



AGENCY: City Council
MEETING DATE: January 29, 2020
DEPARTMENT: City Manager
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AGENDA ITEM SUMMARY

TITLE:

Receive Report and Provide Direction to Staff on Developing an Economic Development and Housing Development Incentives Manual

ISSUE:

The City Council developed priority areas and goals at a retreat in 2019. The following priorities and goals relate to economic development and housing:

Priority Area 1: Jobs/Industry

- Goal 1 – Become more business and customer service friendly.
- Goal 3 – Foster and help sustain local businesses.

Priority Area 3: Housing

- Goal 1 – 200 units of housing in the next five years.
- Goal 3 – Streamline permitting process and pursue creative approaches to fees.

In order to develop tools to implement these goals, City staff has developed a draft Economic Development and Housing Development Incentives Manual. The manual includes a series of tools that the City could explore to help promote economic growth and housing development.

Staff will briefly present each of these tools and how they could be applied in the City of Fort Bragg. Councilmembers will be asked to identify their top choices and direct staff to further explore these options. Staff will bring more information to Council about the top choices in later staff reports. These future reports will outline how to implement the tools locally and the fiscal impact of the incentives.

RECOMMENDED ACTION:

Direct staff to explore the top choice incentives in greater detail for future presentations to Council.

FISCAL IMPACT:

Most of the incentives would either decrease revenues or increase expenses in the short term with the expectation that they will spur longer term increases in the economy, in turn generating future revenue for the City. Staff will present specific fiscal impacts of the top choice incentives in future reports.

GREENHOUSE GAS EMISSIONS IMPACT:

Economic and housing development can have impacts on greenhouse gas emissions, either through increased vehicle trips or construction related emissions. Staff will present specific greenhouse gas emissions impacts of the top choice incentives in future reports.

CONSISTENCY:

The incentives manual is consistent with the City Council priority areas and goals presented above. The project is also consistent with the following city goals:

General Plan Goal LU-4: Promote the economic vitality of the City’s existing commercial areas.

General Plan Policy CD-2.3: Continue to support the economic diversity and vitality of downtown businesses.

General Plan Program CD-2.3.1: Consider establishing a Business Improvement District (BID) to stimulate increased business activity and revenues by helping to fund public improvements and loans and/or grants for private improvements in the Central Business District.

General Plan Program CD-2.3.2: Continue to periodically update the City’s Economic Development Strategy.

Housing Element: The Housing Element’s goals, policies and programs are designed to reduce housing constraints and address the housing needs of our community.

Adopted FY 19/20 Budget Revenue Policy F: User fees are reviewed annually for potential adjustments to recover the full cost of services provided, except when the City Council determines that a subsidy is in the public interest.

IMPLEMENTATION/TIMEFRAMES:

Implementation timeframes will vary depending on the top choices Council selects.

ATTACHMENTS:

1. Economic Development and Housing Development Incentives Manual
2. Presentation

NOTIFICATION:

1. Notify Me: Economic Development Planning
2. Notify Me: Finance and Budgeting
3. Notify Me: Fort Bragg Downtown Businesses