



Agenda

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CITY BUSINESS & QUALITY OF LIFE COMMITTEE

City Council Chambers
City Hall, 200 Lincoln Avenue
Tuesday, September 11, 2012
11:00 am – 1:00 pm

I. PROCEDURES

- A. Roll Call
- B. Approval of Minutes – August 14, 2012
- C. Approval of Agenda
- D. Approval of Consent Agenda

II. INFORMATIONAL ITEMS

- A. Regional Economic Development Initiative (REDI) Update on Regional Projects (Kathy Keith)
- B. Building Permits (Matthew O'Reilly)
- C. Update on the Reusable Bag Ordinance (Fabian Trujillo)

III. CONSENT AGENDA

IV. UNFINISHED BUSINESS (none)

V. ACTION ITEMS

- A. AN ORDINANCE RELATING TO THE LAND DEVELOPMENT CODE, CHAPTER 14 SFCC 1987 AND ARTICLE 18-5.1 SFCC 1987 REGARDING DISTRESS MERCHANDISE SALES SIGNS AND LICENSES; AMENDING SECTION 14-8.10(B)(8) SFCC 1987 REGARDING VIOLATIONS OF SIGN REGULATIONS TO INCLUDE DISTRESS MERCHANDISE SALE SIGNS IN THE H DISTRICTS; CREATING A NEW SECTION 14-8.10(H)(28)(f) SFCC 1987 REGARDING THE REGULATION OF DISTRESS MERCHANDISE SALE SIGNS IN THE H DISTRICTS; AMENDING SECTION 18-5.1 SFCC 1987 REGARDING THE GROUNDS FOR DENIAL OF A DISTRESS MERCHANDISE SALE LICENSE AND THE REVOCATION OF A DISTRESS MERCHANDISE SALE LICENSE; AND MAKING SUCH OTHER STYLISTIC AND GRAMMATICAL CHANGES AS ARE NECESSARY. (Councilor Calvert) (Matthew O'Reilly)
- B. AN ORDINANCE RELATING TO THE LAND DEVELOPMENT CODE, CHAPTER 14 SFCC 1987 REGARDING MOBILE HOME PARK DISTRICTS AND MOBILE HOME PARKS; AMENDING SECTION 14-4.2(J)(1) SFCC 1987 TO EXPAND THE PURPOSE OF THE MHP DISTRICT TO INCLUDE RESIDENTIAL SUBDIVISIONS AND MULTI-FAMILY DWELLINGS; AMENDING SECTION 14-6.1(C) TABLE OF PERMITTED USES TO CORRESPOND WITH 14-4.2(J)(1); AMENDING SECTION 14-6.2(A)(3) SFCC 1987 TO CLARIFY STANDARDS FOR EXISTING MOBILE HOME PARKS; AMENDING SECTION 14-7.2(I) SFCC 1987 TO PROHIBIT THE ESTABLISHMENT OF NEW MOBILE HOME PARKS AS OF THE EFFECTIVE DATE OF THIS ORDINANCE AND TO CLARIFY THAT MANUFACTURED HOMES ARE ALLOWED IN EXISTING MOBILE HOME PARKS; AMENDING TABLE 14-7.2-1 TO PROVIDE DIMENSIONAL STANDARDS IN THE MHP DISTRICT; AMENDING SECTION 14-12 REGARDING MOBILE HOME-RELATED DEFINITIONS; AND MAKING SUCH OTHER STYLISTIC OR GRAMMATICAL CHANGES THAT ARE NECESSARY. (Councilor Dominguez) (Matthew O'Reilly)



Agenda

C. AN ORDINANCE RELATING TO THE LAND DEVELOPMENT CODE, CHAPTER 14 SFCC 1987 REGARDING ARCHITECTURAL DESIGN REVIEW FOR DETACHED SINGLE-FAMILY DWELLING UNITS; AMENDING SECTION 14-3.11(C) SFCC 1987 TO PROVIDE FOR ARCHITECTURAL DESIGN REVIEW OF DETACHED SINGLE-FAMILY DWELLINGS; AND AMENDING SECTION 14-8.7(E) SFCC 1987 TO PROVIDE FOR ARCHITECTURAL DESIGN STANDARDS FOR DETACHED SINGLE-FAMILY DWELLING UNITS; AND MAKING SUCH OTHER STYLISTIC AND GRAMMATICAL CHANGES THAT ARE NECESSARY. (Councilor Dominguez) (Matthew O'Reilly)

