

Napa County Priority Development Area (PDA) Investment and Growth Strategy

Napa County Transportation and Planning Agency

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Final Draft

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Chapter 1: INTRODUCTION and BACKGROUND

In an effort to encourage future growth near transit and in existing communities, Napa County Transportation and Planning Agency (NCTPA) has partnered with the County of Napa's local jurisdictions to create strategies that promote a priority-setting process for future development in Napa County's Priority Development Areas (PDAs). PDAs are locally identified areas that can accommodate future housing and employment growth near public transportation. The development of PDAs will help to reduce traffic congestion and encourage transit use, walking, and biking. With the growing population, worsening traffic conditions and constrained natural and urban environments it is more important than ever to plan smarter for future generations. The shift to more transit oriented development (TOD) has not only been driven by these factors, but has also been mandated by recent California State laws, in particular AB 32 and SB 375. These laws require Metropolitan Planning Organizations (MPO) and other regional agencies to develop a Sustainable Communities Strategy (SCS) as a part of the long range planning process.

The San Francisco Bay Area's MPO is the Metropolitan Transportation Commission (MTC). In partnership with the Association of Bay Area Governments (ABAG), MTC is developing the Bay Area's SCS as part of the emerging Regional Transportation Plan (RTP) – known as "Plan Bay Area"

www.onebayarea.org. To meet the SCS goals and as a requirement for receiving federal highway funds, MTC is requiring each county Congestion Management Agency (CMA) to create a PDA Investment and Growth Strategy. NCTPA serves as the CMA for Napa County and is creating this PDA Investment and Growth Strategy in partnership with the County of Napa, the City of Napa, the City of American Canyon, the City of St. Helena, the City of Calistoga, and the Town of Yountville. This PDA Investment and Growth Strategy is a working document and will be updated periodically to include new policies, growth strategies, and data as needed.

SB 375- Sustainable Communities Strategy

The Global Warming Solutions Actions Act of 2006 (AB 32) tasked the California Air Resources Board (CARB) and other state agencies to develop plans and programs to reduce California's greenhouse gas emissions (GHGs) to 1990 levels by 2020. The cornerstone of the program is the development and adoption of a Scoping Plan that identifies specific reduction strategies, implementation mechanisms, and timelines. CARB adopted the Scoping Plan in December of 2008. The complete Plan can be accessed at: www.arb.ca.gov/cc/ab32/ab32.htm.

The California State Global Warming Solutions Actions Act of 2006 (AB 32) calls for the reduction of greenhouse gas emission to 1990 levels by 2020.

Senate Bill 375, signed into law in 2008, requires that the California Air Resources Board establish emission budgets for each region and requires that each of the State's 18 MPOs prepare a Sustainable Communities Strategy.

Senate Bill 375 (Steinberg) became law in 2008 and imposed AB 32-like requirements on local and regional planning practices to encourage sustainable development strategies to reduce GHGs. SB 375 required that CARB establish reduction targets for 2020 and 2035 for each region covered by one of California's 18 MPOs. For the San Francisco Bay Area, CARB followed the recommendation adopted by MTC in July of 2010, requiring a 7 percent per capita reduction target for 2020 and 15 percent per capita reduction target for 2035, relative to 2005 levels. SB 375 requires local and regional governments to identify measures to meet their emissions targets by promoting good planning through sustainable strategies. Each of California's MPOs are required to prepare a SCS that demonstrates how it will meet

its greenhouse gas reduction target through integrated land use, housing and transportation planning. In the San Francisco Bay Area this task fell to MTC, in partnership with ABAG, the Bay Area Air Quality Management District (BAAQMD), and Bay Conservation and Development Commission (BCDC) to create the SCS for the nine county Bay Area.

The goal of the Sustainable Communities Strategy is to link land use development with transportation and to make transportation investments where people live, eat, work, and play.

The SCS is intended to improve land use and transportation coordination as part of the 25-year long range transportation plan prepared by MTC. The SCS must be consistent with the Regional Housing Needs Allocations (RHNA), and provide a strategy for housing 100 percent of the region's growth by year 2035, while not displacing low-income residents. The goals of the SCS is to link land use development to transportation investments outlined in the Regional Transportation Plan (RTP), and to invest in transportation infrastructure where people live, eat, work, and play. The goals include: preservation of agriculture by directing development into the urban footprint; increasing non-auto trips by 10 percent; increasing the percentage of people walking or biking for transportation by 60 percent; and decreasing the automobile miles traveled per capita by 10 percent.

Meeting the emission reduction targets and the goals outlined in the region's SCS is a daunting task. Lack of critical funding, decentralization of jobs, loss of redevelopment revenues, foreclosures, and the high cost of infill development present the greatest challenges. However, with strong partnerships, a common vision, and sustainable planning efforts, the stage has been set for Napa County and the larger Bay Area region to not only meet its objectives but exceed them, making our communities desirable places to live and work. The PDA Investment and Growth Strategies for each of the nine Bay Area counties will be key to the success of the region.

Funding Better Development – The One Bay Area Grant (OBAG) Program

Prior to the passage of AB 32 and SB 375, MTC encouraged TOD-type developments through funding incentives such as the Transportation for Livable Communities (TLC) Program. The program offered technical assistance and capital grants for projects that supported developments that encourage non-auto travel, more livable neighborhoods and mixed-use town centers. In Plan Bay Area, MTC has replaced incentives with planning and development requirements outlined in the new One Bay Area Grant (OBAG) Program. The OBAG Program is a new funding approach intended to integrate the region's federal transportation program with California's climate law (Senate Bill 375, Steinberg, 2008) and the SCS mandated by that legislation. The OBAG program was established in 2012 by MTC's resolution 4035, which includes the requirement that countywide transportation agencies, such as NCTPA, create PDA Investment and Growth Strategies.

The OBAG funding distribution to the nine Bay Area counties is linked to progress toward achieving local land-use and housing policies by:

- Rewarding jurisdictions that accept housing allocations through the Regional Housing Need Allocation (RHNA) process and produce housing using transportation dollars as incentives.
- Supporting the SCS for the Bay Area by promoting transportation investments in PDAs and by initiating a pilot program that will support open space preservation in Priority Conservation Areas (PCAs). Additional funding for each county has been set aside to support these efforts.

- Providing a higher proportion of funding to local agencies and additional flexibility by eliminating required program targets (the OBAG program allows each county the flexibility to invest in transportation categories such as Transportation for Livable Communities, bicycle and pedestrian improvements, local streets and roads preservation, and planning activities, while also providing specific funding opportunities for Safe Routes to School (SR2S) and PCAs).

The OBAG Program establishes program commitments and policies for investing roughly \$320 million over a 4-year period from FY 2012-13 to FY 2015-16, funded through the new federal transportation legislation, Moving Ahead for Progress in the 21st Century (MAP-21). Napa County’s share of OBAG revenues is roughly \$6.7 million of which \$2.7 million will be retained for county-wide planning purposes and almost \$4 million will go towards funding OBAG eligible projects.

Focus Program and Priority Development Areas

Before the SCS, the Bay Area agencies developed the FOCUS program. FOCUS is a regional development and conservation program that promotes a more compact land use pattern for the Bay Area. It unites the discipline areas of the four regional agencies (MTC and ABAG plus The Bay Conservation and Development Commission and the Bay Area Air Quality Management District) into a single program that links land use and transportation by encouraging the development of complete, livable communities in areas served by transit, and promotes conservation of the region’s most significant resource lands.¹ The FOCUS program was the context in which the region’s Priority Development Areas (PDAs) and Priority Conservation Areas (PCAs) were initially identified and provided resources to help in their development. Through the FOCUS program, local jurisdictions identified areas that could accommodate future growth. This designation of PDAs by Bay Area cities and counties identified to the regional agencies where resources should be spent to achieve housing objectives.

The FOCUS program was the context in which the region’s Priority Development Areas and Priority Conservation Areas were initially identified. Through the FOCUS program, local jurisdictions identified areas that could accommodate future growth.

In general, PDA eligibility is dependent on key characteristics, such as being located in an existing community, near transit service and planned for more housing. More specifically, a PDA must meet the following criteria:

Size - the recommended area size is 100 acres, which is approximately a ¼ mile radius.

Existing Community – means the area is within an existing urbanized area, is located within an urban growth boundary or limit line if one is established, and has existing or planned infrastructure to support development that will provide or connect to a range of services and amenities that meet the daily needs of residents, making non-motorized modes of transportation an option.

¹ FOCUS Program <http://www.bayareavision.org/initiatives/index.html>

Priority Development Areas are located within urban growth boundaries, have existing infrastructure, are located near transit, and include areas with planned housing.

Near Transit – means (1) the area surrounds an existing rail station or ferry terminal (typically a half-mile around the station), (2) the areas a served by a bus or bus rapid transit service with minimum headways of 20 minutes during peak weekday commute periods, or (3) the area is defined as a planned transit station by MTC’s Resolution 3434.²

Housing – means the area has plans for a significant increase in housing units to a minimum density of the selected “place type” from MTC’s Station Area Planning Manual, including affordable units, which can also be a part of a mixed use development that provides other daily services, maximizes alternative modes of travel, and makes appropriate land use connections.

Finally, a PDA can be either “Planned” or “Potential”

- A planned area is part of an existing plan that is more detailed than a general plan, such as a specific plan or an area plan.

- A potential area may be envisioned as a potential planning area that is not currently identified in a plan or may be part of an existing plan that needs changes.

Local jurisdictions must categorize their PDAs as one of seven types using the categories included in the MTC Station Area Planning Manual.

Table 1.1-a PDA Types based on Station Area Planning Manual³

	Centers			
	Regional Center	City Center	Suburban Center	Transit Town Center
Housing Mix	High-rise & mid-rise apt./condos	Mid-rise, low-rise, some high-rise and townhomes	Mid-rise, low-rise, some high-rise and townhomes	Mid-rise, low-rise, townhomes, small lot single family
Target Total Housing Units	8,000-30,000	5,000-15,000	2,500-10,000	3,000-7,500
Net Project Density	75-300 du/acre	50-150 du/acre	35-100 du/acre	20-75 du/acre
Target Total Jobs	40,000-150,000	5,000-30,000	7,500-50,000	2,000-7,500
Minimum FAR (New Employment)	5.0 FAR	2.5 FAR	4.0 FAR	2.0 FAR

² Association Bay Area Governments Application Guidelines for Priority Development Area Designation <http://www.mtc.ca.gov/funding/onebayarea>.

³ MTC’s Station Area Planning Manual: Place Types http://www.mtc.ca.gov/planning/smart_growth/stations

Table 1.1-b PDA Types based on Station Area Planning Manual

	Districts		Corridors
	Urban Neighborhood	Transit Neighborhood	Mixed Use Neighborhood
Housing Mix	Mid-rise, low-rise, townhomes	Low-rise, townhomes, some mid-rise and small lot single family	Mid-rise, low-rise, townhomes, some small lot single family off corridor
Target Total Housing Units	2,500-10,000	1,500-4,000	2,000-5,000
Net Project Density	40-100 du/acre	20-50 du/acre	25-60 du/acre
Target Total Jobs	N.A.	N.A.	750-1,500
Minimum FAR (New Employment)	1.0 FAR	1.0 FAR	2.0 FAR

Table 1.2 Program Breakdown

Program	Description	Agency
FOCUS	Regional program to encourage and develop more compact land use pattern that links housing to transportation infrastructure within the Bay Area. The program is used to identify local PDAs and PCAs.	ABAG
TLC	Program to support community-based transportation projects that bring new vibrancy to downtown areas, commercial cores, neighborhoods, and transit corridors, enhancing their amenities and ambiance and making them places where people want to live, work and visit. The TLC Program supports the region's FOCUS Program by investing in Priority Development Areas	MTC
RTP	Regional long-range transportation plan (25 years) done every 4 years by MTC. In the next iteration of the RTP (known as Plan Bay Area) MTC will have to a SCS.	MTC
SCS	Sustainable Communities Strategy that links transportation and housing in the RTP.	MTC/ABAG
OBAG	Program to support transportation projects listed in the RTP but focuses on providing funding to those that best meet the intent of the SCS which is to fund projects within PDAs near transit.	MTC
Napa's Countywide Transportation Plan	Local long-range transportation plan that identifies transportation priorities and goals for the next 25 years and identifies projects for future inclusion in the RTP.	NCTPA

Napa County Priority Development Areas

Napa County has two PDAs. One PDA is located in Downtown Napa and the adjacent Soscol Gateway Corridor and the other PDA is located along State Route 29 in American Canyon.

Table 1.3 Napa County PDAs

PDA Name	PDA Description	PDA Designation
Downtown Napa – Soscol Gateway Corridor (Planned PDA)	Approximately 585 acres located in downtown Napa boarded by Polk, Clinton, and Caymus Streets to the north, Jefferson Street to the west, Division Street to the south and then extends east across the Napa River to Silverado Trail and south to Imola Avenue.	Transit Neighborhood (Figure 3.2)
American Canyon Hwy 29 Corridor (Potential PDA)	Approximately 225 acres located on the Hwy 29 corridor; geographic boundaries are generally Green Island Road on the north, James Road on the west, the railroad tracks on the east, and the City of Vallejo on the south.	Mixed Use Corridor (Figure 3.8)

Purpose and Goals of the PDA Investment and Growth Strategy

The purpose of this Priority Development Area Investment and Growth Strategy is to identify specific transportation needs for each PDA in Napa County. This document is both a requirement of NCTPA under MTC’s Resolution 4035 and is also a tool for NCTPA and its member jurisdictions to aid in establishing priorities and focus planning and development efforts. Identifying funding needs in each PDA will assist NCTPA in prioritizing revenues so jurisdictions can meet their housing and job goals.

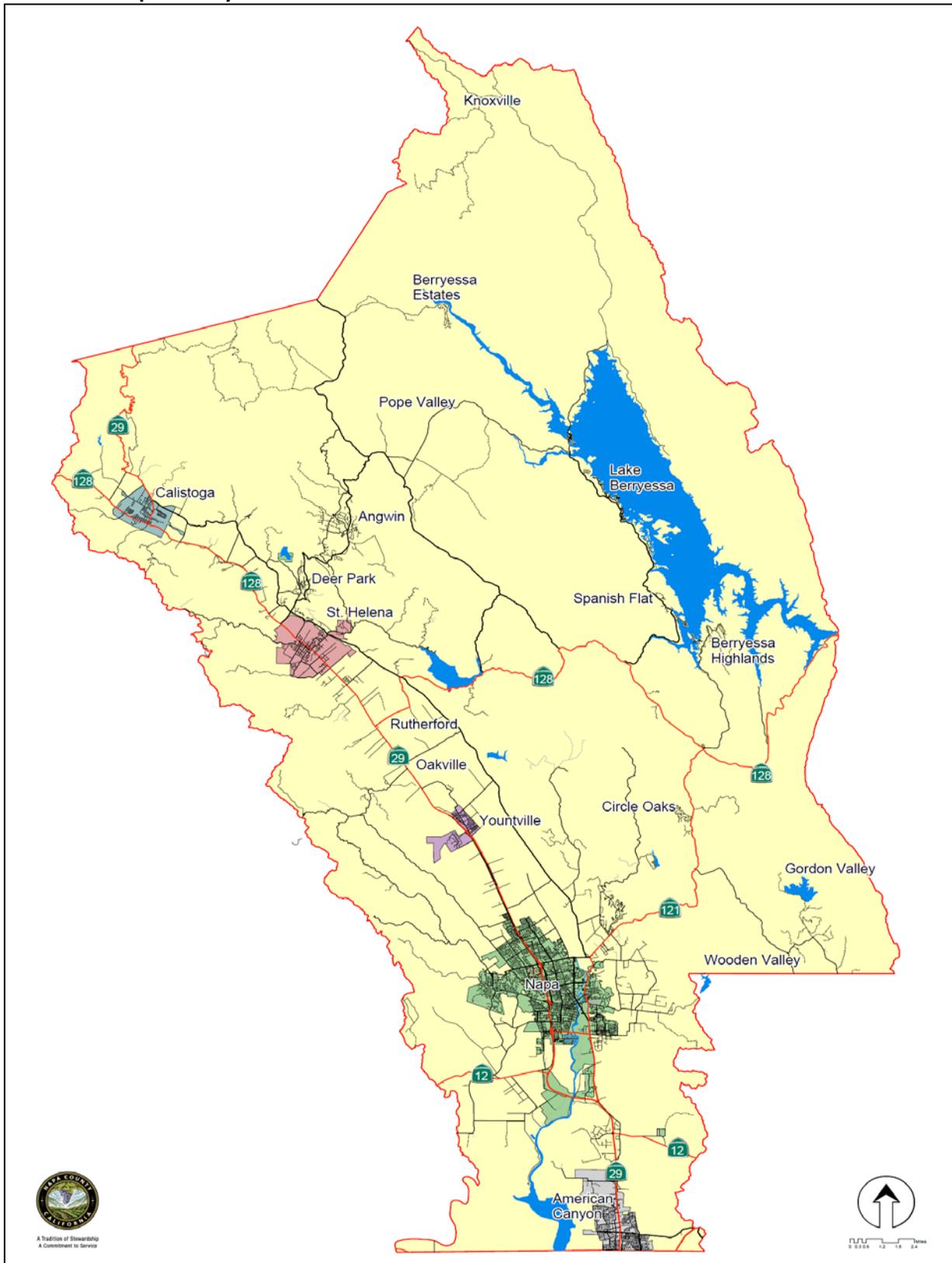
In order to gauge the progress of each PDA in meeting its development goals, baseline data and current-conditions analysis are included in this document. This will include a summary of planning documents, a summary of planned development goals, and an inventory of planning and capital needs. As noted in Table 1, each of the PDAs within Napa County has a different designation and is at different stage of development. The City of American Canyon has a “Potential” PDA, and City of Napa is has a “Planned” PDA. A Potential PDA needs assistance with more detailed planning. This could include a Specific Plan, Area Plan, Master Plan, redevelopment plan, or more detailed section of the General Plan. Planned PDAs already have completed all or most of these planning elements, as well as the necessary California Environmental Quality Act (CEQA) review.

Chapter 2: NAPA COUNTY BACKGROUND

Located approximately fifty miles northeast of San Francisco, Napa County is the least populous and most rural county in the San Francisco Bay Area. With a population of 136,484 it is home to a multibillion dollar wine industry, and is a leader in agricultural preservation. Napa County encompasses five incorporated areas: Napa, St. Helena, Calistoga, American Canyon, and the Town of Yountville. The City of Napa, with a population of 76,915, is the largest city in the county. Napa County has a median age of 39.7 and a population that is steadily aging with 15.3 percent of the population being over the age of 65.⁴ In comparison, only 11.7 percent of the population is over 65 statewide.

