
APPENDIX K

Short- and Long-Term Economic Impact Report

**SHORT- AND LONG-TERM ECONOMICS
IMPACTS: FAIRVIEW CORNERS
(SAN BENITO COUNTY)**

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INTRODUCTION

Fairview Corners is a joint residential and college campus project on 137 acres in San Benito County. The project consists of 220 single-family detached residential units on 57 acres, 70 on-campus housing units totaling 50,850 square feet, 35,000 square feet of retail space, and a college campus capable of serving 3,500 full-time students and 200 faculty-members. The campus will be on 80 acres, and includes active and passive open space, as well as a number of athletic fields.

This report analyzes two general economic impacts stemming from the project, particularly short-term economic impacts stemming from the project construction phase, as well as long-term impacts associated with resident, student, and campus spending.

In analyzing short- and long-term economic impacts, the report analyzes the number of jobs created, as well as sales, property and other taxes and fees generated by the project during the construction and build-out phases. In addition to the direct job and revenue impacts, the report quantifies secondary economic impacts resulting from possible buyer-supplier relations between the project and businesses in the surrounding community. Another secondary impact the report quantifies includes impacts that occur when students, project employees, and permanent residents spend money in the local or neighborhood area immediately outside of the project.

SHORT-TERM ECONOMIC IMPACTS: CONSTRUCTION PHASE

Table 1 summarizes the joint residential-college campus project. College campus building data come directly from March 14, 2008 map called, “Fairview Corners: Draft Residential Lotting Plan.” Residential data are from project proponents. As indicated below, the 220 single-family residential units will consist of an estimated 528,500 aggregate square feet of residential building space. Excluding open space, athletic fields, parking area, and campus residential units, the campus will consist of 561,200 feet of campus building space.

**TABLE 1
ESTIMATED BUILDING AREA IN SQUARE FEET:
JOINT RESIDENTIAL AND COLLEGE CAMPUS
PROJECT: FAIRVIEW CORNERS**

	Square Feet
Residential Project	528,500
Two-three bedrooms (25 units)	47,500
Three-four bedrooms (103 units)	229,175
Four-five bedrooms (62 units)	163,300
Five bedrooms (30 units)	88,525
Fairview Corners/Gavilan San Benito Campus Project (campus bldg area)	561,170
Mixed Use Bldg	
Campus housing (estimated sqft @ 800)	56,000
Retail	36,000
Administration Building	24,200
Theater	57,720
Library	50,600
Classrooms\Labs	49,700
Classrooms\Labs	50,250
Student Union\Service	46,200
Classrooms\Labs	37,800
Classrooms\Labs	38,400
Classrooms\Labs	50,400
Classrooms\Labs	40,800
Gymnasium	33,600
Gymnasium	32,900
Maintenance Building	12,600
Swimming Pool (assuming competition size) (est: 15,000 sqft)	15,000
Parking area (total sqft estimate @ 100,000)	100,000

Source: ADE, Inc., based on Fairview Corners: Draft Residential Lotting Plan

Construction costs are based on the amount of estimated square footage and ICC UBC per square foot construction costs for a variety of construction types, which were reviewed by a professional knowledgeable in local development projects in and around San Benito and Monterey Counties, and were adjusted accordingly. As Table 2 below indicates, the total value of the project is estimated at \$270.2 million. Of this amount \$105.7 million (39 percent) is residential and \$164.4 million (61 percent) is for the campus. It is important to note that dollars figures are for construction only, and

are not the market value of the project. As indicated later, the aggregate market value of the 220-unit residential project is estimated at \$157 million.

