

CITY OF LOMPOC PLANNING COMMISSION STAFF REPORT



MEETING DATE: July 8, 2015

TO: Members of the Planning Commission

FROM: Lucille T. Breese, AICP, Planning Manager

RE: GP 07-04 – Economic Development Element

AGENDA ITEM NO. 4

The Planning Commission will review the draft Economic Development Element. The Commission will make a recommendation to the City Council regarding the Economic Development Element and recertification of the Addendum for the Phase 2 Elements.

Scope of Review

The Planning Commission is being asked to:

- Recommend that the City Council certify the Addendum for the Phase 2 Elements, and direct staff to file a Notice of Determination (NOD); and
- Recommend that the City Council adopt the proposed Economic Development Element update.

The Planning Commission has the authority to recommend approval or denial of the Economic Development Element to the City Council (Lompoc City Code Section 17.132.040).

Planning Commission Action

1. Receive public input;
2. Review the draft Economic Development Element; and
3. Adopt Planning Commission Resolution No. 790(15) recommending that the City Council certify the addendum for the Phase 2 Elements and adopt the Economic Development Element.

Background

March 18, 2014	The City Council authorized a contract with Rincon Consultants to prepare a new Economic Development Element.
June 25, 2014	A public workshop was held by the Planning Commission to consider the draft language for the new Economic Development Element.
Aug & Sept 2014	Comments were received from the Economic Development Committee (EDC) sub-committee and incorporated as applicable.
January 14, 2015	Planning Commission review of proposed Economic Development Element, with direction to return for additional review by the EDC.
March 16, 2015	Distribution to the EDC.
March 21, 2015	Comments received.

Economic Development Element

The City distributed the Economic Development Element to the EDC on March 16, 2015. The City received comments on March 21, 2015 (Attachment No. 2). Many of the comments and suggested revisions have been made in the revised version of the Element. However, the items that were not incorporated are addressed in the March 31, 2015 memo from Rincon Consultants (Attachment No. 3).

The revised draft Economic Development Element is included as Exhibit A to Planning Commission Resolution No. 790(15) (Attachment No. 1).

Environmental Determination

The City Council certified the second Addendum to the Final Environmental Impact Report (FEIR 09-01) (SCH NO. 2008081032) for the Phase 2 Elements of General Plan Update on September 23, 2014 as required by the California Environmental Quality Act (CEQA).

The Economic Development Element is one of the Phase 2 Elements in the General Plan Update.

A third Addendum to FEIR 09-01 was prepared to address the changes incorporated into the Economic Development Element by the most recent review of the Economic Development Committee. The third Addendum was available for public review and comment (Attachment No. 4).

Noticing

June 26, 2015 notice of the public hearing was:

1. Published in the Lompoc Record;
2. Mailed to interested parties by US mail; and
3. Posted on the City website.

Attachments

1. Planning Commission Resolution No. 790 (15), including, Exhibit A – Draft Economic Development Element
2. Comments from the EDC subcommittee, dated March 21, 2015
3. Rincon Consultants, Responses to Comments, dated March 31, 2015
4. Addendum No. 3 (FEIR 09-01) (SCH NO. 2008081032)

Staff Report has been reviewed and approved for submission to the Planning Commission			
Teresa Gallavan Economic Development Director / Assistant City Administrator		Lucille T. Breese, AICP Planning Manager	
Date		Date	

RESOLUTION NO. 790 (15)

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF LOMPOC RECOMMENDING THAT THE CITY COUNCIL APPROVE THE 2030 GENERAL PLAN ECONOMIC DEVELOPMENT ELEMENT (PLANNING DIVISION FILE NO. GP 07-04)

WHEREAS, the City Council has directed the addition of an Economic Development Element to the 2030 General Plan; and

WHEREAS, the draft language was considered by the Planning Commission at a duly-noticed workshop on June 25, 2014; and

WHEREAS, the draft language was considered by the Planning Commission at a duly-noticed public hearing on January 14, 2015; and

WHEREAS, at the public hearing of January 14, 2015, City staff and Mr. Richard Daulton of Rincon Consultants were present and answered Planning Commissioners' questions and addressed their concerns; and

WHEREAS, at the meeting of January 14, 2015, the Planning Commission directed staff to return the draft language to the Economic Development Committee for additional review; and

