



City of Carson

Report to Mayor and City Council

September 16, 2014
New Business Discussion

SUBJECT: PRESENTATION ON POTENTIAL DEVELOPMENT SITES

Submitted by Barry M. Waite
Acting Director of Community Development

Approved by Nelson Hernandez
City Manager

I. SUMMARY

The City has received many inquiries from investors looking for potential developments in the community. Rather than be reactive as investors and developers come forward, staff has created an internet application to list potential development sites. While the list will constantly shrink and grow as properties are developed or come available, a presentation will be provided for the City Council's consideration.

II. RECOMMENDATION

TAKE the following actions:

1. LISTEN to the presentation.
2. ENDORSE the projects list for potential investors.

III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

IV. BACKGROUND

Following the City's participation in China's Pearl River Delta program with the Commerce Department, many foreign investors have expressed an interest in Carson. Their first question is how they can get a list of potential projects. Staff has handled this on an ad-hoc basis providing a few suggestions for each one. There has not been a document available to circulate. In many instances, staff has been reacting to proposals instead of suggesting projects the community would like to see.

The City's planning staff and GIS staff collaborated to develop a web application for showing and describing the various sites. The planners divided the City into districts and set up a team to identify sites and suggest potential projects for each site. They presented the results to each other and management staff to vet the projects. The result is an exciting list that truly belies Carson's motto: Future Unlimited.

It should be noted that these are not approved projects with entitlements in place or even necessarily with the agreement of all property owners. They are suggestions as to what is possible and generally in line with needs and desires of the community. For this reason, it is asked that the City Council endorse the list instead of approving it and creating the impression of giving entitlements. Because the list is presented as a web application, it can be changed at any time should a site go off the market or become available. Thus, there is no danger of having obsolete lists in circulation. Staff envisions adding search functions to allow the user to find properties of a certain size or type.

While foreign investors sparked the development of this list, it is equally useful for any investors interested in the City of Carson. For example, the International Council of Shopping Centers conference is being held in October and will certainly provide a venue for sharing the list with developers.

V. FISCAL IMPACT

None.

VI. EXHIBITS

None.

Prepared by: Barry Waite, Acting Director of Community Development

TO: Rev07-02-2014

Reviewed by:

City Clerk	City Treasurer
Administrative Services	Public Works
Community Development	Community Services

Action taken by City Council

Date _____ Action _____