
**TOWN OF LOOMIS
GENERAL PLAN UPDATE
ECONOMIC DEVELOPMENT & FINANCE ELEMENT**

**ECONOMIC DEVELOPMENT &
FINANCE COMMITTEE
MEETING #2
MAY 4, 2021**



AGENDA

- » **Recap of March Meeting**
- » **Considerations for the General Plan Update**
- » **Next Steps**



RECAP OF MARCH MEETING



RECAP OF MARCH MEETING



Introduction



Reviewed Element components & existing goals



Summarized the Setting, as updated in draft format



Assigned homework



COMMENTS

- » **Ongoing support for businesses as conditions change.**
- » **Provide additional flexibility on parking Downtown.**
- » **The streetscape project should be completed with underground utilities, if feasible.**
- » **Continue special events and feature the traditional agriculture theme.**
- » **Prioritize improvement of broadband internet.**
- » **Develop diverse housing stock to support economic development.**
- » **Need for professional office space.**
- » **The Town has taken great steps to help local businesses.**
- » **Significant progress has been made on Town economic development goals.**



GENERAL PLAN UPDATE APPROACH

» Review existing goals, policies, and implementation measures

- Keep those that are relevant as written
- Modify those that need minor updates
- Delete those that are complete, not relevant, or non-compliant

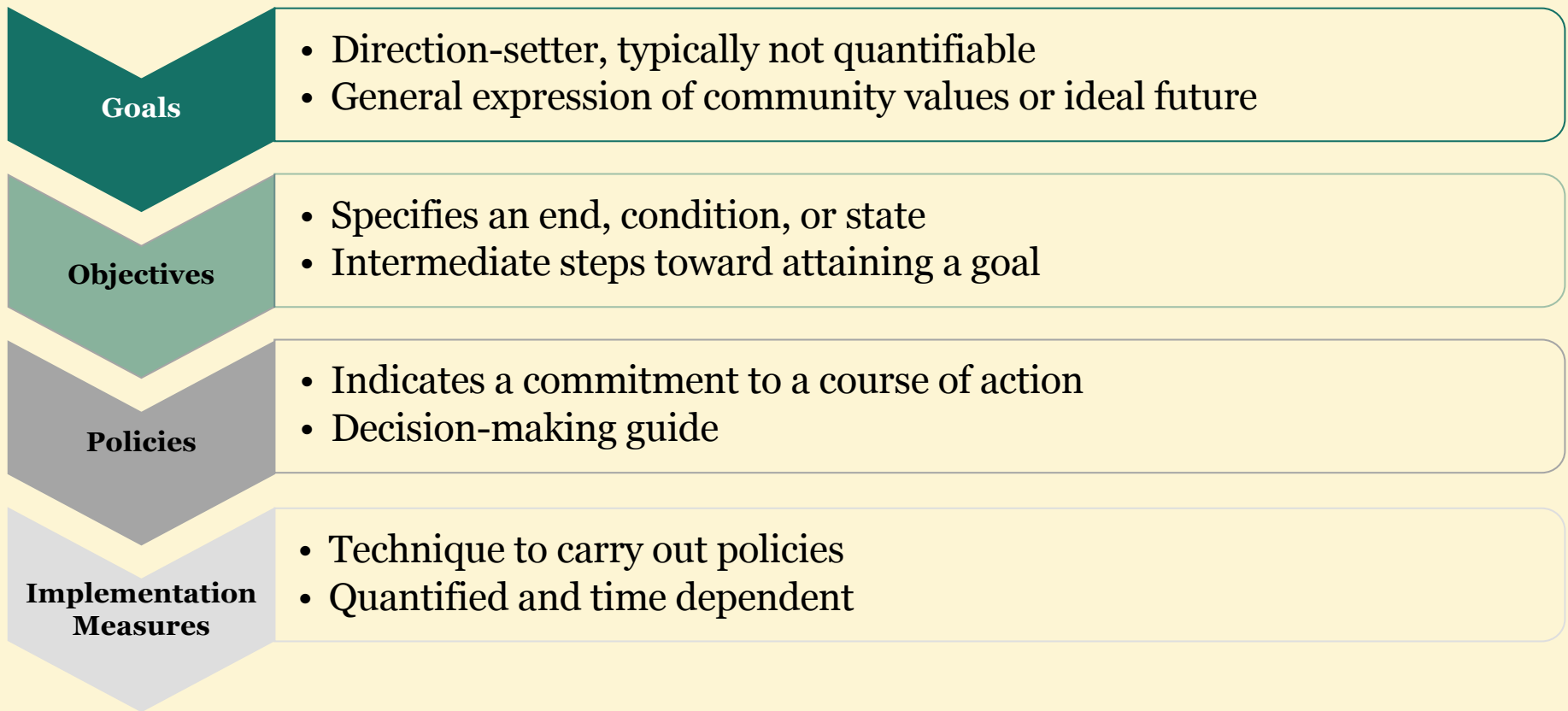
» Reorganize the goals, policies, and implementation measures with a numbering system.

- #Goal
 - #.#Objective
 - #.#.# Policy
 - #.#.#.#Implementation Measure
- Add objectives where they were not included before – these serve as measurable outcomes that allow the Town to track progress toward goals.



GOALS, OBJECTIVES, POLICIES, AND IMPLEMENTATION MEASURES

<https://loomis.ca.gov/documents/loomis-goal-and-policy-writing/>



REVIEW OF EXISTING GENERAL PLAN



Has this policy/program been effective?