⁴ US Census Bureau 2007-2011 <http://quickfacts.census.gov/qfd/states/06/06055.html>

FIGURE 2.1 Napa County



By the year 2040 the population’s median age is projected to be 42.1 years.⁵ This growing trend towards an aging population brings new challenges to the County and its jurisdictions. Elderly populations tend to live closer to support services in the incorporated areas, drive less and require more public services such as transit. Another important demographic trend is that Napa County’s Hispanic population has grown significantly in recent years; from 8.7 percent in 1980 to 23.7 percent in 2000. During the same period, the Hispanic population in the Bay Area- increased from 12.2 percent to 19.4 percent. Napa County, which in 1980 had one of the lowest percentages of Hispanic persons among Bay Area counties, now has the highest percentage of Hispanics among the nine counties in the Bay Area at 33 percent.⁶ There are approximately 70,660 jobs in Napa County and 54,760 housing units. With approximately one housing unit per employed resident, this represents a relative balance between jobs and housing. However, as described below, the cost of housing and the nature of employment in the County result in commute patterns that contribute significantly to the congestion along the County’s major corridors. The unemployment rate in Napa County is 7.9 percent.⁷

Table 2.1 Jobs and Housing Units⁸

Jurisdiction	Total Housing Units (2010)	Total Jobs (2010)
American Canyon	5,980	2,920
Calistoga	2,320	2,220
Napa	30,150	33,950
St. Helena	2,780	5,340
Yountville	1,250	1,600
Unincorporated County	12,280	24,630
Total	54,760	70,660

Napa County is comprised of approximately 500,000 acres of which 450,000 acres, or 90% of the total land mass, is designated as various types of “open space”. Approximately 115,000 acres are dedicated open space in public ownership, and approximately 20,000 acres are either owned by a private land trust or protected via conservation easement. Napa County has long been a leader in agricultural preservation and the balance of open space lands are in private ownership and have been protected from urban development through a series of actions taken by the County’s elected officials and the electorate starting in 1968. The passage of Measure J in 1990 set the minimum parcel size for agricultural land at 40-160 acres and required voter approval before agricultural property can be converted to other uses. Measure J was extended with the passage of Measure P in 2008, and continues the policies of Measure J until the year 2058.⁹

In 1970, 50 percent of the county’s population lived in unincorporated areas. Since then, growth in the incorporated jurisdictions has resulted in a dramatic shift in the city/county split; by 2005, nearly 80 percent of the County’s residents lived in incorporated jurisdictions.¹⁰ Much of this trend is influenced by the strict growth policies that the County and cities have enacted to protect agricultural land and open space. Coupled with new legislation such as SB 375, that encourages growth toward incorporated

⁵ Napa County General Plan Economic Development Element

⁶ US Census Bureau 2007-2011 <http://quickfacts.census.gov/qfd/states/06/06055.html> and Napa County General Plan Economic Development Element

⁷ State of California Employment Development Department - Monthly Report dated December 2012

⁸ ABAG’s Jobs-Housing Connection Strategy (May 2012)

⁹ Napa County <http://www.countyofnapa.org/Pages/Search.aspx?keywords=Measure%20J>

¹⁰ Napa County General Plan Recreation and Open Space

city centers, this trend will continue to guide development to be compact/mixed-use near transit in the incorporated areas of the county.

2.1 Priority Conservation Area Program

The OBAG program also contains provisions to preserve open space and set aside funds for a Priority Conservation Area (PCA) program. Napa County has ten PCAs. PCAs have been identified as part of the regional FOCUS program. PCAs are areas of regional significance that have broad community support and an urgent need for protection. These areas provide important agricultural, natural resource, historical, scenic, cultural, recreational, and ecological values and ecosystem functions. The purpose of designating priority conservation areas is to accelerate protection of key natural lands in the San Francisco Bay Area through purchase or conservation easements within the next few years.

Conservation will be promoted through regional designation by:

- Coordinating conservation efforts within a regional framework of near-term priorities
- Providing a strong platform on which to leverage public and private resources
- Building upon prior and existing land protection efforts and investments
- Providing opportunities for forging new partnerships

Knowing the region's land conservation priorities will promote collaboration and investment in these areas that are critical to the region's quality of life and ecological diversity. In 2007 Bay Area jurisdictions nominated areas for PCA consideration. The ABAG Executive Board adopted a set of Priority Conservation Areas on July 17, 2008.

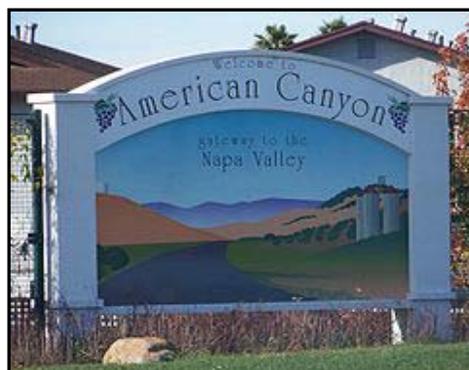
Table 2.2 PCAs

Napa County designated ten Priority Conservation Areas	
Bay and Ridge Trails	Bay Trail hugs the shoreline of Bay and the Ridge Trail runs along the ridgelines overlooking the Bay
Blue Oak Woodlands of the Lake District	Located in northeastern Napa County near Lake Berryessa
Bothe – Napa State Park to Sugarloaf Ridge State Park	Encompasses thickly forested hills of the western side of Napa Valley where the Mayacamas Mountain Range terminates
Interior Mountains – Moore Creek Milliken Creek	Includes the lands in central Napa County, west of the county's urban centers.
Lake Curry – Suisun Creek Watershed	Located east of the City of Napa towards the Napa county border with Solano County; containing oak woodlands and grassland
Napa County Agricultural Lands and Watershed	Encompasses the unincorporated agricultural and watershed lands of Napa County
Napa Valley – Napa River Corridor	Follows the lands along Napa River, which runs from northwestern Napa County, northeast of Calistoga, to the San Pablo Bay
Palisades Mt. St. Helena – Angwin	Located in northwestern Napa County, the Palisades form the range of mountains between Mt. St. Helena and Angwin
Redwood and Dry Creek Watersheds	Watersheds located on the western sloped of Napa Valley and drain into the Napa River; the area contains redwood forests
Southern Mountains – Skyline to Newell Preserve	Southern Mountains located in Skyline Park to Newell Preserve area is located east of and between the City of Napa and the City of American Canyon

2.2 Economic Feasibility and Funding

Build out for the City of Napa and American Canyon PDAs is anticipated in 2037 and 2035 respectively. The overall objective for concentrating growth within a PDA is to improve the link between transportation and land use to reduce vehicle miles traveled (VMT). To achieve these goals, PDAs need to bring jobs and housing closer together and offer adequate transit, pedestrian, and bicycle alternatives. Higher density developments, with a mix of housing located closer to commercial centers that provide jobs, access to educational centers, goods, services, and areas for recreation have proven to be effective at encouraging alternative modes of transportation and reducing overall VMT.

The American Census Survey (2007-2011) indicates that 76 percent of American Canyon's workers and 77 percent of Napa's workers commute alone to work. This is significantly higher than the overall Bay Area percentage of drive alone commuters of 67 percent. Addressing this challenge will require that the jurisdictions plan housing to meet the needs of its workforce. This is a particularly salient issue for lower income workers. Currently the County's economic base is agriculture, wine making, hospitality and restaurant industries. Jobs in these industries tend to pay lower wages, particularly in relationship to Napa County's housing costs. This relationship between worker wages and housing costs is a critical factor in driving up the VMT as housing costs prevent the people who work in Napa County from living in Napa County. Likewise, more efforts will need to be made to diversify the County's employment base in industries that create better paying jobs and to provide alternative transportation options to current residents who commute because housing costs are too high.



A robust economy and adequate revenues for critical infrastructure improvements are necessary to achieve long range objectives and foster economic development. Napa County's economy, like much of the Bay Area, is slowly recovering from the Great Recession of 2008-2009. The County's unemployment rates continue to drop, but very slowly. The Consumer Price Index remains relatively stable, keeping some costs down, but certain costs continue to rise, such as fuel and housing. Housing costs in Napa County increased by almost 15 percent in 2012, contributing to the County's omnipresent challenge of providing affordable housing to some its lower income residents and workers.

Local government revenues, essential for redevelopment, are still lagging behind, which in part is the result of persistent budgetary shortfalls and related remedies at the State level resulting in the diversion of revenues to address State budgetary shortfalls. Dwindling revenues in the Federal Highway Trust Fund, limited options for infrastructure financing coupled with the competition for scarce resources with larger jurisdictions, will make meaningful development within Napa County's PDAs a formidable challenge.

Funding for Infrastructure Improvements

As the least populous County in the Bay Area, Napa receives limited financial resources for transportation infrastructure. The County will receive just over \$6.7 million federal OBAG funds to cover a four year period from FY 2002-13 to FY 2015-16, of which over \$2.7 million is needed for CMA

planning purposes. The County also receives roughly \$1-2 million each two year STIP cycle. Combined, the federal and state funds for rehabilitation and enhancements are projected to total roughly \$625 million (in 2013 dollars) over the next 25 years. Over the life of the One Bay Area Regional Transportation Plan, the County submitted projects totaling over \$1.1 billion, leaving a shortfall of \$475 million. In order to meet this capital demand, additional revenues will need to be identified, including general fund revenues from the jurisdictions.

To achieve this, NCTPA will need to put greater emphasis on advocating for its larger infrastructure projects and pursuing discretionary funding at the federal and state levels. NCTPA will need to invest in focused planning, such as the State Route 29 Gateway Corridor Study, in order to bring State and Federal attention to the challenging issues surrounding the County's transportation infrastructure and funding predicament.

NCTPA will outline strategies to address PDA development in its upcoming Countywide Transportation Plan, scheduled for adoption in 2014. The plan will include detailed economic forecasts, identify financing mechanisms, prioritize transportation improvements that will build on SB 375 objectives, and include a detailed development strategy in partnership with the Cities of Napa and American Canyon so that the PDAs will be realized within the next 25 years.

Chapter 3: PRIORITY DEVELOPMENT AREAS

3.1 City of Napa

Located in the southern end of the county, the City of Napa is the largest jurisdiction in Napa County. According to the 2010 census the City has a population of 76,915 and is home to approximately 56 percent of Napa County's residents. As of 2010, the City of Napa had approximately 30,150 housing units and 33,095 jobs.¹¹ The median household income for Napa is \$62,642 thousand.¹² Napa's housing stock is predominantly single family. In 2005, single family detached or attached units were about 68 percent of the total housing stock while multifamily housing (including duplexes and apartments) comprised about 27 percent of the housing stock. The remaining units are mobile homes.¹³

Downtown Napa - Soscol Gateway

Napa's downtown has gone through significant changes over the years. In May 2012 the City adopted its Downtown Specific Plan to refine the vision for the downtown area. The downtown area is currently characterized by a wide range of land uses. It is predominantly composed of commercial, office and public uses with a limited amount of housing. Existing uses are clustered in various subareas, with the highest density of uses within the heart of downtown along Main and First Streets, and a mix of commercial and residential uses in adjacent areas.

Downtown Napa also includes unique natural features like the Napa River and Creek which cuts through the downtown and Soscol corridor.

¹¹ ABAG's Jobs-Housing Connection Strategy (May 2012)

¹² US Census Bureau 2007-2011 <http://quickfacts.census.gov/qfd/states/06/06055.html>

¹³ City of Napa General Plan – Housing

Both the river and creek have hindered development in the downtown due to flooding issues, but with the 1998 passage of Measure A – the Countywide Flood Control Measure – the City incorporated features of the natural river environment into the development and recreational features of Downtown, while making improvements that minimize the threat of flooding in the area.

The Soscol Corridor provides most visitors with their first view of Napa as a “gateway” to the Downtown. Currently the Soscol corridor contains varied land uses, building forms, streetscapes, commercial centers, auto dealerships, and residences that lack a cohesive design and feel. As outlined in the 2004 Soscol Gateway Corridor Vision Plan, the City provided an overall framework of planning concepts for land use, open space, and circulation. The concepts anticipate a substantial evolution of the Soscol Avenue corridor and adjacent areas over a 25 year period. They provide direction for early phase investment so that it supports the community’s long-term vision. Some elements of the plan include a central transit node – the Soscol Gateway Transit Center –this project has already been built, absent the high density housing development that the project originally included.

Since 2000, Napa has experienced significant growth. This is particularly true in Downtown Napa and along the Soscol Gateway Corridor. Several mixed use commercial-residential and hotel developments have been constructed in these areas in recent years reflecting Napa’s smart growth principles and strong city-centered planning practices. To retain existing commercial uses and encourage new commercial and residential development in the Downtown and its surrounding area, Napa prepared comprehensive master plans for Downtown Napa and the Soscol Gateway area. These comprehensive plans propose 1,274 housing units (976 net new units) in the 20 to 30 year horizon. Although development recently slowed as a result of the prolonged recession and State’s dismantlement of redevelopment agencies, the vision remains as a solid foundation for attracting and retaining new local-serving uses, hotels and residential development in the future.¹⁵

Napa’s Vision

By creating the Downtown Specific Plan, Napa is paving the way for a vibrant downtown including a thriving business community, extensive pedestrians and bicyclist networks, historic preservation of buildings, as well as new sustainable buildings and architecture. These features will help create a distinct sense of place within the downtown, complementing the surrounding world-renowned Napa Valley. The vision for the Soscol Gateway is a mixed use corridor with neighborhoods and commercial villages. The overall planning approach emphasizes creation of villages and neighborhoods that have mutually supporting land uses, site plans and pedestrian experiences.¹⁶

Napa’s Planned Priority Development Area

The Downtown Napa-Soscol Gateway PDA generally follows the boundaries the Soscol Gateway Corridor

Welcome to Downtown Napa in 2030. Enjoy Downtown’s unique environment where the community comes together to enjoy a vibrant collection of inviting public spaces, attractive streets, distinctive shops and eateries, exciting entertainment venues, creative public art, historic buildings, sustainable new buildings and an array of housing options. As the distinctive heart of Napa, Downtown is a welcoming, fun and intimate city center – a place where history, charm, neighborhood and economic vitality come together along the Napa River.

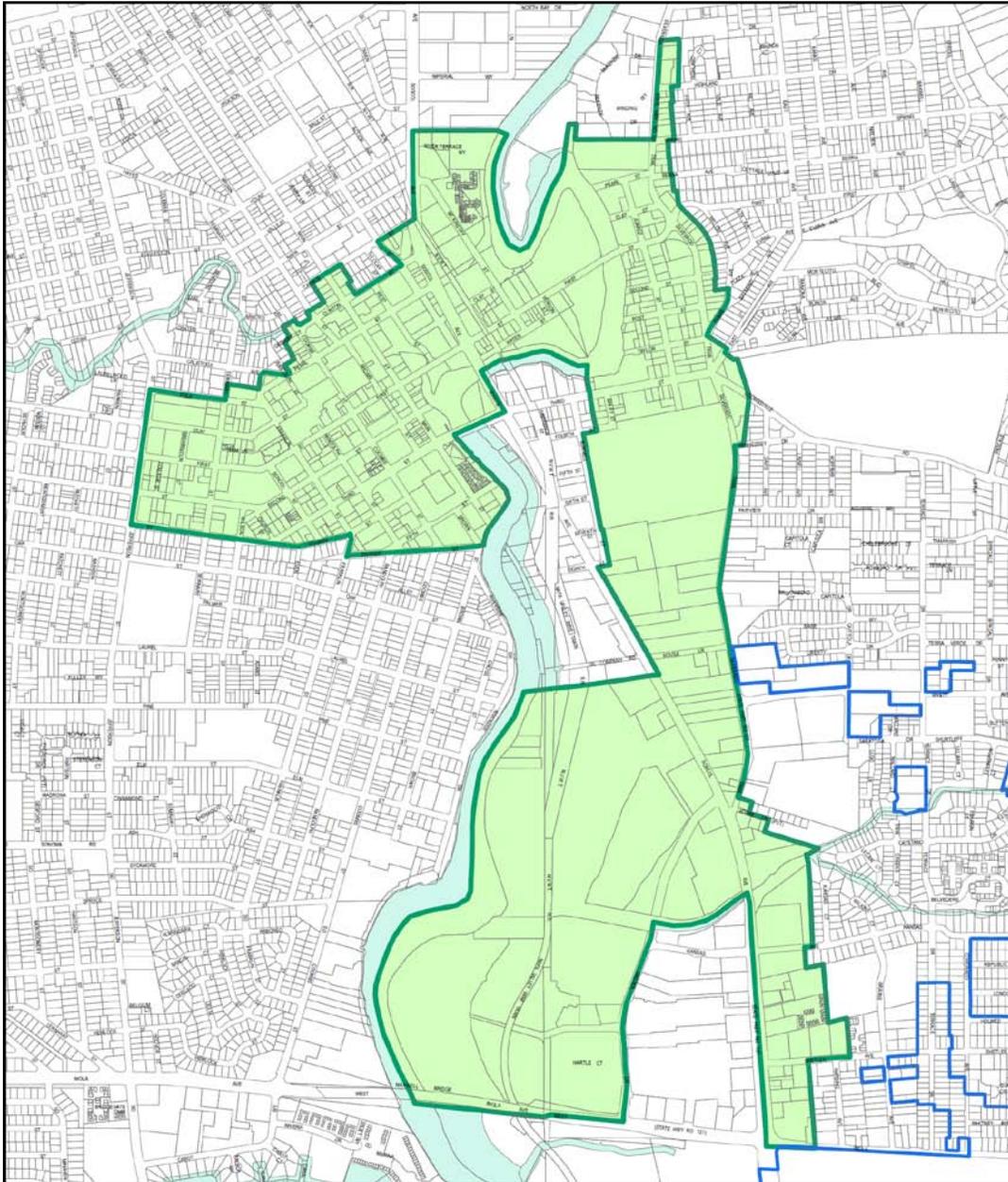
-Excerpt from the Napa Downtown Specific Plan contains the following vision statement:

¹⁵ City of Napa PDA Application Narrative

¹⁶ City of Napa Soscol Gateway Vision Plan (2004)

outlined in Napa’s adopted Soscol Gateway Vision (2004) and the Soscol Gateway Redevelopment Project Area (2007). The Downtown Specific Plan area boundaries include the Napa River on the east, Division and Third Streets on the south, and Jefferson Street on the west. The northern boundary generally follows the zigzagging edge of the existing “Downtown Commercial” zoning area boundary adjacent to northern residential neighborhoods along Polk and Caymus Streets west of Soscol Avenue. The boundaries extend east to include the Oxbow Public Market and former Copia site east of Soscol Avenue. The Planning Area encompasses approximately 58 acres.

FIGURE 3.2 Napa’s PDA Boundary



Napa County is predominantly an agricultural community and the City of Napa, along with the four other incorporated cities within the County, are served by Highway 29 and Silverado Trail (from Napa north to Calistoga) which extends through the vast agricultural and open space lands ubiquitous in Napa Valley. Much of this land is protected by voter initiative (Measures J and P and the City's RUL) and by recognized conservation areas future where development is prohibited, except when specifically associated with agricultural activities or by a vote of the people.

The Downtown Napa-Soscol Gateway PDA provides for compact, mixed-use development of substantial new residential and commercial uses that will serve existing residents and new residents in the 976 new dwelling units planned for the area. These residential neighborhoods or "villages" will be walkable, located near services and transportation, connected by trails to recreation and open space, and located in and near Napa's historic downtown and Soscol Gateway Transit Center.

