

**Did you know...**

- There were **12** single family home permits drawn in the City of Redding in September, bringing the total number of single family permits through September 2015 to **143**. That is 57 more than for the same period last year (a **66% increase**), and 58 more than for the same period in 2013.
- The unemployment rate in Shasta County was **6.4 percent** in September, down from 7.1 percent in August and 8.3 percent in September 2014. But the numbers of those employed and those looking for work **dropped** to 74,700 from 75,400 in August. There were 9,000 more people in the labor force in 2006.
- A new shopping cart ordinance was approved by Redding City Council that will allow community cleanup groups and city staff to drop off abandoned carts at the Transfer Station on Abernathy Lane. It will be up to stores to retrieve the carts.

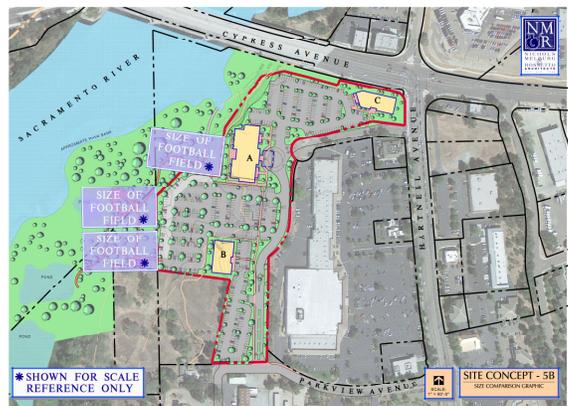
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## Dignity's "Redding Wellness Center/Healthy Living Campus" Could Be Win-Win for Community

Dignity Health North State, the parent company of Mercy Medical Center in Redding, wants to build a **\$50 million wellness center** on 12.5 acres near the former Raley's on the corner of Hartnell Avenue and Hemsted Drive, which is north of the Henderson Open Space area.

The project is designed to fit in with the park-like surroundings, and will offer health education and outpatient services including primary and urgent care, expanded oncology, senior care, physical therapy, lab services and a pharmacy. Not only is there a tremendous need for these services in the local community, but with the implementation of the Affordable Care Act (Obamacare), health care providers are now tasked (and compensated) with the concept of keeping people "well", keeping them out of emergency rooms when not an emergency, and providing a place for people to receive care besides hospitals.



The chosen building site is centrally located, easily accessible, visible, and allows outdoor activities such as walking along the Sacramento River and participating in physical fitness classes on the lawns. The site is **not** located in designated open space areas (see photo).

Dignity Health has indicated this project would allow the City of Redding and Dignity Health to partner cleaning up the area and providing public access to the open space, along with shared parking for visitors and a proposed kayak launch area on the River near the Cypress Avenue Bridge. The City doesn't have the funds to clean up the open space area and improve access roads to it. This project will do both. Dignity Health has also indicated that they will adjust the project as needed to make it work for all.

If the project moves ahead, it would include 3 buildings to be built in phases, totaling up to 140,000 square feet. Phase one would include a three or four story "hub" building of up to 90,000 square feet, with 2 two-story buildings to follow at a later date.

Dignity Health is in negotiations with the City of Redding for three public properties totaling about 4.5 acres, and with Campbell Properties, who owns seven parcels that could be part of Dignity Health's proposed project. Development on the land is consistent with the existing zoning, which is for general office and commercial use.

If eventually built, the wellness "campus" project would create **120 to 180 local high-paying jobs** with \$9 million to \$14 million in annual salaries. The City would receive over \$3 million in building and impact fees. Construction and related jobs would also be created. This is exactly the kind of economic growth our community is looking for.

**Stay tuned** for the results of the current "negotiations" as they become public knowledge!

## ***Short-Term Rental Regulations Added to Redding Zoning Codes***

Over the past few years, the number of residences being offered for short-term stays in Redding has been increasing. In many instances, one or more rooms are being offered for rent from one to several days or weeks, in violation of the existing provisions of the City's Zoning Code. With online sites such as Airbnb, VRBO (Vacation Rentals by Owner) and others, the number of concerns expressed by neighbors questioning whether such rentals are legal is also increasing.

Airbnb lists over 180 rentals in the Redding area, and VRBO lists over 25. The Bethel Church of Redding website lists 17 "Hospitality Housing" properties. The City also has eight approved Bed and Breakfast facilities in operation.

Redding is not alone, as local jurisdictions throughout the nation are dealing with the issue of short-term rentals and the potential impacts that can develop with these types of "new sharing economy" commercial uses. Unregulated short-term rentals can generate unwanted impacts to surrounding properties such as increased traffic, parking, noise disturbances, and perceived neighborhood safety issues.

