



*"We are a welcoming, active and business-friendly rural foothill community built on California's rich gold rush history."*

## **Planning Commission Memorandum**

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**Meeting Date:** August 19, 2025

**Prepared By:** Carole Kendrick, Director of Development Services

**SUBJECT: Governor's Office of Land Use and Climate Innovation (LCI formerly the Office of Planning and Research (OPR)) – Guideline development to help local governments navigate the financial, regulatory and market challenges of reviving downtowns and main streets.**

### **Background:**

The Governor's Office of Land Use and Climate Innovation (LCI), in partnership with urban planning expert Bill Fulton at UC San Diego, is developing new guidelines to support California communities in revitalizing their downtowns and main streets. This initiative addresses post-pandemic recovery, climate adaptation, and economic challenges, offering tools, case studies, and strategies for inclusive, resilient, and vibrant downtowns.

A statewide listening session was held on August 7, 2025, which several Planning Commissioners, PEAC members, local merchants, and residents attended. Key discussion topics included challenges and successes in creating thriving downtowns, such as financial barriers, regulatory hurdles, and opportunities for economic development plans. Public comments are due to LCI by August 28, 2025, via email to [planning@lci.ca.gov](mailto:planning@lci.ca.gov) with the subject "Reviving Downtowns and Main Streets."

### **Request:**

Staff requests that the Planning Commission discuss this initiative at the August 19, 2025, meeting and provide comments or recommendations for submission to LCI. This input could help shape state guidelines relevant to Placerville's downtown revitalization efforts. Please review the attached email thread for additional details.

### **Attachments:**

Attachment A: LCI Email