VI. ITEMS FROM THE PUBLIC

VII. ITEMS FROM THE COMMITTEE

VII. ITEMS FROM THE CHAIR

IX. ITEMS FROM STAFF

A. Asia Work Group Update (Fabian Trujillo)

X. NEXT MEETING DATE – **October 9, 2012 at 11:00 am**

XI. ADJOURN

Persons with disabilities in need of accommodations, contact the City Clerk's office at 955-6520 five (5) working days prior to meeting date

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CITY OF SANTA FE
BUSINESS & QUALITY OF LIFE COMMITTEE**

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**CITY OF SANTA FE
BUSINESS & QUALITY OF LIFE COMMITTEE
City Council Chambers**

September 11, 2012

I. PROCEDURES

CALL TO ORDER

A regular meeting of the City of Santa Fe Business and Quality of Life Committee was called to order by Councilor Rebecca Wurzburger, Chair on the above date at approximately 11:00 a.m. in the City Council Chambers, City Hall, 200 Lincoln Avenue, Santa Fe, New Mexico.

A. Roll Call

Roll call indicated a quorum as follows:

Members Present:

Councilor Rebecca Wurzburger, Chair
Councilor Christopher Rivera
Dena Aguilina
Luca Ceccarelli
Kathy Keith
Buddy Roybal
Fred Cisneros (arrived later)
Frederick Warhanek

Members Absent:

Alan Austin (excused)
Diane Karp (excused)
Stephen Guerin
Kathy Jahner

Staff Present

Kate Noble
Fabian Trujillo
Nick Schiavo
Matt O'Reilly

Others Present

Simon Brackley
Jim Luttjohann, Santa Fe Convention and Visitors Bureau
Charmaine Clair, Stenographer

B. Approval of Minutes- August 14, 2012

Page 2, next to the last paragraph the reference to *Connie's* is correctly spelled Kaune's.

Ms. Aquilina moved to approve the Minutes of August 14, 2012 as amended. Mr. Roybal seconded the motion and it passed by unanimous voice vote.

C. Approval of the Agenda

Councilor Dominquez requested Action Item C. be postponed regarding the ordinance on architectural design review for detached single-family dwelling.

Eric Vasquez would present Informational Item A.

Mr. Warhanek moved to approve the Agenda as amended. Mr. Roybal seconded the motion and it passed by unanimous voice vote.

D. Approval of the Consent Agenda- None

II. INFORMATIONAL ITEMS

A. Regional Economic Development Initiative (REDI) Update on Regional Projects-Eric Vasquez

Chair Wurzburger recognized Mr. Vasquez's significant work and her appreciation of REDI with respect to Shoot Santa Fe.

Mr. Vasquez, the program manager for REDI said REDI is a seven community initiative that began about five years ago as regional approach to economic development. Funding is largely through Los Alamos County with the use of their gross receipts tax.

The Initiative was started as a way to take the partners in northern New Mexico (Taos, Santa Fe, Rio Arriba and Los Alamos Counties and municipalities) and examine their priorities, strengths, weaknesses and long-term focus. REDI was created with the focus on development of infrastructure, workforce training, public policy and economic development activities that identified four economic clusters. The RDC was contracted to administer the program and look at recruitment to get new businesses to move into the area.

Mr. Cisneros entered the meeting at this time.

The proposal of what was required for recruitment of businesses within the targeted industries to the four county regions was presented in August 2011 to the partners. A SWOP (Strengths, Weaknesses, Opportunities and Threats) analysis was initiated on the four economic clusters.

The report was completed and presented in April. The main partners, site selection consultants hired by corporations throughout North America to find the best fit for businesses, conducted a four phase process:

Phase 1- a strengths and weakness analysis. Fifty-eight different companies, elected officials and organizations were interviewed in northern New Mexico to get a picture of what is going on economically.

Phase 2- A target industry report that shows industries throughout the nation and globally and what attracts them.

