

PRESORTED  
FIRST CLASS  
U.S. POSTAGE PAID  
PERMIT #104  
SAN DIMAS, CA

JUNE 2004

## PUBLIC HEARING SET FOR PROPOSED REDEVELOPMENT PLAN

The Solana Beach City Council and the Solana Beach Redevelopment Agency have announced a Joint Public Hearing to consider the adoption of a Redevelopment Plan for the proposed Solana Beach Redevelopment Project. The Public Hearing will be held on Tuesday, July 6, 2004, in the City Council Chambers, as part of the Council/Agency Meeting agenda. (See box below and Legal Notice on the back of this newsletter for additional details.)

The Solana Beach Redevelopment Project will encourage the types of development that are acceptable to the community, and will focus on two areas of the City: the Highway 101 commercial corridor, generally north of Dahlia Avenue, and the Eden Gardens neighborhood. (A map of the proposed Project Area is shown inside this newsletter.) The Project is intended to help the City implement various improvements that have been identified in the *Highway 101 Commercial Corridor Specific Plan*, the *Fletcher Cove Master Plan*, and the *Eden Gardens Master Streetscape Plan*. The Project could also

provide some of the funding for Phase III of the Solana Beach Train Station, which will include residential units, commercial and office space, an underground parking garage, and the possible future home of the North Coast Repertory Theatre.

The process of adopting the Redevelopment Plan began in December 2003. Since then, Agency staff has completed various studies and analyses of the Project, and City Council has found the Plan to be in conformance with the Solana Beach General Plan.

At the Joint Public Hearing on July 6th, there will be a brief presentation by Agency staff, public testimony will be taken, and then the City Council may vote on the proposed Project. If you have any questions about the proposed Project or redevelopment in general, please attend one of the Town Hall Meetings on June 22nd or 24th. (See details below.) These meetings will be more informal than the Joint Public Hearing, which will give you a better opportunity to meet with Agency staff to discuss your questions and concerns.

### JOINT PUBLIC HEARING

Tuesday, July 6, 2004, 7:00 p.m.  
City Council Chambers  
Solana Beach City Hall  
635 S. Highway 101  
S.B., Ca 92075

### MORE TOWN HALL MEETINGS TO BE HELD

In April, the staff of the Solana Beach Redevelopment Agency held two public information workshops to discuss the proposed Redevelopment Project with those who live, work, or own property in the proposed Project Area. More than 50 people attended the workshops, or "Town Hall Meetings." Two more Town Hall Meetings have been scheduled prior to the Joint Public Hearing, and will be held on Tuesday, June 22, 2004, in the Community Meeting Room at La Colonia Park, and on Thursday, June 24, 2004, in the City Council Chambers at City Hall.

Again, the Town Hall Meetings will have an open format to encourage an informal dialogue between Redevelopment Agency staff and those in attendance. Agency staff will prepare a brief presentation to touch upon several key aspects of redevelopment in general, the proposed

Redevelopment Plan in particular, and the upcoming Joint Public Hearing. You will then have an opportunity to ask questions and share your ideas.

The Redevelopment Agency invites you to attend one, or both, of the Town Hall Meetings. If you have any questions about the Meetings, please call the City Manager's Office at (858) 720-2430. We look forward to seeing you there!

**TOWN HALL MTG. #3**  
Tuesday June 22, 2004  
7:00 p.m.  
Community Meeting Rm.  
La Colonia Park  
712 Stevens Avenue  
S.B., Ca 92075

**TOWN HALL MTG. #4**  
Thursday, June 24, 2004  
7:00 p.m.  
City Council Chambers  
Solana Beach City Hall  
635 S. Highway 101  
S.B., Ca 92075

JUNE 2004



PRINTED ON RECYCLED PAPER

## LEGAL NOTICE

**NOTICE OF A JOINT PUBLIC HEARING BY THE SOLANA BEACH CITY COUNCIL AND THE SOLANA BEACH REDEVELOPMENT AGENCY ON A REDEVELOPMENT PLAN FOR THE PROPOSED SOLANA BEACH REDEVELOPMENT PROJECT**

**NOTICE IS HEREBY GIVEN** that the Solana Beach City Council (the "City Council") and the Solana Beach Redevelopment Agency (the "Redevelopment Agency") will hold a joint public hearing on a Redevelopment Plan (the "Plan"), for the proposed Solana Beach Redevelopment Project (the "Project") and the Environmental Impact Report (the "EIR") prepared in connection therewith. The public hearing will occur at the following time and place:

**Date:** Tuesday, July 6, 2004  
**Time:** 7:00 p.m.  
**Place:** Solana Beach City Council Chambers, 635 S. Highway 101  
Solana Beach, California 91932

The City Council and Redevelopment Agency are proposing to adopt a Redevelopment Plan encompassing approximately 226 acres (the Project Area). The boundaries of the proposed Project Area are shown inside this newsletter. A full legal description of the proposed Project Area is available without cost at the Office of the City Manager of the City of Solana Beach, 635 S. Highway 101, Solana Beach, California, 92075, (858) 720-2430.

