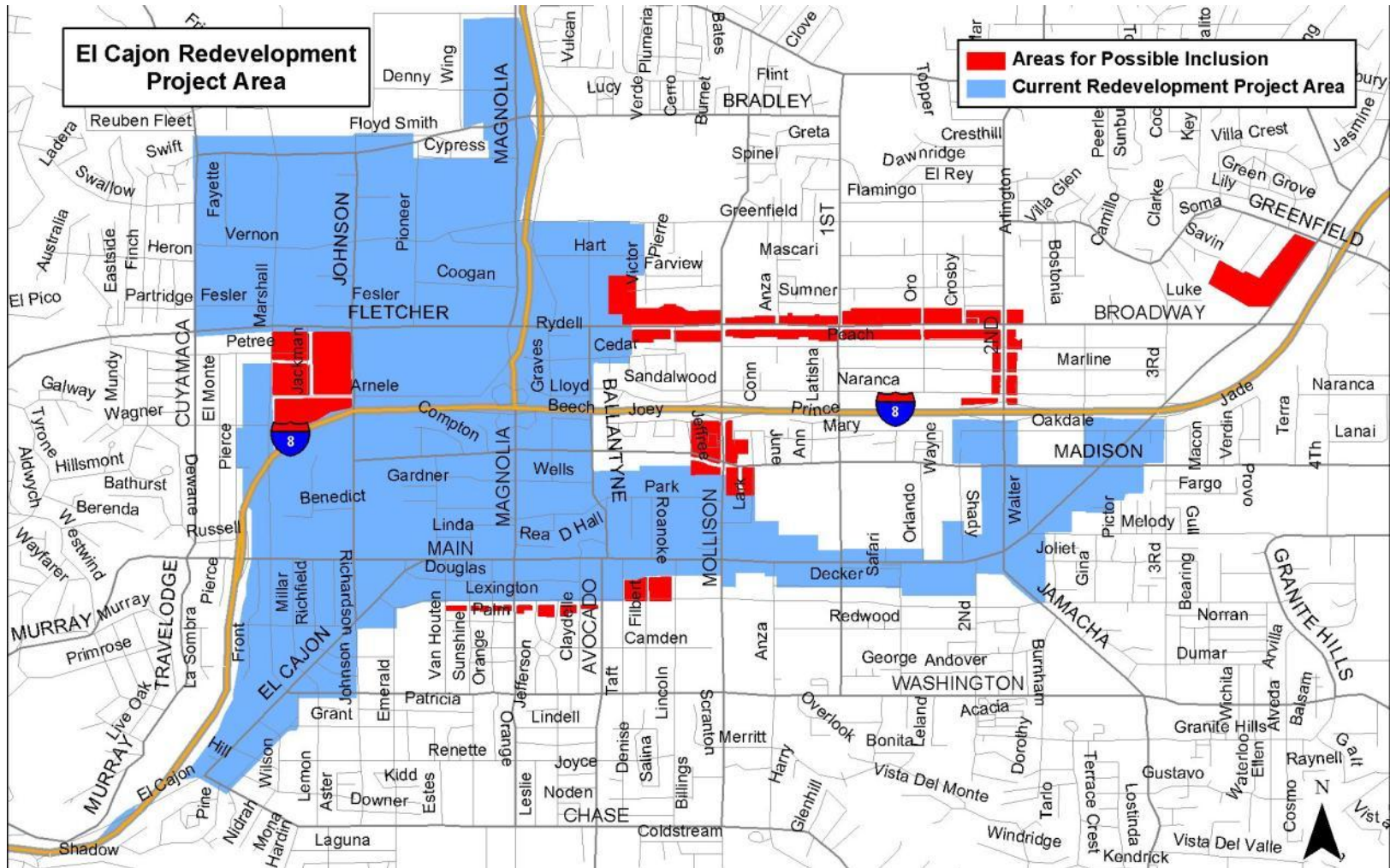
PURPOSE & GOALS

- Proposed Amendments

Limit	CBD	Amendment Area
Duration	2012 → 2022	2028 → 2038
Revenue Limit	2022 → 2032	2038 → 2048
Eminent Domain	Expired - 2011 ↓ 2023	Expired - 2011 ↓ 2023

