



The VOICE

Your independent news source

Greater Shasta County, CA

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Did you know...

- There were **8** single family home permits issued in the City of Redding in April 2018 for a total of 33 so far in 2018. That is **13 less** than were issued in the first 4 months of 2017, a 28% reduction. There were **two** permits issued for commercial buildings in April 2018, for a total of 2 so far in 2018. That is **3 less** than were issued for the first four months of 2017, a 33% reduction.
- Recreational uses (including house boats, park fees etc.) in the Shasta Trinity National Forest area contribute about **\$300 million** to the local economies each year.
- Shasta County has selected and approved **William Bateman** as its new Shasta County Public Defender effective June 3, 2018, who will earn \$13,532 per month. He will replace retiring Jeffrey Gorder,
- The Shasta Regional Transportation Agency, together with Cal Trans District 2, were **successfully awarded a grant for \$65.7 million** from the California Trade Corridors Enhancement Program, which completes funding to widen seven miles of I-5 from Redding to Anderson, a stretch that includes 12 bridges. Construction could begin in November, and conclude in 2021.

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Shasta VOICES Enters 12th Year Under Leadership of Executive Director Mary Machado

Having completed **eleven years**, Shasta VOICES, a private non-profit organization with over **1,300 supporters** has been successful, under the leadership of Executive Director Mary Machado, in our mission to have an impact on decisions being made locally that affect our economic opportunity. We are now in our twelfth year!

Our mission includes **advocating** for City, County, and other government-related policies and programs that will assist in the process of developing a healthy local economy and **participating in the process**, not only for the good of the whole but also for specific businesses, investors and individuals:

- Reducing or eliminating excessive fees.
- Streamlining the permitting process.
- Supporting/assisting projects that create jobs and economic benefits to our community.
- Promoting fiscal responsibility in government.
- Providing solutions for issues that affect our economic opportunity.
- Providing time-intensive research on behalf of those needing assistance to achieve their economic goals in the Redding and Shasta County area.

Our growing list of accomplishments can be found on our website (shastavoices.com), by clicking on the “Accomplishments” tab. We would reprint it here, as we have done in the past, but it simply won’t fit anymore! So, here are some of the most recent issues we tackled successfully in 2017 and continue to tackle in 2018:

Conducted two “Developing Our Economy” Forums specific to the City of Redding in 2017, gathering **16 concrete solutions** to issues hampering local economic development. Through active participation in the 6 month process of updating the City’s development impact fee program in 2017, most have been implemented, including: **reduction of \$5,153** in impact fees, new categories for **“plexes”** resulting in a 30% fee reduction, an additional **15% discount** (total now 30%) for Downtown traffic fees, **elimination** of change in use fees in Downtown, and elimination of outdoor dining fees to name a few.

Conducted one “Making the Process Easier” Forum specific to the County of Shasta in 2017, gathering **10 potential solutions** to issues hampering local economic development. So far, three of those have been implemented: **“Trakit” electronic permitting** system was finally installed in March 2018 to handle applications over the counter, retrieve information from other County databases, allow customers to check permit status and workflow electronically, electronic inspections etc; a **new unpermitted structures policy** was implemented; for solar mounts, the County agreed to **limit aerial imagery search** to only that solar mount, and that structure must be permitted.

In 2018, we continue to participate in the process of updating the Redding Parks, Trails and Open Space Master Plan (and impact fees), moving our potential solutions forward for making the process easier in Shasta County, participating in the County’s General Plan and Housing Element update, and multitudes of supportive services for those needing assistance to achieve their economic goals.

Thank you to all of those who have been so supportive for the past eleven years. We are looking forward to continuing our pattern of success throughout 2018 and beyond!