Generally, the scope and objective of the proposed Project are to: eliminate or alleviate blighting conditions by providing needed public improvements, assist the development of new uses that are acceptable to the community, assist the rehabilitation of existing properties, provide low- and moderate-income housing, and other activities authorized by the California Redevelopment Law (CRL). In alleviating blighted conditions in the proposed Project Area, implementation of the Plan will facilitate the rehabilitation of existing buildings and the development of uses, all of which will be consistent with the Solana Beach General Plan and previously approved Specific Plans. The proposed Project will not include the authority to acquire property through eminent domain for properties within the proposed Project Area.

Although no specific development is proposed at this time, all future construction within the proposed Project Area, and the rehabilitation of existing structures located therein, is required to be in conformance with the General Plan, City Municipal Code, and other jurisdictional doctrines. Future development, if any, will also be subject to the full environmental review in accordance with the California Environmental Quality Act.

At the public hearing on July 6, 2004, all people interested, including anyone having any objection to the proposed Plan and/or the EIR prepared in connection therewith, or who deny the regularity of any of the proceedings, may appear and be heard and may show cause why the proposed Project should not be adopted. If you wish to challenge the proposed Project or the EIR in court, you may be precluded from doing so unless you object to the approval of the proposed Project, or approval of the EIR, by objecting orally at the public hearing or by delivering written objections to the City Clerk at, or prior to, the public hearing. Further, in any court challenge to the Project, or the sufficiency of the EIR, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written correspondence delivered to the City Clerk at, or prior to, the public hearing.

The proposed Plan, EIR, Relocation Method, Owner Participation Rules, legal description, and other related documents are available for public inspection at the office of the City Manager of the City of Solana Beach. The Agency's Report to the City Council regarding the proposed Project will be available in the City Manager's office on or about June 23, 2004.

**GIVEN BY ORDER** of the Solana Beach City Council and the Solana Beach Redevelopment Agency.

### JOINT PUBLIC HEARING

Tuesday, July 6, 2004, 7:00 p.m.  
City Council Chambers  
Solana Beach City Hall  
635 S. Highway 101  
S.B., Ca 92075

# QUESTIONS & ANSWERS

**Has the Redevelopment Plan already been approved?**

No. Before the City Council can consider whether or not to approve the Plan, a public hearing must first be held.

**When, and where, will the public hearing be held?**

The public hearing will be part of the City Council/Redevelopment Agency meeting agenda for Tuesday, July 6, 2004, in the City Council Chambers. As always, the meeting will begin at 7:00 p.m.

**What will happen at the public hearing?**

Agency staff will have a brief presentation to review key aspects of the Plan, and public testimony will be heard by the City Council/Agency Board of Directors. Then, the City Council may decide whether or not to approve the Plan.

**I have questions about the new Plan. Will I have a chance to ask them at the public hearing?**

Yes, but keep in mind that your allotted time to address the City Council will likely be limited to just a few minutes. You should consider attending one, or both, of the upcoming Town Hall Meetings, because it will be more informal than the public hearing, and fewer time restrictions will give you a better opportunity to speak directly to Agency staff regarding redevelopment and the new Plan.

