



## Economic Development & Community Development Initiatives

### I. Community Development

- Extensions and Reactivations
  - Expand time limit for non-conforming status
  - Expand time limit for cease of operation of existing Conditional Use Permits
  - Grant automatic extensions for previous approvals and increase the number of extensions allowed
  - Allow reactivation of project approvals that expired in 2009 or 2010 if requested by current property owner
- Public and Private Improvements
  - Minimize or require no public improvements on remodels, or postpone public improvements
  - Minimize or require no site improvements on projects when just a façade remodel is proposed
- Allow More Uses by Right to Reduce Impediments to Business
  - Make it easier, quicker and less expensive to create jobs by streamlining the review process (allow by right when not adjacent to residences) to encourage small business, medical uses and businesses that contribute substantially to preserving and restoring environmental quality (green jobs)
  - Allow Indoor Recreation in all Industrial Districts and the Business Park District to allow large warehouse buildings to be reused
  - Allow Personal Services in Office Districts by right rather than by Minor Conditional Use Permit
  - Make it easier for restaurants to locate in Santa Rosa by allowing restaurants serving alcohol by right rather than with a Minor Conditional Use Permit
  - Allow reuse of an existing building, such as a change of use from a retail store to a restaurant, without the need to bring the building up to current parking standards
- Modify Design Review Process
  - Allow over-the-counter approval without the need for a Design Review for very small project, such as a new awning or adding a door or window
  - New car auto dealership redevelopment and major remodels on Corby Auto Row could be reviewed by the Zoning Administrator rather than the Design Review Board
  - Delegate final Design Review to Community Development staff

- City-Initiated Rezoning
  - Initiate rezoning in Commercial, Office and Industrial Designations to be consistent with the General Plan
- Amend the General Plan
  - Make it easier for supermarkets and grocery stores to locate within the City by amending the General Plan to provide greater flexibility

## II. Economic Development

- Build the Entrepreneurial Environment: Facilitate programs that provide access to human and financial capital, intellectual property and economic innovation services; foster local and regional partnerships; continue building positive business climate.
  - Support Santa Rosa businesses by providing assistance and referrals to appropriate programs
    - Counseling: SCORE, SBDC, SRJC, etc.
    - Rebate programs: SCEIP, PG&E, etc.
    - Workforce investment and education programs: WIB, SBDC, SRJC, SSU
    - Infrastructure improvement program: SCIP
    - Entrepreneurial programs: SSU, NBGIF, SRJC
    - Lending & finance: SBA lenders, North Bay Angels, Keiretsu Forum
  - Support innovative and entrepreneurial programs
    - Continue North Bay Growth & Innovation Forum
    - Partner with Santa Rosa Junior College to support the Sawyer Center for Intellectual Property services
    - Partner with Sonoma Mountain Business Cluster on Investor Summit
    - Support creation of recently-designated Innovation Hub (IHub)
    - Support submission of RFI for Google Fiber project to enhance neighborhood Internet connectivity
  - Promote other organizations' economic development programs as applicable
    - Support Green Business Certification Program
    - Promote Sonoma County Restaurant Week
    - Provide referrals to Small Business Development Center
  - Attract and expand emerging entrepreneurial businesses
    - Attend tradeshows and other industry events:
      - Advanced Manufacturing

- Biomed/Biotech
  - Clean Tech (including Green Businesses)
  - Food & Wine Product Development
  - Health Care/Health & Wellness
  - Hospitality & Tourism
  - Retail
  - Wineries & Related Products or Technology
- Utilize redevelopment funding for private development assistance
    - Examples: AT&T building, SMART project
- Maintain & Nurture Community Economic Assets: Grow the local and regional economy and attract and retain entrepreneurial individuals by supporting a dynamic urban core with a strong employment base, effective transportation system and diverse housing options while taking leadership in establishing vital neighborhood connections.
- Downtown
    - Strengthen Downtown's economy
      - Attract and retain business by offering re-tenanting programs and direct technical assistance
        - Provide outreach assistance to landlords to locate suitable tenants for vacant properties
        - Utilize trade association events to market specific vacancies
        - Expand City website to include vacant property listings
    - Continue to enhance a clean, safe and comfortable Downtown
      - Develop Street Furniture Palettes and make street furniture purchases
      - Partner with Parks department to provide special maintenance services
      - Offer façade improvement financial assistance programs
      - Coordinate with other departments on public improvements such as newsrack standards, corridor planning projects and wayfinding efforts
    - Enhance and manage the strong nighttime/entertainment economy
      - Pursue Hospitality Zone Assessment process
      - Foster an arts and culture-rich Downtown; support arts- and culture-related businesses and events
      - Continue supporting public art installations
    - Continue Downtown branding and promotion effort
      - Partner with Parking on the continuation and development of parking promotions

- Coordinate marketing programs and campaigns
  - Continue annual shop local/park-in-garages radio ads with merchant and event donut ad opportunities
  - Pursue co-op print and other media ads with private sector partners and Downtown businesses
  - Develop additional social marketing campaigns
- Infuse Downtown brand into broader private sector marketing and messaging efforts
- City-wide
  - Support regional economic development entity creation efforts
    - Attend organizational meetings and educational events
    - Explore organizational options with public, private and educational partners
  - Attract, retain or expand existing and emerging business clusters
    - Attend tradeshow and other industry events to reach existing and emerging business clusters:
      - Advanced Manufacturing
      - Biomed/Biotech
      - Clean Tech (including Green Businesses)
      - Food & Wine Product Development
      - Health Care/Health & Wellness
      - Hospitality & Tourism
      - Retail
      - Wineries & Related Products or Technology
    - Continue business visit program to maintain ongoing relationships between the City and the Business Community to make sure the City is responsive to companies' needs to grow and expand
  - Continue Shop Santa Rosa program
    - Support expansion of banner installations by neighborhood groups
    - Leverage broadcast, print and social media outlets to reinforce importance of shopping in Santa Rosa
    - Continue coupon program, posting merchant coupons on City's website and promoting same through social media
  - Market Santa Rosa's business community
    - Create outreach materials that promote Santa Rosa's history as an innovation center

- Provide case studies of successful Santa Rosa businesses to create a compelling case for locating in Santa Rosa
  
- Explore green partnerships and initiatives
  - Continue to promote and support Green Business Certification Program
  - Create a “green tool box” of resources for businesses including transportation, energy efficiency, waste diversion, measuring carbon footprint
  - Create “business green” web page as part of business section of City website
  - Provide “green” assistance: link businesses with resources, advise of grant/loan opportunities
  - Create unique “green” projects with workforce, Santa Rosa Junior College and Sonoma State University
  - Add green and clean tech to business targets, attend “green” tradeshows
  - Apply for Emerald Cities program if continued by State of California
  
- Promote and support tourism
  - Downtown brand development and promotion
  - Promote citywide restaurant niche tourism
  - Upgrade City website to include Santa Rosa-specific tourism information