Town Hall Meeting to be May 30, 2018 for Shasta County Resource Agency Changes

On August 9, 2017, Shasta VOICES, together with the Shasta Builders Exchange (SBE) conducted “Forum III—Making the Process Easier in Shasta County.” This was the third in a series of forums, the first two having been specific to the City of Redding. These were all **public forums** to provide the proper opportunity for City and County officials to **receive input and tackle opportunities** to encourage building, promote economic growth, and generate additional revenues for the provision of public services. And, yes, the public officials from the appropriate departments were **in attendance** to receive all the input, including two City Councilors and two Supervisors.

These were highly productive and very well attended public forums, and many concrete solutions were brought forward for changes and improvements needed to move economic development in a positive direction. The City of Redding has embraced and implemented many of the 16 suggested solutions from their two forums already. Shasta County, however, has been slow to respond. And now, the Supervisors are taking note of just how important it is to do something to improve the delivery of services to those who are trying to do business through their Resource Management Agency.

At the Board of Supervisors meeting on May 1, 2018, Supervisor Baugh raised the issue of changes coming to the Resource Management Agency because of the announced **retirement of the current director, Rick Simon**, which will occur in August. Mr. Baugh said that 70 to 80 percent of the complaints he receives as a Supervisor come from this department, giving specific examples of common issues/complaints brought to him on a regular basis. He felt that now is the time to offer improvements, review fees, and address cultural issues in the department.

At the end of a lengthy discussion on the subject, the Supervisors agreed to hold a **town hall style meeting** to “discuss timely service, reasonable standards, equitable treatment, clearly defined process and appeal process, and customer evaluation” in the Resource Management Agency, as indicated on the flier subsequently posted by Supervisor Les Baugh. That meeting has now been scheduled for [May 30, 2017 at 5:00 p.m.](#) in the Supervisors Chambers, 1450 Court Street, Redding, CA.

Shasta VOICES didn’t waste any time forwarding our research and efforts (together with the SBE) on the same subject matter, to the Supervisors, hoping it will become part of the discussion. Yes, we’ve “been there, done that” already—but we certainly welcome a **more determined effort** to move forward with real changes that will make the process easier.

Maybe it’s because this is election season, or maybe it’s not. But having the attention of the Supervisors, who are the policy makers and policy changers for Shasta County, to finally get **directly involved** in making some long-overdue improvements to this particular agency is a welcome departure from “business as usual.”

Chamber Leads “Redding City Identity Project”

The Redding Chamber of Commerce will be leading a new strategy to improve the image and reputation of the City of Redding, which is called the **“Redding City Identity Project”** or RCIP.

Identity is defined as “who you are, the way you think about yourself, the way you are viewed by the world and the characteristics that define you.” When applied to a city, identity is closely connected to brand, image, and reputation.

The Chamber recognizes that Redding’s image is crucial to its competitive advantage as a place to live, vacation, and invest. As it becomes more appealing, it will be better positioned for job creation, increased revenue, and improved quality of life for its citizens.

The RCIP process includes a research and development phase, invitation of community input and collaboration, developing a strategy for actionable items, and the implementation of at least **20 action items** to upgrade Redding’s image and reputation. The expectation is to improve messaging about Redding, improve beauty in some key areas of the city, and highlight some of Redding’s best experiences.

It is expected that the action items will be decided once the plan has been completed in the fall of 2018. An official press conference will be held in the next few weeks. April LaFrance and Jenny Lynn Bunton, from Chartwell Consulting in Redding, will be coordinating the project and actively working on all phases of this initiative over the next 12 months.

The Redding Chamber’s 501(c3) non-profit organization, referred to as the Forward Redding Foundation, will be the fiscal agent for those community partners who are financially supporting the project. A number of donors have already contributed \$238,500 of the desired \$500,000 budget. Those donors include the Redding Tourism & Marketing Group, Sierra Pacific Foundation, Dignity Health, Black Bear Diner, Re/MAX Town & Country Josh Barker, Commerce Home Mortgage, and Hess Property Holdings.

Jake Mangas, President and CEO of the Redding Chamber of Commerce, did presentations about the RCIP to both the Shasta County Supervisors and the Redding City Council at their respective regular meetings on May 15th. He was seeking and received their support in the form of “enthusiasm” about the project, with supportive resolutions forthcoming.