WHEREAS, at the public hearing of January 14, 2015, Jenelle Osborne, Economic Development Committee Chair, Steven Pepe, Economic Development Committee Member, and Teresa Gallavan, Economic Development Director/Assistant City Administrator reviewed the proposed draft language with the Planning Commission; and

WHEREAS, the draft language was reviewed by the Economic Development Committee in March 2015 and changes were made; and

WHEREAS, the new draft language was considered by the Planning Commission at a duly-noticed meeting on July 8, 2015; and

WHEREAS, at the meeting of July 8, 2015, City staff and Mr. Richard Daulton of Rincon Consultants were present and answered Planning Commissioners' questions and addressed their concerns; and

WHEREAS, at the meeting of July 8, 2015, _____ spoke regarding the proposed draft language; and

WHEREAS, the third Addendum to FEIR 09-01 was prepared to address the changes incorporated into the Economic Development Element by the most recent review of the

Economic Development Committee; the third Addendum was available for public review and comment; and

WHEREAS, Government Code Section 65354 requires that the Planning Commission make a written recommendation to the City Council regarding adoption of, or amendment to, a General Plan.

NOW, THEREFORE, THE PLANNING COMMISSION OF THE CITY OF LOMPOC RESOLVES AS FOLLOWS:

SECTION 1: Based upon the testimony provided at the public hearings, the evidence presented in the staff report and at the workshop and public hearings, and due deliberation on the matters presented:

The Planning Commission recommends the City Council adopt the Economic Development Element of the 2030 General Plan Update (attached as Exhibit "A").

SECTION 2: The Planning Commission resolves that this Resolution shall be forwarded to the City Council, pursuant to Section 17.132.040 of the Lompoc City Code, with the Commission's recommendation that the Council adopt the attached Economic Development Element.

The foregoing Resolution, on motion by Commissioner _____, seconded by Commissioner _____, was adopted at the Planning Commission meeting of July 8, 2015 by the following vote:

AYES: Commissioners

NOES: Commissioners

Lucille T. Breese, AICP, Secretary

Ron Fink, Chair

Exhibit A – [Draft Economic Development Element](#)

CITY of LOMPOC

2030 General Plan

ECONOMIC DEVELOPMENT ELEMENT

INTRODUCTION AND AUTHORITY

The Economic Development Element is an optional element that addresses the economic health of the City and establishes goals and policies that encourage economic growth while also maintaining and improving the quality of life in the community.

The structure of the City's economy plays an important role in the physical development of the City and in the stability of the City's local tax base. The Economic Development Element is based upon a desire to maintain and enhance the economic character of the community while providing for a stable annual budget. Towards this end, the City's Economic Development Element establishes a consistent set of policies that provide general direction on how the City can focus resources to retain local business, attract new industries, support the tax base, and sustain the ability to provide public services for current and future residents.

The Santa Barbara County Association of Governments (SBCAG) 2012 Regional Growth Forecast predicts population and employment growth patterns from 2010 to 2040. Over the course of the forecast period, the county's population is forecast to increase by 23% and employment is forecast to increase by 30%. While job growth for the County as a whole is projected to outpace population growth, the forecast for Lompoc is that population will grow by 20% but that employment will only grow by 12%. Through the implementation of policies and measures set forth in this Economic Development Element, the City can attract a higher percentage of job growth projected for the region. Reducing the City's unemployment rate is a primary goal of this Element.

Historically, the County has had a comparatively high share of employment in agriculture and government, but the forecast predicts that these sectors will experience below-average job growth to 2040. At the same time, the region has had below-average shares in professional and business services and internet-related information services, but these sectors are expected to experience above-average job growth. In addition, new jobs in the leisure and hospitality (tourism) sector, and in the self-employed jobs sector, are projected to have above-average job growth prospects. The fact that Lompoc currently has the second largest concentration of tasting rooms in Santa Barbara County is evidence that Lompoc is in a good position to change past trends. Lompoc is strategically situated in the heart of wine country and it is also in close proximity to the ocean, Vandenberg Air Force Base, the Lompoc Valley Medical Center, La Purisima Mission and State Historical Park and La Purisima Golf Course, a superior 18-hole course designed by world-renowned architect Robert Muir Graves.

