

# Land Use and Community Design

- **Discussion points:** where are we going to put the housing?
- Hotel planning and
- Maintaining commerce for locals
- County superblock with jail available for other uses in downtown
- Item C, prioritizing local needs and tourism with economic diversity
- ① **Elderly housing and affordable housing for younger generations**
- Item 2n, Soscol Gateway Plan, what is the status?
- How many stories will 55ft get us?
- 5 corridors, discussion. Each get it's own opportunity to be studied in full after GP as a separate process.
- ② **AutoRow along Soscol.**
- Heights, density, uses in corridors.
- Balancing/limit tasting rooms and retail with wine industry
- Management and planning of hotels
- Low-income and affordable housing
- When improving mobility, keep existing residents who want to remain and support local workforce
- Aware of local business owners and young/older residents
- Neighborhood aspect cannot be lost. Individual vibe of each neighborhood with each unique aspect.
- Preserving open spaces. Larger park vs creation of smaller parks
- Build up not out (what does that look like?)
- Pedestrian safety, especially downtown
- Unincorporated islands, what will happen? Annexation. Revenue and cost sharing
- Infill development in an equitable manner that benefits all city
- Housing we propose along corridors appropriate for next planning cycle? Especially for infrastructure

## 1. Planning for locals and then visitors (hotel conversation)

- Guiding principle #3 reverse wording planning for local and tourism needs.
- Do new hotels create a zero-sum game?
- Downtown sites could be used for either housing or hotel
- New hotels = new workers needing housing
- Trends to occupancy rates as we add hotels?
- How much additional hotels do we need?
  - economic balance, time of low occupancy rates due to COVID shutdowns
  - High possibility of loss of businesses and wineries. Lost of jobs and will take awhile to come back.
  - Tourism = TOT tax, improvements to city. Moratorium may cause issues later. Look at each project individually for merit
  - Still dependent on winery/tourism business for now
- Hotels contribute to affordable housing (\$ and taxes)
- What is the market saturation for hotels?
  - Economic framework can discuss more about market
  - Existing hotel rooms 2,588, construction 234, 906 approved
- Hotels can support the community as well. Other money and benefits to be captured for the community
- Focus bigger hotels in downtown, smaller boutique types outside of downtown
- Discussion of walkability and pedestrian orientation. Want higher density residential areas that are walkable to services and goods. Typically in downtown or along corridors.
- Balancing act between hotels and approving high density housing.
- Housing downtown is unlikely to be "affordable", allow high density in other parts of the city
- Stop building vacation homes downtown
- Do hotels really pay the bills and should we continue to depend on them?
  - Hotels contribute to a small fraction of the total cost of building new homes
  - Looking at ways to diversify tax base
  - Still looking at prioritizing high density in downtown
  - Tourism will still be popular in Napa Valley over the long term
- What are hotel impacts on other elements? especially for 2040
- Is it either/or? Both support hotels and create new economic opportunity
  - Designing the plan that acknowledges that the local experience should be an attractive local experience as well
  - What's the happy medium?
  - What would fill the void if wineries went away or changed? Need to still plan for diversification. Can't be dependent on wineries forever

## 2. Housing (how to accommodate housing needs and where?)

- Younger family generation, what type of housing are we creating? What industries are available for work in the Valley? Where the jobs?
- District is looking to close schools, Harvest and others
- City is not growing
- Neighborhoods safe for kids to walk to school and get around on a bike
- Foster road/Ghisletta. Enjoy an rural, pastor areas. Where will they live? Are families going to live in mixed use housing along corridors?
- How high are we willing to go to keep current city-limit line where it is?
- Hard to get rid of fringe properties without making up the housing in other locations
- Dilemma about staying in Napa for young professionals, agricultural workforce, hotel industry. New farmworkers and immigrants coming to Napa/California, would they be able to afford to purchase a home in Napa eventually? What can we do more?
- Being strategic for redevelopment and support different areas
- Downtown Safeway site? Still under consideration, what can be done?
- What is price point for low income housing/affordable housing?
  - really need to understand how many to build and at what price point. How do we get developers to build affordable housing so that rents are attainable?
- Prioritize creating housing in GP, very complex issues. Site work and units = \$600/sf to build new. \$450/sf for modular. Need lots of opportunities, supply/demand
- Grapeyard shopping center. Do we see someone developing this as a housing site? RHNA process to show it can be done. Very hard to pencil, commercial may have to shrink or be separate from housing.

## 3. Discussion on AutoRow (Soscol)

- Where will dealerships be in 20 years?
- Is it a welcoming to Napa? Does it reflect Napa?
- Poor walkability and not interesting.
- AutoRow is largest in County.
- What does "reinforce" mean? Tax dollars. Can the dealerships still functionally be the same while being attractive?
- Could devote less land to car storage, just showrooms in future
- Inola and Soscol at Gateway, now Napa Pipe and further south. New county jail at entrance
- Soscol Gateway Plan, where are we at for AutoRow?
- First Avenue & Highway 29 is more gateway, people go to other parts downvalley first, could have better signage there first
- Put feet into fire for hotel rooms that are approved but not built
  - Policy to have hotels build housing for workers proximate or close to transit lines (1/4 mile or 1/2 mile) instead of in-lieu fees
  - Site for both housing and hotels
  - Guide developers on criteria for new hotels (extremely expensive to build hotels already, ends up in zombie projects) A lot more money is required

## Summary:

- Try to make AutoRow more appealing and find other ways to act as gateways.
- think about other ways to incorporate true affordable housing
- Try to envision future of wine culture and diversification
- Bigger hotels in downtown, smaller elsewhere. Continue to support diversification.
- Hotel impacts on low-income jobs, affordable housing, and workforce needs?

# Climate Change and Sustainability

## Discussion Points:

- Talked about quite a bit, not enough participatory forums to hear community thoughts
- Develop concrete action steps, goals, and actions to meet net-zero by 2030 or ASAP
- Youth groups come to discuss climate change, not hotels or land use
- Prioritize youth voices
- Largest contributor to GHG, single occupancy vehicle. More walkable via density and other uses, the more we can cut down on vehicle emissions
- Technology and new systems, including grey water education and vehicle charging stations, to make it happen
- Workforce commuting into the city = GHG emissions, goes hand-in-hand with transportation and land use
- City government leading by example
- Cabernet may not be suitable in the future to grow due to climate change. Might significantly affect wine production/grape varietal. Huge impact and significant change. Cab = high sales, may change what we are selling. Impacts to agriculture and farming as well
- Have city of Napa as leader of combating climate change. Aggressive climate change element to lead the Valley in the effort.
  - most progressive wine region in world for climate issues.
- Concrete goals and language, specific benchmarks ✓✓
- Perhaps a citizen/staff group to focus on climate change? ✓
- Be specific and measurable
- Transitioning city vehicles, clear deadline for city fleet transition to emissions free or all electric
- Urban forest: emphasis of cross-element item. Short and long term
  - City management of trees using technology to manage stormwater and tree health.
- Transition to all electric homes and net-zero buildings?
- Robust educational effort to engage people to comply/agree with what we are attempting to do. Composting a good example, need to get people to use it more.