“The Green Door Project” Will Move Forward

On April 17, 2018, the McConnell Foundation closed escrow after months of research on the former Redding Police Station at 1313 California Street in downtown Redding, paying the City of Redding **\$685,000** for the property, which was built in 1946. According to the Foundation, the escrow process confirmed that the brick building, including the bricks themselves, are not salvageable, and apparently not historical as initially thought.

McConnell plans to demolish the brick building and keep the warehouse which is located towards Tehama Street, where it will become *“The Green Door Project,”* named after the large green doors at the entrance and on the front of the former police station. The green doors will be saved and used at least temporarily at the warehouse. Their plan is to create pop-up retail, local foods, arts, entertainment, indoor and outdoor experiences there.

The McConnell Foundation has made a ten-year commitment to help revitalize downtown Redding. They have partnered with K2 Development on a four-story mixed-use development project that would replace the California Street parking garage across the street from the Green Door Project to the south. The project, called the *Net-Zero Project*, has been submitted for a \$20 million state Affordable Housing and Sustainable Communities (AHSC) grant. The AHSC grant awards will be announced in June 2018. The former Police Station property, as well as the warehouse, would eventually become a downtown parking lot if McConnell and K2 are awarded the grant. If they are not awarded the grant, they will likely develop the former Police Station into a mixed-use project that would include housing.



Additionally, on October 16, 2017, the McConnell Foundation offered to purchase and repurpose the former Bell Room building located on Shasta Street north of the Downtown Redding Transit Center. If the purchase and sale agreement is successful, they will pay the City of Redding \$233,000 for the Bell Room building, \$40,800 for a 3,400 square foot portion of a related City parcel, and \$128,700 for a 2,664 square foot related Redding Area Bus Authority (RABA) parcel, for a total of **\$401,800**. The proposed project site concept includes a mixed-use development with a bicycle-oriented café with indoor and outdoor patio seating, a public gathering space, and a bike depot with space for bike tours to launch bike rentals and retail related to bicycling.

Public Hearing Held for Costco/River Crossing Marketplace Draft Environmental Report (DEIR)

Costco Wholesale, in association with Rich Development Company, has submitted an application to develop about 25 acres of undeveloped land located at the northwest corner of the I-5/South Bonnyview Road interchange.

The project proposes a new 152,000 Costco facility with a 30-dispenser fuel center, up to 70,000 square feet of additional retail and restaurant uses (for a total of 222,000 square feet altogether), and multiple roadway improvements including: 1) a two-lane roundabout at Bechelli Lane and South Bonnyview; 2) widening Bechelli and South Bonnyview along the shopping center's frontage; 3) additional through and turn lanes on Bechelli and South Bonnyview; 4) additional lanes to southbound and northbound I-5 off-ramps.

A *Draft Environmental Impact Report (DEIR)* has been prepared as required, and the 399 page document became available for comment on April 16th. *The comment period ends May 31, 2018*. Then, the Final Environmental Impact Report (FEIR) will be prepared, and brought back to the Planning Commission (perhaps in July) for review and recommendation to City Council (perhaps as soon as August).

On May 22, 2018, the Redding Planning Commission provided an opportunity for the general public to present *comments* on the *content and conclusions of the DEIR* for the project. Although not required by the CEQA, it is the City of Redding's practice to also conduct a public hearing during the review period to accept verbal comments on the DEIR.

The DEIR concludes that *identified potential impacts would be less than significant or less than significant after mitigations are implemented in most cases*. However, two impact areas are identified as having significant impacts that would not be mitigated by the project. There are: 1) air quality—no feasible mitigation exists to ensure compliance with the 2015 Air Quality Attainment Plan; and 2) certain offsite transportation impacts—identified improvements at the Hartmeyer Lane intersection and not within the City's jurisdiction; intersection and corridor improvements along Churn Creek Road would be phased and not completed prior to project opening.