Should existing policies/programs be strengthened?



Is the language clear?



Are there issues not addressed that should be?



Is the content no longer relevant?



EXISTING ECONOMIC DEVELOPMENT GOALS

1. To **encourage and assist** existing industries and businesses to remain and expand in Loomis, helping them to be economically viable contributors to the community
2. To **recruit** new industries and businesses, thereby creating new jobs for Loomis residents
3. To **preserve and enrich the historic character of the downtown** by implementing a revitalization plan to beautify the downtown area, transition unutilized or underutilized land into economically productive developments, and restore historic sites to full utility.
4. To **develop tourism** in Loomis by attracting, developing, and expanding special events and public and private recreational facilities and programs, and by capitalizing on the historical character of the Town.



EXISTING ECONOMIC DEVELOPMENT POLICIES & IMPLEMENTATION

- » **Business Retention and Expansion (8 policies)**
- » **Business Attraction and Formation (8 policies)**
- » **Downtown Focus (4 policies)**
- » **Tourism (4 policies)**
- » **Implementation and Monitoring Measures (18 strategies)**
 - » **Statistics and Data**
 - » **Marketing and Promotion**
 - » **Town Staff and Processes**
 - » **Land Use**
 - » **Other (BIDs, monitoring, funding for infill-oriented economic development in specific locations)**



EXISTING FINANCE GOAL

- » **To maintain a fiscally healthy municipality, with new development contributing adequately to maintain current levels of service.**



EXISTING FINANCE POLICIES

- » **1. New development shall be required to contribute toward the maintenance of existing levels of public services and facilities through fees, dedications, or other appropriate means.**
- » **2. Loomis shall explicitly consider the fiscal impacts...when making decisions about changes to municipal services or capital facilities that would likely result in increased Town staff levels. The Town Council shall make findings that these impacts were considered and that funding to support increased staff levels appears...available...**
- » **3. A fiscal impact analysis shall be required for proposed General Plan amendments.**
- » **4. Loomis shall support the development of new commercial and industrial activities to increase... discretionary revenues... provided that the new land uses are consistent with the Town's distinct, rural character.**



EXISTING FINANCE IMPLEMENTATION

- » **Within one year of the adoption of this General Plan or as soon as possible, the Town will conduct a study of its fees in relation to the costs to the Town of providing the services for which the fees are charged, and will update its fees as determined by the Council to be appropriate.**



KEY CONSIDERATIONS

» *What is the Town's role in the wider economic geography of the Sacramento region?*



KEY CONSIDERATIONS

» ZONING AND REGULATORY

- » *Are there opportunities to encourage business development and retention through zoning?*
- » **Better balance of housing types**
- » **Flexible land use policy**
- » **Relax parking requirements**
- » **Increase allowable densities**

» SITE INVENTORY AND DEVELOPABLE PARCELS

- » *Adequate supply of land for businesses and jobs?*
- » **Identification of Opportunity Sites**
- » **Assessment of Infrastructure**
- » **Targeted sectors and clusters?**



KEY CONSIDERATIONS

» **FUNDING, FINANCING, GRANT OPPORTUNITIES**

- » *Which funding/financing opportunities align with the Town's economic development goals?*
- » **Active Tracking of National, State, and Local opportunities**
- » **Financing strategies and uses?**

» **INCENTIVES**

- » *What incentives would be appropriate to encourage employment development?*
 - » **Small Business Support**
 - » **Sales/Property Tax Incentives and Credits**
 - » **Fee Deferrals**
 - » **Expedited Permit Processes**



KEY CONSIDERATIONS

» TOURISM DEVELOPMENT

- » Historic Preservation of Downtown
- » Agricultural Tourism
- » Equestrian Attractions
- » Niche/Boutique Retail Offerings
- » Recreation and Hospitality inventory analysis for Town, County, Region
- » Events and Marketing



KEY CONSIDERATIONS

» GENERAL STRATEGIES

- » Targeted Outreach to Specific Industrial Sectors and Retail Categories
- » Ensure Adequate Land Inventory and Clear Procedures
- » Promote Cultural Events for Visibility and Communication
- » Encourage Critical Mass of Thriving Sectors (i.e., Construction)
- » Partnerships with other agencies and organizations on economic development?

» GENERAL CONSIDERATIONS

- » 24 existing policies and 18 implementation and monitoring measures
 - » Which policies have been the most/least successful?
 - » What is missing or out of date?
 - » Which implementation measures were adopted? Are there clear mechanisms for their execution?
- » *Promote employment development that matches occupations of local residents?*
- » *How can the Town take advantage of the reshuffling of office and retail space caused/intensified by the pandemic?*



NEXT STEPS



Review the Existing Element and Draft Setting Update
<https://loomis.ca.gov/2020-general-plan-update/>



Submit comments GPUpdate@loomis.ca.gov



Next Economic Development Committee Meeting:
Tuesday, June 1st at 6 PM



AVAILABLE DOCUMENTS

Existing General Plan (2001): <https://loomis.ca.gov/general-plan/>

Existing Land Use Element (2001): <https://loomis.ca.gov/documents/element-iii-land-use-and-community-development/>

General Plan Update: <https://loomis.ca.gov/2020-general-plan-update/>

Market Analysis: <https://loomis.ca.gov/documents/volume-iii-v-1-market-analysis-01-27-2021/>

Land Use Setting: <https://loomis.ca.gov/documents/14-land-use-setting-v-1-03-25-2021/>



DISCUSSION

GPUpdate@loomis.ca.gov

