

Developer Incentive and Engagement Project

Proposed by Administration

In alignment with Board of Supervisors 2024 Legislative Priorities for housing supply “to provide new housing at all income levels,” it is essential to encourage housing development in Lake County. The County Administrative Office is seeking Community Project Funding to create a Developer Incentive and Engagement Project under the Community/Economic Development category.

The primary goal of this project is to cultivate a developer-friendly approach, to encourage more housing development in Lake County. Additional housing stock is critical need. This can be achieved by utilizing several strategies, such as: reducing the initial risk during the predevelopment phase to determine feasibility; creating additional incentives; and having an interactive engagement process where developers are contacted and notified of opportunities available in Lake County (*such as funding opportunities, incentives and any surplus land that has been identified as a potential site for affordable housing, along with environmental and cultural studies that have been completed*).

A Consultant would be utilized during the initial engagement stage to formulate a listing of incentives and opportunities for developers available at that time. The consultant will then create a comprehensive list of potential developers in California and create an outreach plan to interface with these developers which will include in outreach activities. The consultant would also provide additional content, as needed, for the web page that is targeted to engage and encourage developers to build in Lake County.

In addition to the creation of a developer engagement plan, another strategy to incentivize Developers to build in Lake County is to provide the funding for environmental studies and cultural impact studies related to potentially moving forward with building housing in Lake County. One of the costs associated with a potential development site stems from the environmental studies including California Environmental Quality Act (CEQA) and/or National Environmental Policy Act (NEPA) reviews. The primary goal for this project would be to de-risk the exploration of housing development projects (*environmental studies*) in Lake County.

Additionally, funding could support formulation of a list of available land (in compliance with the Surplus Land Act, Gov Code 54220) that makes publicly-owned land available for affordable housing. Under AB 1255 “cities and counties are required to inventory and report surplus and excess public lands.” The program will focus on engagement and notification to developers of land that has been identified as a possible site for affordable housing. Additionally, the completion of environmental and cultural preservation studies will be provided for the land identified if it has the potential to be a possible building site for affordable housing. This could potentially include opportunities for the purchase of land by the County if it is deemed to be a good fit.

Budget Category	Requested Amount	Other Costs	Total Costs
Project Administration	20,000		20,000
Consultant for Initial Engagement	150,000	1500	151,500
Predevelopment: Environmental and Cultural Study Fees	300,000	3,000	303,000
Project Phase: Environmental and Cultural Study Fees	500,000	5,000	505,000
Developer Outreach Activities	15,000.00		15,000
Land Acquisition	1,000,000	10000	1,010,000
Total	1,985,000	19500	2,004,500