



Redevelopment.

Building Better Communities



Information about redevelopment
in California and its contributions
to our state's economy
and quality of life.



California Redevelopment Association



Why Redevelopment?

There are hundreds of communities throughout California that have areas that are struggling economically and socially. The abandoned gas station, dilapidated housing, or the continually vandalized vacant strip mall are all examples of deteriorated areas. Revitalization of these areas does not just happen on its own. Without some catalyst, the private sector is reluctant to invest in them. That's where redevelopment comes in.

Redevelopment breathes new life into areas in need of revitalization, economic development and new opportunity.

About Redevelopment

Redevelopment is a process authorized under California law that enables concerned communities to establish redevelopment agencies that can identify deteriorated and blighted areas in need of revitalization. Redevelopment agencies develop a plan and provide the initial funding to launch revitalization of those areas. In doing so, redevelopment encourages and attracts private sector investment that otherwise wouldn't occur.

Redevelopment agencies focus their efforts in our urban neighborhoods. By promoting urban-centered growth, redevelopment activities help preserve the environment and open space, reduce commute times and improve the quality of life for California residents.



REDEVELOPMENT BY THE NUMBERS:

\$31.84 billion Redevelopment's economic contribution to California in 2003.

\$14 Every \$1 of redevelopment agency spending generates nearly \$14 in total economic activity.

310,000 Full- and part-time jobs created in just one year (2002-03).

63,406 units of affordable housing built or rehabilitated since 1994 by redevelopment agencies.

20,048 units of low and moderate income housing expected to be built or refurbished over the next two years.

\$1.58 billion State and local taxes generated through redevelopment construction activities in 2003.

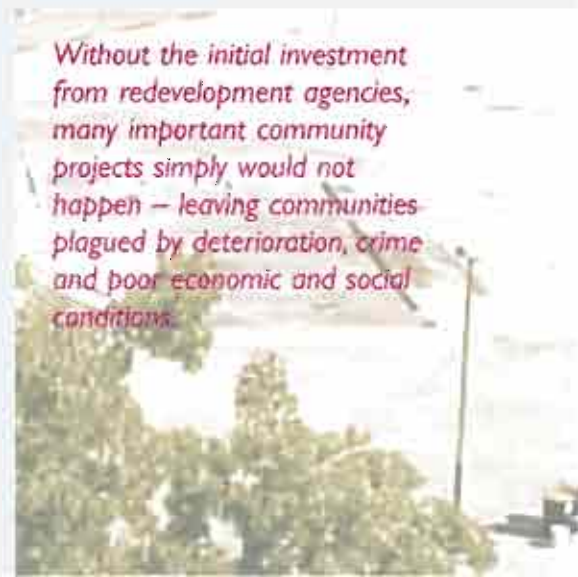
20% of increased property tax revenues generated from redevelopment activities must be used to increase supply of affordable housing.

2nd largest funder of affordable housing in California after the federal government.

IN YOUR COMMUNITY, REDEVELOPMENT IS:

- Affordable housing and homeownership opportunities
- Revived business districts and downtowns
- Revitalization of rundown neighborhoods
- Crime reduction
- Improvements to streets, lighting sewers and water lines
- Clean-up of contaminated property
- Community centers
- Parks
- Libraries
- Fire and police stations
- Neighborhood beautification such as upgrading facades and sidewalks

Without the initial investment from redevelopment agencies, many important community projects simply would not happen – leaving communities plagued by deterioration, crime and poor economic and social conditions.





About Redevelopment Agencies

Redevelopment projects are initiated and run by redevelopment agencies. There are 386 active redevelopment agencies throughout California. They are separate legal entities overseen by the local city council, county board of supervisors, or a separate appointed board or commission.

Because they are locally governed, redevelopment agencies are in the best position to identify exactly what a community needs and to work with private investors on local projects to meet those needs. Redevelopment agencies are unique in that they exist solely to reduce unfavorable economic and social conditions in existing communities.