TABLE 2
ESTIMATED VALUE OF CONSTRUCTION AND TOTAL EMPLOYMENT DURING CONSTRUCTION (ALL PHASES)

Construction Impacts	Construction Value	Direct Employment
Total Construction Value	\$270,223,645	2,143
Residential	\$105,752,850	608
Campus	\$164,470,795	1,535
Buildings\Athletic Fields	\$135,487,295	1,350
Campus Residential Area	\$12,600,000	94
Parking and Green space	\$16,383,500	91

Source: ADE Inc., based on

Table 2 above also includes estimates on the number of construction jobs that will be created by the joint residential and college campus project. As the table shows, the project will create an estimated 2,143 jobs during the construction phase. These jobs are directly tied to the construction phase of the project, and, as a result, are referred to as “direct impacts.” At 1,535 (or 72 percent of the total), the bulk of these short-term construction phase jobs are directly tied to the construction of the college campus, with the remaining 608 (or 28 percent) directly related to the residential portion of the project.

The \$270.2 million cost represents an amount of goods and services that is required to construct the project. As such, this is an amount of dollars that project proponents will spend over all phases of project construction, resulting in what are referred to as “indirect impacts”. Indirect impacts represent the jobs and other economic effects that will potentially be gained in San Benito County and elsewhere nearby as a result of the direct impacts of the project. These indirect impacts result from supplier purchases. Another indirect impact stemming from the project includes what are referred to as “induced impacts,” which represent the economic gains associated with increases in household purchases tied to direct and indirect employment gains in the region. These induced impacts typically occur in retail and other local-serving industry categories such as personal services and health care. For the purposes of this analysis, we combine “indirect” and “induced” impacts into one “indirect” catch-all.

Table 3 shows the direct and indirect employment impacts associated with the project. In addition to the direct gain of 2,143 workers during the construction phase, there will be an indirect increase of another 1,024 workers in businesses with whom the project is engaged in buyer-supplier relations. Part of the 1,024 workers includes new workers primarily in retail and services. Thus, the total number of jobs created during all construction phases of the project is an estimated 3,167 jobs.

**TABLE 3
DIRECT AND INDIRECT EMPLOYMENT AND VALUE IMPACTS STEMMING
FROM PROJECT (ALL PHASES)**

	Direct	Indirect	Total
Construction Employment Impacts	2,143	1,024	3,167
Construction and Other Value Impacts	\$270,223,645	\$99,957,599	\$370,181,244

Source: ADE, Inc., based on

Table 3 above also includes indirect impacts with respect to economic transactions, i.e. the value of the goods and services that indirectly result from the project as a result of the project making local and regional purchases. In addition, the indirect value includes the value of goods and services purchases by the 2,143 workers (i.e. “induced impacts”). Since much of the indirect purchases by the project will occur in the region, including San Benito County, it stands to reason that the County is in a position to reap sales tax benefits resulting from the \$99.9 million in indirect Fairview Corners spending.¹ In total, Fairview Corner will generate \$370.1 million (i.e. \$270.2 million in direct impacts plus \$99.9 million in indirect impacts) in economic value over the course of all construction phases of the project.

¹ For purposes of the report, we make no specific determination as to how much of the \$99.9 million will accrue to San Benito County, as opposed to nearby Monterey or Santa Clara Counties, except to note that if a third of this exchange occurred in San Benito County and half of the transactions were taxable, then the project during the construction phase would indirectly generate in aggregate \$165,000 in sales taxes for the County, or \$33,000 a year assuming a five-year construction horizon.

LONG-TERM ECONOMIC IMPACTS

When construction is complete and the school is fully operational, the campus will employ an estimated 311 workers. Of this amount, 200 will be faculty-members, 15 in administration, and 81 will be classified workers who support and maintain campus facilities. There will also be 15 part-time workers (not students). These estimates are based on a report produced by Foothill-DeAnza Community College District, called “The Economic Impact of the Foothill De-Anza Community College District and its Students.”

TABLE 4
ESTIMATED NUMBER OF WORKERS: COLLEGE CAMPUS

Total	311
Full-Time Employees	296
Faculty	200
Administration	15
Facility Support	81
Part-time Employees	15

Source: ADE, Inc., based on

In addition to long-term employment impacts of the project, the project will also generate an amount of annual revenues for local government. Table 5 quantifies these revenues, and shows that the 220 units will generate an estimated \$1,570,000 in property taxes, of which \$350,320 will go to the County General Fund. The 36,000 square feet retail space on campus will annually generate \$9 million, off of which the county will collect \$81,000 in sales taxes. If the campus also has a football team, as well as men\women’s basketball program, soccer, and baseball\softball teams, then the school could generate \$186,250 in concessions, \$46,600 of which would be taxable.

