FOCUS
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 Attach resolution showing local support for involvement in FOCUS		
a. Lead Applicant -City/County	Dixon/Solano County	
Contact Person	David Dowswell	
Title	Community Development Director	
Department	Community Development	
Street Address	600 East A Street	
City	Dixon	
Zip Code	95620	
Phone Number	707 678-7000 x114	
Fax Number	707 678-0960	
Email	ddowswell@ci.dixon.ca.us	
b. Area Name and Location	Downtown Dixon	
c. Area Size *(minimum acreage = 100)*	130 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.	Planned Capitol Corridor train stop. When the train stops in Dixon the City would request from STA that the existing intercity bus route be modified to include stoping at the train station. The City's Readi-Ride bus system would also add the train station as a destination.	
e. Place Type (Identify based on the Station Area Planning Manual or from others in Application Guidelines)	Rural Town Center/Rural Corridor	
	Current Conditions (Year: 2010)	Future Goal (Horizon Year: 2040)
f. Total Housing Units	425	700
g. Total Jobs	225	500
h. Net Project Density (New Housing)	6 to 14.5 units per acre	6 to 30 units per acre
i. Minimum/Maximum FARs (New Employment Development)	FAR 3.0	FAR 3.0

Part 2 – 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.)?	☒	☐
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.	☒	☐
c. Is the proposed priority area within the boundaries of a redevelopment area?	☒	☐

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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
☐ Assistance with policies to implement existing plan	☐ Funding for new area-wide specific plan or precise plan	☒ Funding for transportation projects (including pedestrian/bicycle)
☐ Assistance with photo- simulations to depict future conditions	☒ Funding to update existing area-wide specific plan or precise plan	☐ Funding for housing projects
☐ Assistance with local workshops and tours	☒ Funding for EIR to implement existing area-wide plan	☐ Funding for water/sewer capacity
☐ Other:	☐ Other:	☐ Funding for parks/urban greening
		☐ Funding for streetscape improvements
		☐ 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.

Part 7 – FOR EMPLOYMENT CENTER PLACE TYPE PROPOSALS ONLY

Please provide the following information for the entire jurisdiction.

	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.

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PDA Grant Application Narrative 4 Supplement City of Dixon

In 1996 the Downtown Revitalization Plan was prepared with the assistance of a citizen advisory committee. The study covers mainly the commercial area (Attachment A) of Old Town designated CD on the enclosed map (Attachment B). The primary purpose of the plan was to implement the existing policies in the current 1993 General Plan and Redevelopment Plan by providing a vision for the overall revitalization and renovation of the downtown.

In 2007 the City Council adopted the Downtown Dixon Business Association Design Guidelines. The Guidelines were drafted with the assistance of a committee comprised of members of the Downtown Dixon Business Association. The Guidelines apply to mainly the commercial area of Old Town designated CD on the enclosed map (Attachment B), plus a small area just to the north of Old Town (Attachment C). The purpose of the Guidelines is to provide a specific set of design recommendations to help ensure the preservation and visual improvement of the downtown.

In 2007 the City completed the construction of a replica of the old Dixon train station located in the downtown. The station, located directly across the tracks from the original station, was built with the intent that it would eventually be used as a train stop for the Capitol Corridor Train.

The City has committed 1.1 million fund dollars towards the local match needed for the construction of the B Street Pedestrian Undercrossing. The City is working with STA, the lead agency, to secure multiple grants needed for construction of the undercrossing. The undercrossing's main purpose is to eliminate the current at-grade crossing, thereby providing a safer way for pedestrians, especially students, to cross the railroad. The undercrossing ultimately is also needed as one of the many prerequisites for establishing an eventual Capitol Corridor train stop.

The City has continued to meet with representatives from UPRR and the Capitol Corridor Committee regarding the steps needed for Dixon to eventually have a train stop. One of the other prerequisites for a stop is the elimination of the existing at-grade crossing on West A Street to allow for the construction of a loading and unloading platform. Funding for removal of this crossing has not yet been identified. Having this area designated as PDA will allow for the City to apply for transportation grants needed to pay for the design and construction of the undercrossing and train stop.

Ultimately, the City hopes that many of the existing buildings in Old Town that are underutilized will be renovated and reused. The City hopes the upper floors of many of

these same buildings, which once were used as hotel rooms or apartments, will again be used for residential. A number of vacant lots identified in our housing element, many of which have been identified for either mixed use, commercial/residential or multiple-family, could be developed with higher density housing (20 to 30 units per acre). Having the Capitol Corridor train stopping in Dixon will likely serve as a catalyst for this vision to be realized.

Establishing Old Town as a transit stop for the Capitol Corridor train will lead to the development of this area as a rural town center with new jobs and higher density housing. The creation of the new jobs and housing will help with the City's jobs housing balance and will reduce the need for commuters to travel to their jobs, mostly in Davis, Sacramento and the East Bay by car. Much like Davis to our east, many more of Dixon's residents in time would be able to work, shop, eat and play without having to leave the City.

ATTACHMENT A

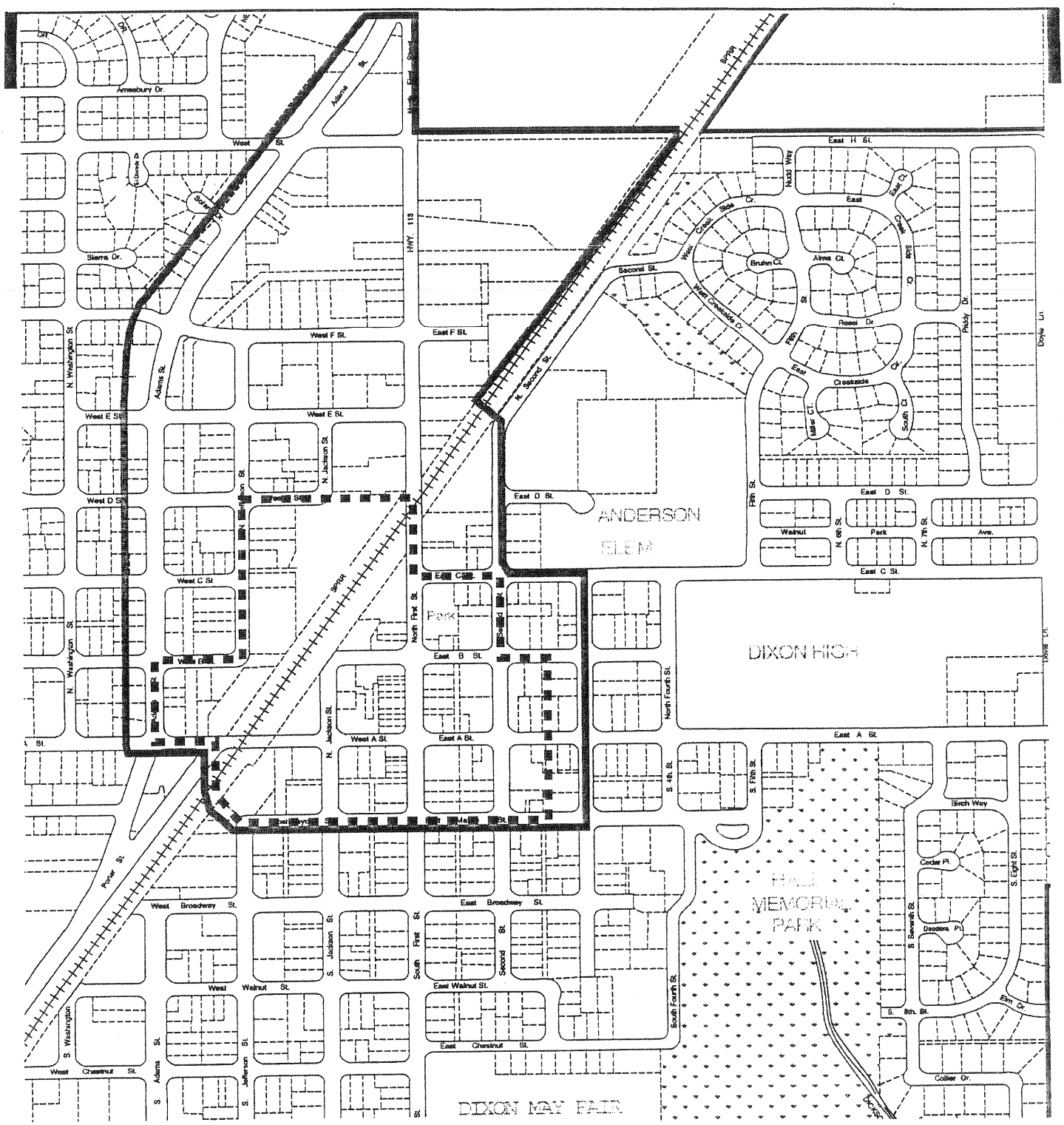


Figure 1

Project Core Area Boundary

Project Boundary

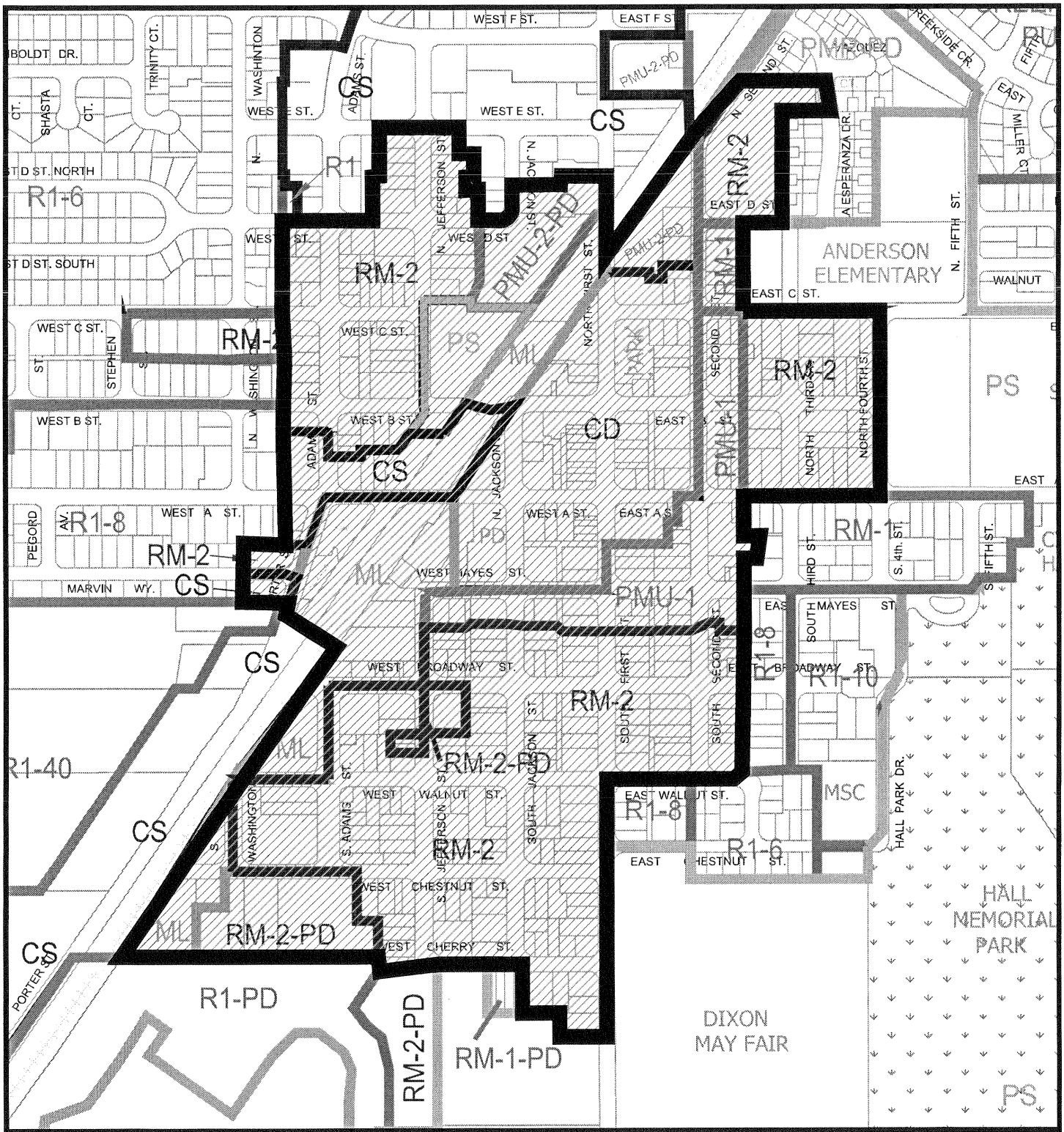
City of Dixon

Downtown Revitalization Plan

RRM DESIGN GROUP

Crawford Multari & Starr

ATTACHMENT B



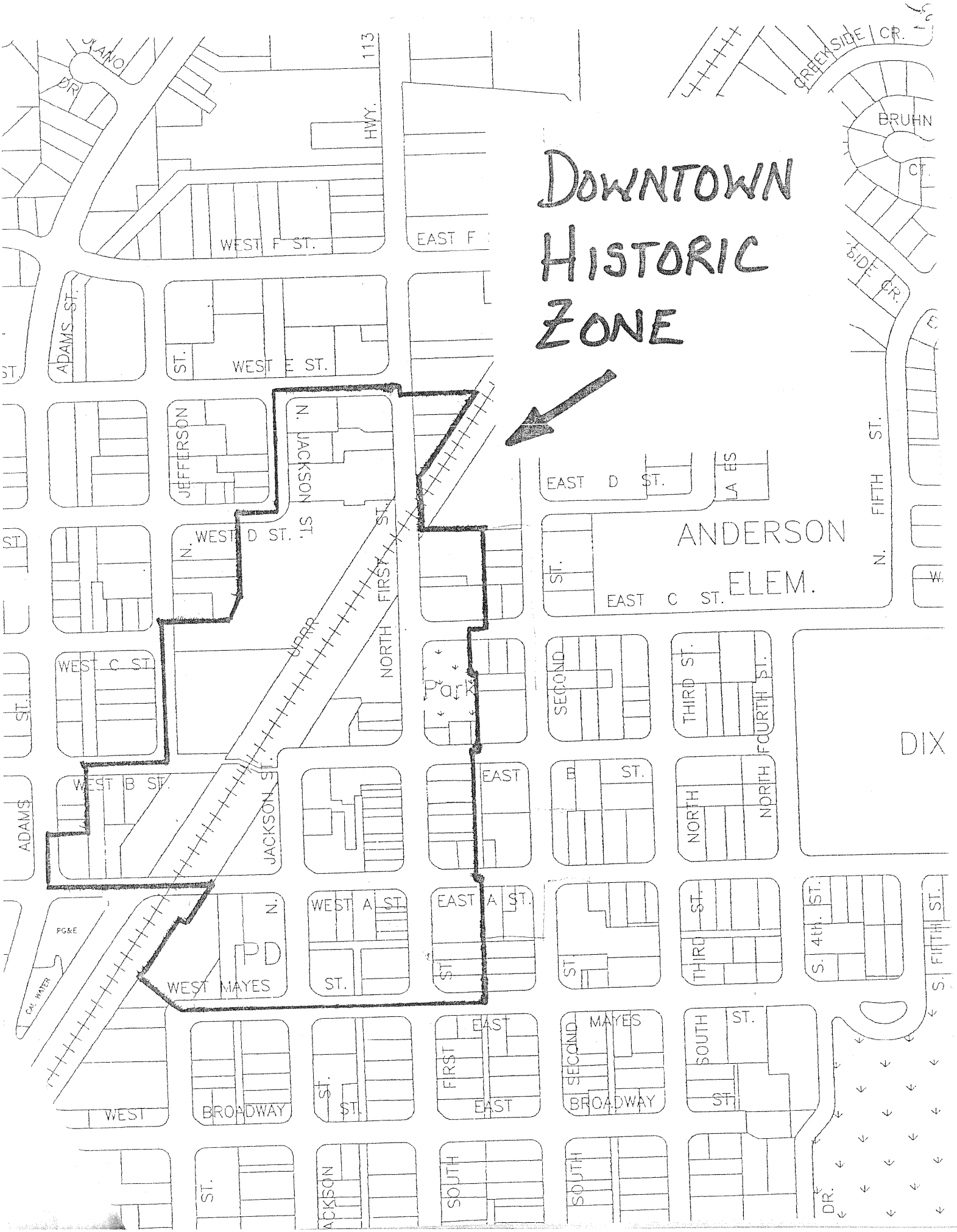
LEGEND

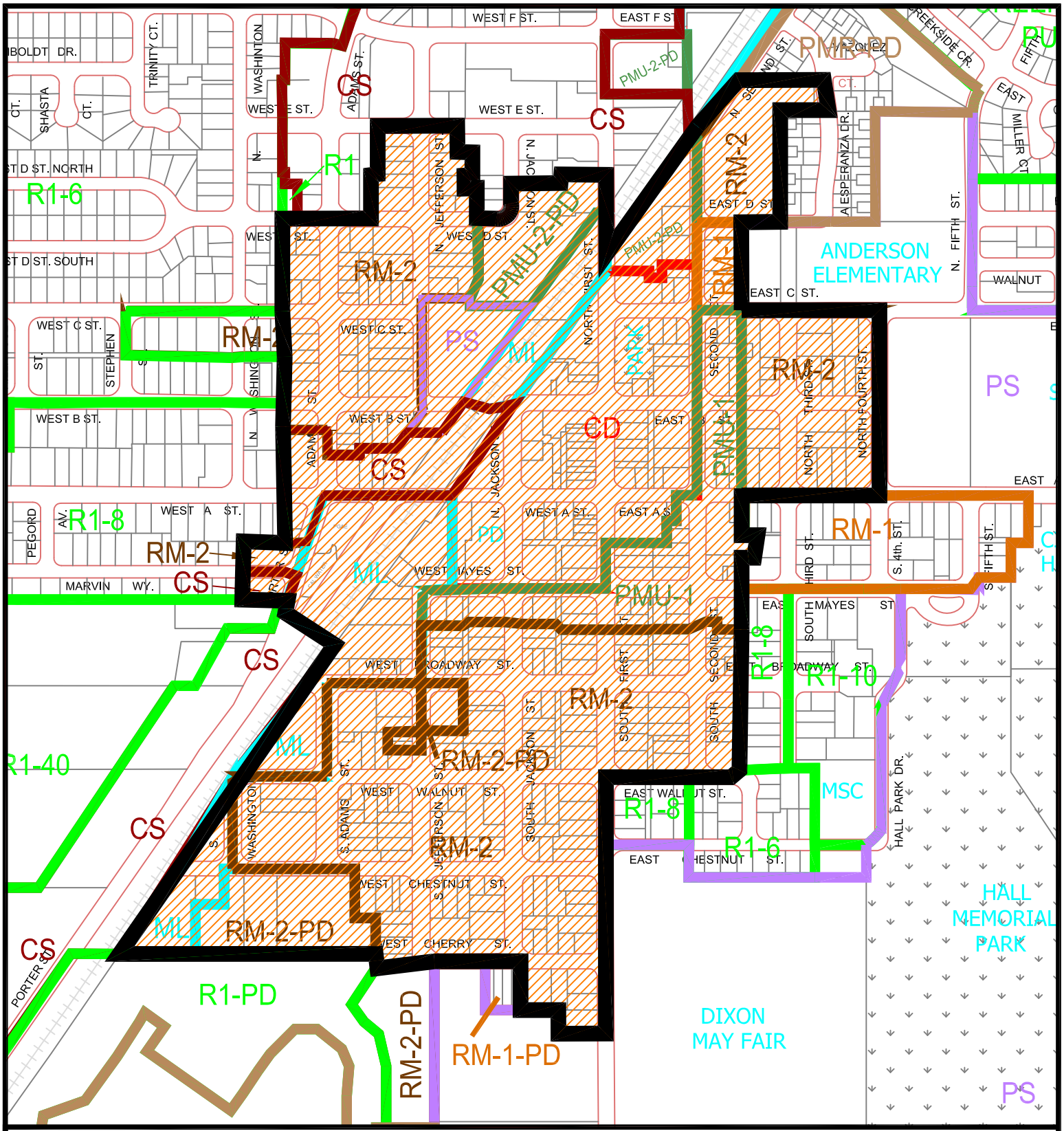
	Dixon City Limits	CN	Neighborhood Commercial
AG	Agricultural	CC	Central Commercial
R1	One Family Residential	CS	Service Commercial
RM-1	Two Family Residential	CH	Highway Commercial
RM-2	Multiple Family Residential	ML	Light Industrial
PMR	Planned Multiple Residential	MH	Heavy Industrial
PMU	Planned Mixed Use	PS	Public Service
PAO	Professional & Administrative Office	PD	Planned Development
T	Temporarily Unclassified	PUD	Planned Unit Development

PDA PLAN AREA
ZONING MAP

CITY OF DIXON
DECEMBER 2011

ATTACHMENT C





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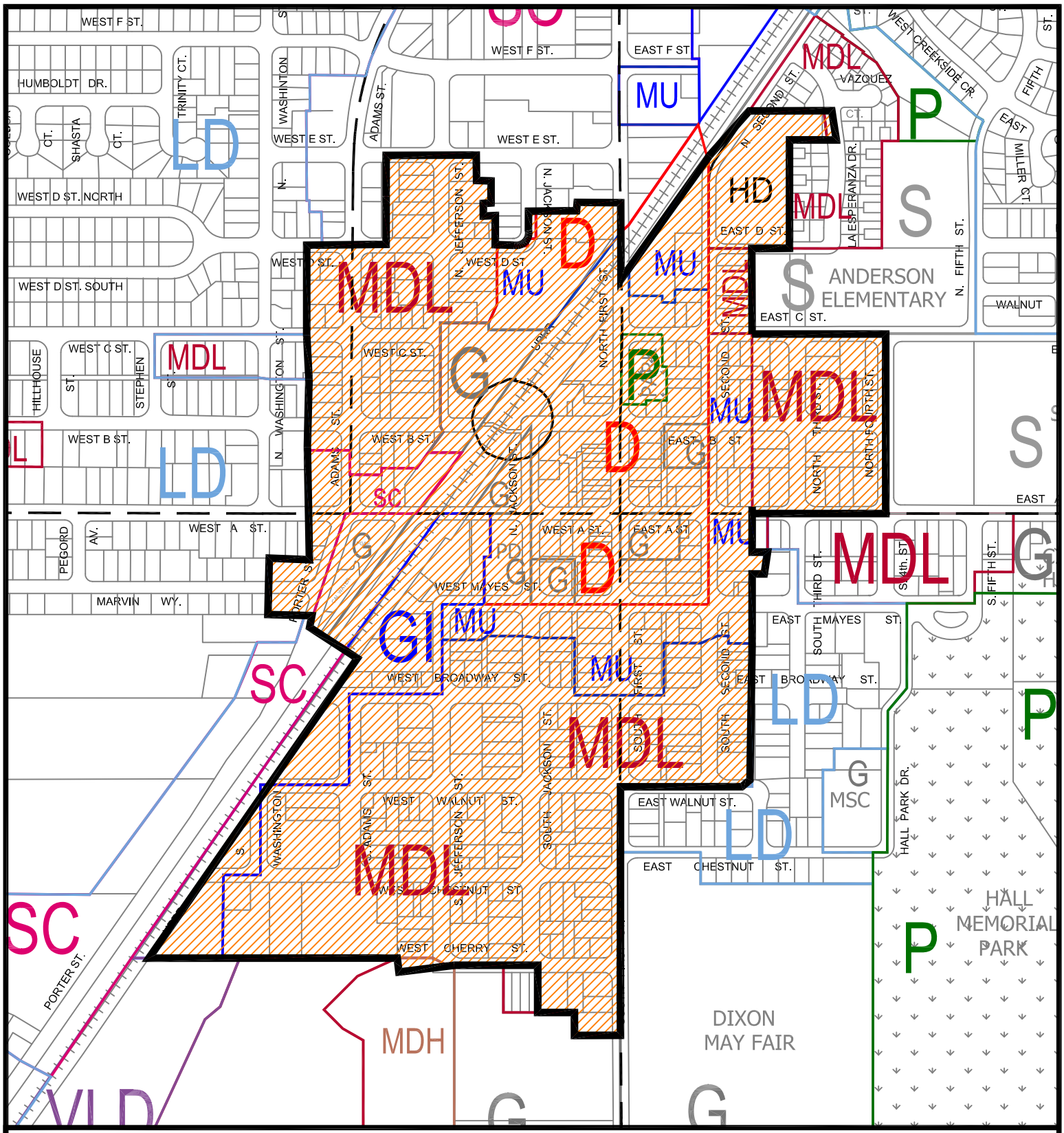
PDA PLAN AREA

DIXON CALIFORNIA

CITY OF DIXON

DECEMBER 2011



RESIDENTIAL

- VLD — VERY LOW DENSITY (20,000+SQ. FT.)
- LD — LOW DENSITY (7,000–19,999 SQ. FT.)
- MDL — MEDIUM DENSITY – LOW (3,000–6,999 SQ. FT.)
- MDH — MEDIUM DENSITY – HIGH (2,000 – 2,999 SQ. FT.)
- HD — HIGH DENSITY (1,500 – 1,999 SQ. FT.)
- FR — FUTURE RESIDENTIAL (AFTER 2010) (80/20 DENSITY MIX)

INDUSTRIAL

- PI — PLANNED BUSINESS/INDUSTRIAL
- GI — GENERAL INDUSTRIAL
- E — EMPLOYMENT CENTER

COMMERCIAL

- D — DOWNTOWN
- NC — NEIGHBORHOOD COMMERCIAL
- CC — COMMUNITY COMMERCIAL
- HC — HIGHWAY COMMERCIAL
- SC — COMMERCIAL SERVICES
- O — PROFESSIONAL/ADMINISTRATIVE OFFICES
- MU — CORE AREA MIXED USE

@ ONLY HIGHWAY COMMERCIAL USE WITH ANNEXATION TO CITY IS ACCEPTABLE NEW DEVELOPMENT

* SPECIFIC PLAN APPROVAL REQUIRED

○ GRADE SEPARATION: (General Location Only)

Dixon City Limits

OTHER

- G — GOVERNMENTAL/INSTITUTIONAL
- P — PARKS
- S — SCHOOL BUILDINGS/PLAY AREAS
- F — FUNCTIONAL (BUFFERS)
- A — AGRICULTURAL

CIRCULATION

- FREEWAY
- PRINCIPAL ARTERIAL: EXISTING ALIGNMENT
- MINOR ARTERIAL: EXISTING ALIGNMENT
- MINOR ARTERIAL: GENERAL FUTURE ALIGNMENT (GENERAL LOCATION ONLY)

PDA PLAN AREA

CITY OF DIXON

DECEMBER 2011

RESOLUTION NO. 12-017

CITY OF DIXON RESOLUTION SUPPORTING THE APPLICATION FOR DESIGNATION OF THE OLD TOWN AREA AS A PRIORITY DEVELOPMENT AREA (PDA)

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.

NOW THEREFORE BE IT RESOLVED, the City Council of the City of Dixon, supports submitting an application to designate Old Town Area as delineated on Exhibit "A" as a priority development area subject to the following findings:

1. The Priority Development Area (PDA) meets all 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;
2. The PDA area is consistent with the goals, objectives and policies of the Dixon General Plan, including the Housing Element;

3. Designating the Old Town Area as a PDA area will help implement the Downtown Revitalization Plan.
4. The proposed PDA is consistent with the City of Dixon Redevelopment Plan

PASSED AND ADOPTED AT A REGULAR MEETING OF THE CITY COUNCIL OF THE CITY OF DIXON ON THE 24th DAY OF JANUARY, 2012, BY THE FOLLOWING VOTE:

AYES: Besneatte, Fuller, Batchelor

NOES: Bogue, Ceremello

ABSTAIN: None

ABSENT: None

Jack Batchelor, Jr.
Mayor

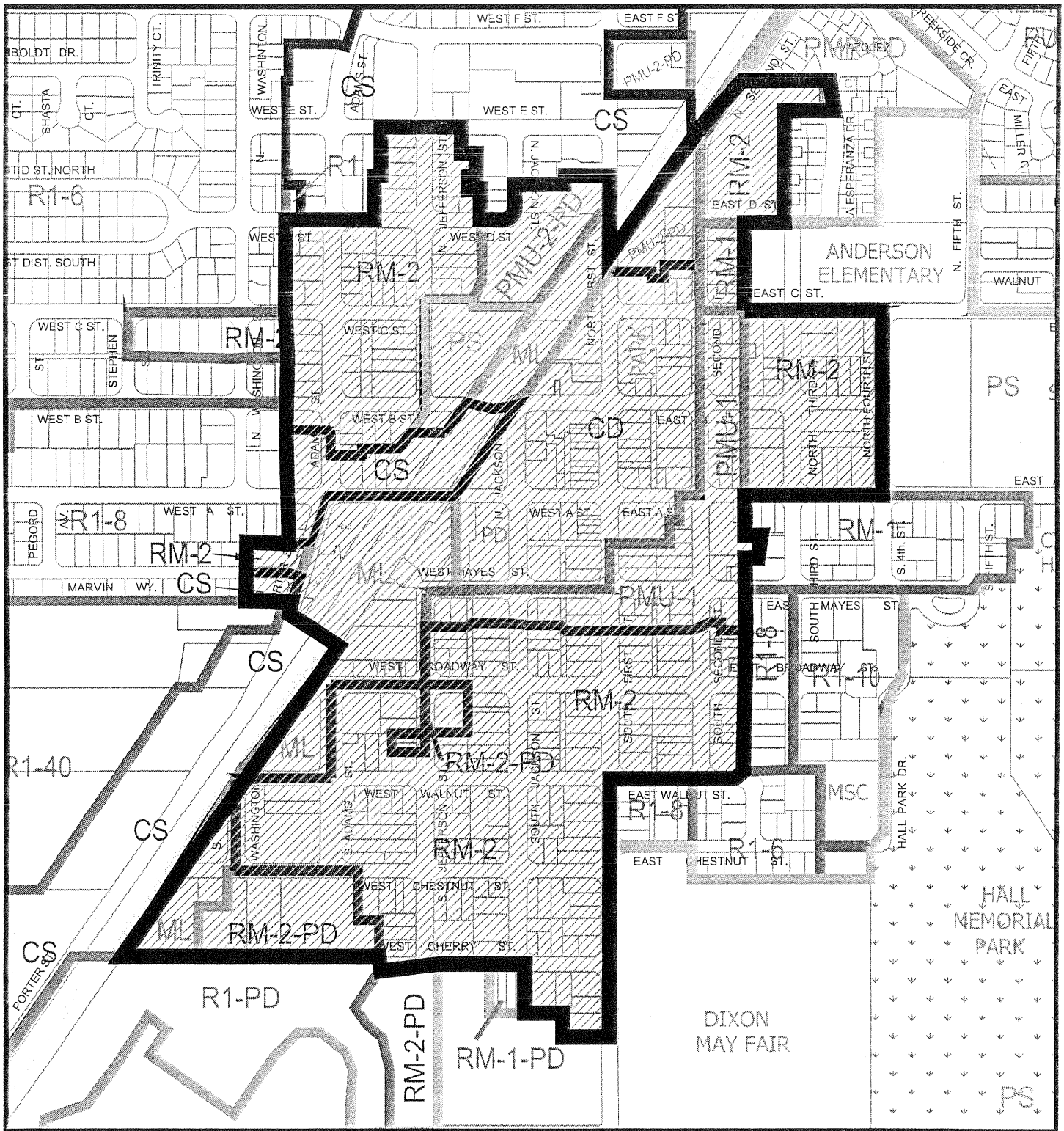
ATTEST:

Steve Johnson
Acting City Clerk

RESOLUTION NO.: 12-017

DATE: JAN 24 2012

ATTACHMENT B



LEGEND

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PAO	Professional & Administrative Office	PD	Planned Development
T	Temporarily Unclassified	PUD	Planned Unit Development

PDA PLAN AREA ZONING MAP

CITY OF DIXON
DECEMBER 2011

RESOLUTION NO.: 12-017

DATE: JAN 24 2012

CITY of NAPA

COMMUNITY DEVELOPMENT DEPARTMENT – PLANNING DIVISION
1600 First Street
Mailing Address:
P.O. Box 660
Napa, California 94559-0660
(707) 257-9530
FAX (707) 257-9522

December 16, 2011

Jackie Reinhart, ABAG Regional Planner
Associate of Bay Area Governments
PO Box 2050
Oakland, CA 94604-2050

RE: Priority Development Area Applications

Dear Ms. Reinhart:

I am pleased to submit on behalf of the City of Napa applications for Priority Development Area (PDA) designations for Downtown Napa and the Soscol Gateway Corridor. Consistent with our earlier discussions, the City agrees that Napa is a good candidate for PDA designations in these two infill areas.

The Soscol Gateway Corridor is proposed consistent with the "Rural Corridor" FOCUS place-type and is an area that has been the target of revitalization efforts over the past decade. Approximately 458 new homes are proposed in this PDA in the 20- to 30-year planning horizon and the NCTPA is presently constructing a new intermodal transit center abutting the PDA boundaries which is anticipated to be completed in 2012.

Downtown Napa is proposed consistent with the "Rural Town Center" FOCUS place-type and is an area that has been undergoing a comprehensive planning effort since 2009 with the preparation of a Downtown Specific Plan. Even before 2009, the City had completed the Soscol Corridor/Downtown Riverfront Development & Design Guidelines (adopted 2000, Revised 2009) and the Downtown Riverfront Urban Design Plan (2003) which have helped to guide significant development in the PDA in recent years. The Downtown Specific Plan is scheduled for adoption in April 2012 and it will be the primary guiding document for future development in the PDA, including for nearly 600 new housing units in the 20-year planning horizon in the area.

As ABAG reviews these PDA applications, please do not hesitate to contact me if you have any questions. The City Council's adopting resolution supporting these PDA applications will follow after its January 17, 2012 meeting.

Sincerely,

Rick Tooker
Planning Manager

C: City Manager
Community Development Director
Public Works Director

FOCUS Application for Priority Development Area Designation

a development and conservation strategy for the San Francisco Bay Area

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

Part 1 - APPLICANT INFORMATION & AREA DETAILS Attach 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 - Planning 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 -- The planned Downtown Napa Priority Development Area corresponds to the planning area boundaries of the City's Downtown Specific Plan scheduled for adoption in April 2012. The boundaries generally include Polk, Clinton and Caymus Streets to the north, Jefferson Street to the west, Division and Third Streets to the south, and the Napa River to the east.	
c. Area Size *(minimum acreage = 100)*	210 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.	NCTPA operates the countywide and subregional fixed-route transit (VINE), the main hub of which is in Downtown Napa on the southeast corner of Pearl and Coombs Streets. A new Transit Center, just two blocks east of Downtown Napa at Fourth and Burnell Streets, is currently under construction and will be completed in 2012. Routes with 20-minute headways withint he planned PDA boundaries include First, Second, Main, Pearl and Clinton Streets.	
e. Place Type (Identify based on the Station Area Planning Manual or from others in Application Guidelines)	Rural Town Center	
	Current Conditions (Year: 2010)	Future Goal (Horizon Year: 2030)
f. Total Housing Units	125	643
g. Total Jobs	34,590 (citywide) 2,004 (existing Downtown)	40,870 (citywide) 3,641 (PDA)
h. Net Project Density (New Housing)	20-40 du/ac Downtown Commercial (proposed to be Downtown I & II) 15 du/ac Residential Office (proposed to be Transition)	20-60 du/ac Downtown I 20-40 du/ac Downtown II 10-25 du/ac Transition

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i. Minimum/Maximum FARs (New Employment Development)	1.25 - 4.0 FAR Downtown Commercial (proposed to be Downtown I & II) .35 FAR Residential Office (proposed to be Transition)	5.0 FAR Downtown I 4.0 FAR Downtown II 3.0 FAR Transition

Part 2 – 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.)?	☒	☐
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.**	☒	☐
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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.

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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)?
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☐ Other:	☐ Other:	☐ Funding for parks/urban greening
		☒ Funding for streetscape improvements
		☐ 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.

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Supplemental Information to the City of Napa's

Application for Priority Development Area Designation

Downtown Napa

1. Response to Part 2, Question b - Targeted Planning Efforts for the Downtown Napa PDA
   The following is a list of the planning efforts the City of Napa has completed, or is in the process of completing, within the planned PDA:

   a. Draft Downtown Napa Specific Plan – Public Review Draft August 2011
   b. Administrative Draft Environmental Impact Report – December 2011
   c. Downtown Napa Historic Context Statement & Survey Report – July 2011
   d. Downtown Riverfront Urban Design Plan – February 2003
   e. Soscol Corridor/Downtown Riverfront Development & Design Guidelines – August 2000, Revised July 2009

   Once the Downtown Specific Plan is adopted (scheduled for April 2012) it will replace the City's General Plan and Zoning Ordinance as the primary plan for the Downtown PDA.

2. Response to Part 3 – Maps of Priority Development Area
   The following are maps that support the existing/proposed efforts to adequately plan for land use, transportation and the environment in the planned PDA:

   a. Regional and City Context Map
   b. Planning Area boundaries of the draft Downtown Specific Plan
   c. Existing Land Uses
   d. Existing Zoning Map
   e. Existing General Plan Land Use Categories
   f. Proposed Land Use Districts
   g. Existing Transit Service System
   h. Napa Proposed Service Concepts Local Routes showing 20-minute headways in the planned PDA.
   i. Existing and Planned/Proposed Bicycle and Pedestrian System

3. The following additional Information is provided to support the plans for public transit and pedestrian/bicycle circulation within the planned PDA:

   j. Public Transit System section from the draft Downtown Specific Plan
   k. Pedestrian and Bicycle Circulation section from the draft Downtown Specific Plan

4. Part 4 – Narrative (attached)

5. Part 6 – Infrastructure Budget for Priority Area
   The following are tables from the draft Downtown Specific Plan identifying the cost of infrastructure and the sources of potential finding for that infrastructure

   l. Summary of Costs of Infrastructure by Phase
   m. Summary of Sources and Uses

Attachment A

FIGURE 1.1: Regional and City Context

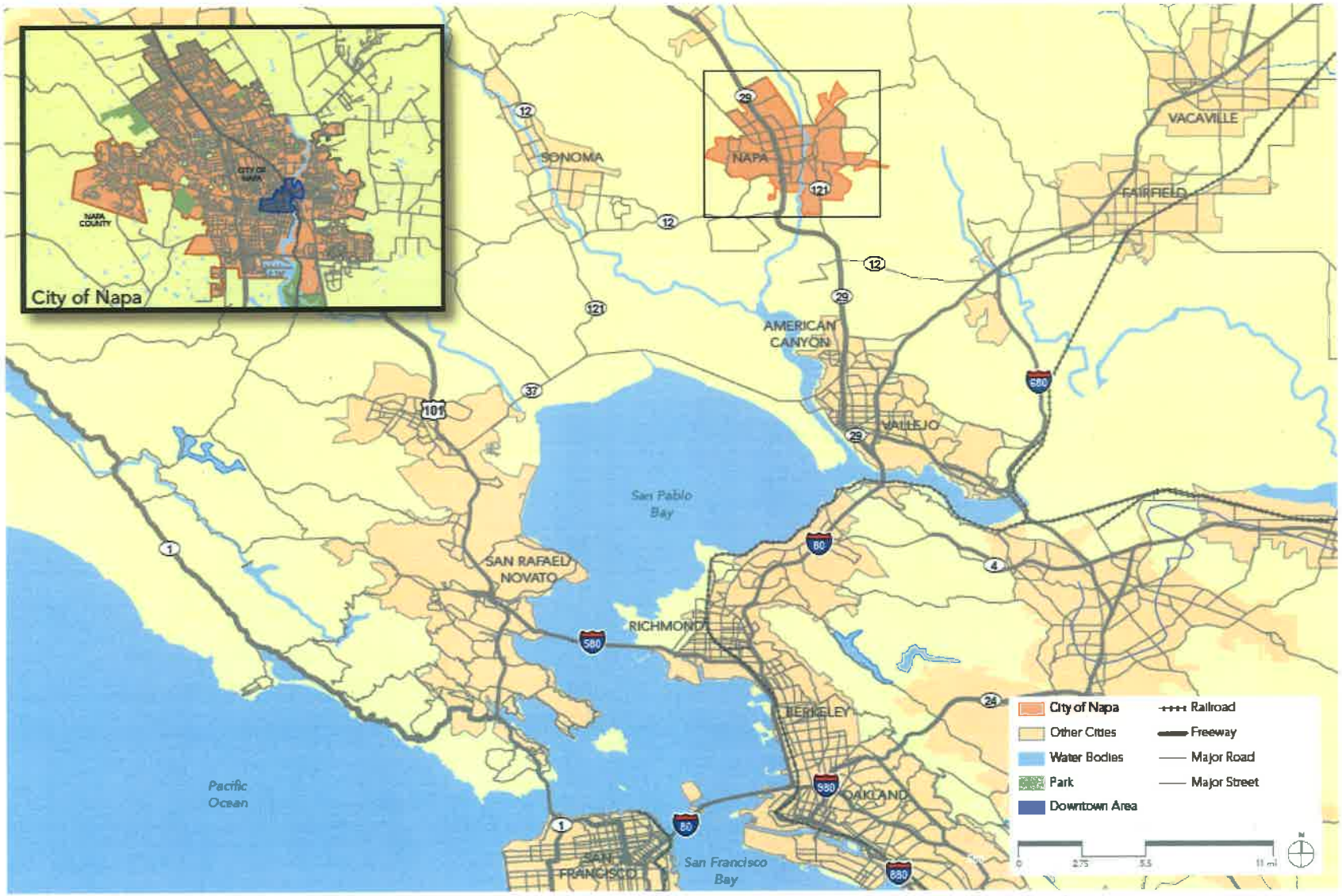
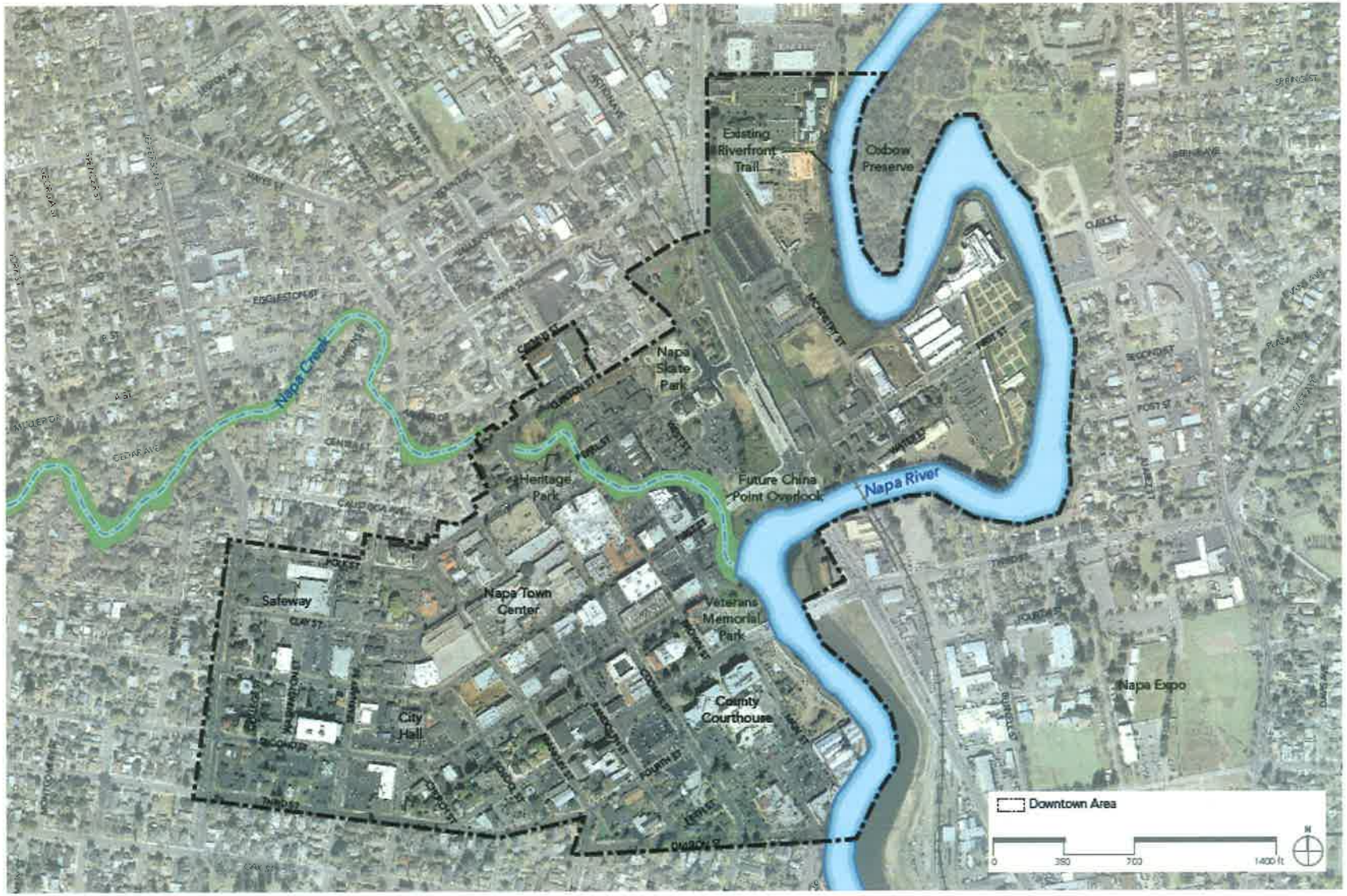


FIGURE 1.2: Planning Area



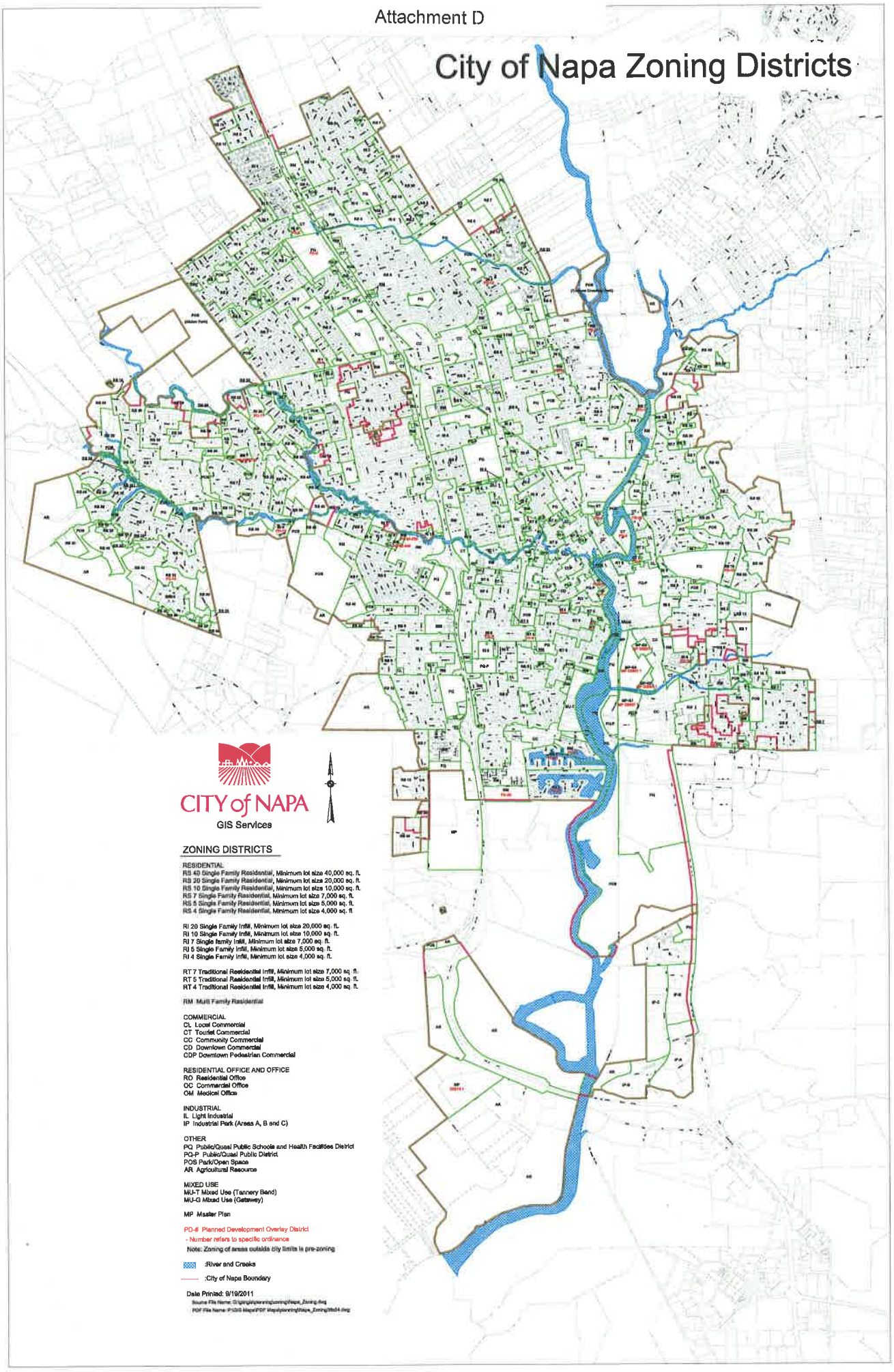
Attachment B

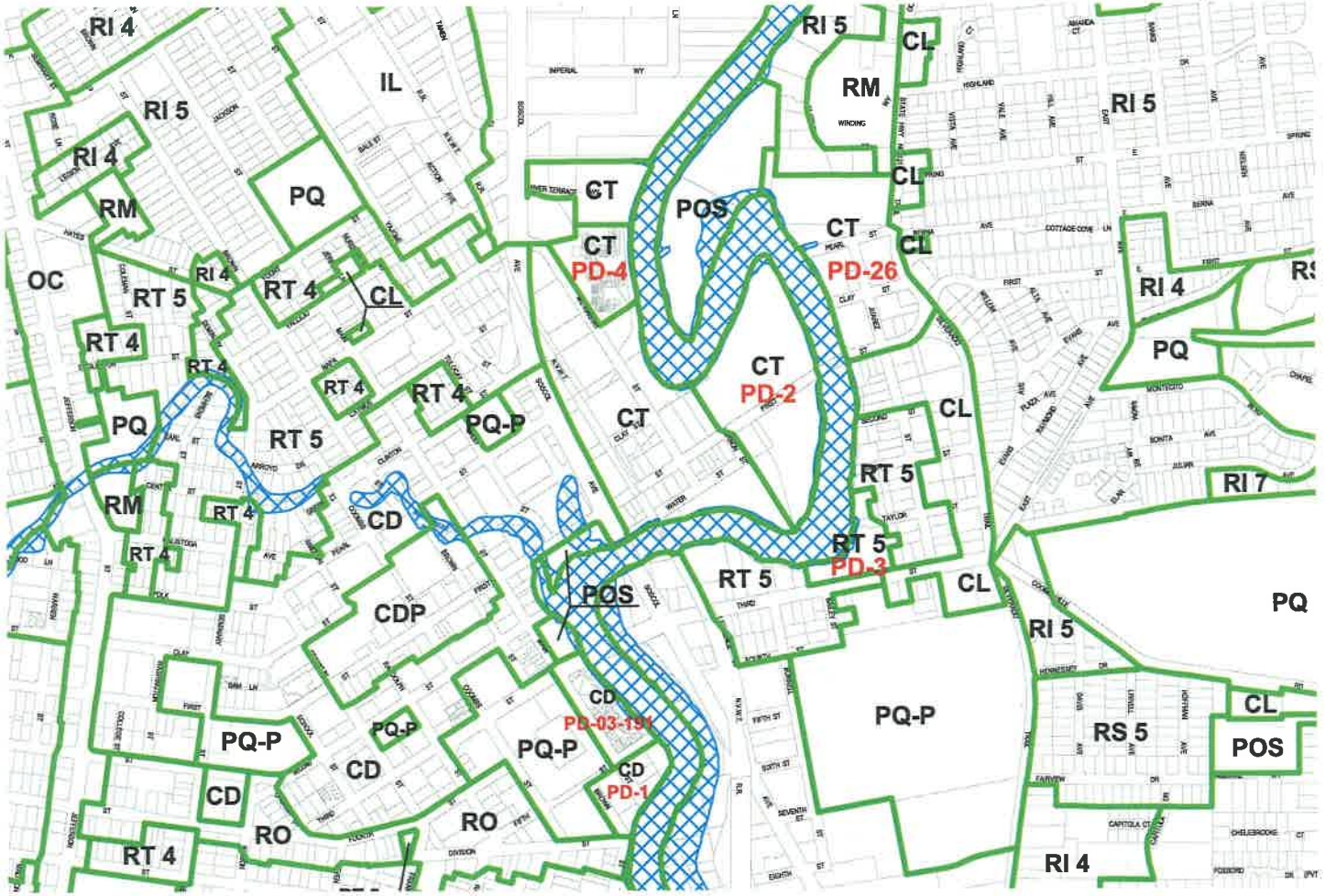
Attachment C

FIGURE 2.1: Existing Land Uses

Attachment D

City of Napa Zoning Districts

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RI 5
RI 4
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RT 5
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CT
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POS
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PD-2
CT
PD-26
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RI 5
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RT 5
RT 5
PD-3
RT 5
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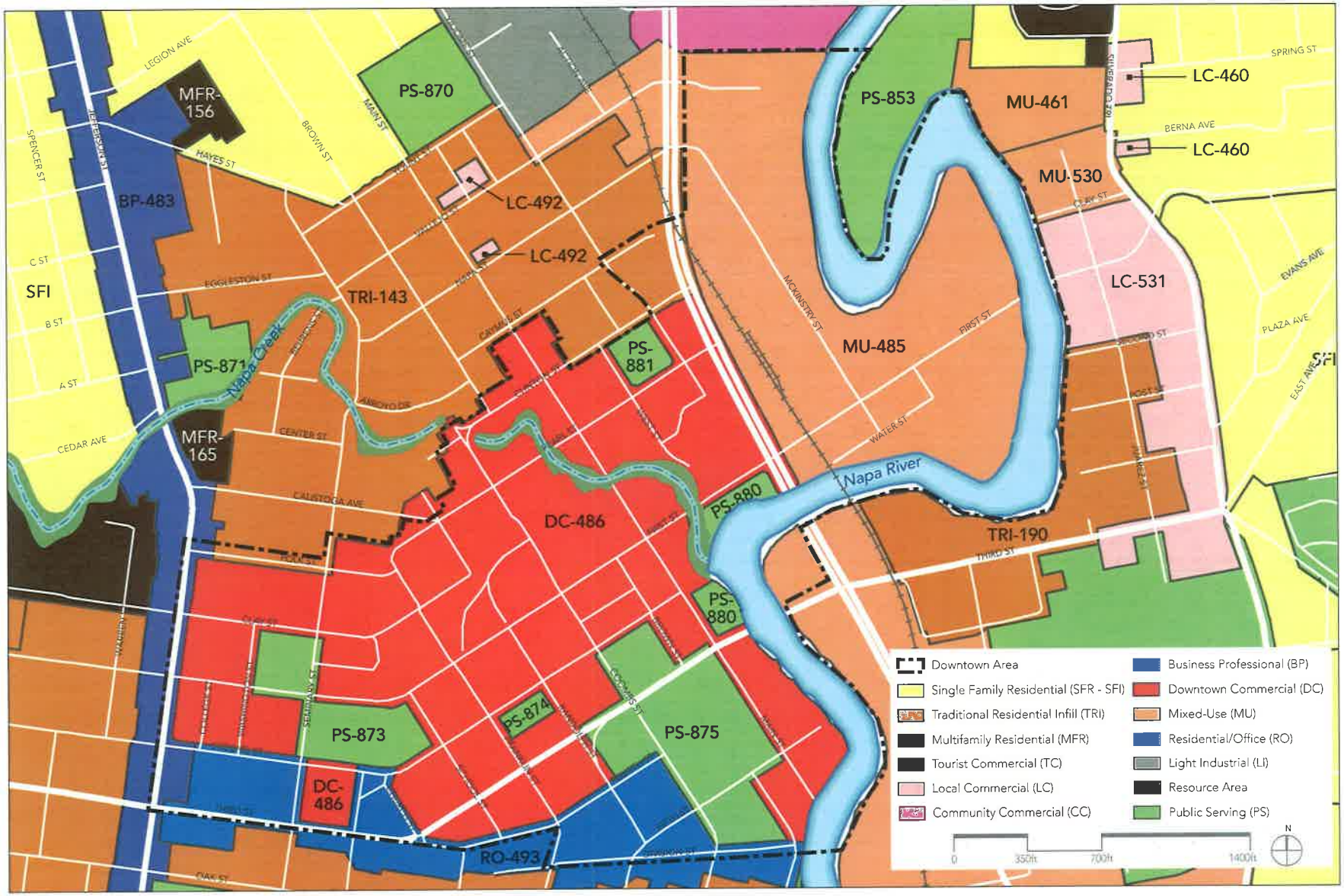
RI 4
PQ
RI 7
PQ
CL
RS 5
POS
RI 4

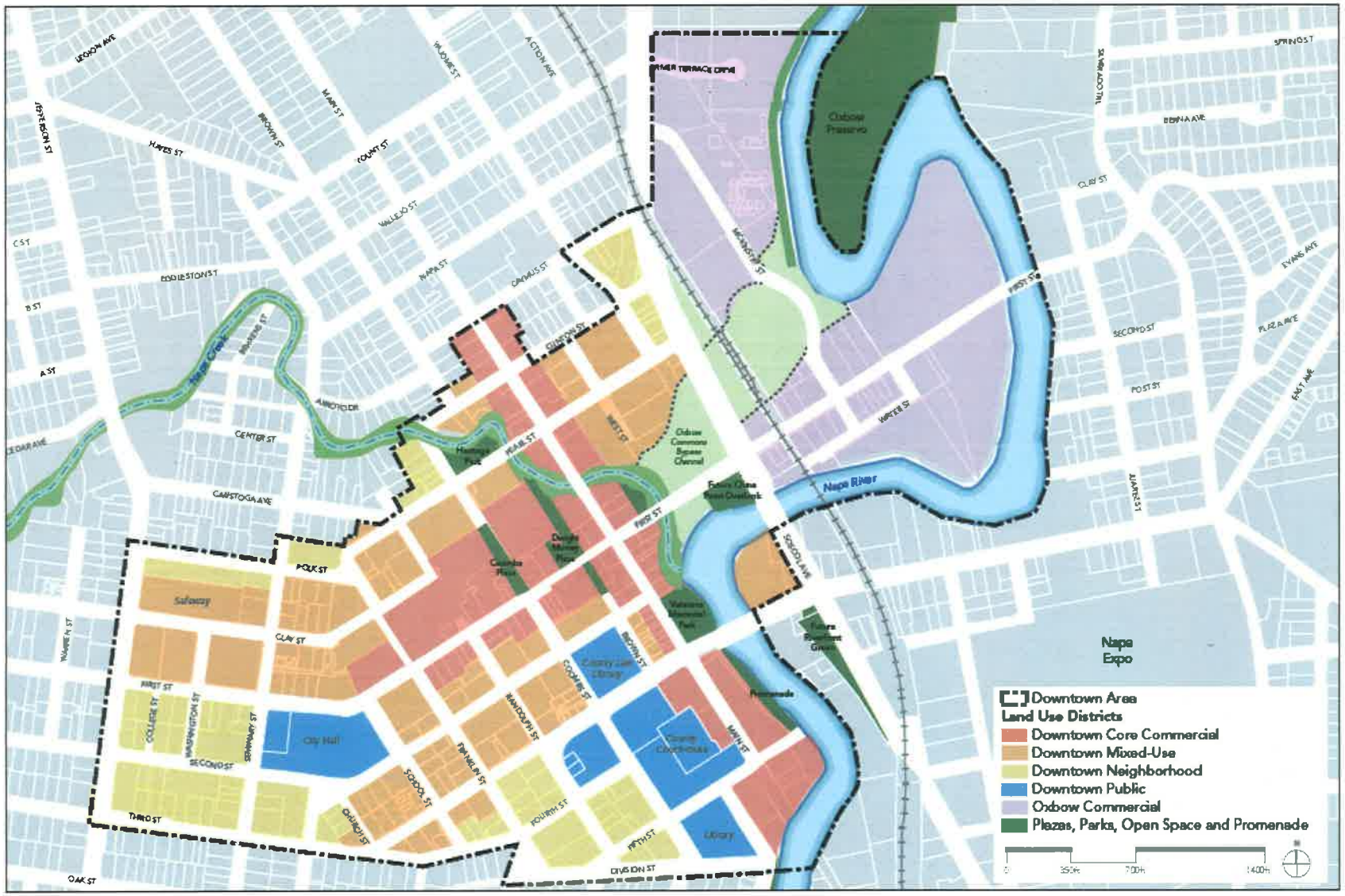
FIGURE 2.2: 2020 General Plan Land Use Categories



Attachment E

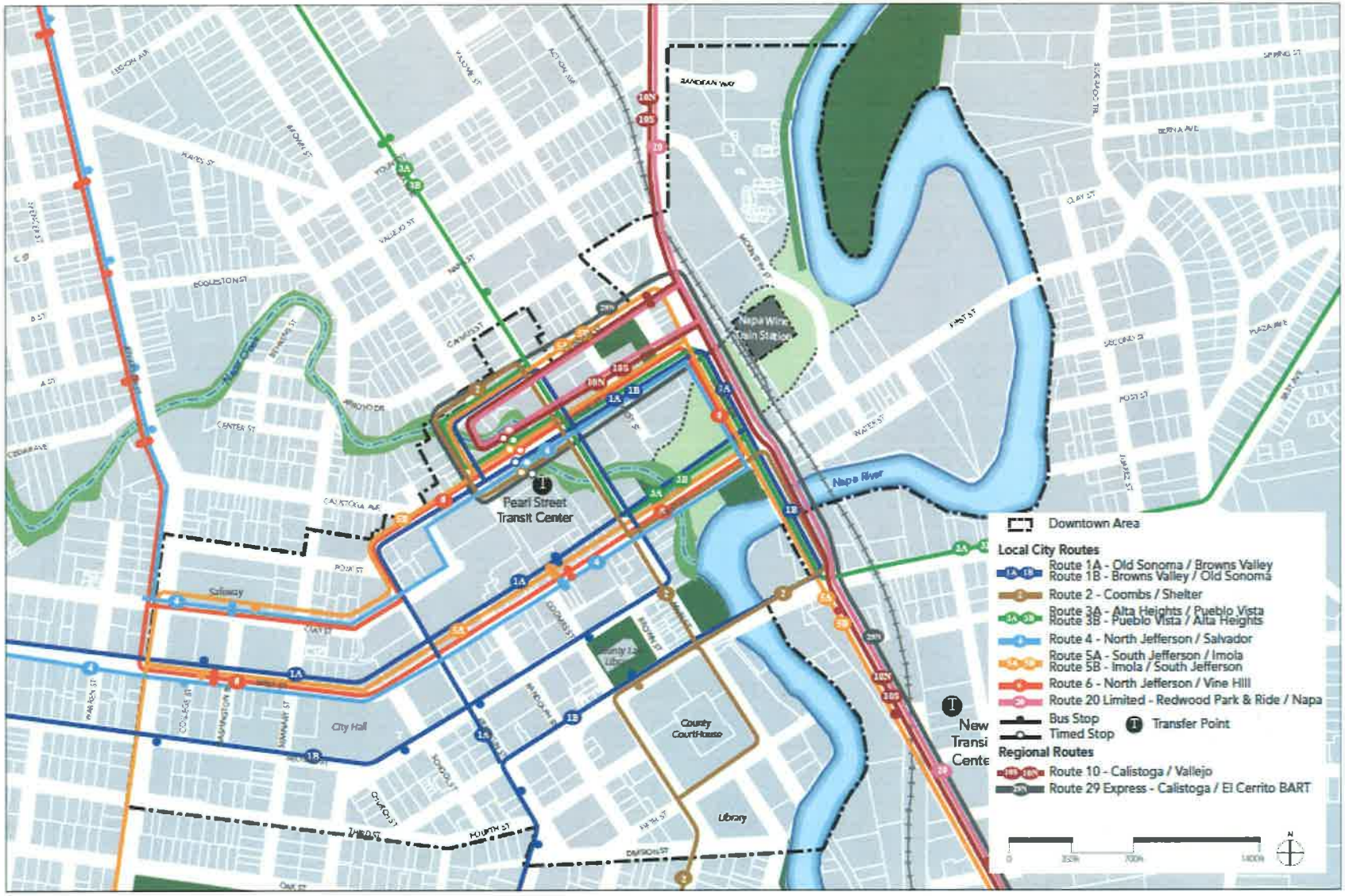
Attachment F

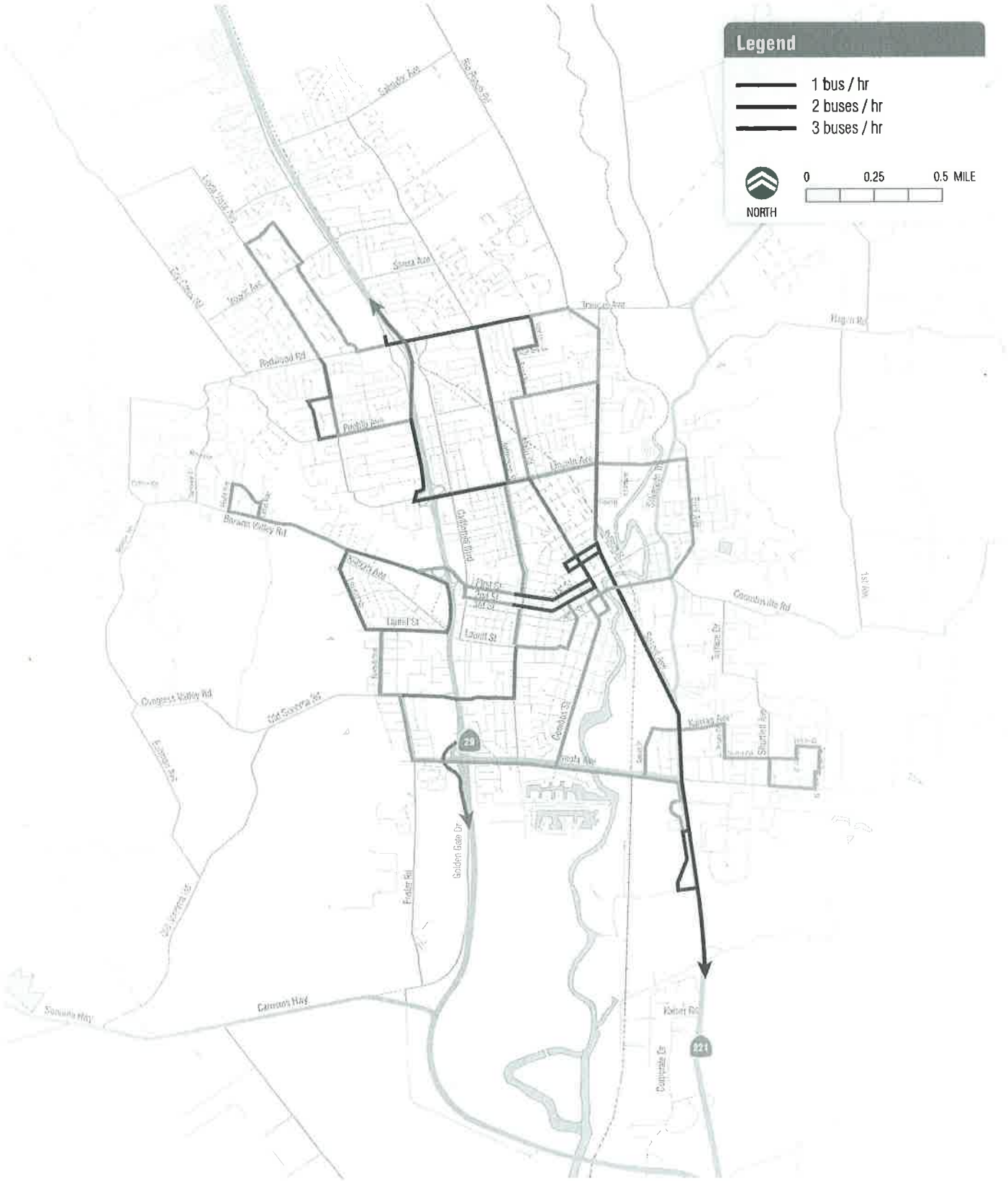
FIGURE 4.1: Land Use Districts



Attachment G

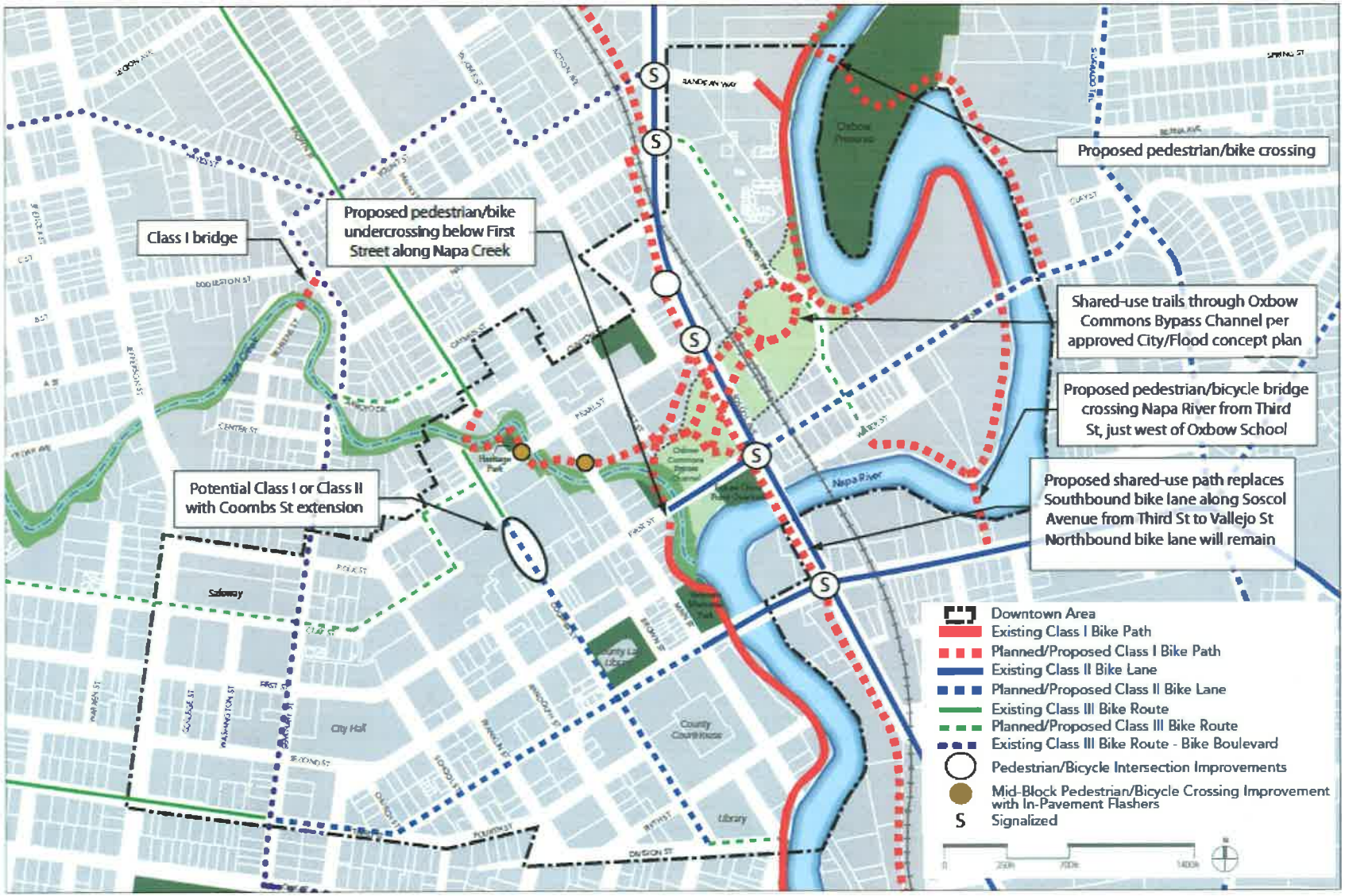
FIGURE 6.5: Existing Transit System





NAPA PROPOSED SERVICE CONCEPTS LOCAL ROUTES

FIGURE 6.6: Existing and Planned/Proposed Bicycle and Pedestrian System



Attachment I

6.5 PUBLIC TRANSIT SYSTEM

OVERVIEW OF EXISTING TRANSIT SYSTEM

Napa Public Transit Services

The NCTPA operates Napa's fixed route transit service (VINE) and demand-responsive or paratransit service. The VINE serves the cities of Napa, Santa Rosa, Calistoga, St. Helena, Rutherford, Oakville, Yountville, American Canyon and Vallejo. Downtown is served by multiple local routes and a regional route, all of which use the Pearl Street Transit Center. The VINE Go paratransit system provides demand-responsive service to customers including seniors and persons with disabilities within Napa County. Figure 6.5: Existing Transit System shows the existing public transit routes and location of bus stops within Downtown.

