



City of Santa Rosa

Legislation Details

File #:	18-0904	Version:	1	Name:	Renewal Enterprise District (RED) Formation
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File created:	11/16/2018	In control:		In control:	City Council
On agenda:	12/4/2018	Final action:		Final action:	
Title:	REPORT - RENEWAL ENTERPRISE DISTRICT (RED)				

BACKGROUND: In the months following the 2017 wildfires, there was heightened awareness of the importance of ensuring not only that our fire survivors rebuild, but also ensuring community-wide economic vitality by meeting housing development goals. The Sonoma County Board of Supervisors and the Santa Rosa City Council have been working to address the problem, and directed staff to identify new and more effective structures that can, over the next five years, facilitate additional new housing development for all income levels. In response, the concept of a regional housing construct began to take shape in the Renewal Enterprise District or RED.

The basic premise of the RED is to work across jurisdictions to market and attract developers, blend private financing and public funds, leverage state and federal grant funds, and facilitate creation of housing that meets established public policy goals for increased density, access to transit, protection of open space and community separators, and improving energy efficiency, climate resilience, and affordability.

By working together, the City and County have an opportunity to develop and implement a common vision and drive regional renewal efforts, by leveraging their real estate assets, regulatory authority, and new funding sources for maximum effect and long-term benefit.

RECOMMENDATION: It is recommended by the Planning and Economic Development Department and the Housing and Community Services Department that the Council, by resolution, authorize approval of a Joint Powers Agreement creating a Renewal Enterprise District (RED) through a Joint Powers Authority comprised initially of the City of Santa Rosa and the County of Sonoma to facilitate the development of housing in targeted geographic areas.

Sponsors: Planning and Economic Development

Indexes: Not a Project

Code sections:

Attachments: 1. Staff Report, 2. Resolution, 3. Exhibit A, 4. Presentation

Date	Ver.	Action By	Action	Result
12/4/2018	1	City Council	to waive reading of the text and adopt	Pass