



## City of Murrieta City Council Policy

**POLICY: FAST TRACK INCENTIVE PROGRAM**

**POLICY NO.: 100-05**

**DATE: March 3, 2009**

### ***PURPOSE***

To facilitate aggressive economic development through a business and industry incentive “Fast Track” planning and permitting program. The policy is designed to attract and retain major revenues, promote job-generating projects, and increase private investment opportunities in furtherance of the City Council’s priority goal of economic development.

### ***POLICY***

- A. The City of Murrieta recognizes the value of responsible, well-planned commercial and industrial developments, particularly those creating employment, private investment, property tax and other revenue benefits to the community.
1. To encourage economic development while balancing quality of life, the City recognizes the need for expediting the planning and permitting process to facilitate and encourage such investment through a Fast Track Incentive Program.
  2. To facilitate this Program, a Fast Track Team will be established to include experienced representatives of Planning, Engineer, Building, Fire, and Economic Development along with specified other staff members dependent upon the scope of the project.
  3. Fast Track projects will be monitored by an Executive Management / Priority Projects Team, consisting of the City Manager, Assistant City Manager, and the Directors of Economic Development, Planning, Public Works, Finance and Building and Safety.
- B. Eligible Projects
1. A Fast Track-eligible commercial and/or industrial project will meet one or more of the following criteria:
    - a. The project is reasonably expected to provide 50 new, permanent full-time jobs within City limits, with preference to existing residents. Ten percent of those new jobs shall pay in excess of the average household income of Murrieta.
    - b. Private investment of at least \$25 million in land, building and/or equipment.
    - c. The project is reasonably expected to generate at least \$50 million in new, taxable retail sales, annually, commencing 24 months after certificate of occupancy.
- C. Target Projects
1. Retail
    - a. Large Retailers and Department Stores;

- b. Lifestyle/"Main Street" Upscale Retailers;
  - c. Quality Dining;
  - d. Entertainment/Theaters;
  - e. Specialized Upscale Grocery;
  - f. Auto Dealers;
  - g. Quality Hotels; and
  - h. Electronics Stores.
2. Corporate/Industrial
- a. High Technology;
  - b. Financial/Business Services;
  - c. Healthcare/Medical Facilities (Services and Devices);
  - d. Higher Education Facilities;
  - e. Software Companies;
  - f. Engineering Firms;
  - g. Biotechnology/Life Sciences;
  - h. Defense Contractors;
  - i. Telecommunications;
  - j. Research and Development;
  - k. Federal Contract Industries;
  - l. Corporate Offices;
  - m. Green/Energy Technology (Bio-fuels/Desalinization); and
  - n. Transit-Oriented Development/Mixed Use.
- D. This policy applies to commercial and/or industrial projects for grading/building permits, development plans, and conditional use permits.
- 1. General Plan amendments, changes of zone and parcel maps may be considered, based upon their application and accompaniment by a specific land use application with an identified end user.
  - 2. No speculative applications.
  - 3. Projects requiring an Environmental Impact Report (EIR) or special land use studies may be considered, however, project timelines may be affected by constraints outside of the City's control, due to the coordination of certain studies or reviews with other agencies.
  - 4. Residential projects for stand-alone single-family and multi-family projects are not included within this Policy.
  - 5. Processing fees shall be in accordance with the City's adopted fee schedule, unless determined by the City Manager.
- E. The Fast Track Team consists of department directors and/or a representative of the following departments: Planning, Economic Development, Public Works, Building, Fire, Police, Community Services, City Attorney, and any other department that may be involved in the development review process.
- F. The City Manager has authority to determine project eligibility under the Fast Track Incentive Program.

### ***PROCEDURES***

- A. To facilitate projects quickly through the development process, the following steps will be implemented:
- 1. Fast Track Eligibility Review and Designation:

Upon receipt of an applicant's Fast Track Designation Request, the Priority Projects Team shall promptly review the Request and make a recommendation to the City Manager for approval or denial within seven business days of submittal.

- a. The Priority Projects Team will monitor the status of all fast track projects to ensure that they continue to progress according to schedule.
2. A Pre-designated working team, hereafter referred to as the "Fast Track Team", will be appointed.
    - a. The Fast Track Team is a collection of specific representatives that will be working on the application.
    - b. Will include experienced representatives of Planning, Engineer, Building, Fire, and Economic Development along with specified other staff members dependent upon the scope of the project
    - c. The City shall appoint one Project Leader, and the Applicant shall appoint (from Applicant's own project staff) one Project Leader.
    - d. The City Project Leader shall coordinate City staff and provide regular reports to the City Manager or his/her designee on the project status.
    - e. The Applicant Project Leader shall coordinate the Applicant's consultant team and work directly with the City's Project Leader.
    - f. The City and Applicant Project Leaders will proactively manage and implement the project schedule.
  3. Fast Track Team shall recommend an agreed upon schedule.
    - a. The Fast Track Team will work with the applicant to develop a project schedule with the goal to achieve a 50% reduction from standard processing time frames for those proposals that do not require significant technical or environmental studies.
  4. Complete application submittal.
- B. Agreed Upon Schedules will be developed for the following processes:
1. Development Process
    - a. Through the Fast Track Team review
  2. Grading Plan Check
  3. Building Plan Check
- C. Expiration of Application
1. Fast Track authorization will expire for projects that remain inactive longer 90 calendar days.

***HISTORY***

Adopted March 3, 2009

  
GARY THOMASIAN  
Mayor