Under existing Zoning Code provisions, room or residence rentals of less than 30 days are considered motel-type use, which is not allowed within residential districts unless a Bed and Breakfast Establishment permit has been obtained.

A proposed draft ordinance was considered, and then recommended by the Redding Planning Commission on October 13th that allows Short-Term Rentals to be permitted subject to certain use standards and permit requirements, which would maintain the residential character of neighborhoods, while at the same time providing additional lodging options for visitors, providing residents the ability to supplement their household income, and increasing TOT (Transient Occupancy Tax) proceeds. More tourist activity supports jobs and contributes to the local tax base.

All Short-Term Rentals will be required to obtain a City business license, pay the TOT tax of 12 percent, and provide an accounting of the number of guest stays to provide a measure of accountability and to allow the City to determine whether the Short-Term Rental is in compliance with the rules. Any advertising related to the rental would include the TOT tax number assigned to the property owner for tracking purposes.

The ordinance differentiates between a "***Hosted Homestay***" and a "***Vacation Rental.***" Hosted Homestays, which are defined as small owner occupied rentals and requires that the *property owner be present* during the rental period, would be allowed subject to obtaining a Zoning Clearance issued by the Development Services Department (Director). A Vacation Rental, which is defined as commercially oriented and does *not* require that the property owner be present for the duration of the rental period, would be subject to approval of a Site Development Permit issued by the Director, the same process currently required for Bed and Breakfast establishments.

Redding City Council is expected to consider the ordinance in late November or early December.

## ***Redding Chamber Unveils New Logo and Updated Identity***

**Our Champions.** That's how the Redding Chamber of Commerce defines our local businesses as they update their logo and re-establish their identity in the community.

At the 2015 State of the City Luncheon event, sponsored by the Redding Chamber of Commerce and held on September 29th at the Civic Auditorium, the Chamber unveiled their new logo and updated slogan, which is "***We Champion Your Business.***"

For over 100 years, the Chamber has had an unwavering dedication to creating and enhancing the business climate in Redding. Through partnerships with other local groups and agencies, they strengthen the effectiveness of attracting and retaining businesses, champion business by having active Government Affairs and Political Action Committees, advocating for business interests, and providing resources for their members.



Frank Strazzarino has been the CEO and stellar leader of the Redding Chamber since 1993. He announced his retirement this year and will be handing over the organization to the newly hired Jake Mangas, 35, who has spent the past 10 years as development director for Northern Valley Catholic Social Services in Redding. Strazzarino believes Mangas will take the Chamber to the next level, and will be working with him during the transition period.

The Redding Chamber has been and continues to be a leading voice for business in our community.

## *New Grants Available for Affordable Housing and Sustainable Communities in Shasta County*

The Shasta Regional Transportation Agency (SRTA) is surveying the region for projects and partners to compete for Affordable Housing and Sustainable Communities (AHSC) Grant Program funds.

Grant funding is now available for public-private partnerships resulting in expanded housing, employment, and mobility options within city centers. Individual grant awards up to **\$20 million plus flexible financing packages** for affordable housing is up for grabs.

What does this really mean? Well, it means that a **new funding source** has emerged, and our community needs to take advantage of the opportunity. The seemingly forever stumbling block to creating affordable housing and needed infrastructure to support our community projects is always a lack of funding.

Many “projects” that not only would be welcomed in our community but also support state and local policy objectives are eligible for this expanding funding:

Eligible Applicants	Eligible Project Types	Grant Award Amounts
<ul style="list-style-type: none"> <li>• Developers</li> <li>• Local Jurisdictions</li> <li>• Community Program Administrators</li> </ul>	<ul style="list-style-type: none"> <li>• Infill and redevelopment projects</li> <li>• Community infrastructure projects</li> <li>• Transportation infrastructure projects</li> <li>• Projects that support walking, bicycling and public transportation</li> </ul>	<p><b>\$1 million to \$20 million</b></p> <p><i>(smaller projects and programs may be included as part of a larger project application)</i></p>

If you are unsure that a project idea fits the program, and/or need help developing a competitive project or drafting an application, there is help available through our local Shasta Regional Transportation Agency (SRTA), whose phone number is (530) 262-6190.

Project proposals should address one or more of the following priorities: 1) reduce greenhouse gas emissions and air pollution; **2) improve conditions in disadvantaged communities;** 3) **enhance public health and well-being;** 4) improve connectivity to jobs and services; 5) increase walking and bicycling; 6) increase transit ridership; **7) provide affordable housing for lower income households;** 8) protect agricultural lands from conversion to urban uses.