- Areas for Possible Inclusion
- Community Involvement

PROJECT AREAS



REDEVELOPMENT

- ⦿ Enacted in 1948 to:
 - Revitalize blighted areas
 - Promote economic development
 - Facilitate affordable housing

- ⦿ Revitalization Tools
 - Tax increment revenue
 - Invested in Project Area

ACCOMPLISHMENTS

- ◉ \$ 9 million invested in public facilities
- ◉ \$23 million invested in affordable housing
- ◉ \$ 6 million invested in public infrastructure
- ◉ \$43 million invested in economic development
- ◉ \$3 million additional pass-thru to schools



ECONOMIC DEVELOPMENT

- ◉ Mossy Nissan Dealership
- ◉ Team Kia Dealership
- ◉ Downtown Café
- ◉ Por Favor Restaurant
- ◉ Parkway Plaza Expansion(s)
- ◉ Toyota of El Cajon Dealership
- ◉ Center Pointe Business Park
- ◉ Mangia Bene Restaurant
- ◉ Inland Kenworth Truck Dealership
- ◉ Downtown Façade Improvement Program



PUBLIC FACILITIES

- ◉ Chamber of Commerce
- ◉ El Cajon Branch Library
- ◉ Prescott Avenue Promenade
- ◉ Wiegborst Museum
- ◉ Ronald Reagan Community Center
- ◉ Fire Station No. 6
- ◉ Civic Center



PUBLIC INFRASTRUCTURE

- ◉ Downtown Main Street Streetscape/Furniture
- ◉ City Welcome Arch
- ◉ Downtown Wayfinding Signage
- ◉ Median Improvements
- ◉ Alley - Sidewalk Improvements
- ◉ Pavement Overlays



AFFORDABLE HOUSING

- ◉ Benton Place Single Family Residences
- ◉ Billings Street Single Family Residences
- ◉ Birchwood Lane Single Family Residences
- ◉ Decker Court Single Family Residences
- ◉ Wisconson Cottage Single Family Residences
- ◉ Foundation Way, Single Family Residences
- ◉ El Cajon Senior Tower Residences
- ◉ Lexington Avenue Senior Residences
- ◉ Newer Rowhomes, South Magnolia Avenue
- ◉ Emerald Estates Condo Conversions

SCHOOLS



- ◉ Cajon Valley Middle School Gym
- ◉ El Cajon Valley HS Technology Lab
- ◉ El Cajon Valley HS Stadium and Baseball Field
- ◉ El Cajon Valley HS Networking Infrastructure
- ◉ Granite Hills HS Wood/Metal Shop Upgrades
- ◉ Granite Hills HS Science Classroom Remodel
- ◉ Granite Hills HS Weight Room
- ◉ Bostonia Elementary School Upgrades

BLIGHT

- Redevelopment Law Requirements
 - Urbanization

 - Physical and economic blight
 - Blight Test
 - Prevalent
 - Burden on Community
 - Cannot be corrected without redevelopment

PLAN AMENDMENT PROCESS

⦿ Phase 1 - Feasibility Study

- Community input and feasibility review
- Approximately 3 months to complete

⦿ Phase 2 - Plan Amendment

- Community, Planning Commission, and City Council input
- Approximately 12 months to complete

BREAKOUT WORKSTATIONS

- ◎ **Four breakout workstations -**
 1. Why Eminent Domain?
 2. What is the Downtown Specific Plan?
 3. What is Redevelopment?
 4. What has been accomplished and what may be accomplished through redevelopment?

GENERAL SESSION QUESTIONS



Project Website - www.ci.el-cajon.ca.us