

Winters Economic Development

Report and Recommendations

Overview

Four Questions

- What have we missed?
- What could be added?
- Opportunities to pursue?
- What not to do?

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-

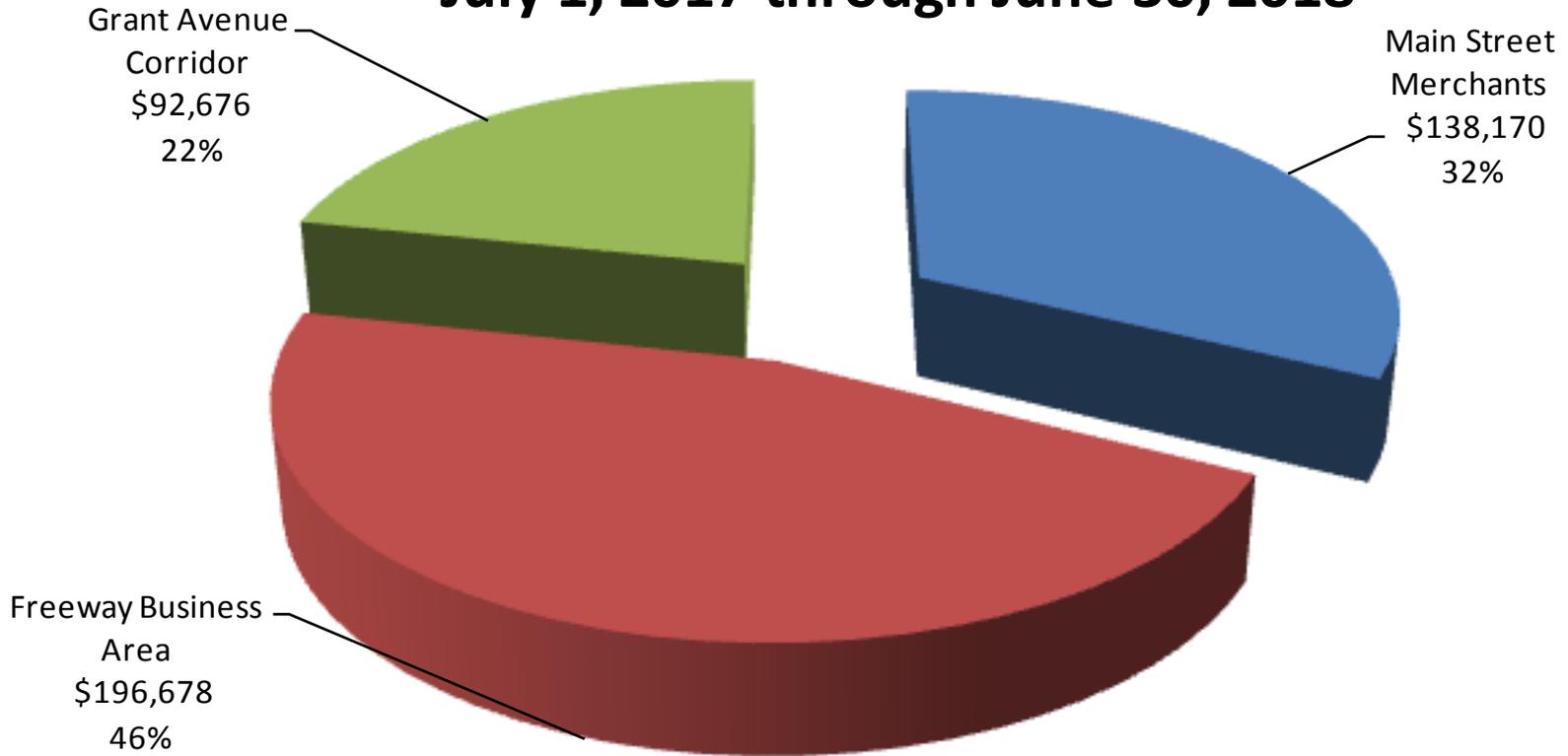
Why Economic Development?

