

City of Lodi

Revitalization Without Redevelopment A Look Back

Phil Pennino
Pennino Management Group
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Situation (1993)

- Retail Strips Outlining Lodi
- Big Box Retail
- No Redevelopment

- Struggling and Landlocked Downtown was poorly defined
- Draining Downtown Retail and Restaurant's
- Dying Downtown

Downtown Zone



The Beginning

- Participated in a Local Government Commission Workshop
- Lodi Held Two Workshops
 - Downtown
 - Cherokee Lane (Business 99)
- Support
 - Businesses
 - Community
 - City Staff
 - Council



Project Goals

- Provide a Strategy to Revitalize the Downtown & Cherokee Lane
- Assess and Recommend Changes to the Ordinances and Design Elements.



Downtown Additions

- Street Lighting
- Pedestrian Benches
- Information Kiosks
- Trash Receptacles
- Irrigation Facilities
- Gateway
- Street Trees
- A Mini Pedestrian Plaza
- New Sidewalks
- New Road
- Electrical Upgrades

Outcomes

- Implemented Strategy Recommendations and Streetscape Improvements.
 - Including Construction of a prominent Gateway to the Downtown
- Restriction of Big Box Stores in the Downtown



Funding

• Revitalization Improvements	\$4,080,000
• Design/Construction Contingencies	\$720,000
• Construction Incidental Expenses	\$879,168
• Assessment Incidental Expenses	\$449,850
• Unpaid Assessment	<u>\$137,500</u>

Total

\$6,266,518

**City of Lodi Contribution
Assessment District**

\$3,139,487

\$3,127,031

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City Funds

\$3,139,487

- Basic Needs
 - Road Repair Funds
 - Waste Water Fund
 - Storm Drain Fund
 - Water Fund
 - Electric Fund