Five written comments have been received so far. There were 10 local citizens who spoke at this public hearing, all with concerns about traffic and the loss of existing trees, along with other comments about the project. All comments were recorded and documented, and every comment will be responded to by those preparing the FEIR.

The Planning Commissioners also had some comments, and asked for information to be included in the FEIR document that will clarify why other planned developments in the area were not included, what other agencies were contacted for comments, further clarification on traffic implications east of the project on Churn Creek Road to Hartmeyer Lane with the County's response to that area (which is the County's jurisdiction), and more clarification about the Rancho Road/Churn Creek/Victor Avenue roundabout timetable for construction.

Updated News and Notes

Shasta VOICES is continuing to monitor and follow many issues of interest to our supporters and the community. As part of our efforts to keep you updated and informed, here is a brief update of some of these issues.

Former Dicker's Store Demolished—Demolition of the former Dicker's Department Store, at the north end of Redding's Downtown Promenade at 1551 Market Street, began on May 3rd as part of a revitalization movement for the Downtown area. Demolition work is scheduled to be completed by June 1st. K2 Development will replace it with a \$38 million 122,000 square foot four-story mixed-use project, which includes 27,000 square feet of ground floor retail space and a total of 81 affordable housing apartment units on floors 2 through 4. The existing underground parking garage was closed on April 9th, and will be reconstructed with no more than 40% of the spaces set aside for use by members of the general public (including tenants) that hold monthly and weekly parking passes. Parking here in the future will be paid parking, at hourly, daily, weekly, or monthly rates.

North State Intercity Bus System Grant Awarded to SRTA—The Shasta Regional Transportation Agency (SRTA) has received a Transit and Intercity Rail grant award from the California State Transportation Agency (SB1 funds) in the amount of **\$8,641,000**. This was SRTA's second attempt at receiving the grant, having been turned down two years ago. The intent is to provide new bus service between the North State and Sacramento, through intercity bus service using 7 battery electric coaches, with connections to the Sacramento International Airport (SMF) and to Capitol Corridor train services. This award will fund the I-5 backbone service that includes Redding, Red Bluff, Williams, SMF Airport-Sac, as well as the North Valley Feeder from Red Bluff, Corning, Orland, Willows and Williams. The price of bus tickets could be as little as \$15-\$20 from Redding to Sacramento. The service may begin as early as the end of 2019.

Churn Creek Market Place Update—On January 17, 2017, California Gold received a demolition permit to demolish two vacant Kenworth buildings at 4601 Churn Creek Road in Redding. The demolition is **completed** and has cleared the way for the construction of the Churn Creek Market-place, which was approved for a use permit on August 9, 2016. It will be located on Churn Creek Road at the Northeast corner of the Interstate 5 and South Bonnyview interchange.



The use permit is for 149,410 square feet, and will be anchored by a 50,000 square foot **Save Mart** full-service grocery store, and would also feature eight retail pads and sit-down and drive-through restaurant pads. A fast-food restaurant (Panda Express) and a gas station/mini-mart on the West side of Churn Creek Road will add additional square feet to the entire project.

As required as a condition of development of the project, the northbound on ramp at the interchange must be widened, along with other minor interchange improvements. The cost of the improvements is about \$2.6 million. The entire interchange is included in Redding's Citywide transportation impact fee program at \$8 million. This allowed the Redding City Council to **approve a credit and reimbursement agreement** to the developer on May 15th for **\$2.6 million**. Full development of the project will take about 3 years after completion of the ramp construction, which could begin this year, but likely in early 2019.

As the entire center develops, **200-300 jobs** will be created. The developer will utilize **local businesses** for construction, and has already used local architectural and engineering firms during the planning process.

Join Shasta VOICES today.

We depend on membership and other contributions.

If you are viewing this issue of "**THE VOICE**" on our website, click on the **membership tab** for information and to download a membership application or contributor form. Or, you can obtain more information by going to our website, **www.shastavoices.com**, or calling **(530) 222-5251**.

Mary B. Machado, Executive Director