PROPOSED TRANSIT SYSTEM IMPROVEMENTS

Relocation of the Downtown Transit Center

The NCTPA plans to relocate the Pearl Street Transit Center, which is currently located at the southeast corner of the intersection of Coombs Street and Pearl Street, to a site on Burnell Street between Fourth and Fifth streets east of Soscol Avenue. The relocation is due to street closures as part of the Flood Protection Project as well as the need for more space for VINE's pulse transfer system (where multiple bus routes arrive and depart at the same time). The new transit center will include NCTPA offices and meeting space, on-site parking and public art. Construction of the new transit center is expected to begin in 2012. One impact of the relocation is that the center's coverage of the Downtown core is shifted by approximately ¼-mile to the east. Although VINE routes will continue to serve the Pearl/Coombs streets area, the distance to the new transit center and the additional transfer required may alter some riders' decisions to use transit. Figure 6.5 identifies the proposed location of the new transit center along Burnell Street, which is close to the River Trail, future boat dock, and has the ability to include rail service in the future.

Opportunity to Restore the Napa Downtown Trolley

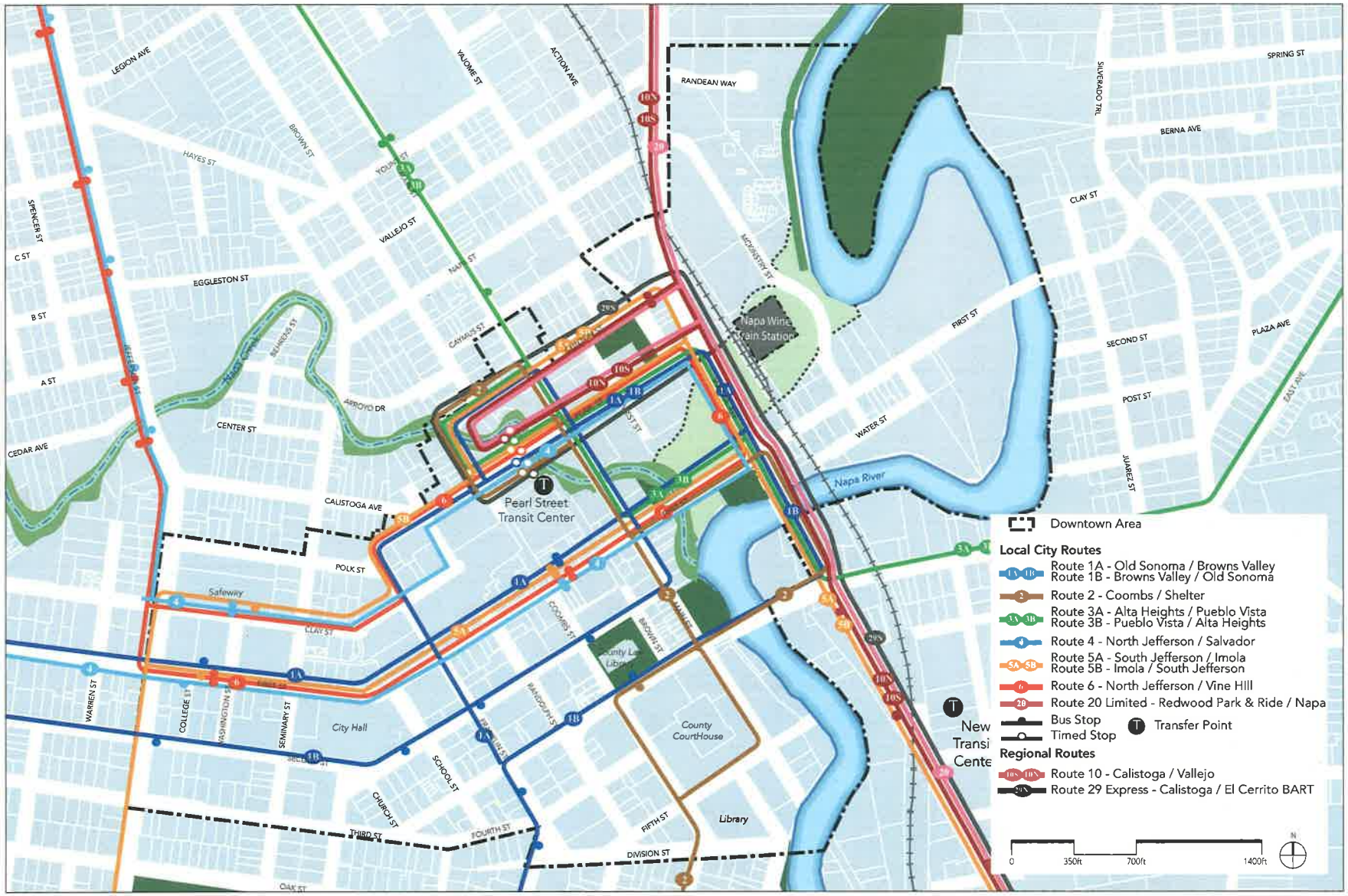
Trolley service was previously operated at varying 20 - 45 minute headways within Downtown. However, financing challenges, poor economic conditions and low ridership resulted in discontinuation of the service in 2009. Stops included Dwight Murray Plaza, the Napa Premium Outlets on the west side of SR-29, Embassy Suites, the Marriott Hotel, Safeway, Fuller Park, Historic Napa Mill, the River Terrace Inn and COPIA.

With implementation of the Specific Plan's development program, associated increase in activity in Downtown, and interaction between Downtown and the COPIA Focus Area, the City and/or NCTPA should explore restoring the Downtown trolley service with a sustainable

Potential re-establishment of the Downtown Trolley can facilitate the "park once and walk" environment as travel between the Downtown districts increases.

Attachment J

FIGURE 6.5: Existing Transit System



funding mechanism. A trolley service would reinforce a "park once and walk" environment and would support potential parking strategies such as lower cost remote parking for Downtown employees in the COPIA Focus Area if a private/public partnership provides public parking. Furthermore, the relocation of the transit center to Burnell Street reduces the coverage of Downtown and a frequent trolley service would mitigate the impact of the relocation.

Potential Future Bus Rapid Transit Services

The NCTPA's strategic transportation plan includes a strategy to actively explore development of a Bus Rapid Transit (BRT) system as a possible alternative to the development of the commuter rail system. BRT has similar characteristics to rail service and provides similar benefits. BRT improves upon conventional bus-based mass transportation to provide service that emulates rail service, but more cost-effectively. BRT is more flexible than rail and can operate along exclusive traffic lanes or in mixed traffic lanes on city streets.

There is no established timeframe for implementing BRT in Napa County; however, the City should coordinate with NCTPA as it explores this strategy further since Downtown would be a primary destination for BRT.

Potential Rail Service

Currently, there is no commuter rail system operating in Napa. The Napa Valley Wine Train, a privately operated tourism service, operates within Napa County, extending from the City of Napa north to St. Helena. The Wine Train's main station is located in Napa on McKinstry Street just north of the Soscol Avenue/First Street intersection. In the past, the rail lines were part of a larger rail system that connected Napa to Vallejo in the south, Sonoma and Marin counties to the west, and Fairfield and Benicia to the east.

While no timeline is in place, the NCTPA's strategic transportation plan (Napa's Transportation Future) includes a strategy to explore commuter rail service. The NCTPA envisions scheduled passenger train service between the Vallejo Ferry Terminal and the City of Napa with service throughout the day. Initially this service might connect the City of Napa and employment centers in the southern part of the County. Rail service may be coordinated with bus service for travel to the north part of the County and with local shuttles connecting rail stations to jobs and residences. The NCTPA's strategy includes the potential to connect regional and national train systems, providing access to Napa from anywhere. The existing railroad line is still used for limited freight service and, because of this, the railroad is limited to certain types of passenger vehicles. The City should continue to monitor this potential long-range transportation improvement because of the significance it would place on Downtown as a regional transportation hub, central destination and distribution center for tourism.

In the near future, Bus Rapid Transit may connect Downtown Napa to the rest of the Bay Area.

The Pearl Street Transit Center will be relocated to Burnell Street.

PUBLIC TRANSIT SYSTEM RECOMMENDED ACTIONS

This section summarizes the recommendations to support the implementation of the Specific Plan's key strategies for transit improvements within Downtown.

1. Emphasize the importance of streetscape improvements and pedestrian connectivity as essential strategies for increasing transit ridership.
2. Work with NCTPA to identify sources of funding for bus stop upgrades and improvement of amenities.
3. Explore restoring the former Downtown trolley service as implementation of the Specific Plan's development program increases the activity in Downtown and the interaction between the Downtown core and the COPIA Focus Area. Consider alternative and multiple funding sources including a concession to a private operator, advertising revenue, gasoline sales tax, business assessments, and tourism and parking taxes.
4. Coordinate with NCTPA as it explores a strategy of Bus Rapid Transit as a cost-effective alternative to rail service. Downtown would be a primary destination for Bus Rapid Transit and would require additional infrastructure in terms of stations, potential exclusive rights-of-way, and operational modifications such as Transit System Priority signal systems and "queue-jumper" lanes allowing buses to bypass congestion at intersections.
5. Coordinate with NCTPA as it evaluates the potential for commuter rail service and identify Downtown Napa as a viable regional transportation hub, central destination and distribution center for tourism.

6.6 PEDESTRIAN AND BICYCLE CIRCULATION

EXISTING PEDESTRIAN FACILITIES

A key transportation feature of Downtown is its robust pedestrian circulation system comprised of short, or pedestrian-scaled, blocks with a continuous system of sidewalks on both sides of streets, short crossings on all approaches of most intersections, attractive streetscapes and amenities, and few major barriers to pedestrian travel. In general, major barriers may include physical features such as rivers or steep topography, interruptions in the street grid, the railroad, or wide, high volume and high speed streets or freeways.

There currently are sidewalks or pedestrian paths along nearly all of the streets within Downtown. Intersections are either stop or signal controlled, allowing for pedestrian crossing. At stop controlled intersections painted crosswalks are usually provided, while at signalized intersections painted crosswalks and pedestrian signals are typically provided at each leg of the intersection. Sidewalk curb extensions, often called bulbouts, are provided at some intersections. Bulbouts are an extension of the curb into the parking lane, which shortens the crossing distance for pedestrians. Generally, even at intersections without bulbouts, pedestrian crossings in Downtown are short (less than 60 feet).

EXISTING BARRIERS TO WALKING

While Downtown provides the key features that make up a robust pedestrian system, it also contains some barriers. Barriers to pedestrian circulation in Downtown include the Napa River and major high-traffic volume streets such as Soscol Avenue and Third Street. Crossings of the Napa River are located on First and Third streets, so north and south of these corridors there are significant gaps between crossings. However, the First and Third streets bridges over the Napa River connect the two most important districts: Downtown and the Oxbow District. Outside of these districts, Downtown is comprised mostly of residential or low-density and low-intensity commercial uses and the need to connect these uses is valuable but less critical. Further, there are existing or planned off-street multi-use paths paralleling the Napa River that connect to, or very close to, First and Third streets and provide an alternative pedestrian connection. The planned River Trail will provide an attractive north-south transportation route through Downtown, as well as a recreational facility.

An additional barrier to pedestrian travel is the past practice of aggregating smaller blocks to create single large development projects such as the Napa Town Center. While the shopping center itself provides a pleasant and attractive walking environment for customers, it makes it difficult for visitors to circulate (by any mode) through

The Napa River can be both a barrier to walking and a pedestrian amenity.

Thermoplastic paving materials heighten visibility for crosswalks and help create a safe pedestrian environment.

There is an opportunity to provide improved bike facilities throughout Downtown.

or around the development by breaking up the intuitive nature of the historic street grid.

EXISTING BICYCLE CIRCULATION AND FACILITIES

The City of Napa bicycle network extends throughout the city, with many routes traveling directly through Downtown. The regional Vine Trail and citywide River Trail connect through Downtown and should be embraced as key recreational and economic assets to the area. The city has level terrain and a variety of scenic bicycle routes serving cyclists of varying experience levels. The City's General Plan classifies bikeways according to the Caltrans classification system, which defines bicycle facilities as Class I, Class II or Class III bikeways[2].

The City of Napa has implemented "bicycle boulevards" in Downtown. A bicycle boulevard is typically used on streets that lack width for bicycle lanes and are usually low volume and low speed streets parallel to busy arterials which have been identified as preferred routes for bicycle traffic. Bicycle boulevards are given a distinctive appearance using frequent uniform signs and pavement markings alerting motorists that the street is a priority route for bicyclists. An illustrated map of the existing and currently planned bicycle and pedestrian system within Downtown is provided in the Appendix A – Existing Conditions Report.

PROPOSED PEDESTRIAN AND BICYCLE SYSTEMS

This section summarizes currently planned pedestrian and bicycle system improvements within Downtown, as well as improvements proposed in the Specific Plan. As described above, the existing and currently planned bicycle and pedestrian system represents a moderately complete and well-connected network. The existing and currently planned bicycle network provides sufficient north-south and east-west connectivity within Downtown, and the vast majority of the existing Downtown streets include quality pedestrian facilities, with sidewalks on both sides and good pedestrian crossing facilities at intersections. For these reasons, the bicycle and pedestrian improvements recommended as part of the Specific Plan are primarily focused on enhancing and building on the quality system that is already in place, or currently planned, within Downtown (see Figure 6.6: Existing and Planned/ Proposed Bicycle and Pedestrian Systems).

2 Class I Bikeways (Bike Path or Multi-Use Trail) – Dedicated bike path which is separated from motorists by a space or physical barrier, or is on a separate right-of-way. Class II Bikeways (Bike Lane) – Bike lane on a roadway with restricted right-of-way designated by signs and pavement marking for the use of bicycles. Class III Bikeways (Bike Routes) – Bike route with shared right-of-way designated by signs on roadways.

Proposed Pedestrian System

The City of Napa General Plan identifies preferred standards for sidewalks in the form of standard street cross-sections. The standard for sidewalks and adjacent planting strips for arterial, collector and local streets without on-street parking is 10 feet of width with six-foot sidewalks and four-foot strips for landscaping. Where on-street parking is provided, the standards allow a five-foot six-inch wide contiguous sidewalk. While these standards are appropriate for most streets within Napa, in urban areas or in older parts of the city such as Downtown the standards presented in the General Plan are only guidelines and can be modified at the City's discretion to better serve the pedestrian needs of a specific area.

Downtown streets serve a higher level of pedestrian activity and require wider sidewalks, especially to accommodate street trees in tree wells, sidewalk landscaping, street furniture, public art and sidewalk café space where restaurants may be located. There is great opportunity to enhance the pedestrian facilities and streetscape elements within Downtown and a key goal of the Specific Plan is to encourage additional investment in these facilities to provide a safe and inviting environment for all users. Chapter 5 – Design Guidelines includes recommendations for various pedestrian facility improvements including sidewalk design, crosswalks and bulbouts, street furniture, lighting, public art, and wayfinding signage on Downtown streets. In the guidelines, various Downtown streets are identified as "Core Streets" (First Street, Main Street) and "Secondary Streets" (Second Street, Third Street, Soscol Avenue, Pearl Street, Jefferson Street, Seminary Street) and recommended improvements are presented for each street type. A few of the key streetscape and pedestrian realm recommendations presented in Chapter 5 – Design Guidelines are summarized as follows:

- On Core Streets, ensure that sidewalks have a width of at least 10 feet from building face to curb. The use of brick accents, ribbons, choice pavement scoring, etc. should be a consideration in the design theme for commercial sidewalks.
- On Secondary Streets, ensure that sidewalks have a width of at least six feet and a curbside planting strip where space permits as described in Chapter 5 – Design Guidelines.
- Locate street trees and planter strips between sidewalks and the roadway to provide a safety buffer for pedestrians from traffic.
- Provide clearly marked minimum 10-foot wide crosswalks at all controlled intersections and at intersections of key streets.
- Ensure that all crosswalks have ramps and warning strips that comply with Americans with Disabilities Act (ADA) standards.
- Provide bulbouts at intersections and pedestrian crossing locations to reduce crossing distances.

Flashing pedestrian crossing signs should be installed at mid-block crossings to increase pedestrian safety.

The Downtown's system of paths over creeks and rivers and through greenways creates an opportunity for a comprehensive pedestrian and bicycle system.

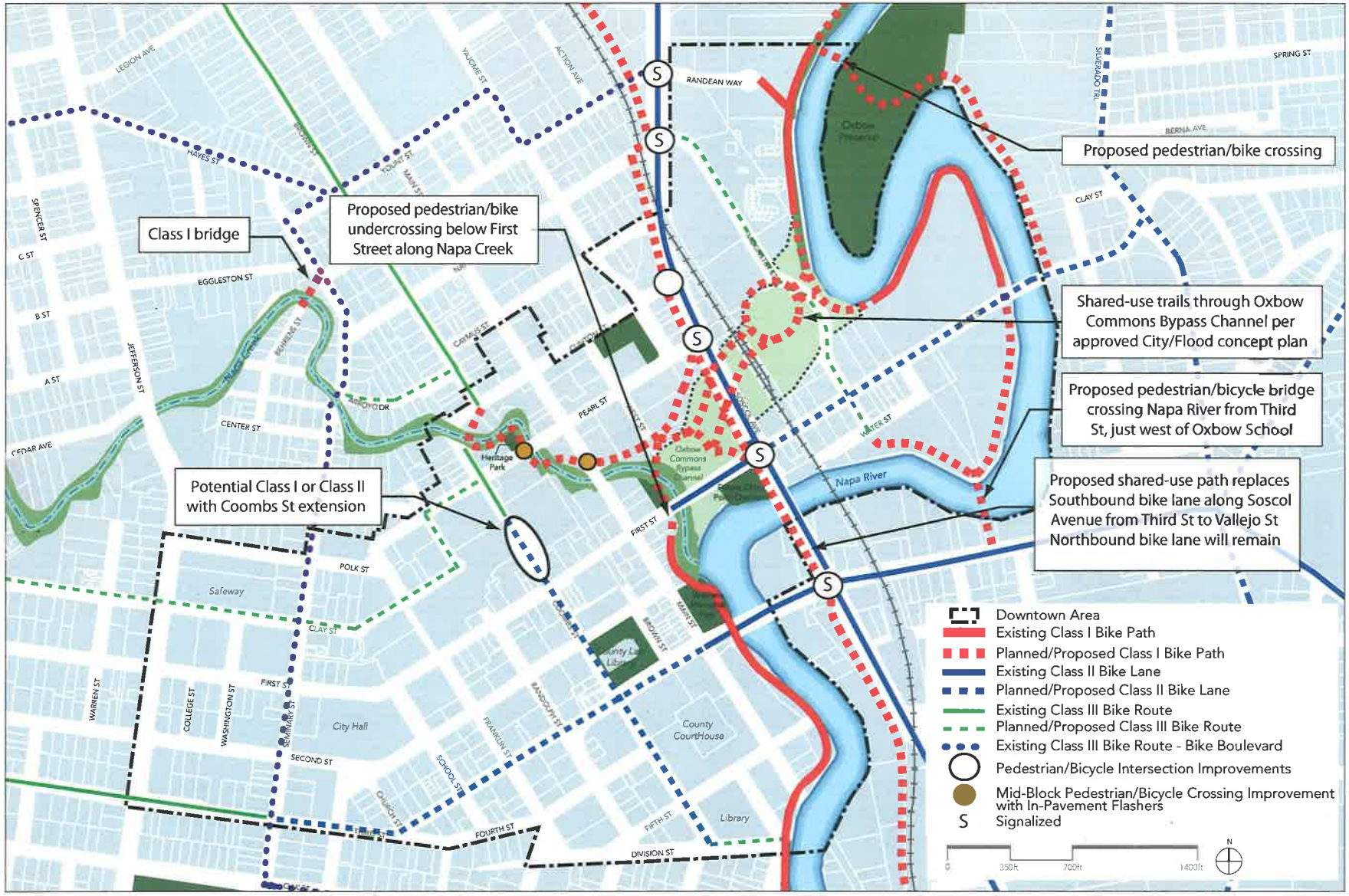
Sidewalks, pedestrian crossings and plaza areas are not the only components that form the pedestrian circulation system; multi-use paths and trails are also key pieces. Because these facilities serve both pedestrians and bicyclists as transportation corridors and recreational facilities, the recommended improvements to multi-use paths are presented in the section below discussing Specific Plan bicycle system recommendations.

Proposed Bicycle System

For the city's bicycle system, the General Plan contains a number of policies related to street design to accommodate bike lanes and multi-use trails and to encourage bicycle facilities in new development. The General Plan's proposed bicycle system was the basis for the Specific Plan recommendations. The recommended Specific Plan bicycle system, illustrated in Figure 6.6, was developed in coordination with City staff, the City's Bicycle Policy Advisory Committee (BPAC), and citizenry with the goal of providing a well-connected and integrated network of on-street (Class II bike lanes and Class III bike routes) and off-street (Class I multi-use paths) facilities. The bicycle system within Downtown should facilitate an intuitive east-west and north-south circulation pattern with well-located connections to the existing and proposed recreational trails along the Napa River and through the Oxbow Commons Bypass Channel. The proposed Specific Plan bicycle and pedestrian system is described briefly below.

In the Specific Plan bicycle system, north-south bike travel is accommodated by Class II bike lanes along Soscol Avenue, Class II and Class III bikeways along Coombs Street, Class I multi-use trails along the Napa River and along a bicycle boulevard along Seminary Street. The bicycle boulevard continues northwest on Hayes Street. A potential Class I or Class II bikeway should be incorporated

FIGURE 6.6: Existing and Planned/Proposed Bicycle and Pedestrian System



into the Coombs Street extension through the Napa Town Center to provide a continuous north-south bicycle connection through the Downtown core.

East-west bike travel is accommodated with Class II bike lanes and Class III bike routes on Third Street and a portion of First Street, connecting to a Class I trail system along the Napa River. East of the Napa River, the bicycle facilities on First and Third streets connect to a series of Class II bike lanes along Silverado Trail, East Avenue and Coombsville Road. A parallel Class III route meanders through Downtown mainly on Clay and Pearl streets, terminating into the Coombs Street north-south route. Segments of other Class III routes and bicycle boulevards also provide east-west travel through Downtown.

A system of multi-use Class I trails is provided along the Napa River, Napa Creek and the flood channel, connecting to the primary north-south trail along the railroad right-of-way parallel to Soscol Avenue. The Oxbow Commons Bypass Channel is planned to contain a network of trails which, when linked to the primary east-west bicycle corridors of First Street and Third Street, provide a fully integrated north-south and east-west system. Figure 6.6 illustrates locations where intersection improvements are proposed as well as grade-separations and crossing enhancements to support the interconnection of the Downtown network.

PEDESTRIAN AND BICYCLE SYSTEM RECOMMENDED ACTIONS

1. Implement the Specific Plan bicycle and trail system portrayed in Figure 6.6 and support coordination and consistency with the countywide/citywide bicycle planning efforts. The proposed system within Downtown includes, but is not limited to, the following improvements:

    - Provide Class I shared-use trail along west side of Soscol Avenue, connecting to the proposed Class I facilities through the Oxbow Commons Bypass Channel, to the north end of the River Trail near Third Street, and to the Vine Trail/Crosstown Commuter Path at Vallejo Street.
    - Extend the Class I facilities proposed along the Oxbow Commons Bypass Channel to the northwest along the Napa Creek to Main Street and Clinton Street. In addition, trails should extend east-west from McKinstry Street to Downtown via First Street and a path connection to Main Street.
    - Provide Class II bike lanes along Coombs Street from Division Street to First Street.
    - Provide Class III bike routes along Coombs Street from First Street to Clinton Street and along Brown Street north of Clinton Street. Connect these routes with a potential Class II or Class III bikeway through the proposed Coombs Street extension through the Napa Town Center.

- Classify Division Street as a Class III bike route between Coombs Street and the Class I shared-use trail along the west bank of the Napa River.
- Extend the class II bike lanes along Third Street to the west from Main Street to Jefferson Street.
- Consider the development of enhanced mid-block pedestrian/bicycle crossing improvements with where the Class I shared-use trails cross Main Street and Pearl Street as illustrated in Figure 6.6. There are several obstructions in the way of the River Trail connection crossing First Street, such that a mid-block crossing would be unsafe. For this reason, the River Trail connection is recommended to go under the First Street Bridge to the Opera House Plaza. At mid-block crossings, explore the use of in-pavement flashers and crosswalk signage that flashes to alert drivers of crossing.

2. Encourage a bike-sharing program where bicycles are made available at unattended stations within Downtown for shared short-term use by individuals who do not own them. Publicly shared bicycles provide an opportunity to increase bike ridership in Downtown.

3. Implement the recommended pedestrian amenities and streetscape improvements identified in Chapter 5 – Design Guidelines for First Street, Main Street, Second Street, Third Street, Soscol Avenue, Seminary Street and Jefferson Street.

4. When reconstructing street frontages, ensure new development adheres to the development standards for the pedestrian realm, as presented in Chapter 5 – Design Guidelines.

5. Require new development within the Specific Plan area to implement or contribute toward Downtown-wide improvements including streetscape and the Class I multi-use trail system that is planned along the Downtown greenways, creeks and flood channel improvements.

6. Require private development to expand public streetscape and open space improvements to expand and connect to the network of pedestrian-friendly sidewalks, promenades, plazas, paseos and courtyards into and through development projects.

7. Require private development to enhance open space and pedestrian connections, as envisioned in the Streetscape Plan in Chapter 5 – Design Guidelines, through careful placement and design of street trees, public art, street furnishings, bike racks, landscaping, signage, newsstands, street lights, paving and trash receptacles.

Encourage a bike-sharing program in Downtown to promote bicycle activity.

Attachment L

TABLE 8.2: Summary of Costs by Phase

Improvement Type	Infrastructure and Facilities Costs						
	Phase 1 (0 – 10 years)			Phase 2 (10 – 20 years)	Total Development Buildout		
	Current Planned Facility Upgrades	Additional Demand Created by Projected New Development	Total	Additional Demand Created by Projected New Development	Current Planned Facility Upgrades	Additional Demand Created by Projected New Development	Total
Infrastructure							
Circulation	$2,500,000	$0	$2,500,000	$450,000	$2,500,000	$450,000	$2,950,000
Streetscapes	$0	$3,860,000	$3,860,000	$7,568,000	$0	$11,428,000	$11,428,000
Stormwater/ Drainage	$33,500	$95,000	$128,500	$126,000	$33,500	$221,000	$254,500
Water	$458,000	$1,811,000	$2,269,000	$489,000	$458,000	$2,300,000	$2,758,000
Wastewater	$90,000	$1,811,000	$1,901,000	$753,000	$90,000	$2,564,000	$2,654,000
Subtotal	**$3,081,500**	**$7,577,000**	**$10,658,500**	**$9,386,000**	**$3,081,500**	**$16,963,000**	**$20,044,500**
Public Facilities							
Parks, Plazas and Open Space	$1,650,000	$1,315,000	$2,965,000	$0	$1,650,000	$1,315,000	$2,965,000
Public Parking	$0	$15,200,000	$15,200,000	$0	$0	$15,200,000	$15,200,000
Subtotal	**$1,650,000**	**$16,515,000**	**$18,165,000**	**$0**	**$1,650,000**	**$16,515,000**	**$18,165,000**
Total Capital Costs	**$4,731,500**	**$24,092,000**	**$28,823,500**	**$9,386,000**	**$4,731,500**	**$33,478,000**	**$38,209,500**

Source: City and MIG (November 2010), and EPS.

TABLE 8.3: Summary of Sources and Uses

Improvement Type	Estimated Costs (Total Development Buildout) [1]			Potential Funding Sources				
	Current Planned Facility Upgrades	Additional Demand Created by Projected New Development	Total	Private Funding [2]	Existing Sources [3]	New Specific Plan Fee [4]	New Infrastructure Community Facility Districts CFD	Other New Sources [5]
Infrastructure								
Circulation	$2,500,000	$450,000	$2,950,000		X	X	X	X
Streetscapes	$0	$11,428,000	$11,428,000	X	X	X	X	X
Stormwater/Drainage	$33,500	$221,000	$254,500			X	X	X
Water	$458,000	$2,295,000	$2,753,000		X	X	X	
Wastewater	$90,000	$2,564,000	$2,654,000		X	X	X	
Subtotal	**$3,081,500**	**$16,958,000**	**$20,039,500**					
Public Facilities								
Parks, Plazas and Open Space	$1,650,000	$1,315,000	$2,965,000			X	X	
Parking	$0	$15,200,000	$15,200,000	X	X	X	X	
Subtotal	**$1,650,000**	**$16,515,000**	**$18,165,000**					
Total Capital Costs	**$4,731,500**	**$33,478,000**	**$38,209,500**					

Source: City and MIG (November 2010), and EPS.

1 Costs are estimated in 2011 dollars.

2 Includes developer-funded improvements, as well as public/private negotiated improvements, exactions and/or cash contributions.

3 Includes existing development impact fee programs, parking districts, City General Fund, utility rate revenues and redevelopment funds, if available.

4 Can only be used to fund improvements needed to serve new development.

5 Includes a variety of other potential sources, described in the Funding Sources text

Attachment M

Area Overview - Although the Napa is located just 50 miles north of San Francisco, it continues to be a rural and agricultural community and it is a gateway to the Napa Valley wine country for visitors from the San Francisco Bay Area and points beyond. Napa is the Napa County seat and is the largest incorporated community in the county with about 77,000 residents. Downtown Napa is the historic heart of the community. Most City and County government offices as well as traditional retail and service uses are located along Downtown's two primary streets—Main and First Streets. There has been significant retail development in the area since 2000 with a strong emphasis on entertainment, culinary and wine-related uses. Recent hotel investments, coupled with the strong tourism industry, suggest a favorable long-term market environment for attracting additional development to Downtown, but the area has been less successful in attracting and retaining local-serving retail tenants and residential development. Downtown appears relatively well positioned to foster a setting that is more attractive to a wide range of both residents and business tenants; however, the national recession presents challenges to its development.

Public transit is a significant part of the success of Downtown Napa. Public transit is provided by NCTPA which operates Napa's fixed route transit service (VINE). Downtown is served by multiple local routes and a regional route, all of which use the Pearl Street Transit Center. Headways in Downtown are approximately 20 minutes. NCTPA plans to relocate its existing transit center to the southwest corner of Burnell Street and Fourth Streets one block east of Soscol Avenue. This relocation is due to street closures required by the Flood Protection Project as well as the need for more space for VINE's pulse transfer system (where multiple bus routes arrive and depart at the same time). The new transit center will include NCTPA offices and meeting space and on-site parking and is expected to be completed in 2013. Additionally, it was cited in this location for access to future rail (possible light rail/commuter service) and a boat dock capable of ferry service.

Area Vision - The community of Napa is ready to enhance its Downtown to meet the needs of existing and new residents while continuing to draw visitors from around the region and world. The preparation of the Downtown Napa Specific Plan began in 2009 and is scheduled for completion and adoption in April 2012. The Plan will provide the guiding framework for realizing the vision of a vibrant, healthy and balanced pedestrian-oriented city center.

A primary purpose of the Plan is to outline a commonly agreed upon community-based vision for the future. The Plan will also provide the necessary steps to guide future public and private investment in Downtown. To help achieve its objectives, the Plan will outline 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.

The Downtown Specific Plan area boundaries encompass 210 acres and include the Napa River (east), Division and Third Streets (south) and Jefferson Street (west). The northern boundary generally follows the zigzagging edge of the existing "Downtown Commercial" zone 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.

Planned Priority Development Area - The planned Downtown Napa Priority Development Area (PDA) will follow the same boundaries of the Downtown Specific Plan and the visions for both plans align well with the recently-created "Rural Town Center" place type. Napa is located in a largely agricultural county and is surrounded on all sides by agricultural and open space lands. Since the 1970s growth management strategies have focused on conservation of these lands around the edge of Napa and in Napa County, such as with the adoption of Measure A and the City's Rural Urban Limit Line (RUL). These strategies have directed much of the residential, commercial and industrial development in the county to the cities, and in particular to Napa which is the largest of the five incorporated cities in the area.

Downtown Napa is the community's center for business, civic and cultural activities with land use, circulation and design policies that retain the focus of Downtown as the community's retail center and as a distinct residential neighborhood. Downtown is a place where residents of the entire community come together to meet friends, to build new relationships, and to explore the dynamic and ever-changing conditions of the area. Amenities are found in Downtown that are not available elsewhere in Napa, such as access to shops, services, restaurants, public and cultural facilities, parks, and entertainment all within a compact and walkable environment. Downtown is also the hub for transit services where people begin their commutes north and south in the county and to Sonoma and Solano Counties. A new multi-model transit center is under construction just two blocks east of Downtown Napa and headways in the area are 20 minutes on many of Downtown's streets.

A key transportation feature of Downtown is its robust pedestrian circulation system comprised of short, pedestrian-scaled blocks with a continuous system of sidewalks on both sides of streets and attractive streetscapes and amenities. Napa's bicycle network extends throughout the community, with many routes traveling directly through Downtown. The regional Vine Trail and citywide River Trail connect through Downtown and are embraced as key recreational and economic assets to the area. These systems are proposed for improvement as part of the Downtown Specific Plan which will help to achieve the objectives of providing resources those who choose to live and visit the area. Additionally, the Napa County Bike Plan identifies several key routes and links throughout the planned PDA.

Future Needs - To achieve the vision of the Downtown Specific Plan and the planned PDA, the Downtown Specific Plan will need to be adopted in the spring of 2012. With the adoption of this Plan the policies, standards, guidelines, and implementation measures to achieve Napa's vision will be largely in one resource document. Funding is also required for design and improvement of the infrastructure envisioned in the Plan (e.g., streets, utilities, parks, parking, etc.). There is approximately $38-million in costs associated with the Plan, which will create more than 1,600 jobs and bring approximately 1,400 residents to Downtown. Densities and floor area ratios are increased in the Plan, along with flexibility in building height, parking requirements and similar strategies, which accommodate the vision for a city-centered, sustainable area where residents live near services. Collectively, these strategies will provide increased housing and transportation alternatives to the community, and they align with regional goals for creating a complete community, smart growth principles, and planning for land use, transportation and the environment.

Community Involvement - Napa led a broad community-based process to garner input from the widest range of participants as part of the Downtown Specific Plan. 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 segments of the Napa community such as youth and Latinos. Technical tools such as a comprehensive website and surveys were also utilized. A 15-member Downtown Steering Committee was created to bring together representatives from the community to help guide the planning process and provide input on specific tasks. Members of the committee included property owners, business owners, residents from neighborhoods adjacent to the planning area, representatives of community groups, and a member from each of the City Council, Planning Commission and Cultural Heritage Commission. The varied perspectives of the committee members brought depth and a breadth of knowledge and interest to all aspects of the Plan. Over 30 meetings were held as part of this process, and more meetings are scheduled through to completion of the Plan in April 2012.

Leadership in Planning - The Downtown Specific Plan and the planned Downtown Napa PDA establish the foundation for how mid-sized rural towns can plan for city-centered growth in a way that protects the community's unique natural resources and built environment and also provides a place for people to live, work and visit. Destination communities do not have to be pristine places to look at but not touch. Napa is positioned in the next 20 years to provide leadership in planning for Downtown land use, transportation and the environment with the larger Bay Area region and beyond.

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:

1. The City Council hereby finds that the facts set forth in the recitals to this resolution are true and correct, and establish the factual basis for the City Council's adoption of this resolution.

2. The City Council hereby authorizes the Community Development Director to submit an application to ABAG to designate Downtown Napa and Soscol Gateway Corridor as PDAs.

3. This Resolution shall take effect immediately upon its adoption.

I HEREBY CERTIFY that the foregoing Resolution was duly adopted by the City Council of the City of Napa at a public meeting of said City Council held on the 17th day of January, 2012, by the following vote:

AYES: Inman, Mott, van Gorder, Techel

NOES: None

ABSENT: Krider

ABSTAIN: None

ATTEST: _____

for Dorothy Roberts
City Clerk

Approved as to form:

_____

Michael Barrett
City Attorney

CITY of NAPA

COMMUNITY DEVELOPMENT DEPARTMENT – PLANNING DIVISION
1600 First Street
Mailing Address:
P.O. Box 660
Napa, California 94559-0660
(707) 257-9530
FAX (707) 257-9522

December 16, 2011

Jackie Reinhart, ABAG Regional Planner
Associate of Bay Area Governments
PO Box 2050
Oakland, CA 94604-2050

RE: Priority Development Area Applications

Dear Ms. Reinhart:

I am pleased to submit on behalf of the City of Napa applications for Priority Development Area (PDA) designations for Downtown Napa and the Soscol Gateway Corridor. Consistent with our earlier discussions, the City agrees that Napa is a good candidate for PDA designations in these two infill areas.

The Soscol Gateway Corridor is proposed consistent with the "Rural Corridor" FOCUS place-type and is an area that has been the target of revitalization efforts over the past decade. Approximately 458 new homes are proposed in this PDA in the 20- to 30-year planning horizon and the NCTPA is presently constructing a new intermodal transit center abutting the PDA boundaries which is anticipated to be completed in 2012.

Downtown Napa is proposed consistent with the "Rural Town Center" FOCUS place-type and is an area that has been undergoing a comprehensive planning effort since 2009 with the preparation of a Downtown Specific Plan. Even before 2009, the City had completed the Soscol Corridor/Downtown Riverfront Development & Design Guidelines (adopted 2000, Revised 2009) and the Downtown Riverfront Urban Design Plan (2003) which have helped to guide significant development in the PDA in recent years. The Downtown Specific Plan is scheduled for adoption in April 2012 and it will be the primary guiding document for future development in the PDA, including for nearly 600 new housing units in the 20-year planning horizon in the area.

As ABAG reviews these PDA applications, please do not hesitate to contact me if you have any questions. The City Council's adopting resolution supporting these PDA applications will follow after its January 17, 2012 meeting.

Sincerely,

Rick Tooker
Planning Manager

C: City Manager
Community Development Director
Public Works Director

FOCUS Application for Priority Development Area Designation

a development and conservation strategy for the San Francisco Bay Area

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

Part 1 - APPLICANT INFORMATION & AREA DETAILS Attach 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	Soscol Gateway Corridor -- The planned PDA is located in the southern part of Napa generally between Silverado Trail and Soscol Avenue south of Silverado Trail (east), the Napa River (west), Highland Drive (north), and Imola Avenue (south).	
c. Area Size *(minimum acreage = 100)*	376 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 less than one-quarter mile west of the planned Soscol Gateway Corridor PDA. NCTPA is constructing a new multi-model transit center on the southwest corner of Fourth and Burnell Streets which will abut the boundary of the planned PDA. This new transit center will be completed in 2012 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 including along Soscol Avenue.	
e. Place Type (Identify based on the Station Area Planning Manual or from others in Application Guidelines)	Rural Corridor	
	Current Conditions (Year: 2006)	Future Goal (Horizon Year: 2037)
f. Total Housing Units	173	631
g. Total Jobs	1,181	2,048

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.

h. Net Project Density (New Housing)	Existing density ranges are variable by land use designation from 10 - 40 units per acre for Mixed Use sites and 3 - 8 units per acre for the limited number of single-family residential sites.	The 458 net increase in housing units results from (1) converting in the Soscol Gateway Redvelopment Plan 5.3 acres from SFR to MU, 16.9 acres to Transit Village, and assigning 2.5 acres at the Expo to MU [50 units], and (2) applying the mid-range of the number of units assumed in the 1998 General Plan for the area [408 units]. The density ranges are 10 - 40 units per acre on the MU designated sites and 3 - 8 units per acre on the limited number of residential sites in the area.
i. Minimum/Maximum FARs (New Employment Development)	.35 - .95 FAR	.35 - .95 FAR, although far more land is now zoned for multi-family use as part of the MU District.

Part 2 – 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.)?	☒	☐
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.**	☒	☐
c.	Is the proposed priority area within the boundaries of a redevelopment area?	☒	☐

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
☐ Assistance with policies to implement existing plan	☐ Funding for new area-wide specific plan or precise plan	☒ Funding for transportation projects (including pedestrian/bicycle)
☐ Assistance with photo- simulations to depict future conditions	☐ Funding to update existing area-wide specific plan or precise plan	☒ Funding for housing projects
☐ Assistance with local workshops and tours	☐ Funding for EIR to implement existing area-wide plan	☒ Funding for water/sewer capacity
☐ Other:	☐ Other:	☐ Funding for parks/urban greening
		☒ Funding for streetscape improvements
		☐ 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.

Part 7 – FOR EMPLOYMENT CENTER PLACE TYPE PROPOSALS ONLY

Please provide the following information for the entire jurisdiction.

	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.

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.

Supplemental Information to the City of Napa's
Application for Priority Development Area Designation
Soscol Gateway Corridor

1. Response to Part 2, Question b - Targeted Planning Efforts for Soscol Gateway Corridor PDA

    a. Soscol Gateway Vision (2004)
    b. Soscol Gateway Implementation Plan (2006)
    c. Soscol Gateway Redevelopment Plan and EIR (2007)
    d. Soscol Gateway/East Napa Historic Context Statement & Survey Report (2010)
    e. Soscol Corridor/Downtown Riverfront Development & Design Guidelines (2000, 2009)
    f. Soscol Gateway Pedestrian Improvement Plan (2011)
    g. Preliminary Drainage Plan for Interior Drainage (draft 2011)

    Additionally, the City's General Plan and the City's Zoning Ordinance guide the Soscol Gateway Corridor.

2. Response to Part 3 – Maps of Priority Development Area

    a. Regional Location Map
    b. Soscol Gateway Redevelopment Project Area Map
    c. Existing Land Use Map
    d. Citywide Zoning Map
    e. Modified Citywide Zoning Map of PDA (generally)
    f. Gasser Master Plan Concept (within the PDA
    g. Napa Valley Expo Concept (within the PDA)
    h. Existing General Plan Land Use Designation
    i. Existing Transit Service System (Regional)
    j. Existing Transit Service System (Napa)
    k. Napa Proposed Service Concepts Local Routes showing 20-minute headways in the planned PDA.
    l. Napa Countywide Bicycle Plan Map

3. The following additional Information is provided to support the visioning for land use circulation and open space within the planned PDA:

    m. Land Use Concept Plan
    n. Circulation System Concept Plan
    o. Open Space Concept Plan

4. Part 4 – Narrative (attached)

5. Part 6 – Infrastructure Budget for Priority Area

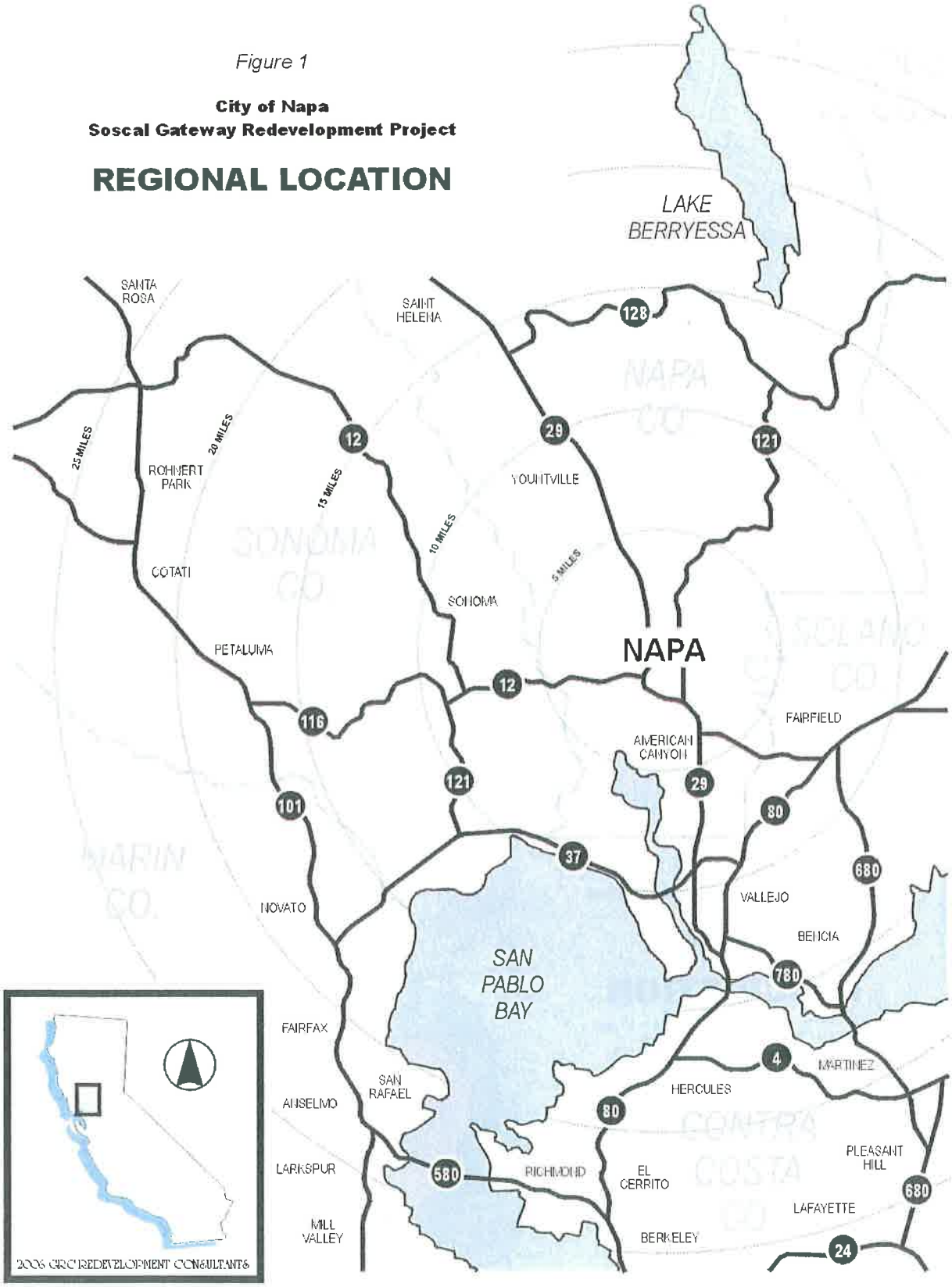
6. Part 6 – Infrastructure Budget for Priority Area

    p. Soscol Gateway Vision Implementation Plan Recommendations, including Infrastructure Needs (pps. 36-46), Cost Estimates (pps. 46-49), Funding Alternatives (pps. 50-54) and Other Implementation Actions (pps. 70-71).

Figure 1

City of Napa
Soscal Gateway Redevelopment Project

REGIONAL LOCATION



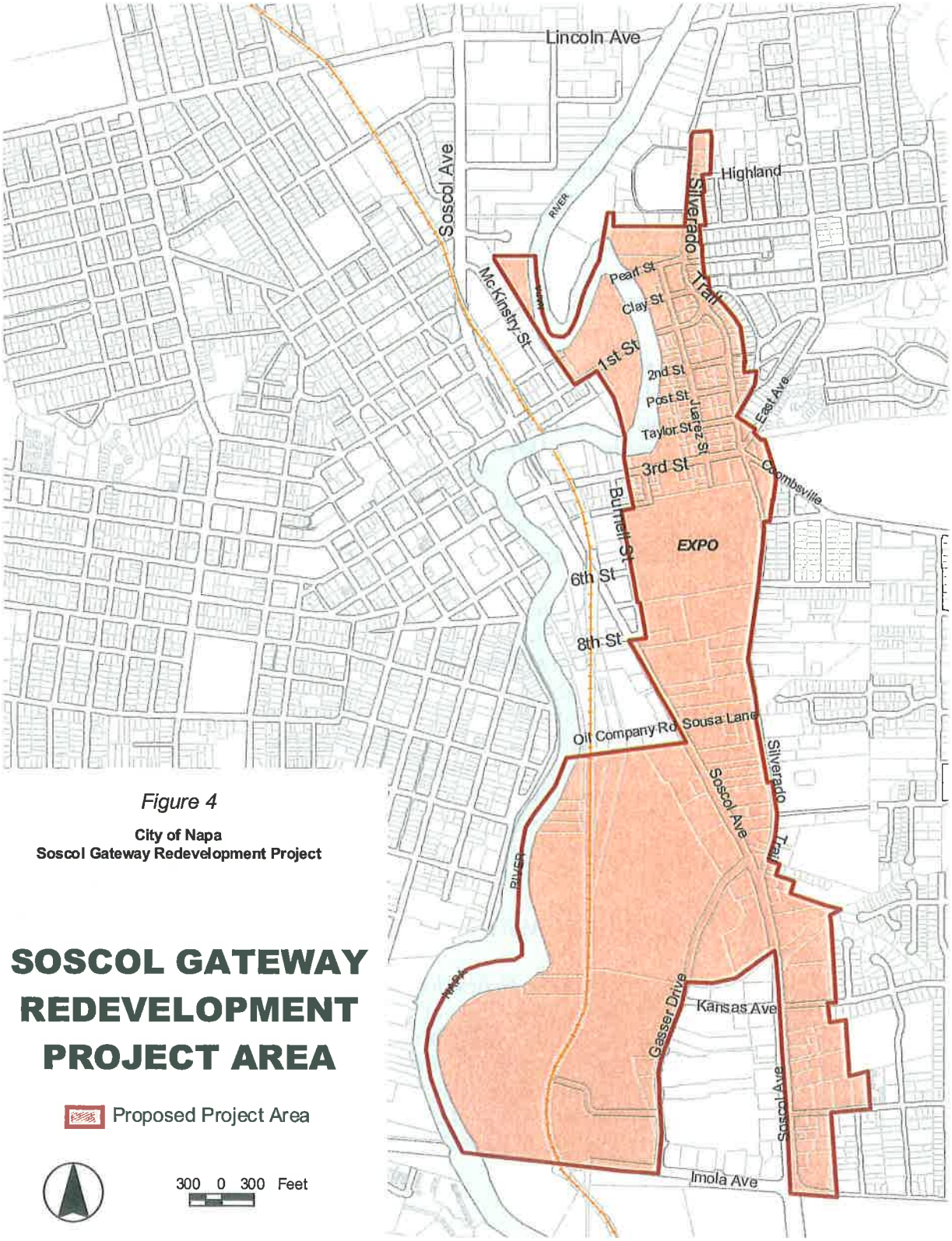


Figure 4

City of Napa
Soscol Gateway Redevelopment Project

SOSCOL GATEWAY REDEVELOPMENT PROJECT AREA

Proposed Project Area

300 0 300 Feet

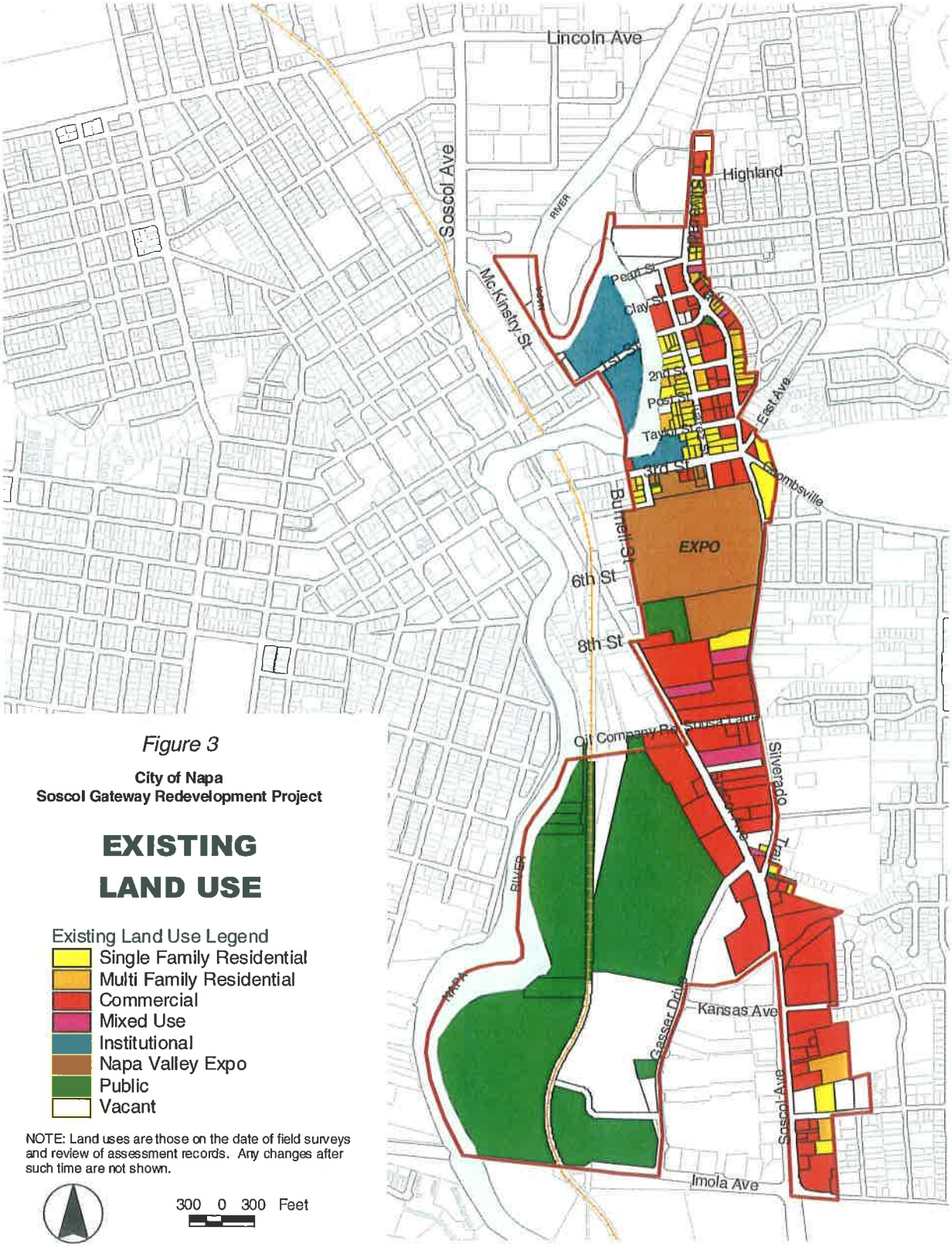


Figure 3

City of Napa
Soscol Gateway Redevelopment Project

EXISTING LAND USE

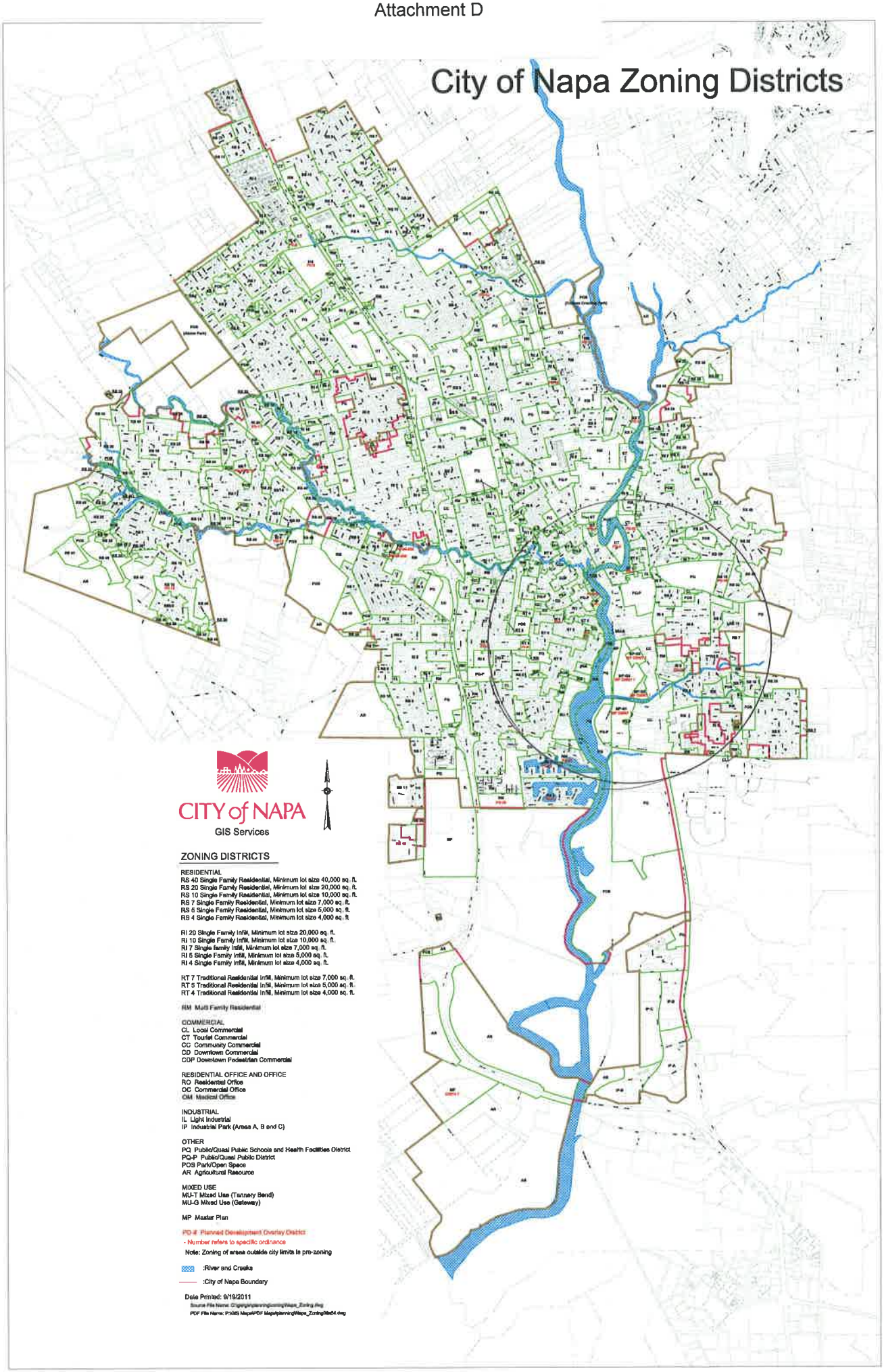
Existing Land Use Legend
- Single Family Residential
- Multi Family Residential
- Commercial
- Mixed Use
- Institutional
- Napa Valley Expo
- Public
- Vacant

NOTE: Land uses are those on the date of field surveys and review of assessment records. Any changes after such time are not shown.