TABLE 5
PROPERTY AND SALES TAXES GENERATED BY 220
RESIDENTIAL UNITS, RETAIL AREA, AND
ATHLETIC\CULTURAL EVENTS

Property Taxes	
Aggregate Value Single Family Residential	\$157,000,000
Annual Property Taxes	\$1,570,000
(a) Property Taxes: County General Fund	\$350,320
(b) Property Taxes: Fire Services	\$40,245
(c) Property Taxes: Balance to Other Entities	\$1,179,436
Retail Area Sales Taxes	
Retail Area (Square Feet)	36,000
Gross Annual Retail Sales	\$9,000,000
Annual Taxable Sales	\$8,100,000
Annual Local Sales Taxes	\$81,000
Athletic and Cultural Events Visitor Spending	
Estimated Gross Annual Sales	\$186,250
Estimated Annual Taxable Sales	\$46,563
Estimated Sales Tax	\$466

Source: ADE, Inc., based on San Benito County Assessor

Table 6 quantifies retail and services spending by households living in the 220 units. Spending is based on a number of factors, including household incomes and consumer expenditure data from the United States Bureau of Labor Statistics. As indicated below, the 220 households will annually spend \$6.1 million on a variety of retail and services. Of this amount, \$5.5 million will be on retail and \$600,000 on select services. It is possible that much of the taxable spending would occur at retail centers in the City of Hollister, which, in turn, would receive the sales taxes.

**TABLE 6
RETAIL AND SELECT SERVICES EXPENDITURES OF 220 HOUSEHOLDS LIVING
IN SINGLE-FAMILY UNITS, ESTIMATED POTENTIAL GROSS SALES TAXES TO
LOCAL GOVERNMENT**

	Annual Consumer Demand	Annual Gross Potential Sales Taxes to Local\County Govts.
Retail & Select Services	\$6,091,281	\$45,735
Retail	\$5,468,086	\$45,735
Select Services	\$623,196	
Apparel Store Group	\$319,120	\$3,191
General Merchandise Group	\$1,017,024	\$8,463
Department & Dry Goods	\$570,161	\$5,308
Other General Merchandise	\$267,263	\$2,488
Drug & Proprietary Stores	\$179,600	\$666
Specialty Retail Group	\$355,989	\$3,553
Food, Eating & Drinking Group	\$1,322,749	\$6,738
Grocery Stores	\$877,488	\$2,732
Eating Places	\$445,113	\$4,006
Building Materials & Home Furnishings Group	\$601,581	\$6,010
Automotive Group	\$1,851,622	\$17,780
New Cars & RVs\Use Car Dealers	\$1,340,202	\$13,402
Gasoline Service Stations	\$439,263	\$4,059
Other Automotive	\$72,157	\$319
Professional Services Group	\$80,499	
Medical Services Group	\$173,845	
Personal Services Group	\$111,450	
Select Entertainment & Recreation	\$59,488	
Select Repair Services	\$197,913	

Source: ADE, Inc.

The project will contribute on a long-term basis in other ways, not just through campus employment, residential property, and campus and households sales taxes. When fully operational, the campus will accommodate 3,500 full-time students. Based on spending patterns identified in a report prepared for Foothill-DeAnza Community College District, these students will annually spend \$45.9 million in aggregate, of which \$7.9 million will be taxable, resulting in 79,000 in sales taxes annually. While much of taxable spending would occur at retail centers in the City of Hollister, for which the City would receive sales tax, almost 60 percent of the taxable spending should occur on or near campus, since this amount represents books and supplies.