The Economic Development Element establishes long-term goals and policies for the growth and development of the local economy. However, economic conditions and market forces change over time, sometimes very quickly. Therefore, a key implementation measure is the adoption and periodic updating of a dynamic economic development strategy. The economic development strategy provides a short-term action plan, identifying specific projects, programs, and investments that work toward long-term goals. The City should update the economic development strategy every three to five years.

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Following is a list of the City's broad economic development goals.

Support Regional Destination Uses that would Stimulate Economic Development within the City

The City should capitalize on its geographic locale and support appropriate destination uses that would infuse the local economy with a substantial initial capital investment, jobs and a new revenue stream.

Retain Commercial and Industrial Zoning to Accommodate Reasonable and Sensible Growth

The City of Lompoc contains a limited amount of heavy commercial and industrial land to attract uses that will implement the City's economic development goals. The City should therefore retain commercial/industrial sites that meet the size and location needs of prospects and avoid actions that would reduce the amount of existing commercial and industrial zoning within the City (unless the site is not feasible for commercial/industrial development).

Support and Enhance Travel and Tourist Opportunities within Lompoc and the Surrounding Area

Dubbed "The City of Arts and Flowers," Lompoc is located near the Pacific Ocean, Vandenberg Air Force Base, La Purisima Mission and State Historic Park, La Purisima Golf Course and numerous boutique wineries. The City is also within easy travel distance of population centers in Santa Barbara and San Luis Obispo County, including the City Santa Barbara. The City should promote Lompoc's high quality of life to attract prospective businesses, shoppers, and visitors.

Maintain and Enhance a Strong and Diverse Economic Base

The City should encourage a mix of large and small industries and businesses to support a strong and diverse economic base, thereby creating jobs, generating public revenues, and involving high levels of private capital investment. The City should modernize its zoning ordinance to emphasize and encourage economic development. The City should identify private contractors working at Vandenberg Air Force Base and encourage them to hire Lompoc residents and locate their business support activities (offices, manufacturing and training facilities, etc.) in Lompoc. The City should encourage farm-to-table, and craft and cottage industries which include agriculture (e.g., bakeries, cheese shops, etc.), small scale production of textiles, and handcrafted wood and metal products.

Business Retention

The City shall develop a business retention program as a way of establishing good relationships and communication with Lompoc business owners, in order to facilitate their retention and expansion within the City. The City of Lompoc is committed to its existing businesses and believes strongly that these businesses are a major asset to the community.

Business Recruitment

The City shall strive to accelerate job growth and business investment by working closely with existing businesses to facilitate expansions and through active recruitment of new business across all sectors. The City should develop and implement strategies and programs to encourage new companies to locate or remain in the City Lompoc.

Attract Entrepreneurs as part of Business Recruitment

The City should encourage and attract entrepreneurs that are interested in pursuing specialty businesses that capitalize on Lompoc's unique demographic and geographic setting. For example, Lompoc has a diverse

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population and large percentage of people who are affiliated with the military. Specialized businesses that cater to these specific groups should be encouraged. Through business-friendly policies, the City needs to recruit new businesses and retain existing businesses that provide revenues to the City and jobs to the community. Incentives should be aimed at recruiting/retaining specific businesses that achieve identified economic development goals of the City.

GOALS AND POLICIES

Goal 1

Promote and enhance employment opportunities within the City and increase the quality of life for City residents by sustaining a strong and diverse economic base.

Policies

- Policy 1.1 The City shall implement measures that aim to reduce the City unemployment rate to that of the overall County unemployment rate.
- Policy 1.2 The City should attract new employment generating businesses that capitalize on Lompoc’s location and resources.
- Policy 1.3 The City shall maintain a long range, comprehensive marketing program to promote the City as a business friendly community with small town character.
- Policy 1.4 The City shall plan for land use and development patterns that allow succession of use, adapt to Lompoc’s economic conditions, and promote development of properly located and well-designed commercial centers meeting the diverse service needs of the City.
- Policy 1.5 The City should promote and support educational opportunities within the city and surrounding area.
- Policy 1.6 The City should continue to support the role of Vandenberg Air Force Base as a significant contributor to the economic base of the community. Discourage development which could negatively impact the Base.
- Policy 1.7 The City should support development projects which broaden and enhance the City’s economic base and produce viable long-term land use patterns.
- Policy 1.8 The City should develop partnerships with private contractors at Vandenberg Air Force Base.
- Policy 1.9 The City should support the role of higher education as it contributes to the economic base of the community.
- Policy 1.10 The City should promote participation with diverse partnerships to implement improvements and programs for community development.
- Policy 1.11 The City should encourage and support the retention and expansion of agricultural and viticulture business activities.

