



Redwood City's Community Benefits Program  
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Get Healthy San Mateo County  
Spring Forum  
May 18, 2016

# Overview

- ▶ Why Redwood City Needs a Community Benefits Program
- ▶ Community Outreach Regarding Desired Benefits
- ▶ Initial Financial Analysis
- ▶ Program Framework - Business Participation
- ▶ Partnership RWC in 2016



# Partnership Redwood City

*A program to find new and creative ways to form working relationships within the community to achieve City goals.*

- ✓ Outreach to Business Community
- ✓ Partner with Local Non-Profits and Community Organizations
- ✓ Obtain Additional Community Benefits with Development

# Why RWC Needs a Community Benefits Program

- ▶ Loss of Redevelopment
- ▶ The City created the foundation & framework for investment. Redwood City is now a proven development market.
- ▶ Build upon recent plan and project based “Community Benefits”

# Loss of Redevelopment- 2011

- ▶ The Downtown Precise Plan was adopted when Redevelopment was in existence
- ▶ Redevelopment was a true “Local Benefits” program
- ▶ Would have resulted in millions for affordable housing and other local improvements

# Early Improvements Set Foundation



# Created the Vision & Certainty

## DOWNTOWN PRECISE PLAN

ADOPTED ON JANUARY 24, 2011

AMENDED ON JULY 22, 2013