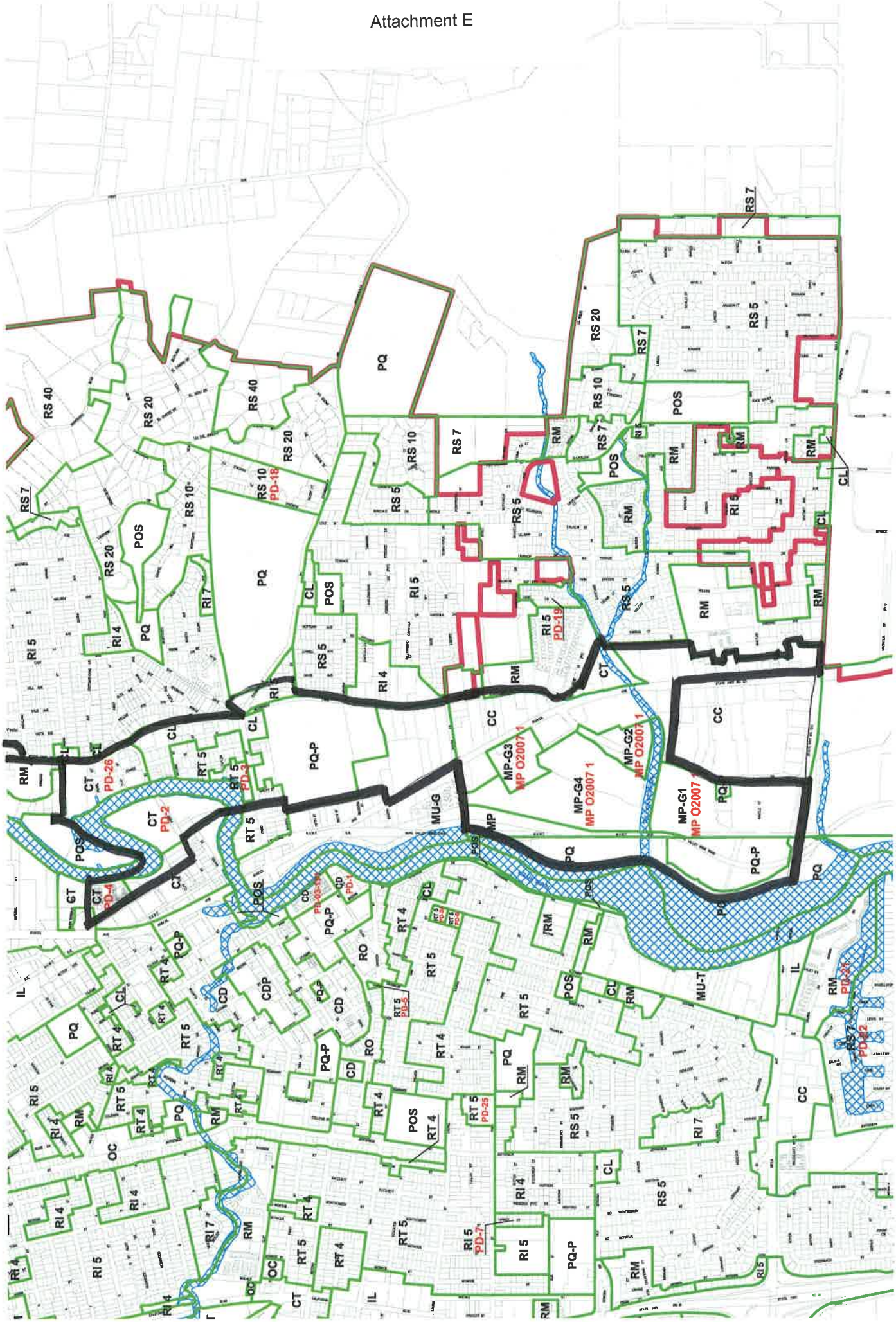
300 0 300 Feet

Attachment D

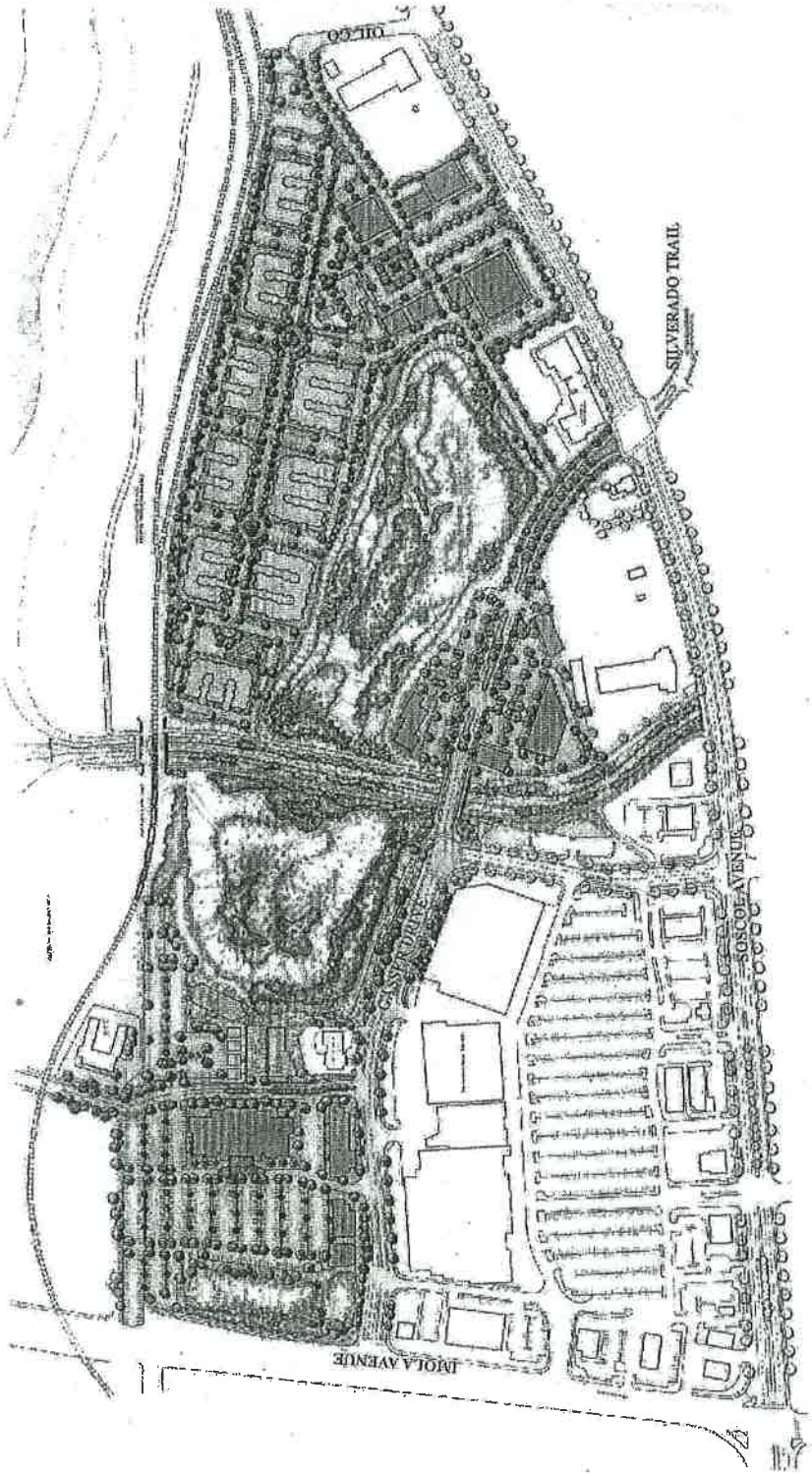
City of Napa Zoning Districts



Attachment E

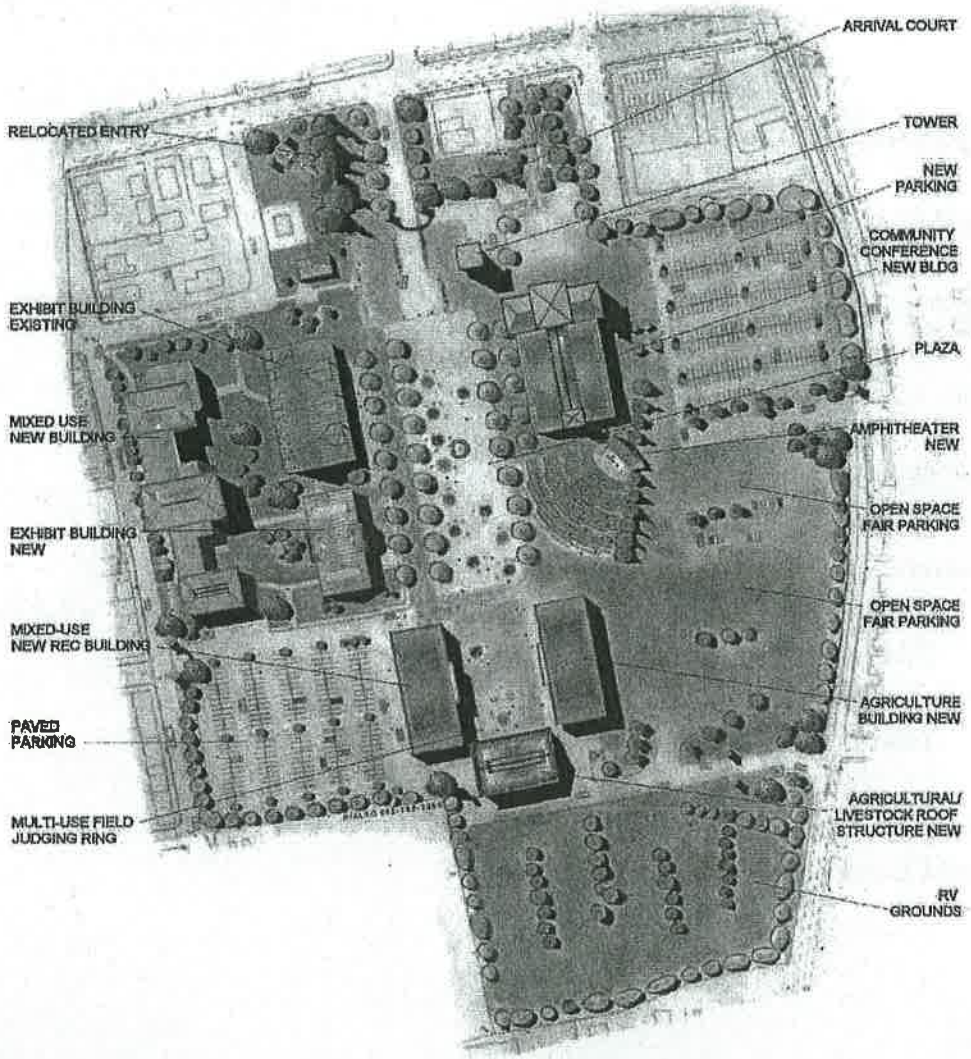


Gasser Master Plan



Gasser District Master Plan - Figure 2.1

2003 Napa Valley Expo
Land Use Concept 2 (Long Term)
Endorsed, Expo Board of Directors August 2003



LSA
RIALTO

NAPA VALLEY EXPO

AUGUST, 2003

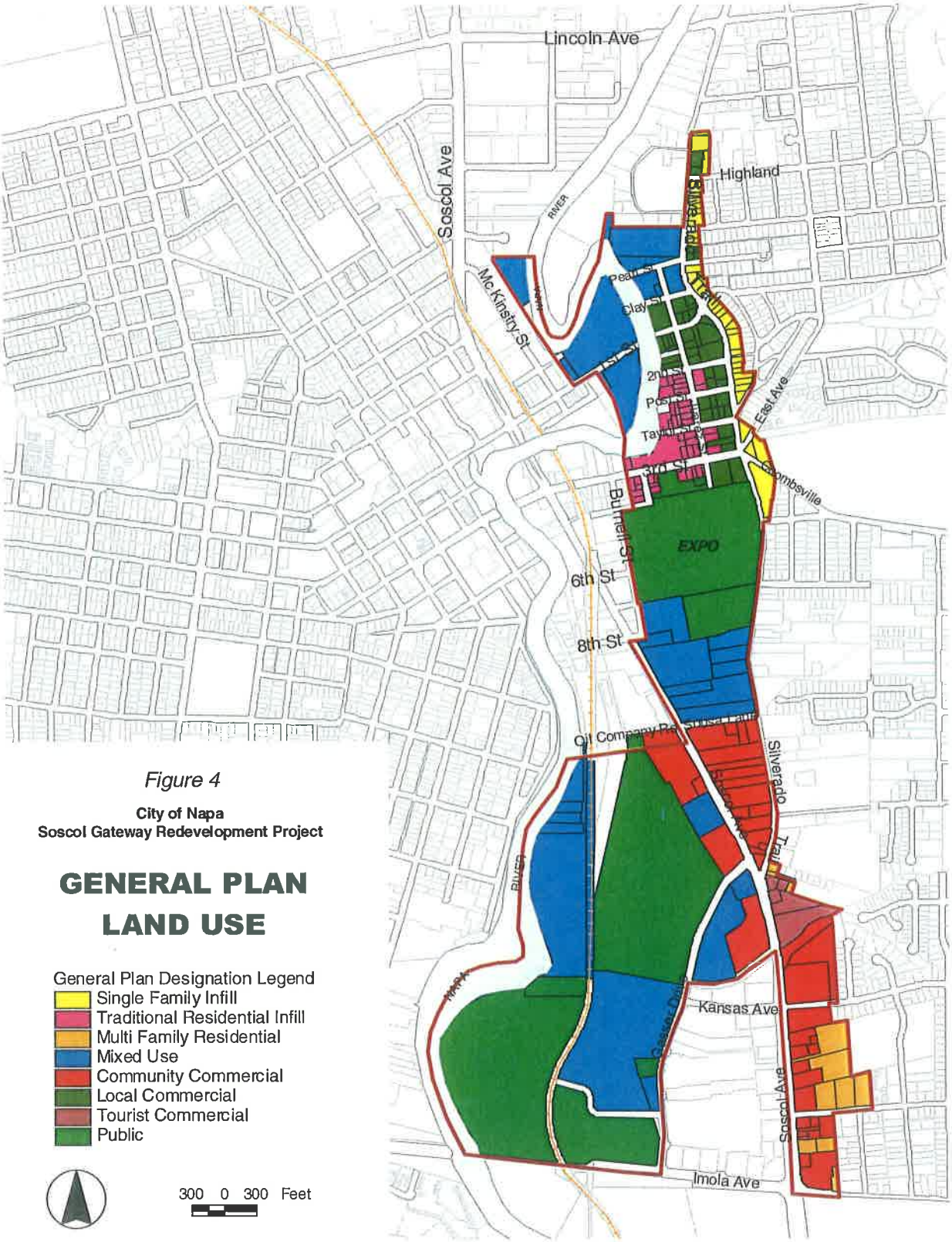


Figure 4

City of Napa
Soscol Gateway Redevelopment Project

GENERAL PLAN LAND USE

General Plan Designation Legend
- Single Family Infill
- Traditional Residential Infill
- Multi Family Residential
- Mixed Use
- Community Commercial
- Local Commercial
- Tourist Commercial
- Public

300 0 300 Feet

Attachment I

Calistoga HandyVan

Calistoga HandyVan is an on demand transit service that operates within City limits for the general public. No advanced reservations required. The van is wheelchair accessible and will accommodate two bags or packages per rider.

Transfers

Transfers to VINE Route 10 is available on the bridge on Lincoln Street and also at the Brannon Street bus stop.

Fares

$2.50 one-way cash fare or $1 using the HandyVan Punch Pass.

Punch Passes

Punch Passes are sold in $10 and $20 amounts and can be purchased at Calistoga City Hall, 1232 Washington St, or by mail. Send a check, made payable to "NCTPA", to the VINE Transit Center, 1151 Pearl St, Napa, CA 94559-2528. Please include a self addressed, stamped envelope.

Hours of Operation

Mondays - Fridays 8:15am to 12pm and 1pm to 5pm
Saturdays 9am to 1pm.

Information

Call (707) 963 4329 to schedule a pickup and the van will arrive within 15-20 minutes or visit www.CalistogaHandyVan.net

Legend

- Route 10S Calistoga/Vallejo
- Route 10N Vallejo/Calistoga
- Route 80 Redwood Park & Ride/ Napa Airport
- Route 29N VINE Express
- Route 29N End of Route Line
- Route 29S VINE Express
- American Canyon Transit Peak Service
- American Canyon Transit Regular Service
- St. Helena Shuttle
- Yountville Shuttle
- Transfer Point
- Transit Stop
- Bus Stop

For More Information

VINE Customer Service
(707) 251-2800 or (800) 696-6443

VINE Customer Service Office
VINE Transit Center
1151 Pearl St., Napa, CA 94559-2528
Monday-Friday 7:30am to 5:30pm
Saturday 10am to 2pm

NapaValleyVINE.net

VINE Go Paratransit
Napa (707) 252-2600
Up Valley (707) 963-4222
American Canyon (707) 558-9221
NapaVINEGo.net

Transit Ambassadors
(707) 259-8631

American Canyon Transit
(707) 557-7557
AmericanCanyonTransit.net

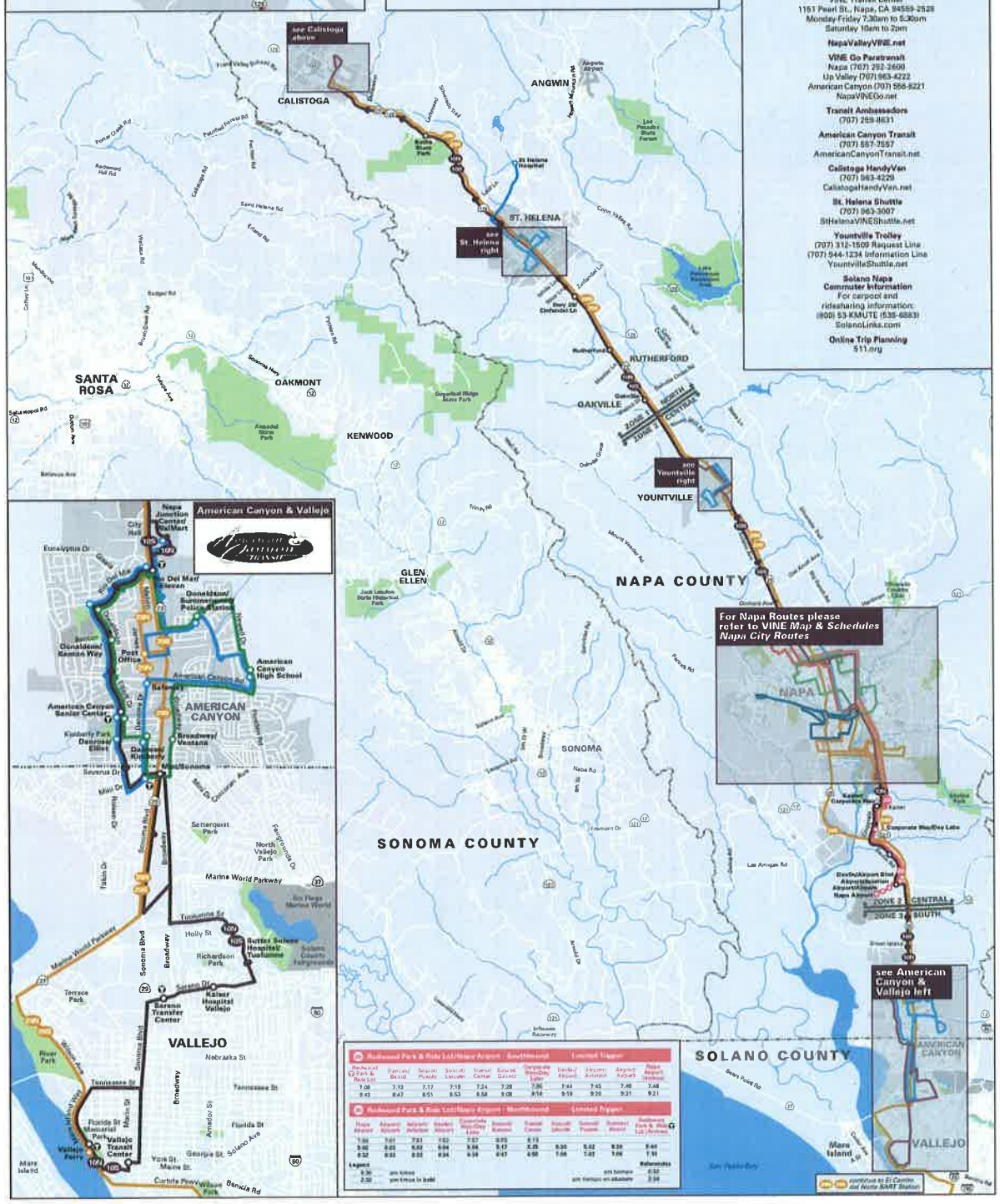
Calistoga HandyVan
(707) 963-4329
CalistogaHandyVan.net

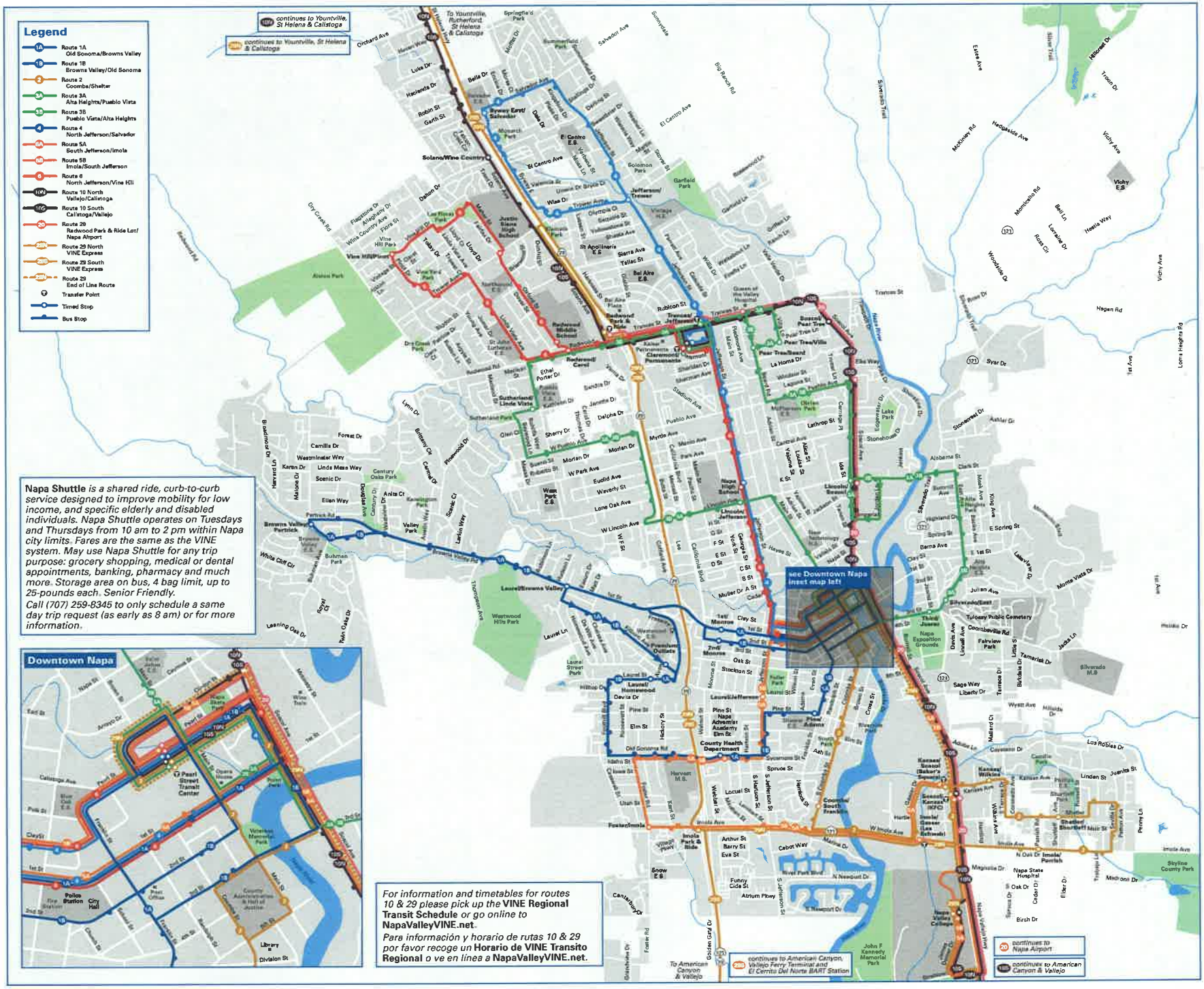
St. Helena Shuttle
(707) 963-3007
StHelenaVINEShuttle.net

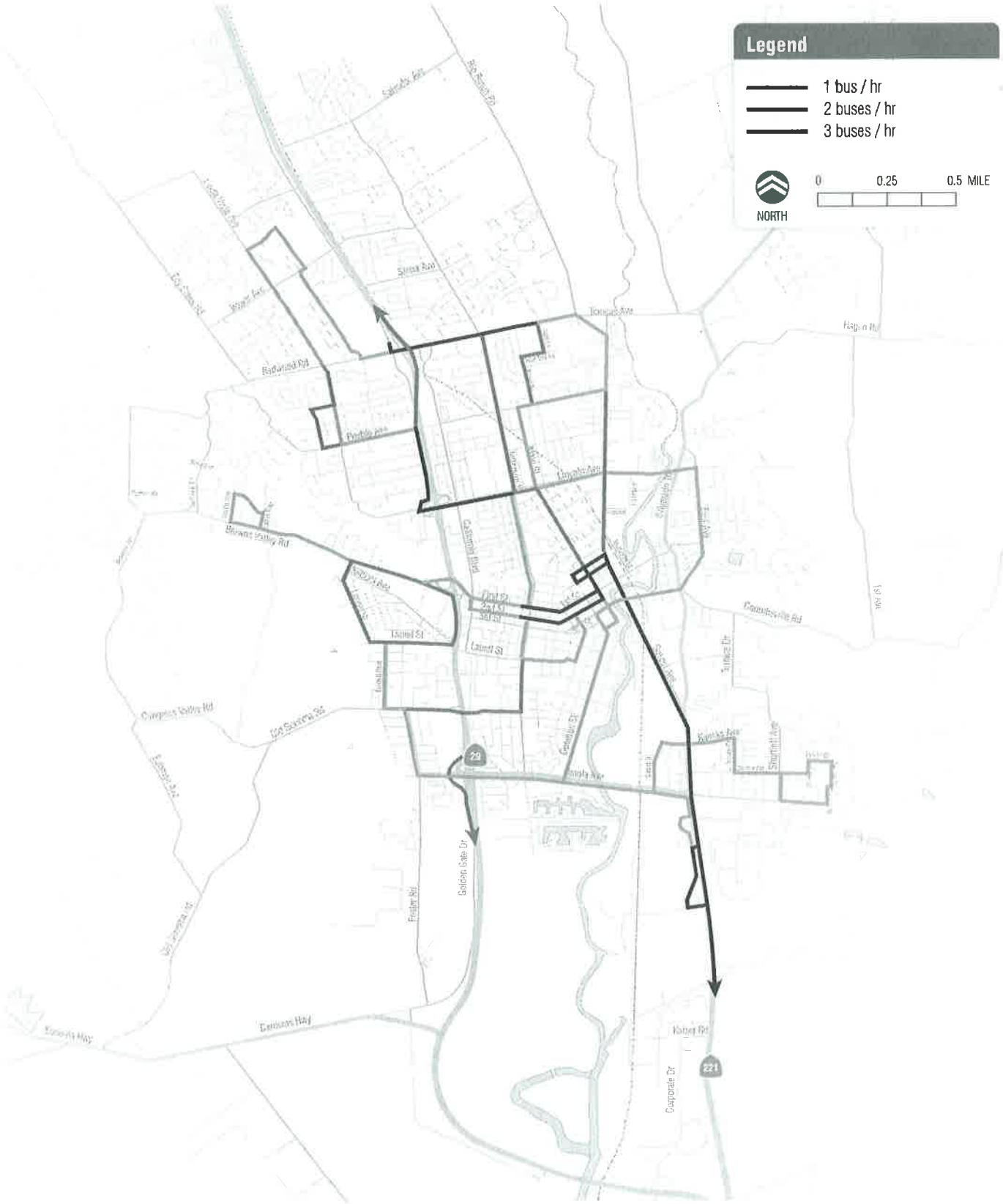
Yountville Trolley
(707) 312-1509 Request Line
(707) 944-1234 Information Line
YountvilleShuttle.net

Solano Napa Commuter Information
For carpool and ridesharing information:
(800) 53-KMUTE (535-6883)
SolanoLinks.com

Online Trip Planning
511.org


see Calistoga above
CALISTOGA
ANGWIN
Angwin Airport
Pacific Union College
Bale Slough Park
St Helena Hospital
ST. HELENA
see St. Helena right
Lake Hennessey Recreation Area
Zinfandel Ln
Hwy 29/ Deer Park Rd
Silverado Trail
Rutherford Rd
RUTHERFORD
Oakville Cross Rd
OAKVILLE
NORTH
CENTRAL
ZONE 2
ZONE 3
SOUTH
see Yountville right
YOUNTVILLE
Yountville Cross Rd
Oakville Grade
Mount Veeder Rd
Trinity Rd
Dry Creek Rd
Petrified Forest Rd
Porter Creek Rd
Redwood Hill Rd
Calistoga Rd
Foss Creek Rd
Spring Mtn Rd
Pope Valley Rd
Howell Mtn Rd
Deer Park Rd
Silverado Trail
Conn Valley Rd
Zinfandel Ln
Hwy 29/ Deer Park Rd
Rutherford Rd
Oakville Cross Rd
Oakville Grade
Oakville Ave
Silverado Trail
Oakville Ave


Legend
Route 1A Old Sonoma/Browns Valley
Route 1B Browns Valley/Old Sonoma
Route 2 Coombs/Shelter
Route 3A Alta Heights/Pueblo Vista
Route 3B Pueblo Vista/Alta Heights
Route 4 North Jefferson/Salvador
Route 5A South Jefferson/Imola
Route 5B Imola/South Jefferson
Route 6 North Jefferson/Vine Hill
Route 10 North Vallejo/Calistoga
Route 10 South Calistoga/Vallejo
Route 20 Redwood Park & Ride Lot/ Napa Airport
Route 29 North VINE Express
Route 29 South VINE Express
Route 29 End of Line Route
Transfer Point
Timed Stop
Bus Stop
continues to Yountville, St Helena & Calistoga
continues to Yountville, St Helena & Calistoga
Napa Shuttle is a shared ride, curb-to-curb service designed to improve mobility for low income, and specific elderly and disabled individuals. Napa Shuttle operates on Tuesdays and Thursdays from 10 am to 2 pm within Napa city limits. Fares are the same as the VINE system. May use Napa Shuttle for any trip purpose: grocery shopping, medical or dental appointments, banking, pharmacy and much more. Storage area on bus, 4 bag limit, up to 25-pounds each. Senior Friendly.
Call (707) 259-8345 to only schedule a same day trip request (as early as 8 am) or for more information.
Downtown Napa
Pearl Street Transit Center
Police Station
City Hall
Library
Division St
see Downtown Napa inset map left
For information and timetables for routes 10 & 29 please pick up the VINE Regional Transit Schedule or go online to NapaValleyVINE.net.
Para información y horario de rutas 10 & 29 por favor recoge un Horario de VINE Transito Regional o ve en linea a NapaValleyVINE.net.
continues to American Canyon, Vallejo Ferry Terminal and El Cerrito Del Norte BART Station
continues to Napa Airport
continues to American Canyon & Vallejo
To American Canyon & Vallejo
Solano/Wine Country
Redwood Park & Ride
Trancas/Jefferson
Napa Valley College
Napa State Hospital
Skyline County Park
John F Kennedy Memorial Park



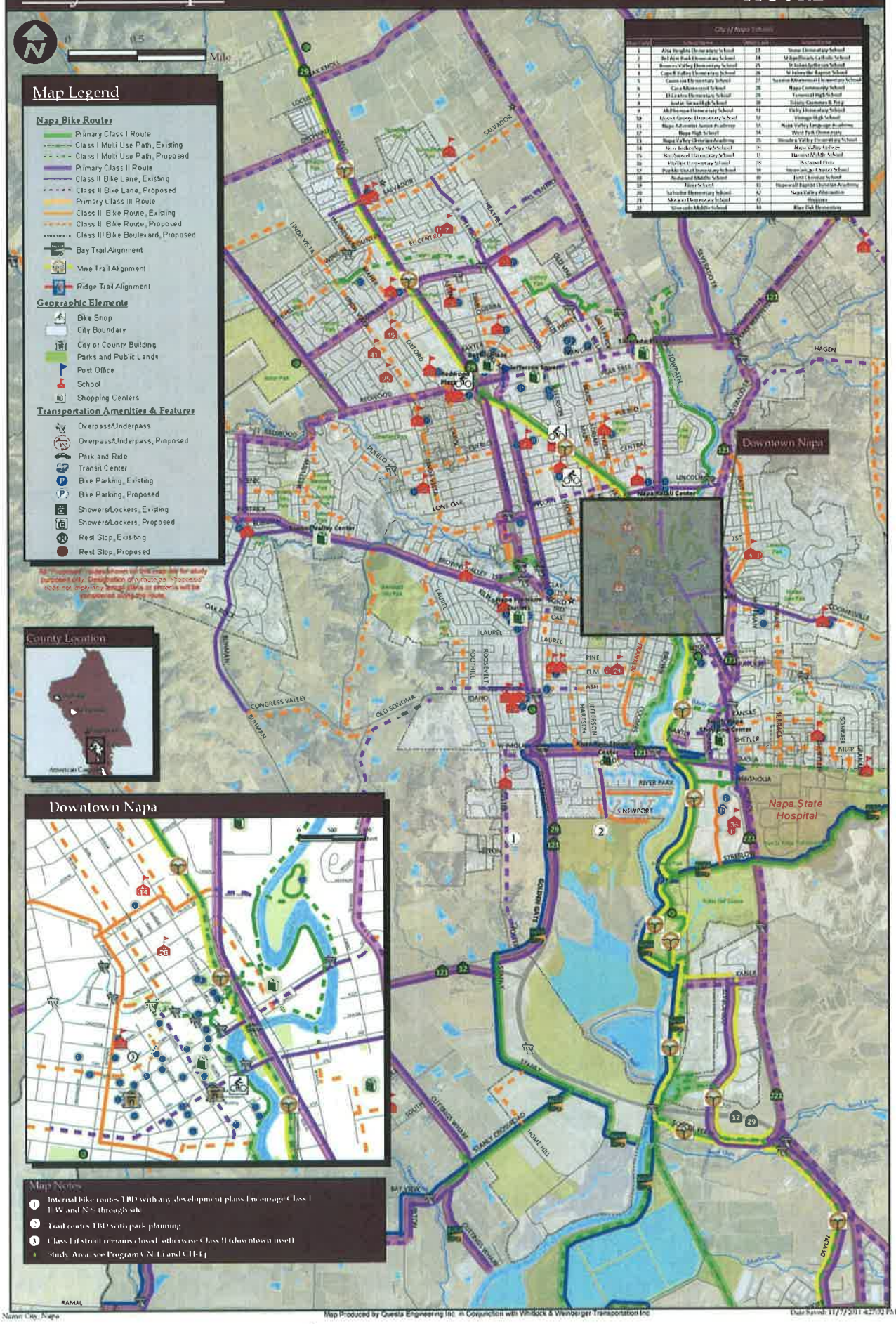
NAPA PROPOSED SERVICE CONCEPTS LOCAL ROUTES

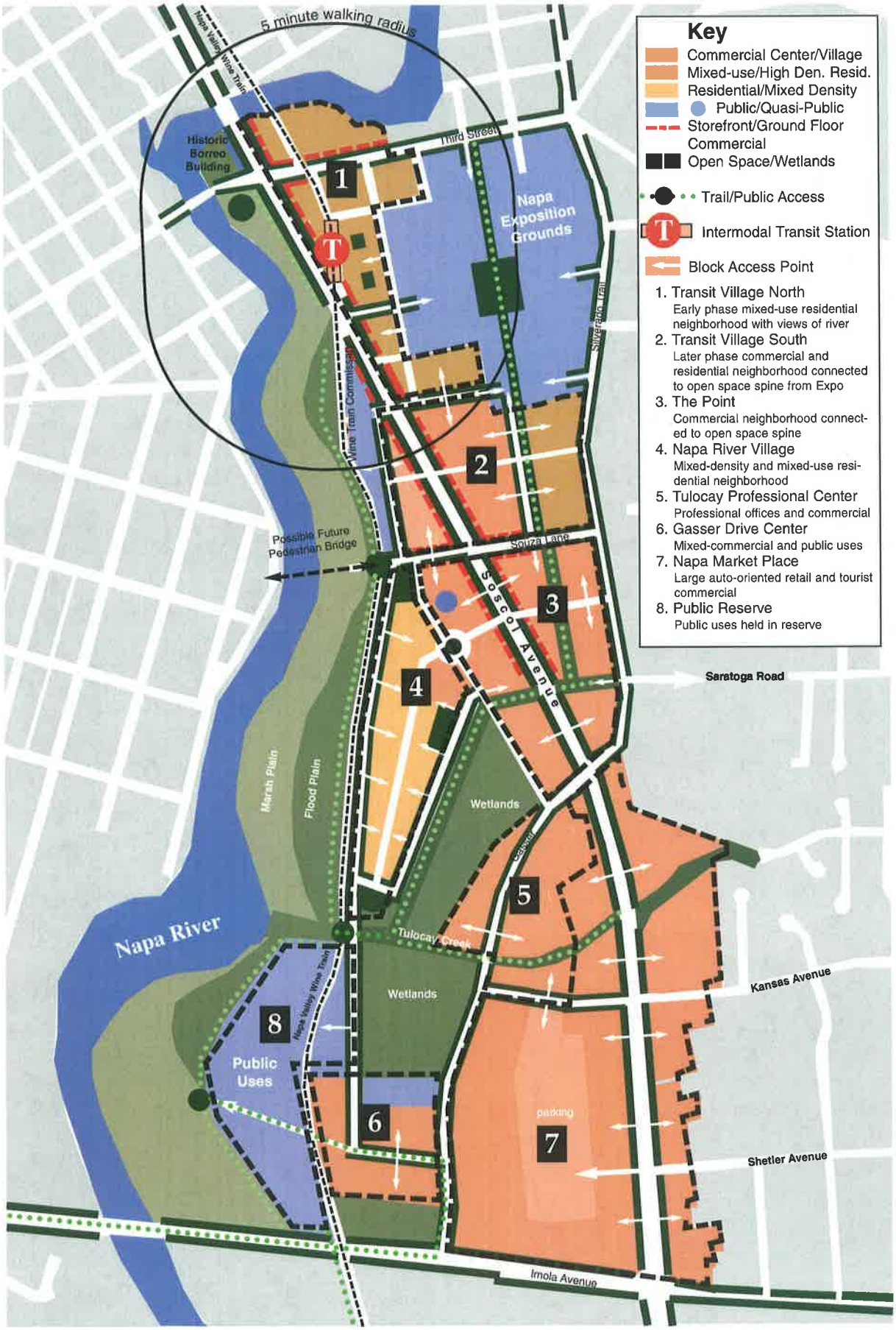
Attachment L

City of Napa

Napa Countywide Bicycle Plan

FIGURE 1

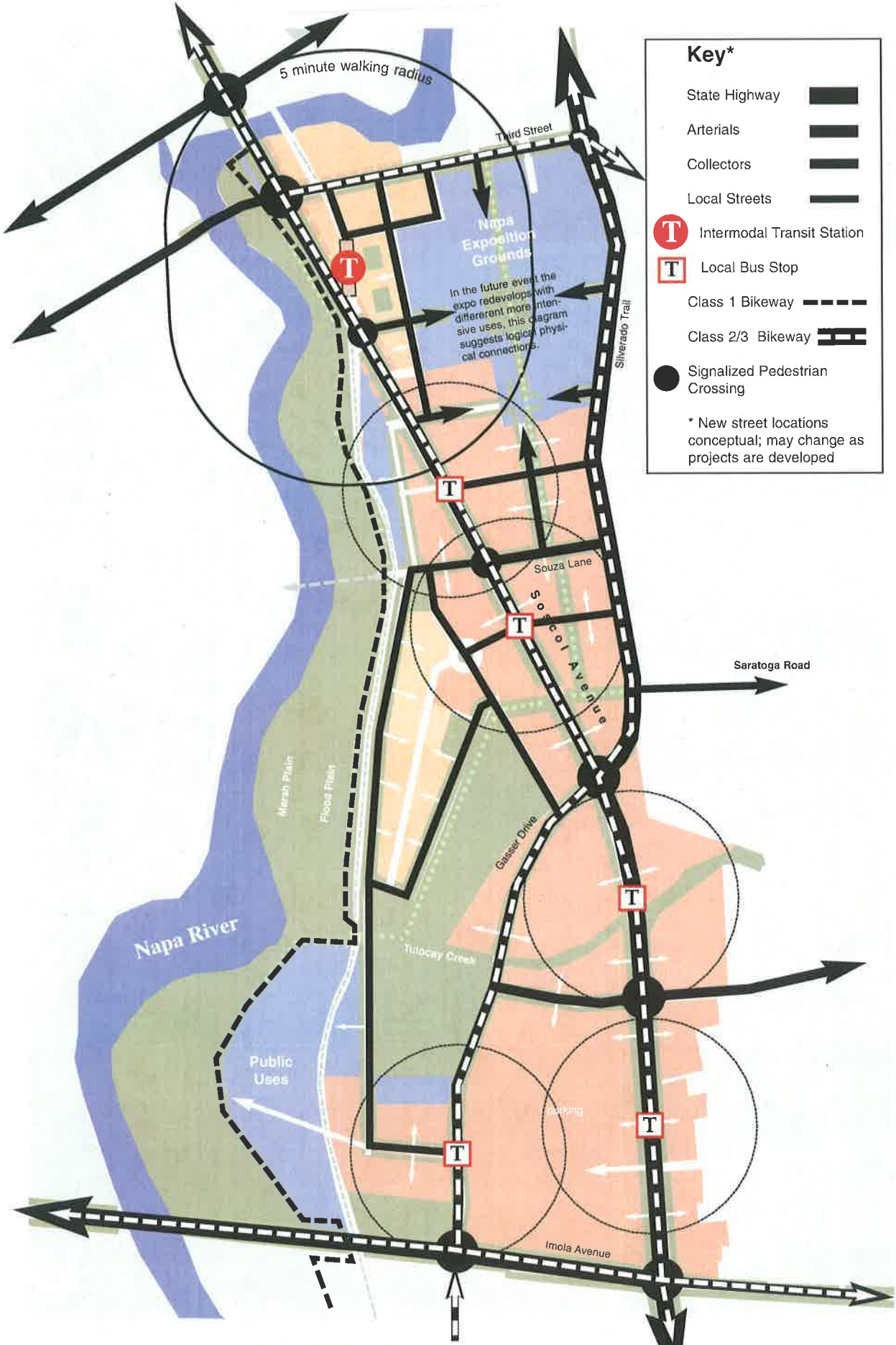




Land Use

Soscol Gateway Vision • Concepts

7-1-04

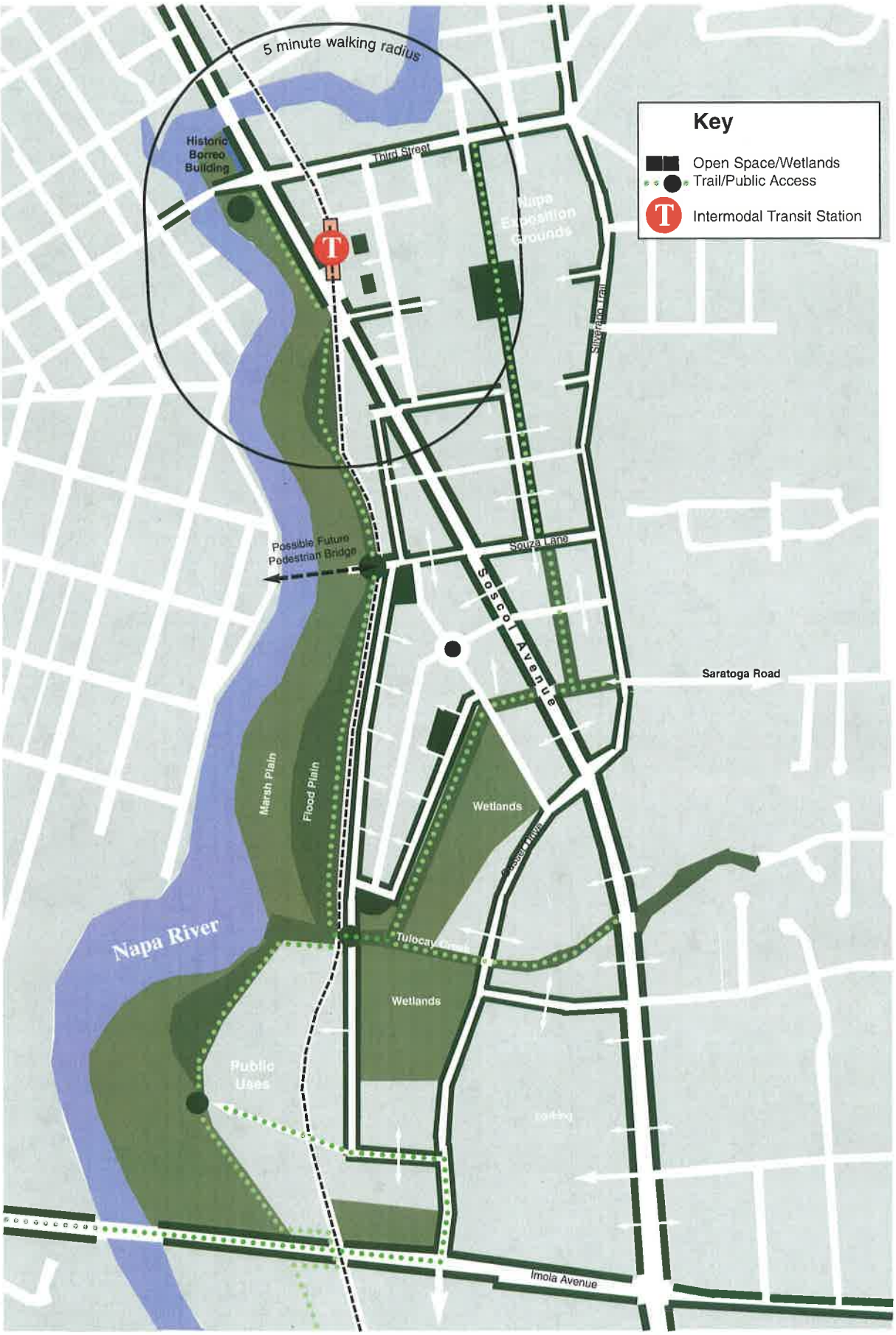


Circulation System

Soscol Gateway Vision • Concepts

7-1-04

Attachment O



Open Space System

Soscol Gateway Vision • Concepts

7-1-04

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 Avenue 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 and the Soscol Gateway Corridor. These comprehensive plans propose 1,200 new housing 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.

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 Downtown, less than one-quarter mile from the Soscol Gateway Corridor. Scheduled to be completed in 2012, a new intermodal transit center is currently under construction on the southwest corner of Fourth and Burnell Streets. This 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 Corridor. This new centrally-located transit center will provide transit with 20-minute headways and 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.

Area Vision - The Soscol Gateway Corridor 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 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.

The Soscol Gateway Corridor vision also helps 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.

Planned Priority Development Area - The planned Soscol Gateway Corridor 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 visions contained in these adopted plans align with

the "Rural Corridor" place type recently added to the FOCUS program for planned PDAs characterized by corridors through rural areas providing a mix of planned housing and supportive services.

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 Soscol Gateway Corridor provides for compact, mixed-use development of substantial new residential and commercial uses that will serve existing residents and new residents in the 458 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 near Napa's historic downtown.

To fully realize and implement the vision for the planned Soscol Gateway Corridor 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 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.

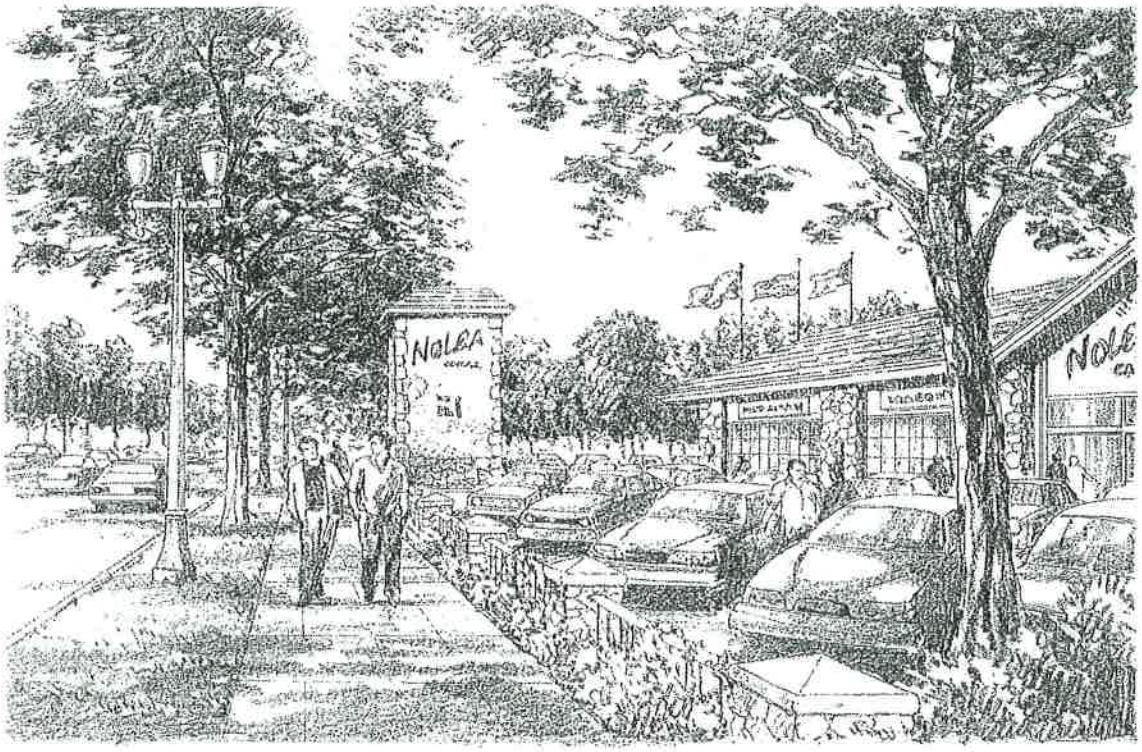
Community Involvement – Planning and developing the vision for the Soscol Gateway Corridor involved significant opportunities for community involvement. Numerous planning documents were prepared and each of these documents reflects the public process and numerous opportunities for public input. This 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), 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.

The history of the Soscol Gateway Corridor concept began in 2002 with the visioning process at the time the Flood Protection Project was beginning to reshape the area providing an attractive new river edge and opening up previously flood prone land for development. As noted above, the process of developing the plans listed above was community-based, including meetings with public stakeholders, property owners, businesses, interested citizens, community groups, public agencies, and the Planning Commission and City Council. Community workshops helped establish overall goals and objectives, define major policy choices and alternative features, and identify the best features from the alternatives presented that ultimately became the preferred vision prior to adoption of the plans by decisionmakers. A steering committee selected by the City Council guided this process along the way through adoption of the Soscol Gateway Implementation Plan and provided a forum for public participation.

Leadership in Planning - The Soscol Gateway Corridor PDA illustrates leadership in planning by consolidating complex issues into a comprehensive mixed-use development plan for the area to achieve the Plan's vision of revitalized existing commercial and residential uses with access to a variety of transportation opportunities, creation of new residential neighborhoods that are connected to the established community through numerous linkages, and protects natural resources important to the community and the greater Napa Valley including its agricultural land, open space and the Napa River.

January 24, 2006 Draft

Soscol Gateway Vision Implementation Plan Recommendations



Executive Summary

In 2004, the City Council endorsed a *Vision* for the Soscol Gateway Area that refined and suggested limited changes to the city's land uses, and recommended a street and open space framework that needed further study to evaluate feasibility. This document and supporting studies will conclude Phase 1 of an Implementation Plan to make the *Soscol Gateway Vision (Vision)* a reality. In large part this effort is an infrastructure analysis and funding strategy, but it also includes recommended policy changes that would assist in carrying out the *Vision*. Following direction by the City Council, Phase 2 will include adoption of any formal policy and standards changes and development of funding mechanisms, along with necessary environmental review.

Section A. Introduction – Pages 5-7
Section A describes the importance of the Soscol Gateway to the City's economic development and to meeting future housing needs. It provides a brief overview of the *Soscol Gateway Vision* and this followup Implementation Plan Process.

Section B. Summary of Infrastructure Needs to Accomplish the Vision and for full economic and housing development – Pages 7-18
Section B describes various infrastructure improvements identified during the course of this study. They include drainage system improvements in addition to those being completed as part of the Flood Project; street improvements for vehicles, bicycles and pedestrians; a new intermodal station and mixed use development project designed to be a catalyst for the neighborhood; trails and other infrastructure needs. Pages 16-18 list Committee-recommended infrastructure improvements and categories for these improvements. Drainage improvements in particular are key to efficient reuse of the area long term.

Section C. Funding Alternatives – Pages 19-23
Section C summarizes a Feasibility Study analysis of a variety of tools to finance needed infrastructure. Along with using existing street improvement fees, the consultant analysis recommended two new funding mechanisms: creation of a tax increment financing district (Redevelopment Project Area); and creation of a Community Facilities District for new development only. The Committee's review resulted in the following funding recommendations:

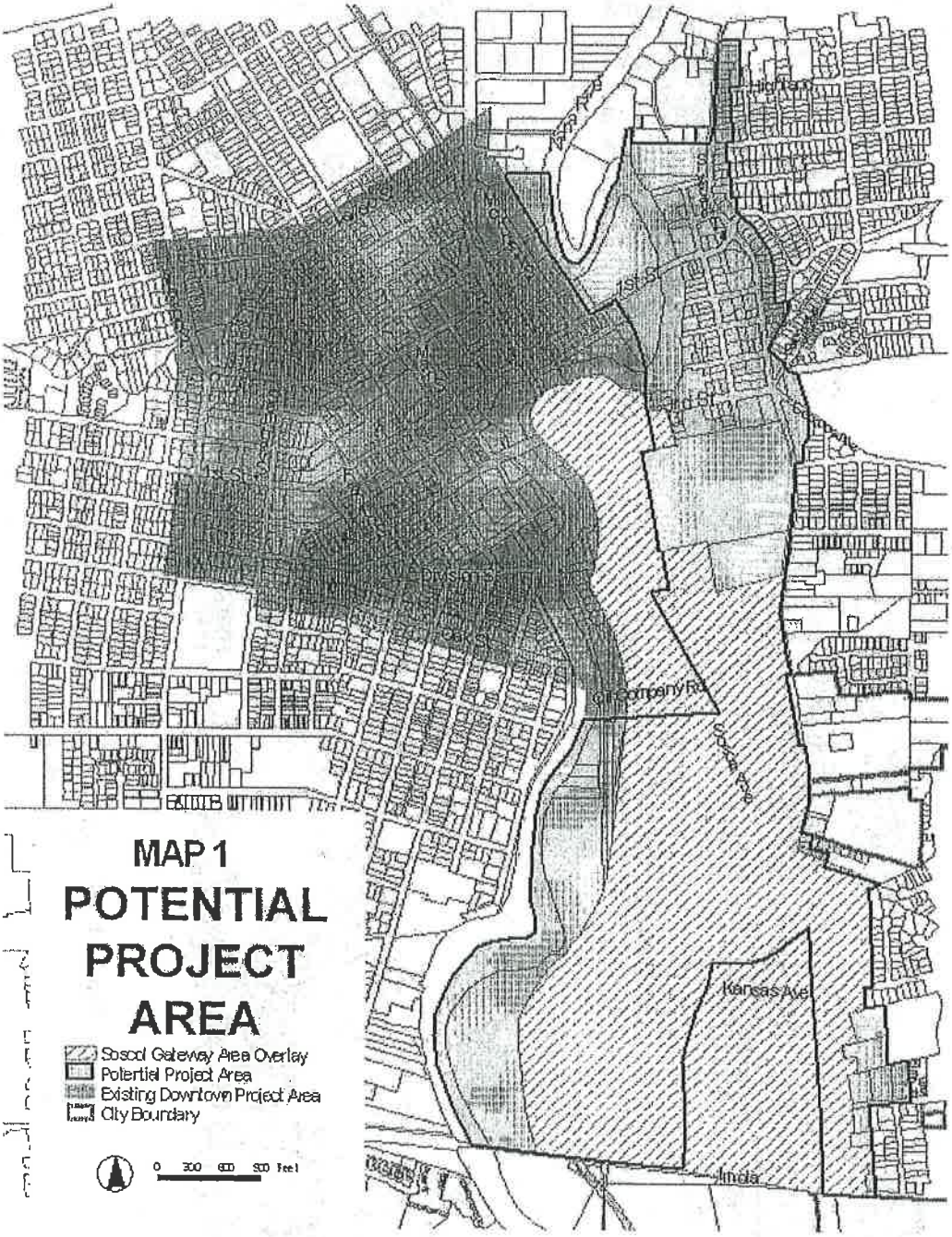
- Establishment of a new Project Area and tax increment financing in the greater Soscol Area [*generally* as shown on Map 1; the Committee specifically recommended the addition of the Draghi residential properties on Silverado Trail if possible (APN 046-100-03, -04; 46-130-06, -07). The Committee recognized that the boundaries will be reviewed and adjusted as needed by the Council through a public process;
- Establishment of a Community Facilities District (CFD) at an annual rate equivalent to 0.35% of Assessed Value to have the potential to cover costs of proposed improvements. The Committee recommended that boundaries may be different and broader than a Project Area for funding drainage improvements needed to handle remaining surface drainage after completion of the Flood Project. It would be fairer to include existing developed east Napa properties in the watershed in addition to new Soscol development. The Committee specifically recommended the inclusion of the South Napa Marketplace and the Draghi residential properties on Silverado Trail in the CFD.
- Polling should be conducted among eastside property owners to determine support for a broader drainage CFD area before establishment of any CFD.
- In addition, the Committee supported establishing new City policy that street improvement fees generated in the Soscol Area be collected and used for improvements in the Soscol Area.

Section D. Policy Changes – Pages 24-38

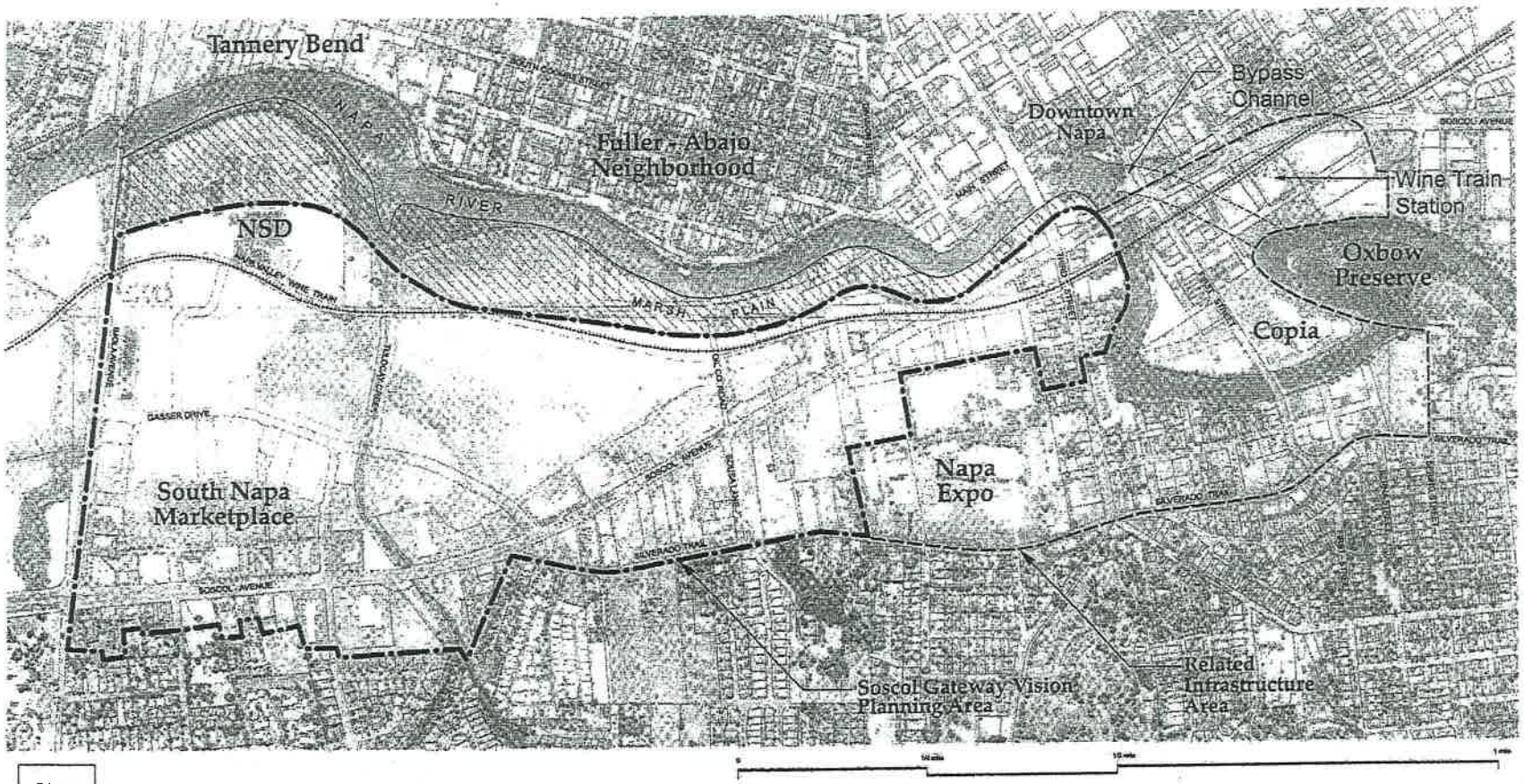
Section D identifies future General Plan, Zoning, Soscol Guidelines and Traffic Fee revisions. These changes are several and include measures to support an intermodal station and transit-oriented neighborhood near the Third and Soscol entry to Downtown; to keep Soscol Avenue to 4 lanes north of Silverado Trail and add a related Silverado Trail turn lane, bicycle and pedestrian improvements to improve safety and operations. Other changes speak to area design, to minimizing impacts of needed improvements on property owners, and updating the Street Improvement Fee ordinance. Such changes will require environmental review before adoption.