**TABLE 7
ANNUAL STUDENT EXPENDITURES**

	Live at Home	Not Live at Home	All FT Students
Nos. of Full-Time Students Only	2,836	664	3,500
Full-Time Student Expenditures			
Registration Fees	\$2,319,848	\$543,152	\$2,863,000
Books and Supplies	\$3,649,932	\$854,568	\$4,504,500
Room and Board	\$9,650,908	\$5,626,072	\$15,276,980
Transportation	\$2,399,256	\$561,744	\$2,961,000
Personal\Misc	\$6,355,476	\$1,488,024	\$7,843,500
Taxable Personal\Misc (est.)	\$2,753,941	\$644,787	\$3,398,728
Non-resident Tuition	\$10,107,504	\$2,366,496	\$12,474,000
	\$34,482,924	\$11,440,056	\$45,922,980
<i>Taxable Expenditures (Sales tax)</i>	<i>\$6,403,873</i>	<i>\$1,499,355</i>	<i>\$7,903,228</i>
<i>Potential Gross Local Sales Tax</i>	<i>\$64,039</i>	<i>\$14,994</i>	<i>\$79,032</i>

Source: ADE Inc., based on Foothill-DeAnza Community College District, "The Economic Impact of the Foothill De-Anza Community College District and its Students"

The campus will also make significant local expenditures in terms of purchasing books and materials for classrooms and maintaining school facilities. Based on spending ratios the Foothill-DeAnza Community College District report, we estimate that the school will spend \$22.3 million annually. Of this amount, \$15.2 million will go to payroll, \$3.7 million to purchasing goods and services, and \$3.3 million to on-going capital needs of the facility.² Regardless of where the campus decides to spend \$7 million in non-payroll expenses or where faculty\campus staff spends \$15.2 million in payroll expenses, it is important for local officials and other stakeholders to understand the magnitude of impacts stemming from daily operations of the proposed campus over the course of a year.

² It is difficult to precisely determine what amount of the non-payroll spending will take place locally or within San Benito County, as opposed to from vendors located in nearby Monterey or Santa Clara Counties. Since there are three counties, if we conservatively assume that one-third of the \$22.3 million non-payroll spending occurs in San Benito County, then approximately \$7.4 million will occur within the County. It is difficult to precisely determine how much occurs in incorporated versus unincorporated areas, or how much are taxable or nontaxable sales.

**TABLE 8
ON-GOING DIRECT AND INDIRECT EXPENDITURES IMPACTS BY SAN BENITO CAMPUS AND ITS STUDENTS**

	Direct Expenditures	Indirect Expenditures	Total Expenditures
Total School and Student Spending	\$43,552,055	\$28,684,010	\$72,236,065
School Spending	\$22,341,345	\$15,476,072	\$37,817,417
Employees (faculty, administration, support staff)	311		
Payroll	\$15,244,130	\$10,213,567	\$25,457,696
Purchasing	\$3,724,713	\$2,868,029	\$6,592,742
Construction (annual capital projects)	\$3,372,502	\$2,394,477	\$5,766,979
FT Student Spending	\$21,210,710	\$13,207,938	\$34,418,648

Source: ADE, Inc., based on Foothill-DeAnza Community College District, "The Economic Impact of the Foothill De-Anza Community College District and its Students"

Table 8 also includes estimates on indirect impacts stemming from the campus once it is fully operational. As indicated, total direct annual expenditure of \$43.6 million (including student spending) will, in turn, indirectly stimulate additional spending of an estimated \$28.7 million, resulting in a total annual expenditure impact of \$72.2 million.

Table 9 below includes estimates on indirect number of job created once the campus is fully operational. As the table shows, the campus will employ 351 workers, 311 of which are full-time and part-time workers, with the part-time student workers filling out the balance of campus workers, or 50 workers. Business-to-business transactions between the campus and outside businesses, along with spending by the 350 campus workers will, in turn, stimulate the creation of an additional 268 permanent jobs. In addition, spending by full-time students will indirectly create another 145 permanent jobs. In total, when the campus is fully operational, it will directly create 351 jobs and indirectly another 413 jobs, for a total impact of 764 jobs.