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Policy 1.12 The City should participate with the Wine industry to promote City wine related business.

Policy 1.13 The City should encourage expansion of organized sports leagues as a means of attracting economic activity.

Goal 2

Maintain the existing and encourage new industrial, office, and retail development that serves the needs of the Lompoc community and tourists and is designed to minimize impacts on the environment and on residential neighborhoods, consistent with the policies of the Lompoc General Plan.

Policies

Policy 2.1 Preserve suitable industrial and commercial sites to provide a choice among sites for new industrial development prior to actual demand.

Policy 2.2 Encourage regional offices of corporations and government agencies to locate in the City of Lompoc.

Policy 2.3 Encourage medically-related offices and service facilities to locate in the vicinity of the community hospital.

Goal 3

Reduce City regulatory and infrastructural barriers to economic development.

Policies

Policy 3.1 The City should modernize the zoning ordinance to accommodate and encourage economic development, with an emphasis on employment generating businesses that provide head-of-household incomes.

Policy 3.2 The City should retain existing commercial, industrial, and mixed use lands to accommodate reasonable and sensible growth.

Policy 3.3 The City shall provide and encourage adequate infrastructure to support business expansions, redevelopment, and new development.

Policy 3.4 City regulations and processes should support economic development opportunities.

Policy 3.5 The City shall identify and remove, where appropriate, obstacles to the formation and expansion of local businesses, such as through updates to the zoning ordinance, including signage regulations.

Policy 3.6 The City shall appoint an Economic Development Committee whose focus is to improve the Lompoc economy. The Economic Development Committee shall create and update annually a Strategic Plan for economic growth and then coordinate this plan with other City commissions that have a vested interest in the plan.

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Goal 4

Support destination developments including travel and tourist opportunities in the Lompoc Valley that would stimulate economic development in the City.

Policies

- Policy 4.1 The City should provide business incentive programs for tourist-related development projects.
- Policy 4.2 The City should support development of a strategy that attracts and promotes year-round tourism and capitalizes on the City's resources.
- Policy 4.3 The City shall develop funding sources for a marketing program to enhance the City's attractive and vibrant small town image, and to support attraction of an appropriate destination development.
- Policy 4.4 The City should expand and enhance the Old Town District and H Street Corridor as focal points for civic and tourist activities through support for development and implementation of a marketing and promotions program.
- Policy 4.5 The City should facilitate additional attractions and amenities that bring people to the City, including restaurants, local shopping, special events/festivals, entertainment, and recreation facilities.
- Policy 4.6 The City should work with local event coordinators and/or agencies, including the Chamber of Commerce, to promote special events, activities, and attractions.

Goal 5

Support and promote urban and cottage agricultural businesses.

Policies

- Policy 5.1 The City should, in conjunction with Land Use Element Policies 7.3 and 7.4, encourage pesticide free community gardens.
- Policy 5.2 The City should encourage Residential Agriculture Home Occupation Permits for residents who sell crops and orchard products grown at home to farmer's markets and wholesale to stores and restaurants, subject to all of the existing restrictions that apply to home occupations.
- Policy 5.3 The City should encourage residential accessory arts and crafts industries in all residential zone districts.
- Policy 5.4 Encourage Residential Arts and Crafts Home Occupation Permit for residents who sell arts and crafts produced at home at farmer's markets and at permitted retail

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establishments, subject to all of the existing restrictions that apply to home occupations.

Goal 6

Attract entrepreneurs.

Policies

- Policy 6.1 The City should explore the business incubator concepts to offer affordable, flexible and scalable space for startups to network, collaborate and grow their business.