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

Winters Economy

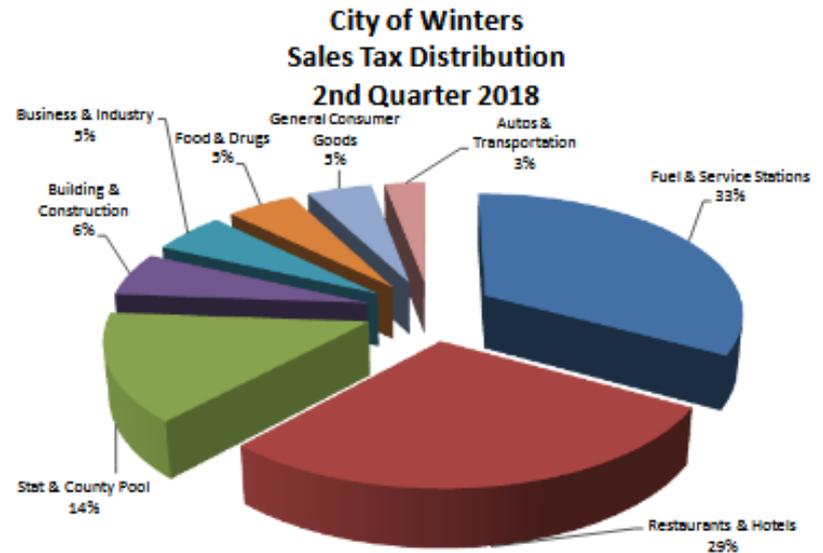
- Property Taxes/In Lieu- 28%
- Local Taxes (UUT and Muni Tax) 20%
- Sales Taxes 13%

City of Winters Sales Tax Revenues by Location July 1, 2017 through June 30, 2018

