



## **Solana Beach Senior Care: Benefits**

### **Property Tax Revenue**

The Senior Care project would significantly increase the assessed valuation of the property, resulting in increased property tax revenue to the City of Solana Beach.

### **Impact Fees**

The City of Solana Beach and local school districts would receive nearly \$400,000 in impact fees.

### **Increased Local Spending and Sales Tax Revenue**

The Senior Care project would attract new residents and employees that who would patronize local businesses, increasing their sales and sales taxes collected by the City.

### **Safety and Street Improvements**

The Senior Care project would improve a full block of Genevieve Street with curb, gutter and sidewalk, repaving and widening, expansion of the cul-de-sac, improvements at the Genevieve/Marine View intersection and storm water improvements linked to I-5.

While no safety or road capacity issues have been identified to date by the Transportation Engineers and traffic studies additional safety elements including additional roadway striping, bike lane markings, side walk improvements, speed limit indicator signs removal of overgrowth, and other improvements in the nearby neighborhoods have been discussed with the City Engineer that will be assessed as part of the review and approval process.

Engineering assessments in the City's [environmental report](#) state that additional Marine View improvements would be unnecessary.

### **Housing and Social Benefits**

The Senior Care community would provide much-needed housing and a prime opportunity for Solana Beach to increase its senior housing stock. The Solana Beach General plan specifically notes that additional Senior Housing is a critical need for the community. The community would provide consolidated, no-sprawl housing that is near transportation facilities. Beyond that, as local seniors move from single-family homes into the assisted-living community, their homes would become available for new families to move into.

On a social level, the Senior Care project would provide a the opportunity for local seniors to remain in their community and maintain important ties. Seniors in assisted-living could continue to participate in community activities and social affairs and contribute to community life in a way that would be impossible if they moved further away.

### **Local Hires**

State and federal hiring laws prohibit showing preference to candidates based upon where they live. When assessing equally-qualified candidates, however, proximity to the workplace could provide an advantage.

### **Local Residents**

State and federal housing laws prohibit showing preference to potential residents based upon their existing residency. However, residents of assisted-living communities typically come from a 3- to 5-mile radius of where they have lived or their adult children live. La Vida Del Mar – a local assisted-living community -- is a good example. Many La Vida del Mar residents come from the Solana Beach Area. Marketing and recruitment efforts for Solana Beach Senior Care would focus on Solana Beach, Del Mar, Rancho Santa Fe and surrounding areas.