Four Questions

• What have we missed?
• What could be added?
• Opportunities to pursue?
• What not to due?
Focus

• Collaborating with local and regional partners to create enhanced connections and synergy in developing business and economic opportunities for Winters.
• Generating “next steps” for the Central Business District and Downtown to maximize and advance existing planning and strategies.
• Exploring the expansion of some economic uses in strategic geographic locations.
• Planning and reconfiguration of some land use designations to increase opportunities for economic development, reduce development costs and provide better connectivity and access to business within the town.
• Seeking agricultural opportunities to develop local agricultural industries and provide for future opportunities through supportive zoning and operational practices.
Recommendations

**Strategy/Coordination**
- Office and Coordinator
- Advisory Board
- Partnerships within Region
- Economic Strategy

**Land Use and Flood Zone**
- Diversify Road 89
- North Area Planning
- Expand Light Industrial
- Downtown Infill and Development
- Ag Industrial Zoning
- Resolve Flood Issues to make development feasible
Background
Why Economic Development?

- Prosperity
- Job Creation
- Industry diversification
- Vitality
- Connecting Sectors
- Community Continuity
- Talent
- Schools
- Economic Inclusion
- Services
- Quality of Life
Winters Economy

• Property Taxes/In Lieu- 28%
• Local Taxes (UUT and Muni Tax) 20%
• Sales Taxes 13%
City of Winters
Sales Tax Revenues by Location
July 1, 2017 through June 30, 2018

- **Main Street Merchants**
  - $138,170
  - 32%

- **Freeway Business Area**
  - $196,678
  - 46%

- **Grant Avenue Corridor**
  - $92,676
  - 22%

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Sales Taxes

- Fuel and Service Stations - 33.1%
- Restaurants - 28.7%
- State and County Pools - 14.4%
- Comparison Goods (General Consumer Goods) - 4.7%
- Other - 19.1%
### City of Winters-Zoning Summary

<table>
<thead>
<tr>
<th>Description</th>
<th>Acres</th>
<th>% of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parks/Open Space</td>
<td>742</td>
<td>39%</td>
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<tr>
<td>Residential</td>
<td>898</td>
<td>47%</td>
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<tr>
<td>Commercial</td>
<td>162</td>
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<tr>
<td>Office</td>
<td>5</td>
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<tr>
<td>Agriculture</td>
<td>4</td>
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<tr>
<td>Business Industrial</td>
<td>113</td>
<td>6%</td>
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<tr>
<td><strong>Total</strong></td>
<td>1,924</td>
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<tr>
<td>Zoning</td>
<td>Acres</td>
<td>% of Total</td>
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<tr>
<td>-------------------</td>
<td>-------</td>
<td>------------</td>
</tr>
<tr>
<td>Residential</td>
<td>301</td>
<td>29%</td>
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<tr>
<td>Industrial</td>
<td>130</td>
<td>13%</td>
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<tr>
<td>Public Use</td>
<td>566</td>
<td>55%</td>
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<tr>
<td>Commercial</td>
<td>34</td>
<td>3%</td>
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<tr>
<td><strong>Total Flood Zone</strong></td>
<td><strong>1,031</strong></td>
<td><strong>-</strong></td>
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</tbody>
</table>
Flood Area Zoning Breakdown

- Public Use, 566 acres (55%)
- Residential, 301 acres (29%)
- Industrial, 130 acres (13%)
- Commercial, 34 acres (3%)

Total: 1031 acres
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<th>Zone</th>
<th>1</th>
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<th>3</th>
<th>4</th>
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<th>5B</th>
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</table>
SWOT

**Strengths:**
- Location and Proximity to key regions (Sacramento, Bay Area, I80 and I5)
- Ag Economy
- Credibility and a relaxed environment
- Current and Future Housing Development
- Downtown and C-2 Zonings
- Downtown plans, zoning and infrastructure is in place.

**Weaknesses:**
- Lack of Overall Strategy to attract businesses
- Lack of commercially zoned land/properties
- Ratio of Industrial zoning to parks/other
- Flood Fees and the flood zone
- Not enough job producing land available.
- Lack of Office space
- Lack of light industrial/business park
- Availability of affordable market rate housing (apartments)
SWOT

Opportunities:
• Cut red tape for new businesses
• Ag Business- Processing/Zoning/Manufacturing/Value adding
• Downtown second stories
• Small businesses
• USDA- Our size, location etc make us ripe for loans and grants
• Reputation- We have a positive reputation with large business- PG&E
• Solano College
• We can move some zoning west to increase light industrial zoning.
• Increase commercial up Rd 89
• Proximity to biotechnology, agricultural production and businesses like ICON Aircraft.

Threats:
• Losing small town feel.
• Lack of commercial zoning.
• Parking
• Market rate rentals.
• Vacaville- they already have everything in place.
Recommendations

**Economic Office**
- Collaboration between chamber and City.
- Hub for recruitment and coordination.
- Marketing of City
- Meeting Place for new businesses

**Economic Advisory Board**
- Key Stakeholders
- Strategy Implementation
- Meet with prospective businesses
- Private Sector based
Recommendations

**Partnerships**
- Regional Organizations
- Solano EDC
- Farm Bureau
- Sacramento Organizations
- Yolo County

**Strategy**
- Advisory Board
- Business Recruitment
- Industry identification
- Regional Agriculture
- Ag Hub
- Key Business affiliation
2-A- Diversify Business- Road 89
2-B- North Area Planning

Winters North Area Planning

North Area Planning & Annexation Zones

- Area Within City Limits
- Area Outside City Limits
  (Within Sphere of Influence)

January 2019
2-C- Expand Light Industrial Zoning along 505
2-E and F Russell Street and Ag Industrial

- Include First Block of Russell Street in DTMP
- Ag Industrial Zoning
- Expand zoning definitions to allow ag related uses.
- Pre-treatment.
- Processing
- Value Adding
2-D Downtown Master Plan
2-G Resolve Flood Overlay Issues