**TABLE 9
ON-GOING DIRECT AND INDIRECT JOB IMPACTS BY SAN BENITO CAMPUS AND ITS STUDENTS**

	Direct Expenditures	Direct Jobs	Indirect Jobs	Total Jobs
Total School and Student Spending	\$43,552,055	351	413	764
School Spending	\$22,341,345	351	268	619
FT Student Spending	\$21,210,710	0	145	145

Source: ADE, Inc., based on Foothill-DeAnza Community College District, "The Economic Impact of the Foothill De-Anza Community College District and its Students"

NET FISCAL IMPACT: FAIRVIEW CORNERS

The proposed project is in unincorporated county jurisdiction and would generate tax revenues for San Benito County. The project may also require public services that would increase expenditures for County Departments or for special districts with service jurisdiction over the site. This section of the report analyzes the net fiscal impact of Fairview Commons. In particular, this section of the report compares on-going revenues against on-going costs associated with the residential and campus components of the project.

Property Taxes

The property tax analysis focuses on the single family residential portion of the development, since any property owned by Gavilan College would not be on the tax roll. The 220 residential units are projected to have an aggregate assessed value of \$157 million. The total annual property tax on this assessed value would be \$1.57 million, based on the one percent uniform maximum general tax rate. There may also be additional parcel charges for specific purposes such as debt retirement on public bonds, but these are typically much smaller amounts than the base tax.

The total tax revenues are shared among a variety of taxing agencies, including County government, special service districts and local schools among others. The County General Fund would receive about 22.3 percent of the total, which equates to about \$350,320 per year at full build-out of the project (in 2008 dollar terms). In addition, a portion of the property tax would be allocated to a fund which pays for fire protection service under contract between the County and the State CDF fire service. This allocation would be an estimated \$40,245 per year.

Most of the remaining \$1.2 million in annual taxes would go to local school districts, with a portion also going to the County Water District and Flood Control Zone.

Sales Taxes

Although the College property is exempt from property tax, any taxable retail sales that occur in the retail space on campus would be subject to state and local sales taxes. The County would receive a base sales tax of at least one percent of the taxable sales, which are estimated at \$8.1 million for the 36,000 sq.ft. of retail space planned for the College Campus. This figure corresponds well to the estimate of student spending on taxable items of about \$7.9 million. The additional sales would come from household shoppers living in the single family units, who would also shop at other retail centers in the area. We estimate that the single family home residents would spend about \$6.1 million annually on retail goods and services, of which about \$4.6 million would be taxable. It is possible that much of this spending would occur at retail centers in the City of Hollister, for which the City would receive sales tax. Therefore, the County would receive at least \$81,000 per year in sales taxes from the onsite retail centers and the County and the City of Hollister would share an additional \$46,000 per year in sales taxes from the residential households.

PUBLIC SERVICES

Police Protection

The San Benito County Sheriff would provide police protection to the project. The Sheriff's Department indicates that it can serve this project without adding personnel or expanding its current service capacity. The Law Enforcement Impact fee charged by the County would cover any incidental increases in costs related to service to the project.

Fire Protection

The County contracts with the State CDF for fire protection in this area of the County. As noted above, the project would generate about \$40,000 per year in property taxes to help support this service. To date, indications are that any actual service costs would be covered by this and additional revenues. On a preliminary basis, we estimate annual fire service costs at \$198,200 a year, which is based on the weighted average of San Juan Bautista's and the County's fire expenditure per person (both residents and employees), or \$51 per capita. This rate then is multiplied against 3,851 people (3,500 students and 351 workers), to arrive at \$198,200 cost figure.

Parks and Recreation

The County of San Benito includes a mix of public and private open space. Public open space areas take the form of national and state parks, county parks and public domain lands. These lands are subject to a wide variety of uses ranging from no public admittance in areas such as Paicines and Hernandez Reservoirs, to heavy recreational uses at Bolado Park. Private recreation includes camping facilities, Ridgemark Golf and Country Club, Pioneer Park and Frazier Lake Airpark. The closest recreation facilities to the property are Ridgemark Golf and Country Club and Frank Klauer Memorial Park.