Section E. Other Implementation Actions – Pages 39-40

Section E describes intergovernmental actions needed to develop the intermodal facility and mixed use project, and to accomplish Silverado Trail improvements in partnership with Caltrans. A third action would explore with PG&E the feasibility of moving certain PG&E facilities located on Burnell Street. The fourth proposes development of an area tenant program.



Source: City of Napa Feasibility Study, Fraser & Associates, October, 2005



Soscol Vision Implementation Planning Area

SOSCOL IMPLEMENTATION PLAN
CITY OF NAPA

A. Introduction

Background

The Soscol Gateway commercial and mixed use area is important to the City's long- term economic development and to meeting future housing needs. Long affected by flooding, poor parcel configuration and other constraints, the area has numerous vacant and underdeveloped properties. The Flood Protection Project and market forces are creating pressure and opportunities for future changes. To encourage appropriate and desired change, to facilitate infill housing and to ensure a promising economic future, Soscol Gateway planning has been a high priority during Council budget and goals setting.

The 2003 Napa County League of Governments City and County Housing Memorandum of Understanding (MOU) also recognized the area's key economic development and housing roles. In the MOU, the City and County agreed to create a financing district to pay for infrastructure improvements in an effort to encourage and allow commercial projects and infill housing in this area.

On August 3, 2004, the City Council endorsed the *Soscol Gateway Vision*. The *Vision* refined community ideas about desired area land uses, circulation and how to integrate area resources with development. While the *Vision* retained the General Plan's focus on economically important commercial land uses along Soscol Avenue south of Eighth Street, it foresaw new transit-oriented mixed use development near the Third Street entry to Downtown. Other *Vision* refinements would improve connections to the Napa River, and design Soscol Avenue near Downtown to have more of the character of a Downtown street than a higher speed, wider arterial. The *Vision* also recommended using infrastructure, such as new local streets and a "drainage spine" as ways to connect and organize distinctive area neighborhoods. However, the *Vision* was a planning study that required follow up with infrastructure studies, financing mechanisms, formal General Plan changes and environmental documents to become reality.

These Implementation Plan recommendations take the next steps. This Phase 1 work effort has been assisted by a broad-based Stakeholder's Committee and consultant technical studies focusing on evaluation of area infrastructure and other needs, costs and financing mechanisms. Recommended financing mechanisms

include tax increment financing, a community financing district, and development fees. The Implementation Plan has coordinated with the Gasser Master Plan and Expo Land Use Concept regarding infrastructure needs.

This first phase, which was expected to take about a year, began in February, 2005. In this phase, staff, consultants and Committee met monthly (7 meetings) through August at open, noticed public meetings, and:

- toured the area to identify problem conditions and assets;
- assisted the design of a proposed intermodal center and mixed use project;
- identified and prioritized infrastructure and other activities to improve long term viability and vitality of this commercial district and enhance housing opportunities.

In November and December, 2005 the Committee

- reviewed and evaluated the feasibility of various funding mechanisms;
- evaluated potential policy changes; and has
- proposed implementation recommendations to the Planning Commission and City Council.

All recommendations have been through a consensus-based process.

Staff has also met separately with property owners, including Expo Board members and area tenants on items of specific interest to them.

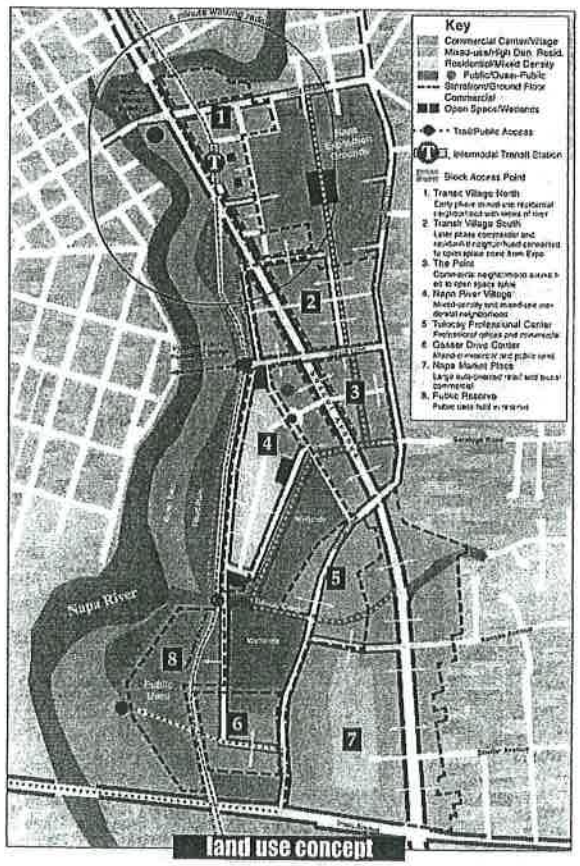
Based on Council direction regarding the implementation recommendations, the second phase will include adoption of formal policy and standards changes, development of funding mechanisms and needed environmental documents. That work will take 12-18 months. While it will use various studies from Phase 1, it is expected to require added city funding.

Stakeholder's Committee: The Council identified a wide range of interest groups they wished to see included on the Committee and staff then solicited members including representatives from major property owners including the Gasser Foundation and the Expo, area auto dealers and other major property and business owners, tenants, a housing advocate, a housing developer, Friends of the Napa River, commercial real estate and banking, and an area resident.
Ex officio members that have also assisted the City staff team include staff from the Napa County Transportation Planning Agency, Napa Sanitation District, PG&E, Napa County and Caltrans.

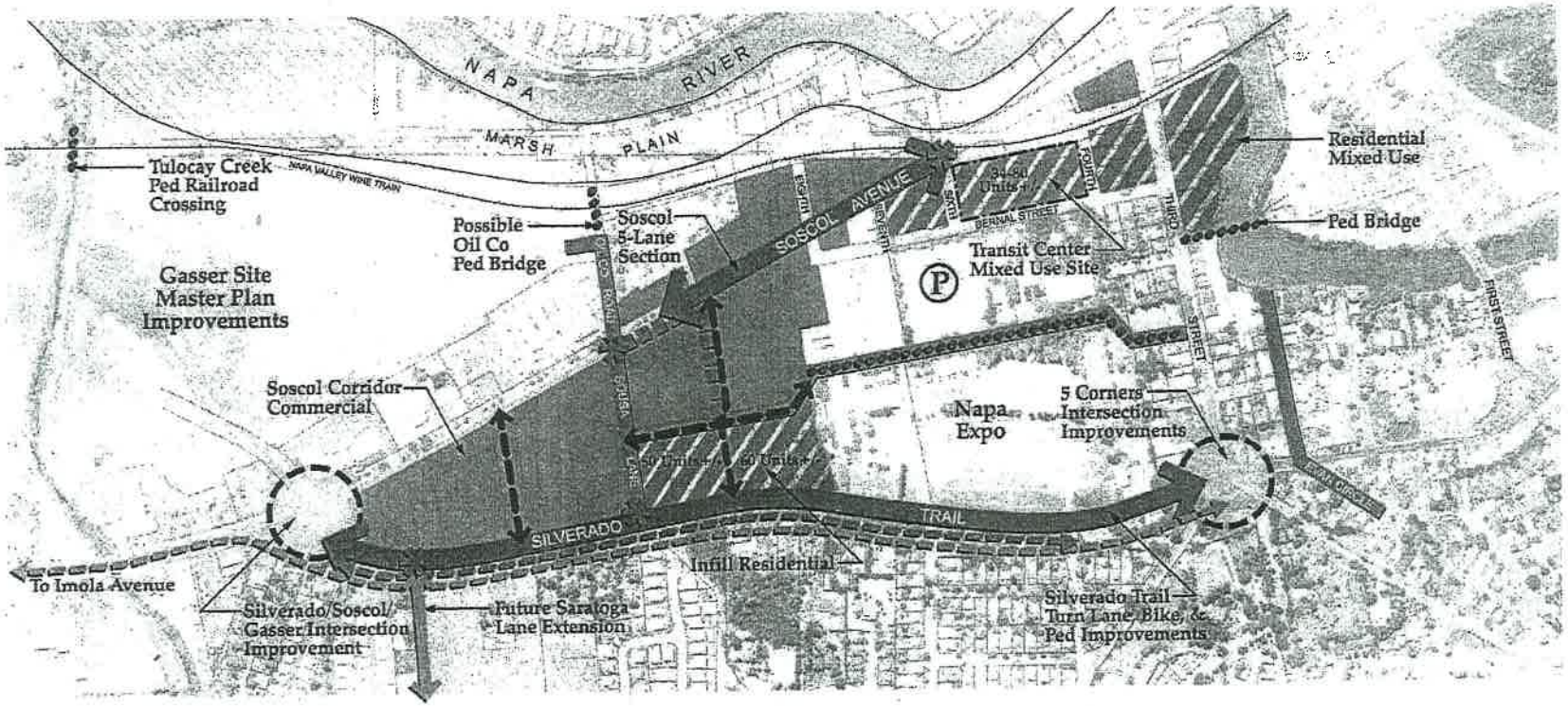
B. Summary of Infrastructure Needs to Accomplish the *Vision* and for Full Economic and Housing Development

Infrastructure Needs Overview

The *Soscol Gateway Vision* provided a conceptual framework of streets, open spaces and future land uses. In the visioning process, there were several infrastructure elements identified as important for the future of the area. These include the design of Soscol Avenue and other future roads, an intermodal station, solving remaining overland drainage flows and utilities. There was direction for adding pedestrian connections to the River Trail, and even an interest expressed in a pedestrian bridge across the river. Following are summaries of the several infrastructure studies and the financial strategy that were conducted as Phase 1 of the Implementation Plan process for the *Vision*.



Soscol Gateway Vision
Land Use Concept (2004)
Racestudio



Legend

- Commercial
- Mixed Use
- Integrated Drainage Improvements
- Integrated Drainage Improvements, Alternative Alignment
- Water Distribution Line
- Utility Undergrounding Projects
- Potential Local Streets
- Pedestrian Access
- Possible Shared Parking Area
- Intersection Improvements
- Signalized Intersection

0 250' 500' 750'

Soscol Gateway Infrastructure Projects & Land Uses

SOSCOL IMPLEMENTATION PLAN
CITY OF NAPA

Street Improvements

The City's overall transportation system was comprehensively evaluated in the mid 1990's. The *Vision* recommended further policy and technical review for the Soscol Area. Keeping Soscol Avenue to 4 lanes and a center turn lane north of Silverado Trail (the General Plan includes reserving ROW for a future 6 lane street) was desired to support a more balanced circulation network, which requires a General Plan Amendment. The *Vision's* circulation framework also proposes some new local streets to provide an underlying form and pattern for new neighborhoods and improve linkages through the area and to surrounding areas. The local streets also provide new property frontages and permit primary access from these streets rather than directly from the City's crucial Soscol and Silverado corridors.

Technical studies to evaluate these concepts included an updated traffic analysis of future 2020+ conditions. It reviewed how well a 4-lane (with center turn lane) Soscol and new streets would work in combination with other area streets. The analysis also identified appropriate cross sections for the new streets, for Soscol Avenue and for Silverado Trail.

The traffic analysis assumed that various street improvements identified in the General Plan and/or in more recent environmental studies for the Gasser Master Plan and Napa Valley College EIR, such as restriping Soscol to 6 lanes south of Silverado Trail, and realignment of the Gasser/Soscol/Silverado Trail intersection will be in place by 2020. The traffic operations analysis found that a 4 lane Soscol Avenue (with center turn lanes) north of Silverado Trail is workable if center turn lane improvements are made to Silverado Trail as well.[4] The report also concludes that further improvement to the intersection of Third Street and Silverado Trail is required. It currently operates over capacity and will continue to do so without added improvements. The Public Works Department is separately pursuing studies with Caltrans to determine both near-term and long-term improvements to this intersection.

New local east-west cross streets are best located about halfway between the Soscol/Silverado intersection and Sousa Lane (south) and halfway between Sousa Lane and Eighth Street. A new local north-south street could head north from Sousa Lane halfway between Soscol and Sousa and cul de sac at the Expo property for the foreseeable future.

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[4] Either area circulation framework relies on implementation of planned regional improvements

Discontinuous bicycle routes and lanes currently exist in the study area. A second study goal was to design for bicycle lanes on both Soscol Avenue and Silverado Trail through the study area. Pedestrian conditions are currently varied. As part of developing balanced vehicle and pedestrian conditions, a further goal has been to design more regularly spaced, marked pedestrian crossings along Soscol and Silverado. The new internal streets provide opportunities for improved pedestrian connections and for intersection crossings.

Proposed street improvements placed in the "essential" category by the Committee are several and include:

1. **Immediate restriping of Soscol Avenue from Sousa to Sixth to a 5-lane section** within the existing curb to curb width, including a continuous center turn lane, 4 through lanes and striped bicycle lanes.
2. **Minor widening of Soscol Avenue's 5-lane section longer term** from Silverado to Sixth to provide a 12 ' center landscaped median and wider through lanes (68' curb to curb), as well as a consistent 10' wide behind-the-curb area for landscaping, street trees and sidewalks.
3. **Widening of Silverado Trail to provide a center turn lane, 2 through lanes, striped bicycle lanes**, as well as continuous sidewalks and landscaping/street trees.
4. **Realignment of the Soscol Avenue/Silverado Trail and Gasser Drive intersection.**
5. **Further improvements to the Third Street/Silverado Trail intersection**
6. **New signals** at Soscol/Sixth, Soscol/Sousa, Silverado/Sousa and Silverado/Saratoga
7. **Signal optimization** through both the Soscol and Silverado corridors
8. **New landscaping in existing Soscol medians** near South Napa Marketplace.
9. **A new median on Soscol Avenue if feasible** south of Silverado Trail.

Improvements that would occur when sites redevelop include:

1. **A new local north-south street** from Sousa to the south end of the Expo
2. **Two east- west local connector streets** between Silverado Trail and Soscol Avenue

Drainage

Remaining local drainage after construction of the Flood Project is an issue for future reuse of the area. While Napa River flooding will be eliminated, local storm runoff will continue to create surface flooding in high flow events. The Soscol Area is very flat with water potentially trapped behind river floodwalls. To reduce the risk of residual interior flooding, the runoff needs to be safely conveyed to the Gasser Detention Basin for pumped discharge. Without added drainage improvements, it is expected that some of the area would continue to be designated a "regulatory floodway" to convey the surface water flows, limiting the amount and placement of new development. In addition, a broader area would continue to have a floodplain designation and related insurance requirements. Where flows are more than a foot deep, City Flood Evacuation Area standards would continue to apply, restricting future residential mixed use development.

Based on community ideas to provide an integrated area drainage solution with amenity value to owners and the public, the *Vision* conceptualized a north to south open drainage "spine" to channelize remaining flood flows from the Expo to the Gasser site. Schaaf & Wheeler, a consulting civil engineering firm, was hired to explore this open drainage spine solution and other drainage alternatives to develop a preferred alternative.

After visiting the project area and meeting with City and County Flood District representatives, Schaaf & Wheeler prepared two drainage routing options: one that contained the open drainage spine, and one that sought to maximize diversions around the area to minimize or eliminate the open drainage spine. These two options were reviewed with the Stakeholders Committee in May, 2005.

Committee members were concerned about the 45′ width of the open drainageway and 60′ right of way (ROW) through properties south of the Expo, and the way it would hamper reuse of these commercial properties. They were also concerned about the much higher costs and complexity of the diversion alternative, which still required a 25′ drainage channel. Staff then met with property owners to identify an alternative to reduce property impacts. This led to two feasible alternatives. At the direction of Expo representatives, both alternatives kept an open, wider and shallower drainage channel through the Expo that could be usable during the dry months for other uses such as special events.

South of the Expo, drainage would be underground in a closed culvert south to Oil Company Road in one of two alignments:

- Alternative One: A north-south alignment through two private properties to Sousa Lane, then west on Oil Company to the planned Gasser culverts, which would be expanded in size.
- Alternative Two: An alignment that goes south about *halfway* to Sousa Lane, then west across the same private property to Soscol Avenue, south on Soscol Avenue to Oil Company Road, then west on Oil Company to the Gasser system, which would be expanded in size.

While affected property owners agreed the July alternatives provided more flexible future use of their properties, they were concerned about how this drainage system would be paid for. Several other alternatives or components were evaluated but discarded for various reasons identified in the drainage report. The two preferred alternatives provided a balancing of interests after analyzing costs, impacts to land owners, aesthetics and coordination with possible future development. The north-south alignment in particular could be combined with a new north-south local access road, while the second alignment could be combined with parts of new local access roads. (See maps below and on p. 8)

Costs for Alternative One were estimated to be slightly less and would involve less construction on Soscol Avenue. The Committee recommended either option to allow the City to continue to work with property owners on a preferred solution.

In November, 2005, the Expo Board unanimously requested that the ultimate drainage system be undergrounded on their property as well. Using the same assumptions as were used earlier in the year, this change would halve the right of way width from 60 to 30 feet (and corresponding land costs) but would more than double the construction costs, increasing total project costs by approximately $900,000 or about 8-9%.

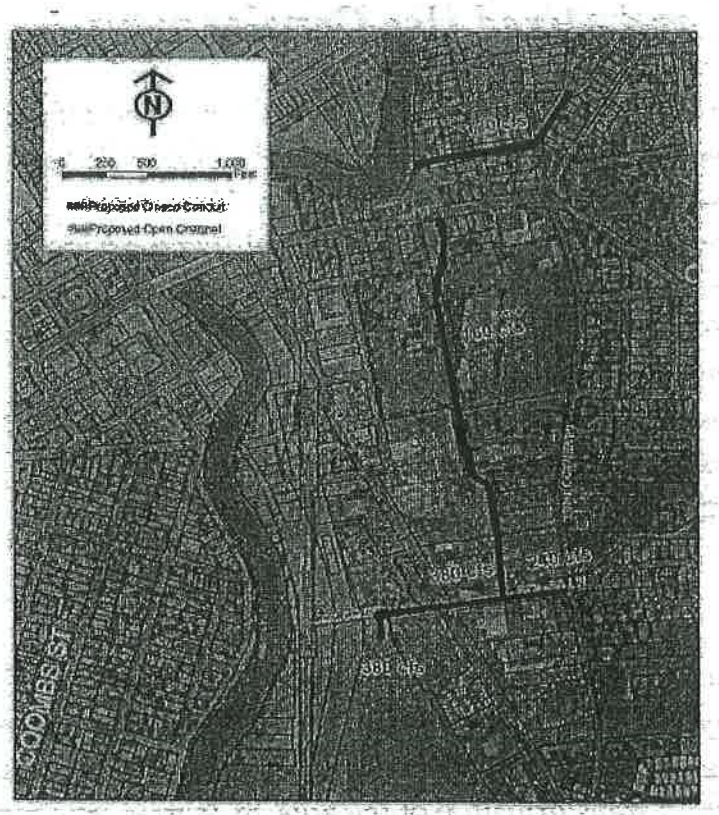


Figure 6: Alternative One Layout

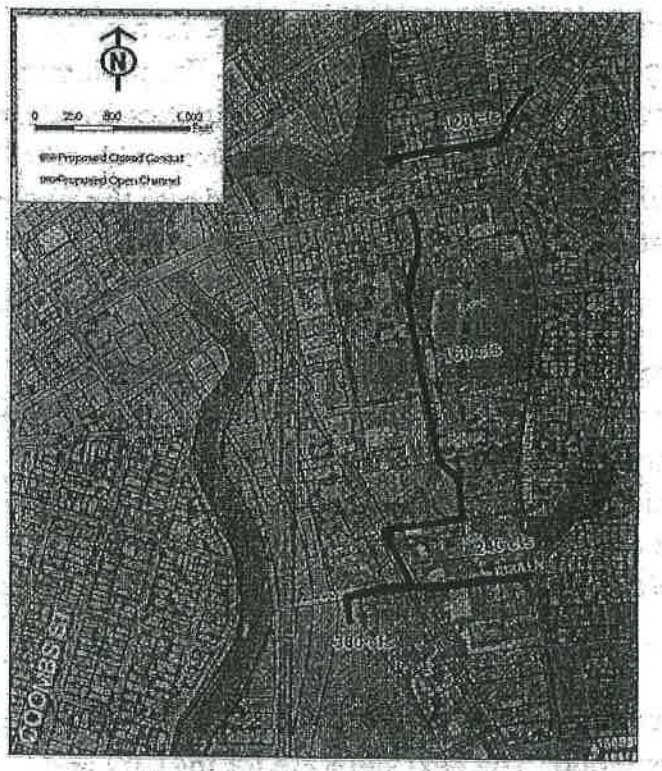


Figure 9: Alternative Two Layout

ALTERNATIVE DRAINAGE LAYOUTS Source: Schaaf & Wheeler Report, July 2005

Intermodal Station and Mixed Use Development

The *Soscol Vision* proposed an intermodal station in the north part of the district as an exciting possibility to better connect the Soscol area to the region and to provide alternative, less auto-dependent living opportunities. The Soscol Implementation Plan has provided the City and Napa County Transportation Planning Agency (NCTPA) a chance to evaluate the Soscol site for an intermodal facility and to create a preliminary design. The *Napa Intermodal Transit Center and Mixed Use Development Plan* provides a preliminary design, circulation plan, budget, feasibility analysis and implementation steps. This design document is a tool to help develop a high quality intermodal center and a related residential/commercial project that would be an example and catalyst for the neighborhood.

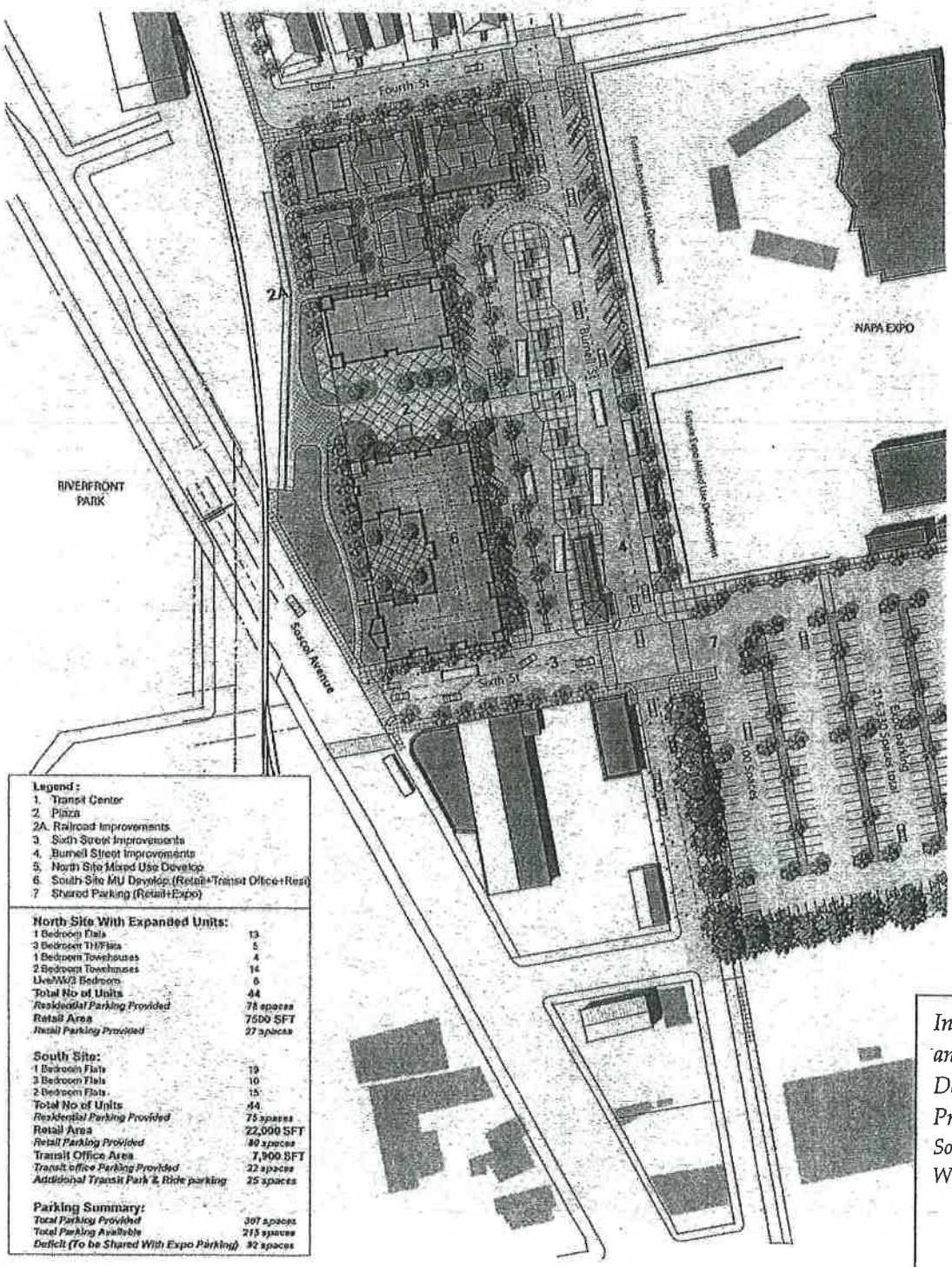
The site selection and design was developed with assistance by the Soscol Stakeholder's Committee. As recommended when the *Soscol Vision* was developed, the Committee reviewed two potential sites and unanimously agreed the site bounded by 4th, Burnell, 6th and Soscol/RR is the preferred site due to its potential to serve as a catalyst for transformation of the area, its market position, and accessibility to Downtown. In addition, this site offers more possibilities for phasing and avoids a need to construct a costly parking structure before any development of the site, including the transit facility, can occur. The proximity of the Napa Exposition Fairgrounds site presents further opportunities for future shared parking and adjacent compatible mixed land uses, consistent with a 2003 Expo Land Use Concept. The other site the Committee evaluated was the vacant parcel north of the Wine Train Station, soon to become a surface parking lot to serve the Wine Train.

The consultants then developed several site plan options; each option showed different locations or configurations of the transit center as well as variations for proposed mixed-use development. The Committee endorsed a site plan with a corner transit center location at Burnell and 6th Streets, residential uses facing Fourth Street, a central plaza, and either retail/office, or retail/office with residential uses above along Sixth Street. They also provided direction on two design options.

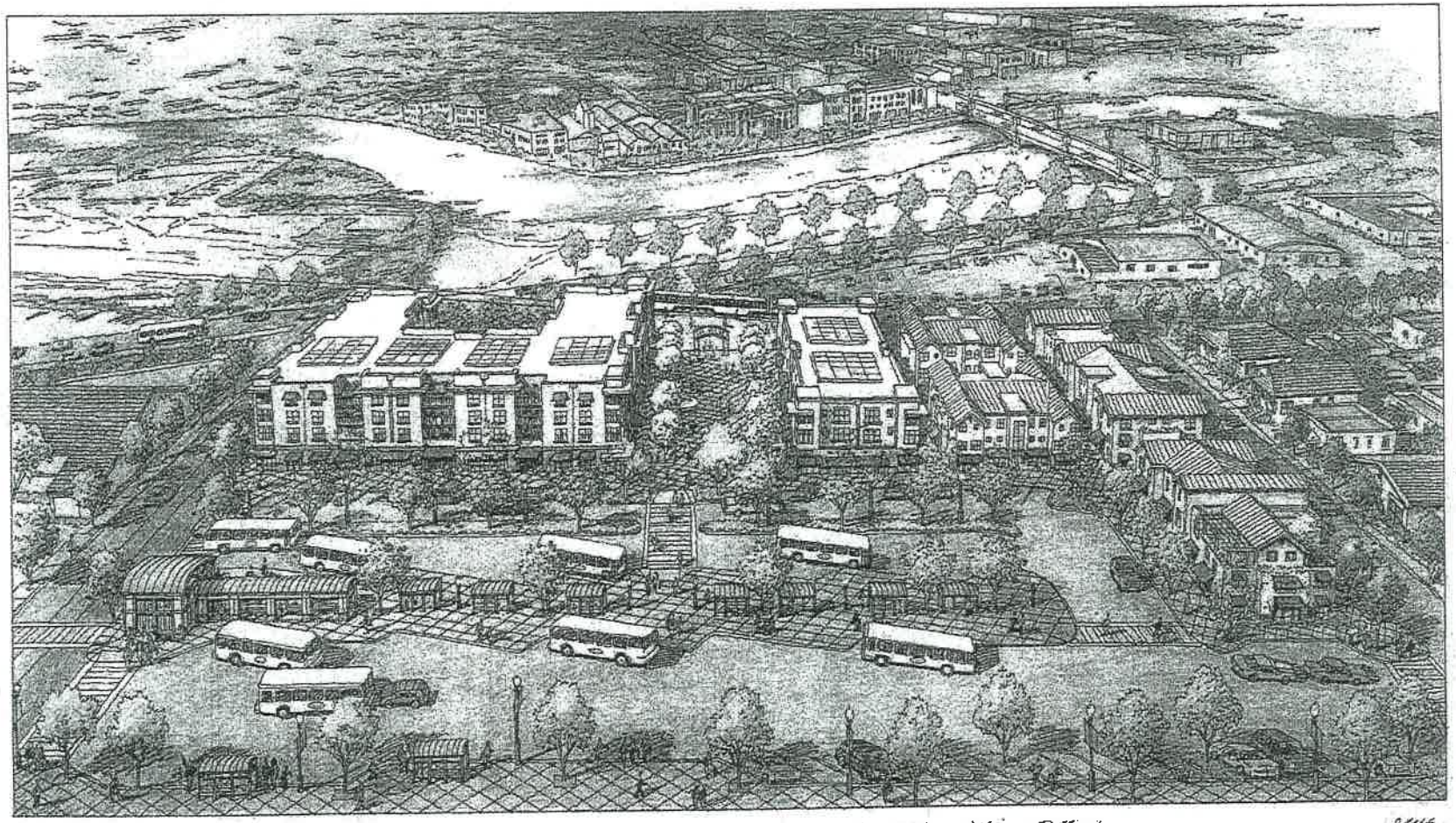
Finally, detailed cost estimates were prepared, along with a feasibility analysis of these options to assist in implementation. The next steps are for the City and NCTPA to endorse the site, for NCTPA to take steps to secure the site, consider

joint venture partner(s), and work with Napa Expo to reach agreement for shared use parking.

IV. Project Vision



Intermodal Station and Mixed Use Development Preferred Site Plan
Source: Van Meter Williams Pollack



Aerial View Looking Toward Downtown Napa Transit Center. Van Meter Williams Pollack.

Other infrastructure

The Implementation Plan effort also identified and developed costs for other infrastructure needs from interviews with service providers (water and sewer), field surveys (utilities and curb, gutter, sidewalks and street trees) and trails plans.

Infrastructure Costs and Priority Recommendations

Once area infrastructure improvements were identified through various technical studies, the Committee was asked to establish preliminary priorities to accomplish these improvements. Drainage and major street improvements headed the list.

Committee Infrastructure Recommendations:

The Soscol Stakeholder's Committee recommended the following infrastructure improvements in three general categories in August, 2005. In November and December after reviewing funding options, Committee members added the last group of improvements, and supported an increase in CFD financing for these improvements--from the 0.25% of Assessed Value analyzed in the October *Feasibility Study* to 0.35%.

Infrastructure Improvement List and Categories (12/05)

While these are the categories recommended by the Committee, members recognize that ultimate funding decisions over time will be made by the City Council depending on timing of development, timing of permits from other agencies, funds available, and similar factors.

CATEGORY 1 : Essential to Revitalization of Area Properties

Improvement Project	Committee Recommendation	Committee Notes	Cost Estimates
Area Drainage Improvements to handle remaining local storm runoff	1		$8.4-9.2 m + $1.3-1.4 m land=$9.7-10.6 m; *+$0.9 m to under-ground Expo drainage* Phase 1: Taylor St. $1.2 m Other phasing poss.
Major Street Improvements			
Soscol Avenue Restriping to 5 Lanes north of Sousa (Phase A-immediate)	1		$63,500 restriping. Remaining frontage impr part of fut. dev.

Soscol Avenue Widening to 5 Lanes north of Sousa (Phase B-long term)	**1 + 3**	Include Medians & Frontage Streetscape	$3.1 m + $427,000 land cost (if all ROW acq.)
Silverado Trail Improvements (Turn Lane, Bike Lanes, sidewalks)	**1**		$3.1 m + $900,000 land cost (if all ROW acq.) *($ update 10/05)*
Silverado/Soscol/Gasser Intersection	**1**		$1.94 m + 2.5 m land cost *($ update 10/05)*
Third Street/Silverado Trail Intersection	**1**		$5.65 m
South Soscol Ave Restriping to 6 Lanes	**1**	Include Frontage Streetscape	$92,500 restriping only; added costs TBD
Local Streets			
Signals (Soscol/Sousa, Silverado/Sousa; Silverado/Saratoga)	**1 - 2**		3 at $250,000= $750,000 *($ update 10/05)*
Signal Optimization (in conjunction w/ Major Streets)	**1**	**1**	$150,000
Pedestrian Trails / Connections			
Tulocay Creek / Railroad Pedestrian Crossing	**1 - 2**	If delete Oil Co, esp. need this one	$511,000
Pedestrian Bridge over Napa River (Oxbow to Copia) Specific Location to be determined	**1 + 3**		$1m+
Medians			
Improve Maintenance of medians near South Napa Marketplace	**1 + 3**	Provide Additional Streetscape Improvements	Up to $129,000
New Soscol Medians South of Silverado	**1 + 3**	Provide Additional Streetscape Improvements	$455,900
Transit Center/ Mixed Use / Expo Associated Infrastructure			
Transit Center Mixed Use w/ Plaza	**1**		*See below*
Burnell -4th to 6th (widening, underground, c/g, sidewalks, trees)	**1 – 2**		$1.2 m
Burnell -6th to 7th (c/g, walks, trees)	**1 – 2**		$272,000
6th Street (left, c/g, walks, trees)	**1 – 2**		$965,000 – may be phased
Sixth/Soscol Signal (Note: needed long term even without transit center)	**1 – 2**		$250,000

CATEGORY 2: Should Occur as Properties Develop or Redevelop

Improvement Project	Committee Recommendation	Committee Notes	Cost Estimates
Local Streets			
Local North-South Street (Sousa to Expo)	2	Exact Timing & Location TBD Important for local access	$997,000 + 1.3 m land cost if land acq. (Overlaps w $350,000 land cost for drainage easement)
Northern East-West Connector	2	Exact Timing & Location TBD	$1.06 m + 1.2 m land cost if land acq. (Overlaps w $200,000 land cost for drainage easement)
Southern East-West Connector	2	Exact Timing & Location TBD	$757,000 + $870,000 land cost if land acq.
Pedestrian Trails / Connections			
Trail through Expo (w/ Drainage Easement)	2 - 3	2 – 3	$165,000. (No assumed land cost-part of drainage easement)
Water Line			
Water Distribution Line (Silverado Trail)	2		$327,000
Curb, Gutter, Sidewalks, Street Trees			
Areas South of Third	2 - 3		$327,500
Infill Street Trees South of Third	2 - 3		$33,300
Areas North of Third	2 - 3		$173,000
Infill Street Trees North of Third	2 - 3		$42,200

CATEGORY 3 : Desired to Improve Neighborhood Quality

Improvement Project	Committee Recommendation	Committee Comments	Cost Estimate
Underground Utility Projects			
Silverado Trail (Soscol to First, East Side)	3		$2.8 m*
Third Street (Soscol to Silverado)	3		$608,000*
Soscol Avenue (Imola to Silverado)	3		$896,000*
Imola Avenue (Soscol to Gasser)	3		$1.2 m*

**Total cost; however, assume that 50% would be funded by Rule 20A or 20B funds over time*

Other Improvements Added in December; not specifically categorized

Improvement Project	Committee Recommendation	Committee Comments	Cost Estimate
Gasser Drive Extension from Kansas to Soscol Avenue including bridge over Tulocay Creek	--		1.9 m Extension $2.5 m Bridge $4.4 m**
Pedestrian/Bicycle Trails (for example, south from the Expo to Sousa if a north-south street connection does not occur, or if other new opportunities arise south of Sousa)	--	Supplements bicycle trail funds	$165,000***
Gateway Entry treatments; added sidewalk, landscaping in area	--		$500,000-$1m****
Undergrounding of drainage system through Expo site	1		Adds an estimated $0.9 m to areawide drainage project

***Total cost listed, however, funding will include a percentage split to be negotiated between the City and Gasser*
****Based on amount currently assumed for the Expo trail; provides funds for an equivalent 0.3 mile trail somewhere in the area.*
*****Increases funding to allow for more of these highly visible streetscape improvements.*

C. *Funding Alternatives*

After costs and funding priorities were initially established in August, 2005, a Financial Feasibility Study analyzed a variety of tools that could be used to finance needed infrastructure in the Soscol Gateway area.

Two primary new tools were recommended in the study to be able to fund all infrastructure over a 15- year period: tax increment financing and special tax revenues from creation of an area Community Facilities District (CFD). Existing Street Improvement Fees also provide a significant portion of funds for some of the major planned improvements and the report recommended that fees from the area development stay in the area to be used for area street improvements.

While several other potential private sources similar in nature to a CFD were reviewed, including assessment districts, business improvement districts, landscaping and lighting districts, and new development impact fees, the CFD was identified as being superior in that it is more flexible than other types of assessment-based financing sources, it can be set up to only assess properties when new development or redevelopment is proposed, and it provides greater economies of scale; that is, there are lower costs for formation, since only once district is created and lower annual costs for administering just one district, as well as potential for a stronger credit rating resulting in lower borrowing costs with a larger geographic area.

Other City Gas Tax Fund and General Fund sources were also examined as potential sources for funding infrastructure, including transient occupancy tax (TOT), sales tax and property tax increases from development anticipated to occur in the area. The analysis estimated the impact of future development on the City's services, revenues and operating budget. The results indicate that there will be a positive fiscal impact based on the development assumptions provided, but these results are speculative, relying largely on the development of the Napa Resort and Spa generating $2.1 million in TOT/year and significant new sales tax- generating uses as a component of future development.

The analysis recommended that any commitment of General Fund dollars should be contingent upon completion of the resort or a similar quality of development on the property and actual generation of TOT in excess of increased City costs. The City must also decide if there is a need to supplement existing City service levels rather than funding new infrastructure. Further, in order to provide a

large pool of cash to fund infrastructure in a timely manner, this Study assumes that bonds will be sold; issuing bonds in the future based on General Fund revenue sources would put the General Fund at risk. For these reasons, the study does not recommend that General Fund revenues from the Soscol Gateway would be a funding source for area infrastructure.

Two alternatives were analyzed for area infrastructure funding *(summary tables follow):*

Alternative A used three primary funding sources:

- Tax increment revenues from a potential new Project Area and the existing Project Area;
- Special tax revenues from assessments that could be levied on new development through creation of a Community Facilities District; and
- Existing Street Improvement fees collected from and used in the area.

For Alternative A it was estimated that all of the infrastructure could be funded through a combination of tax increment, CFD and street improvement fee sources over 12 years.

Alternative B differed from Alternative A in that it did not include funding from creation of a CFD. For Alternative B it was estimated that about 75% of the infrastructure costs could be financed through the use of tax increment and street improvement fees over the same time period. Other funding sources would be needed to finance remaining infrastructure costs.

Both alternatives assumed bonds would be issued that would be secured by tax increment revenues and/or a CFD. Such bonds would not be a debt of the City or its general fund.

Alternative A

Table 1.0
City of Napa
Soscol Gateway Feasibility Study

SOSCOL INFRASTRUCTURE FUNDING AND COSTS - ALTERNATIVE A
(000's Omitted)

	Total Escalated Costs (1)	Percent Funded	Amount Funded
FUNDING FOR PROJECTS			
Bond Proceeds - Tax Increment			$27,858
Bond Proceeds - CFD / Assmt Dist			16,145
Street Improvement Fees			12,571
TI Net of Debt Service			7,126
CFD / Assmt Revenue Net of Debt Service			3,934
Tax Increment from Parkway Plaza			924
Total - Funding Sources			**$68,557**
PRIORITY 1 PROJECTS			
Area Drainage Improvements	11,930	100%	11,930
Major Street Improvements	22,629	100%	22,629
Local Streets	1,107	100%	1,107
Pedestrain Trails/Connectors	2,013	100%	2,013
Medians	804	100%	804
Transit Center / Mixed Use Project	2,937	100%	2,937
Subtotal - Priority 1 Projects	***41,421***	**100%**	***41,421***
PRIORITY 2 PROJECTS			
Local Streets	8,032	100%	8,032
Pedestrain Trails/Connectors	228	100%	228
Water Distribution Line	427	100%	427
Curbs/Gutter/Sidewalks etc.	752	100%	752
Subtotal - Priority 2 Projects	***9,439***	**100%**	***9,439***
PRIORITY 3 PROJECTS			
Underground Utility Projects	3,853	100%	3,853
Subtotal - Priority 3 Projects	***3,853***	**100%**	***3,853***
Other Project Costs and Contingencies (2)	**12,834**	**100%**	**12,834**
TOTAL PROJECT COSTS	**67,546**	**100%**	**67,546**
REMAINING BALANCE			**$1,010**

(1) Costs escalated at 3 percent per year.
(2) Includes contingency at 15 percent of public improvement costs. Other project costs estimated at 5 percent of tax increment and could include funding for rehabilitation loans, toxic cleanup and development assistance.

Alternative B

Table 1.1
City of Napa
Soscol Gateway Feasibility Study

SOSCOL INFRASTRUCTURE FUNDING AND COSTS - ALTERNATIVE B
(000's Omitted)

	Total Escalated Costs (1)	Percent Funded	Amount Funded
FUNDING FOR PROJECTS			
Bond Proceeds - Tax Increment			$30,320
Bond Proceeds - CFD / Assmt Dist			0
Street Improvement Fees			12,571
TI Net of Debt Service			6,944
CFD / Assmt Revenue Net of Debt Service			0
Tax Increment from Parkway Plaza			924
Total - Funding Sources			**$50,759**
PRIORITY 1 PROJECTS			
Area Drainage Improvements	11,930	75%	8,948
Major Street Improvements	22,629	75%	16,972
Local Streets	1,107	75%	830
Pedestrain Trails/Connectors	2,013	75%	1,510
Medians	804	75%	603
Transit Center / Mixed Use Project	2,937	75%	2,203
Subtotal - Priority 1 Projects	***41,421***	**75%**	***31,065***
PRIORITY 2 PROJECTS			
Local Streets	8,032	75%	6,024
Pedestrain Trails/Connectors	228	75%	171
Water Distribution Line	453	75%	339
Curbs/Gutter/Sidewalks etc.	752	75%	564
Subtotal - Priority 2 Projects	***9,465***	**75%**	***7,099***
PRIORITY 3 PROJECTS			
Underground Utility Projects	3,853	50%	1,926
Subtotal - Priority 3 Projects	***3,853***	**50%**	***1,926***
Other Project Costs and Contingencies (2)	**9,886**	**100%**	**9,886**
TOTAL PROJECT COSTS	**64,624**	**77%**	**49,976**
REMAINING BALANCE			**$782**

(1) Costs escalated at 3 percent per year.
(2) Includes contingency at 15 percent of public improvement costs. Other project costs estimated at 5 percent of tax increment and could include funding for rehabilitation loans, toxic cleanup and development assistance.

Committee Financing Recommendations

The Committee reviewed and discussed financing mechanisms in November and December, and recommends establishment of the following financing tools:

- Establishment of a new Project Area and tax increment financing in the greater Soscol Area [*generally* as shown on Map 1; the Committee specifically recommended the addition of the Draghi residential properties on Silverado Trail if possible (APN 046-100-03, -04; 46-130-06, -07). The Committee recognized that the boundaries will be reviewed and adjusted as needed by the Council through a public process;

- Establishment of a Community Facilities District (CFD) at an annual rate equivalent to 0.35% of Assessed Value to have the potential to cover costs of proposed improvements. The Committee recommended that boundaries may be different and broader than a Project Area for funding drainage improvements needed to handle remaining surface drainage after completion of the Flood Project. It would be fairer to include existing developed east Napa properties in the watershed in addition to new Soscol development. The Committee specifically recommended the inclusion of the South Napa Marketplace and the Draghi residential properties on Silverado Trail in the CFD.

- Polling should be conducted among eastside property owners to determine support for a broader drainage CFD area before establishment of any CFD.

- In addition, the Committee supported establishing new City policy that street improvement fees generated in the Soscol Area be collected and used for improvements in the Soscol Area.

D. Policy Changes

Summary of Committee- recommended changes

The Committee recommends a series of policy changes needed to implement the long term *Soscol Gateway Vision*. These include changes to the *General Plan,* the *Soscol Development & Design Guidelines* and *Zoning Ordinance.* Changes are summarized below and specifically described on the following pages.

Such changes would not be formally proposed for adoption until necessary environmental study is completed; any land use change would be further coordinated with Flood Project timing to assure that it does not adversely affect the Flood Project. The completion of the Flood Project is critical to future reuse and intensification of much of the Soscol Gateway area.

The *Soscol Gateway Vision* provides direction for an intermodal station and transit-oriented neighborhood near the Third Street entry to Downtown. To accomplish this, a first change (#1) would revise the land use category for three residential blocks along Third Street near the transit center from low- density residential to mixed use, consistent with all lands to the south. A second change would permit commercial development patterns more typical of Downtown than a suburban commercial building. (#2) A third change is recommended to encourage Expo plans for supportive mixed use near Burnell Street by allowing mixed use consistent with their Concept Plan in their "public serving" land use category. (#3)

Proposed changes to transportation policy would keep Soscol at 4 lanes and specify turn lane and Silverado/Third Street intersection improvements needed to keep area traffic moving. (#4)

Other General Plan changes focus on designing development so that it does not "back" to Silverado Trail (#5), and improving bicycle safety and through connections by amending the city's bike plan (#6, 7). A last General Plan change is intended to assist property owners and the timely completion of infrastructure projects by eliminating the loss of development potential that otherwise typically occurs with acquiring right of way ahead of private development. (#8)

In addition to General Plan changes, certain changes and updates are proposed to the *Soscol Corridor/Downtown Riverfront Development & Design Guidelines* to reflect information developed for this Plan and from Committee direction.

- Recognizing the need for added Silverado Trail right of way (ROW) and to minimize impacts on property owners, one change would permit the added ROW to occur within the wide landscape corridor setback already planned for Silverado Trail. (#9)
- Another revision highlights the concept of encouraging local side street access for new development (consistent with existing City "Crucial Corridor" standards and the *Vision*). (#9, 10, 11)
- Setback refinements in the Central and South Soscol subareas reflect the Committee's recommendations for minor widening of Soscol. (#10, 11)
- Other changes are intended to reflect the emphasis on transit oriented development more similar to a Downtown pattern rather than stand-alone auto-oriented buildings in the area north of Eighth Street. (#10)
- Based on Committee direction, one change directs potential developers to use the Napa Intermodal Transit & Mixed Use Development design concept for direction on design style for the area north of Eighth Street, rather than the *Soscol Guidelines*. (#12)
- Changes #13-15 are information updates.

Proposed Zoning Standards changes are intended to support transit oriented mixed use by revising parking standards (#16, 17) and to allow Soscol Avenue owners wishing to add parking bays to do so without penalty (#17).

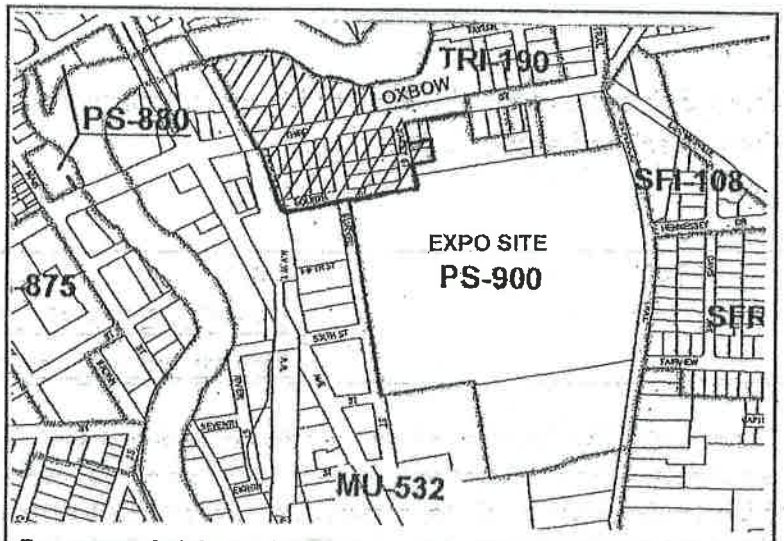
Specific Policy and Standards Recommendations

a. General Plan Amendment

#1. Amend land uses for 3 blocks from Low Density Residential to Mixed Use and related rezoning to MU-G.

Specific GPA recommendation: Revise land use category for 3 blocks on Third Street east of the Expo and Oxbow School from TRI-190 to MU-532.

Discussion: General Plan policies recommend using remaining lands within the City's urban limit line efficiently to provide for future housing needs and economic development. The Soscol Gateway, along with Downtown are key areas of the city where reuse and new development is anticipated. The Soscol Gateway Vision proposes a transit "village" or neighborhood with a multi modal station at the Third Street entry to Downtown. To support this pedestrian-oriented lifestyle, residential densities long term should be at least 10-14 units per acre and preferably higher, allowing residents to walk to Downtown and transit. Three Third Street blocks immediately north of the proposed intermodal center and mixed use area are currently designated "low density residential". It is recommended that these blocks be amended to the same "mixed use" category as the remainder of the area, providing equivalent use opportunities for these property owners. There would be no requirement for any owner to change their home.



Recommended General Plan Change from TRI-190 (Traditional Residential Infill) to MU-532 (Mixed Use)

#2. Amend Floor Area Ratio (FAR) and density range for Mixed Use "pod" 532 properties north of Eighth Street.

Specific GPA Recommendation: Revise the Mixed Use Category Description, p. 1-28 to read as follows:

> MU-Mixed Use. This designation provides for a functionally integrated mix of residential commercial, office, possible light manufacturing, and attached residential uses. Cultural, hospitality, entertainment and visitor- oriented uses that complement and support the Downtown are also allowed at appropriate locations. On key larger sites, a mix of uses, including residential uses, is strongly encouraged and may be required. On smaller sites, individual uses may be approved, but there is to be a mix of uses in the surrounding area, and creative mixed use projects are encouraged; consideration of smaller sites shall include an evaluation whether an adequate mix of uses has been provided. Residential densities shall range from 10 to 40 units per acre. The FAR shall not exceed 2.00.** <u>In the "transit village" area of Pod 532 north of Eighth Street, an increase in FAR up to 2.0 and densities up to 45 units per acre may be allowed on a case- by- case basis at the discretion of the City, provided the development provides a high-quality design that fits with and enhances the site context, and helps create a vibrant transit- and river-oriented residential mixed use district.</u>
>
> ***In the Local Commercial, Community Commercial, Business Professional, Downtown Commercial, Residential Office and Mixed Use land use categories, when mixed residential and non-residential use projects are proposed, the FAR and density limits shall be additive.*

Also revise related Table 1-5, Nonresidential Intensity Matrix to reflect the above statement by adding the underlined section as follows:

(9) Soscol Planning Area

532	MU	0.4 <u>(possible 2.0 with UP in "transit village" subarea)</u>

Discussion: In 2004, the City amended the Downtown land use category to permit slightly higher residential densities downtown to assist in making desired residential mixed uses feasible. A similar recommendation is extended to this area. An increased nonresidential intensity is also proposed to promote development of a more urban character. (The current 0.4 FAR provides for auto-oriented, single- story development.)

#3. Permit Residential, Residential Mixed Use or other Mixed Use on portions of Expo site as part of the PS Public Serving land use category definition.

Specific GPA Recommendation:
PS –Public Serving: This designation provides for public and quasi-public sites dedicated to community- serving purposes, such as government offices and related community service facilities, citywide and community parkland, public schools of all levels and private schools with a significant enrollment, and public health facilities. Conference, exhibition, entertainment and other public gathering uses may also occur in large facilities such as those at the Napa Valley Expo. Up to 0.40 FAR is allowed. Residential, mixed use or residential mixed use may also be permitted with a Use Permit on an ancillary portion of the Napa Valley Expo site as described in the 2003 Expo Land Use Concept consistent with the adjacent Mixed Use designation density and intensity.

Discussion: The Expo Board has endorsed a community-based concept plan for the fairgrounds that incorporates mixed use on a small part of its site to help create a sustainable financial basis for extensive community uses on the remainder. City policies support city- centered growth and also encourage residential mixed uses on public sites should they become surplus. This policy would allow an ancillary *part of* the Expo to be developed with residential or mixed uses without amending the City's land use map; the main use of the site would continue to be public. Any such projects would still require discretionary review and environmental review through a rezoning, use permit and design review permit, but would not need a General Plan land use amendment.

4. Modify Transportation Element Table 3-1 and Figure 3-2 to

- **delete discussion of reserving right of way for 6 lanes on Soscol** north of Silverado Trail
- **Include minor widening** of Soscol Avenue north of Silverado Trail to Third Street to provide 4 through lanes with center medians.
- **Include turn lane improvements on Silverado Trail to Third Street.**
- **Include intersection improvements for Silverado/Third Street/Coombsville**

Similarly modify Implementation Program T-1.A to reflect the above changes

Specific GPA Recommendation: As noted above.

Discussion: The 1998 General Plan identifies a need to reserve right of way for an eventual 6 lane arterial (which would also include turn lanes) from Imola Avenue to Lincoln Avenue. While this type of wide arterial helps speed traffic along Soscol and through Downtown it also creates difficulties for bicyclists and pedestrians and is a divider of the city. The *Soscol Gateway Vision*

expresses a more balanced approach – keeping Soscol at 4 lanes and taking steps to encourage bicycle and pedestrian use. Recent traffic analyses conducted for the Soscol Implementation Plan did find that Soscol Avenue and Silverado Trail can operate acceptably in the long term with a 4 lane Soscol Avenue.

However, keeping Soscol at 4 lanes and completion of the planned Soscol/Silverado/Gasser Drive realignment will increase traffic on Silverado Trail and turn lane improvements will be needed on Silverado between Soscol and Third. However, turn lanes have been identified as being needed in earlier Caltrans plans even with existing volumes and would help safety and traffic flow along Silverado Trail in this segment. It also means that the intersection of Silverado/Third/Coombsville/East, long recognized as a bottleneck, needs further improvement. The Council has directed and City staff is currently studying alternatives for this intersection. The next step, once further analysis of this intersection and the segment between Third and First are completed in the next few months is to put together a corridor concept for Caltrans and public review.

5. Modify Silverado Trail: Soscol to Trancas Crucial Corridor Policy T-3.12 to eliminate reference to "back on treatments".

Specific GPA Recommendation:
T-3.12 The City shall require new development along Silverado Trail between Soscol and Trancas Street to comply with the following guideline:

a. ~~Limit development to back on treatments where possible. Where back on treatment is not possible or may conflict with existing neighborhood character, l~~ Locate access points to reduce conflicts with arterial street corridors, and encourage shared driveways and access from interior local streets.

Discussion: Currently, this policy states that new development is to be limited to "back on treatments" where possible or unless it conflicts with existing neighborhood character. "Back on treatments" are a combination of landscaping and fencing located adjacent to a right of way at the rear or back of buildings. The *Soscol Guidelines, Soscol Vision* and the City's *Residential Design Guidelines* all recommend that new development orient to the street and add value to the street. The primary intent of this Crucial Corridor Policy is to limit new or intensified access to/from Silverado Trail. This can be accomplished without directing development to have fences and back buildings to Silverado Trail.

6. Modify the City's Bicycle Routes Map to Identify Silverado Trail, and Soscol Avenue from Silverado Trail to Third Street as onstreet Class 2 striped bike lanes.

Specific GPA Recommendation: Modify Figure 3-5 Future Bikeway System to show Silverado Trail and Soscol Avenue between Soscol Avenue and Third Street as a Class 2 Bicycle lane rather than onstreet Class 3 signed bike routes.

Discussion: The Soscol Gateway Vision stresses the importance of providing attractive and safe bicycle connections throughout the area, which would be facilitated by Class 2 bicycle lanes on

Silverado Trail and Soscol Avenue. Both Silverado Trail and Soscol Avenue are designated bicycle routes (Class 2 or Class 3) in the General Plan throughout their lengths. However, street segments between Third and Silverado are currently designated Class 3. In addition to the Vision, other recent city and area plans also recommend striped bike lanes. The City's *Soscol Design and Development Guidelines* and the *Napa Countywide Bicycle Plan* both recommend that Silverado Trail include a Class 2 striped bike lane. Caltrans standards for pavement of wide shoulders when improvements occur also allow for these striped bicycle lanes. Soscol Avenue is currently a Class 2 bike route both north of Third and south of Silverado, and is striped for bicycle lanes for half of the distance in between. There is a discontinuous bicycle lane between Sousa and Sixth Streets, where bicycle lanes convert to on-street parking during business hours, creating safety concerns when bicyclists travel on sidewalks or adjacent to parked cars. Soscol Avenue is the only continuous north/south route providing access to many businesses throughout this corridor. A General Plan designation allows the city to apply for State and Federal grants for bicycle lane improvements and maintenance projects, and also means that proposed roadway improvements are to be designed to accommodate bicycle lanes.

7. Modify the City's Bicycle Routes Map to Identify Gasser Drive as an onstreet Class 2 bikeway.

Specific GPA Recommendation: Modify Figure 3-5 Future Bikeway System to show Gasser Drive between Imola and Soscol Avenue as a Class 2 striped bicycle lane route.

Discussion. The General Plan does not currently designate Gasser Drive as a bicycle route. However, Gasser Drive has striped bicycle lanes along its current length, the Soscol Gateway Vision identifies this route as an important bicycle route connection and the Gasser Master Plan proposes onstreet bicycle lanes on the Gasser Drive extension. Designating the route is consistent with General Plan text policy to promote development of a comprehensive and safe system of recreational and commuter bicycle routes.

8. To encourage needed right of way (ROW) dedications in timely fashion, amend the Land Use Element to allow future ROW dedications as of 2006 (i.e., the date of adoption of the General Plan Amendment) to count toward a property's allowable density or Floor Area Ratio intensity.

Specific GPA Recommendation: Modify Text of the Land Use Designations p. 1-29 to add a third footnote:

**** In the Soscol Area including Pods MU-532, PS-900, CC-533, CC-500 and Silverado frontage properties in MFR-175 and SFI-173, owners dedicating or selling right of way after [the adoption date of this amendment] for Soscol Avenue, Silverado Trail or multi-property street or drainage improvements ahead of a development application may continue to use that land to count toward the property's allowed density or FAR intensity.*

Discussion: The General Plan establishes densities, and intensities or Floor Area Ratios for properties in the Soscol Area. FAR's are calculated by dividing the size of the proposed building(s) by the size of the existing lot at the time a development is proposed. Densities are also calculated by multiplying the number of units by the area of the site at the time the development is proposed. The Soscol Implementation Plan has identified a need for several street improvements. The City may wish to construct or assist construction of a street improvement before a particular property comes in with a development application. However, if an owner dedicates right of way land to provide for needed street improvements ahead of a project application, their property's development potential is reduced. To minimize adverse economic effects on property owners if the city wishes to purchase or accept dedication of land *ahead of* a development application and assist timely completion of the project, it is recommended that the land included in any ROW sale or dedications for Silverado Trail, for Soscol widening or a multi-property local street or drainage improvement may count toward their maximum FAR or density.

b. Other Policy Updates- Soscol Development and Design Guidelines

Update ***Soscol Development and Design Guidelines*** for South Silverado and Central and South Soscol subareas for consistency with this *Soscol Vision Implementation Plan* by incorporating the following changes.

9. Chapter II Development Guidelines, South Silverado Trail Subarea (Soscol Avenue to Third Street) pp. 28-32,

- Revise Section II. BUILDING HEIGHTS & SETBACKS, B., p. 30 to read as follows:

  B. FRONT SETBACKS – for buildings, parking lots and other structural elements (e.g., fences) are intended to provide for scenic corridor landscaping <u>and future street improvement needs.</u>

  1. Minimum Setback on East Side of Silverado Trail – should be 25 feet. <u>If added right of way is obtained within this 25 foot setback, in no case should the scenic corridor landscaping be reduced to less than 15 feet.</u>
  2. Minimum Setback on West Side of Silverado Trail– should be 30 feet. <u>If added right of way is obtained within this 30 foot setback, in no case should the scenic corridor landscaping be reduced to less than 15 feet.</u>

- Revise Section III, SITE DEVELOPMENT & PARKING, B.ACCESS, 2., p. 30 to read as follows.

  2. **Vehicular Access/Driveway Cuts:**
     a. **Driveways Should be Shared** – where possible. In accordance with the City's "Crucial Corridor" standards, joint parking and access agreements between abutting properties are encouraged and may be required.
     b. **Driveway Entrances Should be Minimized and Use Side Street Access** - where possible. In accordance with the City's "Crucial Corridor" standards, driveways shall be located and designed to minimize the impact on the traffic flow. The number of access points from Silverado Trail shall be kept to a minimum. Direct access from Silverado Trail shall only be permitted if no other alternative exists. Access from side streets is encouraged and may be required. ~~It is recommended that single-tenant buildings be limited to 1 two-way or 2 one-way driveway cuts.~~

- Revise Section III, SITE DEVELOPMENT & PARKING, D. LANDSCAPING & SCREENING 1.b. Landscaping and Screening Frontage Improvements, p. 32 to read as follows:

  b. Improvements Should Include, subject to Caltrans review and approval,…; along the westerly Expo frontage, a wider planting strip should be provided if feasible to accommodate the existing Sycamore trees and drainage swale.

Discussion: There are three proposed changes. The first change to the South Silverado Subarea continues to promote the scenic corridor landscaping but allows it to be reduced to accommodate Silverado Trail widening to minimize any adverse economic impacts on landowners. That is, if an owner has a 30- foot setback for scenic corridor landscaping and right of way for Silverado Trail improvements including street widening, bike lane and sidewalks/landscaping is 10 feet; the scenic corridor landscaping would then be 20 feet. The second updates the driveway entrances section to include the concept of side street access. Added language is the same as current City zoning standards. The third update notes that retaining the Sycamores and drainage swale is desired if feasible.

10. Chapter II Development Guidelines, Central Soscol subarea, pp. 17-22

- Modify map of subarea, p. 18 (and corresponding maps for South Soscol p. 11 and index map p. 5) to move the two blocks north of Eighth Street and east of Soscol Avenue into the Central Soscol subarea for consistency with the *Soscol*

Gateway Vision. This enables development in these areas to take advantage of reduced setbacks.