Phase 3- a benchmark analysis that compared the clusters in northern New Mexico with similar or competitive communities.

Phase 4- a list of recommendations.

A summary of Mr. Vasquez's report to the Committee follows:

- Wages in Santa Fe are good; higher than the national average but competitive with states surrounding New Mexico. Labor availability is average to good and generally better than most competitive cities. Productivity is good but communication and basic skills cause concern.
- Los Alamos was higher than the other three counties compared. The region is competitive including Santa Fe, and comparable or better than Phoenix and Denver.
- Comparable cities considered were: Groesbeck, Texas, Roswell, New Mexico, Hillsborough and Lufkin, Texas and Boise, Idaho.
- Labor availability based on 58 employers of the region (on a scale of 1-10 with 10 excellent) showed clerical at 8.67; unskilled labor at 7.26; semi-skilled at 6.21; and skilled labor at 6.76.
- Using the 1 to 10 scale, turnover was 8, absenteeism 8.6, attitude and trainability in the 7s. Basic skills and communications is a weakness; alcohol and drugs wasn't a problem. The labor pool is very competitive with slight problems in basic skills and communications.
- Santa Fe compared to Lufkin Texas as the state most similar in labor, transportation, population, interstate and rail system, shows Santa Fe's biggest problem as basic skills.
- Services important to the targeted industries shows roads as an issue in northern areas and air service below average if flying regionally.
- Sites and buildings is a weakness; competitors have large structures ready to roll. Santa Fe has a land but no ready structures.
- A weakness is that New Mexico is rated last in taxes by Ernst & Young.
- The region has good incentive packages and highway and tax credits. Financing is good and bad; start-up financing for businesses to get to the next stage is lacking.
- Entrepreneurship is very good and Santa Fe Business Incubator is considered excellent.
- Infrastructure is good; water reserves are a concern; electric power is good with some concern in the Espanola area; communication in Santa Fe is good but Espanola and Taos have issues.
- Cost of living is below average; housing costs are higher but not compared to the targeted industries. Schools are average; Los Alamos rated high but the dropout rate in Santa Fe is a concern.
- Santa Fe is more expensive when compared with other cities but Colorado Springs is the only competing area and the cost-of-living was comparable.
- The region is competitive when looking at targeted industries with the most active industry clusters (warehouse and call centers) within the Western United States. REDI economic clusters that could provide a growing workforce and the highest paying jobs within the region are: green and renewable energy, digital media and film, technology, and value added agriculture. Targets within those clusters are: cyber security, computer modeling (simulation and gaming), advanced energy (solar, wind, fossil fuels and nuclear, bio-fuels, etc.) digital media / film and biotechnology and pharmaceuticals. Secondary targets are back office operations, IT and phone services, defense and electronics, the wine industry and recreational equipment.
- The region compared to Boise shows Santa Fe scored poorly on air quality and has an issue with community attitude (bringing in new industry.)
- The number one priority recommendation is to implement a full-service economic development education program to make economic based employment the top priority in the region.
- RDC is working on priority #2 - to design and implement a targeted marketing program in all four counties and is developing a response system to PROs (Possible Recruiting Opportunities.) RDC offered to partner with the seven communities and be the agency of response and all partners have

indicated interest. Los Alamos County also asked RDC to do this and should be started by the end of the year.

Mr. Roybal said the report was excellent but his concern is that true economic development requires money from cities and counties. He asked how all of northern New Mexico would be brought together.

Mr. Vasquez agreed and said the region can't match true economic development. That requires research that most of the communities don't have a budget for and RDC is required to pull their resources together and go after the opportunities identified that they could compete in.

Mr. Roybal said Los Alamos is cutting back on funding and that would affect a lot of programs.

Mr. Vasquez said what next year's budget would look like is uncertain and management is following that very closely.

Chair Wurzburger thanked Mr. Vasquez for his report. She said the information is good but the question is how the information would be used. She said her focus has been strategically to grow the home town economy, but the question is to what degree the region could strategically compete given the restraints.

She said the need to be proactive has been discussed. She suggested several Committee members volunteer for a small workgroup to look at the report to decide what could be done and for how much money. Mr. Roybal and Councilor Rivera were asked to help with that.