The proposed community college campus would include athletic fields and recreational facilities, many of which would be available for public use.

Libraries

The San Benito County Library serves the project area. The County library is located at 470 Fifth Street within the City of Hollister. The proposed community college campus would include one or more libraries which would be available for public use.

TABLE 10

NET FISCAL IMPACT: FAIRVIEW CORNER PROJECT	
Property Taxes	\$350,320
Fire Services	\$40,245
Project Retail Sales Taxes	\$81,000
<u>On-Going Revenues Directly Related to Project</u>	<u>\$471,565</u>
Police	\$0
Fire	\$198,200
Parks and Recreation	\$0
Library	\$0
<u>On-Going Expenditure Directly Related to Project</u>	<u>\$198,200</u>
<u>Net Fiscal Impact</u>	<u>\$273,365</u>

Source: ADE, Inc., based on

FISCAL COST/REVENUE BALANCE

The project is estimated to produce about \$471,600 per year in revenues for the County, including property taxes earmarked for fire protection services. The revenue figure do not include estimates on the amount of faculty spending that occurs in unincorporated San Benito County, nor does it include any portion of the indirect expenditures identified in Table 8. As a result, the \$471,600 figure in all likelihood understates the actual amount of revenues that will accrue to the County.

In addition to revenues, the net fiscal impact analysis must examine costs. One significant on-going cost is fire services, which we preliminary place at \$198,200 per year. In comparing revenues against project costs, we conclude that it is highly likely the project would provide a net fiscal benefit for the County, in the amount of approximately \$273,400 a year.

In addition, the project would pay development impact fees to help fund facilities and service expansions that may be required. In particular, the project would pay impact fees to the City of Hollister for sewer service, which would help pay for the new treatment plant expansion the City has recently undergone. These fees are estimated to total more than \$7.3 million, as shown in Table 11 below.

**TABLE 11
DEVELOPMENT IMPACT FEES FOR SEWER SERVICE**

Land Use	Sewer Facilities		Sewer Collection		Total
	Unit Fee	Total Fees	Unit Fee	Total Fees	
Single Dwelling	\$14,258.04	\$3,136,768.80	\$2,240.00	\$492,800.00	\$3,629,568.80
Multi-Dwelling	\$10,133.32	\$709,332.40	\$2,240.00	\$156,800.00	\$866,132.40
Retail [a]	\$6,039.23	\$211,373.05	\$0.48	\$16.68	\$211,389.73
School [b]	\$657.88	\$2,302,580.00	\$88.37	\$309,295.00	\$2,611,875.00
Total		\$6,360,054.25		\$958,911.68	\$7,318,965.93

[a] per 1,000 sq.ft. The fee schedule includes fees for specific business types. The total fees generated by the project could be higher than shown in the table.

[b] per student

Source: ADE, Inc., based on the fee schedule provided by the City of Hollister.

The project would also pay connection fees to Sunnyslope Water District, estimated at nearly \$4 million, depending on the number of size of meters ultimately needed for the development. At this stage, the project engineers anticipate the college will need two 4" meters for irrigation, a 6" meter for domestic water and an 8" meter for fire service. The single family homes would have individual 5/8" meters. These estimates may be revised as the engineering for the project proceeds.

**TABLE 12
CONNECTION FEES FOR WATER SERVICE**

Water Capacity		
Meter Size	Unit Fee [a]	Total Fees
5/8"	\$11,725.98	\$2,579,715.60
4"	\$195,906.69	\$391,813.38
6"	\$388,891.27	\$388,891.27
8"	\$623,006.49	\$623,006.49
Total		\$3,983,426.74

[a] Includes Capacity Charge and Meter Installation fee.
 Source: ADE, Inc., based on preliminary data provided by
 Sunnyslope Water District and Kier & Wright Civil Engineers &
 Surveyors, Inc.

The project would also be subject to other County development impact fees, helping to pay for traffic improvements and other public facilities.