- Update Central Soscol Guidelines Intent to delete reference to projects being "smaller in scale", p. 17 as follows:

  Guidelines Intent: Similar to South Soscol, Central Soscol will continue to accommodate a variety of retail, service, and office uses, as well as mixed residential/office/retail projects as recommended in General Plan-designated "Mixed Use" areas. However, ~~properties and development projects in this area will be smaller in scale, and~~ the general character of development should be a transition between the freestanding building character of the South Soscol subarea and the closely-knit urban character of Downtown. The building character of the area should be a hybrid of the adjacent South Soscol, Oxbow, and Downtown Riverfront plan areas ~~Building forms should be hybrid in character~~, with a mix of pitched and parapet roof-type buildings.

- Revise Front Setbacks, section II. BUILDING HEIGHT & SETBACKS, C. p. 19 to read as follows:

  C. FRONT SETBACKS – An intent of the Guidelines is to locate buildings closer to the street to help spatially define the streetscape.
     1. Minimum Setback – should be 0 feet, provided that needed right of way for a 68 foot cross section and 10′ sidewalk/planter area is accommodated.

- Update section III. SITE DEVELOPMENT AND PARKING, B. ACCESS. 2. p. 19 to read as follows:

  2. Vehicular Access/Driveway Cuts:
     a. Driveways Should be Shared – where possible. In accordance with the City's "Crucial Corridor" standards, joint parking and access agreements between abutting properties are encouraged and may be required.
     b. Driveway Entrances Should be Minimized and Use Side Street Access - where possible. In accordance with the City's "Crucial Corridor" standards, driveways shall be located and designed to minimize the impact on the traffic flow. The number of access points from Silverado Trail shall be kept to a minimum. Direct access from Silverado Trail shall only be permitted if no other alternative exists.

Access from side streets is encouraged and may be required. ~~It is recommended that single-tenant buildings be limited to 1 two-way or 2 one-way driveway cuts.~~

- Add note to Prototype Illustration, p. 21 that "A more closely knit, urban character is also appropriate in this subarea."

Discussion: The first two changes to the Central Soscol Subarea reflect the Soscol Vision that the transit-oriented neighborhood east of Soscol Avenue begins at Eighth Street, and notes that any new buildings must accommodate added right of way needs. Driveway entrance section changes are expanded to include the concept of side street access; new language is the same as current City zoning standards. The last change describes that stand alone buildings aren't the only prototype for this subarea.

11. Chapter II Development Guidelines, South Soscol Subarea pp. 10-16

- Clarify section II. BUILDING HEIGHT & SETBACKS, C., p. 12 to read as follows:

  C. FRONT SETBACKS – An intent of the Guidelines is to locate buildings closer to the street to help spatially define the streetscape.
     1. Minimum setback for buildings – should be 15 feet; parking may be within this setback provided that needed right of way for a 68 foot street cross section and a minimum 10' sidewalk/planter area each side are accommodated.

- Update subsection III. SITE DEVELOPMENT & PARKING, B. ACCESS 2. P. 12 to read as follows:

  2. Vehicular Access/Driveway Cuts:
     a. Driveways Should be Shared – where possible. In accordance with the City's "Crucial Corridor" standards, joint parking and access agreements between abutting properties are encouraged and may be required.
     b. Driveway Entrances Should be Minimized and Use Side Street Access - where possible. In accordance with the City's "Crucial Corridor" standards, driveways shall be located and designed to minimize the impact on the traffic flow. The number of access points from Silverado Trail shall be kept to a minimum. Direct access from Silverado Trail shall only be permitted if no other alternative exists. Access from side streets is encouraged and may be required. ~~It is~~

~~recommended that single-tenant buildings be limited to 1 two-way or 2 one-way driveway cuts.~~

Discussion: The first change to the South Soscol Subarea reflects the *Soscol Vision* that the transit-oriented neighborhood east of Soscol Avenue begins at Eighth Street. Driveway entrance section changes are expanded to include the concept of side street access; new language is the same as current City zoning standards.

12. Chapter III Design Guidelines.

- Add to the Design Guidelines introduction, p. 63 third paragraph:

  The *Guidelines* are intended to apply to remodels of non-historic buildings, including façade upgrades, as well as to new construction. In the case of historic buildings, the Guidelines are intended to support *The Secretary of the Interior's Standards for the Treatment of Historic Properties*. For the transit center mixed use site, no particular design style is recommended and the *Napa Intermodal Transit Center and Mixed Use Development* should be used for guidance.

Discussion: This update reflects Soscol Committee recommendations to allow greater freedom in design style.

13. Chapter III Multi Unit Residential Development

- This section is recommended to be removed

Discussion: This update is recommended as this section is redundant with the City's Residential Design Guidelines, adopted in 2003

14. Chapter IV, Capital Improvement Guidelines

- Modify B.2. Soscol Avenue New Medians, p. 98:

  2. New Median(s) – New medians should be installed along Soscol Avenue when appropriate right of way is secured. The median should be located within the boundaries of the existing center left turn lane, and be a minimum of ~~10~~ 12 feet in width ~~where possible~~.

- Update III. South Silverado Trail Enhancements, p. 99 to note that potential future "rustic" medians are being considered in the long term and that added right of way is anticipated as follows:

Caltrans has plans to pave gravel shoulders and stripe left turns along Silverado Trail. The City has an opportunity to coordinate additional improvements with the Caltrans effort and/or accomplish as part of private development projects. Recommended improvements are described below and illustrated by sketches on the following pages. City traffic analyses conducted in 2005 confirm the need for center turn lane improvements (and possible future "rustic" medians) on Silverado Trail to improve safety and through capacity. Recent planning also reinforces the need for continuous walking paths/sidewalks and 6 foot+ wide striped bike lanes.

Discussion: The first change is recommended to note that current curb- to- curb width is too narrow to accommodate medians; added right of way would allow new medians of adequate width. The second provides updated thinking on Silverado trail.

15. Chapter V. Administration

- Streamline this chapter

Discussion. This chapter's discussion needs updating to reflect the adopted :SC Soscol Corridor Overlay District and to eliminate the obsolete "Soscol Corridor :SC Overlay District Ordinance" which was revised when the 2003 Zoning Ordinance was adopted.

c. Proposed Zoning Revisions

16. Extend downtown parking standards to the "Soscol mixed use transit center area" e.g., generally north of Eighth given the type of proposed development and availability of transit.

Specific Zoning Text Change recommendation:

Revise Chapter 17.54.040 titles for subsections 1.b, 2.b., and 3.b to read:

1.b. Residential Uses Downtown (CD and CDP Districts and MU-G Districts north of Eighth Street with Use Permit when Mixed Use Development is Proposed)

2.b. Commercial Uses Downtown (CD and CDP Districts and MU-G Districts north of Eighth Street with Use Permit when Mixed Use Development is Proposed)

3.b. Office Uses Downtown (CD and CDP Districts and MU-G Districts north of Eighth Street with Use Permit when Mixed Use Development is Proposed)

Discussion: The Transit Center Mixed Use Project (Preliminary Design) is an example of the type of transit-oriented development that is anticipated in the Mixed Use area north of Eighth Street. Parking standards were revised for the Downtown area to better recognize the different residential market that exists in the Downtown (e.g., more compact, attached housing) and availability of transit and services within easy walking distance. The review of parking standards also found that these standards were adequate based on a survey of local residential projects and Census information and well within the range of parking demand figures published by the Institute of Transportation Engineers. For the same reasons that the Downtown parking standards were revised, it is recommended that these parking standards be extended to this entry area to Downtown when mixed use development is proposed.

17. Modify zoning parking standards to permit any owner-dedicated onstreet parking bays along Soscol Avenue installed by the property owner to count as onsite parking.

Specific Zone Change Recommendation: Add new Zoning Parking Chapter section as follows:

17.54.175 On-Street Parking Bays and Diagonal Parking

Where the city and property owner determine that parking bays or diagonal parking is appropriate onstreet but outside the typical right of way, and the property owners agree to provide added right of way for such parking, the parking may be counted towards parking needed for the project.

Discussion: Existing conditions and plans for Soscol Avenue between Silverado Trail and Third Street do not include onstreet parking. In some situations property owners and the City may determine that some onstreet parking in parking bays is appropriate and property owners could dedicate added right of way for parking bays. If such onstreet parking is added, it is recommended that owners be allowed to receive credit for such parking as if it were onsite parking. Similarly, where the City and property owners determine that onstreet diagonal parking is appropriate for new development and this requires added right of way, such parking may be counted towards parking needed for the project as if it were onsite parking.

d. Street Improvement Fee Update

A Citywide Street Improvement Fee ordinance update has been under development for some time to update fees and to include street improvements that were not originally anticipated when the ordinance was last updated in 1993. Inclusion on the list allows flexibility for partial funding of the improvement with Street Improvement Fees.

Street improvements that are not currently on the street improvement fee list that would qualify to be added if recommended General Plan Amendments are adopted by the time an ordinance update is prepared include:

- Signal(s) in the Soscol/Silverado Trail corridor not currently listed;
- Silverado Trail improvements.

The Gasser Foundation has also requested as part of the Gasser Master Plan discussions adding the Gasser Drive Extension from Kansas to Soscol Avenue including the bridge over Tulocay Creek to the Street Improvement fee list.

Other street improvements are either already on the Street Improvement Fee list or are local streets that do not qualify as they primarily serve adjacent properties.

Note: Also see financing recommendations

E. Other Implementation Actions

Summary of Committee- recommended Added Actions
The Committee discussed other action steps and recommend the following:

a. Proposed Intermodal Transit and Mixed Use Development – Next Steps

Forward the N*apa Intermodal Transit Center and Mixed Use Development* report dated October, 2005 to the NCTPA and City Council to take the next steps, including:

1. Preliminarily endorse the site generally bounded by Fourth, Burnell, Sixth and the Rail line as the preferred intermodal station site;
2. Endorse the preliminary concept and implementation steps described in the *Napa Intermodal Transit Center and Mixed Use Development* report dated October, 2005;
3. Encourage future applications consistent with the *Napa Intermodal Transit Center and Mixed Use Development* concept;
4. Revise City policies and standards (as described in this Soscol Implementation Report) to support development of a transit-oriented mixed use neighborhood; and
5. Provide City support to NCTPA as needed to accomplish the project.

b. Silverado Trail- Caltrans Coordination

A coordinated effort with Caltrans will be needed to complete recommended improvements along Silverado Trail. Discussions with Caltrans staff have identified the following Steps.

1. Prepare a Project Study Report (PSR) for Silverado Trail improvements, which is expected to cost several hundred thousand dollars.
2. Develop a City/Caltrans Memorandum of Understanding (MOU) outlining the scope of work to be completed in the PSR with assistance from NCTPA staff. In addition to street engineering options, the MOU (and PSR) should address.
    a. Right of ways needs;
    b. Operations analysis;

c. Who will own and maintain any sidewalks, landscaping and bike paths outside the curb—Caltrans' preference is to keep the Caltrans ROW within the curb to curb;
d. A design concept for landscaping and lighting;
e. Any design exceptions including a 6 foot (vs. 8 foot) shoulder alternative;
f. Intended approaches to combine driveways or limit access;
g. Public involvement process to assist in design development; and
h. Financing plan.

3. Refine cost estimates for the PSR based on the MOU.

c. PG&E Facility Exploration

Expo representatives and the Committee recognize that a transit- oriented mixed use neighborhood could be facilitated if all or parts of the PG&E substation facilities on Burnell Street were moved. It is recommended that:

- City and Expo Board representatives meet with PG&E management to explore the feasibility of moving all or parts of the PG&E substation facilities located on Burnell Street.

d. Area Tenant Program

The Committee recognizes that future land uses, improvements, and land value increases are likely to put pressure on existing tenants to relocate. Many of these businesses provide important services to local residents and businesses. Thus, as the City proceeds with programs to revitalize the area, an area tenant program is also recommended. Such a tenant program might include, for example, identification of new areas to accommodate existing businesses and providing appropriate General Plan and Zoning for such areas, and a business loan program.

- In developing the improvements to the Soscol Gateway Corridor it is recommended that the City assist local business tenants in sustaining or relocating their services within a reasonable distance of the corridor to insure that the Napa community continues to receive their services. We recommend that a specific study and program be developed to insure this transition be part of any Council redevelopment and community facilities district plan.

Acknowledgements

The City of Napa is grateful to all of those who participated and added their expertise to this Soscol Implementation Planning Effort

Napa City Council

Jill Techel, Mayor
Kevin Block
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James Krider
Mark Van Gorder

City Planning Commission

Tom Trzesniewski, Chair
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Peter Mott
Gordon Heuther

Soscol Stakeholder's Committee

Betsy Strauss	Gasser Foundation
Joe Anderson, Dave Dickson	Napa Valley Expo
Bob Kleis	Jimmy Vasser Toyota
Vince Compagno	Nissan, Business & Property Owner
John Greenberg	Greenberg Motors, Business & Property Owner
John Callan	Area Property Owner
Anil Patel	Hawthorne Suites, Business & Property Owner
Gene Sousa	Napa Bowl, Business & Property Owner
Kelly Dicker	Business Owner & Tenant
Sue Dee Shenk	Napa Valley Community Housing
Bob Massaro	MCM Healthy Buildings
Francie Winnen	Friends of the Napa River
Skip Keyser	Skip Keyser Realty

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Traffic Analysis: Matthew Ridgway, Matt Haynes, Lauren Bernheim, Fehr & Peers, San Francisco
Infrastructure Costs: John Draper, P.E., Napa

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Napa Sanitation District, Todd Herrick, Engineer
PG&E: Maureen Bird
Napa County Planning: Steve Lederer, Deputy Planning Director
Caltrans: Dana Cowell, Deputy District Director, Transportation Planning & Local Assistance
Napa County Flood Control: Jon Lander, Engineer

Appendix and List of Studies

Appendix A - Other Area Plan Information

- Expo Land Use Concept, August 2003 endorsed by Expo Board of Directors
- Gasser Master Plan Proposal Illustration, July, 2004 by Gasser Foundation

Implementation Plan Studies

Soscol Gateway Vision
Racestudio, August, 2004

Soscol Area Drainage Report
Schaaf & Wheeler, Consulting Civil Engineers, July, 2005

Soscol Gateway Implementation Plan
Traffic Analysis by Fehr & Peers, August, 2005

Napa Intermodal Transit Center and Mixed Use Development
Van Meter Williams Pollack, November, 2005

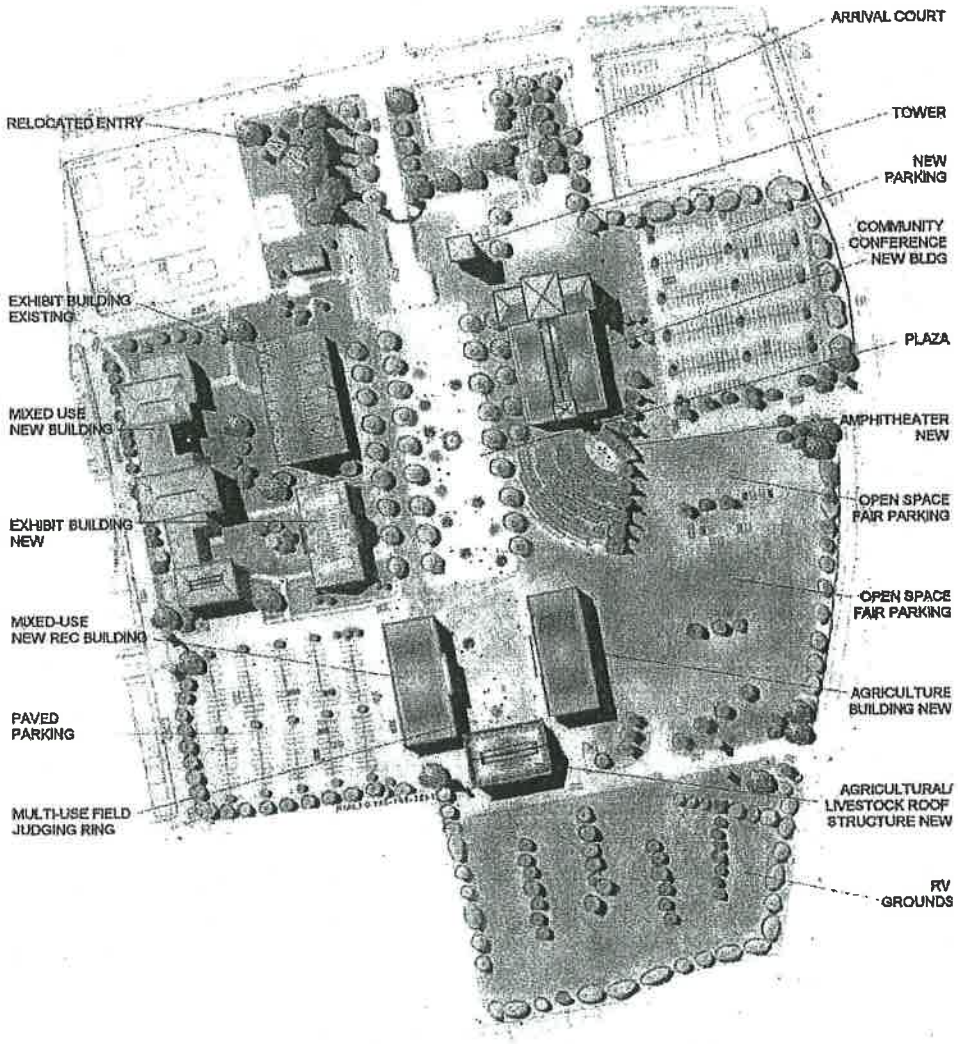
Infrastructure Needs Analysis and Cost Tables- Reports 1, 2 and 3
John Draper, Civil Engineer, April, July and August, 2005; revision to Silverado Trail spreadsheets October, 2005.

Feasibility Study
Don Fraser Associates, October, 2005

Also available for review
Soscol Committee Meeting Summaries

Appendix A

2003 Napa Valley Expo
Land Use Concept 2 (Long Term)
Endorsed, Expo Board of Directors August 2003

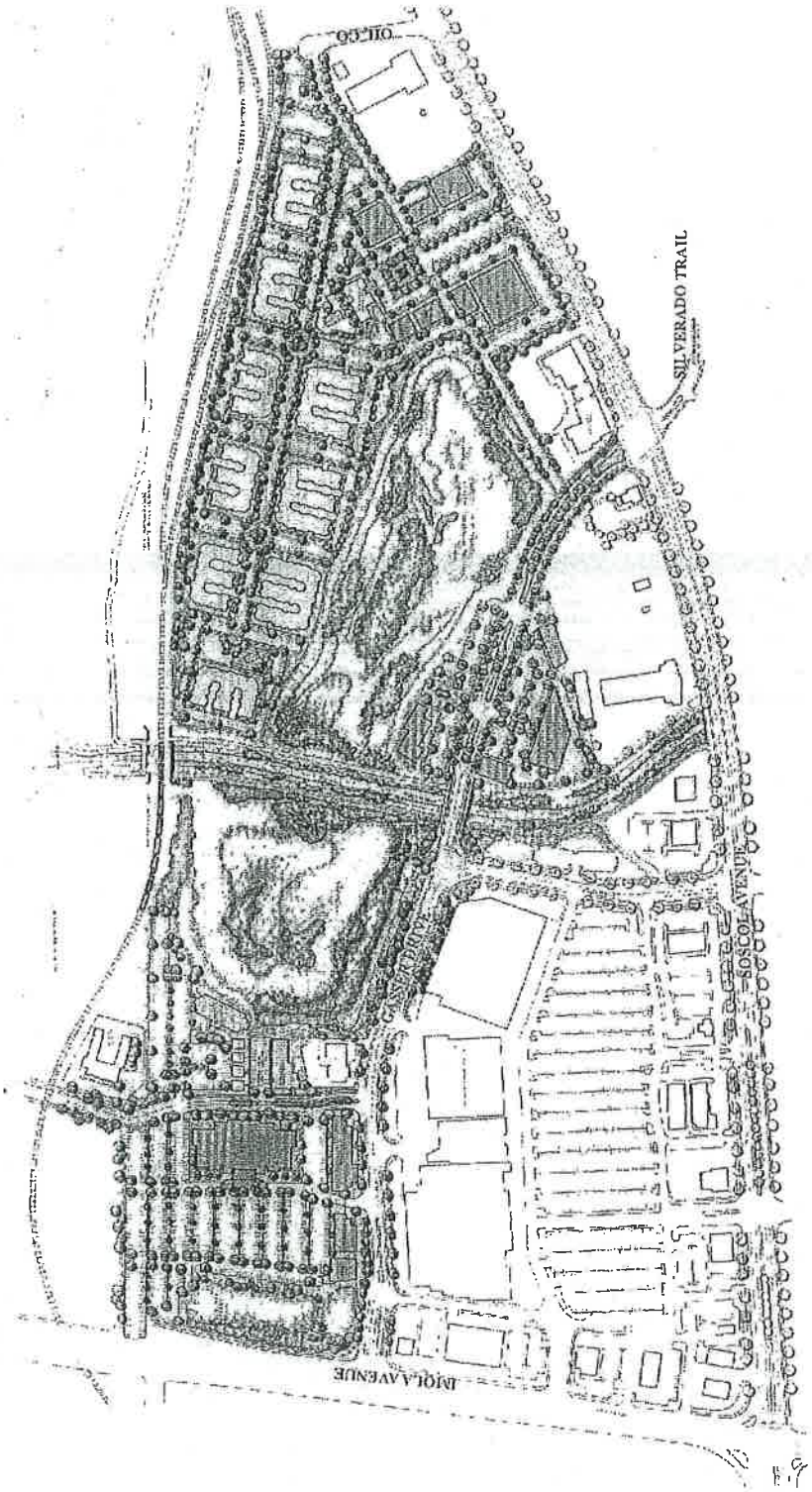


LSA
RIALTO

NAPA VALLEY EXPO

AUGUST, 2003

Gasser Master Plan Proposal Illustration (2004)



Gasser District Master Plan - Figure 2.1

soscol gateway vision

july 2004

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APPENDIX 25

A. Stakeholder comments/discussion
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section 1: introduction

The Soscol Gateway Vision provides an overall conceptual planning framework for the 200 acres bounded by the Napa River on the east and north; the Expo/Silverado Trail and the Soscol frontage on the east; and Imola Avenue on the south. It was developed through an interactive process with the community, stakeholders, the Planning Commission and City Council. This report summarizes the planning purpose and process; overall planning concepts and principles; and implementation considerations.

Soscol Gateway is the front door to the city and the front yard to the Napa River. It plays an important role as a connecting district between Napa's neighborhoods, downtown and open space system.

Those that participated in the community workshops envisioned a system of connected open spaces providing the organizational structure for the Gateway.

This Vision strives to outline land use, open space and circulation principles to guide policy and implementation activities.

Purpose

The Soscol Gateway Vision provides an overall guide for public and private investment. It is a changing area, being transformed by the Napa River Flood Protection Project, with substantial opportunities for reinvestment. It has potential to provide exciting new and revitalized neighborhoods. Participants collaborated on a holistic view of the planning area and its relationship to surrounding districts. It was envisioned as group of distinctive "neighborhoods" that are an important physical and economic part of the community.

The General Plan identifies much of the Soscol Gateway area as "Mixed-Use", and calls for added planning to guide development along the riverfront. In addition, parts of the area designated "Community Commercial" allow for a variety of uses. Objectives of the visioning effort were to better define an appropriate mix of uses, create "places", add housing, support City economic development policies, and increase connectivity to the Napa River and adjacent neighborhoods. The Vision also looks at ways to integrate urban development into the area's natural features.

The Soscol Gateway Vision provides an overall framework of planning concepts for land use, open space, and circulation. The concepts anticipate the 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.

The planning principles and concepts suggest potential implementation issues and opportunities. The Vision identifies these for the purpose of better understanding the roles of public and private partners. Not intended to be a detailed plan, the Soscol Gateway Vision does, however, start to provide a picture of the type of long-and near-term implementation issues and efforts the City and private and public sector partners should anticipate.

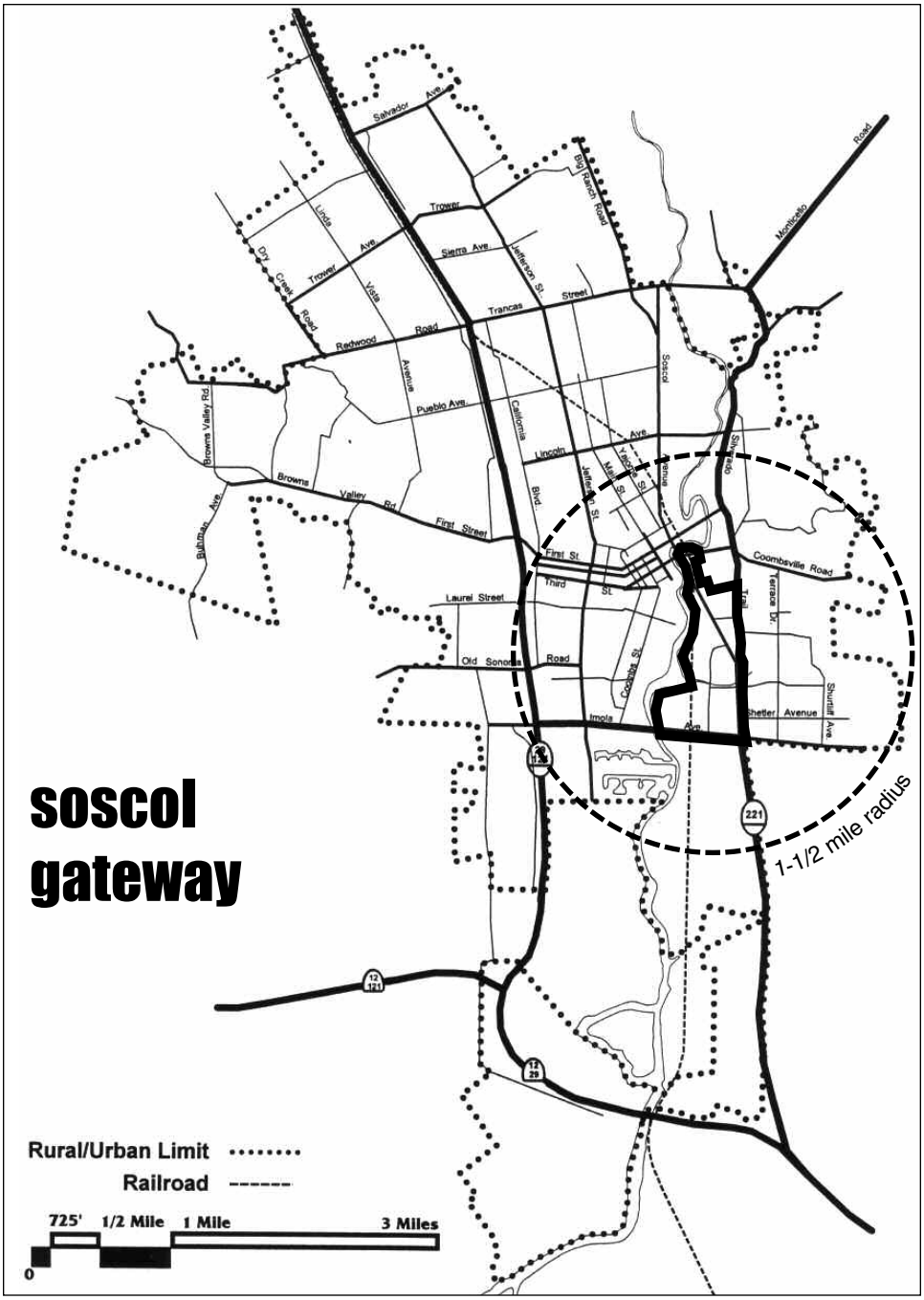
Planning Area

The Soscol Gateway includes about 200 acres of land bounded by the Napa River on the east and north, the Expo/Silverado Trail and the Soscol frontage on the east; and Imola Avenue on the south. The 34 acre Napa Expo site was not part of the planning area, however, it was viewed by the community as an important opportunity area that should be carefully planned to connect and support adjacent districts and neighborhoods.

The Soscol Gateway plays an important role as an integrator and connector between Napa's eastern neighborhoods, Downtown and the Napa River. The district has a rejuvenating Downtown to the north west and a new river edge

being created by the Napa River Flood Protection Project with its trails and marsh plain open spaces. To the north is COPIA, the Oxbow School and a small historic neighborhood. The Terrace/Shurtleff residential neighborhood is to the east and Napa Valley College is to the south of the district.

The Soscol Gateway is an important sub-regional commercial address. Auto dealers, larger retail tenants, tourist commercial, and other commercial uses serving Napa and the surrounding region are all located here. It generates more sales tax volume than any other shopping center or commercial district in the city.



Rural/Urban Limit
Railroad
725' 1/2 Mile 1 Mile 3 Miles
0

Soscol Avenue is the business address for many of Napa's most productive and important retail, commercial and automotive services. There are seven new car dealers, discount retailers, tourist commercial businesses, and other uses that thrive on the avenue's traffic and high visibility.

Process

The visioning process began in mid 2002. At that time, the Flood Protection Project was beginning to reshape the area, providing an attractive new river edge and opening up previously flood prone lands for development. The newly completed COPIA was generating investment interest at its northern end, Downtown was beginning to revitalize, and the Expo was considering plans for its future. The City's Housing and Economic Elements had just been completed, highlighting the importance of making efficient use of remaining lands in the city to help maintain its renowned agricultural surroundings. Further, many Soscol area properties were underutilized, and the General Plan provided for a broad array of uses. It was recognized there was a need to think of this area as a whole – to better define desired future uses and circulation, how new uses should function and relate to the Flood Project improvements and surrounding areas, and strengthen the City's economic future. It was also a busy time. After initial community workshops, work paused to complete other related planning activities, and resumed in early 2004.

The visioning process included community workshops in June and August 2002. A stakeholders including property owners, business owners, and institutional partners provided feedback on concepts. The Planning Commission reviewed alternatives and draft concepts prior to the July 2004 public hearing for the Soscol Gateway Vision.

The process has been community-based, including stakeholder property owners, businesses, interested citizens and community groups, public agencies and Council and Planning Commission representatives. Two community workshops helped establish overall objectives, define major policy choices and alternative futures, and identify the best features from alternatives that became the basis for the Soscol Gateway Vision. The Planning Commission later held two additional workshops to review these alternatives, provide direction on a preliminary preferred Vision Concept, and to review stakeholder comments before preparation of the public hearing Draft. The City Council is expected to review the Draft Vision in August, 2004.

Relationship to other Plans and Policies

The Soscol Gateway Vision builds upon and informs a variety of planning activities pursued by the City of Napa and its partners.

General Plan Policies

The Napa General Plan adopted in 1998 provides overall policy guidance for the city. The General Plan identifies most of the area as "Mixed-Use", calling for added planning, and "Community Commercial". Other properties are designated "Public Serving" (Napa Sanitation District) or "Traditional Residential Infill". Other policies discuss housing and economic development, transportation, integrating urban development with the city's natural features, and development of the Napa River Trail.

Downtown Mixed-use and Infill Residential Development Strategy

Accepted by the City Council in May 2004, this planning effort focused on ways to facilitate desired mixed-use and residential infill development in the downtown area. The planning area overlapped with the Soscol Gateway at the northern part of Soscol Avenue. The Strategy identified 24 opportunity sites and established an overall sequence for implementation.

Soscol Corridor/Downtown Riverfront Development and Design Guidelines

The City adopted detailed design and development guidelines for the Soscol Avenue and Silverado Trail corridors, the Napa Riverfront and Oxbow DIstrict in August 2000. These Guidelines focused on improving the quality of public and private investment along the major streets and riverfront.

Napa Expo Property Plan
In 2002-03, parallel with the Soscol Gateway Vision process, the Napa Expo Board conducted their own planning effort to better define future uses and site plan concepts. Representatives from the Expo participated in the Soscol Gateway Vision workshops.

Napa River Flood Protection Project
The Napa River Flood Protection Project implementation is ongoing. Funded in 1999 after a major planning effort, it has received national recognition for its "living river" concept. Construction of new flood plain and marsh plain terraces, related marsh detention improvements, a public trail system, relocation of a rail line, fill of flood prone lands and new bridges are all underway for the Soscol Gateway and its environs. Project planning concepts and engineering criteria were incorporated into the Vision. (The Vision also makes recommendations regarding how river access could be enhanced).

Napa County Transportation Planning Agency (NCTPA)
NCTPA has prepared two studies for transit center locations in recent years, the most recent being part of the 2003 Napa Solano Passenger/Freight Rail Study. A favored intermodal station location (for buses, passenger rail, and parking) is at the north end of Soscol Avenue between downtown and Napa Expo. The studies identify transit facilities program requirements. NCTPA staff participated in stakeholder meetings and met with the City to coordinate objectives for a potential intermodal station site.

Gasser Property Master Plan
Concurrent with the Soscol Gateway Vision process and Flood Protection Project improvements, the Gasser Foundation has undertaken preparation of a master plan and environmental documents for their 80 acre property between the Napa River and Soscol Avenue. The Foundation's land use and development objectives helped inform the Vision. The Vision integrates the property into the larger district open space and circulation concepts.

Organization of Report
The Soscol Gateway Vision report is organized in three sections. The first section provides an overview of the purpose, process, and scope of the Soscol Gateway Vision. The second section includes planning issues, objectives, principles and concepts. The third section summarizes potential Vision implementation activities.

A key opportunity is to develop an intermodal transit facility at the north end of Soscol Avenue (top photo). Such facilities can be catalyst for other types of private investment that benefits from enhanced regional access. The example (bottom photo) is from Visalia. This transit facility has spawned renovation of historic buildings, new office development and residential projects.

section 2: concepts

The Soscol Gateway Vision is intended to plan, design, and integrate individual projects within a long term vision. Planning concepts for the Soscol Gateway Vision provide an organizational framework for investment within a 25-year timeframe. They take into account economic development objectives for the city, housing needs, connecting the district to the city, and image and identity. They integrate objectives of property owners, businesses, public agencies and the community.

Soscol Gateway will dramatically change over the next 25 years. Vacant sites will be developed. Older development will be redeveloped or restored. And, there will be many new businesses. The Vision anticipates the development of interconnected neighborhoods fronting Soscol Avenue and the Napa River.

The Planning Concepts section of the Soscol Gateway Vision provides a summary of planning issues, objectives, principles and concepts.

Planning Issues

There are an estimated 200 acres of developable land in the Soscol Gateway. Some sites have relatively new investment and others are vacant or underused. Over the next 25 years, many of the uses, tenants and structures are likely to be different than what we see today. The future of Napa and the Soscol Gateway need to be considered together because the area plays such an important role in the local economy and has land resources that can be used to accomplish a variety of land use objectives. Related infrastructure planning and financing mechanisms to support these objectives will also be key.

Opportunity Sites

The Soscol Gateway has large parcels susceptible to new investment over the next 25 years. At least 40 more acres are available in the near term and an estimated 49 additional acres could be available in the 25-year planning period. In addition to the land that could be developed and redeveloped, many of the existing buildings and tenants are likely to change. Renovated buildings and sites with a new mix of tenants can add to the vitality of the Soscol Gateway.

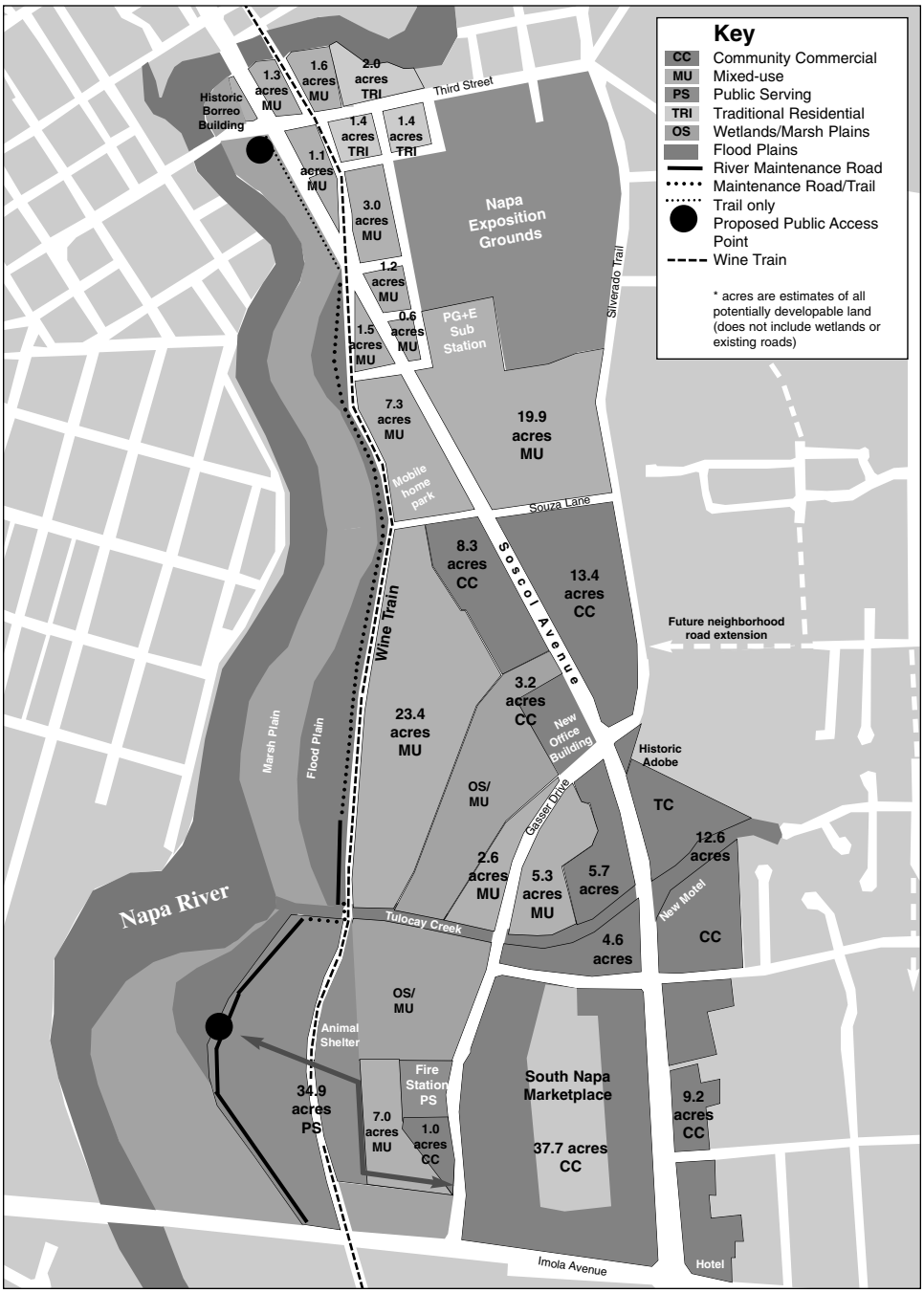
Economic Development

Soscol Avenue is an important auto row address for the community and surrounding areas. Keeping the dealers in Napa and making sure they are successful partners is a primary economic objective for the City. In addition to the auto dealers, Napa has a need for locations for “middle box” retail tenants of 10,000 to 25,000 square feet. Retail space of this size is largely unavailable in other parts of the city. It can accommodate retail categories such as household appliances, electronics, furniture, sporting goods, and soft goods such as apparel and linens and other types of stores that require good visibility and benefit from a pleasant pedestrian environment. Based on a 1997 economic analysis by Applied Development Economics, each of these categories was experiencing approximately $10 million in lost sales annually to communities outside Napa. Other types of commercial services and tourist commercial uses also benefit from the visibility and traffic volumes of Soscol Avenue. A commercial emphasis is therefore promoted for much of the Soscol corridor.

The northern portions of the Soscol Gateway that are adjacent to the river and Downtown were viewed as being important to support Downtown commercial activities and tourism, and housing. Sites in this area are at the confluence of traffic and transit, a variety of land uses, open space trails, and neighborhoods. They provide a transition between downtown and areas to the south and east.

Housing Needs

Napa has made a long-term commitment to protecting farmland and vineyards surrounding the city. Since 1975, Napa has been developing projects within its Rural-Urban Limit (RUL) and has made a commitment to therefore provide efficient, well designed use of lands within this area. The mixed-use designation in the General Plan for the Soscol Gateway assumed there would be opportunities to blend residential with commercial uses. The Vision includes opportunities for housing, creating new neighborhoods, and integrating neighborhoods into the open space and design fabric of the community.



Consistent with the Soscol Avenue Design Guidelines, the Vision suggests a more pedestrian friendly and active street edge particularly portions of Soscol closer to Downtown.

Left:

LAND USE DESIGNATIONS AND FLOOD PROTECTION RIVER ACCESS
This diagram shows General Plan land use designations and proposed trail and access point locations.

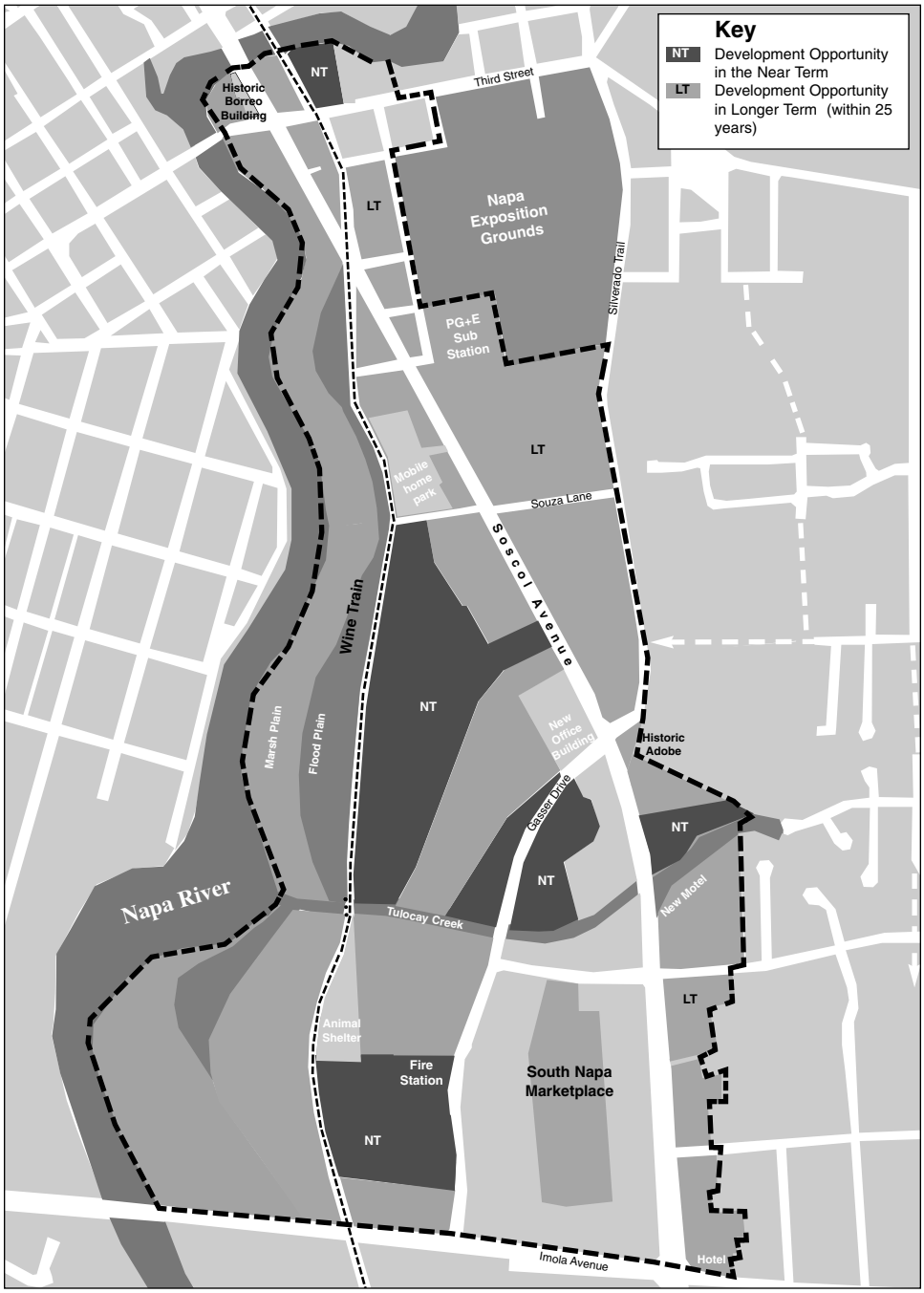
Open Space and Community Connections

The Soscol Gateway is located between the Napa River and its associated open space lands/trails and residential areas to the east. Other area resources include the Napa Expo grounds, wetlands, Tulocay Creek. and Napa College lands to the south. Connecting all these open space resources, and incorporating needed new parks, open space or common plazas requires a deliberate effort. In the community workshops, open space systems and physical connections, such as streets, were the primary method participants used to organize their visions of the Soscol Gateway. Open spaces provided focal points for new neighborhoods and, along with streets, connected the district to the community.

Mixed-use and mixed-density neighborhoods are part of the Vision. This mixed-use village center is located in Dublin, California. It includes a commercial center and apartments stacked over storefront shops. It has a small green and a walking street connecting it to an adjacent residential village.

Right:

OPPORTUNITY SITES
Over the next 25 years much of the developable land located in the Soscol Gateway will have new investment. This will include new buildings, roads, parks and renovated buildings. This diagram illustrate what might change in the near term and longer-term (within the next 25 years).



Public Uses
As Napa grows, the need for public land use will parallel residential and commercial uses. The future of land currently used for public uses, e.g., the Napa Sanitation District (NSD) property, represents a rare opportunity for a public use reserve. The NSD property is one of the last substantial opportunity sites in the City to provide for the public land use needs of future generations.

Image and Identity
The Development and Design Guidelines for the Soscol Corridor provide an excellent example of how public and private investment can contribute to the overall image of the Avenue. The Soscol Gateway Vision adds to this thinking by providing an overall framework for visualizing future "neighborhoods" and an integrated open space and circulation connections framework.

Vision Planning
Over 50 people participated in the first community workshop in June 2002 for the Soscol Gateway area. Participants reviewed planning and policy issues and worked as members of planning teams. The planning teams identified objectives, important places and connections for the Soscol Gateway. The participants were asked to imagine what a 25-year future would look like. What types of places and activities would be created? They had to make assumptions about Napa's economy, housing needs, open space, pedestrian and other connections, and future modes of transit. They identified several overall objectives:

A District of Mixed-use "Villages"
Participants in the visioning workshop imagined a Soscol Gateway of interconnected mixed-use villages each with its own "signature esthetic". Villages would have a strong transit and river orientation. The "transit station" was identified as an important place where intermodal transit supported a pedestrian-oriented lifestyle and an alternative to traffic congestion.

A Pedestrian Friendly District
Visions of a district that was connected at many levels–by transit, auto, pedestrian, and bicycles–emerged from the team discussions. Teams demonstrated various ways to connect villages on both sides of Soscol Avenue with roads, open space "ribbons", plazas and parks. New roads were created and existing ones enhanced to make walking easier and support a balance between transit, autos, pedestrians and bicyclists.

Napa River as an Open Space Spine
A connected system of open spaces, plazas, and parks were identified in every team's vision for the Soscol Gateway. Visionary concepts illustrated visual and pedestrian access to the Napa River as a "spine" to the district's open space and recreation system. River edge access was connected to mixed-use villages via bridges and trails. New and existing streets were designed to provide more comfortable pedestrian connections. Many saw the Expo site as an important part of the open space system both as a destination and connector to the surrounding neighborhoods and Downtown.

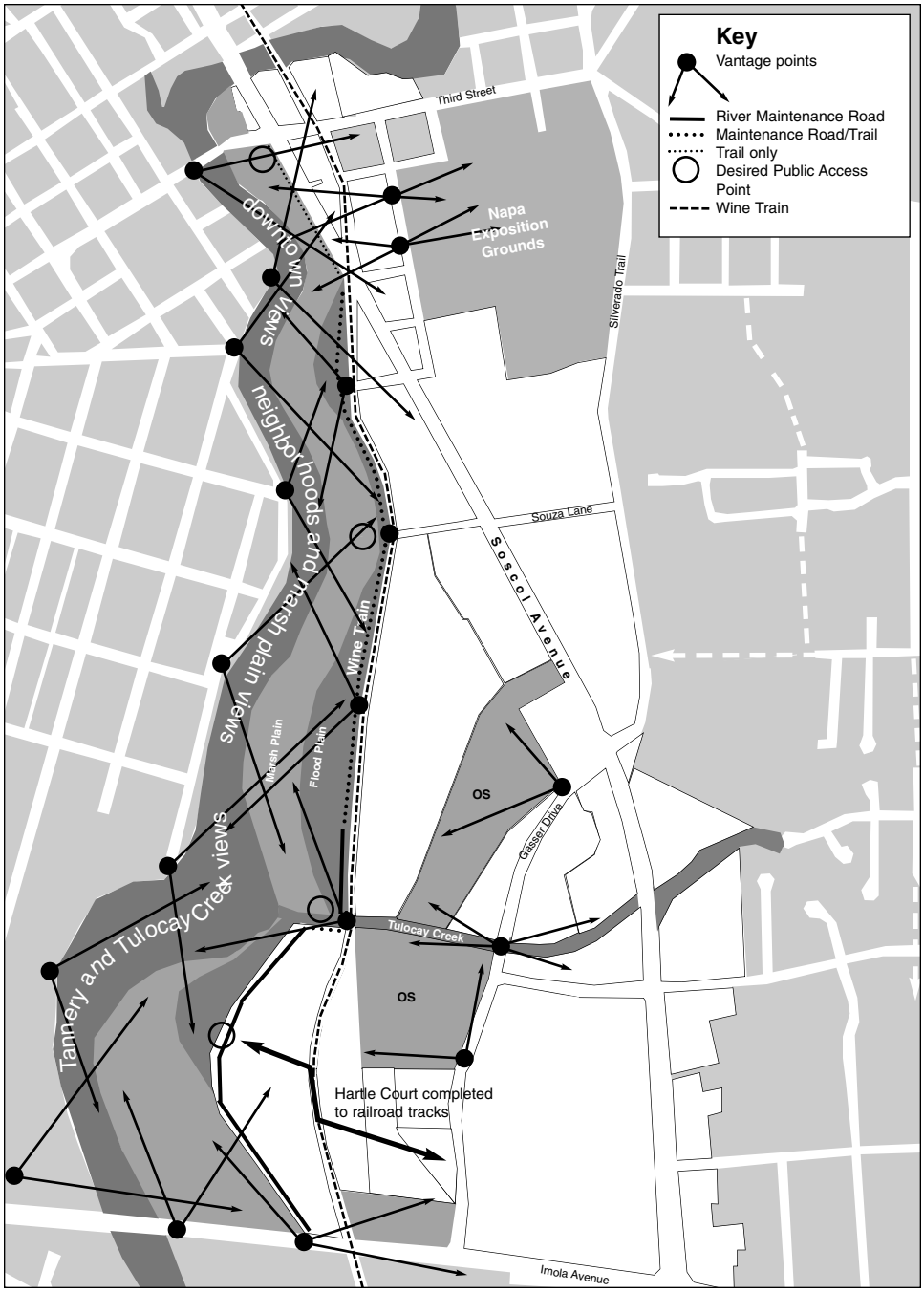
Economic Viability and Livability
Teams were concerned about the district's economic viability. Maintaining a future that made room for auto dealers and other fiscally important uses like hotels and shopping were included. Residential develop ment density was discussed in terms of supporting Napa's housing policies and the Rural-Urban Limit

The intermodal station site is highly visible from the downtown (top). This site also can provide a walking and visual connection to the Napa Expo property (currently behind these buildings).

(RUL), economic feasibility, and overall vitality of transit and pedestrian-oriented neighborhoods.

Planning Principles and Concepts
The following pages include written and graphic summaries of overall planning principles and concepts that have emerged from the community, stakeholder, and Planning Commission process. They are organized by land use, open space and circulation. The concepts are intended to be general descriptions of the community's intent and will be tested and refined through an implementation process.

These photos are views of the Napa River Village (Neighborhood 4) from Riverside Drive and views of Tannery Bend from Napa River Village.



Right:

VISUAL ACCESS TO NAPA'S RESOURCES
This diagram shows important visual access and vantage points to the Napa River and major wetlands and creeks. The river and open space edges are highly visible and contribute to the urban and natural setting. The City's Downtown Riverfront Guidelines, Tannery Bend Guidelines and this Vision all encourage fronting development towards the River so that becomes part of the City's "front yard."

land use principles and concepts

Overall Approach: 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. These areas are connected by district-wide circulation, pedestrian and open space systems. They are designed to take advantage of natural features and man made focal points. The overall planning approach emphasizes creation of villages and neighborhoods that have mutually supporting land uses, site plans and pedestrian experiences. These areas are connected by district-wide circulation, pedestrian and open space systems. They are designed to take advantage of natural features and man made focal points. Residential areas provide a mix of ownership and rental, varied attached housing types and densities.

The Vision encourages commercial development that is interconnected.

Land Use Principles and Neighborhood and Commercial Village Features

LU Principle 1: Transit Village North.
This mixed-use neighborhood should include ground floor commercial uses on major streets, common spaces that connect to the overall open space system and a mix of attached housing types and densities. All commercial and residential uses should emphasize pedestrian orientation, connections and comfort. They should support use of transit.

Transit Village North Features:
- Early phase residential mixed-use, mixed densities, live/work with strong connections to Downtown
- Focus on transit- and river-oriented living
- Soscol Avenue and Third Street are important addresses
- An important Expo interface and connection
- Intensities of uses around the intermodal station extend and complement Downtown and transit use
- Properties along Soscol promote a physical and visual connection to Downtown

LU Principle 2. Transit Village South
The western part of this neighborhood has a commercial emphasis, given its importance to auto dealers, while the eastern part provides important housing opportunities. In the event that the area no longer suits auto dealer needs in the long term future, it should evolve into a later phase mixed use neighborhood similar to Area #1.

Transit Village South Features:
- An important commercial/auto dealer area
- Potential late phase transition to residential mixed use and mixed density neighborhood east with careful design to provide quality living and commercial environments
- Mixed-use neighborhood in east along Silverado Trail with careful design to provide quality living and commercial environments
- Street-oriented commercial located along Soscol Avenue
- Development incorporates an open space spine from Expo
- Common open spaces are connected to spine

LU Principle 3. The Point

The Point is a master planned commercial area with interconnected storefronts, parking and open space systems. It emphasizes retail, service, and office uses, although attached residential uses may be appropriate in some locations. Design should stress street-oriented site plans that improve the walking environment along Soscol and Silverado Trail and accommodate the need for connections to surrounding neighborhoods.

The Point Features:

- Street-oriented commercial uses face Soscol Avenue
- Pad commercial
- Development incorporates an open space spine from Expo
- Community center opportunity provides a transition to residential neighborhood

The Vision includes land use principles that support development of mixed-use and mixed-density residential neighborhoods. The photos above show a mixed-use storefront and a three-story ownership multifamily buildings.

LU Principle 4. Napa River Village

This mixed density neighborhood should include a mix of attached housing types and densities. Housing should be planned and designed to create an overall neighborhood identity, frame common spaces and result in social and pedestrian friendly streets. These neighborhoods should present a varied elevation and profile as viewed from the Napa River and open spaces.

Napa River Village Features:

- Residential neighborhood with commercial potential nearest the Soscol frontage.
- Mixed-density residential neighborhood with apartments, townhouses and possibly public uses
- Open spaces connect to overall pathway and river trail system
- Provides for public access to river views

LU Principle 5. Tulocay Business Center

The Tulocay business center is a master planned area oriented to Gasser Drive, with interconnected office or storefronts, parking and open space systems.

Tulocay Business Center Features:

- Predominately professional office uses but may include retail/service
- Open space and Tulocay Creek provide natural setting
- Orientation towards Gasser Drive

LU Principle 6. Gasser Drive Center

The Gasser Drive Center provides for auto-oriented commercial including office, retail and other commercial uses, as well as potential public/quasi public uses. Special care needs to be taken to integrate uses through street-oriented master planning.

Gasser Drive Center Features:

- Mixed-commercial uses
- Potential cinema and related food and service commercial
- Potential public/quasi public uses including special needs housing
- Public connection to river trail

LU Principle 7. South Napa Market Place

The South Napa Market Place is a planned area that provides for auto-oriented commercial including office, discount retailing, retail and tourist commercial uses. Commercial Centers should be designed for easy auto access while pro-

viding a pedestrian walkway system connecting each building.

South Napa Market Place Features:
- Big box and auto sales uses
- Auto-scale and oriented commercial uses
- Pad commercial
- Tourist commercial

LU Principle 8. Public Use Reserve
The Public Use Reserve is an important river-edge site intended for future public benefit uses that are compatible with the setting. Industrial or corporation yard uses are not compatible and would detract from the access to the River Trail and views from across the river from the west bank.

Public Reserve Features:
- Lands for public facilities reserve
- Visible site
- Important staging area for east side river trail connections

This photo of the waterfront in San Francisco shows a rail transit stop in front of a three-story mixed-use block. The Vision includes a Transit Village concept along the northern portions of Soscol Avenue that faces the Napa River and Downtown.

The mixing of uses and density is encouraged in many of the neighborhoods. These two examples demonstrate how office over retail uses (top) and residential over retail (bottom) can result in pleasant and social streets and common open spaces.

land use concept

open space principles and concepts

Overall Approach: Connected System
The Soscol Gateway is to have an externally and internally connected system of open spaces largely accessible to the public. This includes the Napa River Trail, marsh and creek trails, open space spine connections to and through the Expo, and integrated common open spaces.

Open Space Principles

OS Principle 1: River Edge
Physical and visual access to the river should be improved by new public and private investment in the Soscol Gateway. Access may be pedestrian/bicycle and/or vehicles, transit, etc. The City of Napa should advocate and work with partners to add two more connecting trail access points to the River Trail so that access is provided at reasonable intervals. Access is currently proposed at Hartle Court and Third Street; added access is desired at Oil Company Road and Tulocay Creek.

OS Principle 2: Open Space Spine
Overland water flow through the Expo property and south should be engineered and designed into an integrated open space feature that connects the eastern areas of the district to the marshes and river. This connection should include pedestrian and bike access and visual connections to common open space in private development.

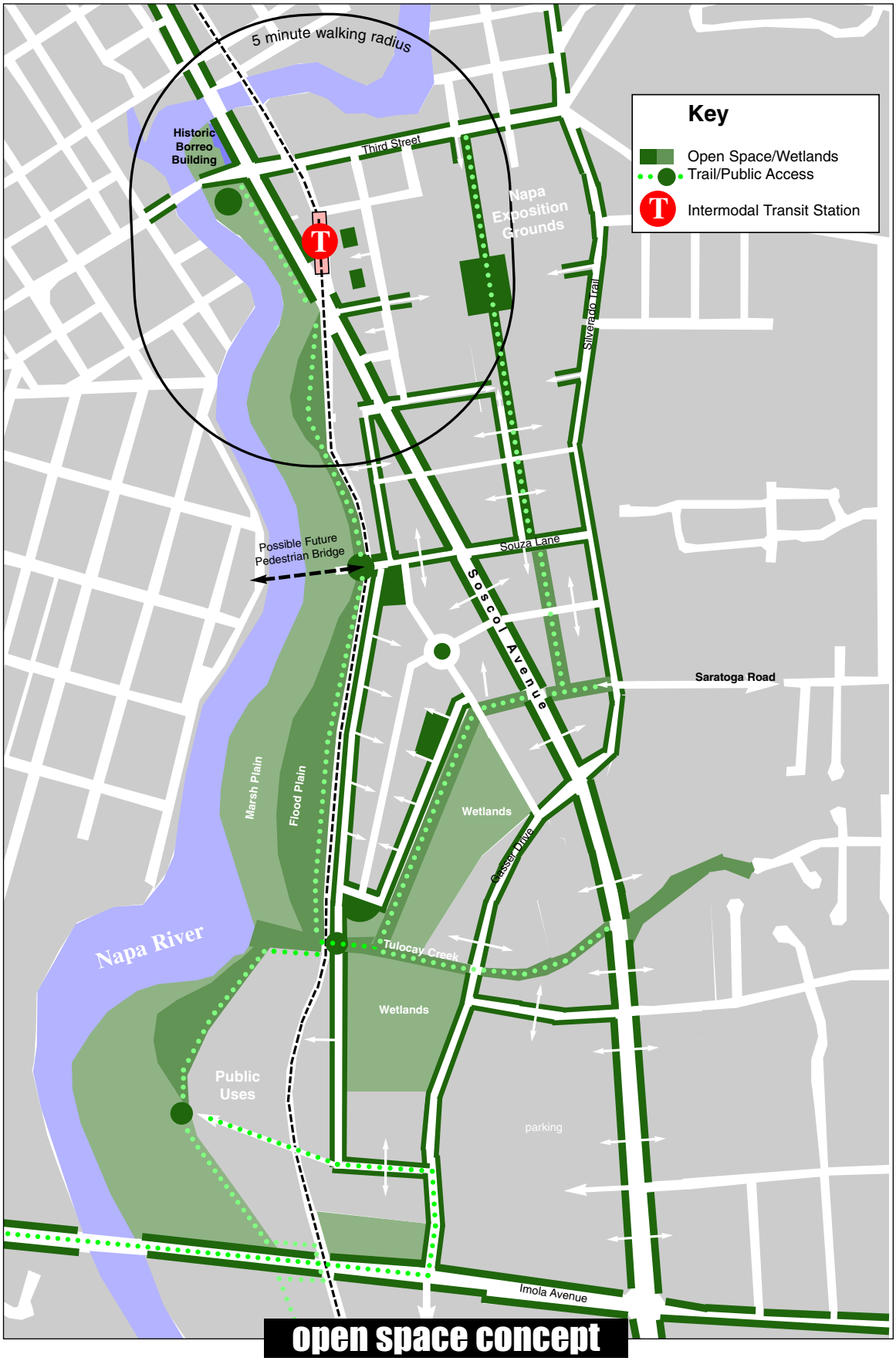
OS Principle 3: Marsh and Creek Trails
Pedestrian trails should be to and along area marsh open spaces and Tulocay Creek. These trails should connect to the open space spine and river trail.

OS Principle 4: Common Open Space
Open space in private development (residential and commercial) should provide physical and social focal points within neighborhoods. Common open spaces should be adjacent to and visually connected to public streets, trails and open spaces.

Open Space Concept Features:
- Four neighborhood access points connect to the Napa River Trail (important to advocate for two additional)
- A north-south spine runs south from Expo (channeling “over-land flow” into an organizing open space feature)
- Common and small public open spaces connect to trail and spine features to become part of an overall system
- Visual access and travel occurs along natural open space features and the Napa River edge
- Strong street tree and landscape concepts for public streets reinforce a visual and symbolic hierarchy
- Pedestrian and bike access from eastern and other nearby neighborhoods is created to and through the Soscol Gateway
- Neighborhood visual and travel access is available to the river and natural open space
- Buildings front toward open space features where possible to take advantage of them as defining amenities, provides security and to facilitate appropriate use.

The Napa River (top) and the wetlands west of Soscol Avenue (bottom) are to be part of an interconnected series of public urban and natural open spaces.

This photo shows the Expo open space spine alignment.



open space concept

circulation system principles and concepts

Overall Approach:
The circulation for the Soscol Gateway is to be a coordinated and inter-connected multi-modal system. There is a future transit hub at the northern part of the area. Bus, and passenger rail and water borne transit such as a river ferry, automobiles, pedestrians and bicycles support and are integrated with land use planning. Transportation solutions are to support pedestrian-friendly environments.

Circulation System Principles

CS Principle 1: Roadways
Roadways should be sized to balance their transportation function with economic and design objectives. There should be a hierarchy of public street sizes supporting citywide and local circulation needs. Roads connect neighborhoods, provide access to major area resources and provide a framework for organizing neighborhoods.

CS Principle 2: Transit
The Soscol Gateway is to integrate regional and local transit into the land use plan. There should be easy pedestrian, bicycle and vehicle access to transit. An intermodal (rail, bus and auto) facility should be included in the north area serving new development, Expo and downtown, unless another site provides an equal or better opportunity to meet transit goals in the City and region. Local bus service should be planned into each neighborhood and village.

CS Principle 3: Bicycle
The roadway and trailway systems should implement bicycle route polices in Napa's General Plan, and include attractive and safe connections between neighborhoods, area resources and destinations. An Expo bicycle path and bicycle connections throughout the area are important.