Chair Wurzburger welcomed Jim Lettjohann, the Executive Director of Santa Fe Convention and Visitors Bureau (CVB.) She said the area of film tourism is an area of possibility and could be one of the targeted areas.

Mr. Lettjohann said he has seen several focus areas previously in biotechnology/pharmacology who bring regional managers in for formal training and could host the symposium at the CVB.

Chair Wurzburger asked Mr. Lettjohann to sit in on a session and provide ideas.

B. Building Permits- Matthew O'Reilly

Mr. O'Reilly said 36 months ago the Land Use Department identified 13-14 areas where building permits could be expedited. He provided a review of 10 items able to be implemented.

- The number of permit sets required to be submitted for commercial buildings was increased and decreased the amount of routing time and cut six to eight days out of the process to obtain a commercial permit.
- The Land Use Department Staff is trained on what to look and directly took over the fire department approvals at the permit counter to save time and annoyance for customers. Staff is able to directly input the fire department approvals into the permitting system.
- The Waste Water Division requirements are reviewed in house and no longer require going to the Waste Water Department.
- The Land Use Department assumed all green building code review and inspections.

- Electronic plan review routings have been implemented to the Solid Waste and Public Works Departments.
- The Land Use Department Staff has been trained and now reviews at the front counter, the signs in the historic district. All historic inspections and building inspections are required to be done within 24 hours. Saturday and Sunday inspections are done for complicated projects and big projects are accommodated with a special schedule to expedite construction.
- Plumbing and mechanical supervisors who supervise each group of trade inspectors are stationed Monday through Friday from 8 -10 a.m. at their desks in the Inspections Department to address problems on a permit; 25% of the time is dedicated to plan review turning permits around faster.
- Roofing repairs are done the same day even in the historic district and to issue a permit faster the emergencies have a special ticket.
- A beta version of the Pre Application Review Team (PART) partner program is offered to anyone with a big projects having a permit with hundreds of pages such as Wal-Mart. All pertinent parties and the consultants of the applicants are brought together to work on the permit; water, wastewater, budget office, electrical, plumbing, mechanical, structural builders, etc. Yet to be determined is if there is enough value added in the process and whether the City should charge a fee. The process would be difficult if building permits pick up.
- Property owners and architects receive an access code for "click to gov" when a permit is obtained that allows instant online access to comments made by the plan reviewer.

Chair Wurzbarger asked if changes, etc. could be re-submitted online. Mr. O'Reilly replied that currently the City does not have the ability to accept electronic plan submittals.

Mr. O'Reilly said the HEE permit and inspection system is now available to every building inspector via a lap top in their vehicle. Inspectors can put an issue in the system in addition to verbally telling a person what needs to be done and architects and homeowners can track how their contractor is doing.

Mr. O'Reilly said Land Use is working with Human Resources on getting a multi-certified plan reviewer on staff. The multi-certified person would be able to review building permits, plumbing, mechanical and electrical all in one and reduce plan review time even more.

Mr. O'Reilly noted the average turnaround time for commercial permits as 15 days and residential as seven days. The maximum year for City building permits issued was in fiscal year 2005-06; 2009-10 was the low year and increased in 2010-2011 back to 85% of the volume of permits through the system. He said City Council passed an ordinance in January 2012 taking all residential impact fees to zero and when compared to the same period last year, new housing starts are up 75 percent in Santa Fe.

Mr. O'Reilly explained the state certifies inspectors and requires the inspector to spend a certain amount of time in the field. Specific training was started in 2010 for inspectors that wanted to branch into another field and a lot of the plumbing and mechanical inspectors wanted to learn how to do structural building inspections. As inspectors pass the test they are slowly being trained in the field and eventually the City will have experienced people that could do multiple inspections. Whether multi-certified inspectors would make things faster hasn't been determined but it could assist in urgent inspections.

Mr. O'Reilly said the goal is to get the permits out as soon as possible but the other side of that is that applicants need to supply the correct information and meet the requirements.

Chair Wurzbarger asked what could be done to help deal with the problem so an issue doesn't go for weeks before the applicant realized they submitted something incorrectly.