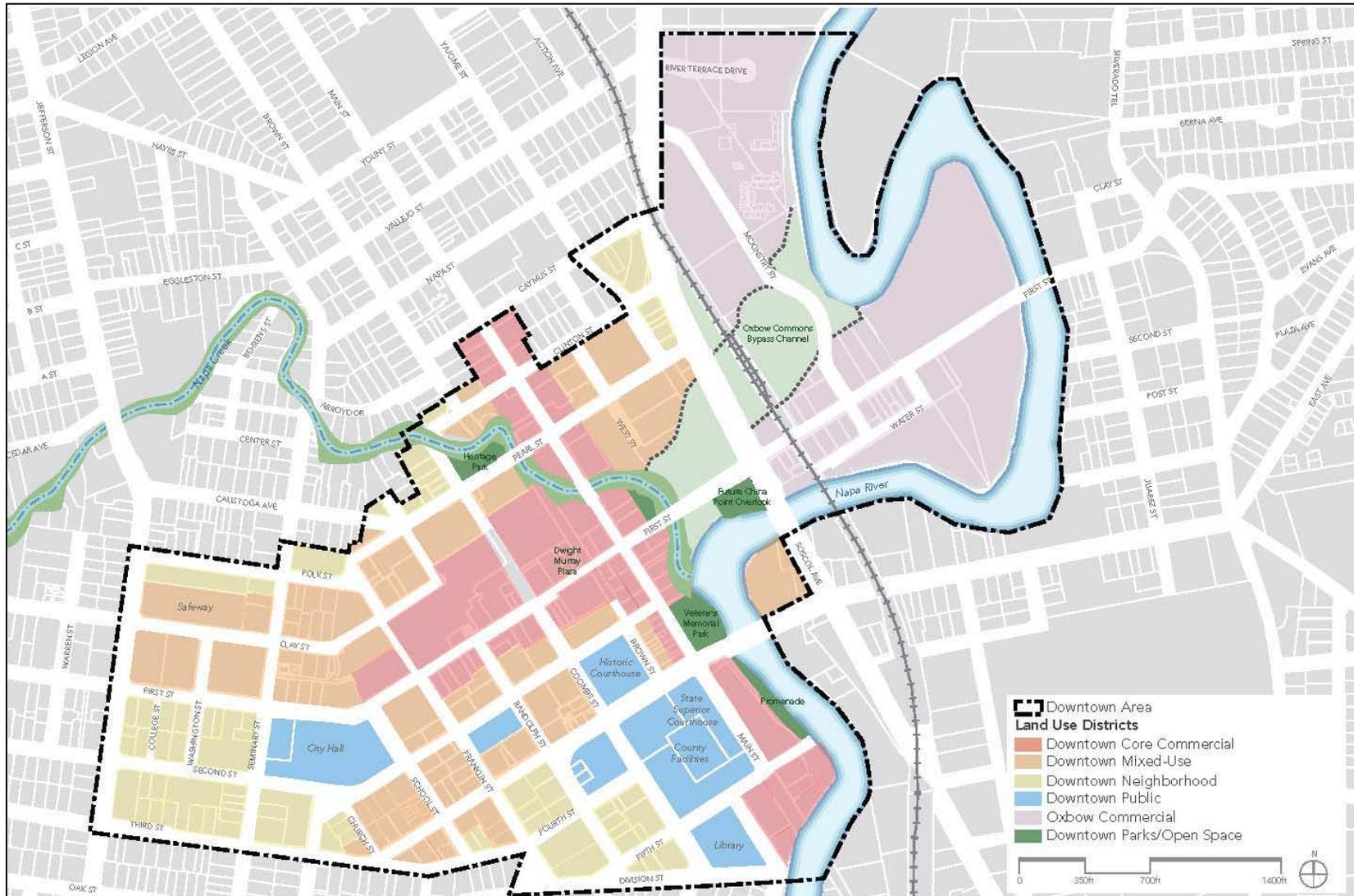
To fully realize and implement the vision of the PDA, resources are necessary to address infrastructure deficiencies, including those primarily related to drainage and circulation (e.g., street, bicycle and pedestrian improvements). General upgrades to roads, road maintenance and traffic delays at key intersections have been identified as deficiencies needing to be addressed with future development. The total cost associated with all infrastructure needs in the Soscol Gateway area is approximately \$50 million, with approximately \$35.5 million specific to transportation improvements. However, many improvements are already underway. New Hartle Court is presently under construction as part of the Gasser Theater Project, and improvements at the Imola/Gasser (Kansas) Street intersections will be completed as part of this project. Within the Downtown Specific Plan area the infrastructure needs are approximately \$38 million. The development, when built out, will create more than 1,600 jobs and bring more than 1,400 people to the Downtown.

Densities and floor area ratios are increased along with the diversity in building height, parking requirements and similar strategies to accommodate the vision for a city-centered, sustainable Downtown with residents living near services. Collectively, these strategies provide increased housing and transportation alternatives to the community and align with regional goals for creating a complete community and planning for land use, transportation and the environment.

Table 3.1 Napa PDA

Downtown Napa – Soscol Gateway Corridor PDA		
Area Name and Location	Located in downtown area bordered by Polk, Clinton and Caymus Streets to the north, Jefferson Street to the west, Division Street to the south and extends east across the Napa River to Silverado Trail and south to Imola Avenue.	
Area Size	585 Acres	
Public Transit Serving the Area	NCTPA operates the countywide and regional fixed-route transit system (VINE), the main hub of the system is located within the PDA on the corner of Fourth and Burnell Street. The new transit center provides bus service on a pulse system, includes commuter options, and is in a prime location for future light rail and Ferry Service. There are 15 minutes headways within the planned PDA.	
Place Type	Transit Neighborhood	
	Current Conditions (2006)	Future Goal (Horizon Year 2037)
Total Housing Units	298	1,274
Total Jobs	3,184	5,689
Net Project Density (New Housing)	Existing density ranges are variable in the area by land use designation ranging from 20-40 du/ac in the Downtown Commercial area, 10-40 du/ac on the Mixed Use sites in the Soscol Gateway area; and 3-8 du/ac on the sites set aside for limited single-family residential development.	<p>Within the Downtown Specific Plan area, density ranges have been increased to 20-60 du/ac in the core (Downtown I designation), remain 20-50 du/ac in the downtown edge (Downtown II designation) and 10-25 du/ac in the transitional area between the downtown and the surrounding neighborhoods (Transition designation)</p> <p>Within the Soscol Gateway area densities are revised by converting 5.3 acres to Mixed Use, 16.9 acres to Transit Village, assigning 2.5 acres at the Napa Expo site Mixed Use, and applying the mid-range of the number of units assumed in the 1998 General Plan for the area. The density ranges in the Soscol Gateway area are 10-40 du/ac on mixed Use sites and 3-8 du/ac on the limited number of low density residential sites in the area</p> <p>These revisions provide for 1,274 housing units or 976 net new units in the PDA with approved planning and environmental review.</p>
Minimum/Maximum FARs (New Employment Development)	1.25-4.0 FAR in Downtown Specific Plan area for commercial use and .35 FAR for Residential/Offices .35-.95 FAR in the Soscol Gateway area	<p>The FAR has been increased with the adoption of the Downtown Specific Plan to 5.0 Downtown I designation, 4.0 Downtown II designation, and 3.0 Transition designation.</p> <p>Within the Soscol Gateway area the FAR is .35-.95, although far more land is now zoned for multi-family use as part of Mixed Use designation.</p>

FIGURE 3.3 Downtown Napa Land Use Designations ¹⁷



¹⁷Source: Figure 4.3 in City of Napa’s Downtown Specific Plan

The Downtown Napa - Soscol Gateway Area specific plan will guide public and private investment in the area. The PDA is already being transformed by the Napa River Flood Protection Project which prompted redevelopment along the water front, improved the transit and pedestrian network, and significantly mitigated flood risks in the area. As outlined in adopted plans, the vision provides an overall framework for land use, circulation, open space, and the foundation for new neighborhoods and revitalization of existing neighborhoods. The Soscol Gateway Corridor Plan covers 376 acres, including 24.7 acres of land rezoned to accommodate the transit center and mixed residential-commercial uses, a 2.5-acre portion of the Napa Expo, a State-owned property, and the 80-acre Gasser site.

Construction was recently completed on the new Napa County Transportation and Planning Agency (NCTPA) Soscol Gateway Transit Center, and Gasser South development, which includes a 12-screen movie theater and 30,000 square feet of associated commercial-retail space in an entertainment village. Also, community-serving facilities are either near completion or are completed, including a 60-bed homeless shelter and 24 units of transitional housing, and 30,000 square feet of office space for non-profit organizations is planned. Future development of Gasser North includes Tulocay Village and Tulocay Square —a mixed-density residential neighborhood with 80,000 square feet of commercial retail space. Within the Soscol Gateway Corridor, a minimum of 458 new housing units are planned at densities up to 40 du/acre, including 20 percent affordable housing to lower-income residents. These neighborhoods will connect to 13 acres of open space and wetlands through a network of public use trails linking the commercial development, Napa River trails and Downtown Napa.

Similarly, the Downtown Specific Plan enhances Napa's unique, colorful and historically significant downtown to meet the needs of existing and new residents, while continuing to draw visitors to the area. The Downtown Napa Specific Plan, which was started in 2009 and was adopted by the Napa City Council in May 2012, will provide the framework for realizing the vision of a vibrant, healthy and balanced pedestrian-oriented city center. To help achieve its objectives, the Specific Plan outlines a set of recommended improvements to cultivate a physically attractive, economically healthy and socially animated city center where people choose to live and visit. This includes establishing an appropriate mix, density and orientation of residential and commercial uses to improve the business environment to enhance community in the downtown Napa area. It also entails enhancing the auto, transit and bicycle circulation network and pedestrian streetscape. Such improvements will allow people to have easy and efficient access into and out of downtown, as well as great mobility options throughout the city core.

Both the approved Soscol Gateway Corridor vision and the Downtown Napa Specific Plan help to achieve Napa's overall community vision of protecting farmland and vineyards surrounding the community while focusing development inside the Rural Urban Limit (RUL).

Public transit is a significant part of Napa's future plans for success. The NCTPA operates Napa's fixed route transit service (VINE) which serves greater Napa County and destinations in Solano, Sonoma, and Contra Costa Counties. Napa's transit hub was recently re-located from Downtown Napa, to the new intermodal Soscol Gateway Transit Center located one block east of Downtown Napa on the corner of Fourth and Burnell Streets. The new Transit Center is centrally located one block east of Downtown Napa, one block south of the Oxbow Public Market, and immediately adjacent to the Napa County Expo and Soscol Gateway area and provides bus transit services of between 15 minute and 30 minute headways during peak period in downtown Napa with access to interregional commuter services,

including Amtrak (Capital Corridor), BART, and Ferry Services, as well as close proximity to locations that could be developed to provide future ferry service and light rail.¹⁸

Physical Landscape:

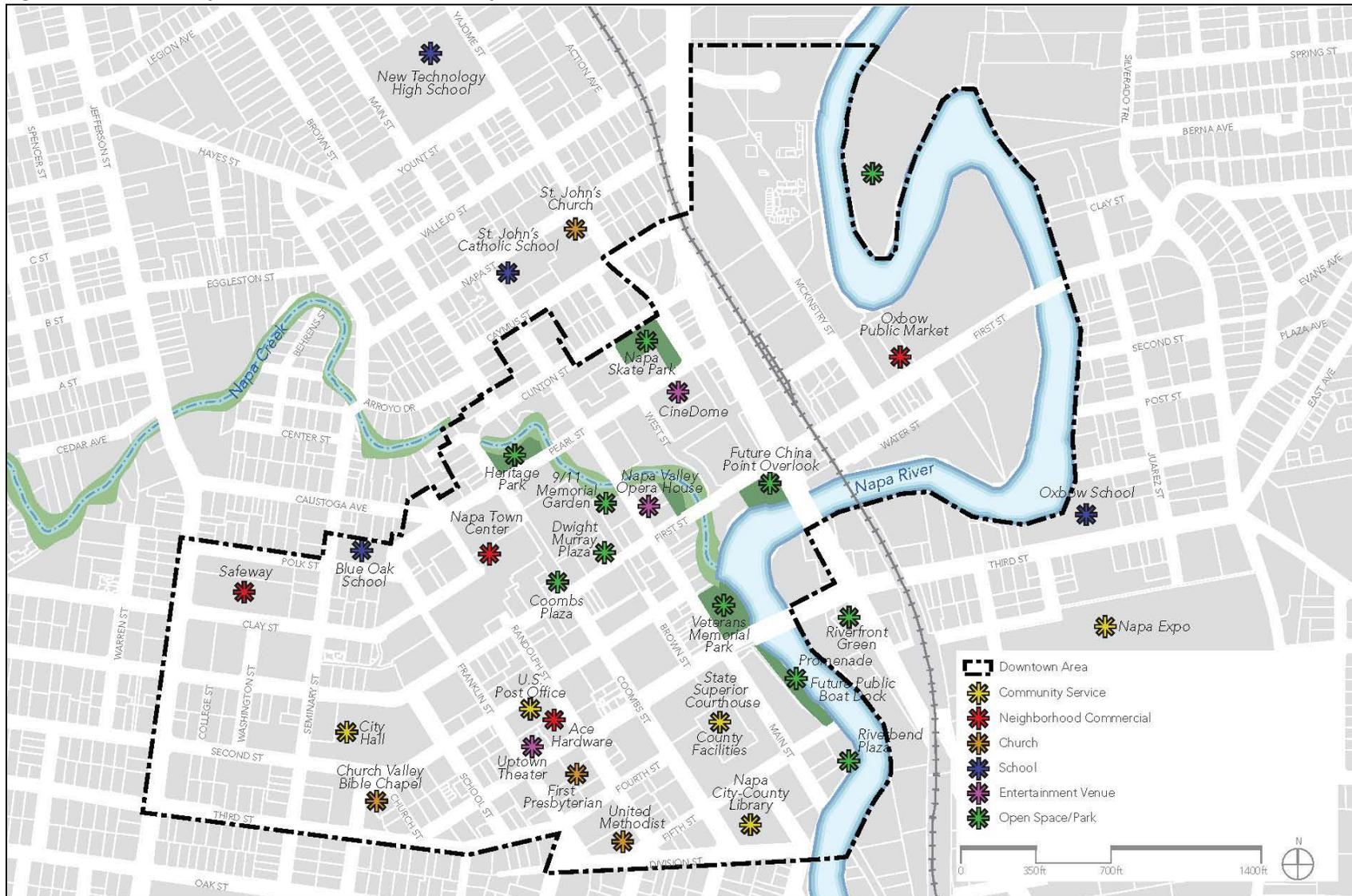
The physical landscape of the Napa PDA has a wide array of uses. The Soscol Gateway has recently gone through major development including the construction of the new movie theater on the South Gasser site, the homeless shelter, and a 24-unit transitional housing complex. The Downtown Expo is also within the Napa PDA boundary. In Downtown Napa there is a mix of old and new development, park and recreational space, and natural features such as the Napa River and Creek. Downtown is home to many social and governmental services such as the County and City offices, the Napa Library, and other social service facilities such as COPE, the Family Services of Napa Valley, the Hope Center, ALDEA, and The Table. The County of Napa is also developing plans to relocate the jail and social services facilities to a location just south of the City of Napa. This will open up areas of the downtown for other redevelopment opportunities. There are also schools in Downtown Napa including St. John the Baptist Catholic School and Blue Oak Elementary. There is limited housing in Downtown Napa.

Downtown Napa Riverfront Mixed-Use Development:



¹⁸ City of Napa PDA Application Narrative

Figure 3.4 Community Resources in Downtown Napa¹⁹



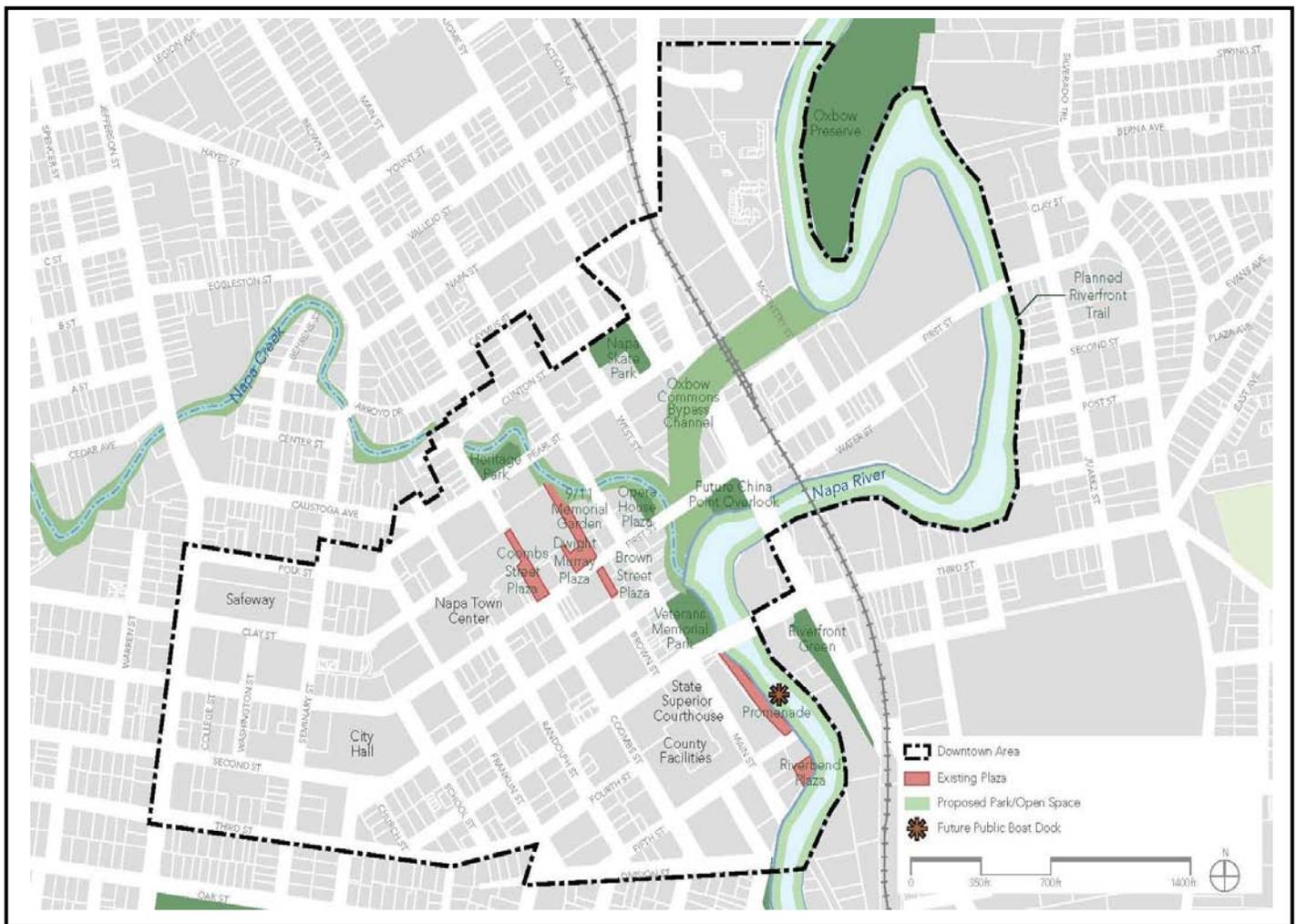
¹⁹ Source: Downtown Specific Plan Figure 2.3 Community Amenities

The Downtown Specific Plan categorizes the following area types within Downtown Napa:

- Downtown Commercial Subarea – includes community amenities, neighborhood servicing retail, churches, schools, hair and nail salons, and entertainment venues
- Residential/Office Subarea – includes historic residential structures converted to offices, contains mixed residential and offices
- Tourist Commercial Subarea – includes Oxbow area, hotels, restaurants, and wine tasting rooms and retail shops
- Public/Quasi Public Subarea – includes County offices and courthouse, the County jail, City of Napa Administration offices and Fire and Polices stations

Downtown also has numerous public spaces such as plazas and parks.

FIGURE 3.5 Parks and Open Space in Downtown²⁰



²⁰ Source: Napa Downtown Specific Plan Figure 2.7 Parks and Open Space

Increased land densities will provide the opportunity for future mixed use development along the Soscol Gateway Corridor.

Housing

Currently, there are approximately 125 units in downtown. Housing consists primarily of single family homes, with some apartments and duplexes. The Napa Riverfront is the largest mixed use development containing 50 condominiums located above retail and restaurant space.²¹ The Soscol Corridor has more land to accommodate future housing. Current housing consists of 173 units of low density residential units intermixed with commercial. The City of Napa General Plan increased land density to 10-40 du/ac for mixed-use development along the Soscol Corridor. This will provide the opportunity for future mixed-use development along the Soscol Corridor to be residential and commercial. The City's Copia Reuse Plan, currently underway, proposes 180 new housing units in the Downtown.

Market Conditions

The 20 year projection for Downtown Napa market conditions is roughly 60,000 square feet of new retail space, which can include up to 49,543 square feet of mixed use space, between 375,000 and 400,000 square feet of new office space, of which 31,431 square feet can be converted to mixed-use space, and approximately 253,000 square feet of hotel space.²² The 87,000 square feet of retail space is projected to be smaller national and regional retailers intermixed with specialty retail and restaurants and eateries.