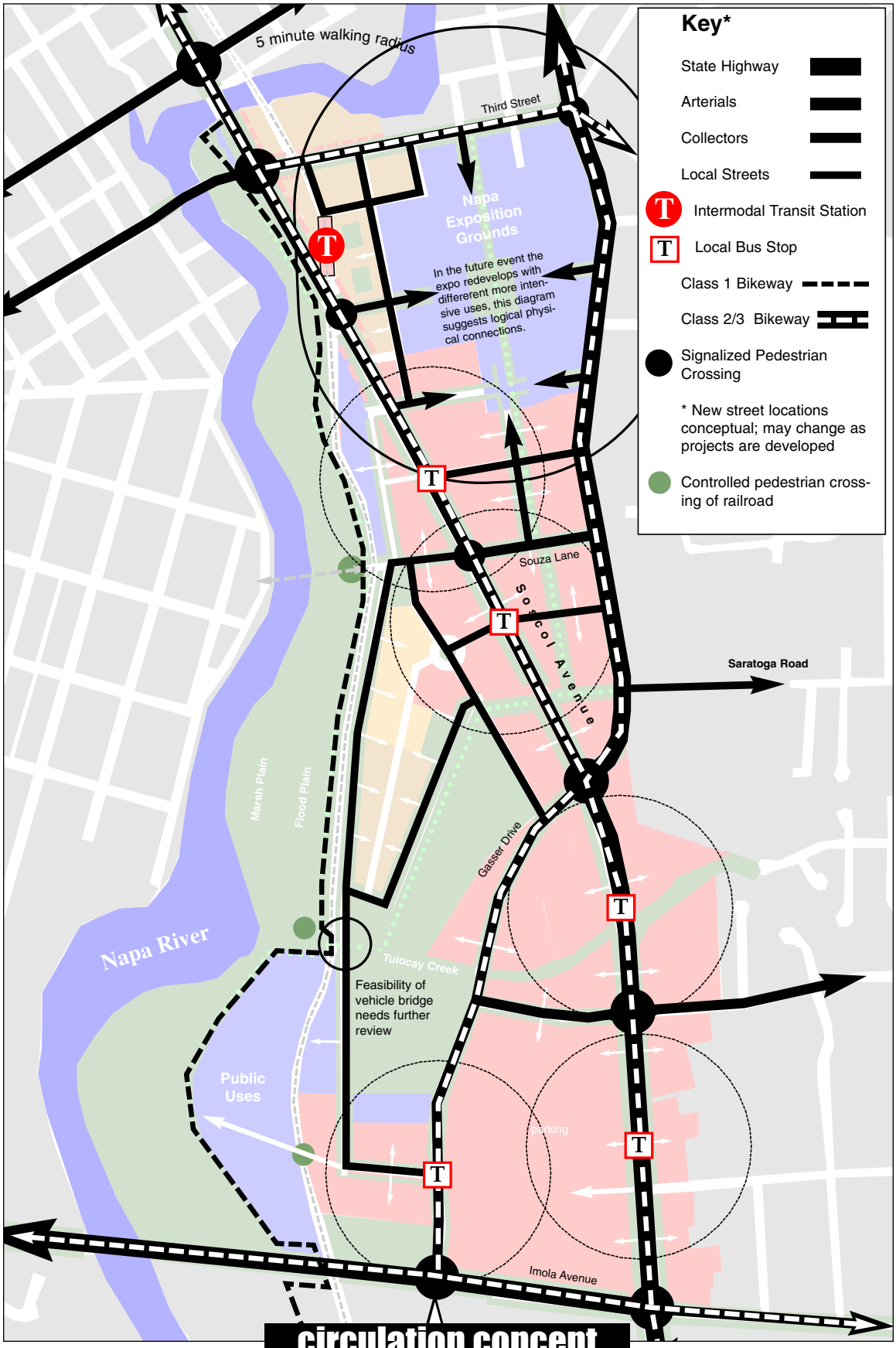
CS Principle 4: Pedestrians
Every project should be designed to contribute to an overall atmosphere that make pedestrians comfortable and safe.

Circulation Concept Features:
- Efficient traffic flow is emphasized from SR221 to Silverado Trail
- A more balanced traffic and pedestrian use of Soscol Avenue is emphasized north of Silverado Trail (i.e., 4 lanes with landscaping)
- Techniques to improve the pedestrian environment are used in the Transit Village such as increase frequency of traffic signals and pedestrian crossings
- Streets are used to define blocks and development patterns, keying off of traditional block patterns
- Transit stops are included in each neighborhood and village at convenient neighborhood focal points
- The River is considered in "transportation thinking" as a viable mode and alternate gateway
- Consider in all development the need for connections to adjacent destinations, such as the College, neighborhoods, Downtown, and the River
- Controlled pedestrian crossings of the railroad

Making the Napa River edge visual and physically accessible to the community is an important principle in the Vision.

Typical Design Guidelines related to transit-and pedestrian-oriented design:

- *Within density ranges provided, highest densities should be provided closest to a transit stop or hub*
- *Direct roadways and paths should connect housing with retail uses and services*
- *Streets should have street trees to protect and shade pedestrians*
- *Alleys may be used to serve residential and commercial development*
- *Intersections should be designed to facilitate pedestrian movement*
- *Parking lots should not dominate the street frontages*
- *Shared parking is encouraged for proximate uses, and driveways minimized in number*
- *Building setbacks from streets should be minimized to enclose and define streets*
- *Retail/service should have street level windows with clear views into buildings*
- *Main commercial buildings fronting on Silverado and Soscol should locate main entrances on the front facade or fronting corner; on other sites entrances should orient to streets, plazas, or parks, not to interior parking lots*



circulation concept

section 3: implementation

The Gateway concepts add focus to Napa's policies and implementation activities that support the pursuit of the Vision. Policy and implementation implications are summarized to assist the City in gauging its efforts over the coming months and years to promote, design, and marshal resources to create a successful district of commercial and residential villages that are connected to the community.

Section 3 summarizes policy and implementation implications of the Soscol Gateway Vision.

Policy Implications
Throughout the Vision process the community, stakeholders, and Planning Commission questioned and discussed policy implications of concepts. The discussion covered a wide range of topics from economic development priorities to the circulation framework requirements. The following captures and summarizes some of the policies discussed.

General Plan Mixed-use: Capturing and Refining Policies
One of the motivations for the Vision was the need to better define General Plan policies as they pertain to the Soscol Gateway. The concepts identify "neighborhoods" of land uses. Capturing these concepts as adopted policies requires follow-up with an Area Plan and corresponding General Plan Amendment. There is also a need to balance specificity with allowing for unforeseen opportunities.

Residential Development: Making the Commitment to Creating Mixed-use Neighborhoods
The Vision identifies mixed-density, and a transit-oriented mixed use neighborhood that will include residential uses. Residential uses add 24-hour activity; however, mixed-use residential neighborhoods will also require careful design to provide quality living and commercial environments.

Economic Development: Securing the Auto Dealers' Future and Other Economic Activity
Because the Soscol Gateway has so many important economic activities, the need to maintain and enhance competitiveness is a primary objective of the City. For example, the auto dealers that lease their land are starting to feel the pressure on their rents. Those that have purchased land also see their property as an asset with increasing value uncommon for auto dealer locations. What can the City do to support their auto dealer partners? Should the dealers be co-located in an auto mall? What lands are available? It is anticipated the City and Napa's auto dealers will continue to face these types of question and implementation will need to work on finding the best business solution.

As previously noted, "middle box" retailers are a segment of the City's economy that has gaps and should be augmented. Such uses may require direct or indirect assistance, such as parcel reconfiguration or land assembly to be feasible.

Public Uses: Napa Sanitation District (NSD) Property
The Vision dedicates the former NSD treatment facility as a "public reserve" site.

Mixed-use and mixed density developments are to contribute to shopping environments and can provide residential neighborhoods with a sense of place. The top photo shows a mixed-use project around a court yard. The bottom photo is of a "middle box" retail project that faces the street with parking located to the side.

The Planning Commission felt the location was too valuable to allow it to be developed as an industrial project or other use that would not take advantage of its river location. Working with NSD will be critical in planning for the future of this important asset.

Circulation and Open Space Systems: Public vs. Private Systems
The concepts include a circulation framework illustrating a pattern of visual and physical connections that define the edges, centers, and connections between villages. To date, the area has generally evolved as individual projects, often disconnected and separate. The circulation and open space concepts provide an organizing framework to incrementally create integrated neighborhoods over time. How "public" and connected the neighborhoods will be is an important policy question. A physically and visually connected, largely publicly accessible open space system was identified as an exciting feature during the planning effort. Finding ways to achieve this objective will be key.

Development along the Napa River is provide a "front yard" for the community. The top photo show a promenade and trail that are part of Sacramento's riverfront trail system. The bottom photo shows the Hartle Court bike lane and future River Trail access.

Initial Implementation Activities
There are three categories of initial activities that would support the implementation of the Soscol Gateway Vision.

- Policies and regulations need to be reviewed and updated.
- The planning and design of infrastructure should be undertaken to create a framework that connects the villages and community together.
- The City should develop a strategy with their private sector partners for success of the auto dealers and commercial activities.

Area Plan(s) and any corresponding General Plan policy adjustments
A Soscol Gateway Area Plan (or similar) is needed to provide a comprehensive land use and implementation package. It would provide a more intensive process for property owners, agencies and the community to "detail" the Soscol Gateway Vision. It is recognized that the Gasser Master Plan will be the mechanism for more detailed planning for that portion of the Study Area.

The Area Plan would include:

Land uses and any specific General Plan changes
An area plan would identify any needed changes to land uses, densities and intensities, and policies and include corresponding General Plan Amendments to accomplish such changes.

Infrastructure Planning, Needs and Costs
The Soscol Gateway Vision provides a conceptual framework of streets and open spaces. In the visioning process, there were several infrastructure elements identified as having an important bearing. These included the design of Soscol Avenue and other future roads, the intermodal station, the overland drainage flow and utilities. Working with partners to prepare a phasing plan and funding strategy for each of these types of infrastructure is an important part of implementing the Vision.

- Streets: The City's overall transportation system was carefully evaluated in a in the mid 1990's. Policy and technical review is needed to consider current conditions and to update thinking on a balanced area transportation system. For example, Soscol Avenue was viewed as more that just a transportation facility by participants in the Vision process. It was an address and setting for various types of land uses and places, suggesting different widths and pedes-

trian amenities. The conceptual circulation framework also includes some new roads to provide an underlying form and pattern for the neighborhoods, and to provide linkages through the area and to the College and surrounding neighborhoods. However, further technical study is needed to determine more exact locations, costs and sizes. There has even been interest expressed in a pedestrian bridge or other connections across the river (such as ferry service) that could improve connections with Downtown that would require further exploration.

- Station: The potential for adding an intermodal station in the northern portion of the district is an exciting opportunity to better connect Downtown and the Soscol Gateway to the region, and to provide alternative, less auto-oriented living opportunities. Station planning needs to reflect the economic, housing, and design objectives for the Soscol Gateway as well. This will require ongoing discussion and co-planning of the site with NCTPA.

- Drainage: Residual overland drainage flows after construction of the Flood Project remain an issue in the area. A popular concept from the community workshops was to create an open space "spine" from the Expo to the wetlands west of Soscol and use this spine as a potential solution for the overland drainage flow. This will require technical evaluation for feasibility and costs. Storm drainage in general should be evaluated and coordinated with the City's drainage plan.

- Other: Other infrastructure also needs re-evaluation to assure adequate supply and distribution over time. Added follow-up activities may include identifying the costs and feasibility for relocating or undergrounding overhead PG&E high voltage lines along the frontage from Imola to Silverado; annexation of unincorporated County islands; site assessments for possible toxics; and reconfiguration of sites for future uses.

Financing mechanisms, private and public
There are a variety of financing mechanisms, and public/private partnerships that need to be explored to achieve the Vision.

Market Strategy
Soscol Avenue is an important business address and tax revenue source for Napa. Understanding how the district is positioned in the region relative various markets is critical. The auto dealers, commercial tenants, services and district management become interrelated parts of a positioning strategy.

- Auto Dealer Futures: The auto dealers are an important part of the past, present and future of the Soscol Gateway. Each dealer has unique needs in terms of land and marketing with a shared need of being in a high- visibility location that provides a destination for comparison -shopping and access to after-purchase -service. The City is committed to understanding their competitive position in the region in the context of contemporary auto marketing and sales approaches, and to finding ways to keep them in town. This includes exploring potential locations for an auto mall.

- Middle-box Retailers: The Vision provides new opportunities to attract middle-size commercial tenants to the District. The types of market opportunities and how those match up with opportunity sites will need further exploration to make the planning more relevant to those markets.

The Napa River Flood Protection Project is in the implementation phase. This effort will transform the river into an accessible amenity for the Soscol Gateway. Top photo shows new marsh plain and bottom photo shows views from Napa Sanitation District Property of new Imola Bridge.

- Service Commercial/Light Industrial: Soscol Avenue has played a unique role as a service commercial strip with a variety of auto repair, light manufacturing and assembly companies, and other types of rent-sensitive uses. As the land in Napa and Soscol Avenue becomes more expensive, there is a potential that they will be forced to find new locations. Follow-up planning will also need to examine the capacity and locations to accommodate these uses in the city as a service to residents and source of entry-level and semi-skilled jobs.

- District Management: The most successful districts are well managed. They are organized, promoted, maintained, and implemented with a combination of strong private and public sector leadership. The City would support an effort by property owners and business owners to organize themselves. This effort could lead to formation of a Business Improvement District (BID) or another privately sponsored leadership group for the district.

The Soscol Gateway Vision stresses adding connections to the River Trail at Oil Company Road and at Tulocay Creek. Ongoing efforts to coordinate trail access and visual access is an important implementation activity.

New development standards and guidelines
A specific implementation of the Area Plan would be identification of development standards such as zoning. It could also include, for example, revisions to infrastructure standards.

Environmental review
Environmental consequences of an area plan would require environmental review prior to any changes in land use or transportation policy and planned infrastructure.

Administrative Actions
Ongoing coordination with the Expo Board, Napa Sanitation District, Napa Valley Unified School District, Napa Valley College, Napa County Flood Control District, CalTrans, PG&E, property and business owners will all be important as planning efforts proceed.

acknowledgements

Thanks to all Community Workshop Participants

The Vision process included interactive workshops (above) and stakeholders group meetings of property and business owners, agency partners and city staff (right).

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appendix

APPENDIX

A. Stakeholder comments/discussion
B. Expo Concept
C. Historic Building Inventory; and
D. Aerial photo

APPENDIX A:

Stakeholder Comments and Responses:
The initial draft Vision was reviewed with stakeholders on June 3, 2004 and again at the June 17 Planning Commission Workshop. They identified several issues pertaining to implementation. Some concerns were accommodated by changing the planning concepts. Others will require ongoing refinement and monitoring during implementation phases of the Vision process.

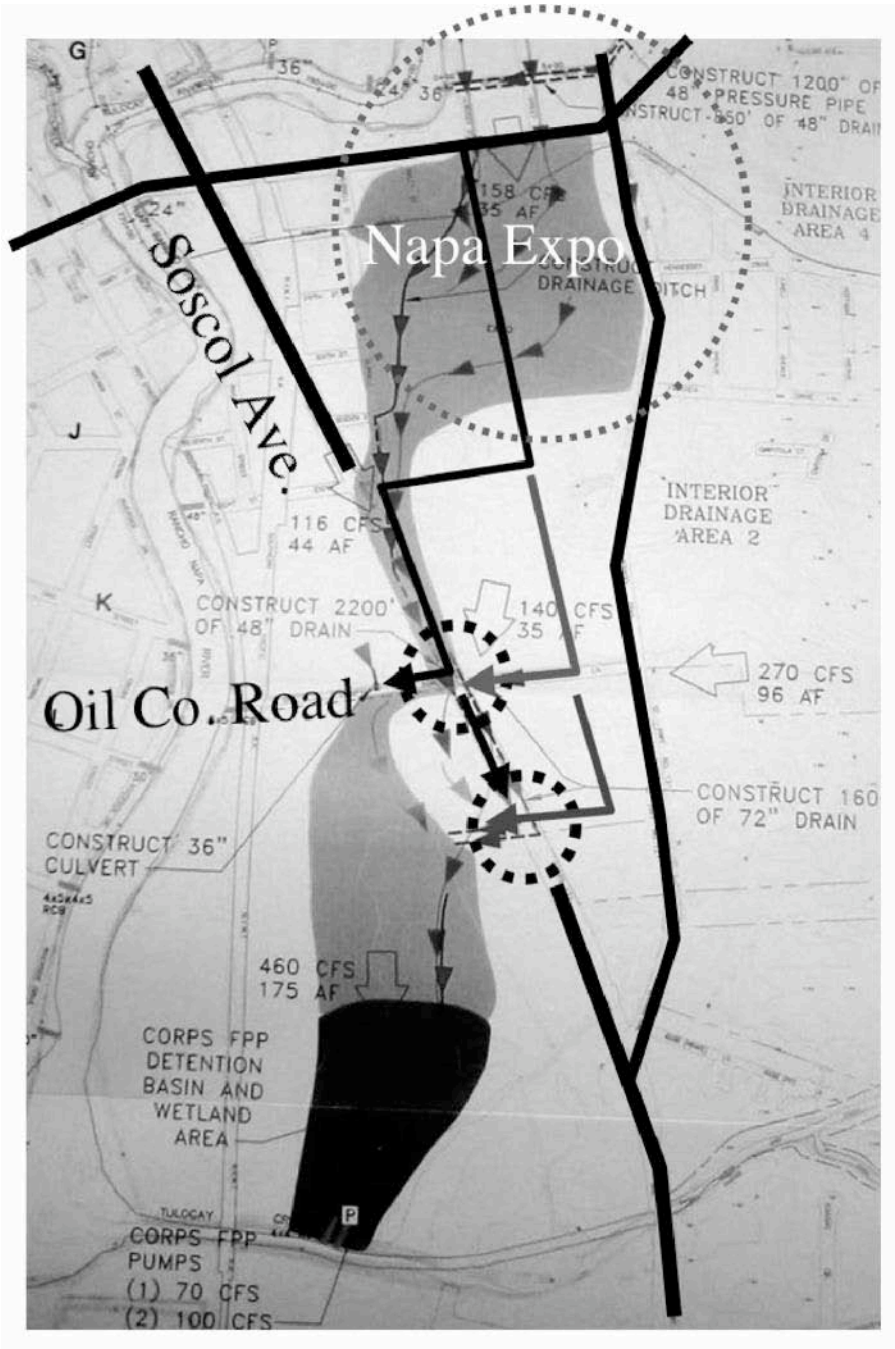
1. Auto Dealer Interface: Compatibility of automotive uses with residential mixed use.
There are seven new auto dealers located in the Soscol Gateway. The dealers in the northern portion were concerned about whether a "Transit Village" mixed-use designation suggested at the April Commission workshop was appropriate between Oil Company Road and 8th Street, particularly given the Commission's stated support for retaining auto dealers. There was concern that residential uses would not be compatible with auto dealers because of noise caused by car deliveries and other impacts. Locations of current dealers are shown on the map:

1. Jimmy Vasser
2. Greenberg Motors
3. Napa Nissan
4. Jenson Motors
5. Napa Chrysler
6. Napa Ford and Lincoln
7. Kastner

To address the auto dealers' concern, Area 2 land uses were adjusted to provide a commercial emphasis in the area where the auto dealers are, and mixed use in the eastern portion. In this Area 2, the land use principle was also revised to state that in the *future* event that the area no longer suits auto dealer needs, it should evolve into a later phase mixed use neighborhood. Further, language was added about the need for careful design to minimize conflicts between adjacent uses.

2. Overland Flow: Combining Drainage and Open Space Solutions

Using a pedestrian open space spine as a solution for "overland water flows" was questioned in terms of timing. Following completion of the Flood Protection Project, there will continue to be a residual overland water flow from surface sources during peak flood events which will need to be addressed with any development proposal. The vertical tolerances are so limited that this flow is unlikely to be accomplished in a pipe.



The overland flow of water from surface runoff currently flows through the Expo property, on to Soscol Avenue and into wetlands via 1) Oil Company Road and south through the Gasser property; and 2) culverts under Soscol located between Sousa Lane and Silverado Trail and across a flowage easement on the Gasser property. The community has been interested in an *integrated drainage solution* with amenity value to owners and the public to resolve the residual overland drainage problem and provide development opportunities for properties affected by this flow in the area. Such a solution would also address water quality post construction requirements (BMPs).

The Vision proposes a mid-block open space "spine" connecting the Expo to the wetlands open space on the Gasser Foundation property to focus and direct the overland flow.

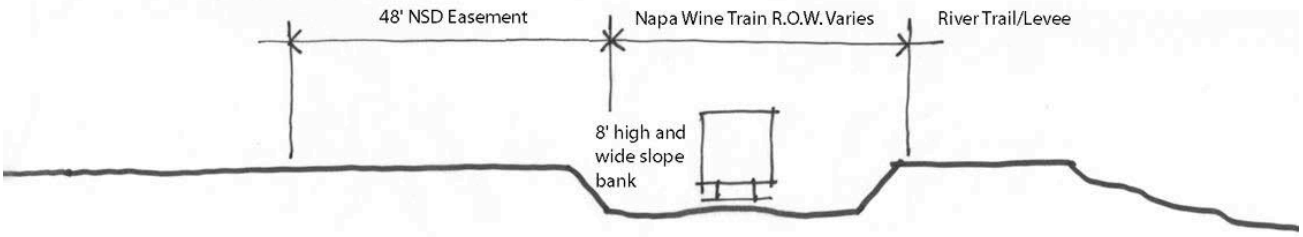
The diagram above shows the existing flow and the mid-block open space connector that delivers overland flow to Oil Company Road, and the culverts and flowage easement. Such a solution and potential for phasing requires further technical study.

3. Napa Sanitation District (NSD) Easement and Napa River Edge: Public Access to Views of River

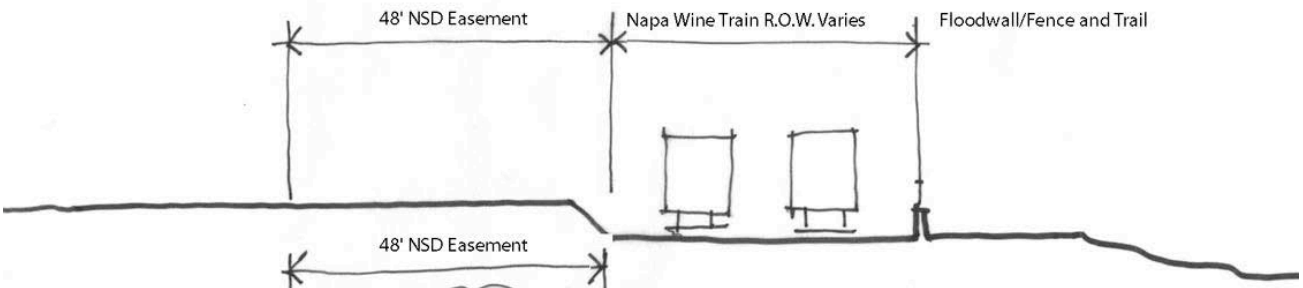
One of the popular concepts from the community urban design workshop was including a “river drive” along the Napa River open space edge. There was a desire to provide public visual access to the river and to establish a public space along the outside edge of private property that development can orient to. The stakeholders questioned whether it was possible to see the river and whether the NSD easement could be used. Staff has confirmed that the easement area can be used for such uses as roads/trails.

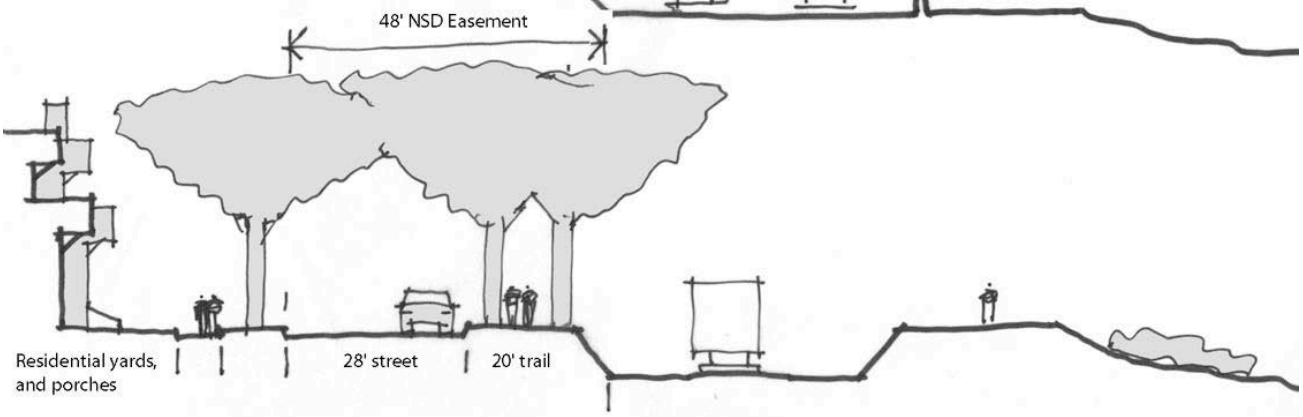
The diagram sections below illustrate the edge conditions and a River Drive section illustrating how the NSD easement could be used for a narrow and slow-speed neighborhood street, walking trail and frontage for a new mixed-density development. The illustration indicates 2d and 3d floor visual access to the river; and if train cars are not parked in the way, lower floor and pedestrian visual access across the open space to the west bank of the river. (Also see #7)

Condition South Portion of Residential Edge



Condition North Portion of Residential Edge



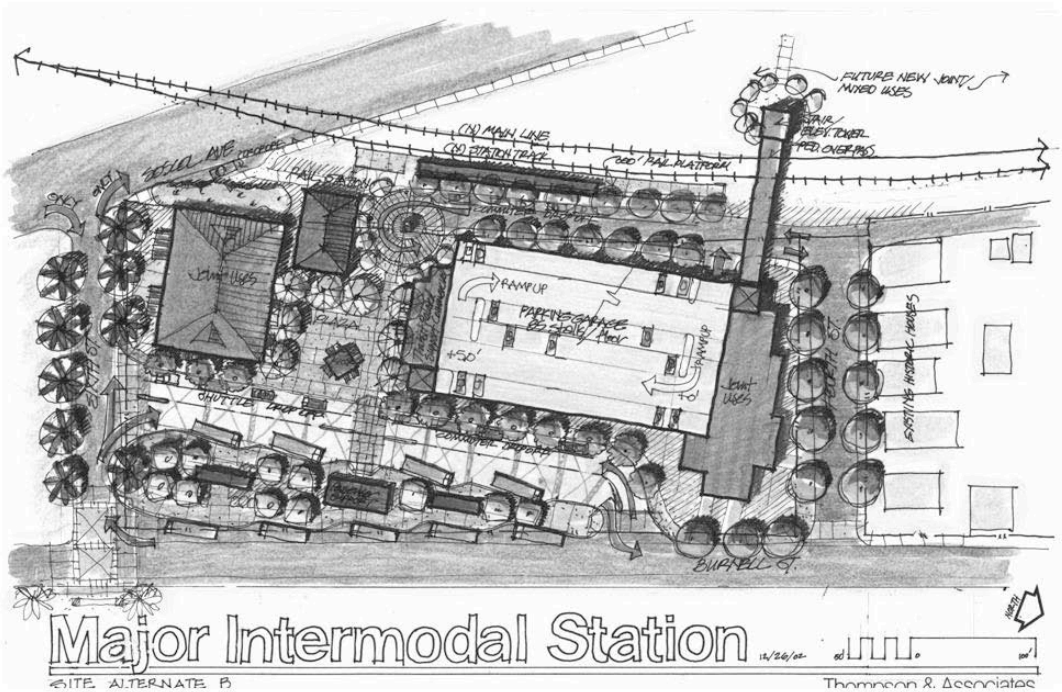


River Drive Concept

4. Intermodal Station: Land and Facility Requirements

What are the site and facility requirements and design/land use issues for the intermodal station? The Napa County Transportation Planning Agency (NCTPA) developed a concept diagram for the blocks between 4th and 6th Streets facing Soscol Avenue, a preferred potential site.

Key



Program Requirements/evaluation criteria (from NCTPA Nelson/Nygaard and Rail study reports):

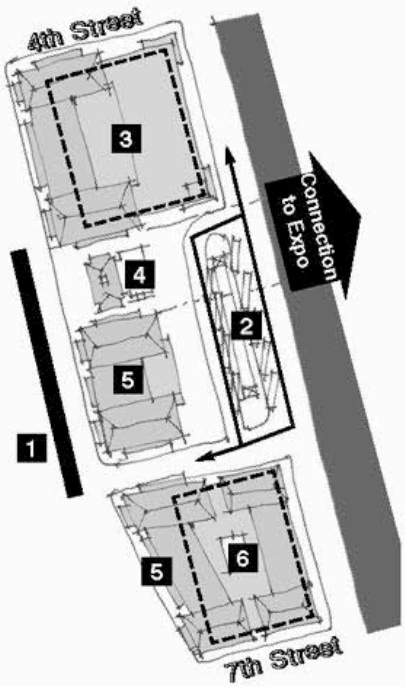
- Train platform (about 300' long minimum and 12' wide)
- Bus berths (8-9 spaces; expansion potential to 12+), flexibility in size
- Accommodation for auto "kiss and ride" drop off
- Accommodation for staging tour, shuttles and taxis
- Benches & places for waiting for the bus; other amenities
- An information area and/or kiosk
- Toilet facilities for patrons (or at least drivers)
- Reasonable walking distance to activities or population centers (~5-10 minutes)
- ADA compliant
- Parking structure (*255 spaces shown in diagram*) and opportunities for shared parking
- Secure bike racks (*est. 25-50 spaces*)
- Access and bus maneuverability
- Consider impacts on adjacent land uses and suitability for transit riders (lighting, noise, vibration, pedestrian and vehicular circulation)
- Transit supportive development within _ mile and community support

Design Issues –Design issues discussed in a follow-up meeting with NCTPA:

- Impacts on adjacent neighborhood (noise, lighting, transition in scale; historic homes)
- Exploring potential for housing, commercial uses and child care on the site

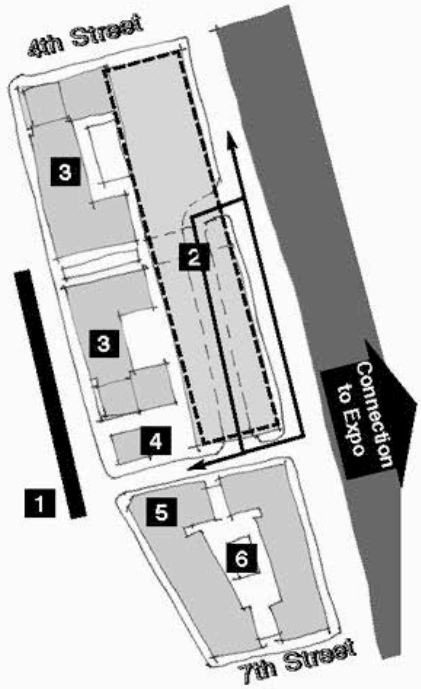
- Attractive from Downtown and surrounding areas
- Providing strong visual and physical connections between Downtown and the Expo
- Potential connections with river trail

Diagrams were prepared to further explore the potential for *residential mixed use* and design issues with NCTPA. They indicate that several options are available for further development.



Option 1: Housing Over Parking

1. Train platform
2. Bus parking
3. Parking under 4th Street Block residential development
4. Child care
5. Ground floor commercial
6. Second Phase Block–private parking under residential development



Option 2: Shared Parking Structure

1. Train platform
2. Parking structure and bus station
3. Live-work residential development (uses shared parking structure)
4. Child care
5. Ground floor commercial
6. Second Phase Block–live-work development with ground floor commercial, shares parking structure

Intermodal Station Site Planning Options

5. Mixed-Density: Defining Mixed-Density Development

What does the Vision concept mean by “mixed-density” neighborhoods? The stakeholders asked what the concept of a mixed-density neighborhood meant. The discussion provided a definition with the following characteristics:

Housing Types

There should be a mix of housing type and densities avoiding a monolithic and homogenous appearance and environment.

Ownership and Rental

The neighborhood should provide housing choices for different markets. It should blend ownership and rental housing and balance the mix to provide a sense of ownership and pride in the neighborhood.

Affordability

The neighborhood should address the needs of a variety of income levels. Napa’s housing policies should be reflected in the types of units included in neighborhoods.

Neighborhood Design

In addition to these definitions, the design of neighborhoods was discussed. There should be an emphasis on creating a “sense of place” where common and public streets spaces were activated and shaped by the neighborhood’s design. In particular, the river frontage elevation profile should not be monolithic.

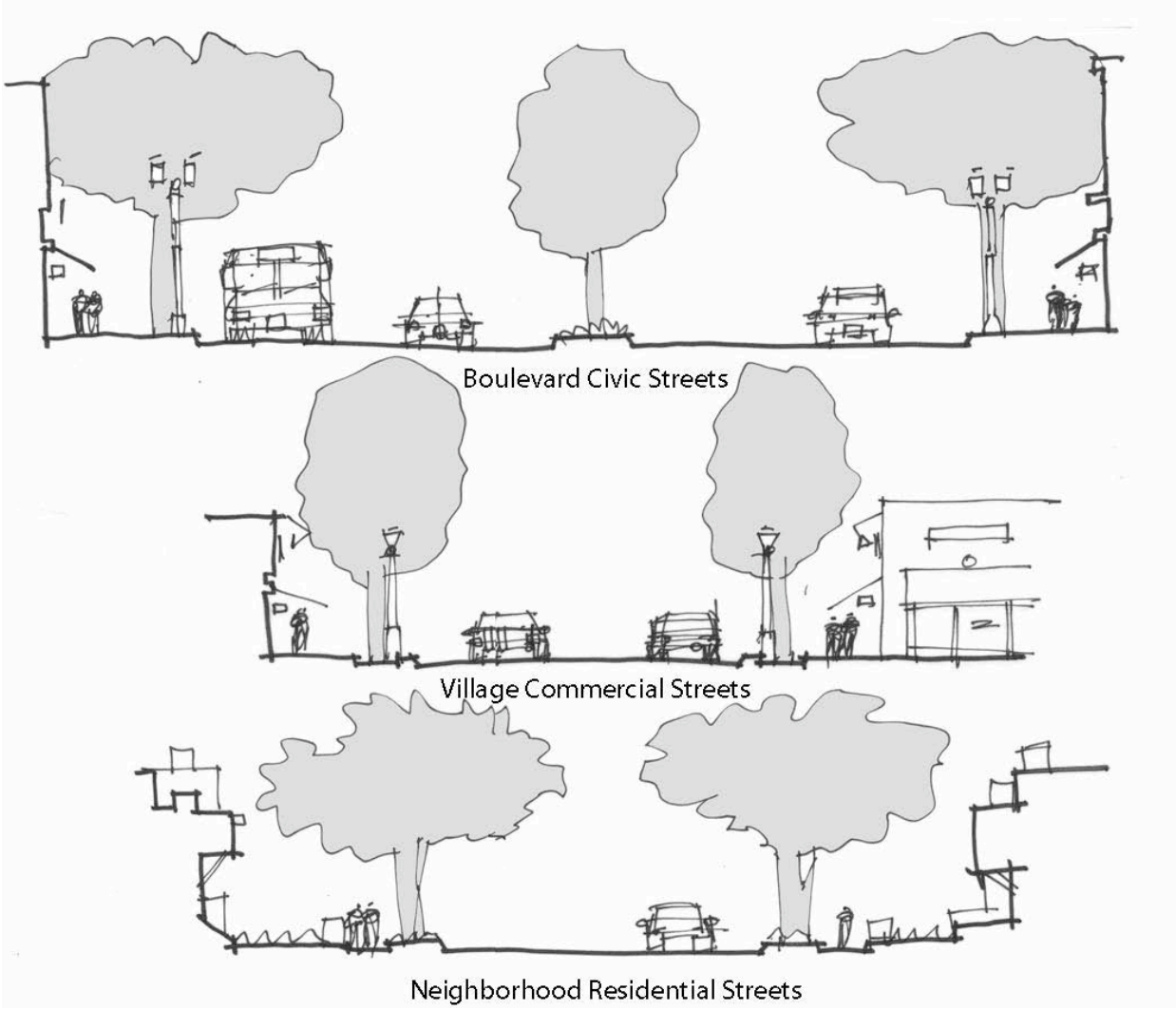
To the left are photographs of mixed-use, high density and medium density housing types that could be included in mixed-density neighborhoods.

6. Circulation Implementation: Types and Locations of Roads

What type of roads will be included and what is their impact on the size of development parcels? The Vision Plan assumes there will be a variety of public and private roads that provide auto, pedestrian and visual access. They are to result in an overall block pattern that connects the area to the rest of the city, link open spaces, and contribute to the residential, commercial and mixed-use addresses of villages and neighborhoods. The Soscol Guidelines and the Residential Design Guidelines emphasize pedestrian friendly streets.

The Vision's circulation concepts illustrate a block and connection system and may change with specific proposals providing they meet circulation objectives.

The street sections below illustrate a variety of boulevard commercial, mixed-use and local residential streets used in the concept.



7. The River Drive and River "edges"

Stakeholder representatives expressed further concern at the June Planning Commission workshop with the "River Drive" noting that the River itself is not visible, that streets may isolate new housing from the river, and that streets reduce the amount of land available for housing, which could reduce the number of potential units. Project design ultimately determines the number of units; the discussion below focuses on access to resources.

There are several ways to treat open space resource area "edges." Resources may be creeks, rivers, wetlands or other open lands. The "Vision" suggests the third approach for the edges of important area wetlands and the Napa River. The three approaches are illustrated below.

A. The most private approach is to back up development to the resource. Lot lines may extend into the creek or other open space resource. This results in very minimal visual access to the resource. The development is the "public" face; the resource is hidden and not part of the public landscape.

Modoc Court, Browns Valley, Creek Behind

B. A second approach is to provide for trail access to a resource that development backs up to. This is illustrated in Napa by segments of the Napa River Trail and Salvador Channel. The resource is available to pedestrians and bicyclists. In this approach, the resource is not a major visual feature of the neighborhood, as it is behind the buildings. The trail setting may be quite lovely, but the inland edge is still a "private" back yard. Security of adjacent properties and trail users can be a concern especially for residential development. For example, fences, no trespassing signs, and patio screens have gone up since construction of the River Trail between Lincoln and Trancas, even on non-residential properties, including the Elks Lodge.

Napa River Trail by Elks property

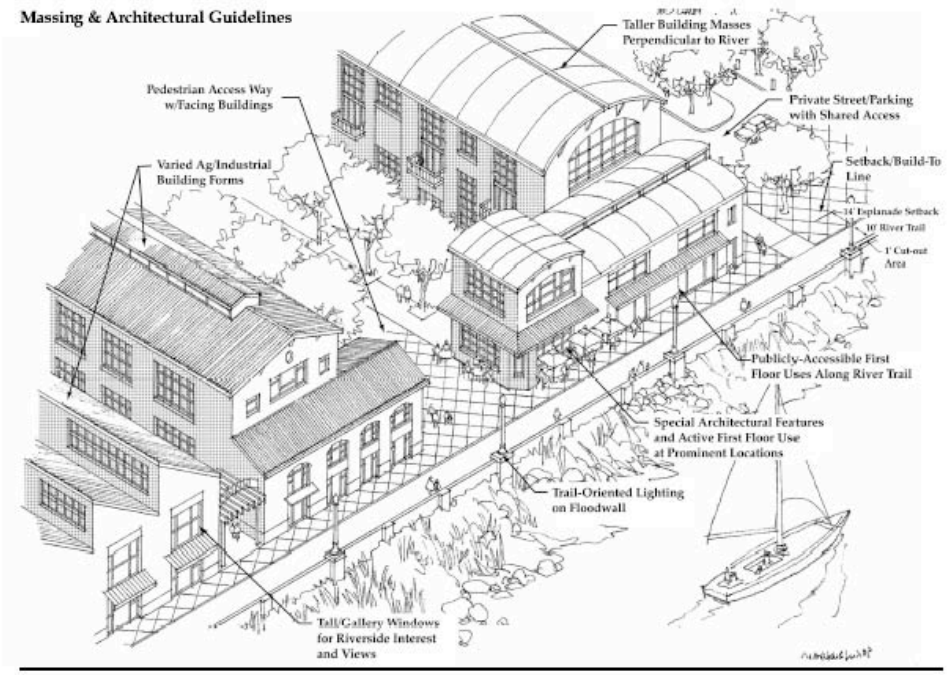
Salvador Channel Trail segment with homes backing to trail

C.1. A third approach is to front building, streets and trails towards the resource. In this approach, the resource becomes a prominent feature of the development and there is broader visual and physical use of the resource. The streets provide a buffer between homes and trails. In Napa, the Riverside Drive segment of the Napa River Trail, and parts of Summerbrooke Circle adjacent to Salvador Channel provide this approach. It is noted that the actual creek or drainageway may not be highly visible, but the open space and vegetation adjacent to the creek is. This approach clearly implements the General Plan goal and policy (LU-10, LU-10.1) to integrate the urban environment with the city's natural features.

Turtle Creek Subdivision in Petaluma

Silverado Creek Homes and Summerbrook Circle facing Salvador Channel

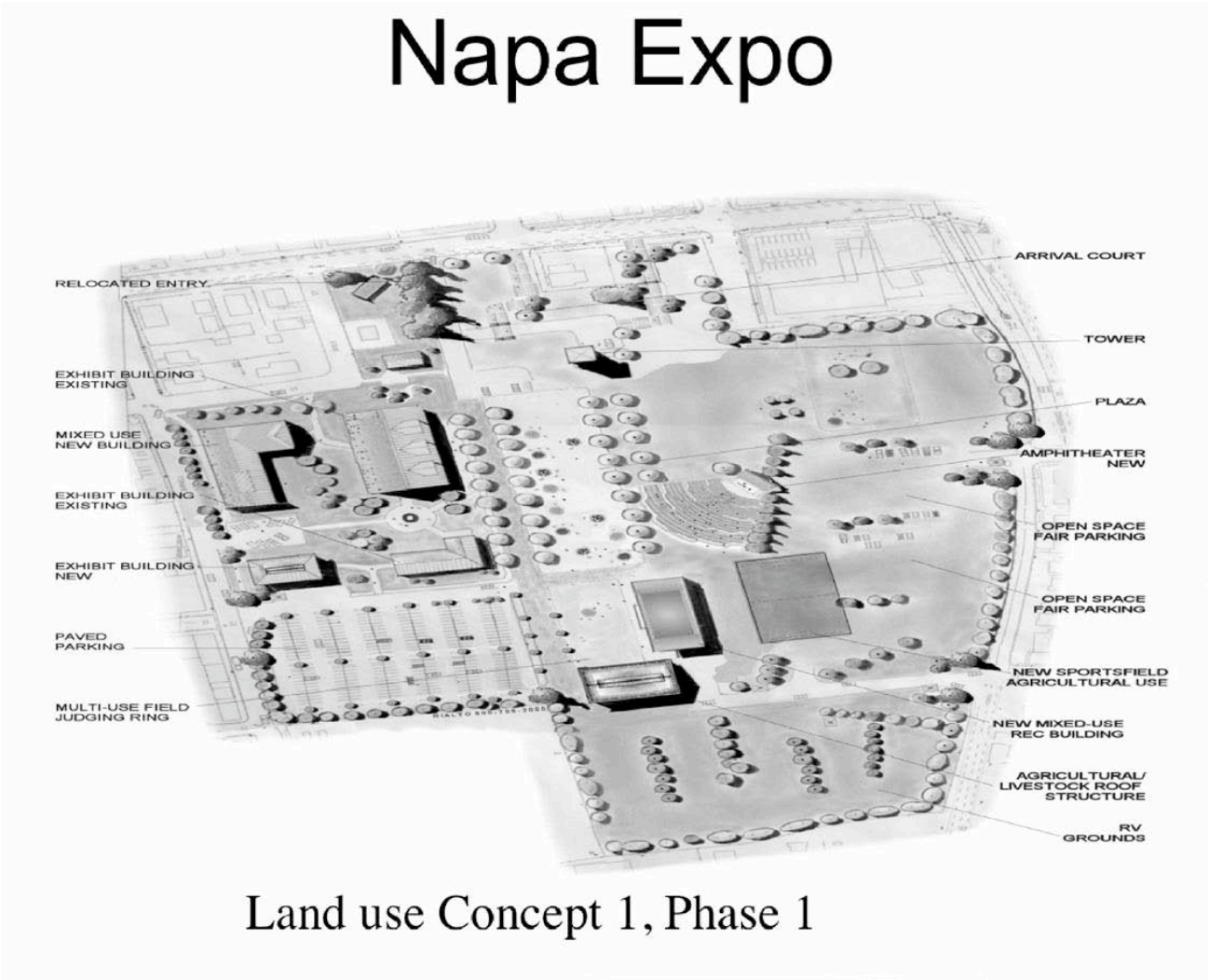
C.2. A variation on the above approach, often for nonresidential and mixed-use properties, is to front the buildings towards the resource and provide adjacent public access or promenades. This approach is being used in the Downtown and Tannery Bend. However, both of these guidelines also promote active, river-related commercial uses or public uses such as cultural facilities on the ground floor with residential above to promote pedestrian activity.



Tannery Bend prototype

APPENDIX B

Expo Land Use Concept Phase 1 accepted by Napa Valley Expo Board of Directors, August, 2003



APPENDIX C

Historic Resources, Soscol Gateway Area; Information from City Historic Resources Inventory (HRI)

Address	APN	Date	HRI Map Score	
702-12 Third	6-132-04	1910	3	
726-28 Third	6-132-03	1925	3	
807-11 Soscol	6-131-05	1940	3	
802-816 Third	6-131-06	1930	3	
818-820 Third	6-131-07	1930	3	
920-930 Third	6-133-02	1877	1	Landmark Property (Borreo Building)
948-952 Third	6-133-01	1930	3	
607 Third	6-142-03	1895	3	
623-633 Third	6-142-11	1895	2	Neighborhood Conservation Property
643 Third	6-142-12	1895	2	Neighborhood Conservation Property
747 Third	6-193-01	1895	2	
376 Soscol	46-570-08	1840	2	Landmark Property (Old Adobe; also known as the Cayetano-Juarez House, the oldest building in Napa)

Map Score:

1= Appears to be individually eligible for listing on the National Register of Historic Places; already is listed; or has been previously determined eligible for listing

2= Individually local landmark eligible or listed

3= Potential contributor to district

The Historic Resources Inventory survey (adopted in 1997) was conducted to create a comprehensive historic resources database by combining, updating and indexing existing survey data, verifying it in the field, and identifying potentially significant buildings and districts in areas not already surveyed. The field investigation method was a windshield survey aided by a standardized scoring system.

Landmark Properties are those cultural resources which the City Council has officially designated by resolution as worthy of protection as a Landmark.

Neighborhood Conservation Properties are thos cultural resources which the City Council has officially designated as such.

Certificates of Appropriateness (COA) are required for “demolition” (defined as the complete destruction of a building or structure, OR the permanent or temporary removal of more than 30% of the perimeter walls, OR removal of any portion of a street-facing façade) of a building on the City’s Historic Resources Inventory. Demolitions of “1” and “2” ranked buildings require Cultural Heritage Commission review, while Community Development staff reviews demolitions of properties assigned a “3” ranking.

Findings for demolition in the City’s Historic preservation ordinance (Section 15.52.050E.) include: architectural significance; historic significance; structural integrity; economic feasibility of rehabilitating the building; applicant plans for the property if the COA is approved.

Most changes to Neighborhood Conservation Properties or to Landmark Properties require a Certificate of Appropriateness and are reviewed by the Cultural Heritage Commission. Criteria for review are more stringent than those described above and are described in the City’s Historic Preservation Ordinance (Chapter 15.52 of the Municipal Code).

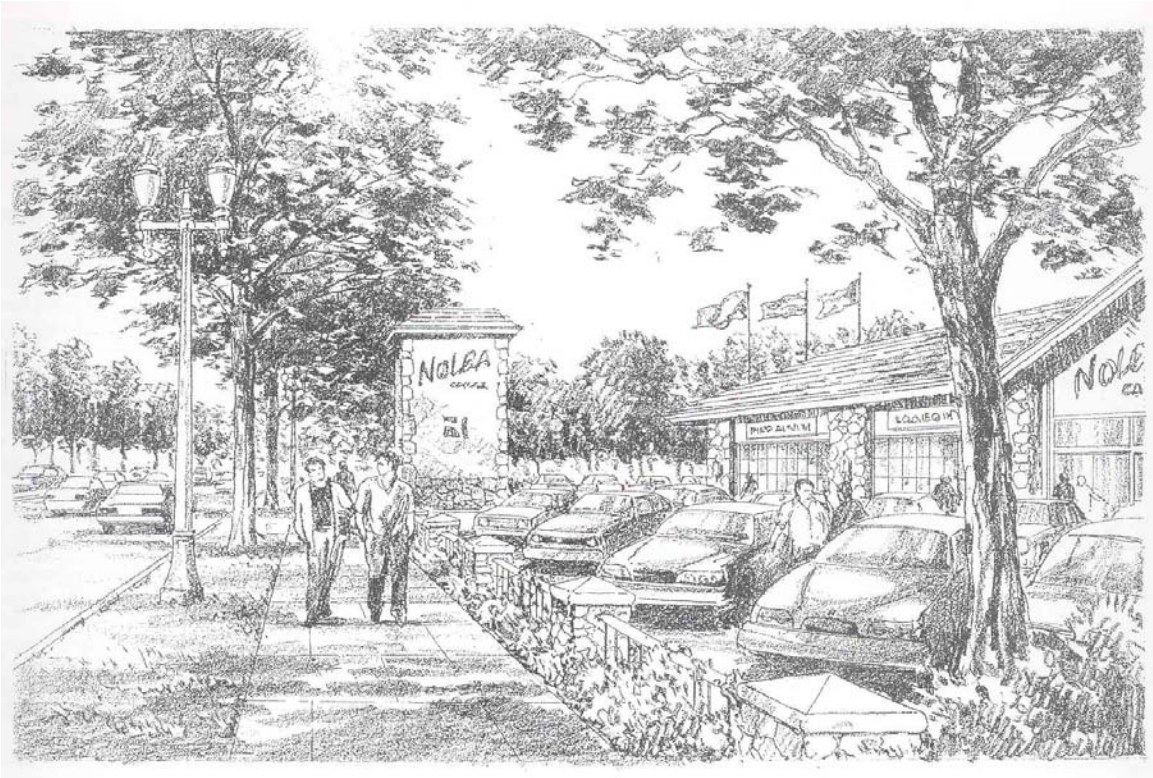
APPENDIX D
Aerial Photo of Area showing lot configurations

North Soscol Avenue Area

South Soscol Avenue Area

December 30, 2005 Draft

Soscol Gateway Vision Implementation Plan Recommendations



Executive Summary

In 2004, the City Council endorsed a *Vision* for the Soscol Gateway Area that refined and suggested limited changes to the city's land uses, and recommended a street and open space framework that needed further study to evaluate feasibility. This document and supporting studies will conclude Phase 1 of an Implementation Plan to make the *Soscol Gateway Vision (Vision)* a reality. In large part this effort is an infrastructure analysis and funding strategy, but it also includes recommended policy changes that would assist in carrying out the *Vision*. Following direction by the City Council, Phase 2 will include adoption of any formal policy and standards changes and development of funding mechanisms, along with necessary environmental review.

Section A. Introduction – Pages 5-7
Section A describes the importance of the Soscol Gateway to the City's economic development and to meeting future housing needs. It provides a brief overview of the *Soscol Gateway Vision* and this followup Implementation Plan Process.

Section B. Summary of Infrastructure Needs to Accomplish the Vision and for full economic and housing development – Pages 7-18
Section B describes various infrastructure improvements identified during the course of this study. They include drainage system improvements in addition to those being completed as part of the Flood Project; street improvements for vehicles, bicycles and pedestrians; a new intermodal station and mixed use development project designed to be a catalyst for the neighborhood; trails and other infrastructure needs. Pages 16-18 list Committee-recommended infrastructure improvements and categories for these improvements. Drainage improvements in particular are key to efficient reuse of the area long term.

Section C. Funding Alternatives – Pages 19-23
Section C summarizes a Feasibility Study analysis of a variety of tools to finance needed infrastructure. Along with using existing street improvement fees, the consultant analysis recommended two new funding mechanisms: creation of a tax increment financing district (Redevelopment Project Area); and creation of a Community Facilities District for new development only. The Committee's review resulted in the following funding recommendations:

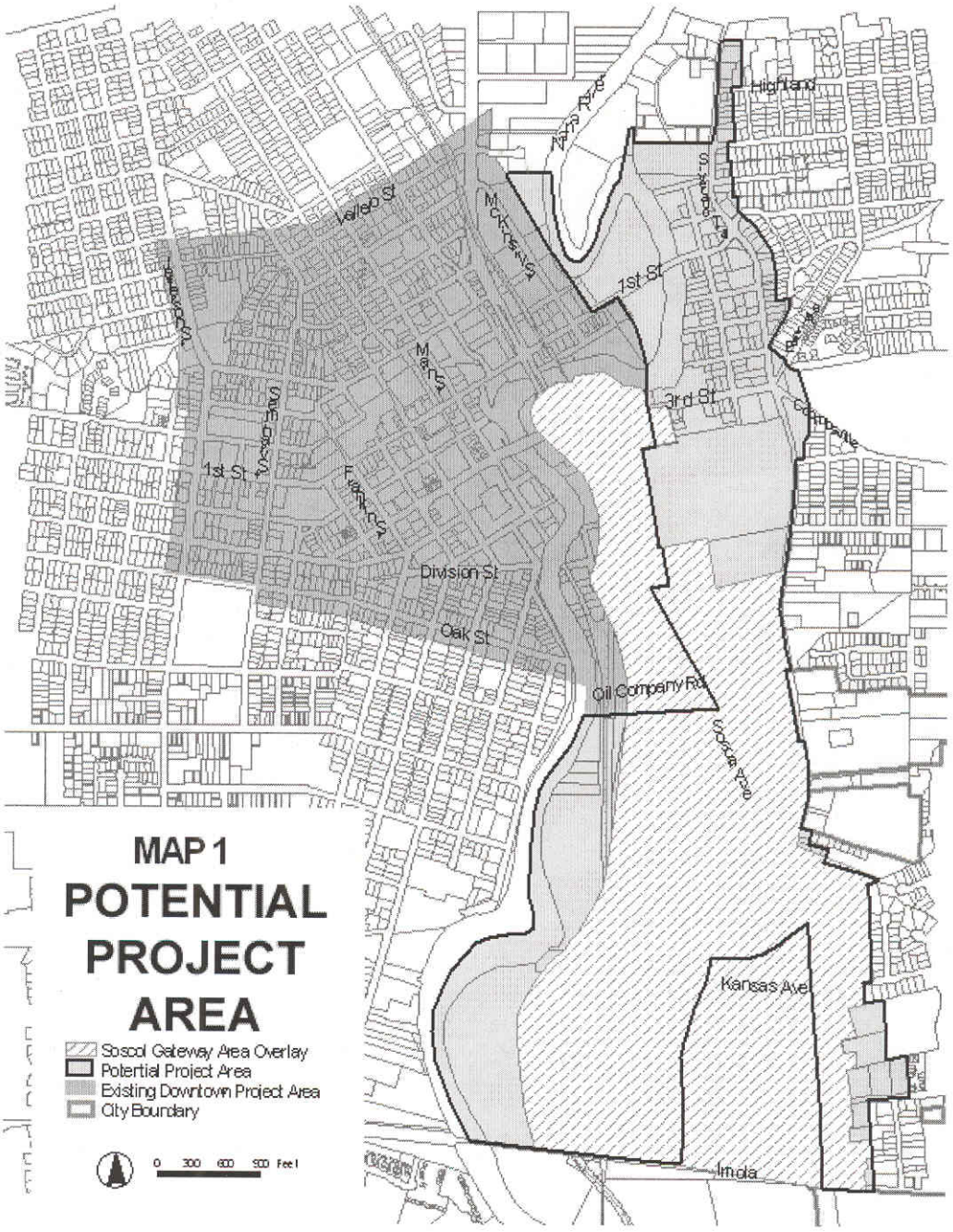
- Establishment of a new Project Area and tax increment financing in the greater Soscol Area [*generally* as shown on Map 1; the Committee specifically recommended the addition of the Draghi residential properties on Silverado Trail if possible (APN 046-100-03, -04; 46-130-06, -07). The Committee recognized that the boundaries will be reviewed and adjusted as needed by the Council through a public process;
- Establishment of a Community Facilities District (CFD) at an annual rate equivalent to 0.35% of Assessed Value to have the potential to cover costs of proposed improvements. The Committee recommended that boundaries may be different and broader than a Project Area for funding drainage improvements needed to handle remaining surface drainage after completion of the Flood Project. It would be fairer to include existing developed east Napa properties in the watershed in addition to new Soscol development. The Committee specifically recommended the inclusion of the South Napa Marketplace and the Draghi residential properties on Silverado Trail in the CFD.
- Polling should be conducted among eastside property owners to determine support for a broader drainage CFD area before establishment of any CFD.
- In addition, the Committee supported establishing new City policy that street improvement fees generated in the Soscol Area be collected and used for improvements in the Soscol Area.

Section D. Policy Changes – Pages 24-38

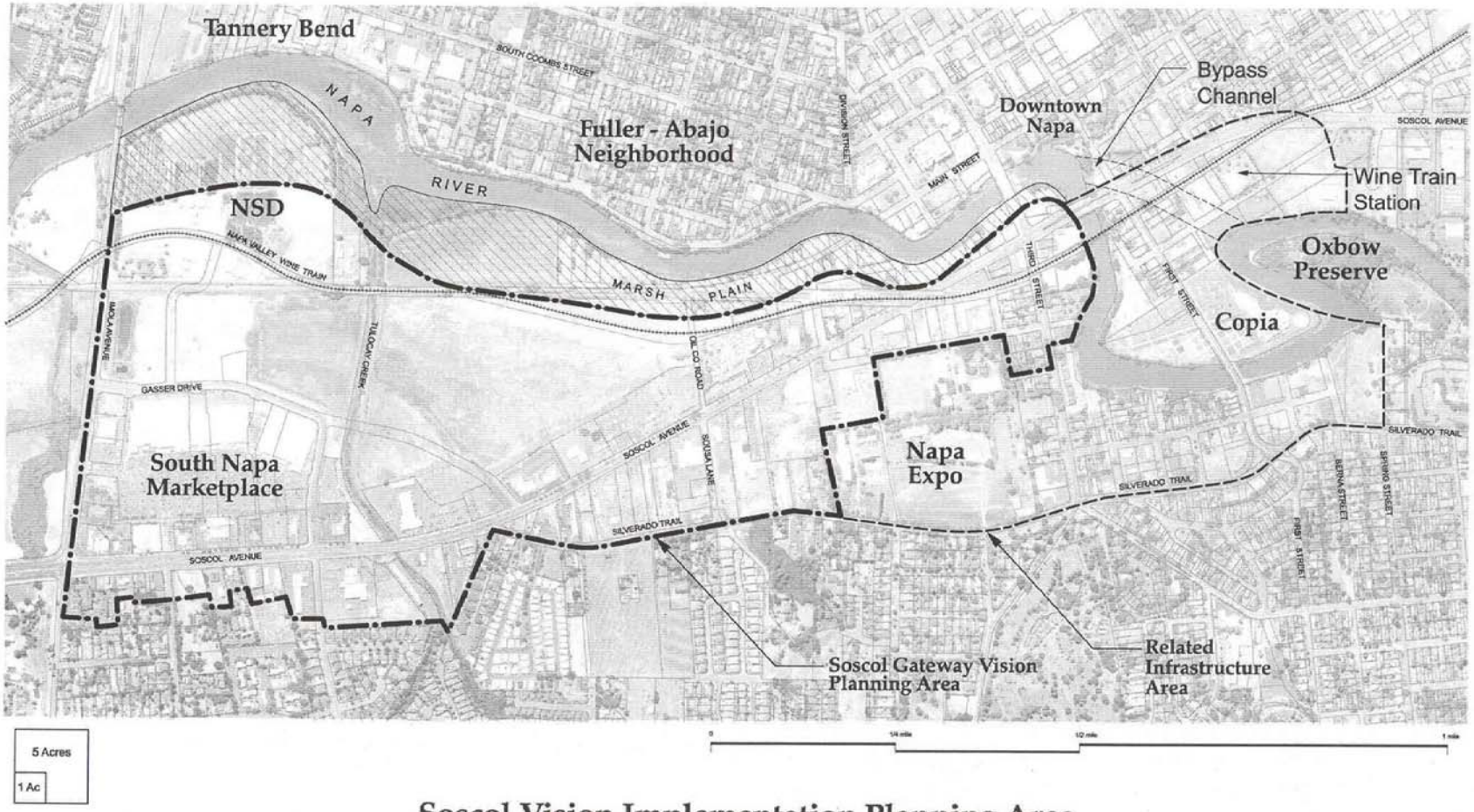
Section D identifies future General Plan, Zoning, Soscol Guidelines and Traffic Fee revisions. These changes are several and include measures to support an intermodal station and transit-oriented neighborhood near the Third and Soscol entry to Downtown; to keep Soscol Avenue to 4 lanes north of Silverado Trail and add a related Silverado Trail turn lane, bicycle and pedestrian improvements to improve safety and operations. Other changes speak to area design, to minimizing impacts of needed improvements on property owners, and updating the Street Improvement Fee ordinance. Such changes will require environmental review before adoption.

Section E. Other Implementation Actions – Pages 39-40

Section E describes intergovernmental actions needed to develop the intermodal facility and mixed use project, and to accomplish Silverado Trail improvements in partnership with Caltrans. A third action would explore with PG&E the feasibility of moving certain PG&E facilities located on Burnell Street. The fourth proposes development of an area tenant program.



Source: City of Napa Feasibility Study, Fraser & Associates, October, 2005



Soscol Vision Implementation Planning Area

SOSCOL IMPLEMENTATION PLAN
CITY OF NAPA

A. Introduction

Background

The Soscol Gateway commercial and mixed use area is important to the City's long- term economic development and to meeting future housing needs. Long affected by flooding, poor parcel configuration and other constraints, the area has numerous vacant and underdeveloped properties. The Flood Protection Project and market forces are creating pressure and opportunities for future changes. To encourage appropriate and desired change, to facilitate infill housing and to ensure a promising economic future, Soscol Gateway planning has been a high priority during Council budget and goals setting.

The 2003 Napa County League of Governments City and County Housing Memorandum of Understanding (MOU) also recognized the area's key economic development and housing roles. In the MOU, the City and County agreed to create a financing district to pay for infrastructure improvements in an effort to encourage and allow commercial projects and infill housing in this area.

On August 3, 2004, the City Council endorsed the *Soscol Gateway Vision*. The *Vision* refined community ideas about desired area land uses, circulation and how to integrate area resources with development. While the *Vision* retained the General Plan's focus on economically important commercial land uses along Soscol Avenue south of Eighth Street, it foresaw new transit-oriented mixed use development near the Third Street entry to Downtown. Other *Vision* refinements would improve connections to the Napa River, and design Soscol Avenue near Downtown to have more of the character of a Downtown street than a higher speed, wider arterial. The *Vision* also recommended using infrastructure, such as new local streets and a "drainage spine" as ways to connect and organize distinctive area neighborhoods. However, the *Vision* was a planning study that required follow up with infrastructure studies, financing mechanisms, formal General Plan changes and environmental documents to become reality.

These Implementation Plan recommendations take the next steps. This Phase 1 work effort has been assisted by a broad-based Stakeholder's Committee and consultant technical studies focusing on evaluation of area infrastructure and other needs, costs and financing mechanisms. Recommended financing

mechanisms include tax increment financing, a community financing district, and development fees. The Implementation Plan has coordinated with the Gasser Master Plan and Expo Land Use Concept regarding infrastructure needs.

This first phase, which was expected to take about a year, began in February, 2005. In this phase, staff, consultants and Committee met monthly (7 meetings) through August at open, noticed public meetings, and:

- toured the area to identify problem conditions and assets;
- assisted the design of a proposed intermodal center and mixed use project;
- identified and prioritized infrastructure and other activities to improve long term viability and vitality of this commercial district and enhance housing opportunities.