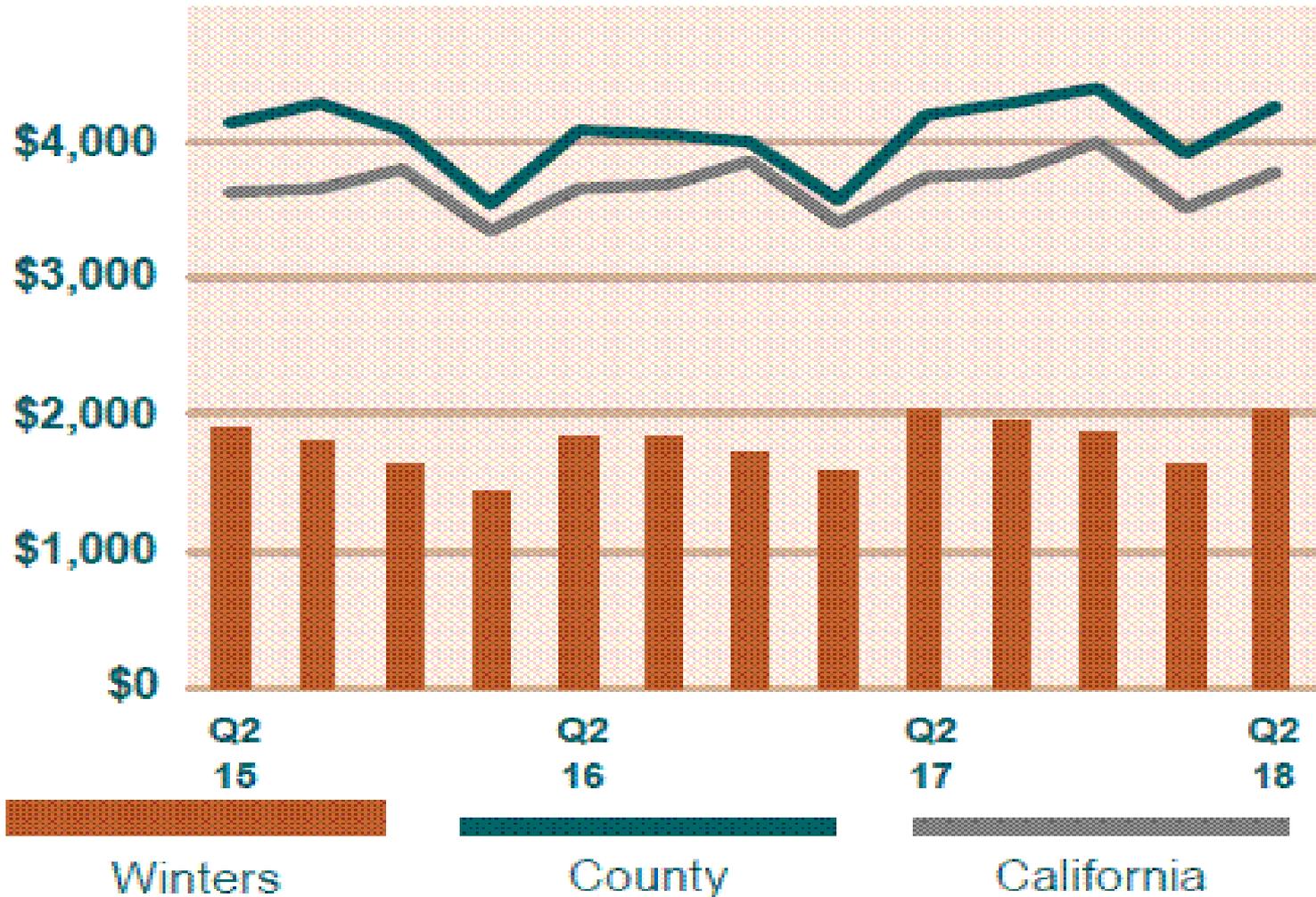


Sales Taxes

- 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%



SALES PER CAPITA



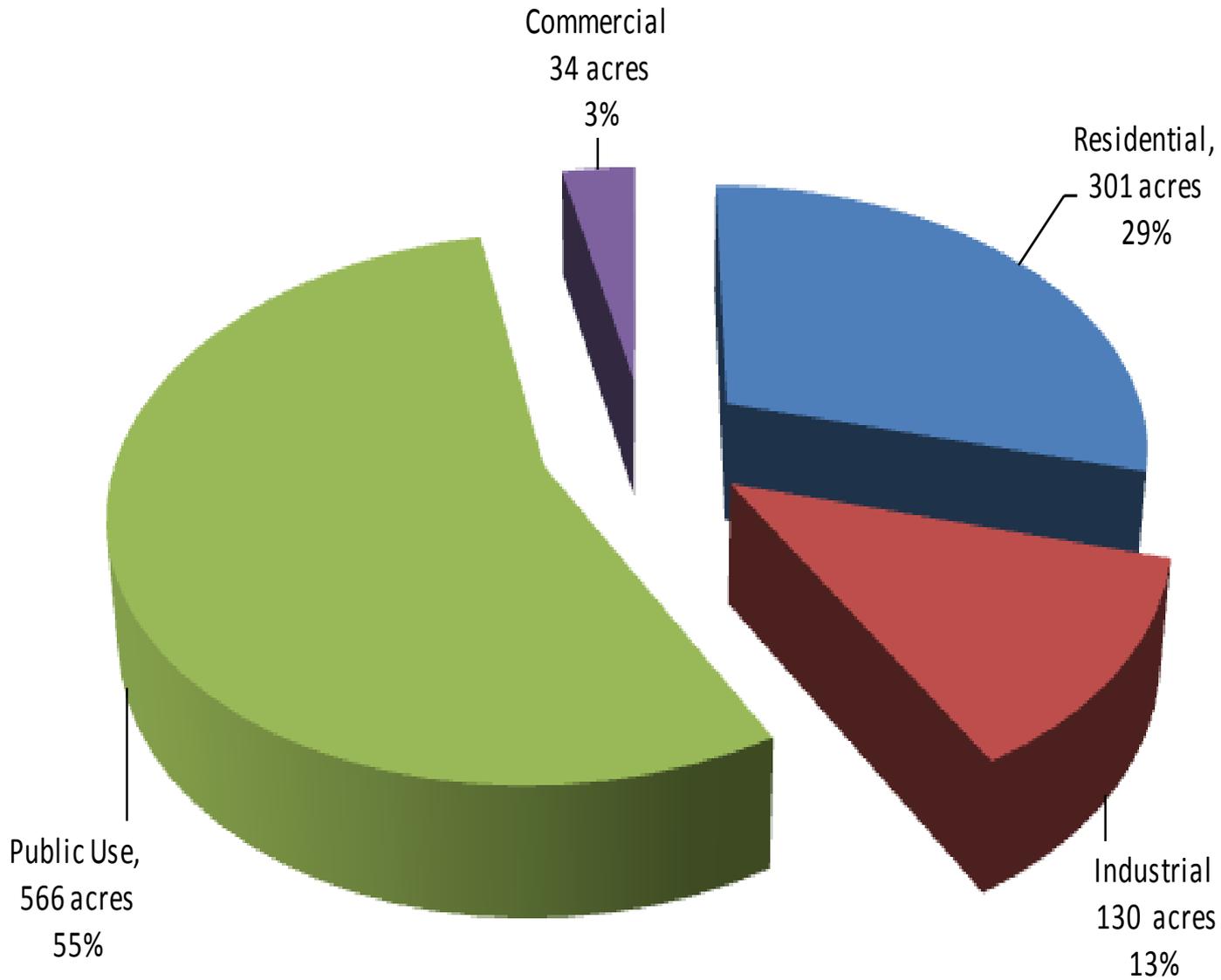
City of Winters-Zoning Summary

| Description | Acres | | % of Total |
|---------------------|--------------|-------|------------|
| Parks/Open Space | 742 | acres | 39% |
| Residential | 898 | acres | 47% |
| Commercial | 162 | acres | 8% |
| Office | 5 | acres | 0% |
| Agriculture | 4 | acres | 0% |
| Business Industrial | 113 | acres | 6% |
| Total | <u>1,924</u> | | |

Flood Area Zoning Breakdown

| Zoning | Acres | % of Total |
|------------------|-------|------------|
| Residential | 301 | 29% |
| Industrial | 130 | 13% |
| Public Use | 566 | 55% |
| Commercial | 34 | 3% |
| Total Flood Zone | 1,031 | |

Flood Area Zoning Breakdown



City of Winters

Flood Zone Fees

| Zone | 1 | 2 | 3 | 4 | 5 | 5A | 5B |
|--------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| RR | \$ 47,432 | | | | | | |
| R-1 | \$ 50,060 | \$ 66,905 | | 32,597 | | \$ 49,383 | \$ 29,931 |
| R-2 | | \$ 80,414 | | \$ 39,178 | | | |
| R-3 | | \$ 78,102 | | \$ 38,052 | | | |
| R-4 | | \$ 78,653 | | \$ 38,321 | | | |
| NC | | \$ 85,477 | | \$ 41,645 | | | |
| HI | | \$ 75,888 | \$ 59,006 | | | | |
| LI | | | \$ 62,727 | | \$ 40,132 | | |
| HSC | | | | | \$ 41,186 | | |
| PC | | | | | | \$ 61,107 | \$ - |
| Com/BP | | | | | | | |