REDWOOD CITY, CALIFORNIA | COMMUNITY INTENT & GUIDING PRINCIPLES | DEVELOPMENT REGULATIONS | CITY ACTIONS |

## Redwood City General Plan

October 11, 2010

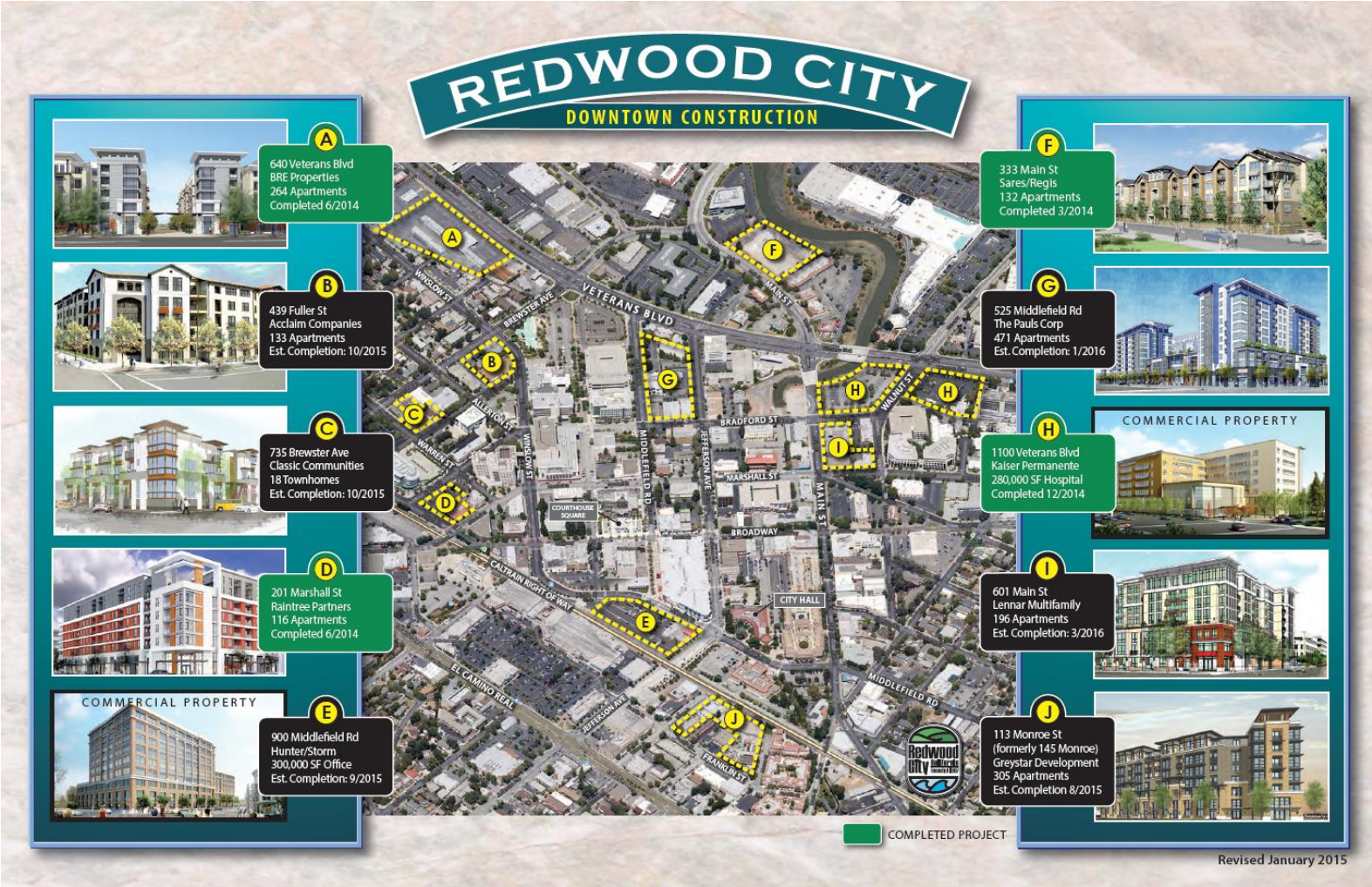


## Redwood City General Plan

October 11, 2010



# Private Investment Followed





# Creating a Community Benefits Program 2013-2015

1. Identify benefits desired by the community
2. Conduct economic research to determine the possible value in development
3. Create the program that delivers specific benefits (ordinance, fee, other requirement)

# Identifying Benefits Desired by the Community

- ▶ City Council hearings on staff research and program potential
- ▶ Two Community Workshops
- ▶ One Planning Commission Hearing
- ▶ Online Survey (Redwood City Forum)

# Identifying Benefits

- *a public process*

- ▶ Community workshops
- ▶ Staff presented information on existing and potential programs
- ▶ Community members each spent 10 of community benefit “dollars” on a variety of benefits.

TOP 10 Priority Benefit	Total \$\$
Affordable Housing	199
Public art	56
Schools	51
Prevailing wage/local hire	46
Community project fund	44
Child care	42
Parks / Open Space	29.5
Shuttles and transit	26.5
Bike/Ped Improvements	24.5
Access to the Bay	19.5

# Economic Analysis

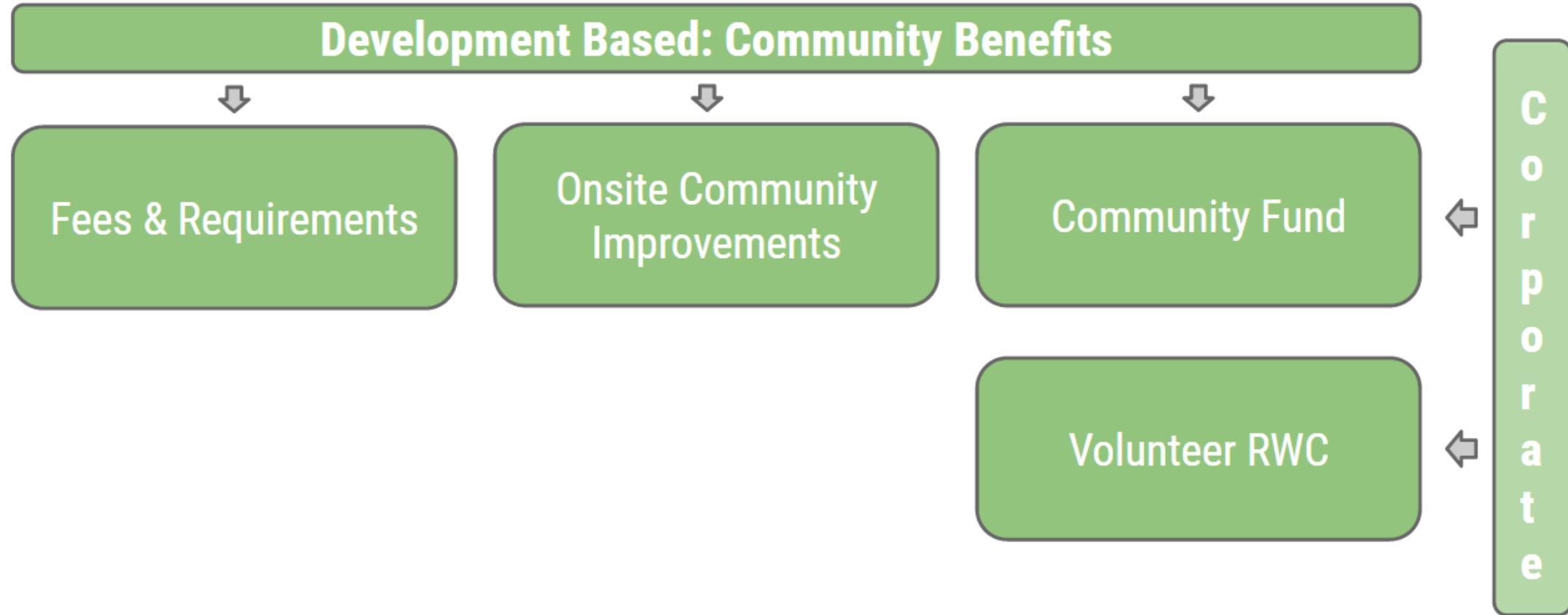
Purpose: Determine if the value of development in the current economy, is sufficient to fund additional benefits.