In November and December, 2005 the Committee

- reviewed and evaluated the feasibility of various funding mechanisms;
- evaluated potential policy changes; and has
- proposed implementation recommendations to the Planning Commission and City Council.

All recommendations have been through a consensus-based process.

Staff has also met separately with property owners, including Expo Board members and area tenants on items of specific interest to them.

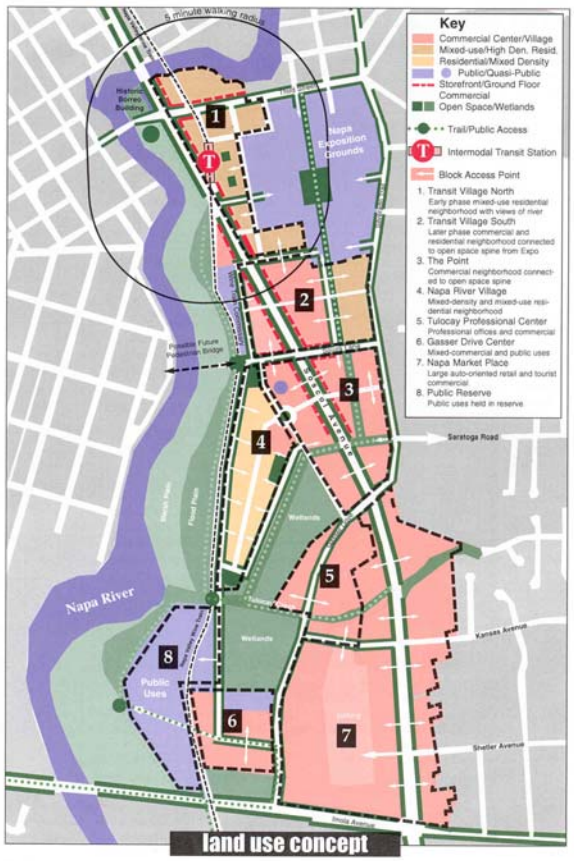
Based on Council direction regarding the implementation recommendations, the second phase will include adoption of formal policy and standards changes, development of funding mechanisms and needed environmental documents. That work will take 12-18 months. While it will use various studies from Phase 1, it is expected to require added city funding.

Stakeholder's Committee: The Council identified a wide range of interest groups they wished to see included on the Committee and staff then solicited members including representatives from major property owners including the Gasser Foundation and the Expo, area auto dealers and other major property and business owners, tenants, a housing advocate, a housing developer, Friends of the Napa River, commercial real estate and banking, and an area resident.
Ex officio members that have also assisted the City staff team include staff from the Napa County Transportation Planning Agency, Napa Sanitation District, PG&E, Napa County and Caltrans.

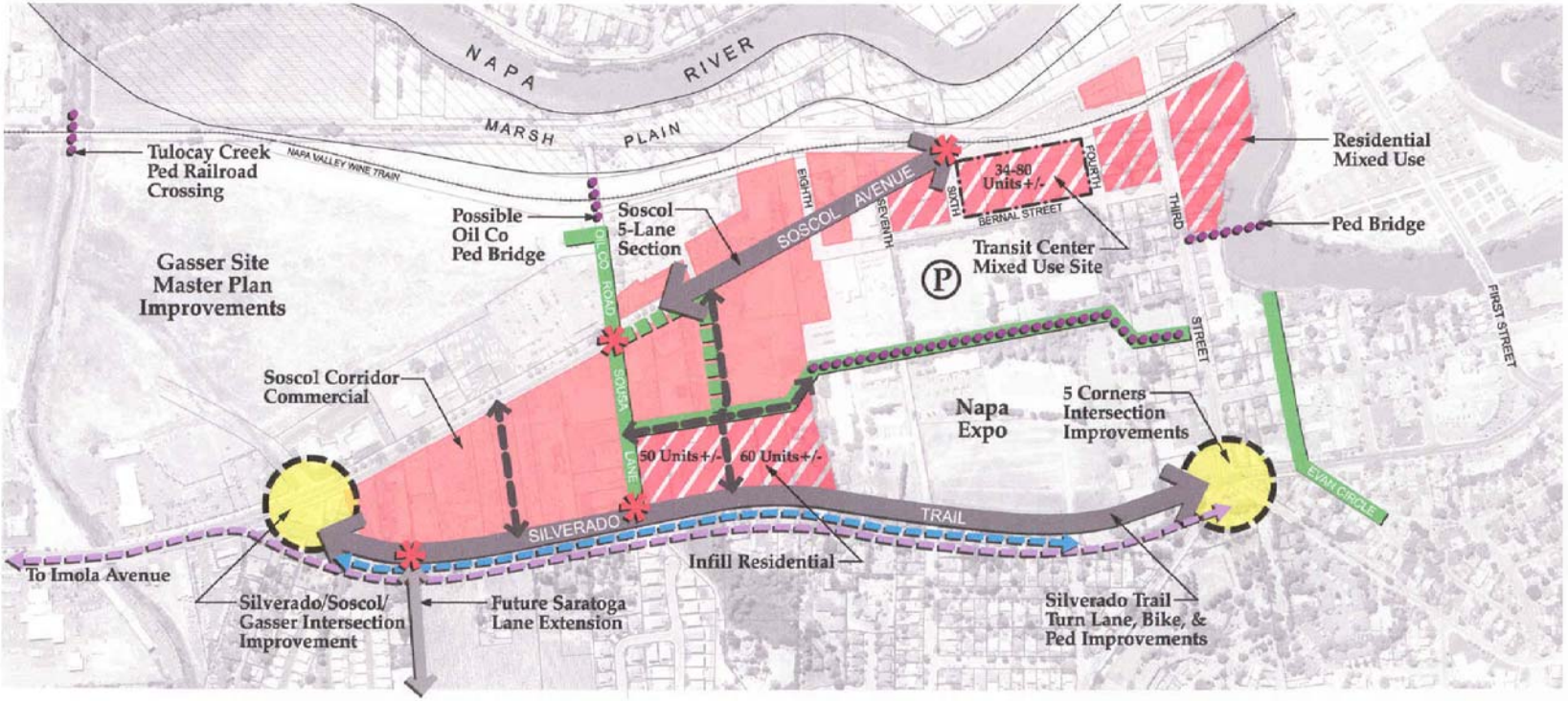
B. Summary of Infrastructure Needs to Accomplish the *Vision* and for Full Economic and Housing Development

Infrastructure Needs Overview

The *Soscol Gateway Vision* provided a conceptual framework of streets, open spaces and future land uses. In the visioning process, there were several infrastructure elements identified as important for the future of the area. These include the design of Soscol Avenue and other future roads, an intermodal station, solving remaining overland drainage flows and utilities. There was direction for adding pedestrian connections to the River Trail, and even an interest expressed in a pedestrian bridge across the river. Following are summaries of the several infrastructure studies and the financial strategy that were conducted as Phase 1 of the Implementation Plan process for the *Vision*.



Soscol Gateway Vision
Land Use Concept (2004)
Racestudio



Legend

- Commercial
- Mixed Use
- Integrated Drainage Improvements
- Integrated Drainage Improvements, Alternative Alignment
- Water Distribution Line
- Utility Undergrounding Projects
- Potential Local Streets
- Pedestrian Access
- Possible Shared Parking Area
- Intersection Improvements
- Signalized Intersection

0 250' 500' 750'

Soscol Gateway Infrastructure Projects & Land Uses

SOSCOL IMPLEMENTATION PLAN
CITY OF NAPA

Street Improvements

The City's overall transportation system was comprehensively evaluated in the mid 1990's. The *Vision* recommended further policy and technical review for the Soscol Area. Keeping Soscol Avenue to 4 lanes and a center turn lane north of Silverado Trail (the General Plan includes reserving ROW for a future 6 lane street) was desired to support a more balanced circulation network, which requires a General Plan Amendment. The *Vision's* circulation framework also proposes some new local streets to provide an underlying form and pattern for new neighborhoods and improve linkages through the area and to surrounding areas. The local streets also provide new property frontages and permit primary access from these streets rather than directly from the City's crucial Soscol and Silverado corridors.

Technical studies to evaluate these concepts included an updated traffic analysis of future 2020+ conditions. It reviewed how well a 4-lane (with center turn lane) Soscol and new streets would work in combination with other area streets. The analysis also identified appropriate cross sections for the new streets, for Soscol Avenue and for Silverado Trail.

The traffic analysis assumed that various street improvements identified in the General Plan and/or in more recent environmental studies for the Gasser Master Plan and Napa Valley College EIR, such as restriping Soscol to 6 lanes south of Silverado Trail, and realignment of the Gasser/Soscol/Silverado Trail intersection will be in place by 2020. The traffic operations analysis found that a 4 lane Soscol Avenue (with center turn lanes) north of Silverado Trail is workable if center turn lane improvements are made to Silverado Trail as well.[1] The report also concludes that further improvement to the intersection of Third Street and Silverado Trail is required. It currently operates over capacity and will continue to do so without added improvements. The Public Works Department is separately pursuing studies with Caltrans to determine both near-term and long-term improvements to this intersection.

New local east-west cross streets are best located about halfway between the Soscol/Silverado intersection and Sousa Lane (south) and halfway between Sousa Lane and Eighth Street. A new local north-south street could head north from Sousa Lane halfway between Soscol and Sousa and cul de sac at the Expo property for the foreseeable future.

---

[1] Either area circulation framework relies on implementation of planned regional improvements

Discontinuous bicycle routes and lanes currently exist in the study area. A second study goal was to design for bicycle lanes on both Soscol Avenue and Silverado Trail through the study area. Pedestrian conditions are currently varied. As part of developing balanced vehicle and pedestrian conditions, a further goal has been to design more regularly spaced, marked pedestrian crossings along Soscol and Silverado. The new internal streets provide opportunities for improved pedestrian connections and for intersection crossings.

Proposed street improvements placed in the "essential" category by the Committee are several and include:

1. **Immediate restriping of Soscol Avenue from Sousa to Sixth to a 5-lane section** within the existing curb to curb width, including a continuous center turn lane, 4 through lanes and striped bicycle lanes.
2. **Minor widening of Soscol Avenue's 5-lane section longer term** from Silverado to Sixth to provide a 12 ' center landscaped median and wider through lanes (68' curb to curb), as well as a consistent 10' wide behind-the-curb area for landscaping, street trees and sidewalks.
3. **Widening of Silverado Trail to provide a center turn lane, 2 through lanes, striped bicycle lanes**, as well as continuous sidewalks and landscaping/street trees.
4. **Realignment of the Soscol Avenue/Silverado Trail and Gasser Drive intersection.**
5. **Further improvements to the Third Street/Silverado Trail intersection**
6. **New signals** at Soscol/Sixth, Soscol/Sousa, Silverado/Sousa and Silverado/Saratoga
7. **Signal optimization** through both the Soscol and Silverado corridors
8. **New landscaping in existing Soscol medians** near South Napa Marketplace.
9. **A new median on Soscol Avenue if feasible** south of Silverado Trail.

Improvements that would occur when sites redevelop include:

1. **A new local north-south street** from Sousa to the south end of the Expo
2. **Two east- west local connector streets** between Silverado Trail and Soscol Avenue

Drainage

Remaining local drainage after construction of the Flood Project is an issue for future reuse of the area. While Napa River flooding will be eliminated, local storm runoff will continue to create surface flooding in high flow events. The Soscol Area is very flat with water potentially trapped behind river floodwalls. To reduce the risk of residual interior flooding, the runoff needs to be safely conveyed to the Gasser Detention Basin for pumped discharge. Without added drainage improvements, it is expected that some of the area would continue to be designated a "regulatory floodway" to convey the surface water flows, limiting the amount and placement of new development. In addition, a broader area would continue to have a floodplain designation and related insurance requirements. Where flows are more than a foot deep, City Flood Evacuation Area standards would continue to apply, restricting future residential mixed use development.

Based on community ideas to provide an integrated area drainage solution with amenity value to owners and the public, the *Vision* conceptualized a north to south open drainage "spine" to channelize remaining flood flows from the Expo to the Gasser site. Schaaf & Wheeler, a consulting civil engineering firm, was hired to explore this open drainage spine solution and other drainage alternatives to develop a preferred alternative.

After visiting the project area and meeting with City and County Flood District representatives, Schaaf & Wheeler prepared two drainage routing options: one that contained the open drainage spine, and one that sought to maximize diversions around the area to minimize or eliminate the open drainage spine. These two options were reviewed with the Stakeholders Committee in May, 2005.

Committee members were concerned about the 45′ width of the open drainageway and 60′ right of way (ROW) through properties south of the Expo, and the way it would hamper reuse of these commercial properties. They were also concerned about the much higher costs and complexity of the diversion alternative, which still required a 25′ drainage channel. Staff then met with property owners to identify an alternative to reduce property impacts. This led to two feasible alternatives. At the direction of Expo representatives, both alternatives kept an open, wider and shallower drainage channel through the Expo that could be usable during the dry months for other uses such as special events.

South of the Expo, drainage would be underground in a closed culvert south to Oil Company Road in one of two alignments:

- Alternative One: A north-south alignment through two private properties to Sousa Lane, then west on Oil Company to the planned Gasser culverts, which would be expanded in size.
- Alternative Two: An alignment that goes south about *halfway* to Sousa Lane, then west across the same private property to Soscol Avenue, south on Soscol Avenue to Oil Company Road, then west on Oil Company to the Gasser system, which would be expanded in size.

While affected property owners agreed the July alternatives provided more flexible future use of their properties, they were concerned about how this drainage system would be paid for. Several other alternatives or components were evaluated but discarded for various reasons identified in the drainage report. The two preferred alternatives provided a balancing of interests after analyzing costs, impacts to land owners, aesthetics and coordination with possible future development. The north-south alignment in particular could be combined with a new north-south local access road, while the second alignment could be combined with parts of new local access roads. (See maps below and on p. 8)

Costs for Alternative One were estimated to be slightly less and would involve less construction on Soscol Avenue. The Committee recommended either option to allow the City to continue to work with property owners on a preferred solution.

In November, 2005, the Expo Board unanimously requested that the ultimate drainage system be undergrounded on their property as well. Using the same assumptions as were used earlier in the year, this change would halve the right of way width from 60 to 30 feet (and corresponding land costs) but would more than double the construction costs, increasing total project costs by approximately $900,000 or about 8-9%.

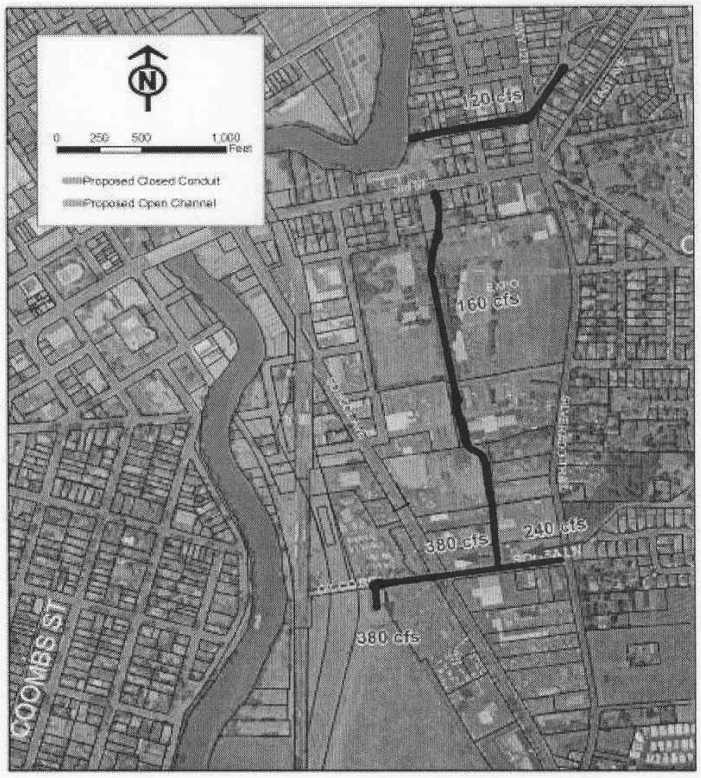


Figure 6: Alternative One Layout

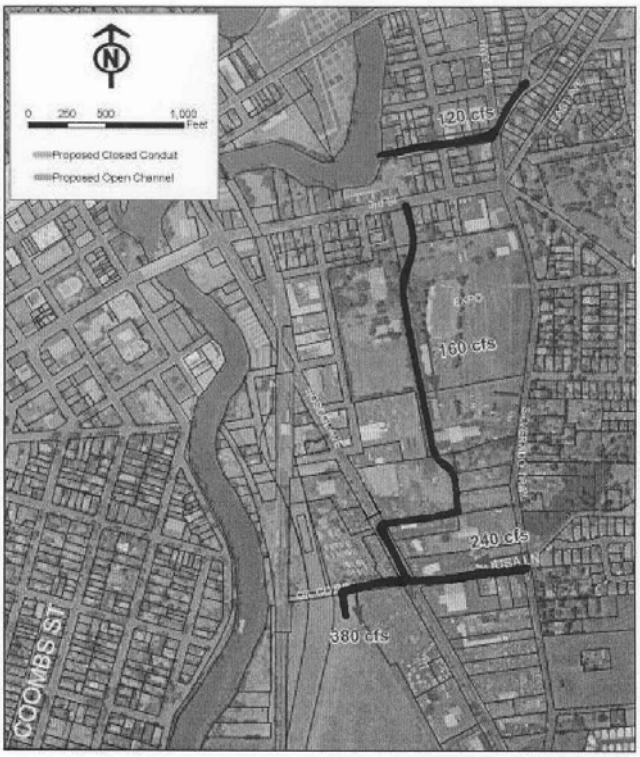


Figure 9: Alternative Two Layout

ALTERNATIVE DRAINAGE LAYOUTS Source: Schaaf & Wheeler Report, July 2005

Intermodal Station and Mixed Use Development

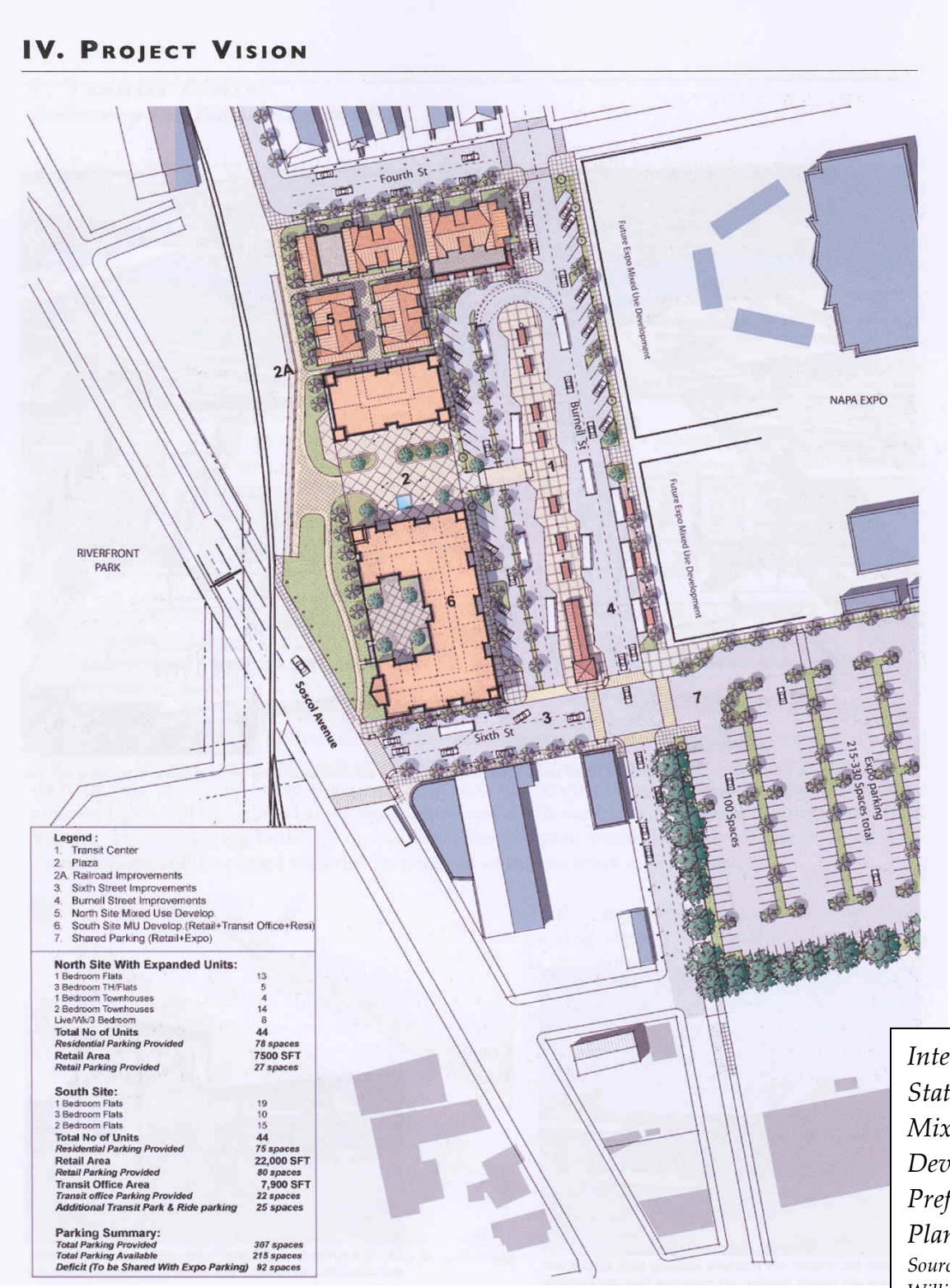
The *Soscol Vision* proposed an intermodal station in the north part of the district as an exciting possibility to better connect the Soscol area to the region and to provide alternative, less auto-dependent living opportunities. The Soscol Implementation Plan has provided the City and Napa County Transportation Planning Agency (NCTPA) a chance to evaluate the Soscol site for an intermodal facility and to create a preliminary design. The *Napa Intermodal Transit Center and Mixed Use Development Plan* provides a preliminary design, circulation plan, budget, feasibility analysis and implementation steps. This design document is a tool to help develop a high quality intermodal center and a related residential/commercial project that would be an example and catalyst for the neighborhood.

The site selection and design was developed with assistance by the Soscol Stakeholder's Committee. As recommended when the *Soscol Vision* was developed, the Committee reviewed two potential sites and unanimously agreed the site bounded by 4th, Burnell, 6th and Soscol/RR is the preferred site due to its potential to serve as a catalyst for transformation of the area, its market position, and accessibility to Downtown. In addition, this site offers more possibilities for phasing and avoids a need to construct a costly parking structure before any development of the site, including the transit facility, can occur. The proximity of the Napa Exposition Fairgrounds site presents further opportunities for future shared parking and adjacent compatible mixed land uses, consistent with a 2003 Expo Land Use Concept. The other site the Committee evaluated was the vacant parcel north of the Wine Train Station, soon to become a surface parking lot to serve the Wine Train.

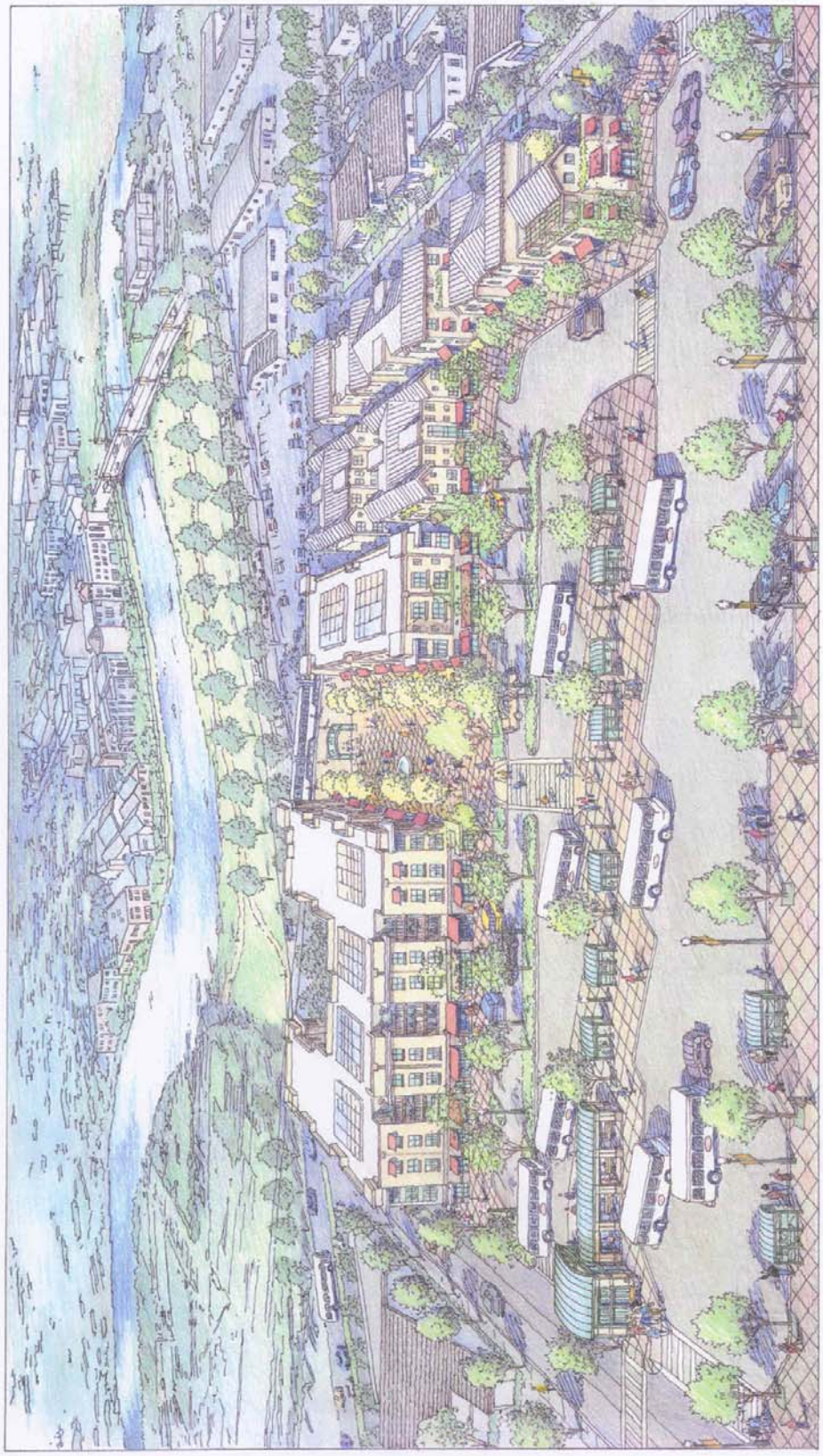
The consultants then developed several site plan options; each option showed different locations or configurations of the transit center as well as variations for proposed mixed-use development. The Committee endorsed a site plan with a corner transit center location at Burnell and 6th Streets, residential uses facing Fourth Street, a central plaza, and either retail/office, or retail/office with residential uses above along Sixth Street. They also provided direction on two design options.

Finally, detailed cost estimates were prepared, along with a feasibility analysis of these options to assist in implementation. The next steps are for the City and NCTPA to endorse the site, for NCTPA to take steps to secure the site, consider

joint venture partner(s), and work with Napa Expo to reach agreement for shared use parking.



Intermodal Station and Mixed Use Development Preferred Site Plan
Source: Van Meter Williams Pollack


Aerial View Looking Toward Downtown
Hope Transit Center
Van Ness Avenue Footbridge
2006

Other infrastructure

The Implementation Plan effort also identified and developed costs for other infrastructure needs from interviews with service providers (water and sewer), field surveys (utilities and curb, gutter, sidewalks and street trees) and trails plans.

Infrastructure Costs and Priority Recommendations

Once area infrastructure improvements were identified through various technical studies, the Committee was asked to establish preliminary priorities to accomplish these improvements. Drainage and major street improvements headed the list.

Committee Infrastructure Recommendations:

The Soscol Stakeholder's Committee recommended the following infrastructure improvements in three general categories in August, 2005. In November and December after reviewing funding options, Committee members added the last group of improvements, and supported an increase in CFD financing for these improvements--from the 0.25% of Assessed Value analyzed in the October *Feasibility Study* to 0.35%.

Infrastructure Improvement List and Categories (12/05)

While these are the categories recommended by the Committee, members recognize that ultimate funding decisions over time will be made by the City Council depending on timing of development, timing of permits from other agencies, funds available, and similar factors.

CATEGORY 1 : Essential to Revitalization of Area Properties

Improvement Project	Committee Recommendation	Committee Notes	Cost Estimates
Area Drainage Improvements to handle remaining local storm runoff	**1**		$8.4-9.2 m + $1.3-1.4 m land=$9.7-10.6 m; *+$0.9 m to under-ground Expo drainage* Phase 1: Taylor St. $1.2 m Other phasing poss.
Major Street Improvements			
Soscol Avenue Restriping to 5 Lanes north of Sousa (Phase A-immediate)	**1**		$63,500 restriping. Remaining frontage impr part of fut. dev.

Soscol Avenue Widening to 5 Lanes north of Sousa (Phase B-long term)	**1 + 3**	Include Medians & Frontage Streetscape	$3.1 m + $427,000 land cost (if all ROW acq.)
Silverado Trail Improvements (Turn Lane, Bike Lanes, sidewalks)	**1**		$3.1 m + $900,000 land cost (if all ROW acq.) *($ update 10/05)*
Silverado/Soscol/Gasser Intersection	**1**		$1.94 m + 2.5 m land cost *($ update 10/05)*
Third Street/Silverado Trail Intersection	**1**		$5.65 m
South Soscol Ave Restriping to 6 Lanes	**1**	Include Frontage Streetscape	$92,500 restriping only; added costs TBD
Local Streets			
Signals (Soscol/Sousa, Silverado/Sousa; Silverado/Saratoga)	**1 - 2**		3 at $250,000= $750,000 *($ update 10/05)*
Signal Optimization (in conjunction w/ Major Streets)	**1**	**1**	$150,000
Pedestrian Trails / Connections			
Tulocay Creek / Railroad Pedestrian Crossing	**1 - 2**	If delete Oil Co, esp. need this one	$511,000
Pedestrian Bridge over Napa River (Oxbow to Copia)	**1 + 3**		$1m+
Medians			
Improve Maintenance of medians near South Napa Marketplace	**1 + 3**	Provide Additional Streetscape Improvements	Up to $129,000
New Soscol Medians South of Silverado	**1 + 3**	Provide Additional Streetscape Improvements	$455,900
Transit Center/ Mixed Use / Expo Associated Infrastructure			
Transit Center Mixed Use w/ Plaza	**1**		*See below*
Burnell -4th to 6th (widening, underground, c/g, sidewalks, trees)	**1 – 2**		$1.2 m
Burnell -6th to 7th (c/g, walks, trees)	**1 – 2**		$272,000
6th Street (left, c/g, walks, trees)	**1 – 2**		$965,000 – may be phased
Sixth/Soscol Signal (Note: needed long term even without transit center)	**1 – 2**		$250,000

CATEGORY 2: Should Occur as Properties Develop or Redevelop

Improvement Project	Committee Recommendation	Committee Notes	Cost Estimates
Local Streets			
Local North-South Street (Sousa to Expo)	**2**	Exact Timing & Location TBD Important for local access	$997,000 + 1.3 m land cost if land acq. (Overlaps w $350,000 land cost for drainage easement)
Northern East-West Connector	**2**	Exact Timing & Location TBD	$1.06 m + 1.2 m land cost if land acq. (Overlaps w $200,000 land cost for drainage easement)
Southern East-West Connector	**2**	Exact Timing & Location TBD	$757,000 + $870,000 land cost if land acq.
Pedestrian Trails / Connections			
Trail through Expo (w/ Drainage Easement)	**2 - 3**	**2 – 3**	$165,000. (No assumed land cost-part of drainage easement)
Water Line			
Water Distribution Line (Silverado Trail)	**2**		$327,000
Curb, Gutter, Sidewalks, Street Trees			
Areas South of Third	**2 - 3**		$327,500
Infill Street Trees South of Third	**2 - 3**		$33,300
Areas North of Third	**2 - 3**		$173,000
Infill Street Trees North of Third	**2 - 3**		$42,200

CATEGORY 3 : Desired to Improve Neighborhood Quality

Improvement Project	Committee Recommendation	Committee Comments	Cost Estimate
Underground Utility Projects			
Silverado Trail (Soscol to Trancas, East Side)	**3**		$2.8 m*
Third Street (Soscol to Silverado)	**3**		$608,000*
Soscol Avenue (Imola to Silverado)	**3**		$896,000*
Imola Avenue (Soscol to Gasser)	**3**		$1.2 m*

**Total cost; however, assume that 50% would be funded by Rule 20A or 20B funds over time*

Other Improvements Added in December; not specifically categorized

Improvement Project	Committee Recommendation	Committee Comments	Cost Estimate
Gasser Drive Extension from Kansas to Soscol Avenue including bridge over Tulocay Creek	**--**		1.9 m Extension $2.5 m Bridge $4.4 m**
Pedestrian/Bicycle Trails (for example, south from the Expo to Sousa if a north-south street connection does not occur, or if other new opportunities arise south of Sousa)	**--**	Supplements bicycle trail funds	$165,000***
Gateway Entry treatments; added sidewalk, landscaping in area	**--**		$500,000-$1m****
Undergrounding of drainage system through Expo site	**1**		Adds an estimated $0.9 m to areawide drainage project

***Total cost listed, however, funding will include a percentage split to be negotiated between the City and Gasser*
****Based on amount currently assumed for the Expo trail; provides funds for an equivalent 0.3 mile trail somewhere in the area.*
*****Increases funding to allow for more of these highly visible streetscape improvements.*

C. Funding Alternatives

After costs and funding priorities were initially established in August, 2005, a Financial Feasibility Study analyzed a variety of tools that could be used to finance needed infrastructure in the Soscol Gateway area.

Two primary new tools were recommended in the study to be able to fund all infrastructure over a 15- year period: tax increment financing and special tax revenues from creation of an area Community Facilities District (CFD). Existing Street Improvement Fees also provide a significant portion of funds for some of the major planned improvements and the report recommended that fees from the area development stay in the area to be used for area street improvements.

While several other potential private sources similar in nature to a CFD were reviewed, including assessment districts, business improvement districts, landscaping and lighting districts, and new development impact fees, the CFD was identified as being superior in that it is more flexible than other types of assessment-based financing sources, it can be set up to only assess properties when new development or redevelopment is proposed, and it provides greater economies of scale; that is, there are lower costs for formation, since only once district is created and lower annual costs for administering just one district, as well as potential for a stronger credit rating resulting in lower borrowing costs with a larger geographic area.

Other City Gas Tax Fund and General Fund sources were also examined as potential sources for funding infrastructure, including transient occupancy tax (TOT), sales tax and property tax increases from development anticipated to occur in the area. The analysis estimated the impact of future development on the City's services, revenues and operating budget. The results indicate that there will be a positive fiscal impact based on the development assumptions provided, but these results are speculative, relying largely on the development of the Napa Resort and Spa generating $2.1 million in TOT/year and significant new sales tax- generating uses as a component of future development.

The analysis recommended that any commitment of General Fund dollars should be contingent upon completion of the resort or a similar quality of development on the property and actual generation of TOT in excess of increased City costs. The City must also decide if there is a need to supplement existing City service levels rather than funding new infrastructure. Further, in order to provide a

large pool of cash to fund infrastructure in a timely manner, this Study assumes that bonds will be sold; issuing bonds in the future based on General Fund revenue sources would put the General Fund at risk. For these reasons, the study does not recommend that General Fund revenues from the Soscol Gateway would be a funding source for area infrastructure.

Two alternatives were analyzed for area infrastructure funding *(summary tables follow):*

Alternative A used three primary funding sources:

- Tax increment revenues from a potential new Project Area and the existing Project Area;
- Special tax revenues from assessments that could be levied on new development through creation of a Community Facilities District; and
- Existing Street Improvement fees collected from and used in the area.

For Alternative A it was estimated that all of the infrastructure could be funded through a combination of tax increment, CFD and street improvement fee sources over 12 years.

Alternative B differed from Alternative A in that it did not include funding from creation of a CFD. For Alternative B it was estimated that about 75% of the infrastructure costs could be financed through the use of tax increment and street improvement fees over the same time period. Other funding sources would be needed to finance remaining infrastructure costs.

Both alternatives assumed bonds would be issued that would be secured by tax increment revenues and/or a CFD. Such bonds would not be a debt of the City or its general fund.

Alternative A

Table 1.0
City of Napa
Soscol Gateway Feasibility Study

SOSCOL INFRASTRUCTURE FUNDING AND COSTS - ALTERNATIVE A
(000's Omitted)

	Total Escalated Costs (1)	Percent Funded	Amount Funded
FUNDING FOR PROJECTS			
Bond Proceeds - Tax Increment			$27,858
Bond Proceeds - CFD / Assmt Dist			16,145
Street Improvement Fees			12,571
TI Net of Debt Service			7,126
CFD / Assmt Revenue Net of Debt Service			3,934
Tax Increment from Parkway Plaza			924
Total - Funding Sources			**$68,557**
PRIORITY 1 PROJECTS			
Area Drainage Improvements	11,930	100%	11,930
Major Street Improvements	22,629	100%	22,629
Local Streets	1,107	100%	1,107
Pedestrain Trails/Connectors	2,013	100%	2,013
Medians	804	100%	804
Transit Center / Mixed Use Project	2,937	100%	2,937
Subtotal - Priority 1 Projects	***41,421***	**100%**	***41,421***
PRIORITY 2 PROJECTS			
Local Streets	8,032	100%	8,032
Pedestrain Trails/Connectors	228	100%	228
Water Distribution Line	427	100%	427
Curbs/Gutter/Sidewalks etc.	752	100%	752
Subtotal - Priority 2 Projects	***9,439***	**100%**	***9,439***
PRIORITY 3 PROJECTS			
Underground Utility Projects	3,853	100%	3,853
Subtotal - Priority 3 Projects	***3,853***	**100%**	***3,853***
Other Project Costs and Contingencies (2)	**12,834**	**100%**	**12,834**
TOTAL PROJECT COSTS	**67,546**	**100%**	**67,546**
REMAINING BALANCE			**$1,010**

(1) Costs escalated at 3 percent per year.
(2) Includes contingency at 15 percent of public improvement costs. Other project costs estimated at 5 percent of tax increment and could include funding for rehabilitation loans, toxic cleanup and development assistance.

Alternative B

Table 1.1
City of Napa
Soscol Gateway Feasibility Study

SOSCOL INFRASTRUCTURE FUNDING AND COSTS - ALTERNATIVE B
(000's Omitted)

	Total Escalated Costs (1)	Percent Funded	Amount Funded
FUNDING FOR PROJECTS			
Bond Proceeds - Tax Increment			$30,320
Bond Proceeds - CFD / Assmt Dist			0
Street Improvement Fees			12,571
TI Net of Debt Service			6,944
CFD / Assmt Revenue Net of Debt Service			0
Tax Increment from Parkway Plaza			924
Total - Funding Sources			**$50,759**
PRIORITY 1 PROJECTS			
Area Drainage Improvements	11,930	75%	8,948
Major Street Improvements	22,629	75%	16,972
Local Streets	1,107	75%	830
Pedestrain Trails/Connectors	2,013	75%	1,510
Medians	804	75%	603
Transit Center / Mixed Use Project	2,937	75%	2,203
Subtotal - Priority 1 Projects	***41,421***	**75%**	***31,065***
PRIORITY 2 PROJECTS			
Local Streets	8,032	75%	6,024
Pedestrain Trails/Connectors	228	75%	171
Water Distribution Line	453	75%	339
Curbs/Gutter/Sidewalks etc.	752	75%	564
Subtotal - Priority 2 Projects	***9,465***	**75%**	***7,099***
PRIORITY 3 PROJECTS			
Underground Utility Projects	3,853	50%	1,926
Subtotal - Priority 3 Projects	***3,853***	**50%**	***1,926***
Other Project Costs and Contingencies (2)	**9,886**	**100%**	**9,886**
TOTAL PROJECT COSTS	**64,624**	**77%**	**49,976**
REMAINING BALANCE			**$782**

(1) Costs escalated at 3 percent per year.
(2) Includes contingency at 15 percent of public improvement costs. Other project costs estimated at 5 percent of tax increment and could include funding for rehabilitation loans, toxic cleanup and development assistance.

Committee Financing Recommendations

The Committee reviewed and discussed financing mechanisms in November and December, and recommends establishment of the following financing tools:

- Establishment of a new Project Area and tax increment financing in the greater Soscol Area [*generally* as shown on Map 1; the Committee specifically recommended the addition of the Draghi residential properties on Silverado Trail if possible (APN 046-100-03, -04; 46-130-06, -07). The Committee recognized that the boundaries will be reviewed and adjusted as needed by the Council through a public process;

- Establishment of a Community Facilities District (CFD) at an annual rate equivalent to 0.35% of Assessed Value to have the potential to cover costs of proposed improvements. The Committee recommended that boundaries may be different and broader than a Project Area for funding drainage improvements needed to handle remaining surface drainage after completion of the Flood Project. It would be fairer to include existing developed east Napa properties in the watershed in addition to new Soscol development. The Committee specifically recommended the inclusion of the South Napa Marketplace and the Draghi residential properties on Silverado Trail in the CFD.

- Polling should be conducted among eastside property owners to determine support for a broader drainage CFD area before establishment of any CFD.

- In addition, the Committee supported establishing new City policy that street improvement fees generated in the Soscol Area be collected and used for improvements in the Soscol Area.

D. Policy Changes

Summary of Committee- recommended changes

The Committee recommends a series of policy changes needed to implement the long term *Soscol Gateway Vision*. These include changes to the *General Plan*, the *Soscol Development & Design Guidelines* and *Zoning Ordinance*. Changes are summarized below and specifically described on the following pages.

Such changes would not be formally proposed for adoption until necessary environmental study is completed; any land use change would be further coordinated with Flood Project timing to assure that it does not adversely affect the Flood Project. The completion of the Flood Project is critical to future reuse and intensification of much of the Soscol Gateway area.

The *Soscol Gateway Vision* provides direction for an intermodal station and transit-oriented neighborhood near the Third Street entry to Downtown. To accomplish this, a first change (#1) would revise the land use category for three residential blocks along Third Street near the transit center from low- density residential to mixed use, consistent with all lands to the south. A second change would permit commercial development patterns more typical of Downtown than a suburban commercial building. (#2) A third change is recommended to encourage Expo plans for supportive mixed use near Burnell Street by allowing mixed use consistent with their Concept Plan in their "public serving" land use category. (#3)

Proposed changes to transportation policy would keep Soscol at 4 lanes and specify turn lane and Silverado/Third Street intersection improvements needed to keep area traffic moving. (#4)

Other General Plan changes focus on designing development so that it does not "back" to Silverado Trail (#5), and improving bicycle safety and through connections by amending the city's bike plan (#6, 7). A last General Plan change is intended to assist property owners and the timely completion of infrastructure projects by eliminating the loss of development potential that otherwise typically occurs with acquiring right of way ahead of private development. (#8)

In addition to General Plan changes, certain changes and updates are proposed to the *Soscol Corridor/Downtown Riverfront Development & Design Guidelines* to reflect information developed for this Plan and from Committee direction.

- Recognizing the need for added Silverado Trail right of way (ROW) and to minimize impacts on property owners, one change would permit the added ROW to occur within the wide landscape corridor setback already planned for Silverado Trail. (#9)
- Another revision highlights the concept of encouraging local side street access for new development (consistent with existing City "Crucial Corridor" standards and the *Vision*). (#9, 10, 11)
- Setback refinements in the Central and South Soscol subareas reflect the Committee's recommendations for minor widening of Soscol. (#10, 11)
- Other changes are intended to reflect the emphasis on transit oriented development more similar to a Downtown pattern rather than stand-alone auto-oriented buildings in the area north of Eighth Street. (#10)
- Based on Committee direction, one change directs potential developers to use the Napa Intermodal Transit & Mixed Use Development design concept for direction on design style for the area north of Eighth Street, rather than the *Soscol Guidelines*. (#12)
- Changes #13-15 are information updates.

Proposed Zoning Standards changes are intended to support transit oriented mixed use by revising parking standards (#16, 17) and to allow Soscol Avenue owners wishing to add parking bays to do so without penalty (#17).

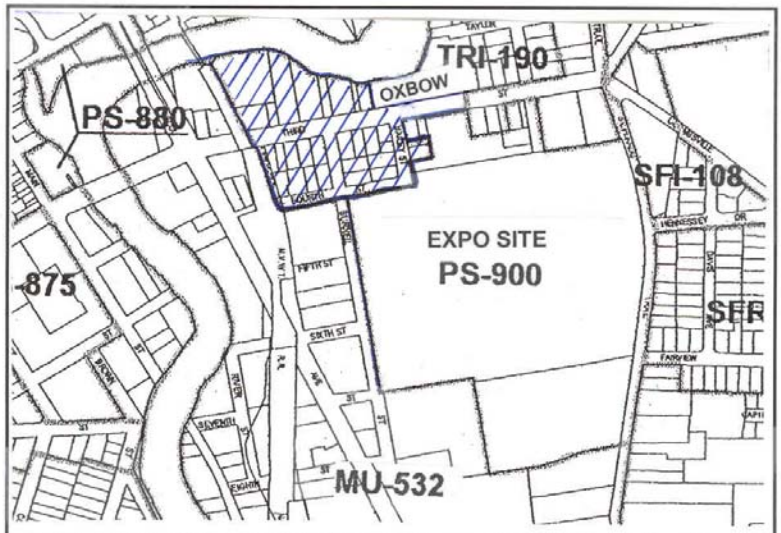
Specific Policy and Standards Recommendations

a. General Plan Amendment

#1. Amend land uses for 3 blocks from Low Density Residential to Mixed Use and related rezoning to MU-G.

Specific GPA recommendation: Revise land use category for 3 blocks on Third Street east of the Expo and Oxbow School from TRI-190 to MU-532.

Discussion: General Plan policies recommend using remaining lands within the City's urban limit line efficiently to provide for future housing needs and economic development. The Soscol Gateway, along with Downtown are key areas of the city where reuse and new development is anticipated. The Soscol Gateway Vision proposes a transit "village" or neighborhood with a multi modal station at the Third Street entry to Downtown. To support this pedestrian-oriented lifestyle, residential densities long term should be at least 10-14 units per acre and preferably higher, allowing residents to walk to Downtown and transit. Three Third Street blocks immediately north of the proposed intermodal center and mixed use area are currently designated "low density residential". It is recommended that these blocks be amended to the same "mixed use" category as the remainder of the area, providing equivalent use opportunities for these property owners. There would be no requirement for any owner to change their home.



Recommended General Plan Change from TRI-190 (Traditional Residential Infill) to MU-532 (Mixed Use)

#2. Amend Floor Area Ratio (FAR) and density range for Mixed Use "pod" 532 properties north of Eighth Street.

Specific GPA Recommendation: Revise the Mixed Use Category Description, p. 1-28 to read as follows:

> MU-Mixed Use. This designation provides for a functionally integrated mix of residential commercial, office, possible light manufacturing, and attached residential uses. Cultural, hospitality, entertainment and visitor- oriented uses that complement and support the Downtown are also allowed at appropriate locations. On key larger sites, a mix of uses, including residential uses, is strongly encouraged and may be required. On smaller sites, individual uses may be approved, but there is to be a mix of uses in the surrounding area, and creative mixed use projects are encouraged; consideration of smaller sites shall include an evaluation whether an adequate mix of uses has been provided. Residential densities shall range from 10 to 40 units per acre. The FAR shall not exceed 2.00.** <u>In the "transit village" area of Pod 532 north of Eighth Street, an increase in FAR up to 2.0 and densities up to 45 units per acre may be allowed on a case- by- case basis at the discretion of the City, provided the development provides a high-quality design that fits with and enhances the site context, and helps create a vibrant transit- and river-oriented residential mixed use district.</u>
>
> ***In the Local Commercial, Community Commercial, Business Professional, Downtown Commercial, Residential Office and Mixed Use land use categories, when mixed residential and non-residential use projects are proposed, the FAR and density limits shall be additive.*

Also revise related Table 1-5, Nonresidential Intensity Matrix to reflect the above statement by adding the underlined section as follows:

(9) Soscol Planning Area

532	MU	0.4 <u>(possible 2.0 with UP in "transit village" subarea)</u>

Discussion: In 2004, the City amended the Downtown land use category to permit slightly higher residential densities downtown to assist in making desired residential mixed uses feasible. A similar recommendation is extended to this area. An increased nonresidential intensity is also proposed to promote development of a more urban character. (The current 0.4 FAR provides for auto-oriented, single- story development.)

#3. Permit Residential, Residential Mixed Use or other Mixed Use on portions of Expo site as part of the PS Public Serving land use category definition.

Specific GPA Recommendation:
PS –Public Serving: This designation provides for public and quasi-public sites dedicated to community- serving purposes, such as government offices and related community service facilities, citywide and community parkland, public schools of all levels and private schools with a significant enrollment, and public health facilities. Conference, exhibition, entertainment and other public gathering uses may also occur in large facilities such as those at the Napa Valley Expo. Up to 0.40 FAR is allowed. <u>Residential, mixed use or residential mixed use may also be permitted with a Use Permit on an ancillary portion of the Napa Valley Expo site as described in the 2003 Expo Land Use Concept consistent with the adjacent Mixed Use designation density and intensity.</u>

Discussion: The Expo Board has endorsed a community-based concept plan for the fairgrounds that incorporates mixed use on a small part of its site to help create a sustainable financial basis for extensive community uses on the remainder. City policies support city- centered growth and also encourage residential mixed uses on public sites should they become surplus. This policy would allow an ancillary *part of* the Expo to be developed with residential or mixed uses without amending the City's land use map; the main use of the site would continue to be public. Any such projects would still require discretionary review and environmental review through a rezoning, use permit and design review permit, but would not need a General Plan land use amendment.

4. Modify Transportation Element Table 3-1 and Figure 3-2 to

- **delete discussion of reserving right of way for 6 lanes on Soscol** north of Silverado Trail
- **Include minor widening** of Soscol Avenue north of Silverado Trail to Third Street to provide 4 through lanes with center medians.
- **Include turn lane improvements on Silverado Trail to Third Street.**
- **Include intersection improvements for Silverado/Third Street/Coombsville**

Similarly modify Implementation Program T-1.A to reflect the above changes

Specific GPA Recommendation: As noted above.

Discussion: The 1998 General Plan identifies a need to reserve right of way for an eventual 6 lane arterial (which would also include turn lanes) from Imola Avenue to Lincoln Avenue. While this type of wide arterial helps speed traffic along Soscol and through Downtown it also creates

difficulties for bicyclists and pedestrians and is a divider of the city. The *Soscol Gateway Vision* expresses a more balanced approach – keeping Soscol at 4 lanes and taking steps to encourage bicycle and pedestrian use. Recent traffic analyses conducted for the Soscol Implementation Plan did find that Soscol Avenue and Silverado Trail can operate acceptably in the long term with a 4 lane Soscol Avenue.

However, keeping Soscol at 4 lanes and completion of the planned Soscol/Silverado/Gasser Drive realignment will increase traffic on Silverado Trail and turn lane improvements will be needed on Silverado between Soscol and Third. However, turn lanes have been identified as being needed in earlier Caltrans plans even with existing volumes and would help safety and traffic flow along Silverado Trail in this segment. It also means that the intersection of Silverado/Third/Coombsville/East, long recognized as a bottleneck, needs further improvement. The Council has directed and City staff is currently studying alternatives for this intersection. The next step, once further analysis of this intersection and the segment between Third and First are completed in the next few months is to put together a corridor concept for Caltrans and public review.

5. Modify Silverado Trail: Soscol to Trancas Crucial Corridor Policy T-3.12 to eliminate reference to "back on treatments".

Specific GPA Recommendation:
T-3.12 The City shall require new development along Silverado Trail between Soscol and Trancas Street to comply with the following guideline:

a. ~~Limit development to back on treatments where possible. Where back on treatment is not possible or may conflict with existing neighborhood character, l~~ Locate access points to reduce conflicts with arterial street corridors, and encourage shared driveways and access from interior local streets.

Discussion: Currently, this policy states that new development is to be limited to "back on treatments" where possible or unless it conflicts with existing neighborhood character. "Back on treatments" are a combination of landscaping and fencing located adjacent to a right of way at the rear or back of buildings. The *Soscol Guidelines*, *Soscol Vision* and the City's *Residential Design Guidelines* all recommend that new development orient to the street and add value to the street. The primary intent of this Crucial Corridor Policy is to limit new or intensified access to/from Silverado Trail. This can be accomplished without directing development to have fences and back buildings to Silverado Trail.

6. Modify the City's Bicycle Routes Map to Identify Silverado Trail, and Soscol Avenue from Silverado Trail to Third Street as onstreet Class 2 striped bike lanes.

Specific GPA Recommendation: Modify Figure 3-5 Future Bikeway System to show Silverado Trail and Soscol Avenue between Soscol Avenue and Third Street as a Class 2 Bicycle lane rather than onstreet Class 3 signed bike routes.

Discussion: The Soscol Gateway Vision stresses the importance of providing attractive and safe bicycle connections throughout the area, which would be facilitated by Class 2 bicycle lanes on Silverado Trail and Soscol Avenue. Both Silverado Trail and Soscol Avenue are designated bicycle routes (Class 2 or Class 3) in the General Plan throughout their lengths. However, street segments between Third and Silverado are currently designated Class 3. In addition to the Vision, other recent city and area plans also recommend striped bike lanes. The City's *Soscol Design and Development Guidelines* and the *Napa Countywide Bicycle Plan* both recommend that Silverado Trail include a Class 2 striped bike lane. Caltrans standards for pavement of wide shoulders when improvements occur also allow for these striped bicycle lanes. Soscol Avenue is currently a Class 2 bike route both north of Third and south of Silverado, and is striped for bicycle lanes for half of the distance in between. There is a discontinuous bicycle lane between Sousa and Sixth Streets, where bicycle lanes convert to on-street parking during business hours, creating safety concerns when bicyclists travel on sidewalks or adjacent to parked cars. Soscol Avenue is the only continuous north/south route providing access to many businesses throughout this corridor. A General Plan designation allows the city to apply for State and Federal grants for bicycle lane improvements and maintenance projects, and also means that proposed roadway improvements are to be designed to accommodate bicycle lanes.

7. Modify the City's Bicycle Routes Map to Identify Gasser Drive as an onstreet Class 2 bikeway.

Specific GPA Recommendation: Modify Figure 3-5 Future Bikeway System to show Gasser Drive between Imola and Soscol Avenue as a Class 2 striped bicycle lane route.

Discussion. The General Plan does not currently designate Gasser Drive as a bicycle route. However, Gasser Drive has striped bicycle lanes along its current length, the Soscol Gateway Vision identifies this route as an important bicycle route connection and the Gasser Master Plan proposes onstreet bicycle lanes on the Gasser Drive extension. Designating the route is consistent with General Plan text policy to promote development of a comprehensive and safe system of recreational and commuter bicycle routes.

8. To encourage needed right of way (ROW) dedications in timely fashion, amend the Land Use Element to allow future ROW dedications as of 2006 (i.e., the date of adoption of the General Plan Amendment) to count toward a property's allowable density or Floor Area Ratio intensity.

Specific GPA Recommendation: Modify Text of the Land Use Designations p. 1-29 to add a third footnote:
**** In the Soscol Area including Pods MU-532, PS-900, CC-533, CC-500 and Silverado frontage properties in MFR-175 and SFI-173, owners dedicating or selling right of way after [the adoption date of this amendment] for Soscol Avenue, Silverado Trail or multi-property street or drainage improvements ahead of a development application may*

continue to use that land to count toward the property's allowed density or FAR intensity.

Discussion: The General Plan establishes densities, and intensities or Floor Area Ratios for properties in the Soscol Area. FAR's are calculated by dividing the size of the proposed building(s) by the size of the existing lot at the time a development is proposed. Densities are also calculated by multiplying the number of units by the area of the site at the time the development is proposed. The Soscol Implementation Plan has identified a need for several street improvements. The City may wish to construct or assist construction of a street improvement before a particular property comes in with a development application. However, if an owner dedicates right of way land to provide for needed street improvements ahead of a project application, their property's development potential is reduced. To minimize adverse economic effects on property owners if the city wishes to purchase or accept dedication of land *ahead of* a development application and assist timely completion of the project, it is recommended that the land included in any ROW sale or dedications for Silverado Trail, for Soscol widening or a multi-property local street or drainage improvement may count toward their maximum FAR or density.

b. Other Policy Updates- Soscol Development and Design Guidelines

Update ***Soscol Development and Design Guidelines*** for South Silverado and Central and South Soscol subareas for consistency with this *Soscol Vision Implementation Plan* by incorporating the following changes.

9. Chapter II Development Guidelines, South Silverado Trail Subarea (Soscol Avenue to Third Street) pp. 28-32,

- Revise Section II. BUILDING HEIGHTS & SETBACKS, B., p. 30 to read as follows:

  B. FRONT SETBACKS – for buildings, parking lots and other structural elements (e.g., fences) are intended to provide for scenic corridor landscaping <u>and future street improvement needs.</u>

  1. Minimum Setback on East Side of Silverado Trail – should be 25 feet. <u>If added right of way is obtained within this 25 foot setback, in no case should the scenic corridor landscaping be reduced to less than 15 feet.</u>
  2. Minimum Setback on West Side of Silverado Trail– should be 30 feet. <u>If added right of way is obtained within this 30 foot setback, in no case should the scenic corridor landscaping be reduced to less than 15 feet.</u>

- Revise Section III, SITE DEVELOPMENT & PARKING, B.ACCESS, 2., p. 30 to read as follows.

  2. Vehicular Access/Driveway Cuts:

  a. **Driveways Should be Shared** – where possible. In accordance with the City's "Crucial Corridor" standards, joint parking and access agreements between abutting properties are encouraged and may be required.

  b. **Driveway Entrances Should be Minimized and Use Side Street Access** - where possible. In accordance with the City's "Crucial Corridor" standards, driveways shall be located and designed to minimize the impact on the traffic flow. The number of access points from Silverado Trail shall be kept to a minimum. Direct access from Silverado Trail shall only be permitted if no other alternative exists. Access from side streets is encouraged and may be required. ~~It is recommended that single-tenant buildings be limited to 1 two-way or 2 one-way driveway cuts.~~

- Revise Section III, SITE DEVELOPMENT & PARKING, D. LANDSCAPING & SCREENING 1.b. Landscaping and Screening Frontage Improvements, p. 32 to read as follows:

  b. Improvements Should Include, subject to Caltrans review and approval,…; along the westerly Expo frontage, a wider planting strip should be provided if feasible to accommodate the existing Sycamore trees and drainage swale.

Discussion: There are three proposed changes. The first change to the South Silverado Subarea continues to promote the scenic corridor landscaping but allows it to be reduced to accommodate Silverado Trail widening to minimize any adverse economic impacts on landowners. That is, if an owner has a 30- foot setback for scenic corridor landscaping and right of way for Silverado Trail improvements including street widening, bike lane and sidewalks/landscaping is 10 feet; the scenic corridor landscaping would then be 20 feet. The second updates the driveway entrances section to include the concept of side street access. Added language is the same as current City zoning standards. The third update notes that retaining the Sycamores and drainage swale is desired if feasible.

10. Chapter II Development Guidelines, Central Soscol subarea, pp. 17-22

- Modify map of subarea, p. 18 (and corresponding maps for South Soscol p. 11 and index map p. 5) to move the two blocks north of Eighth Street and east of Soscol Avenue into the Central Soscol subarea for consistency with the *Soscol Gateway Vision*. This enables development in these areas to take advantage of reduced setbacks.

- Update Central Soscol Guidelines Intent to delete reference to projects being "smaller in scale", p. 17 as follows:

  Guidelines Intent: Similar to South Soscol, Central Soscol will continue to accommodate a variety of retail, service, and office uses, as well as mixed residential/office/retail projects as recommended in General Plan-designated "Mixed Use" areas. However, ~~properties and development projects in this area will be smaller in scale, and~~ the general character of development should be a transition between the freestanding building character of the South Soscol subarea and the closely-knit urban character of Downtown. <u>The building character of the area should be a hybrid of the adjacent South Soscol, Oxbow, and Downtown Riverfront plan areas</u> ~~Building forms should be hybrid in character~~, with a mix of pitched and parapet roof-type buildings.

- Revise Front Setbacks, section II. BUILDING HEIGHT & SETBACKS, C. p. 19 to read as follows:

  C. FRONT SETBACKS – An intent of the Guidelines is to locate buildings closer to the street to help spatially define the streetscape.
     1. Minimum Setback – should be 0 feet, <u>provided that needed right of way for a 68 foot cross section and 10' sidewalk/planter area is accommodated.</u>

- Update section III. SITE DEVELOPMENT AND PARKING, B. ACCESS. 2. p. 19 to read as follows:

  2. Vehicular Access/Driveway Cuts:
     a. Driveways Should be Shared – where possible. <u>In accordance with the City's "Crucial Corridor" standards, joint parking and access agreements between abutting properties are encouraged and may be required</u>.

b. Driveway Entrances Should be Minimized and Use Side Street Access - where possible. In accordance with the City's "Crucial Corridor" standards, driveways shall be located and designed to minimize the impact on the traffic flow. The number of access points from Silverado Trail shall be kept to a minimum. Direct access from Silverado Trail shall only be permitted if no other alternative exists. Access from side streets is encouraged and may be required. ~~It is recommended that single-tenant buildings be limited to 1 two-way or 2 one-way driveway cuts.~~

- Add note to Prototype Illustration, p. 21 that "A more closely knit, urban character is also appropriate in this subarea."

Discussion: The first two changes to the Central Soscol Subarea reflect the Soscol Vision that the transit-oriented neighborhood east of Soscol Avenue begins at Eighth Street, and notes that any new buildings must accommodate added right of way needs. Driveway entrance section changes are expanded to include the concept of side street access; new language is the same as current City zoning standards. The last change describes that stand alone buildings aren't the only prototype for this subarea.

11. Chapter II Development Guidelines, South Soscol Subarea pp. 10-16

- Clarify section II. BUILDING HEIGHT & SETBACKS, C., p. 12 to read as follows:

  C. FRONT SETBACKS – An intent of the Guidelines is to locate buildings closer to the street to help spatially define the streetscape.
     1. Minimum setback for buildings – should be 15 feet; parking may be within this setback provided that needed right of way for a 68 foot street cross section and a minimum 10' sidewalk/planter area each side are accommodated.

- Update subsection III. SITE DEVELOPMENT & PARKING, B. ACCESS 2. P. 12 to read as follows:

  2. Vehicular Access/Driveway Cuts:
     a. Driveways Should be Shared – where possible. In accordance with the City's "Crucial Corridor" standards, joint parking and access agreements between abutting properties are encouraged and may be required.

b. **Driveway Entrances Should be Minimized and Use Side Street Access** - where possible. In accordance with the City's "Crucial Corridor" standards, driveways shall be located and designed to minimize the impact on the traffic flow. The number of access points from Silverado Trail shall be kept to a minimum. Direct access from Silverado Trail shall only be permitted if no other alternative exists. Access from side streets is encouraged and may be required. ~~It is recommended that single-tenant buildings be limited to 1 two-way or 2 one-way driveway cuts.~~

Discussion: The first change to the South Soscol Subarea reflects the *Soscol Vision* that the transit-oriented neighborhood east of Soscol Avenue begins at Eighth Street. Driveway entrance section changes are expanded to include the concept of side street access; new language is the same as current City zoning standards.

12. Chapter III Design Guidelines.

- Add to the Design Guidelines introduction, p. 63 third paragraph:

  The *Guidelines* are intended to apply to remodels of non-historic buildings, including façade upgrades, as well as to new construction. In the case of historic buildings, the Guidelines are intended to support *The Secretary of the Interior's Standards for the Treatment of Historic Properties*. For the transit center mixed use site, no particular design style is recommended and the *Napa Intermodal Transit Center and Mixed Use Development* should be used for guidance.