IMPLEMENTATION MEASURES

- Measure 1 The City should actively promote the development of land uses which will generate new jobs and tax revenues to the City.
- Measure 2 The City should support regional links between Lompoc and tourist destinations in the Santa Ynez Valley, Santa Maria, and Buellton areas, such as wineries, parks, trails, and golf courses.
- Measure 3 The City should encourage and attract industry that complements and supports the local agricultural economy.
- Measure 4 The City should develop measures to encourage private reinvestment in vacant or underutilized commercial and industrial land to adapt such property to current economic needs.
- Measure 5 The City shall consider the needs of existing businesses within General Plan designated industrial and commercial areas when reviewing applications for adjacent development that may not be compatible with such areas.
- Measure 6 The City should, in response to changing economic needs, facilitate and/or pursue public reinvestment opportunities (e.g., grants, loans, bonds) to assist in adaptive reuse planning of underutilized commercial, business park, and industrial properties.
- Measure 7 The City should modernize the Zoning Ordinance to allow agricultural and craft uses in appropriate locations, including multi-tenant incubator spaces.
- Measure 8 The City should promote local patronage and strong performance in satisfying local demand for goods and services and the creation of additional jobs.
- Measure 9 The City should assist the City’s small business community in retaining and expanding businesses by fostering partnerships and providing forums for information, training, and shared resources.

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- Measure 10 The City should continue to work with the Chamber Commerce and the Economic Development Committee and other organizations to develop the economic development strategy that includes incentives to expand existing businesses and attract businesses.
- Measure 11 The City should collaborate with local organizations and agencies to develop and implement agricultural opportunities that enhance agricultural business and tourism, such as wineries, restaurants, dinner-theater, bed and breakfasts, appropriate destination developments, museums, lodging facilities, microbreweries and recreational activities.
- Measure 12 The City shall encourage the development of quality lodging, restaurants and meeting facilities to meet the needs of business, local residents and their guests and to bring visitors to the community.
- Measure 13 The City should promote Lompoc businesses through the City's website, and other advertising efforts (such as print ads, street banners and media stories) to encourage residents to shop locally.
- Measure 14 The City should, as the community grows, target marketing efforts to attract uses which will complement the City's economic development objectives.
- Measure 15 The City shall, in the H Street Corridor and Old Town areas, encourage a professional variety of uses to expand the current business mix and increase the area's economic viability as a destination point for shopping, work, dining, and entertainment.
- Measure 16 The City should periodically survey the business community for evaluation of City development services and improvement suggestions.
- Measure 17 The City should encourage training workshops on business development and advancement within the community of Lompoc.
- Measure 18 The City should provide pertinent information on business development efforts and opportunities in Lompoc to business owners, property owners, tenants, site locators, and other agencies to promote business expansion and head of household jobs.
- Measure 19 The City shall modernize the Zoning Ordinance to address any regulatory impediments to attracting target businesses, and to facilitate desired business expansions and reuse.
- Measure 20 The City should encourage additional tourist attractions by capitalizing on local attractions.
- Measure 21 The City should in collaboration with partners, improve and support a calendar of local events and activities available through social media and on the City's website.
- Measure 22 The City should attract retail uses which increase the City's revenues by expanding the community's regional retail market share. However, they should not create unreasonable traffic congestion or other undesirable impacts.

Breese, Lucille

From: Stephen Pepe [steve@clospepe.com]
Sent: Saturday, March 21, 2015 12:24 PM
To: Breese, Lucille; 'Jenelle Osborne'; 'Debbie McComb'; 'Rick Rantz'; 'Margaret Lau'; 'Tim Harrington'
Cc: Gallavan, Teresa; 'Tom Davidson'
Subject: RE: Economic Development Element revised

Hi Lucille,

Thank you for sending us the revised Economic Development Element for the 2030 General Plan.

I have the following comments, suggestions, questions and observations:

Page ED-2 Add The City should promote and support the development of a destination resort within the City or nearby.

Page ED-2 "Support and Enhance Travel..." In the sentence on "commuter distance" shouldn't our goal be to reduce and eliminate commuting for employment?

Page ED-2 "Maintain and Enhance..." Last sentence after "include agriculture" add such as bakeries, cheese shops etc.

Page ED-3 Goal 1. A "strong and diverse economic base" is not achievable and will surely take more than 15 years. Why is that our goal? Shouldn't our goal to be to pick the low hanging fruit and capitalize on and maximize our existing businesses?