Currently retail space is achieving a taxable rate of \$215 per square feet. If demand for retail services increases, and the average rate were to reach \$300 per square foot creating new retail space would be feasible. The actual retail space created in the Downtown area will be determined by residential demand. Improved infrastructure, recreational amenities, and a more vibrant downtown will attract residential tenants and in turn drive the demand for retail space. The future office space of Downtown Napa would employ approximately 1,300 employees. The most prevalent business types would comprise of finance, insurance, and real estate. Professional services, corporate offices, and some institutional space (City and County) would also be part of future office space. The Downtown Specific Plan projects that the new office development would result in increased demand for 800 new financial and professional service employees and about 450 employees in health, education, and recreation services.²³

The Downtown Napa-Soscol Gateway Corridor has numerous hotel and lodging accommodations. The Westin Verasa and River Terrace Inn is already located on Soscol. Other downtown Napa hotels include the restored Napa Mill and the Avia Hotel. Future development includes a proposed 250 room hotel in the COPIA area. This size hotel would create about 200,000 square feet of space. The Downtown Specific Plan forecasts a hotel of this size to be built within the next twenty years.²¹

Transportation: Existing Conditions

Transit - NCTPA operates the fixed route transit service for the City of Napa – The VINE. The entire VINE system was restructured to reduce headways, improve transfer times and locations, greatly improving

²¹ Downtown Napa Specific Plan Existing Conditions Chapter 2.1 Land Use and Urban Design Assets

²² City of Napa Downtown Specific Plane Appendix E – Economic Analysis

²³ City of Napa Downtown Specific Plan Appendix E – Economic Analysis

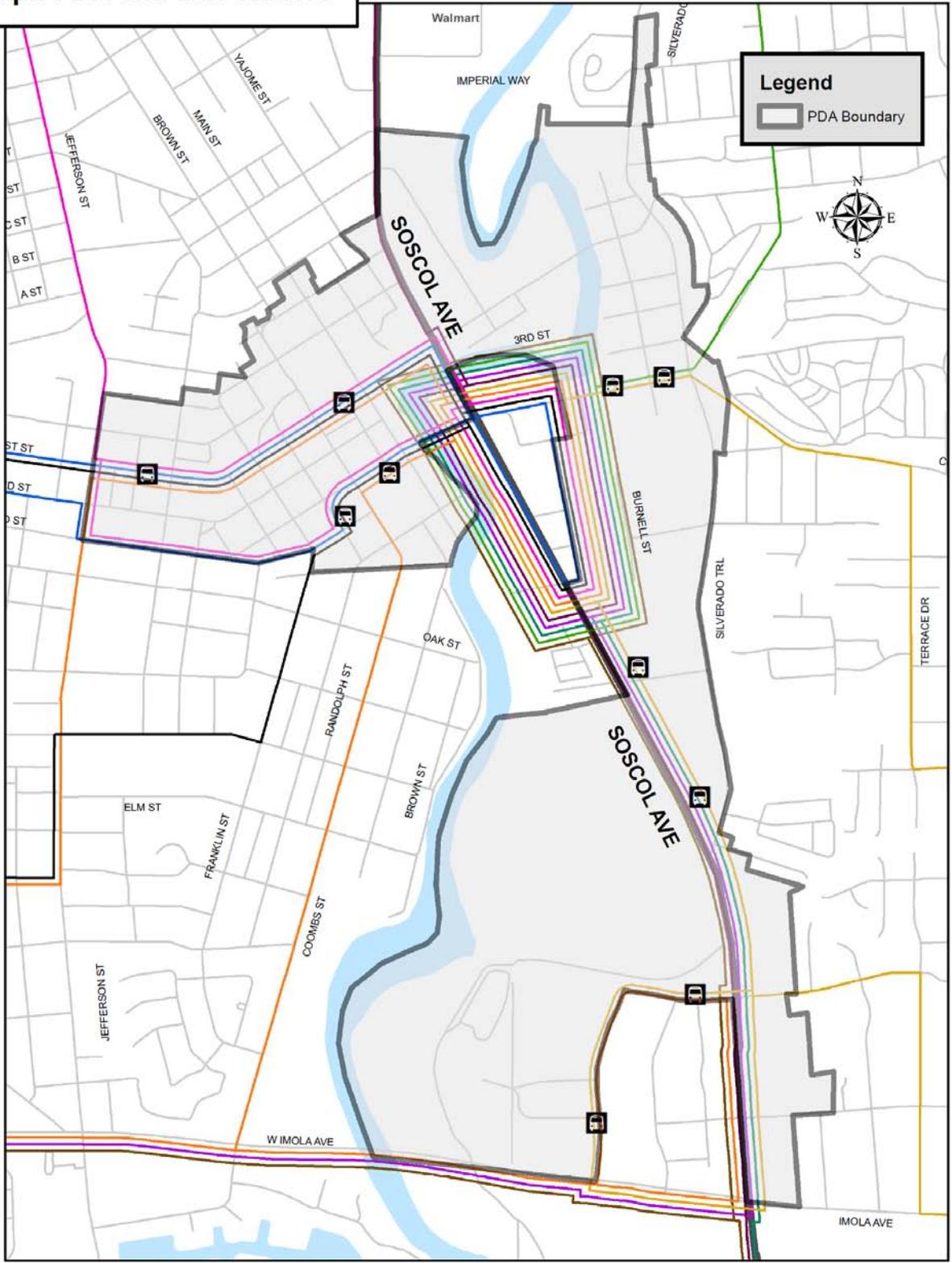
system flexibility. This new restructuring has resulted in 15-20 minute headways in the Downtown Napa Soscol Gateway PDA. The VINE also provides commuter services to the Vallejo Ferry terminal and El Cerrito Del Norte BART station.

Soscol Gateway Transit Center:



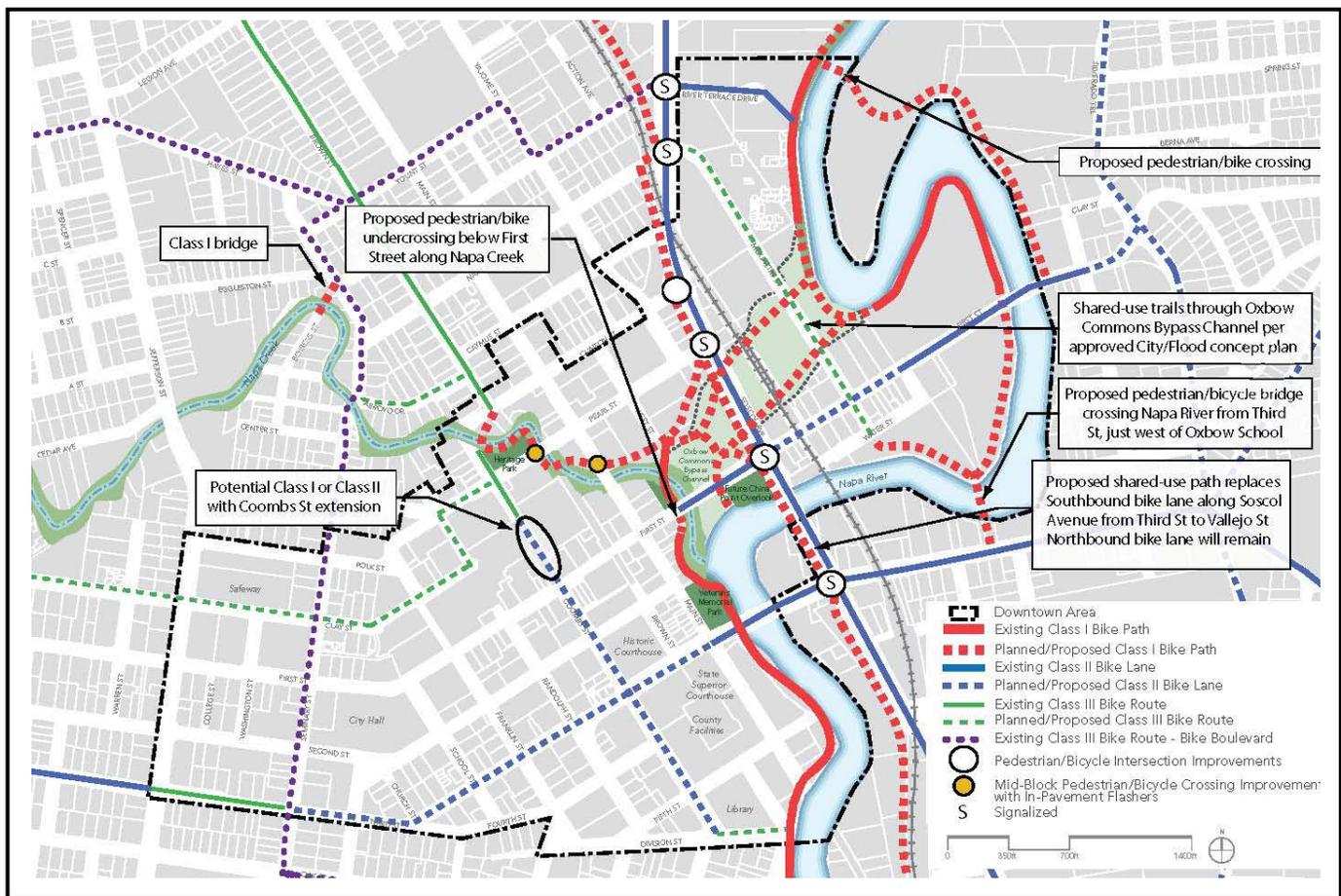
FIGURE 3.6 Transit Map of Napa PDA

Napa PDA and Bus Routes



Bicycle and Pedestrian – Downtown Napa offers many pedestrian-friendly features including continuous network of sidewalks on both sides of the street, crosswalks, pedestrian signals at intersections, short crossings at most intersections, pedestrian friendly streetscapes, and sidewalk curb extensions. The Soscol Corridor provides less pedestrian friendly sidewalks and holds higher traffic volumes at higher speeds than Downtown. There are also fewer pedestrian-friendly features on the Soscol Corridor. There is a discontinuous class II bike lane on parts of Soscol Avenue, the main thoroughfare of the Soscol Corridor. The City of Napa has a bicycle network made up of various Class 1, II, and III bike lanes and bicycle boulevards. Some of these bicycle lanes cut through Downtown and go along the Soscol Corridor. In addition, the Napa River Trail and the Class I Napa Vine Trail connect to the Downtown and Soscol Gateway Corridor. Barriers to bicycle and pedestrian travel include the natural environment like the Napa River and high traffic volumes and speeds on main arterials such as Third Street and Soscol Avenue. There are two crossings for the river at First Street and Third Street both accommodate pedestrian and bicycle infrastructure.²⁴

FIGURE 3.7 Downtown Bike and Pedestrian Network²⁵



²⁴ City of Napa Downtown Specific Plan Section 6.6 Pedestrian and Bicycle Circulation

²⁵ Source: City of Napa Downtown Specific Plan Figure 6.6

Roadway System - The Downtown Napa Soscol Gateway PDA is bordered by State Highway 29 to the west and State Highway 221 (which becomes 121 when it turns into Soscol) on the east. Silverado Trail (SR 121) is also a main road that runs north-south parallel to Soscol up to Monticello road. The major arterials that feed the PDA include First Street which connects to SR 29 and feeds the downtown area. It is a two-way east-west serving arterial until to California Boulevard and then becomes one-way for westbound traffic between Main and California. Second Street is also a one-way two lane arterial headed eastbound from California to Main Street. Third Street is a two-way east-west arterial that runs parallel to First and Second and connects the downtown to Soscol Avenue. Soscol Avenue is a four lane two-way arterial that runs from Imola Avenue in the South to Trancas Street in the north. Collectors in the PDA include – Main, Coombs, Seminary, and Pearl Streets. The primary access to the PDA from SR 29 is Jefferson Street, Soscol Street, First and Second Streets.²⁶

Future Improvements

Transit Improvements – Future transit improvements potentially include a Bus Rapid Transit system, Light Rail Service, and downtown trolley service.

Napa’s Strategies to Support Transit Development:

- Emphasize the importance of streetscape improvements and pedestrian connectivity as essential strategies for increasing transit ridership.
- Work with NCTPA to identify sources of funding for bus stop upgrades and improvement of amenities.
- Coordinate with NCTPA as it explores a strategy of Bus Rapid Transit service. The downtown area would be a primary destination for Bus Rapid Transit and would require additional infrastructure in terms of stations, potential exclusive rights-of-way, and/or operational modifications.
- Accommodate for buses in the design of streets – understanding that buses need more generous curb radii
- Coordinate with NCTPA as it evaluates the potential for commuter or light rail service and identify downtown Napa as a viable regional transportation hub, central destination and distribution center for tourism.²⁷

Pedestrian Improvements – Downtown Napa streets serve a higher volume of pedestrians than other streets in Napa. In the Downtown Specific Plan, the City of Napa has identified the need to enhance the downtown streets with additional pedestrian friendly amenities such as wider sidewalks spanning at least 10 feet that accommodate pedestrians as well as sidewalk landscaping. Other enhancements in the Downtown include: public art, sidewalk café space, bulbouts, lighting, wayfinding signage, and street furniture.²⁸ Improved pedestrian crossings on Silverado Trail and Soscol Avenue are identified in the Soscol Gateway Study. The Soscol Gateway study identifies two pedestrian bridges that would greatly increase pedestrian circulation along the Soscol Corridor including one over the Napa River extending from Third Street to the Oxbow and COPIA area. This bridge would be in close proximity to the Soscol Gateway Transit Center. The other pedestrian bridge crosses over the railroad tracks spanning from Oil Co. Road to the Napa River Trail.

²⁶ City of Napa Downtown Specific Plan Section 6.2 Existing Roadway System

²⁷ City of Napa Downtown Specific Plan Section 6.5 Public Transit System

²⁸ City of Napa Downtown Specific Plan Section 6.6 Pedestrian and Bicycle Circulation

Bicycle Improvements – The City plans on creating a well connected network of Class I, II, and III bicycle facilities throughout the Downtown Napa and Soscol Gateway PDA. The network will facilitate an east-west and north-south circulation pattern. The Downtown/Soscol bicycle system will also connect to the trails and pedestrian paths along the Napa River and the Oxbow Commons Bypass Channel. Other future bicycle improvements include: Downtown bike-sharing program, reconstructing street frontages to accommodate pedestrians and bicyclists, require downtown developers to contribute to streetscape improvements and the Class I multi-use trail system along the Downtown Napa waterways, and share lane markings.²⁹

Parking and Travel Demand Management- To accommodate future housing and job growth in downtown Napa, the City has outlined a series of parking strategies. Included in these strategies is variable parking pricing, expansion of the parking exemption zone, shared parking for businesses, and implementation of a residential parking permit program. In addition, capital parking improvements identified by the City is an additional 300-400 parking space structure on the west side of Soscol Avenue, and 75-100 additional spaces in the Oxbow District. The Downtown Specific Plan also made a recommendation to adopt revised parking requirements to support the vision of a higher-density, mixed use downtown Napa, where visitors are encouraged to park once and visit several destinations. This recommendation was amended into the general plan. This revision reduced parking ratios by approximately twenty five percent for 2 and 3 plus bedroom units, lowered ratios for office and commercial parking ratios are 20 percent, and remain the same for lodging units at 1 space per sleeping room and 1 space per every 2 employees.³⁰

Table 3.2 Revised Downtown Automobile Parking Standards³¹

Residential Uses		
Single family attached, residential and condominiums and apartments of two or more attached	Per Unit Parking Requirements	
	Studio	1.0
	1 bedroom	1.0
	2 bedrooms	1.2
	3 bedrooms	1.3
Guest parking for the above uses	Not required unless within 200 feet of a residential district, in which case guest parking shall be provided at 1 space per 5 units; or 1 space per 3 units if units take access from arterials or collectors where on street parking is prohibited.	
Commercial and Office Uses		
All uses except hotels and motels, bed and breakfasts which shall use the Citywide standard	3.2 spaces per 1,000 sq. ft. ground floor 2.4 spaces per 1,000 sq. ft. other floors	
Bed and Breakfast Inns	No reduction in ratios. See bed and breakfast standards.	

²⁹ City of Napa Downtown Specific Plan Section 6.6 Pedestrian and Bicycle Circulation

³⁰ City of Napa Downtown Specific Plan Section 6.7 Parking Supply and Demand / Parking Management Plan

³¹ Source: Table 6.2 in the City of Napa’s Downtown Specific Plan Section 6.7 Parking Supply and Demand / Parking Management Plan

Hotels and Motels	1 space per sleeping room plus 1 space for manager plus 1 space for every 2 employees (full or part time) plus, if a hotel has a convention, banquet, restaurant or meeting facilities, parking shall be provided in addition to the hotel requirement, as determined by Planning Commission, based on parking study provided by applicant and acceptable to the City.
Public/Quasi public facilities	Standards are typically established through parking studies of the specific use.

Roadway Improvements - The City has identified a series of roadway improvements in the Downtown Specific Plan. These improvements include the following:

Table 3.3 Capital Roadway Improvements³²

1	California and First and Second Street Roundabouts
2	Implement minor widening of Soscol Avenue between Silverado Trail and Lincoln Avenue to provide four through lanes with a center median and landscaping
3	Widen the southbound approach of the intersection of Silverado Trail at Soscol Avenue to provide one through lane and two left turn lanes
4	Extend Saratoga Drive west to intersect with Silverado Trail (under construction)
5	Complete the missing segment of Terrace Avenue over Cayetano Creek
6	Extend Gasser Drive to Soscol Avenue at a new intersection north of the intersection of Soscol Avenue/Silverado Trail
7	Widen Silverado Trail to provide left turn lane improvements between Soscol Avenue and Third Street
8	Improve the five-legged intersection of Third Street/East Avenue/Coombsville Road/Silverado Trail to improve safety, increase vehicular capacity, and improve level of service.
9	Implement Class II bike lanes on Silverado Trail and Soscol Avenue between Silverado Trail and Third Street

Numbers are for reference only and do not represent a priority order.

The City of Napa also has plans to change the existing one-way First, Second, Third and Fourth Streets to two-way between Main Street and Jefferson. First and Second west of Jefferson to California will remain one-way in each direction. The “concept” is currently being studied to determine if the directions should be reversed. The City plans to install roundabouts at the intersections of First and California and Second and California to improve level of service at these two intersections. The one-way portion of Third Street and Fourth Street in the downtown core is also proposed for two-way in the Downtown Specific Plan. Advantages of converting Napa's one-way streets back to two-way include:

- Provides direct routes to Downtown destinations
- Improves emergency vehicle access to and from Downtown
- Reduces traffic speeds through the Downtown commercial district due to fewer lanes in each direction

³² City of Napa Downtown Specific Plan Appendix C Transportation Analysis

- Slows speeds to improve pedestrian safety
- Increases exposure of adjacent businesses to passing motorists
- Increases access to adjacent properties served by driveways
- Improves wayfinding for bicycle routes
- Improves transfers between bus routes for transit riders; and
- Increases rider recognition and visibility of routes for the Napa VINE system.³³

NCTPA's support of PDA Development in Napa:

- Support the City's efforts to create a “park once and walk’ Downtown atmosphere
- Look for opportunities to implement alternative modes of transportation in the Downtown and Soscol Corridor such as light rail, bus rapid transit, and trolley service
- NCTPA understands the need for infrastructure and streetscape improvements along the Soscol Corridor to support future housing growth. NCTPA will support the City in exploring funding options for the transportation improvements, in particular the pedestrian trails identified in the Soscol Gateway Potential Infrastructure Funding Needs.
- Encourage and support Napa to expand their non-automotive transportation network within the PDA (non-automotive includes transit, pedestrian, and bicycle projects).
- Refine the list of transportation capital improvement projects for the jurisdictions including projects within or within proximate access to the PDAs and identify revenues and financing mechanism to fund them
- Create a strategic transportation plan that prioritizes projects within the county. Some of the prioritizing will be toward the benefit of improving PDAs.
- Support Transportation Demand Management (TDM) efforts within the PDA, such as parking pricing strategies
- Assist with the RHNA process and tracking a jurisdiction’s ability to meet their RHNA allocations

3.2 City of American Canyon

The City of American Canyon is located at the southern end of Napa County between the Napa River and the Sulphur Spring Mountain Range. The City has a 2010 population of 19,454 residents. American

American Canyon experienced a 99% population growth from 2000 to 2010 - far surpassing any other jurisdiction in Napa County

Canyon has experienced the greatest percentage increase in population of any jurisdiction in Napa County in the last twenty years, including a 99 percent growth in population from 2000 to 2010. The City’s median household income is \$68,512 and the median age is 36.8 years. As of 2010, the median home value was \$281,328 dollars.³⁴

The City of American Canyon is an entry point for most visitors to the Napa Valley. American Canyon, bordered by Highway 37 to the south, Highway 12 to the north serves as a throughway to reach Napa Valley for visitors coming on Highway 80. An obstacle to establishing a vibrant Priority Development Area in American Canyon is high posted speed limits and lack of complete street features along Highway 29, which currently serves as an east-west divide

through the heart of the City.