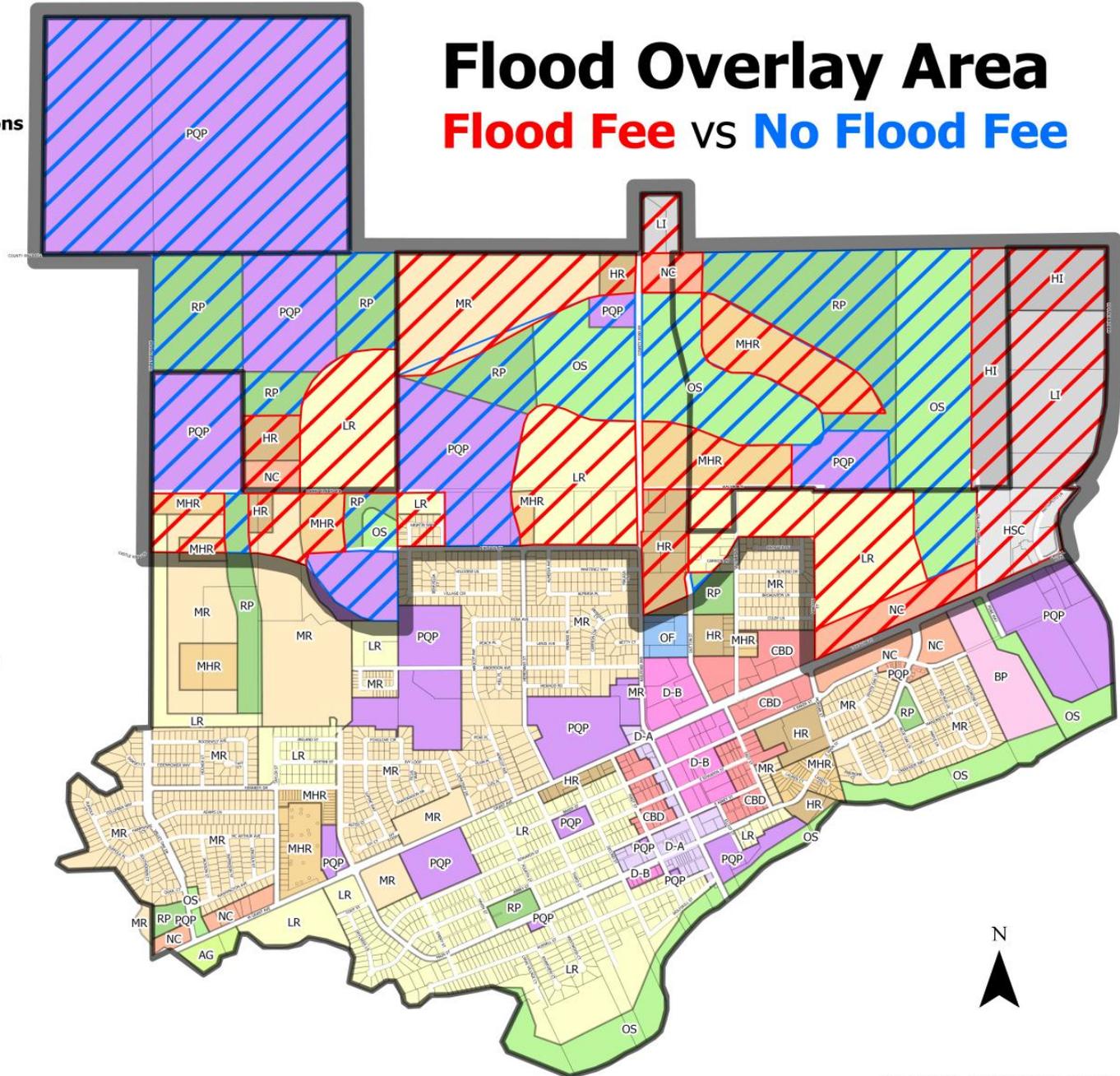
Flood Overlay Area

Flood Fee VS No Flood Fee

General Plan Land Use Designations

-  AG Agriculture
-  BP Business/Industrial Park
-  NC Neighborhood Commercial
-  CBD Central Business District
-  HSC Highway Service Commercial
-  D-A Downtown A
-  D-B Downtown B
-  HI Heavy Industrial
-  LI Light Industrial
-  OF Office
-  OS Open Space
-  PR Parks and Recreation
-  PQP Public/Quasi-Public
-  LR Low Density Residential
-  MR Medium Density Residential
-  MHR Medium/High Density Residential
-  HR High Density Residential
-  RR Rural Residential

