



**RESULTS OF THE (AED) MEASURES ORDINANCE**  
**October 31, 2013**

In July 2010, the City Council adopted the Aggressive Economic Development (AED) Measures Ordinance to address high vacancy rates, delayed implementation of development projects, and to reduce impediments to small projects and re-occupancies. The Ordinance included twenty two (22) measures and covered a variety of strategies. Results to date from the AED Ordinance include:

Time has been granted

- Automatic time extensions – residential subdivisions representing about 1,000 residential units city wide have been saved from unnecessary expiration.
- Property owners of non-conforming buildings/uses have an additional 18 months to find a new tenant
- More businesses can confidently sign a lease and get open or started on tenant improvements without delay - Over 120 applicants were issued Zoning Clearances, instead of having to first secure a Minor Use Permit, and thus are saved about \$2500 and 8 weeks of time.
- Homebuilders have been able to afford the construction of over 130 single family dwellings homes, with impact fees collected at end of the process (final inspection) instead of at the beginning (building permit issuance)

New car auto dealerships jumped at the opportunity for expedited review

- VW and Subaru both constructed new car dealerships on Corby Avenue
- Kia constructed a new car dealership on Santa Rosa Avenue
- Fiat is currently in review for a new car dealership on Santa Rosa Avenue
- Manly Honda, Manly Hyundai, and BMW all conducted major remodels on Corby Avenue

Small projects and re-occupancies have been expedited

- An over the counter design review program has allowed over 160 applicants to conduct minor building and/or site improvements concurrent with a building permit, saving applicants \$1500 and 4 to 6 weeks in time.



## **RESULTS: ECONOMIC DEVELOPMENT WORK PLANS**

October 31, 2013

In April and August, 2011, the City Council prioritized Economic Development as the #1 Council Goal and directed Community Development staff to: A) prepare opportunity sites for development and B) examine the Zoning Code for impediments to economic development. In April 2011, the Council directed staff to implement 5 of those projects (Tier 1), and in August 2011, staff was directed to implement 8 additional projects (Tier 2). Results from these projects include:

### Prepared opportunity sites for development

- Amended the General Plan land use designation for a portion of a site located at Santa Rosa Avenue at Yolanda Avenue to create a 12.5-acre regionally attractive commercial site ready for development; and concurrently re-designated 7.3 acres elsewhere in the City to higher residential densities to maintain consistency with the City's Housing Element.
- Rezoned the 57-acre (96 parcels) Santa Rosa Business Park, an 8-acre (47 parcels) Downtown Commercial Office neighborhood, the 5.4-acre Prickett's Neighborhood Shopping Center Site, and the 18-acre Montecito Community Shopping Center site from outdated Planned Development or non-conforming Districts to new and conforming Districts so as to increase permitted uses, expedite re-occupancies and attract investment and development.

### Reduced zoning impediments to economic development

- Amended land use tables for the Business Park, Light Industrial, and General Industrial Zoning Districts to increase the number of uses by right and expedite re-occupancies of existing structures. As a result, a total of 30 land use categories are now either permitted or allowed with a minor use permit (instead of needing a major Conditional Use Permit). This saves applicants \$2,600 and 8 weeks of time when the use is now permitted; and \$11,000 and 2 months of time when the use now only needs a minor use permit.
- Amended General Plan and Zoning policies for three specific industries that had demonstrated an interest in expansion in Santa Rosa. These industries included: Grocery Stores; Medical Services; and Wineries/Breweries and Tasting Rooms. In many Zoning Districts these uses are now permitted by right (without a use permit).
- Adopted 19 of the 22 AED Ordinance interim measures as permanent land use policy (without a sunset date). The three measures maintained as interim were granted additional time, to August 20, 2015.