³³ City of Napa Downtown Specific Plan Section 6.3 Roadway System Improvements

³⁴ City of American Canyon Community Profile 2011

The City encompasses a variety of suburban density tract residential neighborhoods, several mobile home parks, three apartment projects, several recent commercial shopping centers and some vacant and underutilized properties along Highway 29, a large industrial park on the north side of the City, and open space.³⁵

Hwy 29 Corridor

Built in the 1970's Highway 29 is a four-lane, center divided regional highway. Highway 29 runs through the center of American Canyon. The Highway corridor is often the first and last impression made on visitors as they make their way through the City. Development along the corridor varies from the northern end of American Canyon where commercial, industrial and some rural residential is located, to the heart of the City which contains a shopping center and high density residential, to the southern end where low density residential is located. The majority of the traffic on Highway 29, through American Canyon, is single occupancy vehicle pass through traffic, meaning the vehicles are not arriving or departing in American Canyon. Highway 29 has an Annual Daily Traffic Volume (ADT) of approximately 40,000 vehicles. With its high volume and speed, and little pedestrian and bicycle infrastructure, Highway 29 is very vehicle centered and therefore presents a challenge for encouraging a complete community within the Highway 29 Corridor PDA.

Highway 29 Corridor Vision

In 2008 the City of American Canyon City Council adopted a vision for Highway 29.

Highway 29 Corridor Vision:

- Highway 29 is a thriving retail, service and residential hub for the community with new open space and gathering places and well-integrated circulation for pedestrians, bicyclists and vehicles.
- Highway 29 will provide opportunity for new and unique businesses and catalyst projects.
- Highway 29 will continue to function as the primary north/south automobile route for residents and commuters while also providing well integrated travel lanes and pathways for pedestrians and cyclists.
- Improvements will be made along the corridor to enhance pedestrian and cycling opportunities and safety along the busy corridor. East-west vehicle, pedestrian, and bicycle connectivity will be improved to breach the divide and provide greater safety for shopping and west-side student access to the new High School on the east side of town.
- Traffic calming measures replace the "stop and go" experience on Highway 29 with a slower, and even travel speed through intersection improvements, highway beautification, and fewer individual curb cut access ways.
- Mixed use and higher density residential projects along the corridor will boost transit ridership to BART stations in the East Bay, the Vallejo Ferry to San Francisco, and to local wine industry jobs in American Canyon, the Napa Airport Industrial Park, and North County.³⁶

³⁵ City of American Canyon General Plan Housing Land Use Element

³⁶ City of American Canyon PDA Application

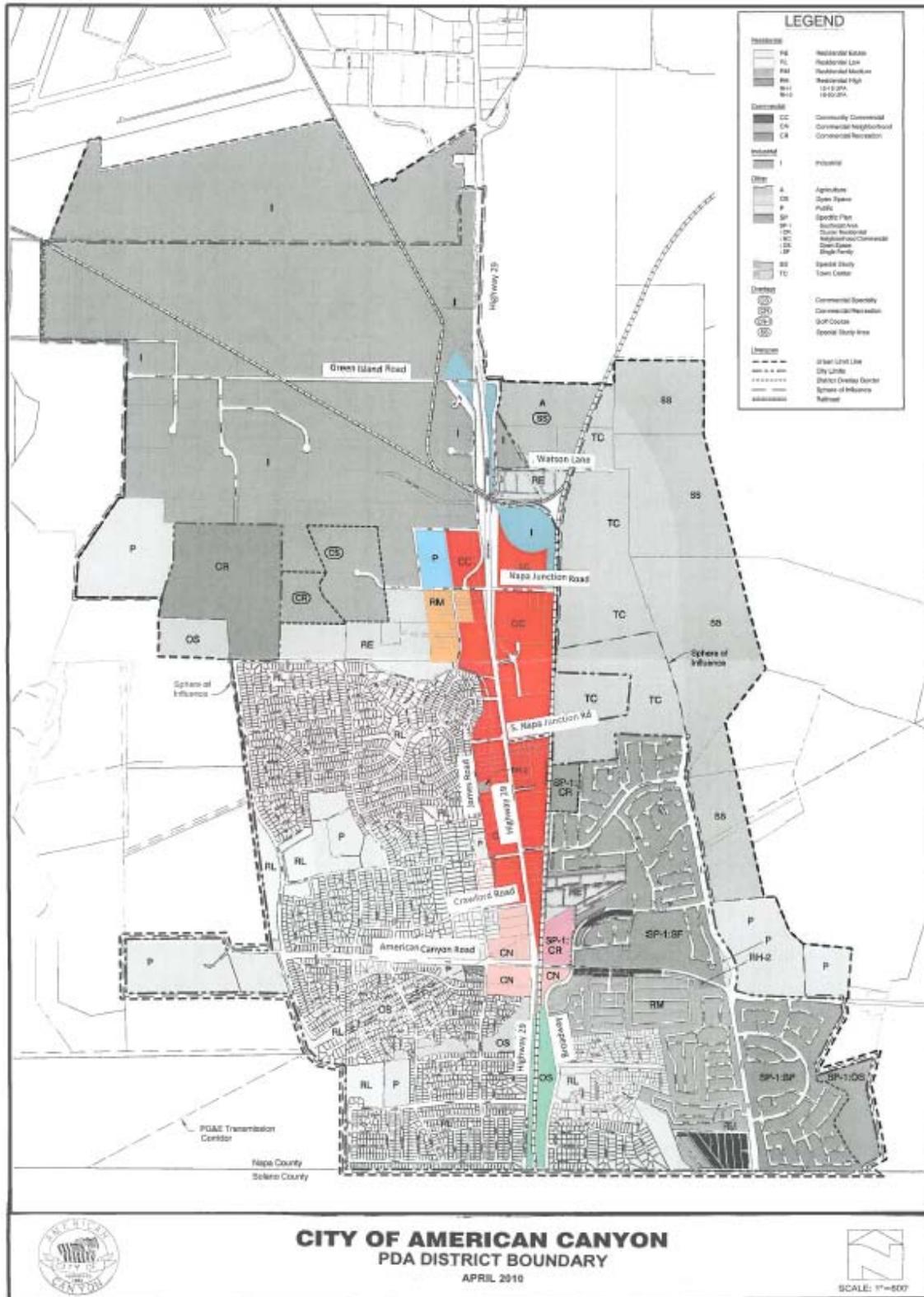
Table 3. 4 American Canyon PDA

American Canyon – Hwy 29 Mixed Use Corridor PDA		
Area Name and Location	Highway 29 Corridor	
Area Size	225 Acres	
Public Transit Serving the Area	The VINE and American Canyon Transit	
Place Type	Mixed Use Corridor	
	Current Conditions (2008)	Future Goal (2035)
Total Housing Units	272	652
Total Jobs	593	1,993
Net Project Density (New Housing)	35 du/acre	TBD
Minimum/Maximum FARs (New Employment Development)	1.5 FAR	TBD

American Canyon Highway 29 Corridor:



FIGURE 3.8 American Canyon PDA



Physical Landscape

The American Canyon PDA's geographic boundaries are generally Green Island Road on the north, James Road on the west, the railroad tracks on the east, and the City of Vallejo on the south. The northern end of the PDA near Napa Junction Road contains Napa Junction Elementary School, City of American Canyon Administration offices and City Hall, and the Napa Junction shopping center. The shopping center consists of one major anchor retailer – Walmart, and other retail stores and restaurants, as well as high density residential. Below the Napa Junction center on the east side of the Highway 29 is Adobe Lumber, and on the west of Highway 29 are the Broadway Market and a Garden Statuary store. Further south along Highway 29 is interspersed office and commercial space, lodging, religious institutions, restaurants, retail, and low density residential. The west side of the PDA also contains the City Library, the American Canyon Fire Protection District, and the Chamber of Commerce.

Housing

There are currently 272 apartment housing units within the PDA. On the west side of the Highway 29 the majority of housing is low density single family residential units. On the east side of the PDA there are high density residential units at The Lodge at Napa Junction.³⁷

Mixed use and higher density residential projects along the corridor will boost transit ridership to BART stations in the East Bay, the Vallejo Ferry to San Francisco, and to local wine industry jobs in American Canyon, the Napa Airport Industrial Park, and North County.

Market Conditions

The top five employers in American Canyon are Walmart- 426 employees, Amcam Beverages - 155 employees, G.L. Mezzetta – 150 employees, Kona Coast Food Productions – 150 employees, and American Canyon High School – 100 employees.³⁸ In December of 2010 the City annexed approximately 300 acres east of Highway 29 east of the Napa Junction Retail Center for a future Town Center which will consist of up to 1600 single and multi-family residential units and a mix of urban uses such as retail and tourism/entertainment uses. This development could bring significant economic growth to the city and establish a new distinct neighborhood.

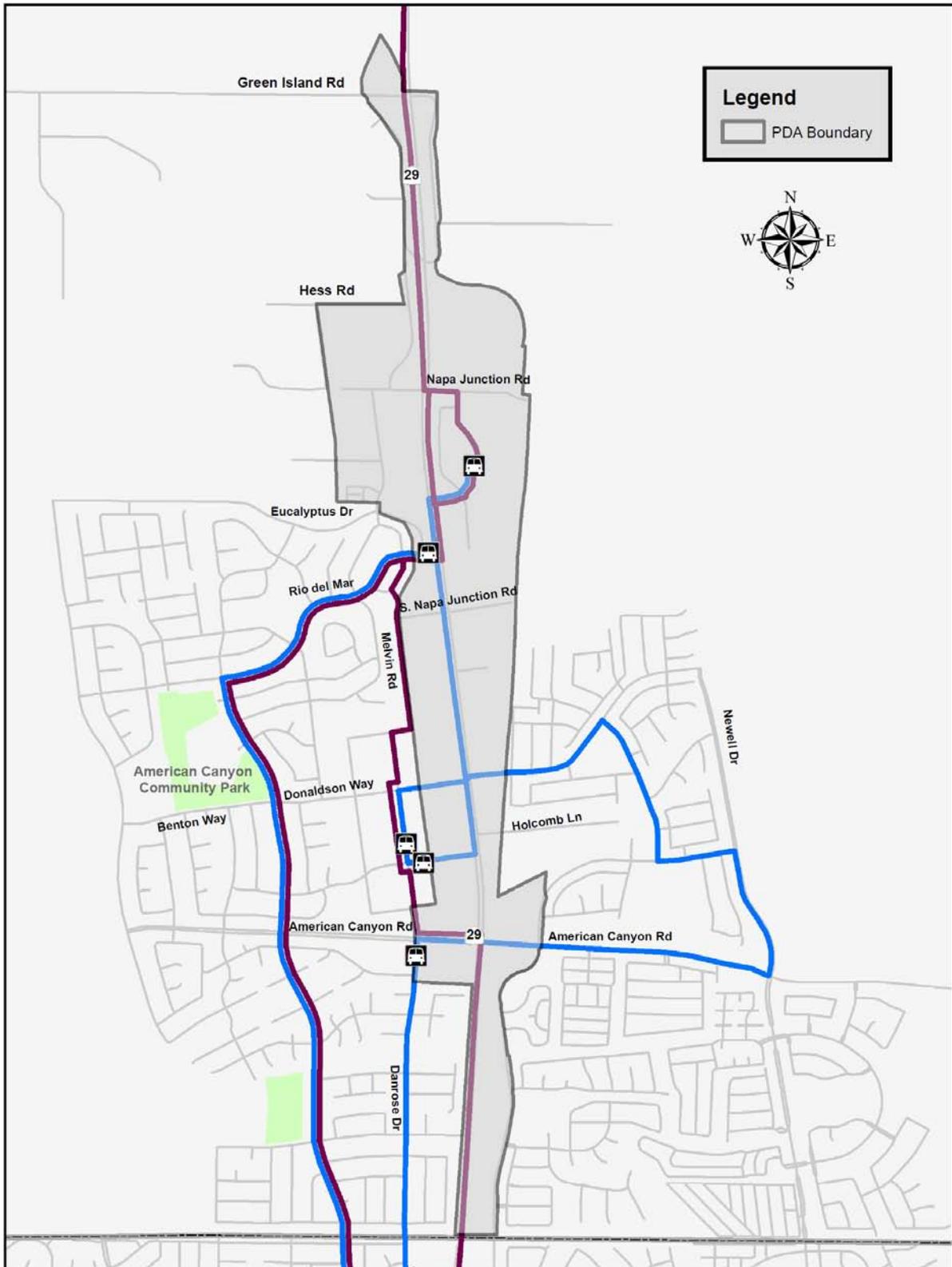
Transportation: Existing Conditions

Transit – American Canyon is served by VINE Routes 11 and 29 and American Canyon Transit. American Canyon Transit is a deviated fixed route bus service that provides service along Highway 29, Rio Del Mar, Donaldson Way, Elliot Drive, and American Road. The VINE Route 11 is a fixed route service that runs along Highway 29, Napa Junction Road, Rio Del Mar, and Donaldson Way. Route 11 provides a regional service for residents wanting to travel north to Napa or south to the Vallejo Ferry Terminal. Route 29, which is the commuter express route, operates along Highway 29, as well as Melvin and James Road taking residents as far north as the City of Calistoga and as far south as the El Cerrito Del Norte BART Station.

³⁷ City of American Canyon Housing Element B-30

³⁸ City of American Canyon Community Profile 2011

FIGURE 3.9 American Canyon PDA Map Existing Transit Circulation



Bicycle and Pedestrian – Highway 29 poses a north-south divide with limited safe access for bicyclist and pedestrians travelling north or south, or crossing the Highway. Because Highway 29 serves as a local main street there is a need to accommodate bicyclist and pedestrians. There are a few spans of safe pedestrian access on Highway 29 in the form of a Class I multipurpose path and discontinuous segments of sidewalk on Donaldson Way, American Canyon Road, Napa Junction Road, Theresa Avenue, and South Napa Junction Road. Currently, there is little pedestrian access on Highway 29. The existing pedestrian crossings are as follows:

- Pedestrian crosswalk at Highway 29 and Napa Junction Road
- Class I multipurpose path along Highway 29 from Napa Junction Road to Eucalyptus Drive
- Crosswalk at Rio Del Mar and Highway 29
- Crosswalk at Donaldson Way and Highway 29
- Crosswalk at American Canyon Road and Highway 29

Although there is an existing bicycle network consisting of Class I, II, and III bike lanes in American Canyon, much of it is located outside of the Highway 29 PDA. Existing bike routes inside the PDA include a include a Class I multipurpose path on the east side of Highway 29 in front of the Napa Junction Center that parallels Highway 29 from Napa Junction Road to Eucalyptus Drive.

American Canyon Highway 29 Corridor:



Photo Courtesy: Napa Valley Register

Roadway System – The Major Highways surrounding the PDA include, Interstate 80 to the south, Highway 37 to the south, Highway 12 to the north, and Highway 29. The major arterials that feed Highway 29 through the American Canyon PDA are American Canyon Road and Flosden Road. American Canyon Road runs east-west bisecting the PDA at the southernmost tip. Flosden Road does not connect to Highway 29 but it is a major north-south arterial that feeds vehicles from Highway 37 to American Canyon Road. Collectors that serve the PDA include – James Road, Eucalyptus Drive, Donaldson Way, Elliot Drive, Theresa Avenue, Green Island Road, Napa Junction Road, South Napa Junction Road, Poco Way, Rio Del Mar, Paoli Loop, Lombard Road, Kimberly Road, Crawford Way, Melvin Road, Silver Oak Drive, and Broadway.

Future Improvements

Transit Improvements – Transit Improvements include the continuation of the Citywide Trip Reduction Ordinance, a potential multi-modal transit center within the City limits, better transit connections to regional transit modes such as BART and the Vallejo Ferry. The City will also consider, the possibility of light rail, and will establish a marketing and educational program to promote transit, bicycling and other alternative modes of transportation.³⁹

Table 3.5 Future Transit Improvements⁴⁰

1	Improved BRT
2	Investigate rail transit feasibility
3	Bus turnouts and Transit Center

American Canyon’s Policies to support Transit Development:

- Encourage developers to work with agencies providing transit service with the objective of maximizing the potential for transit use.
- Promote the development of a multi-modal transit center within the designated Community Center, Town Center, or other locations that facilitate transit use by the City’s residents and is compatible with surrounding land uses.
- Consult and coordinate with the various transit agencies in order to bring about improved transit service to the City of American Canyon.
- Provide transit linkages between the Community Center or Town Center and regionally-related transit such as BART, commuter railway and the Vallejo ferry.

