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

**ECONOMIC DEVELOPMENT &
FINANCE COMMITTEE
MEETING #3
JUNE 1, 2021**



AGENDA

- » **Town Finance Presentation - Roger Carroll, Finance Director**
- » **Comment & Discussion Themes**
- » **Draft Documents**
- » **Next Steps**



COMMENT & DISCUSSION THEMES



GENERAL PLAN UPDATE EMAIL; SOCIAL PINPOINT; COMMITTEE MEETINGS

- » Significant progress has been made on Town economic development goals.
- » Ongoing support for businesses as conditions change.
- » Incorporate opportunities to secure outside funding and provide economic incentives to support building and other infrastructure improvements.
- » Provide additional flexibility on parking Downtown.
- » Complete the streetscape project with underground utilities, if feasible.
- » Continue special events and feature historic and traditional agriculture themes.
- » Create a sense of place downtown and develop as an economic growth tool.
- » Maximize gain from special events by increasing hospitality / hotel accommodations.
- » Prioritize improvement of broadband internet.
- » Develop diverse housing stock to support economic development.
- » Encourage mixed-use development and flexibility in zoning to support housing needs and provide for retail, commercial, professional office space.
- » Promote employment development that matches occupations of residents (land supply, up-zoning, flexible zoning, revitalization, business retention and attraction)



ADDITIONAL CONSIDERATIONS

» **New standalone Economic Development and Finance Element**

- Combines the previous Economic Development subsection of the existing Land Use and Community Development Element and the Finance subsection of the existing Public Services, Facilities, and Finance Element

» **Clarify goals and create objectives and policies – existing policies are primarily implementation measures.**

» **No need to repeat existing regulatory requirements as policy.**

» **Provide for flexibility such that the General Plan accommodates changing market conditions, technologies and social and economic trends over time.**



DRAFT DOCUMENTS



Existing General Plan, including Land Use and Community Development Element and Public Services, Facilities and Finance Element (2001):

<https://loomis.ca.gov/general-plan/>

Draft Element Updates, including Economic Development and Finance (V1):

<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/>



DRAFT ECONOMIC DEVELOPMENT AND
FINANCE ELEMENT
VOLUME I, CHAPTER 10
OF THE GENERAL PLAN UPDATE

*Preview of Reorganization and
Draft Revisions Thus Far...*



NEXT STEPS



Review the Draft Document Updates

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



Submit comments GPUpdate@loomis.ca.gov



Provide Input on Social Pinpoint <https://loomis.ca.gov/loomis-social-pinpoint-interactive-map/>



Next Economic Development and Finance Committee Meeting:

Tuesday, July 6th at 6 PM



DISCUSSION

GPUpdate@loomis.ca.gov