Mr. O'Reilly said the electrical and plumbing inspectors being available Monday through Friday has already helped and people can immediately get with the inspector to find out what is needed. He said about 4200 permits are processed a year and Staff spends an inordinate amount of time walking people through the process.

Mr. Roybal said the biggest thing he sees is building permits that are not up to code. He asked if it would be wise to retrain the architects to standards so the process is quicker.

Mr. O'Reilly said the City would certainly work with the architectural community. He said he often speaks at the IAIA (Institute of American Indian Art) and talks about what is being done and the new initiatives or procedures implemented and was speaking at the Home Builders Association tomorrow. He said there is a limit to what Staff could do and he isn't sure how people could be educated in that way.

Chair Wurzbarger said the issue is huge, especially when architects should know the requirements.

Ms. Aquilina said it seems on the PART program, if people are willing to pay that the City should be willing to take the money.

Ms. Keith congratulated Mr. O'Reilly on his progress and good work. She asked the average time for turnarounds and if Mr. O'Reilly had benchmarks for commercial turnarounds opposed to other parts of the country.

Mr. O'Reilly said Santa Fe is about equal; but if the resources were available Santa Fe could do better. He would like to see permits issued in a day but the City is looking at what they can do with what they have. He said he has asked Staff to multitask and has more ideas and may ask Councilors for more in the future.

C. Update on the Reusable Bag Ordinance- Fabian Trujillo

Mr. Trujillo said the Reusable Bag Ordinance process is moving along. A public meeting with the CBQL Committee was planned October 1 from 8:30 to 10:30 a.m. at the Milagros Kearney Room. A stake holder meeting was held August 30 and public comment was received from seven participating retail businesses.

A second ordinance is being drafted and modeled from a Washington DC ordinance and some of those comments would be included. A stakeholder list was developed and a webpage off of the City website would be available for public comment once the ordinances have been reviewed by the task force and Committee.

Chair Wurzbarger said she wasn't comfortable with multiple ordinances on the website and asked to visit with Mr. Trujillo on that. She said it was confusing enough to have one ordinance.

IV. UNFINISHED BUSINESS- None

V. ACTION ITEMS

- A. An ordinance relating to the land development code, Chapter 14 SFCC 1987 and article 18-5.1 SFCC 1987 regarding distress merchandise sales signs and licenses-Matt O'Reilly

Chair Wurzburger asked Mr. O'Reilly to explain the rationale of why this is a problem and the City is moving forward with the ordinance.

Mr. O'Reilly said certain retailers advertise in misleading ways in two areas. A few years back an ordinance was put in place to address huge percentages off of items. The "percentage off" sign ordinance was amended last year decreasing the amount of time the sign could be displayed in the historic district, the size of the sign and an increase in penalties for violators.

Mr. O'Reilly said people also put up "going out of business" signs when they weren't or would "go out of business" at the same time every year then move to a different location and do the same thing over and over.

Mr. O'Reilly said violations have dropped almost to zero since the ordinance went into effect. The ordinance submitted for consideration to the Committee mirrors the amended ordinance and addresses distressed merchandise sales (*going out of business sales*) and has the same restrictions with sign size and penalties. The hope is to have the same effect and cut down the activity.

Mr. Roybal moved to approve the ordinance related to distressed merchandise sales, signs and licenses, as presented. Mr. Cisneros seconded the motion and it passed by unanimous voice vote.

- B. An ordinance relating to the land development code, Chapter 14 SFCC 1987 regarding mobile home park districts and mobile home parks- Matt O'Reilly

Mr. O'Reilly explained that most people think of mobile homes as all encompassing from trailers, RVs, to single and double-wides. Technically under federal and state law a true "mobile home" is a product built prior to 1996 when the new federal standards went into place (the National Manufactured Housing Construction and Safety Standard Act of 1974, effective 1976.) Legally speaking products created after that date had to be built to HUD standards (a higher standard) and are identified as *manufactured* homes not mobile homes.

He said it is important to fix the Land Use code because the code has a zoning district category called "Mobile Home Park" which can only have *mobile* homes. The new ordinance recognizes that existing Mobile Home Parks can bring in manufactured homes and also maintains the general standards for how old-style mobile home parks are developed to hold to standard the existing Mobile Home Parks.