-  Flood Fee
-  No Flood Fee



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

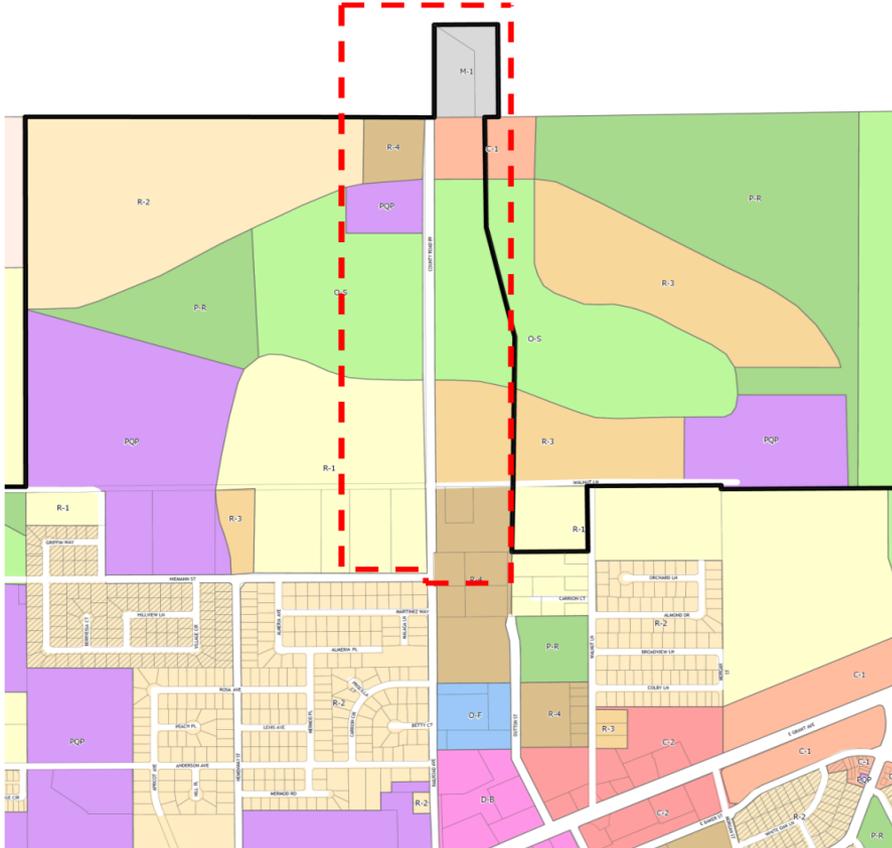
- Advisory Board
- Business Recruitment
- Industry identification
- Regional Agriculture
- Ag Hub
- Key Business affiliation

