

Sonoma County Renewal Enterprise District (RED)

Community development for local disaster recovery in the 21st century

Following the wildfires of 2017 and the declaration of a Federal Disaster Area, the *Renewal Enterprise District* is created as a countywide Joint Powers Authority to provide financing and regulatory certainty for housing projects and supportive infrastructure within development priority areas of Sonoma County.

Why is it needed?

Current regulatory, land use and financing systems create barriers to the development of new housing, barriers which are severely compounded by the loss of over 5,000 homes. A new construct that lowers financing costs and reduces development risk is needed to enable the communities within Sonoma County to recover from disaster using a regional approach, and address the severe housing shortage that existed previously.

How does it work?

RED will have a JPA governance structure with authority to pool and leverage financing and streamline environmental review and permitting for projects that meet high standards for density, use of net-zero technologies, and affordability. The JPA will be formed initially by the County of Sonoma and the City of Santa Rosa, and will be open to all cities within the county to join. RED will take advantage of existing regional planning efforts, and focus its regulatory and financial incentives on developments within priority development and rural investment areas.

Reducing Risks

RED uses approved local plans to directly encourage development within its mapped areas, including with accelerated local review, financing of development fees, and more certainty related to CEQA in defined developed and transit-oriented areas.

Lowering Housing Costs

RED lowers the cost of housing by assembling public, private and philanthropic capital in ways that allow local government to leverage its land, issue debt, and take ownership stakes in development. RED consolidates federal disaster funds, energy incentives, employer funds, and other sources to enable developers to access project capital.

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**Affordable, Climate
Smart, Transit
Oriented, Equitable
and Resilient**

**Shared vision and
governance** that
addresses regional
housing and climate
goals

**Planning and
regulatory certainty**
for projects that
meet RED criteria

New finance tools to
share risks and
returns and lower
the cost of housing

**Uses existing
general and specific
plans** to ensure
development is well
located