



City of
Placerville

Carole Kendrick <ckendrick@cityofplacerville.org>

Reviving Downtowns and Main Streets Statewide Learning Exchange

16 messages

Governor's Office of Land Use and Climate Innovation <planning@opr.ca.gov>

Mon, Jul 28, 2025 at 4:43 PM

Reply-To: planning@opr.ca.gov

To: pv.planning@gmail.com



Help LCI Develop Guidelines

The guidelines will help local governments navigate the financial, regulatory and market challenges of reviving downtowns and main streets.



Governor's Office of
Land Use and
Climate Innovation

lci.ca.gov



Dear Partners,

The **Governor's Office of Land Use and Climate Innovation**, in partnership with urban planning expert **Bill Fulton at UC San Diego**, is developing a **new Guideline** to support California communities in giving new lives to their **downtowns and main streets**. As many cities work to recover from the impacts of the pandemic, adapt to climate change, and respond to shifting economic trends, local governments are facing complex financial, regulatory, and market challenges that hinder downtown reinvestment.

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We invite you to join a **Statewide Learning Exchange** to discuss the key opportunities and challenges facing downtowns and main streets, especially in the context of post-pandemic recovery. This initiative is in its early stages, and we are seeking a broad range of perspectives.

Important Dates:

Statewide Listening Session: Thursday, Aug. 7, from 11 a.m. - 12 p.m.

Register for Listening Session: Webinar Registration - Zoom

Public Comment Deadline: Friday, Aug. 28, at 5 p.m.

Submit your comments by emailing planning@lci.ca.gov with "Reviving Downtowns and Main Streets" in the subject line.

Register for our Listening Session

Sincerely,
The Planning Team

For more information, contact planning@lci.ca.gov.

Governor's Office of Land Use and Climate Innovation | [1400 10th Street](#) | Sacramento, CA 95814 US



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Placerville Planning Department <pv.planning@gmail.com>
To: ckendrick@cityofplacerville.org

Tue, Jul 29, 2025 at 4:04 PM

Can we forward this to PEAC?

[Quoted text hidden]

--

City of Placerville Planning Division

ph. 530.642.5252

[3101 Center Street, 2nd Floor, Placerville, CA 95667](#)

<http://www.cityofplacerville.org>

Office Hours: 8:00 a.m. - 12:00 p.m. and 1:00 p.m. - 5:00 p.m. Monday - Friday,

Starting 7/1/25 **Office Closed 12:00 - 1:00 Daily**

Carole Kendrick <ckendrick@cityofplacerville.org>
To: Placerville Planning Department <pv.planning@gmail.com>

Tue, Jul 29, 2025 at 4:06 PM

Let me get direction from Cleve.

[Quoted text hidden]

Carole Kendrick <ckendrick@cityofplacerville.org>
To: Cleve Morris <cmorris@cityofplacerville.org>

Tue, Jul 29, 2025 at 4:07 PM

Hi Cleve,

Is this something that we should forward to PEAC and/or PC?

Please advise.

Thanks,
Carole

[Quoted text hidden]

Placerville Planning Department <pv.planning@gmail.com>
To: Carole Kendrick <ckendrick@cityofplacerville.org>

Tue, Jul 29, 2025 at 4:06 PM

Ok, thanks.

[Quoted text hidden]

Cleve Morris <cmorris@cityofplacerville.org>
To: Carole Kendrick <ckendrick@cityofplacerville.org>
Cc: Rachel Doig <rdoig@cityofplacerville.org>

Mon, Aug 4, 2025 at 12:04 PM

Carole: I would be fine with referring this to PEAC and if you would like to send it to PC that is fine too. I will have Rachel send it to PEAC.

Cleve

Cleve Morris
City Manager
City of Placerville
cmorris@cityofplacerville.org
www.cityofplacerville.org
530-642-5200

[Quoted text hidden]

Carole Kendrick <ckendrick@cityofplacerville.org>
To: Cleve Morris <cmorris@cityofplacerville.org>
Cc: Rachel Doig <rdoig@cityofplacerville.org>

Mon, Aug 4, 2025 at 12:11 PM

Terrific!

[Quoted text hidden]

Carole Kendrick <ckendrick@cityofplacerville.org>
To: Kris Kiehne <kkiehne11@gmail.com>, Catherine Silvester <catherines.pve@outlook.com>, AMY LEPPER <amylepper@aol.com>, Alyssa Stratton <astratton217@gmail.com>, kirkcallansmith@gmail.com

Mon, Aug 4, 2025 at 12:12 PM

Good afternoon, Chairperson Kiehne and Commissioners,

Please see the information below.

Thank you,
Carole

----- Forwarded message -----

From: **Governor's Office of Land Use and Climate Innovation** <planning@opr.ca.gov>

Date: Mon, Jul 28, 2025 at 4:43 PM

Subject: Reviving Downtowns and Main Streets Statewide Learning Exchange

To: <pv.planning@gmail.com>

[Quoted text hidden]

Rachel Doig <rdoig@cityofplacerville.org>
To: Rachel Doig <rdoig@cityofplacerville.org>
Bcc: ckendrick@cityofplacerville.org

Mon, Aug 4, 2025 at 2:00 PM

FYI

--

Thank you,
Rachel Doig
Assistant to the City Manager
Deputy City Clerk
City of Placerville
PH: (530) 642-5296
FX: (530) 642-5538

[Quoted text hidden]

Catherine Silvester <catherines.pve@outlook.com>

Mon, Aug 4, 2025 at 4:28 PM

To: Carole Kendrick <ckendrick@cityofplacerville.org>, Kris Kiehne <kkiehne11@gmail.com>, AMY LEPPER
<amylepper@aol.com>, Alyssa Stratton <astratton217@gmail.com>, "kirkcallansmith@gmail.com"
<kirkcallansmith@gmail.com>

Thank you for sharing this, Carole! I'm registering to listen in - is anyone from the City planning to attend?