Page ED – 3 Add a new policy after Policy 1.1 The City, its Council, Commissions, Boards and Committees shall adopt as their number 1 priority the reduction of the City unemployment rate to that of the overall County unemployment rate.

Page ED – 4 Policy 1.13 after City insert "shall upgrade and modernize its existing sports fields and aquatic center to be suitable for post season playoffs and"

Page ED – 4 Goal 2 This is the wrong goal. We do not want to "maintain the existing and encourage new industrial, office and retail development..." The City's current silo zoning is outdated and for a world that no longer exists. The present and future is Industrial Way in Buellton. We need to permit and encourage the combination of consumer focused industrial, commercial and retail operations in the same location. The Bakers Table in Santa Ynez is a manufacturing plant- bakery- in the back and a restaurant in the front. Terravant is a gigantic manufacturing plant- winery- with a restaurant Avant on the second floor. Brew Pubs are manufacturing plants in the back- brewery- with a restaurant up front. It is only a matter of time before somebody builds a cheese making facility with a cheese shop up front.

We should also be proactive and anticipate that Brew Pubs, Bakeries, Cheese Manufacturers and Wineries will include hotel rooms in their facilities. This is quite common in Europe. The Justin Winery in Paso has a 50,000 case winery with a restaurant with a small hotel.

Page ED- 4 Goal 3 Rewrite as follows: The City regulatory and infrastructure shall avoid delay, minimize uncertainty and prohibit unreasonable regulations.

Page ED -4 Policy 3.2 Rewrite see Goal 2 above.

Page ED – 6 Add as a Measure – The City’s Business Tax shall be updated, modernized and expanded and 50% of the increased revenue from the revised Business Tax shall be used for Economic Development.

Page – 7 Measure 22 Last sentence after create insert “unreasonable.”

Stephen Pepe
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From: Breese, Lucille [mailto:L_BREESE@ci.lompoc.ca.us]
Sent: Monday, March 16, 2015 4:01 PM
To: Jenelle Osborne; Stephen Pepe; Debbie McComb; 'Rick Rantz'; Margaret Lau; 'Tim Harrington'
Cc: Gallavan, Teresa
Subject: Economic Development Element revised

Attached is the most recent version of the Economic Development Element. I will have hard copies at the Executive Board Meeting tomorrow. This version reflects the discussion at the January 2015 Planning Commission meeting and references addressing unemployment as a primary goal and states the Strategic Plan will be reviewed and updated on a frequent schedule.

We look forward to your input.



Rincon Consultants, Inc.

Environmental Scientists Planners Engineers

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Date: March 31, 2015

To: Lucille Breese, Planning Manager

Organization: City of Lompoc

From: Richard Daulton, Principal

Email: rdaulton@rinconconsultants.com

cc:

Re: Responses to Comments on the Draft Lompoc Economic Development Element

The City and Rincon Consultants received comments from the Lompoc Economic Development Committee regarding the Draft Lompoc General Plan Economic Development Element on March 21, 2015. Many of the comments and suggested revisions have been made in the revised version of the element, as noted below. This memorandum also provides clarification and responses to comments that did not result in a change to the draft element. The page numbers noted below reference the pages of the January 23, 2015 version of the draft element.

Comment on Page ED-2: Add The City should promote and support the development of a destination resort within the City or nearby.

Response: The Economic Development Element is intended as a general blueprint to encourage the economic health of the City, and needs to be broad enough to remain generally applicable through the General Plan horizon of 2030, even as market conditions change. Therefore, while general industries are referenced in the element, specific business types are not. Specific target businesses may be identified in the Economic Development Strategy, which is intended to be updated much more frequently (every 3 to 5 years).

While the specific use of a destination resort could be considered within a more detailed economic strategy, at a general policy level the economic benefits of a resort development that may be more suited to be located outside city limits are not clear. While such a development outside city limits

would be expected to increase the amount of tourist dollars spent within the City, property tax revenue, sales tax revenue at the resort, and transient occupancy tax revenue would accrue to the County rather than the City. In addition, to the extent that such a resort development would compete with existing hotel uses in the City, it could divert transient occupancy tax revenue and other revenues from existing sources in the City.

