

The Market Center Project – A Public -Private Partnership **Revitalizing Redding**

Everybody has a unique story for getting into this field. Why did you get involved in economic development?

I started my career in this field assisting with the redevelopment of blighted low-income neighborhoods. Redeveloping communities brings about challenges as each area has its own cast of stakeholders with their own vision or interests. Collaborating with the community to create change through transforming projects – that is the fun and where the gratification comes from as we witness the revitalization and impact on the community.

In your economic development work experience, can you think of a specific economic development project or program that you worked on that stood out as making an impact?

Market Center Project

Can you tell me a little bit about it and when it started?

The Market Center Project is a partnership between Downtown Redding Investors, LP (Developer) and the City of Redding (City) that consists of the demolition of a 60,000-square-foot dilapidated commercial building located above a subterranean public parking facility. Portions of the commercial structure block abandoned street right-of-ways located in the hub of Downtown.



In June 2018, the Developer started demolition of the commercial building and the public parking facility and the City purchased the abandoned right-of-ways to facilitate the reintroduction of the Downtown street grid.

Market Center includes the construction of a four-story, mixed-use building that includes 82 residential units and approximately 22,000 square-feet of ground floor commercial/retail space. Parallel to the development of the mixed-use building, the City is preparing to construct the three street segments and a two-way separated bike lane. It is anticipated that the both the mixed-use and streets projects will be completed in September 2020.

A lot of projects/programs have ups and downs. Were there challenges you had to overcome to be successful and rewards working on this project/program?

The biggest challenge Market Center had was securing the funding layers to complete the project. In October 2016, the Developer and City were awarded by the California Department of Housing and Community Development and the Strategic Growth Council an Affordable Housing and Sustainable Communities (AHSC) Program award of \$20 million. The AHSC Program funding combined with commercial financing, tax credits, private equity and the City's affordable housing financing made the \$40 million project financially feasible. In the end, selecting, layering and securing the combination of funds took a fiscally savvy, trusted Developer coupled with a dedicated City Council and staff to complete the financial transactions.

Can you share any impacts the project/program has had or will have on employment, expansion of local tax base & diversification of the area's economy?

Market Center is in the hub of our downtown and its location serves as a catalyst for other surrounding properties, one to three blocks away, to transform office space to active retail and commercial storefronts. It is anticipated that the reintroduction of the streets and the infusion of Market Center's 82 residential units that new businesses will open, and others will relocate and expand to Downtown thereby increasing job opportunities and creating vibrancy in Downtown.

Due to the July 2018 Carr Fire, right at the beginning of the Market Center project, the City was presidentially-declared a major disaster area. The Market Center project serves as one of many projects that demonstrates the resiliency of our community and the commitment to move forward with development efforts that complement other recovery efforts and creates new housing units.

In addition, since the beginning of the development of Market Center, there has been a renewed interest in properties for sale, properties being redeveloped, new construction, purchases and business leases in Downtown which has increased sales values that is improving our local tax base. In fact, Market Center represents \$40 million of approximately \$200 million total development activity currently occurring in Downtown Redding with another \$100 million in the early stages of development.

What advice would you give to other economic development professionals when working on a similar project/program?

Project success requires great partnerships between property owners, community groups, the developer and the City that have the energy and perseverance to fulfill the vision and achieve multiple goals that align with the communities desires.

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