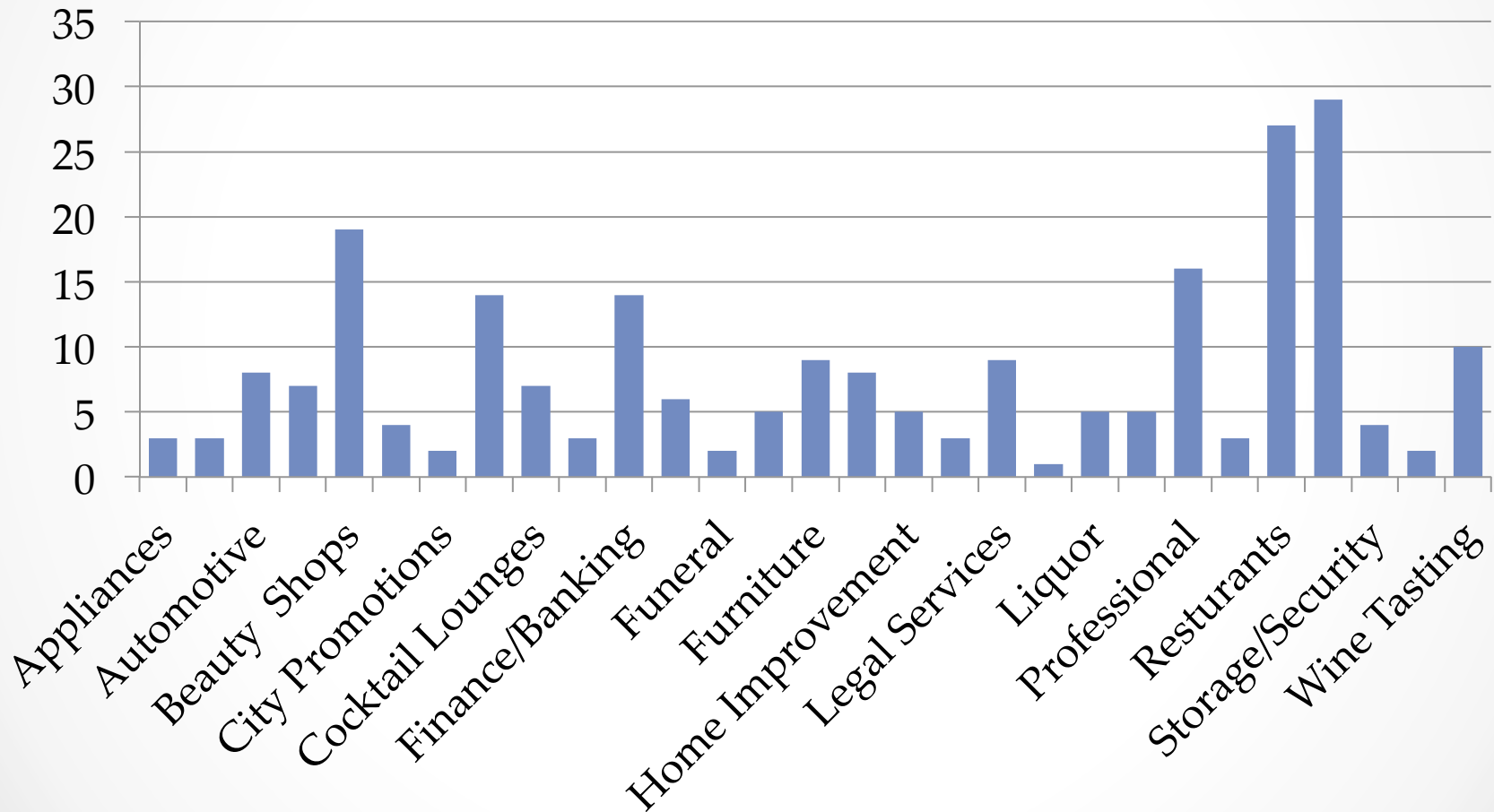
Assessment District

\$3,127, 083

- Amenities
- Parcel Tax
 - Core
 - Charge Per Square Foot
 - Charge For Frontage Improvements
 - Non-Core Area
 - Charge per Square Foot