The ordinance states that because mobile homes are no longer being made there isn't a need for Mobile Home Parks, but a place is needed for "manufactured" homes. The ordinance modifies the "Mobile Home Park" district and renames it the MHP district which can be an existing park for a mobile home or manufactured home or a single family home.

Mr. O'Reilly said those who currently have property zoned a *Mobile Home Park* could use the land for different things such as to redevelop as a residential sub division or develop a residential sub division and

put in manufactured homes. The requirements for new developments would require manufactured housing be built to subdivision standards and people provided with the same kinds of streets, sidewalks, trees, landscaping and drainage features as those that live in a site built home.

Mr. O'Reilly said an analysis was done that showed the average lot would increase about \$2000 to consumers and about \$1300 for the average builder; amortized over a 30 year term consumers would pay eight or nine dollars more per month.

Ms. Aquilina asked if manufactured homes have wheels.

Mr. O'Reilly said they are designed to be transported to the site on a chassis with wheels and could be left that way or placed on a permanent foundation.

Mr. O'Reilly said the ordinance recommends the maximum density in the new district be reduced from R8 (eight dwelling units per acre) to R7 to provide flexibility for owners of parks or land zoned in the category, to do a subdivision and to ensure if a subdivision is built and manufactured housing put in that the lot would accommodate building a home in the future.

Mr. O'Reilly said this is a quality of life issue and the City wants to see quality of life improved and that people have an ability to move up in their housing choice. With the added ability an owner could offset an equity loss in their home by an increase in the real estate value of the lot.

Chair Wurzbarger pointed out that this case underscores what the Committee is trying to do and why the Committee is called the City Business *and* Quality of Life.

Mr. Roybal moved to approve the ordinance as presented. Ms. Keith seconded the motion and it passed by unanimous voice vote.

VI. ITEMS FROM THE PUBLIC- None

VII. ITEMS FROM THE COMMITTEE

Ms. Keith noted the presence of Simon Brackley of the Chamber of Commerce. She said a ribbon cutting would be held at St. Michael's on September 20 at five o'clock.

Ms. Keith said also the 2020 companies for northern New Mexico would be announced on October 4 from 6 to 8 p.m. at the Scottish Rite Temple. These are the fourteen high-growth companies that have met the criteria for creating the most jobs in northern New Mexico.

VIII. ITEMS FROM THE CHAIR- None

IX. ITEMS FROM THE STAFF

A. Asian Committee Update

Mr. Trujillo said Monday would be a working meeting from 9-10:30 a.m. with Bill Stafford, president of the Trades Development Alliance of greater Seattle. Some topics for community priorities are: foreign direct investment, types of investments Santa Fe is interested in; Santa Fe's assets and targets of countries for foreign investment; and the magnets to bring international investments and tools to spur foreign direct investment in Santa Fe or New Mexico.

Mr. Trujillo encouraged everyone to attend the meeting.

Chair Wurzburger said she would also encourage people to attend. She explained this was a result of her trip to Seattle for the National League of Cities where the highlight of the conference was Mr. Stafford. She said he has been doing this for years. She thought this another possible tool and said the question is what the possible matches are.

Ms. Noble said Re-Mike would have a Chamber of Commerce ribbon cutting on September 20 followed by a MIX event at Molly's Lounge. The official ceremony starts Friday, September 21 at five. Candy Chang would be the keynote speaker, who is famous for community organizing and input as part of planning.

Ms. Noble said events would take place September 21-23 with the idea is to provide the community with an experiential event that will transform St. Michaels Village West into a vibrant place. There would be a lot of music and art and students from UNM Planning Division would design models that people could play with and move buildings around. The opportunity would be used to solicit ideas and input from the community.

Chair Wurzburger encouraged people to attend. She said connections with the businesses could still be used to help promote the event and businesses could advertise their business and be a part of the process.

X. NEXT MEETING DATE- October 9, 2012 at 9 a.m.


XI. ADJOURN

Having no further business to discuss the meeting adjourned at 12:40 p.m.

Approved by:

Rebecca Wurzburger, Chair

Submitted by:


Charmaine Clair, Stenographer