

REPORT TO THE PLANNING COMMISSION



DATE: July 28, 2015

TITLE: Amendment to Section 17 (Zoning) of the Municipal Code, Establishing Section 17. 32.50 Art Overlay District.

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Director of Community Development

RECOMMENDATION

Conduct Study Session, Review Draft Ordinance and Provide Direction to Staff.

DISCUSSION

There is interest in establishing an Arts District in Desert Hot Springs. The Art District Study area is approximately one square mile in area and is bound by Eight Street on the North, Hacienda Drive on the South, West Drive on the West and Verbena Drive on the East. Most of the planning area within the Vortex Specific Plan, with the exception of the Civic Center Area would be located within the Study Area.

On June 9, 2015 the Commission directed staff to work to refine the “Arts District” concept.

The objectives of establishing the overlay district include:

- Stimulate investment;
- Job creation;
- Business development;
- Mixed use development;
- Home/studio ownership;
- Reduce “red tape”;
- Expand “by right” approvals; and
- Streamline entitlement process and simplify some planning approvals.

The benefits of establishing the district may include:

- Blight elimination;
- New building permit revenue;
- Wealth creation;
- Community empowerment;
- Return RDA owned property to tax roll; and
- Preserve staffing resources.

Opinions vary regarding the name of the district. Some prefer the term “Innovation District.”

FISCAL IMPACT

Establishment of an “Innovation District” has the potential to stimulate new investment in the community. This may include new building permit revenue and business license revenue to the City, in addition new investment in the area would likely increase property values within the area. Direct fiscal impact is impossible to quantify.

EXHIBIT(S)

1. Art District PowerPoint Presentation (June 9, 2015)
2. Draft Ordinance