



**MEMORANDUM
OFFICE OF THE
COUNTY EXECUTIVE OFFICER
COUNTY OF PLACER**

TO: Honorable Board of Supervisors

FROM: David Boesch, County Executive Officer
By: Jennifer Merchant, Principal Management Analyst

DATE: July 22, 2014

SUBJECT: Presentation Regarding the Squaw Valley Entrance Site Development Assessment & Concept Plan

Action Requested

Receive a presentation by County staff and Ward Young Architects regarding the Squaw Valley Entrance Site Assessment & Concept Plan, and provide potential direction as necessary.

Background

Placer County engaged the services of Ward-Young Architects to develop a Concept for a commercial mixed use project to include placement of a future Squaw Valley Museum.

Placer County provided \$100,000 in North Lake Tahoe Transient Occupancy Tax funds in 2008 to create a Museum Master Plan, which included site evaluation, building requirement analysis, development of exhibit topics and an interpretive and gallery plan, evaluation of existing and needed collection pieces, market and demographics analysis, capital and annual operational cost estimates, and a project implementation schedule.

The project was initially led by an organizing committee comprised of the Auburn Ski Club, North Lake Tahoe Historical Society and other community leaders and organizations. Since that time the group has received 501C(3) status, called the Squaw Valley Museum Foundation.

The Concept Plan presented today by Ward-Young Architects focuses on one of the Museum Master Plan's preferred sites, largely on the Poulsen Family's "Gateway Property" located at the north entrance to Olympic Valley, and analyzes siting the museum in conjunction with potential redevelopment and expansion of commercial/mixed uses. Total project funding was \$15,000, which was funded with Placer County TOT revenue and matching funds from the Poulsen Family.

A stakeholder team led by Placer County and including representatives from the Squaw Valley Museum Foundation, North Lake Tahoe Resort Association and Squaw Valley Gateway Properties held regular meetings through the fall and winter months to develop concepts.

Three rough concepts were considered, but the group landed on a final concept that was more fully developed to meet the needs of the Poulsen family and the Museum representatives. The

preferred concept provides necessary space for Museum operations and parking, and also suggests minor land use variances for the remainder of the site in recognition that the final project would include a generous donation of land by the Poulsen Family to the Museum. The remainder of the site would include a commercial/mixed use project, likely to include retail, office and multi-family housing.

The Concept Plan also identifies challenges to project implementation, some of them significant. Those include a patchwork of ownership, easements, deed restrictions, high voltage power lines, lack of sewer service, and land use restrictions. Staff believes that despite the significant site challenges, the opportunity to redevelop the gateway to Olympic Valley and also memorialize the Poulsen family contribution to the community's outdoor winter sports heritage would yield a significant economic and cultural return on investment. The participating stakeholders are also interested in moving forward with additional due diligence required to overcome the challenges identified to date. Should your Board indicate its willingness to further investigate solutions to these challenges, staff will continue to work toward resolution and potential concept implementation.

Fiscal Impact

There is no impact on the County's General Fund.

EXECUTIVE SUMMARY

This site development assessment study addresses the current conditions and evaluates the land development consequences of locating the Squaw Valley Olympic Museum & Winter Sports Heritage Center (SVOM) on privately owned and Placer County (PC) owned properties at the entrance to Squaw Valley. This study assesses the development potential of the properties, evaluates the effect on land development potential of locating the SVOM in the Study Area, suggests means of mitigating or off-setting loss of development potential, and proposes an implementation strategy for doing so. Squaw Valley Gateway Properties, North Lake Tahoe Resort Association, and Placer County have sponsored this assessment.

The Study Area is comprised of five parcels, totaling 6.3 acres, located at the northwest corner of State Route 89 and Squaw Valley Road. The largest parcel, 4.8 acres, is privately owned by Squaw Valley Gateway Properties (GP). The remaining four parcels, totaling 1.5 acres, are owned by Placer County. There are three small commercial use buildings, occupied by commercial lease tenants, on the GP parcel. The PC parcels are undeveloped, with the exception of access driveways, utilities crossing the parcels, the Tower of Nations monument, and a public transit shelter.

The Study Area is physically characterized by relatively level topography over approximately half the site and increasing upward slopes toward the west and north property lines of the GP parcel. Approximately half the Study Area, including all the PC parcels, has been previously disturbed by development activities. The undisturbed portions of the GP parcel, located to the west and north of the parcel, appear to be in a natural state.

Public rights-of-way and roadways are adjacent to the Study Area to the east and south, and provide vehicular and pedestrian access to this area. A major electrical power substation, providing power to Squaw Valley, is located adjacent to the Study area along a portion of the west side. An undeveloped, residentially zoned parcel, wraps around the remaining west side and north side of the Study Area.