Project scoring criteria shall support co-benefits beyond the reduction of greenhouse gas emissions, which include maximizing economic, environmental, and public health benefits, improving air quality, reduce the following: energy consumption, criteria pollutants, water consumption, Greenfield land consumption, commute times, and public fiscal costs; **support economic growth, workforce development, civic partnerships, and stakeholder engagement; and protect or improve public health.**

One example of a local project that has already received initial funding from this program is a local K2 Development company’s redevelopment project. K-2 Development was awarded \$100,000 in April, 2015 to assist in the conceptual design, infrastructure needs assessment, permitting and non-construction related costs associated with the **redevelopment of the former Dicker’s Department Store building in the Market Street Promenade, 1551 Market Street, in downtown Redding** for a mixed-use five-story building with ground-floor office and retail space and fifty residential units on floors two through five. The parking garage located under the building site will need to be modified, and portions of the parcel and existing building are needed to open Butte, Yuba, and Market Street to vehicle traffic and street parking. K2 and the City of Redding are project co-applicants for additional grant funding. With their combined resources, the project is a strong, competitive project for additional future funding.

## Updated News and Notes

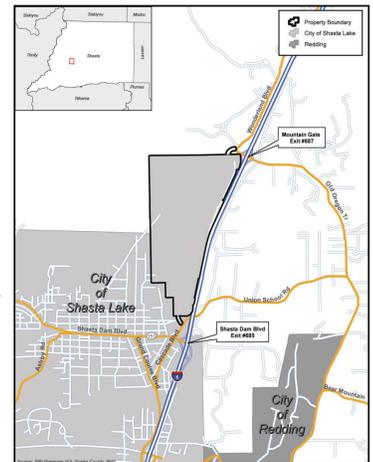
Shasta VOICES is continuing to monitor and follow many issues of interest to our supporters and the community. As part of our efforts to keep you updated and informed, here is a brief update of some of these issues.

**City of Redding Hires New Development Services Director**—Larry Vaupel has been hired as the new Director of Development Services in Redding, and his first day on the job was October 5, 2015. Larry brings with him a unique mix of public and private sector experience with a focus on **customer service**, which is certainly a welcome attribute to this department. He spent the first 20 years of his career in Illinois, working in city planning, economic development, real estate and private development. He moved to Southern California in 2012, and worked for the City of Riverside as Economic Development Manager for 2 years, then for San Bernardino County as Economic Development Agency Administrator and Economic Development Director for the past year, where the job entailed overseeing the county's workforce development, community development and housing and economic development. He graduated Cum Laude with a BS in government, obtained his Masters of Public Administration (MPA) while working full time, and has just completed his PhD in Political Science, with a Public Administration concentration. In Redding, he will oversee an annual budget of \$3.8 million and 27 part-time and full-time employees who work in planning, building, code enforcement and issuing permits. His annual salary will be \$139,536.

**New Assisted Living Facility Obtains Use Permit**—On October 13th, the City of Redding Planning Commission approved a use permit application by **Oakmont Senior Living** to construct an 85-unit senior residential care assisted living facility on property located at 2110 and 2150 Bechelli Lane. The property is in a "GO" General Office District and "OS" Open Space District. The facility would include 58 assisted living units and 27 units for memory care. Those of us who have been around Redding for a while recognize this property as the former Little County Church property just south of the "Bluffs" condominium complex on North Bechelli Lane. Oakmont Senior Living of Santa Rosa has purchased the land from the McConnell Foundation. About 10 years ago, the site was proposing high-end condominiums by a local developer. That project was not approved, and in 2012 the McConnell Foundation repurchased the property from the local developer.

**Mountain Gate Project EIR Approval and Development Agreement Delayed**—

The City of Shasta Lake, over the past 3 1/2 years, prepared its environmental impact report for a mixed-use development by Mountain Gate Meadows LLC that proposes 1,600 housing units and 200,000 square feet of commercial buildings, with 250 acres dedicated for open space, parks and trails to Shasta Lake. The 590-acre property is located west of Interstate 5 between Shasta Dam Boulevard and Wonderland Boulevard. At the Shasta Lake Planning Commission meeting on October 15th, the commissioners chose to delay voting on the following: 1) Certification of the Final Environmental Impact Report, 2) General Plan Amendments, 3) Rezone of the entire 590-acre project site from Planned Development Specific Plan (Peri Project) to Planned Development, 4) Tentative Map for the creation of 21 parcels, 5) Area Plan, and 6) Development Agreement between the applicant and the City establishing development rights and obligations for a period of 25 years. The delay is in part to address the request of Gateway Unified School District to set aside 20 acres for a future school.



The project has made many changes. One major change is that it has now **eliminated** a proposed golf course to cut the expected water use. The project has to prove it has enough water to move forward. The initial Mountain Gate Specific Plan was approved in 1983; in 2005, a project similar to the current project was proposed, but the draft environmental impact report was never completed. The current project is expected to move forward in three phases over 20 years.

***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**.

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