Catherine

From: Carole Kendrick <ckendrick@cityofplacerville.org>

Sent: Monday, August 4, 2025 12:12 PM

To: Kris Kiehne <kkiehne11@gmail.com>; Catherine Silvester <catherines.pve@outlook.com>; AMY
LEPPER <amylepper@aol.com>; Alyssa Stratton <astratton217@gmail.com>;
kirkcallansmith@gmail.com <kirkcallansmith@gmail.com>

Subject: Fwd: Reviving Downtowns and Main Streets Statewide Learning Exchange

Good afternoon, Chairperson Kiehne and Commissioners,

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Thank you,
Carole

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The Planning Team

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[US](#)



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kirkcallansmith@mindspring.com <kirkcallansmith@mindspring.com>

Mon, Aug 4, 2025 at 6:40 PM

To: Catherine Silvester <catherines.pve@outlook.com>

Cc: Carole Kendrick <ckendrick@cityofplacerville.org>

Hi all. I appreciate this notice, and I too registered for August 7th. Kirk

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Catherine Silvester <catherines.pve@outlook.com>

Thu, Aug 7, 2025 at 12:52 PM

To: Carole Kendrick <ckendrick@cityofplacerville.org>, "kirkcallansmith@gmail.com" <kirkcallansmith@gmail.com>

Hi Carole,

Kirk and I attended this learning exchange.

LCI is organizing a Task Force to develop guidelines for communities to use in revitalizing their downtowns and main streets. The purpose of the meeting was to present a brief background of the task force goals and

purpose and then to gather input from attendees. There were a few main discussion topics which I've requested from the meeting facilitator but which were all related to challenges/successes related to a vibrant and thriving downtown and ways LCI can help to facilitate the efforts of communities (i.e., tools or guidance for developing an economic development plan, etc.). They have requested written comments/input by August 28. It would be great to get feedback from the City to share with the Task Force.

We are happy to discuss this with you in a call or meeting.

Thanks! Catherine

From: Carole Kendrick <ckendrick@cityofplacerville.org>

Sent: Monday, August 4, 2025 12:12 PM

To: Kris Kiehne <kkiehne11@gmail.com>; Catherine Silvester <catherines.pve@outlook.com>; AMY LEPPER <amylepper@aol.com>; Alyssa Stratton <astratton217@gmail.com>; kirkcallansmith@gmail.com <kirkcallansmith@gmail.com>

Subject: Fwd: Reviving Downtowns and Main Streets Statewide Learning Exchange

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Thank you,
Carole

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Carole Kendrick <ckendrick@cityofplacerville.org>
To: Catherine Silvester <catherines.pve@outlook.com>
Cc: "kirkcallansmith@gmail.com" <kirkcallansmith@gmail.com>

Thu, Aug 7, 2025 at 12:57 PM

Hi Commissioner Silvester,

I also attended this discussion and noticed that Commissioner Stratton was present. My breakout group included two Main Street merchants, a resident, and a PEAC member, so Placerville was well-represented.

I will gather some information to include in our August 19th meeting and agendize this topic for open discussion by the Commission.

Thanks,
Carole

[Quoted text hidden]

Catherine Silvester <catherines.pve@outlook.com>
To: Carole Kendrick <ckendrick@cityofplacerville.org>
Cc: "kirkcallansmith@gmail.com" <kirkcallansmith@gmail.com>

Thu, Aug 7, 2025 at 1:00 PM

That's great! I didn't find either one of you so didn't know you were there.
We'll talk on August 19.

Thanks, Catherine

From: Carole Kendrick <ckendrick@cityofplacerville.org>
Sent: Thursday, August 7, 2025 12:57 PM
To: Catherine Silvester <catherines.pve@outlook.com>
Cc: kirkcallansmith@gmail.com <kirkcallansmith@gmail.com>
Subject: Re: Reviving Downtowns and Main Streets Statewide Learning Exchange

[Quoted text hidden]

Carole Kendrick <ckendrick@cityofplacerville.org>
To: Cleve Morris <cmorris@cityofplacerville.org>

Thu, Aug 7, 2025 at 1:08 PM

Hi Cleve,

I'm writing to give you a heads-up about some of the discussion points from today's session, which I attended along with three Planning Commissioners, one PEAC member, and several local merchants and residents.

My breakout group included Adam from PEAC, Kathi Lishman, and Ruth Michaelson. While it was a productive discussion overall, Ruth made a few specific comments regarding the City:

- * Merchants feel that the City is not supporting them as it has in the past.
- * Concerns were raised about the costs associated with special events and the perception that the City is selectively applying fees.
- * There were also concerns about large businesses, such as the Army/Navy store, leaving the downtown area.

I wanted to make you aware of these points in case they are brought to your attention.

Thanks,
Carole

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To: <pv.planning@gmail.com>

[Quoted text hidden]

Cleve Morris <cmorris@cityofplacerville.org>
To: Carole Kendrick <ckendrick@cityofplacerville.org>

Mon, Aug 11, 2025 at 9:06 AM

Thank you. Ruth has always been critical of the City.

Cleve

Cleve Morris
City Manager
City of Placerville
cmorris@cityofplacerville.org
www.cityofplacerville.org
530-642-5200

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