

CONTRA COSTA COUNTY REDEVELOPMENT AGENCY

**Rodeo Creek
Watershed Vision Plan
Public Meeting
April 17, 2008**



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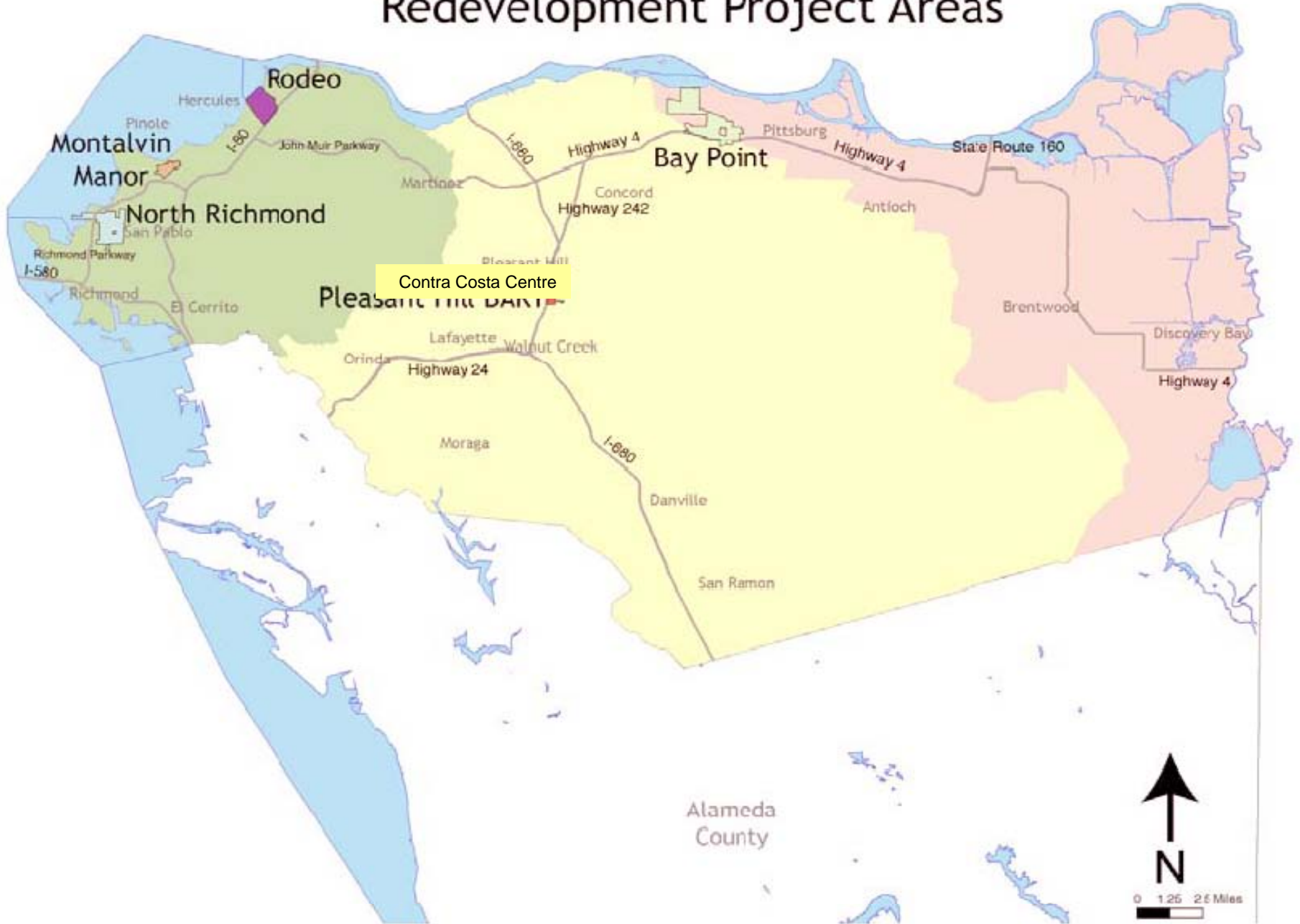
Contra Costa County

- Incorporated in 1850
- One of the original 27 counties in California
- 733 square miles
- 1,042,000 population
- 19 cities
- 16.3% of population in unincorporated communities

Contra Costa County Redevelopment Agency

- Established 1984
- Five current projects areas:
 - Bay Point
 - Contra Costa Centre
 - Montalvin Manor
 - North Richmond
 - Rodeo

Contra Costa County Redevelopment Project Areas



Purpose of Redevelopment

- Pro-Active Tool to Implement the County General Plan
- Revitalize/reinvest in unincorporated communities
- Revenue Enhancement
- Jobs/Employment Linkages
- Affordable Housing

Examples of Redevelopment

- Redevelopment is a locally driven activity that assists in revitalizing communities.
- Examples of redevelopment tools include:
 - **Ability to assemble land for development**
 - **Ability to utilize tax increment and issue bonds**
 - **Ability to invest in infrastructure**
 - **Ability to create affordable housing**

Tools of Redevelopment in California

- Tax Increment Financing
- Property Acquisition/Disposition
- Public Facilities/Infrastructure
- Assist Private Development
 - Infrastructure
 - Land
 - Brownfield remediation/reuse
 - Seismic Improvements
- Affordable Housing Financing



Contra Costa County, California

Redevelopment, CDBG, Housing and Finance

The Rodeo Redevelopment Area was created in 1990. The five major goals are as follows:

- 1) Fund transportation improvements throughout the project area.
- 2) Replace where inadequate, public and community facilities.
- 3) Provide other infrastructure improvements, including drainage improvements and utility upgrading.
- 4) Upgrade existing older residential neighborhoods through rehabilitation of a substantial number of existing units, the facilitation of infill housing construction, and development of neighborhood amenities.
- 5) Stimulate new employment generating land use development.



Contra Costa County, California

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Redevelopment Projects in Rodeo:

- Parker Avenue Reconstruction
- Senior Housing
- Rodeo Town Center
- Rodeo Marina Waterfront
- Façade Improvement Program

Operating Principles

- Partnerships
- Financial Leverage
- Focused Investments
- Community Empowerment

Parker Avenue



View Looking North
PARKER AVENUE
Rodeo, California

Parker Construction



Parker Completion



Rodeo Town Plaza



Rodeo Waterfront Marina



Planning for the Future

The
Redevelopment
Agency
is committed to
working with
the community
and planning for
the future.