2-A- Diversify Business- Road 89



Road 89 Business Development Zone

January 2019

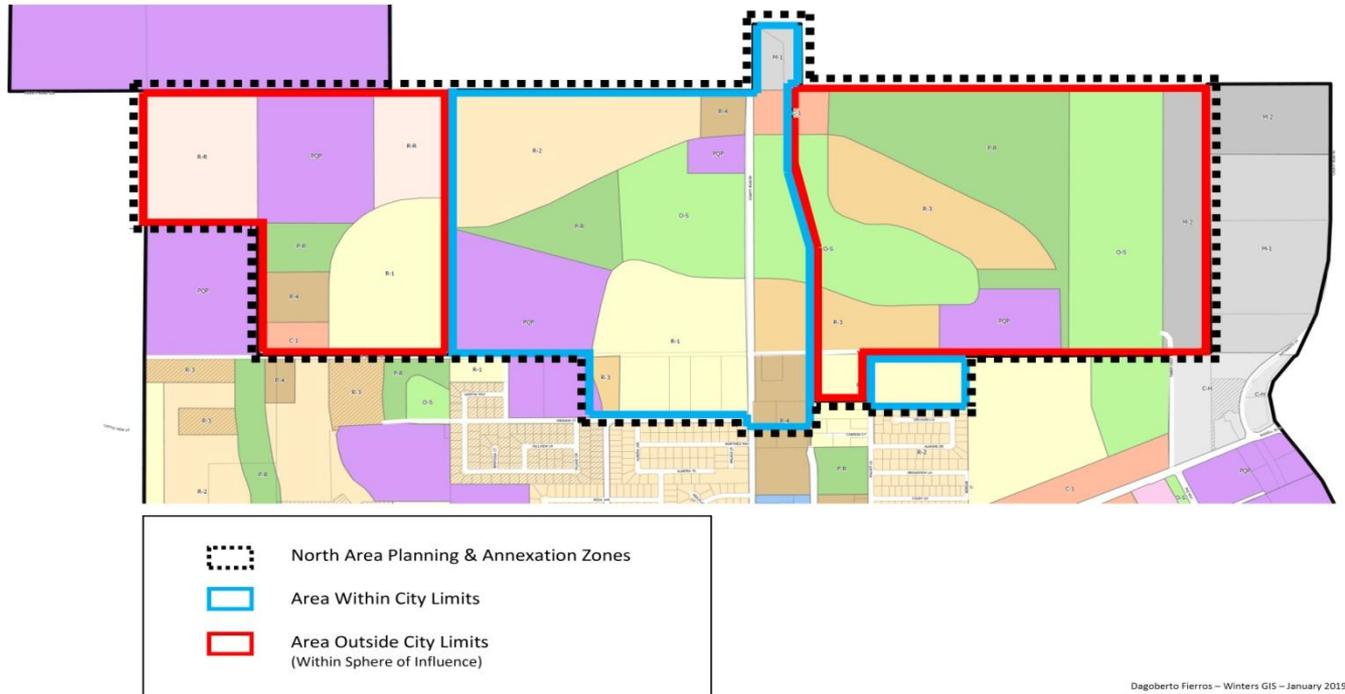


2-B- North Area Planning



January 2019

Winters North Area Planning

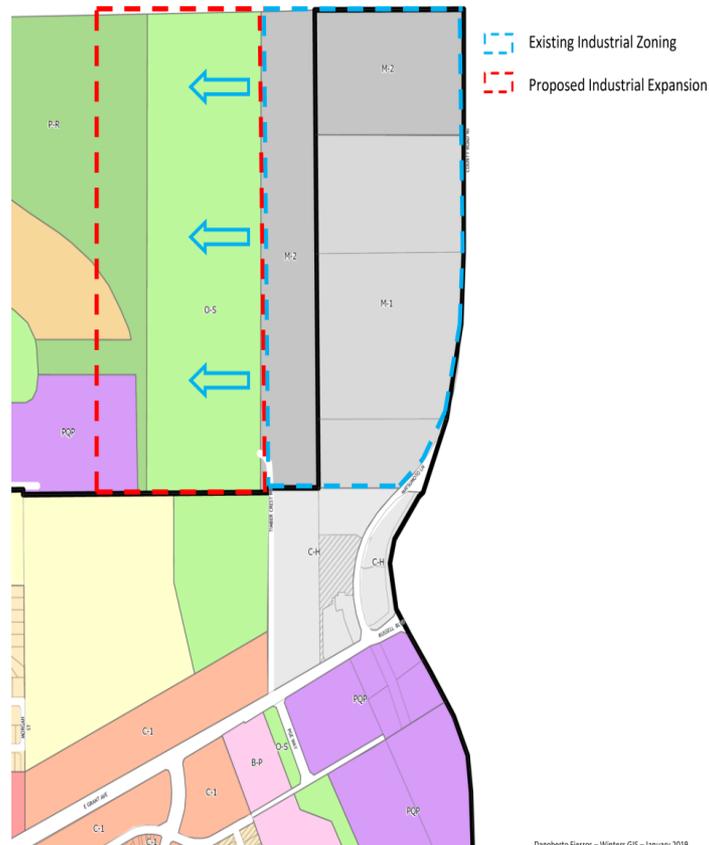


2-C- Expand Light Industrial Zoning along 505



I-505 Industrial Zoning Expansion Area