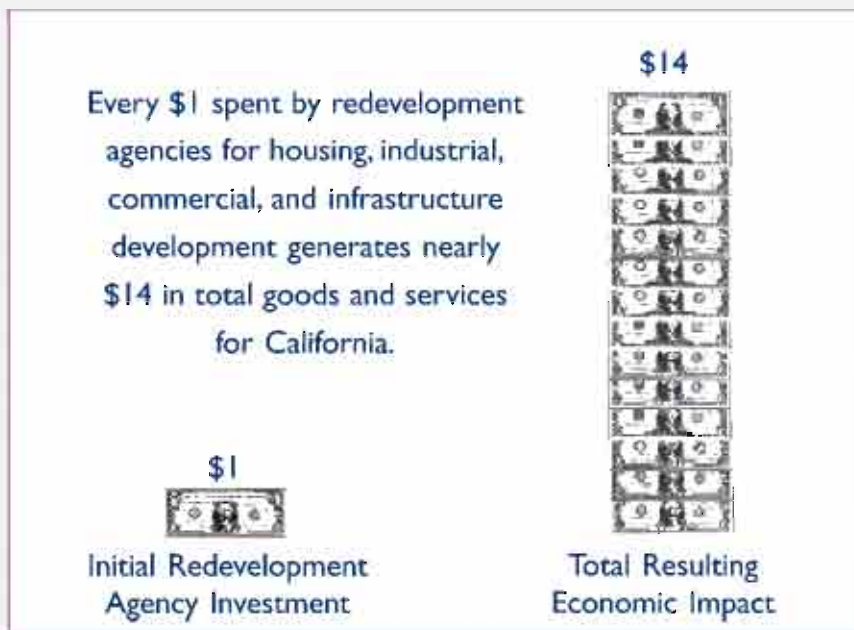


Redevelopment Activities Fund Themselves By Improving Communities

When redevelopment agencies make improvements to deteriorated areas, property values within those areas rise, resulting in an increase in property tax revenues. State law allows redevelopment agencies to use a portion of this increase to repay debt they must incur in order to rehabilitate an area. Redevelopment agencies use these funds to:

- Acquire property for community improvements.
- Build or rehabilitate area infrastructure such as streets, sewers and water lines to make revitalization projects attractive and feasible.
- Build affordable housing, provide grants to potential new homeowners, or fund rehabilitation of existing housing for those in need.
- Clear an area of existing blight or environmental hazards that make projects too costly or unattractive to the private sector.
- Issue low-cost loans or grants to small businesses to pay for physical improvements to their properties.

Redevelopment's commitment of funds attracts private investment and creates a chain reaction where the ultimate economic output is larger than the original public investment.





Steps to Community Revitalization

REDEVELOPMENT. A COMMUNITY PROCESS

Redevelopment agencies ensure redevelopment projects reflect the community's needs. They can create formal groups of community members called Project Area Committees (PACs) or Redevelopment Advisory Committees (RACs). These groups collaborate with the agencies throughout every step of the redevelopment process – from identifying a project area to construction to project completion. PACs and RACs ensure that projects reflect community needs and priorities, and keep other community members informed about the progress of the project.

Community Input Provided Every Step of the Way



Step 1

Survey Area in Need of Revitalization

- Determine if area meets criteria (blighted and in need of revitalization assistance).

Step 2

City Council/Board of Supervisors Officially Establish Redevelopment Project Area and Approve Redevelopment Plan

Step 3

Begin Implementing Plan, Which Could Include:

- Issuing low cost financing;
- Beginning infrastructure and building improvements;
- Applying for housing and community grants; and/or
- Bringing in private sector partners.

Step 4

Start Community Revitalization

- Construction and rehabilitation.

Step 5

Project Completion & Ribbon Cutting Ceremonies

Turning What Was Into What Could Be: Redevelopment Success Stories

CITY OF EMERYVILLE BROWNFIELD AND MIXED USE REDEVELOPMENT

The City of Emeryville, once a hub for business and industry, suffered an industrial decline in the 1980's. Several areas in the city, previously used for manufacturing, warehousing and rail-related industries, were left partially vacant, heavily contaminated and underutilized. In 1990, the Emeryville Redevelopment Agency initiated cleanup of these blighted and struggling areas. It was able to restore economic activity, provide affordable housing, encourage new commercial and retail development and construct new public facilities.