- ❑ Three types of residential
- ❑ Three forms of office

Finding: Generally, **there is sufficient value** in development to fund a specific amount of community benefits.

- ❑ Further outreach to developers
- ❑ Dependent of economic cycle and zoning capacity

# Creating the Program: Framework



# 1. Updated Development Fees & Requirements

- **NEW FEES**
  - ❑ **AFFORDABLE HOUSING**
- **UPDATE EXISTING FEES**
  - ❑ Park Dedication
  - ❑ Transportation
  - ❑ Contact School District about impact fees
- **ADDITIONAL DEVELOPMENT REQUIREMENTS**
  - ❑ Percent for Art
  - ❑ Transportation Demand Management

## 2. Onsite Community Improvements

### PLANS

- ❑ Inner Harbor
- ❑ El Camino Real

### AREA SPECIFIC BENEFITS

- ▶ Affordable Housing
- ▶ Access to Bay
- ▶ Child care sites
- ▶ Shuttles and Transit
- ▶ Bike and Pedestrian Improvements
- ▶ Area Standard Wages During Construction

# 3. Community Fund & Volunteerism

Way to collect funding for neighborhood and city-wide programs such as:

- ▶ **Help supplement “Human Services Financial Assistance” program**
- ▶ Community and Arts Events
- ▶ Job Training and Apprentice Programs
- ▶ Afterschool Programs and Education Foundation
- ▶ Façade Improvements
- ▶ Shuttle Services
- ▶ Neighborhood Based Improvements (Community Gardens, etc)
- ▶ Corporate volunteer programs



# Business Participation

- ▶ Redwood City Companies could make general or specific contributions to the Community Fund. City would be the filter.
- ▶ “Volunteer Match” type program. Linking businesses and employees to non-profits that need volunteer hours.

# Partnership RWC- Recent Community Benefits

- ▶ \$17 Million from the sale of Downtown RWC Property (post DTPP plan)
- ▶ \$15+ Million in Parks Fees from recent developments
- ▶ \$15+ million in Community Benefits from Stanford in RWC
- ▶ Several million in school impact fees and transportation impact fees
- ▶ 900 public parking spaces on evenings and weekends
- ▶ Private development contributions to non-profits

# Partnership RWC in 2016

- ▶ Transportation Impact Fee update, **July 2015**
- ▶ Draft Inner Harbor Specific Plan, **October 2015**
- ▶ Affordable Housing Impact Fees, **December 2015**
- ▶ Percent for Art- draft ordinance to Council, **June 2016**
- ▶ Parks Impact Fee study- **in progress**
- ▶ *City - Schools benefit programs*

...and



# 2016 Award of Excellence *Best Practices*



American Planning Association- Northern CA