In response to a similar previous comment from the Economic Development Committee, Goal 4 was included in the draft element to "Support destination developments including travel and tourist opportunities in the Lompoc Valley that would stimulate economic development in the City."

Comment on Page ED-2: " Support and Enhance Travel..." In the sentence on "commuter distance" shouldn't our goal be to reduce and eliminate commuting for employment?

Response: Since the thrust of the goal is to enhance tourism and travel to the City, the text in question has been revised as follows: "The City is also within easy travel distance of population centers in Santa Barbara and San Luis Obispo County, including the City Santa Barbara. The City should promote Lompoc's high quality of life to attract prospective businesses, shoppers, and visitors."

Comment on Page ED-2: " Maintain and Enhance..." Last sentence after "include agriculture" add such as bakeries, cheese shops etc.

Response: The requested change has been made to the revised draft element.

Comment on Page ED-3: Goal 1. A "strong and diverse economic base" is not achievable and will surely take more than 15 years. Why is that our goal? Shouldn't our goal be to pick the low hanging fruit and capitalize on and maximize our existing businesses?

Response: While "strong" and "diverse" are relative terms, a strengthened and diversified economic base is a reasonable and appropriate general goal within a general policy document. Capitalizing on and maximizing existing businesses is consistent with the concept of "sustaining a strong economic base", and the policies and measures within the draft element further support retention and expansion of existing businesses. For example, Measure 9 states that "The City should assist the City's small business community in retaining and expanding businesses by fostering partnerships and providing forums for information, training, and shared resources."

Comment on Page ED-3: Add a new policy after Policy 1.1 The City, its Council, Commissions, Boards and Committees shall adopt as their number 1 priority the reduction of the City unemployment rate to that of the overall County unemployment rate.

Response: Policy 1.1 was added to the January 2015 version of the draft element, as follows: "The City shall implement measures that aim to reduce the City unemployment rate to that of the overall County unemployment rate." The City's decision-making bodies balance several competing goals as identified throughout all elements of the General Plan. It is within the discretionary authority of City decision-makers to identify which goals have priority over others for various actions. In certain cases, stating a single goal as an absolute priority could be problematic. For example, a proposed development project may offer a few new jobs, but could also result in land use incompatibilities, nuisances, resource issues, or other problems that other City goals are designed to prevent. The absolute prioritization of reducing unemployment could be viewed as compelling decision-makers to approve such a development that conflicts with other City goals.

Comment on Page ED-4: Policy 1.13 after City insert “shall upgrade and modernize its existing sports fields and aquatic center to be suitable for post season playoffs and”

Response: This change was not made because the decision to upgrade and modernize facilities is more appropriately handled in the context of overall City budget decisions rather than as a matter of general policy.

Comment on Page ED-4: Goal 2 This is the wrong goal. We do not want to “maintain the existing and encourage new industrial, office and retail development...” The City’s current silo zoning is outdated and for a world that no longer exists. The present and future is Industrial Way in Buellton. We need to permit and encourage the combination of consumer focused industrial, commercial and retail operations in the same location. The Bakers Table in Santa Ynez is a manufacturing plant- bakery- in the back and a restaurant in the front. Terravant is a gigantic manufacturing plant- winery- with a restaurant Avant on the second floor. Brew Pubs are manufacturing plants in the back- brewery- with a restaurant up front. It is only a matter of time before somebody builds a cheese making facility with a cheese shop up front. We should also be proactive and anticipate that Brew Pubs, Bakeries, Cheese Manufacturers and Wineries will include hotel rooms in their facilities. This is quite common in Europe. The Justin Winery in Paso has a 50,000 case winery with a restaurant with a small hotel.

Response: The intent of Goal 2 is to preserve and expand revenue generating development within the City. This is not inconsistent with the concept of allowing more flexible zoning standards in industrial, office, and retail districts. Goal 3 and its supporting policies are intended to reduce regulatory barriers to development. As described below, Policy 3.2 has been revised to reference retention of existing commercial, industrial, and mixed use lands (rather than the previously referenced “zones”) to distinguish it from Policy 3.1, which addresses modernization of the zoning ordinance. The comprehensive Zoning Ordinance Update will specifically address modernization and improved flexibility in industrial and commercial zoning.