Bicycle and Pedestrian Improvements – The City of American Canyon’s goal is to provide a citywide system of safe, efficient and attractive bicycle and pedestrian routes for commuter, school and recreational use. The City has identified future bicycle and pedestrian routes as part of the Countywide Bike Plan which includes future class I, II, and III facilities within the PDA.⁴¹

³⁹ City of American Canyon Circulation Element – Transit Policies

⁴⁰ City of American Canyon PDA Application

⁴¹ City of American Canyon Circulation Element – Bicycle, Pedestrian and Equestrian Facilities

Table 3.6 Future Bicycle and Pedestrian Improvements⁴²

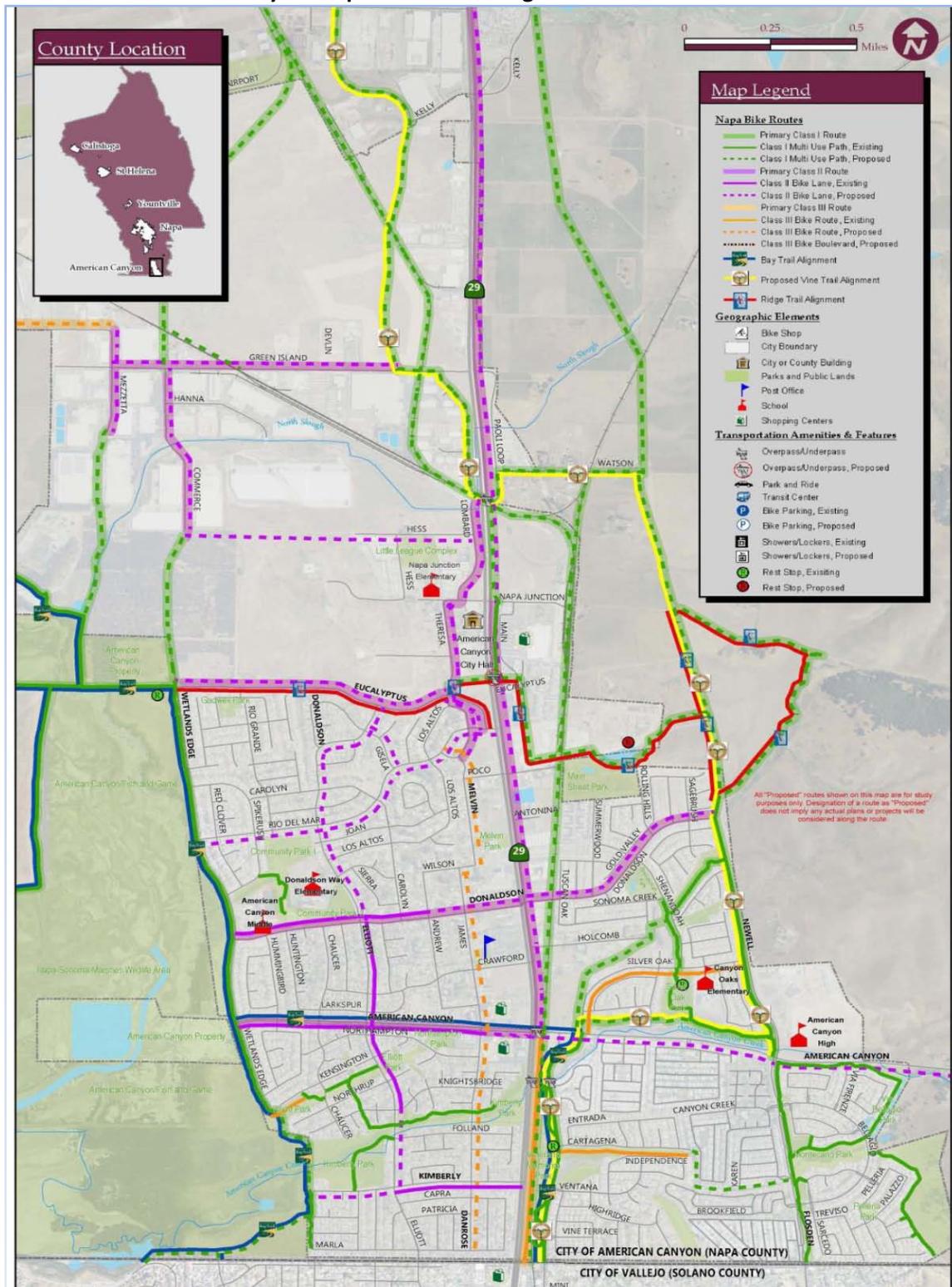
1	Construct new and replacement sidewalks on Highway 29
2	Separated bicycle paths along Highway 29 and across Highway 29
3	Pedestrian overcrossings for Highway 29
4	Bicycle/Pedestrian Bridge parallel to Highway 29 over railroad

Policies to support Bicycle and Pedestrian travel:

- Maintain existing pedestrian facilities and require new development to provide pedestrian walkways between developments, schools and public facilities.
- Design and construct safe bicycle and pedestrian crossings of SR-29 at key locations that provide safe crossings for children and seniors.
- Provide pedestrian and bicycle linkages between all residential areas and employment centers within the City.
- Promote the transition of abandoned rail rights-of-way to trails.
- Require that sufficient and secure bicycle parking be provided in all parking areas.

⁴² City of American Canyon PDA Application

FIGURE 3.10 American Canyon Proposed and Existing Bike Lanes from Circulation Element⁴³



⁴³ Source: City of American Canyon Circulation Element Figure 1

Parking and Travel Demand Management – To curb future single occupancy vehicle trips, American Canyon will continue the Citywide Trip Reduction Ordinance. The City’s goal is to limit congestion on Highway 29, local arterials and collectors around the city.⁴⁴

Table 3.7 Future Travel Demand Management⁴⁵

1	Traffic Calming through adjacent neighborhoods
2	Construct park and ride lot

Policies to support improvement in circulation:

- Require nonresidential developments to provide employee feasible incentives for utilizing alternatives to the conventional single occupant automobile (i.e. carpools, vanpools, buses, bicycles, walking, telecommuting, etc.).
- Support national, state and regional legislation directed at encouraging the use of carpools and vanpools.
- Promote ridesharing through publicity and provision of information to the public.
- Encourage the preservation and development of freight and passenger/commuter rail.
- Encourage the development of a telecommunications center within the City to reduce vehicle miles traveled.
- Utilize synchronized traffic signals, where appropriate, to improve traffic flow efficiency.

American Canyon’s goal is to limit congestion on Highway 29, local arterials and collectors.

Roadway Improvements – Capital improvements in the PDA include the reconstruction of Highway 29, street medians and tree line streetscapes, landscape parkway improvements, and added street lights. The following roadway improvements have been identified by the City of American Canyon and lie within or in proximate access to the Highway 29 Corridor PDA:

Table 3.8 Capital Roadway Improvements⁴⁶

1	Eucalyptus Road Realignment/Widening	Realign Eucalyptus Drive from Theresa Road to intersect with Hwy 29; remove signal at Rio Del Mar; construct auxiliary lane southbound on Hwy 29 between Napa Jct Rd. and Rio Del Mar.
2	SR 29 – Napa Jct Rd Intersection Improvements	Improvements to SR 29 and Napa Jct Rd. intersection including SR 29 widening and Napa Jct Rd. widening
3	Theresa Ave. Sidewalk Project	Construct sidewalk on Theresa Ave. to Eucalyptus Drive.
4	Annual Pedestrian Improvement Project	Design for extending sidewalk westerly on Rio Del Mar from SR 29 to Cassayre; sidewalk along SR 29 from Rio Del Mar to Donaldson Way and sidewalk along Donaldson Way from SR 29 to James Road.
5	Newell Drive, Silver Oak Trail to	One additional lane from Silver Oak Trail to Donaldson Way.

⁴⁴ City of American Canyon Circulation Element – Transportation Demand Management

⁴⁵ City of American Canyon PDA Application

⁴⁶ City of American Canyon Capital Improvement Plan

	Donaldson Way	Includes curb, gutter and sidewalk
6	Newell Drive, Donaldson Way to Eucalyptus	Extend Newell Drive from Donaldson Way to Eucalyptus Dr. as a two-lane collector. Obtain right-of-way for a four lane collector.
7	Paoli Loop Upgrade	Upgrade Paoli Loop Road to a two-lane industrial road. Widen shoulders and redesign the southwest loop radius.
8	South Napa Jct, 2 lanes (Hwy 29-Newell)	Widen South Napa Junction Road to a major collector from SR 29 to Newell Drive.
9	Green Island Road, Paoli Loop Rd to Commerce Blvd.	Add 2 lanes from Paoli Loop to Commerce Boulevard.
10	Traffic Enhancements	Pedestrian bridge, grade separated railroad crossings, landscaping, etc, primarily along SR 29
11	Eucalyptus Road West of Theresa Ave.	Improve Eucalyptus Drive from Wetlands Edge Road to SR 29 as a two-lane collector.
12	Commerce Blvd. Extension	Extend Commerce Way from the end of the existing cul-de-sac to Eucalyptus Drive as a two-lane collector. Paving, curb, gutter and sidewalk.

Numbers are for reference only and do not represent a priority order

American Canyon Policies to guide Roadway Improvements:

- Establish a street system hierarchy within the City of American Canyon that is defined, yet flexible enough to address the unique circumstances that may arise.
- Reserve rights-of-way for future roadways, extensions or widening.
- Prioritize existing and future facility needs in order to properly allocate limited funds to areas of highest need.
- Pursue the timely extension of Flosden Road (and consider the phasing of east/west connectors to Highway 29), including the realignment of its intersection with American Canyon Road, and the development of other necessary primary north-south roadways such as the Western Parallel along the wetlands edge.
- Review the need for extending east-west roadways across SR-29 to the east side of the City.
- Improve the connection between Green Island Road and SR-29.
- Consider alternative circulation concepts that provide street or driveway connectivity between parcels fronting on SR-29 to consolidate driveway access along SR-29 as well as consolidate parking for the businesses along this roadway.
- Consider whether it is appropriate to establish a transportation benefits district for the area along the American Canyon Road Corridor east of SR-29.
- Implement an impact fee system in order to offset the cost of transportation required by new development.
- Create a second access to the Green Island Industrial Park, possibly through the construction of the new Wetlands Edge Road and Devlin Road extension from the north.
- Provide linkages between industrially zoned areas, paying specific attention to connecting the industrial areas north and south of the railroad tracks.⁴⁷

⁴⁷ City of American Canyon Circulation Element Consistency and Compatibility

NCTPA's support of PDA Development in American Canyon:

- NCTPA is currently developing the SR 29 Gateway Study and anticipates that additional roadway, transit, bike and pedestrian improvements along the corridor will be defined by this plan.
- Continue to work with the City to identify resources for more specific plans for the PDA – because the American Canyon PDA is a potential PDA, more detailed planning is needed. NCTPA will work with the City to identify resources to support planning efforts, as well as assist in transportation planning for the PDA.
- NCTPA understands the need for infrastructure and streetscape improvements along the Highway 29 Corridor to support future housing growth. NCTPA will support the City in exploring funding options for the transportation improvements, in particular the pedestrian trails identified in the General Plan Circulation Element.
- Encourage and support American Canyon to expand their non-automotive transportation network within the PDA (non-automotive includes transit, pedestrian, and bicycle projects).
- Support Transportation Demand Management (TDM) efforts within the PDA
- Assist with the RHNA process and tracking a jurisdiction's ability to meet their RHNA allocations
- Refine the list of transportation capital improvement projects for the jurisdictions including projects within the PDAs and identify revenues and financing mechanism to fund them
- Create a strategic transportation plan that prioritizes projects within the county. Some of the prioritizing will be toward the benefit of improving PDAs.

CHAPTER 4: NEXT STEPS

In fall 2013, NCTPA will kick off Napa's Countywide Transportation Plan, scheduled for adoption in 2014, which will provide countywide transportation goals and priorities. The focus of the transportation plan will be to set priorities for future transportation projects over the next 25 years. This plan will also respond to new policies such as SB 375, which mandate reductions in greenhouse gas emissions and vehicle miles traveled.

The Countywide Transportation Plan will go beyond traditional transportation planning, focusing on the integration of transportation with land use and local policies that drive land use patterns. This focus on land use, not only represents a shift in transportation planning, it represents a shift in work done by NCTPA. New legislation and requirements such as the SCS have extended NCTPA's role beyond the scope of strictly transportation. An example of this would be the recent Regional Housing Needs Allocation process, where NCTPA was the entity representing the Napa Subregion for the purpose of determining a methodology and distributing housing allocations for the 2014-2022 RHNA cycle.

NCTPA will also focus agency efforts on developing project specific plans and advocacy to bring greater attention to the County's (with focus on the PDAs) infrastructure needs and funding challenges. This will involve coordinating with federal, state, and regional partners to prioritize investments in the County's PDAs. NCTPA will stay abreast of funding and regulatory opportunities and identify financing mechanisms to support sustainable development, and encourage a rich mix of affordable housing and employment to remove barriers to PDA development and growth.

This PDA Investment and Growth Strategy is a harbinger for NCTPA's focus on sustainable development within the county's PDAs. Moving forward, NCTPA will work with the jurisdictions to develop baseline

data for each PDA and identify housing, employment, and growth goals and objectives to measure PDA progress. Data to be assessed will include: employment, housing, vehicle miles traveled, and percent of non-auto trips. This will further inform NCTPA's development of policies and planning strategies, and identify ways that NCTPA can support local jurisdictions in making future investment decisions in PDAs.

APPENDIX A: GLOSSARY OF TERMS

Affordable Housing - Housing that can be purchased or rented by a household with very low income (earning below 50 percent of the area median income), low income (earning between 50 percent and 80 of the area median income), or moderate income (earning between 80 to 120 percent of the area median income) based on a household's ability to make monthly payments necessary to obtain housing. Housing is considered affordable when a household pays less than 30 percent of its gross monthly income (GMI) for housing, property taxes, insurance, and utilities.

Assembly Bill 32 (AB 32) – California Global Warming's Solutions Act of 2006. AB 32 requires California to lower greenhouse gas emissions to 1990 levels by 2020.

Association of Bay Area Governments (ABAG) – A comprehensive regional planning agency and Council of Governments for the nine counties and 101 cities and towns of the San Francisco Bay region. The Bay Area is comprised of nine counties: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, Solano, and Sonoma.

Bay Area Rapid Transit (BART) – Bay Area high-speed rapid rail network.

Bay Area Air Quality Management District (BAAQMD) - is the public agency entrusted with regulating stationary sources of air pollution in the nine counties that surround San Francisco Bay: Alameda, Contra Costa, Marin, Napa, San Francisco, San Mateo, Santa Clara, southwestern Solano, and southern Sonoma counties

Bay Conservation and Development Corporation (BCDC) – was established in 1965 as the nation's first state coastal management agency.

Bike Facilities - These include Class I, Class II and Class III Bike Facilities. A Class I Facility, typically called a "bike path" or "multi-purpose path", provides bicycle travel on a paved right-of-way completely separated from any street. A Class II Facility often referred to as a "bike lane," which provides a striped and stenciled lane for one-way travel on either side of a street or highway. A Class III Facility, generally referred to as a "bike route," provides routes through areas not served by Class I or II facilities or to connect discontinuous segments of a bikeway. Class III facilities can be shared with either motorists on roadways and is identified only by signing.

Bulbout- A traffic calming measure, primarily used to extend the sidewalk, reducing the crossing distance and allowing pedestrians about to cross and approaching vehicle drivers to see each other when vehicles parked in a parking lane would otherwise block visibility.

Bus Rapid Transit (BRT) - is a term applied to a variety of public transit systems using buses to provide faster, more efficient service than an ordinary bus line. Many times this is achieved through a designated bus lane or right of way.

Caltrans – California Department of Transportation.

California Environmental Quality Act (CEQA) - Enacted in 1970 and amended through 1983, established state policy to maintain a high-quality environment in California and set up regulations to inhibit degradation of the environment by instituting a statewide policy of environmental protection.

Capital Investment Program (CIP) – Is a plan that identifies future infrastructure needs for a municipality.

Congestion Management Agency (CMA) - develops and updates the legislatively required Congestion Management Program (CMP), a plan that describes the policies and strategies to address congestion problems in the county, and ultimately protects the environment with strategies to help reduce greenhouse gas emissions.

Congestion Mitigation and Air Quality Program (CMAQ) – program that funds surface transportation projects and other related efforts that contribute air quality improvements and provide congestion relief.

Density Units (du) - The number of residential dwelling units per acre of land. Densities specified in General Plans are expressed in units per gross developable acre.

Environmental Impact Report (EIR) - A document used to evaluate the potential environmental impacts of a project, evaluate reasonable alternatives to the project, and identify mitigation measures necessary to minimize the impacts. The California Environmental Quality Act (CEQA) requires that the agency with primary responsibility over the approval of a project (the lead agency) evaluate the project's potential impacts in an Environmental Impact Report (EIR).

Federal Highway Administrations (FHWA) - The agency within the U.S. Department of Transportation that supports State and local governments in the design, construction, and maintenance of the Nation's highway system (Federal Aid Highway Program) and various federally and tribal owned lands (Federal Lands Highway Program).

Federal Transit Administration (FTA) - The agency within the U.S. Department of Transportation that provides funding and technical assistance for local public transit systems.

Floor Area Ratio (FAR) - regulates the intensity of non-residential development, is the ratio of the total floor area of a building to the size of the land or parcel on which it sits.

FOCUS – An ABAG regional development and conservation strategy that promotes a more compact land use pattern for the Bay Area. It unites the efforts of four regional agencies into a single program that links land use and transportation by encouraging the development of complete, livable communities in areas served by transit, and promotes conservation of the region's most significant resource lands

Greenhouse Gas (GHG) – Air pollutants such as carbon dioxide (CO₂), methane (CH₄), nitrous oxide (N₂O), and fluorinated gases.

Infill Development - The development of new housing or other buildings on scattered vacant lots in a predominantly developed area or on new building parcels created by permitted lot splits.

Infrastructure - Permanent utility installations, including roads, water supply lines, sewage collection pipes, drainage pipes, and power and communications lines.

Level of service (LOS) - A qualitative term describing operating conditions a driver will experience while traveling on a particular street or at an intersection during a specific time interval. It ranges from LOS A (very little delay) to LOS F (long delays and congestion).

Mixed-Use Development - Defined as a development form in which a mix of uses is located in close proximity to each other, sometimes within the same building. The land uses may be stacked on top of each other (i.e., a retail land use on the ground floor with multi-family residential units or offices above). Alternately, the mix could be “horizontal” in nature where, for example, commercial or institutional (school or civic) uses are placed directly next to multi-family residential uses. In all instances the intent of a mixed-use designation is to allow a higher density and intensity of uses that encourage pedestrian activity by placing residents within walking distance of daily needs, reducing automobile dependence.

Moving Ahead for Progress in the 21st Century (MAP 21) – Federal transportation legislation signed into law by President Obama on July 6, 2012. Funding surface transportation programs at over \$105 billion for fiscal years (FY) 2013 and 2014.

Metropolitan Planning Organization (MPO) - Metropolitan Planning Organizations are responsible for planning, programming and coordination of federal highway and transit investments in urbanized areas.

Metropolitan Transportation Commission (MTC) – Is the local MPO tasked with transportation planning, coordinating and financing for the nine county Bay Area.

Napa County Transportation and Planning Agency (NCTPA) – Is a Joint Powers Authority (JPA) made up of all the jurisdictions in Napa County. NCTPA’s duties include transportation policy development and providing the region with transportation planning and funding, as well as serving as the countywide transit provider.

National Environmental Policy Act (NEPA) – is a United States environmental law that established a U.S. national policy promoting the enhancement of the environment and also established the President's Council on Environmental Quality (CEQ).

One Bay Area Grant (OBAG) - a new funding approach that better integrates the region’s federal transportation program with California’s climate law (Senate Bill 375, Steinberg, 2008).

Pedestrian-oriented Development - Development designed with an emphasis on the street sidewalk and on pedestrian access to the building, rather than an auto access and parking areas.

Plan Bay Area – Plan Bay Area is an integrated long-range transportation and land-use/housing plan for the San Francisco Bay Area. It includes the Bay Area’s Regional Transportation Plan, which the Metropolitan Transportation Commission (MTC) updates every four years, and the Association of Bay Area Governments’ (ABAG’s) demographic and economic forecast, which is updated every two years

Priority Conservation Area (PCA) – area of regional significance that has broad community support and an urgent need for protection. These areas provide important agricultural, natural resource, historical, scenic, cultural, recreational, and/or ecological values and ecosystem functions

Priority Development Area (PDA) – are locally-identified, infill development opportunity areas within existing communities. They are generally areas of at least 100 acres where there is local commitment to developing more housing along with amenities and services to meet the day-to-day needs of residents in a pedestrian-friendly environment served by transit.

Regional Housing Needs Allocation (RHNA) – state-mandated process to identify the total number of housing units (by affordability level) that each jurisdiction must accommodate in its Housing Element.

Regional Transportation Plan (RTP) – Carried out by MPOs the RTP is a long-range transportation plan which identifies and analyzes transportation needs of the metropolitan region and creates a framework for project priorities.

Senate Bill 375 (SB 375) – Sustainable Communities and Climate Protection Act of 2008. Sustainable Communities requires ARB to develop regional greenhouse gas emission reduction targets for passenger vehicles. ARB is to establish targets for 2020 and 2035 for each region covered by one of the State's 18 metropolitan planning organizations (MPOs). Requires each of California's MPOs to then prepare a "sustainable communities strategy (SCS)" that demonstrates how the region will meet its greenhouse gas reduction target through integrated land use, housing and transportation planning.

SOV – Single Occupancy Vehicle

Sustainable Communities Strategy (SCS) – Mandated by SB 375 the SCS is a regional blueprint for transportation, housing and land use that is focused on reducing driving and associated greenhouse gas emissions

Transportation Control Measure – strategies to reduce vehicle emissions specifically identified and committed to in State Implementation Plans (SIPs); and are either listed in Section 108 of the Clean Air Act (CAA) or will reduce transportation-related emissions by reducing vehicle use or improving traffic flow.