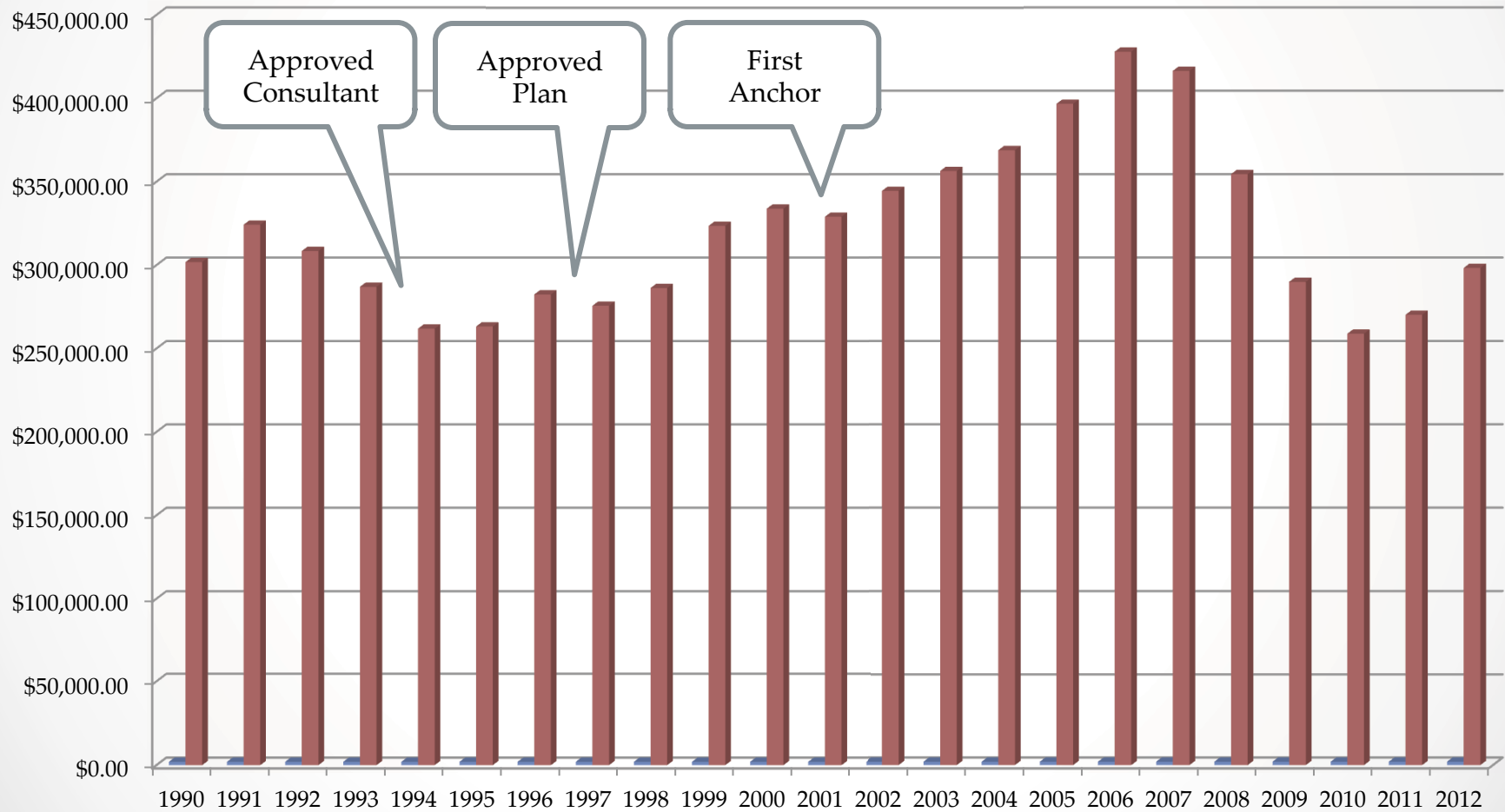


Downtown 234 Business



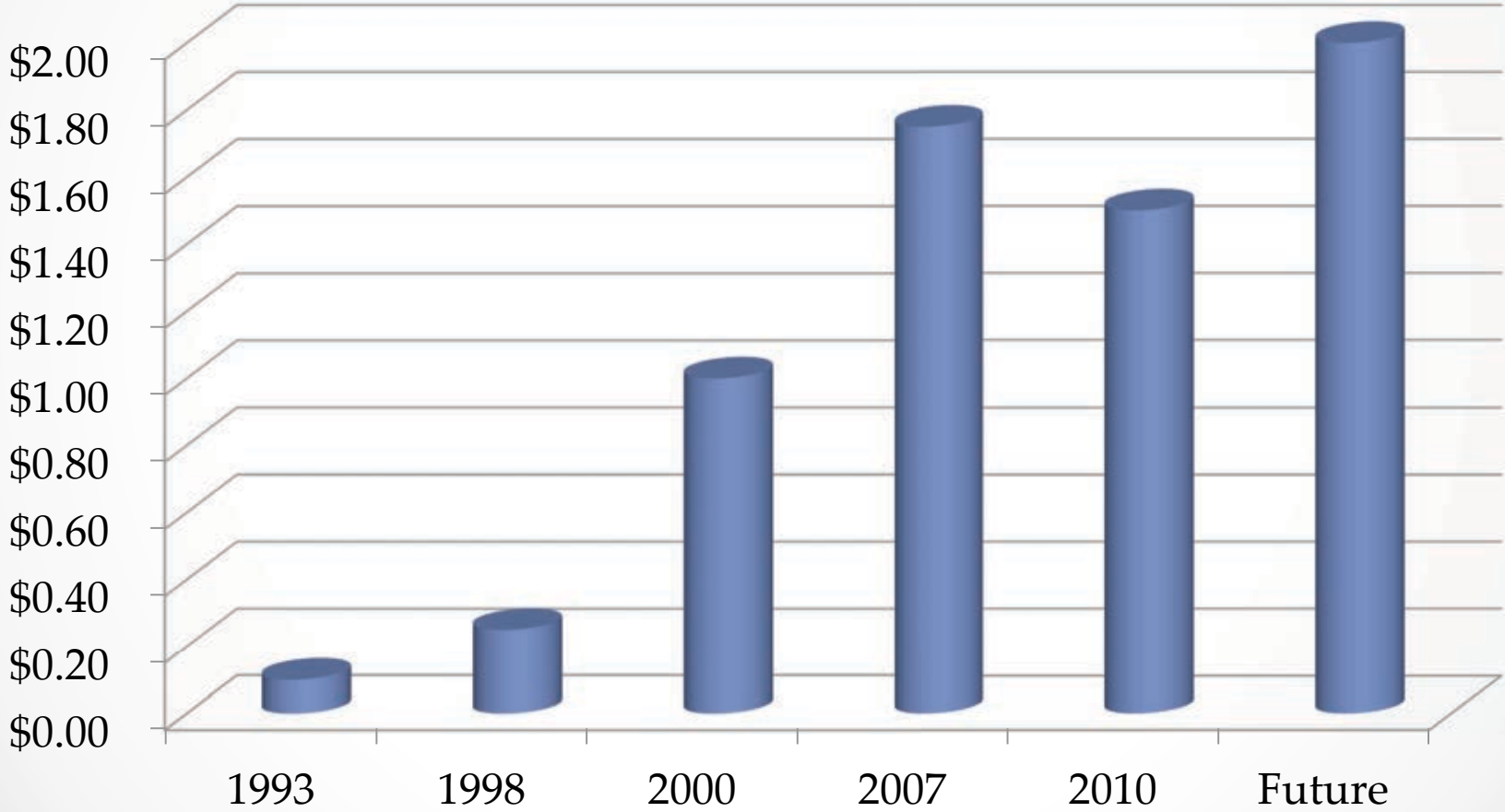


Sales Tax





Rents





Tips

Former Public Works Director

- A parking problem is a good thing.
- A special place takes special maintenance.
- If your own rules get in the way of innovation and “entrepreneurial spirit”, change the rules.



Tips

City Manager/Community Development

- Don't hesitate to begin.
- Be Comprehensive.
- Have at least one focal (catalyst) project.
- Put money aside to assist the property owners improve their properties
- Be prepared for the “Eeyore” in the crowd who will always find something negative.



Tips

Former Mayor/Councilmember

- Be Visionary
- Build Support Base
- Be Aggressive
- Be Patient
- Find an Anchor
- It Will Take Time
- Put in Place a Long Term Plan
- Councils Come & Go









