



MEMORANDUM

May 7, 2013

TO: General Plan Update Working Group

FROM: Beth Thompson and Ben Ritchie, De Novo Planning Group

SUBJECT: May 16th Meeting – Economic Development and Fiscal Sustainability

DATE: May 7, 2013

INTRODUCTION

The May 16th meeting will focus on the topics of economic development and fiscal sustainability. This meeting packet includes specific reading materials related to economic development and fiscal sustainability, and raises key issues to consider in preparation for the third Working Group meeting. The Economic Development and Fiscal Sustainability Elements are optional elements of the General Plan.

The Economic Development Element will provide necessary guidance to foster a strong and sound local economy, including goals and policies relating to employment, retention of existing businesses, and creation of new high-quality job opportunities. The element will include policies and actions designed to retain and attract business types that reflect the city's values, complement existing land use patterns, reduce commuter traffic, and facilitate commercial and professional business development along key travel corridors. The goals and policies will focus on maintaining a high quality of life that complements the city's small-town character while promoting employment and revenue opportunities necessary to meet the needs of city residents and businesses.

The Fiscal Sustainability Element will present goals, policies, and actions relating to the City's long-term financial health and prosperity. The ability of the City to provide services such as police protection, parks, recreation, code enforcement, planning, and public works is dependent on the City collecting adequate revenues. Brentwood's economic development and fiscal sustainability are inter-dependent. A strong local economy ensures that private investment is taking place in the community while generating needed tax revenues to support public services and facilities. When local government is adequately financed, it can in turn provide the infrastructure, planning and services essential for maintaining a high quality of life and environment where businesses can prosper. It is anticipated that this element will cross-reference, or be combined with, the Economic Development Element.

As part of the visioning process that occurred in November and December of last year, residents and stakeholders were asked to identify their vision and priorities for the city's future, as well as challenges and opportunities associated with the General Plan Update.

The need to attract and retain businesses that provide high-quality and high-paying jobs to Brentwood was one of the most prevalent issues raised by the community during the visioning process. The community also identified the need to expand retail shopping opportunities to provide better local services and increased sales tax revenue. There was also strong support for maintaining the City's fiscal sustainability and the need to continue to provide high-quality public services.

The City's existing General Plan includes goals, policies, and programs specifically related to economic development. It is expected and anticipated that the Working Group will review these for relevancy and scope, and if necessary, expand upon them as part of this General Plan Update. While the City has maintained a policy of fiscal sustainability, this topic is not specifically addressed in the existing General Plan.

REQUIRED READING

Prior to the meeting on May 16th, please read the following items:

1. Background Information – Sections 1.3 and 1.4 of the Existing Conditions Report
2. Opportunities and Constraints – Chapters 1 and 2 and Sections 4.2 and 4.3 of the Opportunities and Constraints Report
3. Existing General Plan goals, policies, and action programs related to economic development (see the Economic Development Element pages in the "Goals and Policies" folder tab)

WORK EXERCISE

After reading the materials identified above, please consider the following questions and be prepared to discuss:

Economic Development

1. In developing a goal and policy framework to address economic development, what top three issues or actions should the City prioritize?
2. In reviewing the existing General Plan goals, policies, and action programs related to economic development:
 - a. Which existing General Plan goals, policies, and action programs best address the concerns you identified?
 - b. Which priorities are not addressed in the existing General Plan?

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3. What key industries does Brentwood wish to attract over the next 10 to 20 years?
4. What policies are appropriate in the General Plan to support an environment that is conducive to economic vitality and business growth?

Fiscal Sustainability

5. In developing a goal and policy framework to address fiscal sustainability, what top three issues or actions should the City prioritize?
6. Are there new policies or actions that the City should include in the General Plan to ensure that both new and existing development receive adequate services?
7. Should the City focus on any specific types of development or locations for development in order to generate increased revenues?