

For Immediate Release
March 25, 2009

Deer Creek Village FEIA Released

Project to Create 800 Jobs, Benefit Local Economy and Public Services

Petaluma - Today, the City of Petaluma released the Fiscal and Economic Impact Assessment (FEIA) for the proposed Deer Creek Village project, formerly known as the Downey Savings and Loan project (DSL). Lowe's Home Improvement Center will likely be the project's largest tenant and will serve as Petaluma's only major hardware and building supply store once the existing Yard Birds store closes.

"At a time when many employers are either going out of business or laying off employees, Petaluma is in the unique position to create new jobs and protect its economy," said Greg Geertsen, development manager for Merlone Geier Partners. "We look forward to building a premiere shopping center that puts over 800 job seekers to work."

Key FEIA Findings:

- Creates over 800 Jobs: 510 retail, office and services jobs and 331 temporary construction jobs.
- Captures Retail Sales Leakage: Deer Creek Village captures approximately \$83 million in retail sales annually.
- Public Benefits: City will receive nearly \$1 million annually in new revenue through the receipt of \$681,000 in annual tax revenue and \$311,000 in annual redevelopment revenue. The City of Petaluma will also collect millions of dollars in development fees related to the project.

The FEIA was conducted by an independent consultant hired by the City of Petaluma.

In 2004, the city released a [retail leakage study](#) that concluded the community was losing over \$197 million a year in potential sales revenue and some 53% of products are purchased in neighboring communities. Capturing lost sales tax revenue has been identified by some community leaders as a better alternative to

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raising taxes, cutting critical public services and laying off additional public employees. The FEIA concludes that the recaptured sales tax revenue would have “a relatively significant positive impact on the City’s overall fiscal position.”

Deer Creek Village, a project of [Merlone Geier Partners](#) since August 2008, conforms with the City’s 2025 General Plan and will be one of Petaluma’s premiere mixed-use centers boasting a unique combination of shopping, office, dining, recreational trails and a public area for a farmers market and street fairs. MGP has developed a website to introduce the community to the project and neighborhood improvements. For more details, visit www.deercreekproject.com. Architectural renderings are available for publication. The Deer Creek Village FEIA is posted on the city’s website.

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