Comment on Page ED-4: Goal 3 Rewrite as follows: The City regulatory and infrastructure shall avoid delay, minimize uncertainty and prohibit unreasonable regulations.

Response: This change was not made because the terms “delay”, “uncertainty” and “unreasonable” add subjectivity to the goal as stated: “Reduce City regulatory and infrastructural barriers to economic development”.

Comment on Page ED-4: Policy 3.2 Rewrite see Goal 2 above.

Response: Policy 3.2 has been revised as follows: “The City should retain existing commercial, industrial, and mixed use lands to accommodate reasonable and sensible growth.” This follows Policy 3.1, which is intended to address zoning – “The City should modernize the zoning ordinance to accommodate and encourage economic development, with an emphasis on employment generating businesses that provide head-of-household incomes.”

Comment on Page ED-6: Add as a Measure – The City’s Business Tax shall be updated, modernized and expanded and 50% of the increased revenue from the revised Business Tax shall be used for Economic Development.

Response: This change was not made because the decision as to how to apply business taxes is more appropriately handled in the context of overall City budget decisions rather than as a matter of general policy.

Comment on Page ED- 7: Measure 22 Last sentence after create insert “unreasonable.”

Response: The requested change has been made to the revised draft element.

**ADDENDUM NO. 3
GENERAL PLAN ECONOMIC DEVELOPMENT ELEMENT REVISIONS
ENVIRONMENTAL IMPACT REPORT - SCH #2008081032**

Background:

This Addendum has been prepared to analyze revisions to the Economic Development Element which was originally analyzed in the Environmental Impact Report (FEIR 09-01) State Clearinghouse No. 2008081032. The Planning Commission the City Council certified the second Addendum to FEIR 09-01 certified by the Planning Commission November 19, 2013 for the Project on September 23, 2014.

In accordance with State CEQA Guidelines Section 15162 and 15164, this Addendum is prepared to make minor change to the previously certified EIR; no new important issues are raised about any significant effects on the environment resulting from the proposed project revisions.

Project Description:

Minor revisions to the Economic Development Element to address comments received by the Economic Development Committee on March 21, 2015.

Environmental Determination:

The 2030 General Plan Update EIR (SCH # 2008081032) is hereby incorporated by reference.

Section 15164 of the CEQA Guidelines states *"The lead agency or responsible agency shall prepare an addendum to a previously certified EIR if some changes or additions are necessary but none of the conditions described in Section 15162 calling for preparation of a subsequent EIR have occurred."*

Section 15162(a) of the State CEQA Guidelines limits the preparation of a EIR to three situations:

- (1) Substantial changes are proposed in the project which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects;
- (2) Substantial changes occur with respect to the circumstances under which the project is undertaken which will require major revisions of the previous EIR or

negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects; or

- (3) New information of substantial importance which was not known and could not have been known with the exercise of reasonable diligence at the time the previous EIR was certified as complete or the negative declaration was adopted, shows any of the following:
 - (A) The project will have one or more significant effects not discussed in the previous EIR or negative declaration;
 - (B) Significant effects previously examined will be substantially more severe than shown in the previous EIR;
 - (C) Mitigation measures or alternatives previously found not to be feasible would in fact be feasible and would substantially reduce one or more significant effects of the project, but the project proponents decline to adopt the mitigation measures or alternative; or
 - (D) Mitigation measures or alternatives which are considerably different from those analyzed in the previous EIR would substantially reduce one or more significant effects on the environment, but the project proponents decline to adopt the mitigation measures or alternatives.

After review of the proposed changes and review of the 2030 General Plan EIR, staff has determined that:

1. The revisions are not a substantial change to the project and will not create new significant impacts;
2. No substantial changes have occurred with respect to the circumstances in which the project will be undertaken which would involve new significant environmental impacts resulting from the project; and
3. No new information has become available since the preparation of the previous EIR for the project which would result in new significant impacts, an increase in severity of significant impacts, or affect the feasibility of mitigation measures, or provide for different methods of mitigating significant impacts.

Therefore, this Addendum is prepared to make a minor change to the Economic Development Element, the analysis of which was conducted in the EIR for the 2030 General Plan Update.