**When, and where will the upcoming Town Hall Meetings be held?**

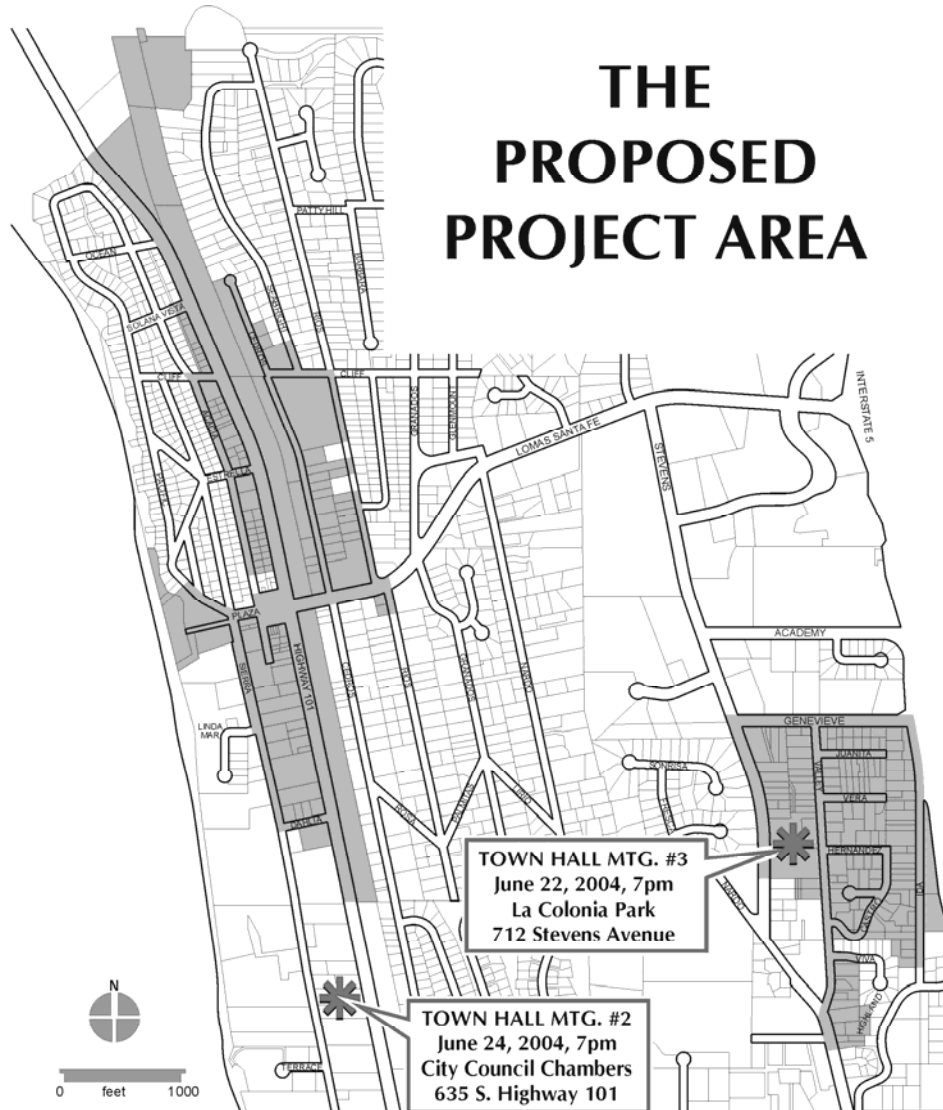
Town Hall Meeting #3 will be held on Tuesday, June 22nd, in the Community Room at La Colonia Park, and Town Hall Meeting #4 will be held on Thursday, June 24th, in the Solana Beach City Council Chambers. Both Meetings will begin at 7:00 p.m. Agency staff is preparing a presentation to bring you up-to-date on the development of the Plan, and will also re-visit some of the issues that were discussed at the first set of Town Hall Meetings held in April.

**Will the Plan give the Redevelopment Agency the authority to use eminent domain to take my property?**

No. The Plan does not include any eminent domain authority.

(Continued on facing page)

## THE PROPOSED PROJECT AREA



**Will the Plan change residential areas into commercial areas?**

No. Redevelopment reinforces the land use designations that are contained in the City's General Plan, it will not replace them. On June 1, 2004, the City Council reviewed the Plan and passed a Resolution finding that it conformed to the Solana Beach General Plan. The Plan is also consistent with the *Highway 101 Commercial Corridor Specific Plan*, the *Fletcher Cover Master Plan*, and the *Eden Gardens Master Streetscape Plan*. These documents, which were approved by the City Council at various times over the past several years, were written primarily with help from local residents and business persons, and are available for public inspection at City Hall.

**I've been told that the Redevelopment Agency can create new taxes and raise existing tax rates. Is this true?**

No. The Redevelopment Agency does not have the authority to raise existing taxes or impose new taxes. Your property tax rate will continue to be regulated by Proposition 13.

**If taxes aren't raised, then who pays for redevelopment?**

The Redevelopment Agency will use "tax increment" financing to pay for future programs. "Tax increment" means that the City is allowed to redirect a portion of the property taxes you pay into a fund which, in accordance with State law, must be re-invested back into the area from which it came. Typically, up to 75 cents of every "redevelopment" tax dollar is returned to the City/Agency, as opposed to about 16 cents to the City without redevelopment. Over time, these funds can add up to a substantial amount, which the Redevelopment Agency can then use to finance various improvements, programs, and activities.

**Will redevelopment force my property to be re-assessed?**

No. The Redevelopment Agency cannot call for the re-assessment of any land. Re-assessment only occurs when property is sold, changes hands, undergoes major improvements, or is requested by the property owner.

**How can I get more information about the new Plan?**

You can call the City Manager's Office at (858) 720-2430, or better yet, come to the Town Hall Meetings on June 22nd and 24th. The Meetings will include a brief but detailed presentation on redevelopment in general and the new Plan in particular, and will also include a "Question and Answer" session with Redevelopment Agency staff. We look forward to seeing you there!