Transportation Demand Management (TDM) - The application of strategies and policies to reduce travel demand, particularly by single-occupant vehicles during peak commute periods. Instead of increasing roadway capacity, TDM programs focus on using existing transportation systems and modes in ways that contributes less to traffic congestion.

Transportation for Livable Communities – a regional program to support community-based transportation projects that bring new vibrancy to downtown areas, commercial cores, neighborhoods, and transit corridors, enhancing their amenities and ambiance and making them places where people want to live, work and visit.

Transportation Oriented Development – planning and design that seeks to create compact, mixed-use, pedestrian-oriented communities located around public transit.

VMT – Vehicle Miles Traveled

APPENDIX B: PDA APPLICATIONS

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CITY MANAGER
955 School Street
Mailing Address:
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Napa, California 94559-0660
(707) 257-9501
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July 11, 2012

Ken Kirkey, Planning Director
Association of Bay Area Governments (ABAG)
Post Office Box 2050
Oakland, CA 94604-2050

Dear Mr. Kirkey:

On July 10, 2012 the City Council was provided an update on the City of Napa's Priority Development Area (PDA) application. After considering the issues, the Council directed me to revise our PDA application to the "transit neighborhood" place type. This place type provides a strong fit with the characteristics that define Downtown Napa and the Soscol Gateway Corridor, including low to moderate density residential organized around a transit station providing multiple bus lines. Napa County Transportation and Planning Agency's intermodal transit station, located in the relative center of the PDA at Fourth and Burnell streets, is under construction and scheduled for completion in 2013. Moreover, Downtown Napa and Soscol Gateway Corridor serve as retail hubs in the historic center of the community which provide opportunities for well-planned growth. Significant community-based planning has already been completed in the adopted Soscol Gateway Implementation Plan, Gasser Master Plan and recently adopted Downtown Specific Plan. These plans provide for approximately 1,300 housing units consistent with the underlying place type characteristics as envisioned in ABAG's *Station Area Planning Manual*.

Please note that by submitting this application for a PDA, regardless of the place type identified in our application or ABAG's *Station Area Planning Manual*, the City understands that the PDA designation does not establish a commitment by the City to permit or facilitate the development of a specific number of housing units. As noted above, the City's current plans in this area project a total of approximately 1,300 dwelling units by 2030, which is supportive of the expectations of this designation.

Thank you for your continued recognition of the City's role in supporting the FOCUS program and its goals. If you have any questions, please do not hesitate to contact me.

Sincerely,

Mike Parness
City Manager

cc: Mayor Techel and Council Members

RESOLUTION R2012 4

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF NAPA, STATE OF CALIFORNIA, AUTHORIZING THE SUBMITTAL OF APPLICATIONS TO ABAG TO DESIGNATE DOWNTOWN NAPA AND SOSCOL GATEWAY CORRIDOR AS PRIORITY DEVELOPMENT AREAS

WHEREAS, the Association of Bay Area Governments (“ABAG”) and the Metropolitan Transportation Commission in coordination with the Bay Area Air Quality Management District and Bay Conservation and Development Commission (collectively, the “regional agencies”) are undertaking a regional planning initiative called FOCUS; and

WHEREAS, FOCUS program goals support a future regional development pattern that is compact and connected; and

WHEREAS, the regional agencies seek local government partners to create a specific and shared concept where growth can be accommodated in Priority Development Area (“PDAs”) in the region; and

WHEREAS, PDAs must be within an existing community, near existing or planned fixed transit (or served by comparable bus service) and planned for more housing (or is undergoing a planning process for more housing); and

WHEREAS, local governments in the nine county San Francisco Bay Area are eligible to apply for designation of an area within their community as a PDA; and

WHEREAS, the regional agencies are committed to securing incentives and providing technical assistance to designated PDAs so that positive change can be achieved in communities working to advance focused growth; and

WHEREAS, Downtown Napa represents a potential PDA which is characterized as the planning area boundaries of the City’s Downtown Specific Plan including generally Polk, Clinton, Caymus Streets to the north, Jefferson to the west, Division and Third Streets to the south, and the Napa River to the east; and

WHEREAS, Soscol Gateway Corridor also represents a potential PDA which is located in the southern part of Napa generally between Silverado Trail and Soscol Avenue south of Silverado Trail to the east, the Napa River to the west, Highland Drive to the north, and Imola Avenue to the south.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Napa, as follows:

APPENDIX B

Area Overview - The City of Napa is a community of approximately 77,000 residents located in the northern part of the San Francisco Bay Area. It is the largest of five incorporated cities in Napa County, serving as the County seat and providing a gateway to the world famous Napa Valley. The City of Napa in its own right has become a world class destination that offers a unique environment of entertainment, culinary and wine-related experiences in a modest-sized urban environment that is surrounded by agriculture and open space.

Since 2000, Napa has experienced significant growth. This is particularly true in Downtown Napa and along the Soscol Gateway corridor—a significant connection between Downtown Napa, Highway 29 and the greater Bay Area. Several mixed use commercial-residential and hotel developments have been constructed in these areas in recent years reflecting Napa's smart growth principles and strong city-centered planning practices. To retain existing commercial uses and encourage new commercial and residential development in the downtown and its environs, Napa prepared comprehensive master plans for Downtown Napa and the Soscol Gateway area. These comprehensive plans propose 1,274 housing units (976 net new units) in the 20 to 30 year horizon. Although development recently slowed resulting from the national recession, the vision remains as a solid foundation for attracting and retaining new local-serving uses, hotels and residential development in the future.

Area Vision - The Downtown Napa/Soscol Gateway area will guide public and private investment in this area, which is being transformed by the Napa River Flood Protection Project. As outlined in adopted plans for the area, the vision provides an overall framework for land use, circulation, open space, and the foundation for new neighborhoods and revitalization of existing neighborhoods. The Soscol Gateway Corridor Plan contains 376 acres, including 24.7 acres of land rezoned to accommodate the transit center and mixed residential-commercial uses, a 2.5-acre portion of the Napa Expo, and the 80-acre Gasser site. Construction is underway for the NCTPA transit center and Gasser South development which includes a 12-screen movie theater and 30,000 square feet of associated commercial-retail space in an entertainment village. Also, community-serving facilities are either near completion or are completed, including a 60-bed homeless shelter and 24 units of transitional housing, and 30,000 square feet of office space for non-profit organizations is planned. Future development of Gasser North includes Tulocay Village and Tulocay Square —a mixed-density residential neighborhood with 80,000 square feet of commercial-retail space. Within the Soscol Gateway Corridor, a minimum of 458 new housing units are planned at densities up to 40 du/acre, including 20% affordable housing to lower-income residents. These neighborhoods will connect to 13 acres of open space and wetlands through a network of public use trails linking the commercial development, Napa River trails and Downtown Napa.

Similarly, the Downtown Specific Plan enhances Napa's unique, colorful and historically significant Downtown to meet the needs of existing and new residents, while continuing to draw visitors from around the region and world. The pursuit to prepare the Downtown Napa Specific Plan, which began in 2009 and was adopted by the Napa City Council in May 2012, will provide the guiding framework for realizing the vision of a vibrant, healthy and balanced pedestrian-oriented city center. To help achieve its objectives, the Specific Plan outlines a set of recommended improvements to cultivate a physically attractive, economically healthy and socially animated city center where people choose to live and visit. This includes establishing an appropriate mix, density and orientation of residential and commercial uses to improve the business environment and provide people with more opportunities to live, work and play in Downtown Napa. It also entails enhancing the auto, transit and bicycle circulation network and pedestrian streetscape. Such improvements will allow people to have easy and efficient access into and out of Downtown, as well as great mobility options throughout the city core.

Both the approved Soscol Gateway Corridor vision and the Downtown Napa Specific Plan help to achieve Napa's overall community vision of protecting farmland and vineyards surrounding the community while focusing development inside the Rural Urban Limit (RUL). This helps support citizen-initiated efforts to provide efficient, well-designed use of land by mixing jobs and housing in one place. Additionally, this vision provides opportunities to create neighborhoods close to services, including countywide and regional transit, and to integrate open space into the community fabric.

APPENDIX B

Public transit is a significant part of Napa's future plans for success. The NCTPA operates Napa's fixed route transit service (VINE) which serves greater Napa County and destinations in Solano and Sonoma Counties. Napa's existing transit hub is located in Downtown Napa, less than one-quarter mile from the Soscol Gateway area. Scheduled to be completed in 2013, a new intermodal Transit Center is currently under construction on the southwest corner of Fourth and Burnell Streets. The new Transit Center will be centrally located one block east of Downtown Napa, one block south of the Oxbow Public Market, and immediately adjacent to the Napa County Expo and Soscol Gateway area and will provide transit with 20-minute headways with access to light rail and commuter services, as well as close proximity to a future boat dock capable of ferry service as future opportunities arise.

Planned Priority Development Area - The Downtown Napa/Soscol Gateway PDA generally follows the boundaries the Soscol Gateway Corridor as outlined in Napa's adopted Soscol Gateway Vision (2004) and the Soscol Gateway Redevelopment Project Area (2007). The Downtown Specific Plan area boundaries include the Napa River on the east, Division and Third Streets on the south, and Jefferson Street on the west. The northern boundary generally follows the zigzagging edge of the existing "Downtown Commercial" zoning area boundary adjacent to northern residential neighborhoods along Polk and Caymus Streets west of Soscol Avenue. The boundaries extend east to include the Oxbow Public Market and former Copia site east of Soscol Avenue. The Planning Area encompasses approximately 58 acres.

Napa County is a predominantly agricultural community and the City of Napa, along with the four other incorporated cities within the County, are served by Highway 29 and Silverado Trail (from Napa north to Calistoga) which extends through the vast agricultural and open space lands ubiquitous in Napa Valley. Much of this land is protected by voter initiative (Measures J and P and the City's RUL) and by recognized conservation areas that cannot be developed in the future, except when specifically associated with agricultural activities or a vote of the people. The Downtown Napa/Soscol Gateway PDA provides for compact, mixed-use development of substantial new residential and commercial uses that will serve existing residents and new residents in the 976 new dwelling units planned for the area. These residential neighborhoods or "villages" will be walkable, located near services and transportation, connected by trails to recreation and open space, and located in and near Napa's historic downtown.

To fully realize and implement the vision of the PDA, resources are necessary to address infrastructure deficiencies, including those primarily related to drainage and circulation (e.g., street, bicycle and pedestrian improvements). General upgrades to roads, road maintenance and traffic delays at key intersections have been identified as deficiencies needing to be addressed with future development. The total cost associated with all infrastructure needs in the Soscol Gateway area is approximately \$50 million. However, many improvements are already underway. New Hartle Court is presently under construction as part of the Gasser Theater Project, and improvements at the Imola/Gasser (Kansas) Street intersections will be completed as part of this project. Within the Downtown Specific Plan area the infrastructure needs are approximately \$38 million, which will create more than 1,600 jobs and bring more than 1,400 people to the Downtown. Densities and floor area ratios are increased along with the creation of flexibility in building height, parking requirements and similar strategies to accommodate the vision for a city-centered, sustainable Downtown with residents living near services. Collectively, these strategies provide increased housing and transportation alternatives to the community and align with regional goals for creating a complete community and planning for land use, transportation and the environment.

Community Involvement – Planning and developing the vision for the Soscol Gateway Corridor involved significant opportunities for community involvement since 2002 when the planning effort began with the visioning process for the Flood Protection Project intended to attract a new river edge and open up previously flood-prone land for development. Numerous planning documents were prepared and each of these documents reflects the public process and numerous opportunities for public input. This includes adoption of the Soscol Corridor/Downtown Riverfront Development & Design Guidelines (2000), Soscol Gateway Vision (2004), Soscol Gateway Implementation Plan (2006), Soscol Gateway Redevelopment Plan and EIR (2007),

APPENDIX B

Soscol Gateway/East Napa Historic Context Statement and Survey Report (2010), and the Preliminary Drainage Plan for Interior Drainage within the study area, which is now complete and final design is underway. The public process supported the regional Vine Trail and citywide River Trail, which will connect through the area and are embraced as key recreational and economic assets to the area. These connections help achieve the objective of providing resources to residents and visitors of the planned PDA. Additionally, the Napa Countywide Bicycle Plan identifies several key routes and links throughout the county, including connections through the planned PDA.

As part of the Downtown planning effort, the City led a broad community-based process that engaged local stakeholder agencies, business and property owners, neighborhood representatives, elected and appointed officials, and members of the public. In order to garner input from the widest range of participants, the community outreach and engagement process was broad in its approach. The process included large community workshops, stakeholder interviews and focus groups, meetings of a steering committee, City Council and Planning Commission sessions, and special outreach events to specific segments of the Napa community such as youth and Latinos. Technical tools, including a comprehensive website and surveys, were also utilized. A 15-member Downtown Steering Committee was also created to bring together representatives from the community to help guide the planning process and provide input on specific tasks. The varied perspectives of the committee members brought a depth and breadth of knowledge and interests to all aspects of the Specific Plan. Over 30 meetings were held as part of this process, and more meetings are scheduled through to completion of the project in April 2012.

Leadership in Planning - The Downtown Napa/Soscol Gateway PDA illustrates leadership in planning by consolidating complex issues into a comprehensive mixed-use development plan for the area to achieve a vision of revitalized existing commercial and residential uses with access to a variety of transportation opportunities, creation of new residential neighborhoods. The PDA establishes the foundation for how mid-sized rural towns can plan for city-centered growth in a way that protects both a community's unique natural and built resources and provides a place for people to live, work and visit. Destination communities do not have to be pristine places to look but not touch. Napa is positioned in the next 20 years to provide leadership in planning for land use, transportation and the environment with the Bay Area region and beyond.



a development and conservation strategy
for the San Francisco Bay Area

Application for Priority Development Area Designation

Enter information in the spaces provided and submit the requested attachments.

Part 1 - APPLICANT INFORMATION & AREA DETAILS		
<u>Attach</u> resolution showing local support for involvement in FOCUS		
a. Lead Applicant -City/County	City of Napa	
Contact Person	Rick Tooker	
Title	Planning Manager	
Department	Community Development Department - Palnning Division	
Street Address	1600 First Street	
City	Napa	
Zip Code	94559	
Phone Number	(707) 257-9530	
Fax Number	(707) 257-9522	
Email	rtooker@cityofnapa.org	
b. Area Name and Location	Downtown Napa/Soscol Gateway Corridor -- The Priority Development Area (PDA) is located generally in the downtown bounded by Polk, Clinton an Caymus Streets to the north, Jefferson Street to the west, Division Street to the south and extends east across the Napa River to Silverado Trail and south to Imola Avenue (see map with PDA bouandaries)	
c. Area Size (<i>minimum acreage = 100</i>)	585 Acres	
d. Public Transit Serving the Area (existing and planned). From this list, please identify at least one route that has minimum 20-minute headways.	The Napa County Transporation and Planning Agency (NCTPA) operates the countywide and regional fixed-route transit (VINE), the main hub of which is currently in Downtown Napa within the PDA. NCTPA is constructing a new multi-model transit center on the southwest corner of Fourth and Burnell Streets which is also located within the PDA in its relative center. This new transit center will be completed in 2013 and will provide more space for VINE's pulse transfer system (where multiple buses arrive and depart at the same time), and the planned PDA will provide 20-minute headways in the area.	
e. Place Type (Identify based on the Station Area Planning Manual or from others in Application Guidelines)	Transit Neighborhood	
	Current Conditions (Year: 2006)	Future Goal (Horizon Year: 2037)
f. Total Housing Units	298	1,274
g. Total Jobs	3,184	5,689

FOCUS is a regional, incentive-based development and conservation strategy for the San Francisco Bay Area. FOCUS is led by the Association of Bay Area Governments and the Metropolitan Transportation Commission in coordination with the Bay Area Air Quality Management District and the Bay Conservation and Development Commission. It is partially funded by a regional blueprint planning grant from the State of California Business, Transportation, and Housing Agency.

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FOCUS Application for Priority Development Area Designation

<p>h. Net Project Density (New Housing)</p>	<p>Existing density ranges are variable in the area by land use designation ranging from 20 - 40 du/ac in the Downtown Commercial area, 10 - 40 du/ac on the Mixed Use sites in the Soscol Gateway area; and 3 - 8 du/ac on the sites set aside for limited single-family residential development.</p>	<p>Within the Downtown Specific Plan area, density ranges have been increased to 20 - 60 du/ac in the core (Downtown I designation), remain at 20 - 40 du/ac in the downtown edge (Downtown II designation), and 10 - 25 du/ac in the transitional area between the downtown and the surrounding neighborhoods (Transition designation)</p> <p>Within the Soscol Gateway area densities are revised by converting 5.3 acres to Mixed Use, 16.9 acres to Transit Village, assigning 2.5 acres at the Napa Expo site to Mixed Use, and applying the mid-range of the number of units assumed in the 1998 General Plan for the area. The density ranges in the Soscol Gateway area are 10 - 40 du/ac on the Mixed Use sites and 3 - 8 du/ac on the limited number of low density residential sites in the area.</p> <p>These revisions provide for 1,274 housing units or 976 net new units in the PDA with approved planning and environmental review (no additional planning is required).</p>
<p>i. Minimum/Maximum FARs (New Employment Development)</p>	<p>1.25 - 4.0 FAR in the Downtown Specific Plan area for commercial use and .35 FAR for Residential/Offices.</p> <p>.35 - .95 FAR in the Soscol Gateway area</p>	<p>The FAR has been increased with the adoption of the Downtown Specific Plan to 5.0 Downtown I designation), 4.0 (Downtown II) and 3.0 (Transition).</p> <p>Within the Soscol Gateway area the FAR is .35 - .95, although far more land is now zoned for multi-family use as part of the Mixed Use designation.</p>

Part 2 – ADDITIONAL AREA INFORMATION		
	Yes	No
<p>a. Is the proposed priority area currently recognized in the General Plan (i.e., called out as TOD, infill etc.)?</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



a development and conservation strategy
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Application for Priority Development Area Designation

b. Have other plans (any targeted planning efforts including specific plans, precise plans, area plans, and supporting environmental studies) been developed within the last 15 years that cover the priority area? Note: If yes, please attach brief list of individual planning efforts and date completed (including web links to electronic versions if available). In the list, identify the primary plan for the area.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Is the proposed priority area within the boundaries of a redevelopment area?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Part 3 – MAPS OF PRIORITY DEVELOPMENT AREA

Attach map(s) showing the proposed boundaries, land use designations and zoning, major transit services, and any other relevant information about the proposed priority area. In your electronic submission, please include GIS files of the PDA boundaries, if available. Photos of current conditions in the priority area are optional.

Part 4 – NARRATIVE

Attach separately a maximum two-page (8½ x 11 with 12 point font) narrative that addresses the following questions and provides any other relevant information.

- What is the overall vision for this area? How does the vision align with the place type selected (See Place Type Development Guidelines p. 18-19 in Station Area Planning Manual)?
- What has to occur in order to fully realize this vision and place type? What has occurred in the past 5 years?
- Describe relevant planning processes, and how community members were involved in developing the vision and/or plan for the area.
- Describe how this priority area has the potential to be a leading example of smart growth for the Bay Area.

Part 5 – POTENTIAL ASSISTANCE REQUESTED (check all that apply)
 Note: Assistance is not being offered at this time. This information will aid the development of tools and incentives for designated areas.