Before Redevelopment



After Redevelopment

Redevelopment improved Emeryville by:

- Cleaning up a blighted and contaminated area
- Building 2,290 residential units, including 719 affordable housing units
- Creating 8,400 new jobs
- Creating 3.6 million square feet of office space and 800,000 square feet of retail space
- Building 488 hotel rooms
- Making improvements to the local rail station, roadways and other infrastructure

CORNERSTONE VILLAGE, SANTA ANA HOUSING

Before redevelopment, the area that is now Cornerstone Village was a blighted and densely populated apartment building initially constructed as off-base Marine Corps housing in the late 1950's. Crumbling stucco, broken windows, graffiti, trash littering the streets and sidewalks, and overcrowded apartments all added to the demise of this area and demonstrated the need for redevelopment. In 1995 the Community Redevelopment Agency of the City of Santa Ana began a

redemption effort to transform this once blighted area.



Before Redevelopment



After Redevelopment

Redevelopment improved this community by:

- Renovating/rehabilitating 48 apartment buildings (527 units)
- Building a police substation, which decreased the number of arrests and calls by 40%
- Creating a learning center and family support program
- Improving sidewalks, landscaping and courtyards

DEAN DeCARLI WATERFRONT PLAZA, STOCKTON BROWNFIELDS REDEVELOPMENT

In the 1950's, a parking lot the size of a city block and a gas station were built over a portion of the Stockton Channel. As decades passed the lot deteriorated and underground storage tanks from the gas station began to contaminate the soil. Eventually, the gas station was closed and abandoned and the parking lot was condemned. Like so many brownfields throughout the state, the waterfront was an eyesore that symbolized downtown Stockton's decline. This block was visually blighted for at least two decades prior to its rebirth as the Dean DeCarli Waterfront Plaza. It is now a vibrant community gathering place. This new landmark has helped redefine the Stockton waterfront.



Before Redevelopment

The Stockton Redevelopment agency transformed this area by:

- Cleaning up a blighted and contaminated area
- Encouraging private investment in surrounding areas
- Providing a venue for art shows and concerts
- Turning downtown Stockton's waterfront area into a recreation and entertainment center



After Redevelopment

CITY HEIGHTS URBAN VILLAGE, SAN DIEGO COMMUNITY REVITALIZATION

The City Heights community of the City of San Diego suffered from a major decline in quality of life that began in the 1960's. Plagued by crime rates double that of the citywide average, the highest incidence of violent crimes and the lowest homeownership rates in the city, this community was in dire need of revitalization. Redevelopment turned this community around by increasing public safety and providing more opportunities for education, recreation, housing, shopping and community services.



Before Redevelopment



After Redevelopment

Today, thanks largely to the initial project activities of the City of San Diego Redevelopment Agency that were launched in 1994, the City Heights community includes:

- Police substation which helped reduce the crime by nearly 40%
- Community gymnasium
- New elementary school
- Library, community center and recreation center
- Continuing education center
- Retail center that created 300 jobs
- Mixed use project that provided 116 townhomes, a six-story office building and a parking structure



What People Are Saying About Redevelopment ...

... AND AFFORDABLE HOUSING

"Tens of thousands of California families have an affordable place to call home because of redevelopment activities. Redevelopment agencies have been directly responsible for the development and rehabilitation of more than 63,406 units of affordable housing since 1994."

Julie Spezia, Executive Director, **Housing California**

... AND ECONOMIC DEVELOPMENT

"The California economy is better because of redevelopment. This economic development tool has generated thousands of jobs annually and produced \$31.8 billion in state and local economic activity in one year alone. Redevelopment paves the way for private sector investment — creating new and expanded business activities in distressed areas."

Wayne A. Schell, President and CEO,
California Association for Local Economic Development



... AND PUBLIC SAFETY

"Blight breeds crime — that's why police and redevelopment agencies work together to address quality of life issues in struggling communities. Those of us in public safety have seen redevelopment improve poor social and economic conditions — reducing crime and improving public safety. A community center or a library both help lessen crime, rebuild deteriorated areas, and contribute to a thriving, safe neighborhood."

Chief Bill Brown, President,
California Police Chiefs Association

... AND PLANNING AND THE ENVIRONMENT

"California must maintain a balance between protecting our natural resources and planning for a growing population. Redevelopment agencies do just that by focusing on housing and economic growth in our urban centers. Redevelopment agencies also clean up Brownfields and finance affordable housing."

Jeri Ram, AICP, President,
California Chapter, American Planning Association

... AND LOCAL GOVERNMENT

"Redevelopment is a locally-driven process to jump-start revitalization and economic improvement in those areas most in need. Redevelopment is the primary tool that local officials and residents have to build stronger economies and improve the quality of life of an entire community."

Chris McKenzie, Executive Director, **League of California Cities**