The Study Area is within the land use regulatory area of the Squaw Valley General Plan and Land Use Code. The privately owned property, and a portion of the Placer County property, is zoned Entrance Commercial. The remaining PC parcels are zoned Forest Recreation or are not designated with a zone district. A variety of permitted uses, including retail, hospitality, and office and professional, as well as multi-family residential use, are allowed in the Entrance Commercial zone district. The Forest Recreation zone district allows forest stations and lookouts, outdoor amphitheaters, picnic areas, and trails.

Electrical power, telecommunications, and water service are available at the Study Area to serve future development. Natural gas is not available in the vicinity. LPG storage and on-site piping will be required to serve future development in the Study Area. There is no waste water/sewage collection system currently available to the Study Area. Development in the Study Area will require connection to the Squaw Valley Public Service District's waste water collection system. A 2007 study of alternatives for connecting the Study Area to the SVPSD's waste water collection system estimated the costs to be \$1.6M to \$3.0M, depending on the selected alternative.

Development within the Study Area is encumbered by multiple utility and access easements and a long-term lease on a portion of the GP parcel. This lease is with Southland Corporation for

the operation of the 7 Eleven store on-site, and provides for the potential of another decade of operation.

GP representatives have indicated there is interest in developing the property with a mix of commercial, retail, and office space uses catering to the needs of visitors and passerbys, as well as to local residents. The Squaw Valley Olympic Museum Foundation (Foundation) is seeking a site on which to locate the Squaw Valley Olympic Museum & Winter Sports Heritage Center (SVOM). The concept of, and requirements for, the SVOM are described in the "Squaw Valley Olympic Museum & Winter Sports Heritage Center, 2012 Revised Conceptual Program". The location criteria established for the Foundation includes a highly visible and convenient location that will stand out and be connected with nature and the essence of the sport. Placer County is assisting the Foundation with locating a suitable location, and has prompted this study.

In order to assess the effect on development potential of the parcels with locating the SVOM in the Study Area, the development potential of the parcels was assessed without the SVOM. Multiple conceptual development plans were prepared and a preferred plan was selected – the Baseline Development Potential plan. This plan indicates the potential for development for 50,200 square feet of mixed-use space to be developed on the GP parcel in compliance with the zoning and land use regulations, as well as observing the encumbrances and physical constraints on the parcels. Little development potential exists with the PC parcels, due to size and configuration of the parcels, and the legal encumbrances existing on these parcels.

A concept plan was developed to explore the effect of locating the SVOM in the Study Area on the baseline development potential established. Locating the SVOM as near the corner of SR 89 and Squaw Valley Road as feasible was agreed by the study sponsors to be the only acceptable location for the SVOM in the Study Area meeting the Foundation's criteria. This location is on both GP and PC parcels, with most of the SVOM building footprint and required parking and access located on Parcel 1, the GP owned parcel. Approximately one acre of Parcel 1 is required to accommodate the SVOM in this location. This reduction in developable area reduces the development potential of the GP parcel under the current zoning and land use regulations.

The Concept Plan prepared illustrates the development potential for approximately 63,700 square feet in the Study Area. This is comprised of 13,500 square feet for the SVOM and 50,200 square feet of development on the GP parcel (including the existing 7 Eleven store of 3,300 square feet). To achieve this development potential on Parcel 1, modifications of, or variances from, Placer County's Land Use Code for Squaw Valley are necessary under the current zoning regulations. Modifications or variances may include reducing the requirements for Open Space and for Parking, and/or increasing the allowed Building Height. An alternative approach would be to consider the Study Area (all five parcels) as a single development area. This approach would enable all of the site area comprised of these five parcels to fulfill development regulations. Determination of the specific modifications of, or variances from, the Land Use Code is subject to the implementation strategy pursued by GP and Placer County to facilitate locating the SVOM in the Study Area.

To facilitate the use of a portion of GP property for the SVOM, the following Implementation Strategy is recommended. Consider all five parcels in the Study Area as one integrated development plan area. Create appropriate zoning and/or land use regulation modifications to

facilitate the development potential represented by the Concept Plan. Doing so may require the following actions.

- Provide Land Use Code modifications enabling an increase in the development potential within the Study Area.
- Reconfigure parcels within the Study Area.
- Implementation of Squaw Valley Gateway Properties Conditions

Recommendation:

To achieve the objective of locating the Squaw Valley Olympic Museum and Winter Sports Heritage Center on property within the identified Study area, the implementation Strategy described above should be pursued.