TECHNICAL ASSISTANCE	REQUEST FOR PLANNING GRANTS	REQUEST FOR CAPITAL GRANTS
<input type="checkbox"/> Assistance with policies to implement existing plan <input type="checkbox"/> Assistance with photo- simulations to depict future conditions <input type="checkbox"/> Assistance with local workshops and tours <input type="checkbox"/> Other:	<input type="checkbox"/> Funding for new area-wide specific plan or precise plan <input type="checkbox"/> Funding to update existing area-wide specific plan or precise plan <input type="checkbox"/> Funding for EIR to implement existing area-wide plan <input type="checkbox"/> Other:	<input checked="" type="checkbox"/> Funding for transportation projects (including pedestrian/bicycle) <input checked="" type="checkbox"/> Funding for housing projects <input checked="" type="checkbox"/> Funding for water/sewer capacity <input type="checkbox"/> Funding for parks/urban greening <input checked="" type="checkbox"/> Funding for streetscape improvements <input type="checkbox"/> Other:

Part 6 – INFRASTRUCTURE BUDGET FOR PRIORITY AREA

Attach a completed Excel file on the FOCUS website for entering information about infrastructure needs and funding sources.

FOCUS is a regional, incentive-based development and conservation strategy for the San Francisco Bay Area. FOCUS is led by the Association of Bay Area Governments and the Metropolitan Transportation Commission in coordination with the Bay Area Air Quality Management District and the Bay Conservation and Development Commission. It is partially funded by a regional blueprint planning grant from the State of California Business, Transportation, and Housing Agency.

Part 7 – FOR EMPLOYMENT CENTER PLACE TYPE PROPOSALS <u>ONLY</u>		
Please provide the following information for the <u>entire jurisdiction</u> .		
	Current Conditions (Year:))	General Plan (Horizon Year:))
Total Jobs		
Total Households		
Total Employed Residents		

E-mail this completed application form and attachments requested to FOCUS@abag.ca.gov, and mail one hard copy of this application and attachments requested to the Association of Bay Area Governments, Attn: Jackie Reinhart, P.O. Box 2050, Oakland, CA 94604-2050. Please contact Jackie Reinhart, ABAG Regional Planner, at JackieR@abag.ca.gov or 510-464-7994 with questions about the application.

CITY OF AMERICAN CANYON

Napa Valley's New Destination



November 23, 2009

Jackie Guzman
ABAG Regional Planner
Association of Bay Area Governments
P.O. Box 2050
Oakland, CA 94604-2050

**Subject: FOCUS Priority Development Area Application – Highway 29
Corridor**

Dear Ms. Guzman;

I am pleased to submit the attached Priority Development Area Application for the Highway 29 Corridor in the City of American Canyon. Also enclosed is the signed City Council Resolution supporting this application. If you have any questions, I may be contacted at (707) 647-4355 or by e-mail at bcooper@cityofamericancanyon.org.

Sincerely,
CITY OF AMERICAN CANYON

A handwritten signature in black ink, appearing to read "Brent Cooper".

Brent Cooper, AICP
Community Development Director

Attachment:

FOCUS Application for Priority Development Area



Application for Priority Development Area Designation

Enter information in the spaces provided and submit the requested attachments.

Part 1 - APPLICANT INFORMATION & AREA DETAILS	
<u>Attach</u> resolution showing local support for involvement in FOCUS	
a. Lead Applicant -City/County	City of American Canyon, Napa County
Contact Person	Brent Cooper, AICP
Title	Director
Department	Community Development Department
Street Address	4381 Broadway, Suite 201
City	American Canyon
Zip Code	94503
Phone Number	707-647-4335
Fax Number	707-643-2355
Email	bcooper@cityofamericancanyon.org
b. Area Name and Location	Highway 29 Corridor
c. Area Size (<i>minimum acreage = 100</i>)	225 acres
d. Public Transit Serving the Area (existing and planned)	NCTPA
e. Place Type (Identify based on the Station Area Planning Manual)	Mixed Use Corridor

Part 2 – AREA INFORMATION
A spreadsheet for entering area information on demographics, housing, and land use is provided. Please complete these worksheets with all currently available information and <u>attach</u> .

Part 3 – ADDITIONAL AREA INFORMATION		
	Yes	No
a. Is the proposed priority area currently recognized in the General Plan (i.e., called out as TOD, infill etc.)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Have other plans (any targeted planning efforts including specific plans, precise plans, area plans, and supporting environmental studies) been developed within the last 15 years that cover the priority area? Note: If yes, please <u>attach</u> brief list of individual planning efforts and date completed.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Is the proposed priority area within the boundaries of a redevelopment area?	<input type="checkbox"/>	<input checked="" type="checkbox"/>

FOCUS is a regional, incentive-based development and conservation strategy for the San Francisco Bay Area. FOCUS is led by the Association of Bay Area Governments and the Metropolitan Transportation Commission in coordination with the Bay Area Air Quality Management District and the Bay Conservation and Development Commission. It is partially funded by a regional blueprint planning grant from the State of California Business, Transportation, and Housing Agency.

APPENDIX B

FOCUS Application for Priority Development Area Designation

Part 4 – MAP OF PRIORITY DEVELOPMENT AREA

Attach a map showing the proposed boundaries of the potential priority area and any other relevant information for land uses, transit, etc. Photos of current conditions in the priority area are optional.

Part 5 – NARRATIVE

Attach separately a maximum two-page (8½ x 11 with 12 point font) narrative that addresses the following questions and provides any other relevant information.

- What is the overall vision for this area?
- What has to occur in order to fully realize this vision? What has occurred there recently (past 5 years)? Describe relevant planning processes, and how the needs of community members were addressed.
- Describe how this priority area has the potential to be a leading example of smart growth for the Bay Area.

Part 6 – POTENTIAL ASSISTANCE REQUESTED (check all that apply)
 Note: Assistance is not being offered at this time. This information will aid the development of a tools and incentives package for designated areas.

TECHNICAL ASSISTANCE	REQUEST FOR PLANNING GRANTS	REQUEST FOR CAPITAL GRANTS
<input type="checkbox"/> Assistance with policies to implement existing plan <input checked="" type="checkbox"/> Assistance with photo- simulations to depict future conditions <input checked="" type="checkbox"/> Assistance with local workshops and tours <input type="checkbox"/> Other:	<input checked="" type="checkbox"/> Funding for new area-wide specific plan or precise plan <input type="checkbox"/> Funding to update existing area-wide specific plan or precise plan <input checked="" type="checkbox"/> Funding for EIR to implement existing area-wide plan <input type="checkbox"/> Other:	<input checked="" type="checkbox"/> Funding for transportation projects (including pedestrian/bicycle) <input checked="" type="checkbox"/> Funding for housing projects <input checked="" type="checkbox"/> Funding for water/sewer capacity <input checked="" type="checkbox"/> Funding for parks/urban greening <input checked="" type="checkbox"/> Funding for streetscape improvements <input type="checkbox"/> Other:

Part 7 – INFRASTRUCTURE BUDGET FOR PRIORITY AREA

Please attach a budget that details the types of infrastructure improvements that will be needed in order to realize the vision for the priority area. This budget can include transportation, housing, road repairs, water/sewer capacity, parks and other critical amenities. A sample budget is provided for guidance.

E-mail this completed application form and attachments requested to FOCUS@abag.ca.gov. In addition to electronic submission, mail one hard copy of this application and attachments requested in this application form to the following address:

Association of Bay Area Governments
 P.O. Box 2050
 Oakland, CA 94604-2050
 Attn: Jackie Guzman

For questions regarding the application, please contact Jackie Guzman, ABAG Regional Planner, at JackieG@abag.ca.gov or 510-464-7994.

APPENDIX B

PDA Name: Highway 29 Corridor

PDA Jurisdiction: American Canyon

Data for the PDA	2008	2035 – Local Planning Assumptions
Population	789	1,891
Household Population	789	1,891
Total Housing Units	272	652
Single-Family	56	46
Multi-Family	216	606
Persons per Unit	2.90	2.90
Employed Residents	506	1,212
Mean Household Income	\$51,738	\$76,400
Total Jobs	593	1,993

Data Sources:
 Department of Finance
 2000 Census
 City of American Canyon General Plan
 ABAG Projections 2009

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Part 3 – Additional Information

Other Plans Developed in the Last 15 Years:

Highway 29 Corridor Economic Development Plan (2002)

Highway 29 Corridor Revitalization study *BMS Design Group* (2004)

Envision Highway  From A
MEAN Street to a Main Street



Architectural Standards and Personal
Space



Mixed Use Zoning



Pedestrian Trails, Recreation



Wine Country Lodging



Economic Activity



APPENDIX B

Bicycle Paths



Infrastructure



Regional Traffic



Goods Movement



Auto Only Zone



Pedestrian/Bicycle Access



Disconnected Sidewalks



Vacant and Underutilized Sites



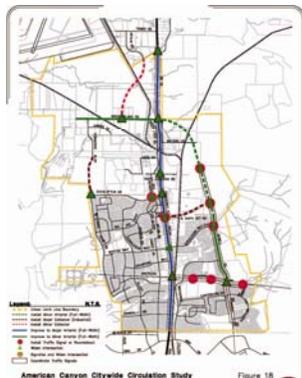
Properties in Transition



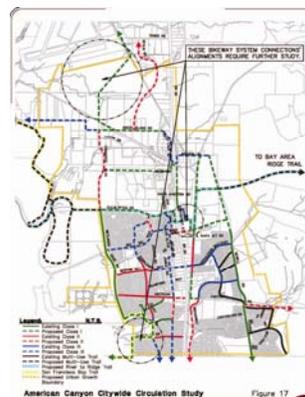
Overhead Utilities



Roadway
Improvements



Bicycle Trail
Improvements



Part 5. HIGHWAY 29 CORRIDOR: Application for Priority development Area, City of American Canyon, CA

What is the overall vision for this area?

Highway 29 is the “face” of American Canyon to its residents and visitors. The corridor is characterized by fresh, new shopping centers, high density residential, hotels, as well as vacant property, and outdoor storage retail uses, originally built in the 1970’s as a 4-lane divided regional highway, Highway 29 remains essentially the same configuration today. Even though American Canyon experienced significant growth in residential and commercial services over the past 10 years, the majority of vehicles on the highway carry single occupant vehicle commuter traffic from outside the community. The speed and volume of Highway 29 traffic coupled with a lack of cohesive pedestrian, bicycle routes and landscaping creates a “vehicle-only” zone that divides the community and discourages smart growth principles.

Because of Highway 29’s importance to the City, the City Council in 2008 adopted a Goal to create a new vision for Highway 29. In August 2009, the City Council adopted a strategy for a new Highway 29 vision.

Highway 29 Corridor Vision:

- Highway 29 is a thriving retail, service and residential hub for the community with new open space and gathering places and well-integrated circulation for pedestrians, bicyclists and vehicles.
- Highway 29 will provide opportunity for new and unique businesses and catalyst projects.
- Highway 29 will continue to function as the primary north/south automobile route for residents and commuters while also providing well integrated travel lanes and pathways for pedestrians and cyclists.
- Improvements will be made along the corridor to enhance pedestrian and cycling opportunities and safety along the busy corridor. East-west vehicle, pedestrian, and bicycle connectivity will be improved to breach the divide and provide greater safety for shopping and west-side student access to the new High School on the east side of town.
- Traffic calming measures replace the “stop and go” experience on Highway 29 with a slower, and even travel speed through intersection improvements, highway beautification, and fewer individual curb cut access ways.
- Mixed use and higher density residential projects along the corridor will boost transit ridership to Bart stations in the East Bay, the Vallejo Ferry to San Francisco, and to local wine industry jobs in American Canyon, the Napa Airport Industrial Park, and North County.

What has to occur to fully realize this vision?

To fully realize this corridor vision, streetscape improvements, bicycle facilities and other public infrastructure will need to be designed and installed. Transit service, park and ride lots, and waiting areas would need to be enhanced. Significant outreach effort with local stakeholders, NCTPA, Caltrans will be needed to reconcile the dual function of Highway 29 as a local retail core and commuter and goods movement portal. Market

research is needed to fully realize the land use opportunities for vacant and underutilized properties with highway visibility.

What has occurred there recently (past five years)?

- American Canyon high school is under construction on the east side of town and will draw students from neighborhoods west of Highway 29
- The zoning code was amended to permit mixed use and high density housing on the Highway 29 corridor
- Three new centers were constructed that provide retail services, a hotel, a public park, a pedestrian/bicycle path segment, and civic uses.
- The nation's first Gold LEED Certified Hotel and a new carwash were constructed.
- City Hall was relocated to a new office building on Highway 29.
- New signals were installed on Highway 29 at: Donaldson Way, Eucalyptus Drive, and Napa Junction Road
- Two shopping centers and a condominium development were approved
- Caltrans is making pedestrian improvements to the crosswalk at Rio del Mar.

Describe relevant planning processes, and how the needs of community members were addressed.

The City commenced outreach efforts on the Citywide Circulation study which will lead to recommendations on future circulation improvements and funding for Highway 29.

The City Council approved a strategy for updating the vision for Highway 29. This effort will include significant community outreach.

The NCTPA recently approved a smart growth planning document entitled "Napa's Transportation Future". The NCTPA held local outreach meetings and worked extensively with the city of American Canyon on this document.

The City signed an agreement with the County Board of Supervisors to modify and reduce the City's Urban Limit Line. This agreement will focus urban development in American Canyon:

Describe how the priority area has the potential to be a leading example of smart growth in the Bay Area

Recent investment in new shopping centers has upgraded the community's image. The Corridor's location within the Napa County famed wine country provides market opportunities. The existence of a significant amount of vacant and underutilized property coupled with mixed use zoning, and close-in location to the East Bay and Solano County provide a framework for significant reinvestment in the corridor. The presence of a lightly used rail corridor offers the potential for rail transit connections from American Canyon to north Napa County and south to Vallejo. Appropriate and integrated mixed use development on Highway 29 will support and enhance smart-growth development in the anticipated Town Center project located adjacent to and east of the Highway 29 corridor.

ACTION	TIMELINE	COST capital	COST operating	RESPONSIBILITY	POTENTIAL FUNDING SOURCE
<u>Street and Transportation Improvements</u>					
Reconstruct Highway 29	Medium Term Short term	\$ 84	\$ 1	Public Public	CIP, Developer, BID, Assessment District, CFD, Grants, Mitigation Fees
Improved bus rapid transit	Short term	TBD	TBD	Public	5 years operations TDA, Sales Tax, Developer
Investigate rail transit feasibility	Medium term	TBD	TBD	Public	5 years operations Developer, TDA, Sales Tax, Developer CIP, Developer, BID, Assessment District, CFD, Grants, Mitigation Fees
Street trees/median creation	Short term	TBD	TBD	Public/Private	CIP, Developer, BID, Assessment District, CFD, Grants, Mitigation Fees
Construct new and replacement sidewalks along Highway 29	Short term	TBD	TBD	Public/Private	CIP, Developer, BID, Assessment District, CFD, Grants, Mitigation Fees
Bus Turnouts Transit Center	Short term Long Term	\$ 3	TBD	Public/Private	CIP, Developer, BID, Assessment District, CFD, Grants, Mitigation Fees
Separated Bicycle Paths along Highway 29 and across Highway 29	Short term	TBD	TBD	Public/Private	CIP, Developer, BID, Assessment District, CFD, Grants, Mitigation Fees
Traffic Calming through adjacent neighborhoods	Short term	TBD	TBD	Public/Private	CIP, Developer, BID, Assessment District, CFD, Grants, Mitigation Fees
Construct Bicycle/Pedestrian Bridge parallel to Highway 29 over railroad	Medium term	TBD	TBD	Public/Private	CIP, Developer, BID, Assessment District, CFD, Grants, Mitigation Fees
Purchase land, buildings & goodwill for structures located too close to Highway 29	Long term	TBD	TBD	Public/Private	CIP, Developer, BID, Assessment District, CFD, Grants, Mitigation Fees
Pedestrian overcrossings for Highway 29	Short term	\$ 2	TBD	Public/Private	CIP, Developer, BID, Assessment District, CFD, Grants, Mitigation Fees

FOCUS
Application for Priority Development Area Designation

APPENDIX B
Sample Infrastructure Budget
for Part 7 of the Application

Construct park and ride lot	Short term	\$	2	TBD Public/Private	CIP, Developer, BID, Assessment District, CFD, Grants, Mitigation Fees
Landscape parkway improvements	Short term		TBD	TBD Public/Private	CIP, Developer, BID, Assessment District, CFD, Grants, Mitigation Fees
<u>Utility Improvements</u>					
Stormwater improvements	All	\$	16	Public/Private	Utility fees, Developer, etc.
Underground overhead utility wires	Medium term		TBD	TBD Public/Private	Utility fees, BID, Assessment District, CFD, Grants, Mitigation Fees.
Install recycled water main along Highway 29	Short term		TBD	TBD Public/Private	CIP, Developer, BID, Assessment District, CFD, Grants, Mitigation Fees
Provide Decorative Street lights	Medium term		TBD	TBD Public/Private	Utility fees, BID, Assessment District, CFD, Grants, Mitigation Fees.
<u>Recreation and Parks</u>					
New Neighborhood parks in conjunction with residential development	Short term		TBD	TBD Public/Private	CIP, Park fees, Grants (Prop 84)
<i>example</i> Waterfront Linear Park and Path	Medium term	\$	4	\$ 0 Public/Private	CIP, Park fees, Grants (Prop 84),
<u>Community Amenities</u>					
Construct new coordinated monument signs for businesses on Highway 29	Medium term		TBD	TBD Public/Private	Utility fees, BID, Assessment District, CFD, Grants, Mitigation Fees.
TOTAL ESTIMATED BUDGET		\$	111	\$ 1	
<div style="border: 1px solid black; padding: 5px;"> <p>Listed in order of priority Short term 0-5 years; Medium term 5-10; Long term 10+ Costs in Millions, Operating Costs Annual (20 year)</p> </div>					

RESOLUTION NO. 2009-133

**AUTHORIZING SUBMITTAL OF A PRIORITY DEVELOPMENT AREA (PDA)
APPLICATION FOR THE HIGHWAY 29 CORRIDOR AREA TO THE
ASSOCIATION OF BAY AREA GOVERNMENT (ABAG) FOCUS PROGRAM**

WHEREAS, the Association of Bay Area Governments and the Metropolitan Transportation Commission in coordination with the Bay Area Air Quality Management District and Bay Conservation and Development Commission (collectively, the "regional agencies") are undertaking a regional planning initiative called FOCUS; and

WHEREAS, FOCUS program goals support a future regional development pattern that is compact and connected; and

WHEREAS, the regional agencies seek local government partners to create a specific and shared concept of where growth can be accommodated (priority development area) and what areas need protection (priority conservation area) in the region; and

WHEREAS, a priority development area must meet all of the following criteria:

- (a) within an existing community,
 - (b) near existing or planned fixed transit (or served by comparable bus service)
- and
- (c) is planned, or is planning, for more housing; and

WHEREAS, local governments in the nine county San Francisco Bay Area are eligible to apply for designation of an area within their community as a priority development area; and

WHEREAS, the regional agencies are committed to securing incentives and providing technical assistance to designated priority development areas so that positive change can be achieved in communities working to advance focused growth.

WHEREAS, the City Council has considered all of the written and oral testimony presented in making its decision.

NOW THEREFORE BE IT RESOLVED, the City of American Canyon City Council authorizes staff to submit an application to the Association of Bay Area Governments (ABAG) to designate the Highway 29 Corridor within the City of American Canyon to be a Priority Development Area with the FOCUS program.

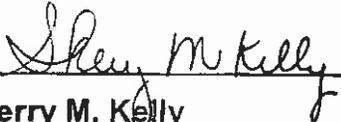
PASSED, APPROVED and ADOPTED by the City Council of the City of American Canyon at a regular meeting on November 17, 2009, by the following vote:

AYES: Councilmembers Bennett, Coffey, West, Vice Mayor Callison and Mayor Garcia
NOES: None
ABSTAIN: None
ABSENT: None



Leon Garcia, Mayor

ATTEST:



Sherry M. Kelly
Interim City Clerk

APPROVED AS TO FORM:



William D. Ross
City Attorney