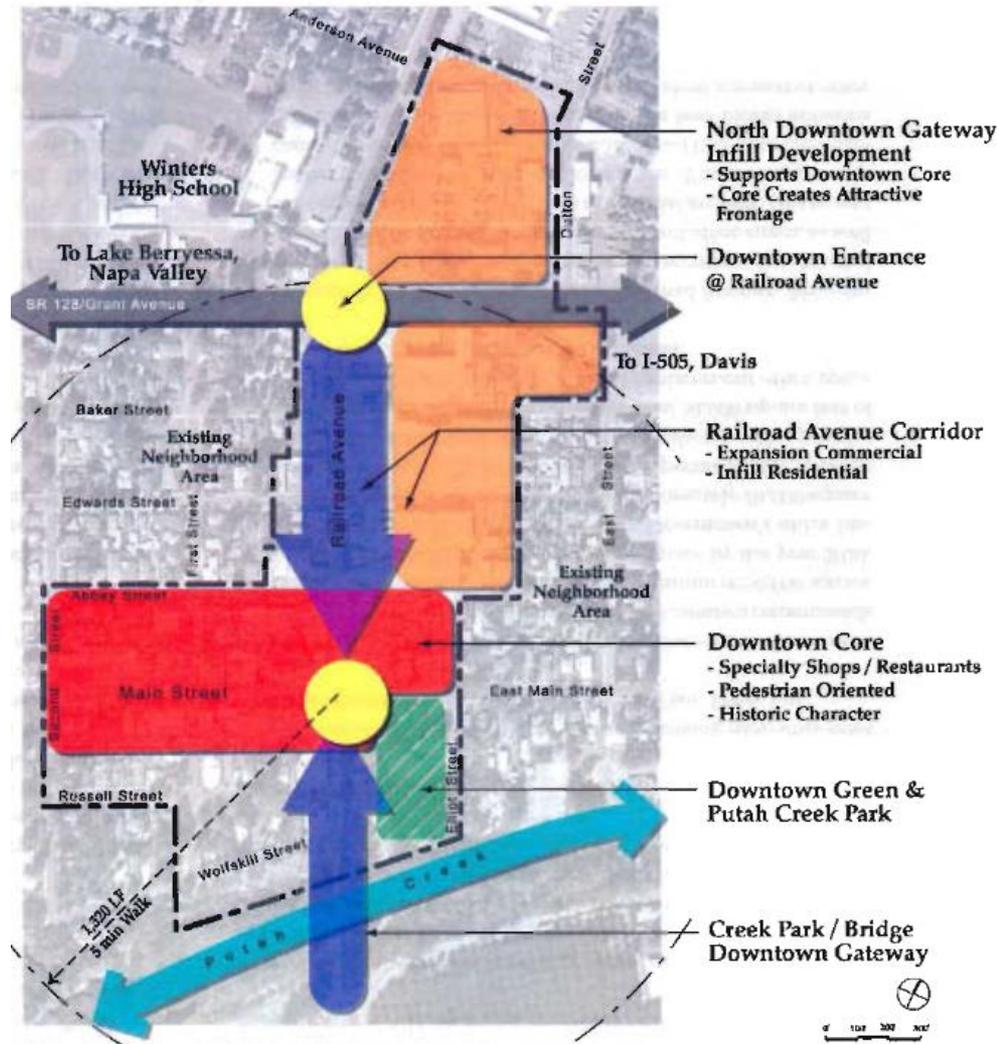
January 2019



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



City of Winters Flood Overlay Area

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- CBD Central Business District
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- RR Rural Residential
- Flood Overlay Area
- City Limits