Discussion: This update reflects Soscol Committee recommendations to allow greater freedom in design style.

13. Chapter III Multi Unit Residential Development

- This section is recommended to be removed

Discussion: This update is recommended as this section is redundant with the City's Residential Design Guidelines, adopted in 2003

14. Chapter IV, Capital Improvement Guidelines

- Modify B.2. Soscol Avenue New Medians, p. 98:

2. New Median(s) – New medians should be installed along Soscol Avenue when appropriate right of way is secured. The median should be located within the boundaries of the existing center left turn lane, and be a minimum of ~~10~~ 12 feet in width ~~where possible~~.

- Update III. South Silverado Trail Enhancements, p. 99 to note that potential future "rustic" medians are being considered in the long term and that added right of way is anticipated as follows:

  Caltrans has plans to pave gravel shoulders and stripe left turns along Silverado Trail. The City has an opportunity to coordinate additional improvements with the Caltrans effort and/or accomplish as part of private development projects. Recommended improvements are described below and illustrated by sketches on the following pages. City traffic analyses conducted in 2005 confirm the need for center turn lane improvements (and possible future "rustic" medians) on Silverado Trail to improve safety and through capacity. Recent planning also reinforces the need for continuous walking paths/sidewalks and 6 foot+ wide striped bike lanes.

Discussion: The first change is recommended to note that current curb- to- curb width is too narrow to accommodate medians; added right of way would allow new medians of adequate width. The second provides updated thinking on Silverado trail.

15. Chapter V. Administration

- Streamline this chapter

Discussion. This chapter's discussion needs updating to reflect the adopted :SC Soscol Corridor Overlay District and to eliminate the obsolete "Soscol Corridor :SC Overlay District Ordinance" which was revised when the 2003 Zoning Ordinance was adopted.

c. Proposed Zoning Revisions

16. Extend downtown parking standards to the "Soscol mixed use transit center area" e.g., generally north of Eighth given the type of proposed development and availability of transit.

Specific Zoning Text Change recommendation:

Revise Chapter 17.54.040 titles for subsections 1.b, 2.b., and 3.b to read:

1.b. Residential Uses Downtown (CD and CDP Districts and MU-G Districts north of Eighth Street with Use Permit when Mixed Use Development is Proposed)

2.b. Commercial Uses Downtown (CD and CDP Districts and MU-G Districts north of Eighth Street with Use Permit when Mixed Use Development is Proposed)

3.b. Office Uses Downtown (CD and CDP Districts and MU-G Districts north of Eighth Street with Use Permit when Mixed Use Development is Proposed)

Discussion: The Transit Center Mixed Use Project (Preliminary Design) is an example of the type of transit-oriented development that is anticipated in the Mixed Use area north of Eighth Street. Parking standards were revised for the Downtown area to better recognize the different residential market that exists in the Downtown (e.g., more compact, attached housing) and availability of transit and services within easy walking distance. The review of parking standards also found that these standards were adequate based on a survey of local residential projects and Census information and well within the range of parking demand figures published by the Institute of Transportation Engineers. For the same reasons that the Downtown parking standards were revised, it is recommended that these parking standards be extended to this entry area to Downtown when mixed use development is proposed.

17. Modify zoning parking standards to permit any owner-dedicated onstreet parking bays along Soscol Avenue installed by the property owner to count as onsite parking.

Specific Zone Change Recommendation: Add new Zoning Parking Chapter section as follows:

17.54.175 On-Street Parking Bays and Diagonal Parking

Where the city and property owner determine that parking bays or diagonal parking is appropriate onstreet but outside the typical right of way, and the property owners agree to provide added right of way for such parking, the parking may be counted towards parking needed for the project.

Discussion: Existing conditions and plans for Soscol Avenue between Silverado Trail and Third Street do not include onstreet parking. In some situations property owners and the City may determine that some onstreet parking in parking bays is appropriate and property owners could dedicate added right of way for parking bays. If such onstreet parking is added, it is recommended that owners be allowed to receive credit for such parking as if it were onsite parking. Similarly, where the City and property owners determine that onstreet diagonal parking is appropriate for new development and this requires added right of way, such parking may be counted towards parking needed for the project as if it were onsite parking.

d. Street Improvement Fee Update

A Citywide Street Improvement Fee ordinance update has been under development for some time to update fees and to include street improvements that were not originally anticipated when the ordinance was last updated in 1993. Inclusion on the list allows flexibility for partial funding of the improvement with Street Improvement Fees.

Street improvements that are not currently on the street improvement fee list that would qualify to be added if recommended General Plan Amendments are adopted by the time an ordinance update is prepared include:

- Signal(s) in the Soscol/Silverado Trail corridor not currently listed;
- Silverado Trail improvements.

Other street improvements are either already on the Street Improvement Fee list or are local streets that do not qualify as they primarily serve adjacent properties.

E. Other Implementation Actions

Summary of Committee- recommended Added Actions

The Committee discussed other action steps and recommend the following:

a. Proposed Intermodal Transit and Mixed Use Development – Next Steps

Forward the N*apa Intermodal Transit Center and Mixed Use Development* report dated October, 2005 to the NCTPA and City Council to take the next steps, including:

1. Preliminarily endorse the site generally bounded by Fourth, Burnell, Sixth and the Rail line as the preferred intermodal station site;
2. Endorse the preliminary concept and implementation steps described in the *Napa Intermodal Transit Center and Mixed Use Development* report dated October, 2005;
3. Encourage future applications consistent with the *Napa Intermodal Transit Center and Mixed Use Development* concept;
4. Revise City policies and standards (as described in this Soscol Implementation Report) to support development of a transit-oriented mixed use neighborhood; and
5. Provide City support to NCTPA as needed to accomplish the project.

b. Silverado Trail- Caltrans Coordination

A coordinated effort with Caltrans will be needed to complete recommended improvements along Silverado Trail. Discussions with Caltrans staff have identified the following Steps.

1. Prepare a Project Study Report (PSR) for Silverado Trail improvements, which is expected to cost several hundred thousand dollars.
2. Develop a City/Caltrans Memorandum of Understanding (MOU) outlining the scope of work to be completed in the PSR with assistance from NCTPA staff. In addition to street engineering options, the MOU (and PSR) should address.
    a. Right of ways needs;

b. Operations analysis;
c. Who will own and maintain any sidewalks, landscaping and bike paths outside the curb—Caltrans' preference is to keep the Caltrans ROW within the curb to curb;
d. A design concept for landscaping and lighting;
e. Any design exceptions including a 6 foot (vs. 8 foot) shoulder alternative;
f. Intended approaches to combine driveways or limit access;
g. Public involvement process to assist in design development; and
h. Financing plan.

3. Refine cost estimates for the PSR based on the MOU.

c. PG&E Facility Exploration

Expo representatives and the Committee recognize that a transit- oriented mixed use neighborhood could be facilitated if all or parts of the PG&E substation facilities on Burnell Street were moved. It is recommended that:

- City and Expo Board representatives meet with PG&E management to explore the feasibility of moving all or parts of the PG&E substation facilities located on Burnell Street.

d. Area Tenant Program

The Committee recognizes that future land uses, improvements, and land value increases are likely to put pressure on existing tenants to relocate. Many of these businesses provide important services to local residents and businesses. Thus, as the City proceeds with programs to revitalize the area, an area tenant program is also recommended. Such a tenant program might include, for example, identification of new areas to accommodate existing businesses and providing appropriate General Plan and Zoning for such areas, and a business loan program.

- In developing the improvements to the Soscol Gateway Corridor it is recommended that the City assist local business tenants in sustaining or relocating their services within a reasonable distance of the corridor to insure that the Napa community continues to receive their services. We recommend that a specific study and program be developed to insure this transition be part of any Council redevelopment and community facilities district plan.

Acknowledgements

The City of Napa is grateful to all of those who participated and added their expertise to this Soscol Implementation Planning Effort

Napa City Council

Jill Techel, Mayor
Kevin Block
Harry Martin
James Krider
Mark Van Gorder

City Planning Commission

Tom Trzesniewski, Chair
Juliana Inman
Michelle Benevenuto
Peter Mott
Gordon Heuther

Soscol Stakeholder's Committee

Betsy Strauss	Gasser Foundation
Joe Anderson, Dave Dickson	Napa Valley Expo
Bob Kleis	Jimmy Vasser Toyota
Vince Compagno	Nissan, Business & Property Owner
John Greenberg	Greenberg Motors, Business & Property Owner
John Callan	Area Property Owner
Anil Patel	Hawthorne Suites, Business & Property Owner
Gene Sousa	Napa Bowl, Business & Property Owner
Kelly Dicker	Business Owner & Tenant
Sue Dee Shenk	Napa Valley Community Housing
Bob Massaro	MCM Healthy Buildings
Francie Winnen	Friends of the Napa River
Skip Keyser	Skip Keyser Realty

Consultants

Meeting Facilitator: Terry Bottomley, Bottomley Design & Planning
Drainage Alternatives: Charles Anderson, Dan Schaaf, Schaaf & Wheeler, Consulting Civil Engineers, Santa Clara
Financial Feasibility Study: Don Fraser, Fraser & Associates, Roseville
Intermodal Transit Center Site Analysis & Preliminary Design: Rick Williams, Adam Rosa, Van Meter Williams Pollack, San Francisco
Traffic Analysis: Matthew Ridgway, Matt Haynes, Lauren Bernheim, Fehr & Peers, San Francisco
Infrastructure Costs: John Draper, P.E., Napa

City Staff and Consultants
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Eduardo Serafin, Senior Traffic Engineer
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Other Agency Staff Representatives
Napa County Transportation Planning Agency
    Peter Engel, Transportation Program Manager
    Adriann Cardoso, Transportation Planner
    John Ponte, Transportation Program Manager
Napa Sanitation District, Todd Herrick, Engineer
PG&E: Maureen Bird
Napa County Planning: Steve Lederer, Deputy Planning Director
Caltrans: Dana Cowell, Deputy District Director, Transportation Planning & Local Assistance
Napa County Flood Control: Jon Lander, Engineer

Appendix and List of Studies

Appendix A - Other Area Plan Information

- Expo Land Use Concept, August 2003 endorsed by Expo Board of Directors
- Gasser Master Plan Proposal Illustration, July, 2004 by Gasser Foundation

Implementation Plan Studies

Soscol Gateway Vision
Racestudio, August, 2004
Soscol Area Drainage Report
Schaaf & Wheeler, Consulting Civil Engineers, July, 2005
Soscol Gateway Implementation Plan
Traffic Analysis by Fehr & Peers, August, 2005
Napa Intermodal Transit Center and Mixed Use Development
Van Meter Williams Pollack, November, 2005
Infrastructure Needs Analysis and Cost Tables- Reports 1, 2 and 3
John Draper, Civil Engineer, April, July and August, 2005; revision to Silverado Trail spreadsheets October, 2005.
Feasibility Study
Don Fraser Associates, October, 2005

Also available for review
Soscol Committee Meeting Summaries

Appendix A

2003 Napa Valley Expo
Land Use Concept 2 (Long Term)
Endorsed, Expo Board of Directors August 2003

Gasser Master Plan Proposal Illustration (2004)

Gasser District Master Plan - Figure 2.1

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:

1. The City Council hereby finds that the facts set forth in the recitals to this resolution are true and correct, and establish the factual basis for the City Council's adoption of this resolution.

2. The City Council hereby authorizes the Community Development Director to submit an application to ABAG to designate Downtown Napa and Soscol Gateway Corridor as PDAs.

3. This Resolution shall take effect immediately upon its adoption.

I HEREBY CERTIFY that the foregoing Resolution was duly adopted by the City Council of the City of Napa at a public meeting of said City Council held on the 17th day of January, 2012, by the following vote:

AYES: Inman, Mott, van Gorder, Techel

NOES: None

ABSENT: Krider

ABSTAIN: None

ATTEST: _____

for Dorothy Roberts
City Clerk

Approved as to form:

_____

Michael Barrett
City Attorney

:

December 15, 2011

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

Re: Application for City of Rio Vista's Downtown Priority Development Area

Dear Ms. Reinhart:

Based on the recommendation of the Rio Vista Planning Commission, the City of Rio Vista is pleased to submit our application and attachments for Rio Vista's proposed Downtown Priority Development Area (PDA). We have also e-mailed you copies of all documents as requested for your staff review (including the Focus PDA Needs Assessment Survey). The Rio Vista City Council is also scheduled to submit a formal Resolution supporting the application at their January 19, 2012 meeting. We will send you a copy of that document as soon as it is signed.

If you have any questions, please feel free to contact either myself, Jennifer Armer, or Dan Christians at (707) 374-6451.

Sincerely,

David Melilli
Community Development and Public Works Director

Attachments: PART 1 - Application for Rio Vista's Downtown Priority Development Area
PART 2 - Primary Planning Document: Waterfront Specific Plan, 2007
PART 3 - Map of Rio Vista's PDA Boundary
PART 4 - Narrative for Rio Vista PDA
PART 6 - PDA Needs Assessment and Infrastructure Budget for PDA

Cc: City Manager

FOCUS
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 Attach resolution showing local support for involvement in FOCUS	
a. Lead Applicant -City/County	City of Rio Vista
Contact Person	David Melilli, Jennifer Armer, Dan Christians
Title	Director of CD and PW, Associate Planner, Adjunct Staff Member
Department	Community Development and Public Works
Street Address	1 Main Street
City	Rio Vista
Zip Code	94571
Phone Number	(707) 374-6451 or (707) 580-0905 (cell)
Fax Number	(707) 374-5063
Email	dmelilli@ci.rio-vista.ca.us, jarmer@ci.rio-vista.ca.us, dchristians@ci.rio-vista.ca.us
b. Area Name and Location	Downtown Rio Vista located along the west bank of the Sacramento River generally between Highway 12, California Street, and Seventh Street
c. Area Size *(minimum acreage = 100)*	Approximately 100 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.	City of Rio Vista's Delta Breeze currently provides 4 daily round trips to Fairfield/Suisun, periodic connections to Lodi and Antioch, plus local dial-a-ride and intercity taxi. The planned transit services would include a combination of the existing Rio Vista Delta Breeze transit system, taxis, potential water taxi and ferry service and the future State Route 12 express bus service. As part of the PDA, a transit plaza would be constructed to accommodate up to three buses, space for taxi cabs, electronic bicycle lockers, bicycle racks, a dock for future water taxi service connecting Rio Vista and Isleton, future ferry that may traverse along the Sacramento River with connections to other ferry services to San Francisco and Oakland. The transit plaza would be integrated into the waterfront to allow for easy pedestrian and bicycle access, future high density housing with convenience based stores and services. A small park and ride lot facility would be constructed within the PDA near the transit plaza to encourage commuters to park and ride. Future transit service frequencies and service levels would include a Citywide shuttle route that circulates within the City every 30 minutes using one bus, seven days a week, intercity service connecting Rio Vista with Fairfield and Antioch, weekdays. Upon initiation of State Route 12 intercity service connecting Fairfield and Rio Vista, Delta Breeze service would be discontinued to Fairfield only. A water taxi will provide hourly service between Rio Vista and Isleton during the summer months and weekends in the winter. A potential ferry could connect Rio Vista with Antioch or Martinez for service to San Francisco once or twice a day.

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e. Place Type (Identify based on the Station Area Planning Manual or from others in Application Guidelines)	Rural Town Center	
	Current Conditions (Year: 2010)	Future Goal (Horizon Year: 2040)
f. Total Housing Units	600	1000
g. Total Jobs	475	800
h. Net Project Density (New Housing)	5-10 units per net acre	10-30 units per net acre
i. Minimum/Maximum FARs (New Employment Development)		

Part 2 – 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.)?	☒	☐
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.	☒	☐
c. Is the proposed priority area within the boundaries of a redevelopment area?	☒	☐

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
☒ Assistance with policies to implement existing plan	☐ Funding for new area-wide specific plan or precise plan	☒ Funding for transportation projects (including pedestrian/bicycle)
☒ Assistance with photo- simulations to depict future conditions	☒ Funding to update existing area-wide specific plan or precise plan	☒ Funding for housing projects
☒ Assistance with local workshops and tours	☐ Funding for EIR to implement existing area-wide plan	☒ Funding for water/sewer capacity
☐ Other:	☒ Other: SR 12 Corridor Design Study & Water Ferry Service Concept Feasibility Plan	☒ Funding for parks/urban greening
		☒ Funding for streetscape improvements
		☒ Other: Transit Hub/Water Ferry Transit Improvements.

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.

Part 7 – FOR EMPLOYMENT CENTER PLACE TYPE PROPOSALS ONLY

Please provide the following information for the entire jurisdiction.

	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.

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PART 4 - Narrative for City of Rio Vista Priority Development Area

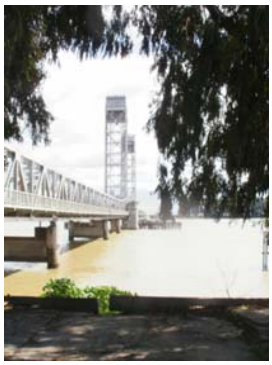
December 11, 2011

1. What is the overall vision for this area? How does the vision align with the place type selected?

The Rio Vista General Plan designates the proposed Downtown Rio Vista PDA area as Downtown/ Waterfront, Historical Residential, and Highway Commercial. The PDA area would contain about 100 acres and would extend generally between the Sacramento River waterfront, Highway 12, Seventh Street and California Street. This area was designated primarily because it contains most of Rio Vista's traditional town center, includes the major transportation corridors leading into the downtown area and contains substantial opportunities for housing, commercial and mixed- use development. This area has substantial infrastructure needs including flooding, deteriorated roads and alleys, and inadequate parking improvements, water and sewer lines. Also, the area has traffic and safety needs along Highway 12, particularly the need for "complete street" improvements including an additional traffic signal(s), and safety improvements for bicyclists, pedestrians and transit riders. The Rio Vista Redevelopment Plan includes this PDA.

Major results of this PDA would include:

- A revitalized downtown waterfront, enhanced Main Street shopping corridor and an enhanced State Route 12 Highway Commercial Corridor.
- Rehabilitation of the traditional historic residential, commercial and civic core of the City of Rio Vista.
- Reintroduction of water ferry transit service that had traditionally provided service between Sacramento and other Bay Area communities.
- Revitalizing the core area into its prior, very vibrant, full-service downtown, with more compact mixed-use growth including hotels, bed and breakfasts, restaurants, entertainment, professional offices, and new visitor- oriented opportunities.
- Redeveloping the waterfront including a new 200-year flood wall, public promenade, public amenities, boat docks and the new Bridge to Beach Multi-Use pathway.
- Enhancing Front Street, Second Street and other connecting streets and alleys.
- Repaving all the downtown streets and create additional safe routes to school.
- Upgrading parking, landscaping, sewer, water and undergrounding electrical utilities.



Rio Vista General Plan Principal:

- "The existing downtown and waterfront should be strengthened and retained as the central focus of the community. Cultural, civic, entertainment, and specialty retail uses – and supporting uses and activities should be located downtown and adjacent areas."

The Rio Vista Downtown PDA meets all the basic criteria described in the PDA guidelines including:

- The areas is an existing town center (not co-terminus with other urban communities) and is also located along the S.R 12 corridor;
- The area encompassed or are being planned to include a mix of services to reduce vehicle miles traveled and/or are being planned for more housing with a mix of supportive services;
- The area is being planned for more connectivity (multi-modal improvements, transit for employees and residents, etc.) and increased opportunities for walking and biking.
- The City has an urban growth boundary and other zoning policies in place to ensure planned, orderly, and efficient patterns of urban development.

2. What has to occur in order to fully realize this vision and place type? What has occurred in the past 5 years?

The City proposes to develop new strategic planning tools and funding to implement the proposals in the Waterfront Specific Plan, the Rio Vista Redevelopment Plan, the S.R. 12 Highway Corridor Design Diagram, Safe Routes to School enhancements, the Bridge-to-Beach Multi-Use pathway, the City's Short and Long Range transit plans, and the recently completed Rio Vista Flood Wall and Public Access Project. Specific actions would result in:

- New development developed along the waterfront per the Waterfront Specific Plan.
- Various safety, pedestrian, bicycle and other enhancements (i.e. landscaping, improved signage, wider range of uses and architectural improvements along Highway 12).
- New and rehabilitated commercial and housing units throughout the area including the rehabilitation of the former Rio Vista Hotel.
- Reconstruction and/or expansion of Rio Vista City Hall, & Rio Vista Senior Center.
- Additional services such as medical, shoe store, laundry, clothing store, electronics, souvenir shops, hotels, restaurants, assisted housing, & multi- family dwelling units.

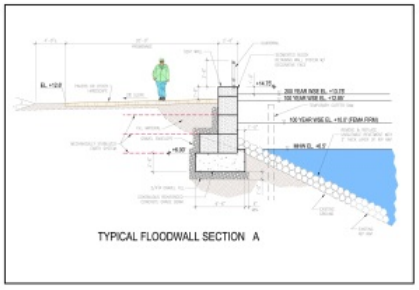
In 2003-04 the City completed a $1.2 million the Main Street Improvement Project using Transportation for Livable Community (TLC), state and local funds. In the past 5 years, the City has completed the Downtown Waterfront Specific Plan, constructed the Downtown Pilot Promenade Project, and completed the preliminary engineering and concept plans for the Rio Vista Flood Wall and Public Access Project. Also, in 2011, the City obtained a $60,000 grant from the Yolo Solano Air Quality Management District to establish an interim route, design, fabricate a signage program and print a user-friendly map for the Bridge-to-Beach Multi-Use pathway.

Key Improvements needed:

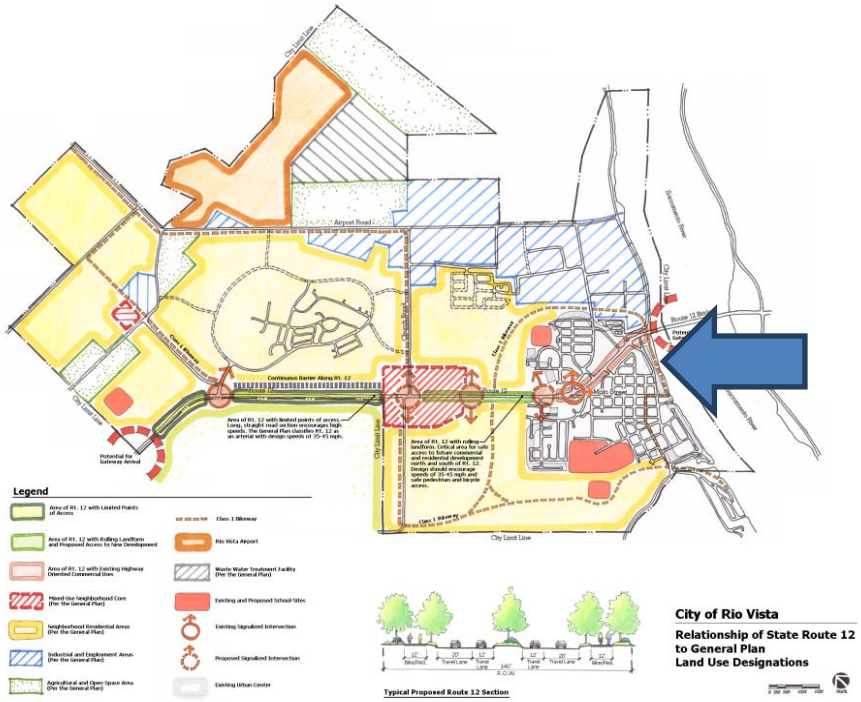
- New Transit Hub including a Ferry Terminal;
- "Complete Street" enhancements to S.R. 12, Front Street and Second Street including bicycle, pedestrian, transit and landscaping;
- Completion of flood wall and public promenade along entire waterfront.

Existing Boat Dock

Delta Breeze



Proposed Flood Wall/Promenade



S.R. 12 Corridor Diagram Concept showing relationships of Highway 12 Corridor to the General Plan and the area proposed for the Rio Vista PDA area, located immediately adjacent and to the south.

3. Describe relevant planning processes, and how community members were involved in developing the vision and/or plan for the area.

Numerous workshops were held during the development of both the 2006 Bridge to Beach Multi-Use Pathway Project and the 2007 Waterfront Specific Plan processes. Various members of the Planning Commission, City Council, downtown business owners and Chamber of Commerce members participated in the visioning workshops.

Waterfront Specific Plan
Community Workshop #1
Saturday, January 27, 2007

Downtown Walking Tours
held during the Bridge to Beach and Waterfront Specific Plan planning processes

4. Describe how this priority area has the potential to be a leading example of smart growth for the Bay Area.

Downtown Rio Vista is already one of the most walkable downtown areas in Solano County and the Bay Area, but has very little designated pathways or bike routes in the downtown area. In May 2006 the City of Rio Vista conducted a very innovative "Bridge to Beach: a path with a view" community design study. This unique analysis developed a community vision for promoting walking to work, school and play by establishing a comprehensive pathway/ trail system, linking the Rio Vista Bridge with City Hall, historic downtown Rio Vista, and other points south of the downtown.

In addition the Waterfront Specific Plan, completed in 2007, proposes a dynamic new mixed- use waterfront community, containing a high quality mix of retail, residential, community and visitor-oriented uses, with the multi-use promenade (a portion of the Bridge to Beach pathway), as a focal point and major draw to this revitalized area.

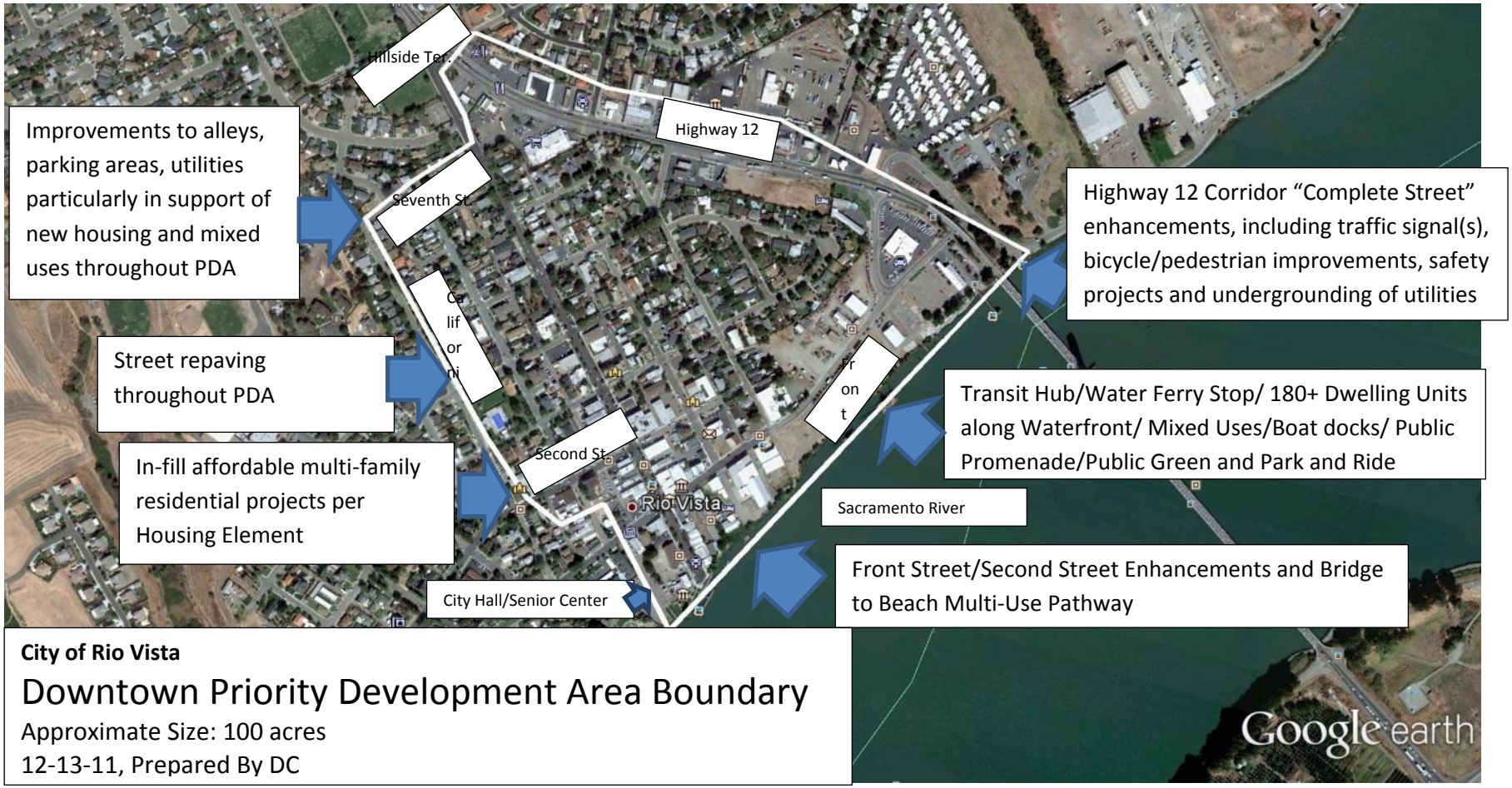
These type of downtown pedestrian improvements, along with a substantial level of bus and ferry services will create many longer term benefits will be to encourage more live-work opportunities, and create jobs and new retail sales from increased visitor-oriented uses. Alternative modes of travel will set the trend for residents, employees, and visitors to rely less on the use of the car for everyday short trips in the area. The proposed water ferry will also provide a viable, alternative mode of transit in case of emergencies or other disruption or majors delays of service on the 50+ year old Rio Vista Bridge.

The 2000 U.S. census estimated that approximately 6.9% of the Rio Vista population of 4,571 or about 315 persons reported that they walked to work. Assuming that about 1/3 of those residents, or about 1500 currently live within 1 mile or less of the Bridge to Beach pathway, then approximately 100 residents currently live within walking distance of the pathway and many more new residents would actually could or do walk to work, school or recreation if more enhancements (i.e. signage, lighting, gathering areas, benches) were made to the route.

Recently constructed Waterfront Promenade Pilot Project

With some basic PDA improvements, downtown Rio Vista has all the necessary attributes, a central location between 3 major regions, adjacency to the Delta, outdoor sporting opportunities (i.e. fishing and windsurfing) and a very beautiful natural environment that will transform the area into a premier waterfront oriented destination for Bay Area and Sacramento residents, and outside travelers. New opportunities to live-work, shop and commute with less reliance on driving a single-occupant car could help lead the way for other Bay Area communities.

As the waterfront and the rest of downtown further develop with some 400 new residential units, plus an estimated 300+ new commercial and visitor-oriented jobs, and increased numbers of outside visitors coming to the downtown particularly on peak during weekends to conduct business, and shop, the PDA area will return the area to its traditional role as the dynamic core center of the community.



City of Rio Vista

Downtown Priority Development Area Boundary

Approximate Size: 100 acres

12-13-11, Prepared By DC

RESOLUTION NO. 2012-009

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF RIO VISTA SUPPORTING SUBMITTAL OF AN APPLICATION FOR DESIGNATION OF A PRIORITY DEVELOPMENT AREA (PDA) FOR DOWNTOWN RIO VISTA

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, on December 14, 2011, the Rio Vista Planning Commission unanimously adopted a Resolution recommending the City Council support submittal of an application for designation of a Priority Development Area (PDA) for Downtown Rio Vista.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Rio Vista hereby supports submittal of an application for designation of a Priority Development Area (PDA) for Downtown Rio Vista, attached hereto as Exhibit A, based on the following findings:

Findings:

1. The priority Development Area meets all PDA application 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;
2. The PDA area is consistent with the goals, objectives and policies of the Rio Vista General Plan including the Housing Element;
3. The PDA area will help implement the Waterfront Specific Plan and the goals for the S.R. 12 Corridor.
4. The proposed PDA Area is consistent with the City of Rio Vista Redevelopment Plan.

PASSED AND ADOPTED on this **19th** day of **January, 2012** by the following vote:

AYES: Councilmembers Boulware, Kogler, Norman, Vice Mayor Krebs & Mayor Vick
NOES: None
ABSENT: None
ABSTAIN: None

ATTEST:

Anna Olea-Moger

Anna Olea-Moger, CMC City Clerk

Exhibit A
Resolution No. 2012-009

FOCUS
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 Attach resolution showing local support for involvement in FOCUS	
a. Lead Applicant -City/County	City of Rio Vista
Contact Person	David Melilli, Jennifer Armer, Dan Christians
Title	Director of CD and PW, Associate Planner, Adjunct Staff Member
Department	Community Development and Public Works
Street Address	1 Main Street
City	Rio Vista
Zip Code	94571
Phone Number	(707) 374-6451 or (707) 580-0905 (cell)
Fax Number	(707) 374-5063
Email	dmelilli@ci.rio-vista.ca.us, jarmer@ci.rio-vista.ca.us, dchristians@ci.rio-vista.ca.us
b. Area Name and Location	Downtown Rio Vista located along the west bank of the Sacramento River generally between Highway 12, California Street, and Seventh Street
c. Area Size *(minimum acreage = 100)*	Approximately 100 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.	City of Rio Vista's Delta Breeze currently provides 4 daily round trips to Fairfield/Suisun, periodic connections to Lodi and Antioch, plus local dial-a-ride and intercity taxi. The planned transit services would include a combination of the existing Rio Vista Delta Breeze transit system, taxis, potential water taxi and ferry service and the future State Route 12 express bus service. As part of the PDA, a transit plaza would be constructed to accommodate up to three buses, space for taxi cabs, electronic bicycle lockers, bicycle racks, a dock for future water taxi service connecting Rio Vista and Isleton, future ferry that may traverse along the Sacramento River with connections to other ferry services to San Francisco and Oakland. The transit plaza would be integrated into the waterfront to allow for easy pedestrian and bicycle access, future high density housing with convenience based stores and services. A small park and ride lot facility would be constructed within the PDA near the transit plaza to encourage commuters to park and ride. Future transit service frequencies and service levels would include a Citywide shuttle route that circulates within the City every 30 minutes using one bus, seven days a week, intercity service connecting Rio Vista with Fairfield and Antioch, weekdays. Upon initiation of State Route 12 intercity service connecting Fairfield and Rio Vista, Delta Breeze service would be discontinued to Fairfield only. A water taxi will provide hourly service between Rio Vista and Isleton during the summer months and weekends in the winter. A potential ferry could connect Rio Vista with Antioch or Martinez for service to San Francisco once or twice a day.

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e. Place Type (Identify based on the Station Area Planning Manual or from others in Application Guidelines)	Rural Town Center	
	Current Conditions (Year: 2010)	Future Goal (Horizon Year: 2040)
f. Total Housing Units	600	1000
g. Total Jobs	475	800
h. Net Project Density (New Housing)	5-10 units per net acre	10-30 units per net acre
i. Minimum/Maximum FARs (New Employment Development)		

Part 2 – 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.)?	☒	☐
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.**	☒	☐
c. Is the proposed priority area within the boundaries of a redevelopment area?	☒	☐

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)?
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- 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
☒ Assistance with policies to implement existing plan	☐ Funding for new area-wide specific plan or precise plan	☒ Funding for transportation projects (including pedestrian/bicycle)
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☐ Other:	☒ Other: SR 12 Corridor Design Study & Water Ferry Service Concept Feasibility Plan	☒ Funding for parks/urban greening
		☒ Funding for streetscape improvements
		☒ Other: Transit Hub/Water Ferry Transit Improvements.

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.

Part 7 – FOR EMPLOYMENT CENTER PLACE TYPE PROPOSALS ONLY

Please provide the following information for the entire jurisdiction.

	Current Conditions (Year:)	General Plan (Horizon Year:)
Total Jobs		
Total Households		
Total Employed Residents		

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FOCUS
a development and conservation strategy for the San Francisco Bay Area

Application for Priority Development Area Designation

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Part 1 - APPLICANT INFORMATION & AREA DETAILS Attach resolution showing local support for involvement in FOCUS		
a. Lead Applicant -City/County	San Mateo County	
Contact Person	Steve Monowitz	
Title	Deputy Director	
Department	Planning and Building	
Street Address	455 County Center	
City	Redwood City	
Zip Code	94063	
Phone Number	(650) 363-1855	
Fax Number	(650) 363-4849	
Email	smonowitz@smcgov.org	
b. Area Name and Location	Midcoast Urban Area	
c. Area Size *(minimum acreage = 100)*	5357 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.	SamTrans Bus 17 and 294. Bus 17 provides North/South service between Montara and Pomponio. Bus 294 provides north/south service between Pacifica (Linda Mar Park and Ride) and Half Moon Bay, as well as East/West Service between the coastside and the City of San Mateo (Hillsdale CalTrain Station and Shopping Center).	
e. Place Type (Identify based on the Station Area Planning Manual or from others in Application Guidelines)	Rural Corridor	
	Current Conditions (Year: 2011)	Future Goal (Horizon Year: 2035)
f. Total Housing Units	4000	5000
g. Total Jobs	to be determined	2 x current
h. Net Project Density (New Housing)	range between one unit per 2,500 sq. ft. to one unit per 20,000 sq. ft.	same as current
i. Minimum/Maximum FARs (New Employment Development)	approximately 1.5	2.0 on average

Part 2 – 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.)?	☒	☐
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.	☒	☐

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☐ Assistance with photo- simulations to depict future conditions	☒ Funding to update existing area-wide specific plan or precise plan	☒ Funding for housing projects
☒ Assistance with local workshops and tours	☐ Funding for EIR to implement existing area-wide plan	☒ Funding for water/sewer capacity
☐ Other:	☒ Other: Funding for Comprehensive Transportation Management Plan	☒ Funding for parks/urban greening
		☒ Funding for streetscape improvements
		☒ Other: Funding to prevent stormwater pollution

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.

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

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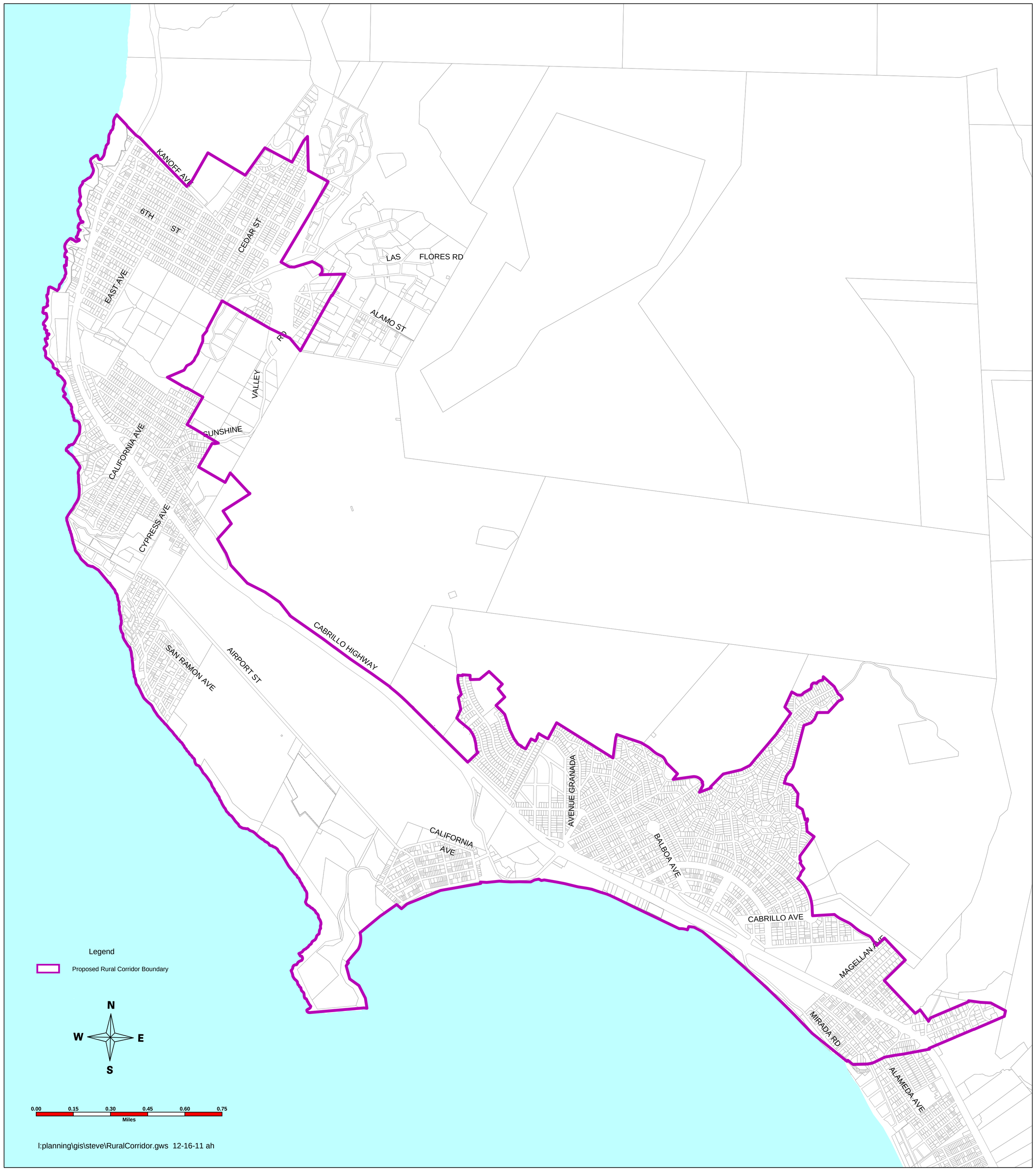
San Mateo County Planning & Building Department

Proposed Midcoast Rural Corridor



Part 2: Additional Area Information

Primary Plan

San Mateo Local Coastal Program

Pending Plans

San Mateo County Local Coastal Program Update Re-submittal (Adopted by the Board of Supervisors on May 24, 2011, pending Coastal Commission review and certification)

Planning Efforts Underway

Princeton Specific Plan

Highway One Safety and Mobility Study

Comprehensive Transportation Management Plan

Fitzgerald Marine Reserve/ASBS Stormwater Pilot Project

Part 4: Narrative

Midcoast Rural Area Vision

The unincorporated Midcoast area contains an important source of housing, commercial services, jobs, and recreation opportunities. Highway One is the primary corridor through the area, and provides access to residential, commercial, and industrial land uses, as well as significant recreational resources and tourist destinations. Pillar Point Harbor and the Half Moon Bay Airport are located within this corridor, as is the commercial and industrial area known as Princeton-by-the-Sea.

The vision for Midcoast Rural Corridor is one that facilitates sustainable infill development, in a manner that protects coastal and agricultural resources, enhances employment and recreational opportunities, and provides a range of housing choices that meets the needs of the community while protecting the character and quality of existing residential neighborhoods.

What Has and Needs to Occur to Achieve this Vision

The San Mateo County Local Coastal Program (LCP) contains guidelines and standards for new development within the Midcoast area that are consistent with the vision described above. The LCP delineates an Urban Rural Boundary to prevent sprawl, and regulates the rate at which development can occur to ensure that it does not exceed available public service capacities. It also contains policies and regulations that protect sensitive habitats, scenic views, water resources, and agricultural lands. With regard to commercial and industrial uses, it prioritizes development that supports coastal related and visitor serving uses, and establishes commercial nodes at specific locations along Highway One that serve both residents and tourists.

The LCP was originally certified by the California Coastal Commission (CCC) in 1980, and has been updated a number of times since then. The most recent update focuses in on the Midcoast area and contains incentives for affordable housing as well as new policies and regulations that enhance resource protection, expand recreational opportunities, and balance growth with the provision of adequate infrastructure. As recognized by this LCP update, key ingredients to achieving the vision for the Midcoast Rural Corridor include: expanding local employment opportunities to provide a better jobs to housing balance; enhancing transit services, roadways, and bicycle and pedestrian facilities; and resolving water supply constraints and wastewater conveyance problems.

In order to address these needs, the County has initiated a number of planning efforts. With regard to increasing local jobs and services, the Board of Supervisors recently authorized the Planning and Building Department to undertake a comprehensive update of Princeton-by-the-Sea development standards, in coordination with the update of the Half Moon Bay Airport Land Use Plan. Roadway enhancements along the Highway One corridor, including improved pedestrian and bicycle facilities, are the subject of two

Caltrans funded safety and mobility studies, one of which has been completed, and the other of which is currently underway. Recommended transit service improvements and transportation demand management techniques will be developed by the County as part of a Comprehensive Transportation Management Plan called for by the LCP update described above, as soon as a funding source for this Plan can be identified. The County is also working with the area's water and sewer districts, as well as the agencies that provide and manage recreational resources, to address infrastructure issues and expand recreational opportunities.

Successful completion and implementation of these efforts will require significant investments that exceed the resources available to the County. In recognition of these needs, and the benefits that addressing them will provide to the region, the Midcoast area should be designated as a Rural Corridor and eligible to receive the planning and infrastructure funding that accompanies this designation.

Planning Processes and Community Participation

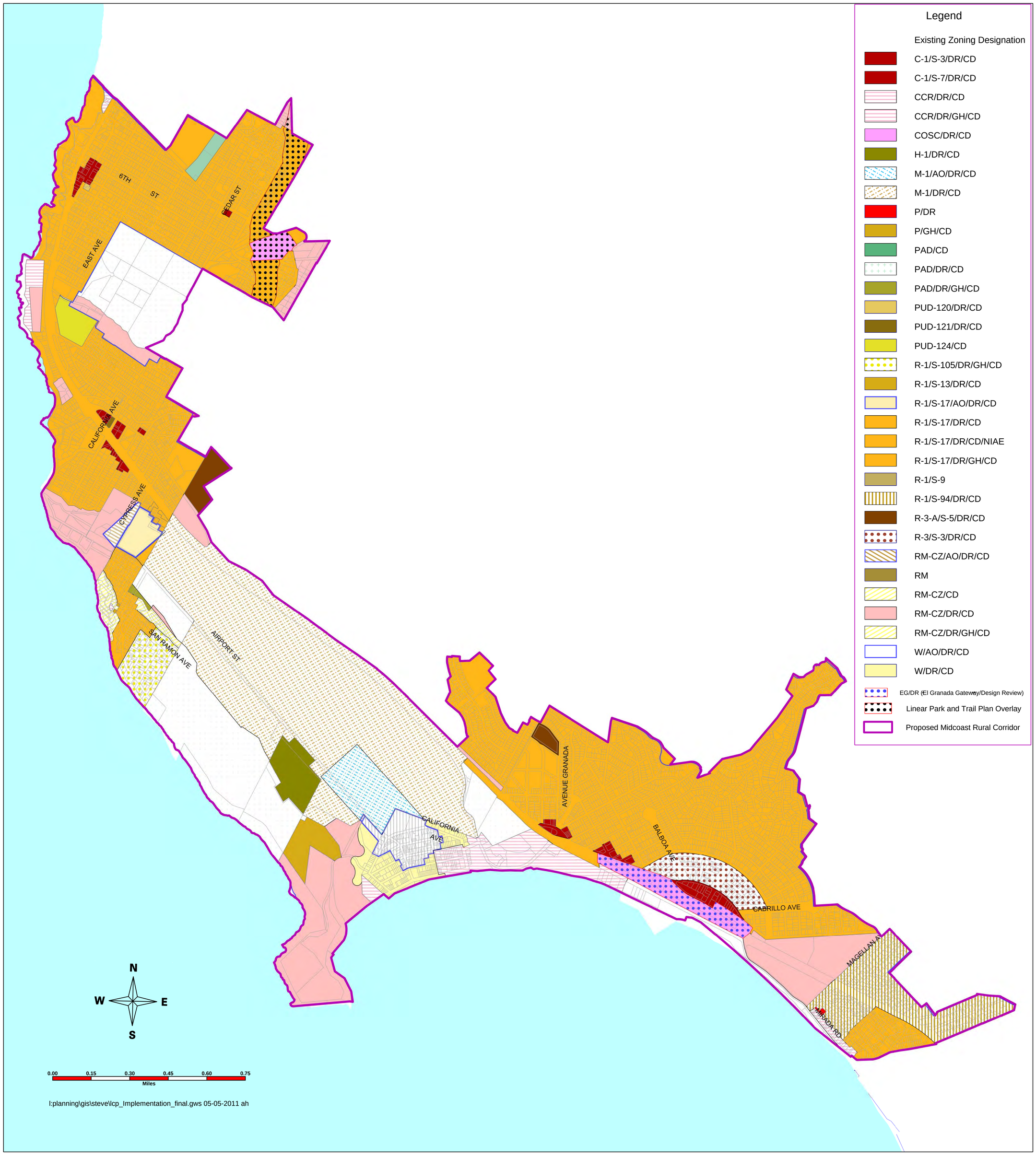
As noted above, the vision for the Midcoast Rural Corridor is consistent with the policies and regulations contained in the LCP, the development of which has been the subject of intense community participation. The most recent update was the subject of numerous community workshops and Midcoast Community Council meetings, fifteen Planning Commission hearings, and five Board of Supervisors meetings. The Highway One safety and mobility studies have also been accompanied by extensive community outreach and participation, in the form of meetings, workshops, field trips, and design charettes. Some of the improvements contemplated by these studies, such as the proposed multi-use recreation trail parallel to Highway One, have been endorsed by San Mateo County voters through the passage of Measure A. Other planning efforts described above will involve similar levels of outreach and community engagement, consistent with the County's commitment to providing maximum opportunity for public participation.

Model for Smart Growth

Rural Corridors such at the Midcoast provide important centers for services needed by residents, tourists, and local industries, as well as employment opportunities that reduce the need for commuting. Maintaining and improving the infrastructure needed to sustain and enhance these communities are essential to the public's safety, the protection of natural resources, and the health of the region's economy. Accordingly, these areas play a critical role in the development and implementation of a Sustainable Community Strategy. Designating the Midcoast as a Rural Corridor provides an opportunity to support current efforts to promote sustainable development, and provide template for other similarly situated corridors to follow suit.

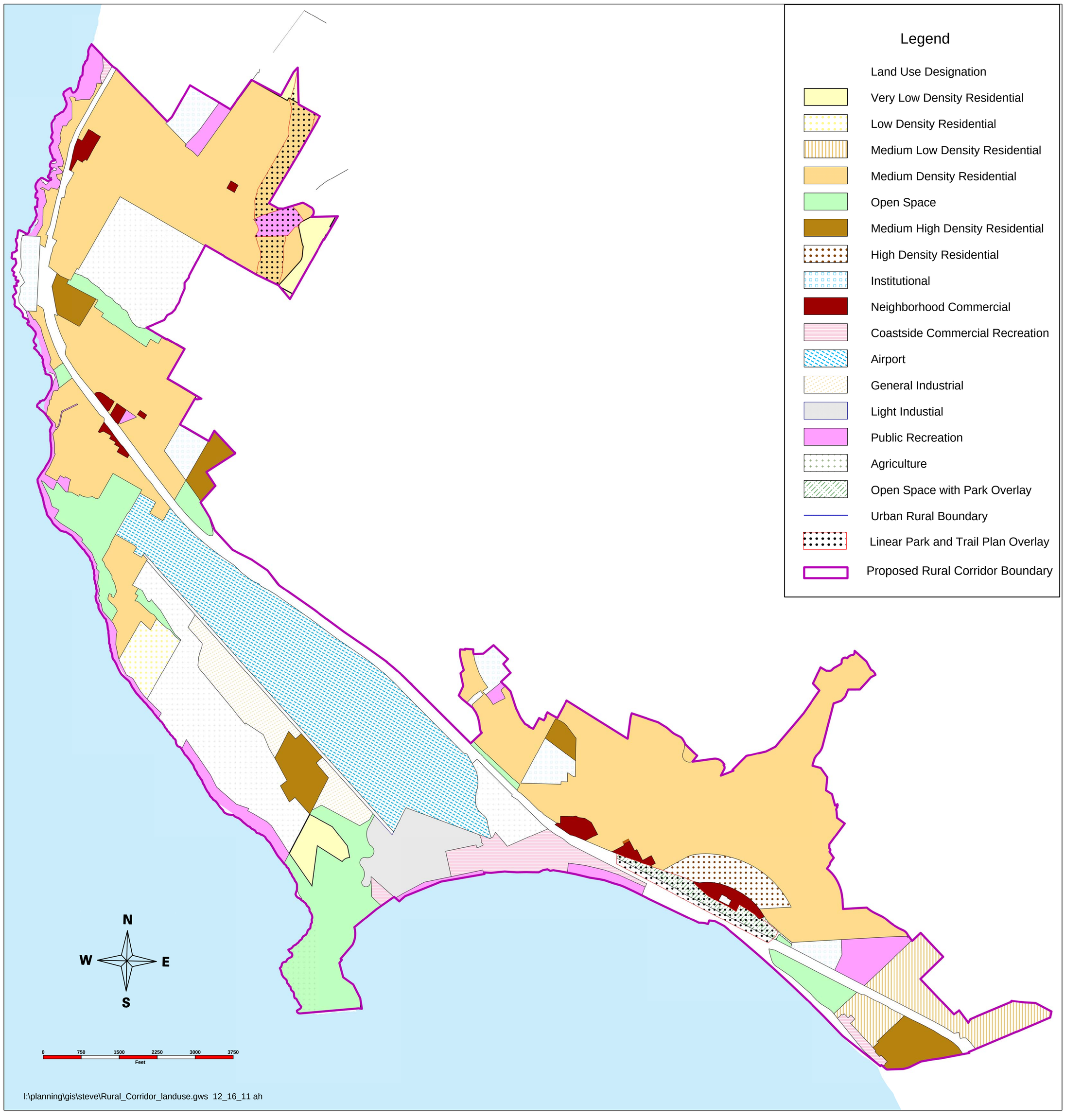
San Mateo County Planning & Building Department

Proposed Midcoast Rural Corridor - Zoning Designation



San Mateo County Planning & Building Department

Proposed Midcoast Rural Corridor - Landuse



RESOLUTION NO. 071794

BOARD OF SUPERVISORS, COUNTY OF SAN MATEO, STATE OF CALIFORNIA

* * * * * *

RESOLUTION IN SUPPORT OF THE APPLICATION FOR PRIORITY DEVELOPMENT AREA STATUS FOR THE MIDCOAST URBAN AREA

RESOLVED, by the Board of Supervisors of the County of San Mateo, State of California, that

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.

NOW THEREFORE, IT IS HEREBY DETERMINED AND ORDERED that the Board of Supervisors supports the application submitted by the Planning and Building Department to designate the Midcoast Urban Area as a priority development area.

* * * * * *

Regularly passed and adopted this 24th day of January, 2012.

AYES and in favor of said resolution:

Supervisors: DAVE PINE

CAROLE GROOM

DON HORSLEY

ROSE JACOBS GIBSON

ADRIENNE J. TISSIER

NOES and against said resolution:

Supervisors: NONE

Absent Supervisors: NONE

Adrienne J. Tissier
President, Board of Supervisors
County of San Mateo
State of California

Certificate of Delivery

I certify that a copy of the original resolution filed in the Office of the Clerk of the Board of Supervisors of San Mateo County has been delivered to the President of the Board of Supervisors.

Rebecca Romero
Rebecca Romero, Deputy
Clerk of the Board of Supervisors

FOCUS
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 Attach resolution showing local support for involvement in FOCUS		
a. Lead Applicant -City/County	Sonoma County	
Contact Person	Denise Peter	
Title	Planner III	
Department	Permit and Resource Management Department	
Street Address	2550 Ventura Ave	
City	Santa Rosa	
Zip Code	95403	
Phone Number	707-565-7385	
Fax Number	707-565-1103	
Email	dpeter@sonoma-county.org	
b. Area Name and Location	Airport/Larkfield	
c. Area Size *(minimum acreage = 100)*	2,100 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.	20 W Express, 60S, 60N,62s, 62N. None of these routes currently have 20 minute headways.	
e. Place Type (Identify based on the Station Area Planning Manual or from others in Application Guidelines)	Rural Town Center east of Hwy 101. Employment Center west of Hwy 101.	
	Current Conditions (Year: 2010)	Future Goal (Horizon Year: 2035)
f. Total Housing Units	1,700	2,300
g. Total Jobs	5,674	18,571
h. Net Project Density (New Housing)	5-10 DU/AC	10-20 DU/AC
i. Minimum/Maximum FARs (New Employment Development)	0.3/0.7	1.0

Part 2 – 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.)?	☐	☒
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.	☒	☐
c. Is the proposed priority area within the boundaries of a redevelopment area?	☐	☒

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 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
☐ Assistance with policies to implement existing plan	☒ Funding for new area-wide specific plan or precise plan	☒ Funding for transportation projects (including pedestrian/bicycle)
☐ Assistance with photo- simulations to depict future conditions	☒ Funding to update existing area-wide specific plan or precise plan	☒ Funding for housing projects
☐ Assistance with local workshops and tours	☐ Funding for EIR to implement existing area-wide plan	☒ Funding for water/sewer capacity
☐ Other:	☐ Other:	☐ Funding for parks/urban greening
		☒ Funding for streetscape improvements
		☐ 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.

Part 7 – FOR EMPLOYMENT CENTER PLACE TYPE PROPOSALS ONLY

Please provide the following information for the entire jurisdiction.

	Current Conditions (Year: 2010)	General Plan (Horizon Year: 2035)
Total Jobs	5,674	18,600
Total Households	1,700	2,300
Total Employed Residents	1,567	2,600

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.

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.

Application Part 4 Narrative
ABAG Priority Development Area (PDA) Application
County of Sonoma: Airport/Larkfield Urban Service Area
December 2011

Existing Conditions. The Airport/Larkfield proposed PDA is located between the cities of Santa Rosa and Windsor and contains several regionally important uses: the Sonoma County Airport, the Airport Industrial Business Park, The Wells Fargo Performing Arts Center, and the relocated Sutter Hospital. The proposed PDA is bisected by Highway 101 and the railroad right of way owned by Sonoma Marin Area Rail Transit (SMART). The PDA area also contains the Larkfield residential community, with schools, parks, and a retail and office core. The proposed PDA boundaries encompass portions of areas within the Urban Service Area that have the greatest potential for infill growth through the Year 2035.

Reports from the US Census Local Employment Dynamics website indicate that in 2009 residents that lived within the Airport/Larkfield PDA area were employed at 1,567 jobs. Within this same area, there were nearly 5,700 jobs – reflecting the importance of the Airport Business Park as a major County employment destination center. Industry sectors in this area reflect the primary importance of the Airport Industrial Business Park's light manufacturing and office uses. There are also numerous public and private schools in this area.

There is currently no approved SMART rail passenger service for this major employment center, although there is a promising vacant opportunity site located at the intersection of the rail line with Airport Boulevard. The nearest SMART passenger stations are located in Santa Rosa and Windsor.

Area Vision & Place Type. Place types that best describe this area are Employment Center west of Highway 101 and Rural Town Center east of Highway 101. With approximately 150 – 200 acres of vacant or underdeveloped land in the Airport Business Park, this area could provide an additional 12,000 jobs. With infill growth through 2035, the Larkfield area could provide as much as 600 additional units. The vision for the area is to: 1) make Larkfield a more complete Rural Town Center with a mix of residential and non-residential infill development; 2) provide more bike/pedestrian paths and transit opportunities to link Larkfield to the Airport Business Center to the west and to the cities of Windsor and Santa Rosa to the north and south; 3) establish a SMART passenger rail stop to serve the Airport Industrial Business Park; and 4) support the continued development of the Airport Business Park in a compact manner that supports alternative modes of transportation.

Implementation. In the past five years plans, programs or activities in this area have included:

- 2008 voter approval for sales tax to fund passenger rail in Sonoma County (SMART rail)
- Widening of Highway 101 between Santa Rosa and Windsor
- Sonoma County Airport Safety Improvements/Runway Expansion (Board Hearing January 2012)
- Initiation of construction for mandatory relocation of Sutter Hospital due to seismic safety issues
- Amendment of the Airport Industrial Business Park Specific Plan
- Adoption of Sonoma County Bicycle and Pedestrian Plan identifying needed improvements

Implementing this vision will also require more detailed planning studies for better connection of the Larkfield community with the Airport Business Park. The County is in the process of reviewing and adopting a Complete Neighborhood Overlay Zone to be used in areas such as Larkfield to identify opportunities and constraints, and creation of a plan for future infill development and improvements that result in more sustainable, less auto-dependent communities. Another need for this community is a transit

feasibility study that assesses transit alternatives for linking Larkfield residents to jobs in the Airport Business Park one to two miles away across Highway 101. Because of the planned expansion of the Sonoma County Airport, the relocation of one of Sonoma County's largest hospital facilities to the area, and the future availability of passenger rail service through this area, updating land use and transportation strategies for this area could result in a substantial reduction in vehicle miles traveled in Sonoma County. The ability to access programs and funding opportunities at the regional, state, and federal levels will help Sonoma County implement these goals for its Urban Service Area communities that are designated Priority Development Areas.

Community Participation/Relevant Planning Processes. While a Specific Plan is in effect for the Airport Business Park, there have been no major recent community involvement programs pertaining to long range planning efforts in the Larkfield community in recent years. The Larkfield area had developed over the last several decades in accordance with the Larkfield/Wikiup Area Plan which was repealed in 2008. The development or update of any plan for Larkfield will include community outreach and participation – particularly with regard to implementation of a Complete Neighborhood Overlay Zone. The Sonoma County General Plan 2020, adopted in 2008, involved several years of community meetings conducted before a Citizen's Advisory Committee. This process resulted in the retention of the County's existing growth policies calling for new development to occur in a compact, sustainable manner within Urban Service Area boundaries where public sewer and water exist. Sonoma County General Plan Land Use Element goals align with ABAG's FOCUS program to promote planning for "complete communities" that have a variety of homes, jobs, shops, services and amenities; that encourage accessibility by walking, biking, taking transit, and reducing commute times; and that improve social and economic equity.

Smart Growth Potential. This multi-modal area with airport, rail, highway, transit and bike facilities serving a major county employment center and an adjacent residential community could benefit immensely from the assessment and implementation of alternatives to single occupancy commute travel patterns. A major opportunity exists to reduce VMT by utilizing future SMART passenger rail service to serve workers in the Airport Business Park. The Larkfield residential community would benefit from planning efforts to make a more "complete" community that reduces dependence on automobile trips to Santa Rosa or Windsor for goods and services to accommodate day to day needs.

Attachments:

1. Airport/Larkfield Area Overview Map

2. Airport/Larkfield Land Use Map

3. US Census Bureau Local Employment Dynamics Reports:

    a. Inflow/Outflow Report
    b. Home Destination Report
    c. Distance/Direction Report, Work to Home
    d. Work Area Profile Report
    e. Home Area Profile Report

Home Area Profile Report

Total Primary Jobs

	2009	
	Count	Share
Total Primary Jobs	1,567	100.0%

Jobs by Worker Age

	2009	
	Count	Share
Age 29 or younger	328	20.9%
Age 30 to 54	902	57.6%
Age 55 or older	337	21.5%

Jobs by Earnings

	2009	
	Count	Share
$1,250 per month or less	306	19.5%
$1,251 to $3,333 per month	485	31.0%
More than $3,333 per month	776	49.5%

Jobs by NAICS Industry Sector

	2009	
	Count	Share
Agriculture, Forestry, Fishing and Hunting	41	2.6%
Mining, Quarrying, and Oil and Gas Extraction	0	0.0%
Utilities	15	1.0%
Construction	121	7.7%
Manufacturing	184	11.7%
Wholesale Trade	63	4.0%

Jobs by NAICS Industry Sector

	2009	
	Count	Share
Retail Trade	160	10.2%
Transportation and Warehousing	32	2.0%
Information	24	1.5%
Finance and Insurance	48	3.1%
Real Estate and Rental and Leasing	24	1.5%
Professional, Scientific, and Technical Services	104	6.6%
Management of Companies and Enterprises	23	1.5%
Administration & Support, Waste Management and Remediation	54	3.4%
Educational Services	187	11.9%
Health Care and Social Assistance	197	12.6%
Arts, Entertainment, and Recreation	20	1.3%
Accommodation and Food Services	117	7.5%
Other Services (excluding Public Administration)	74	4.7%
Public Administration	79	5.0%

Jobs by Worker Race

	2009	
	Count	Share
White Alone	1,407	89.8%
Black or African American Alone	48	3.1%

Jobs by Worker Race

	2009	
	Count	Share
American Indian or Alaska Native Alone	11	0.7%
Asian Alone	59	3.8%
Native Hawaiian or Other Pacific Islander Alone	8	0.5%
Two or More Race Groups	34	2.2%

Jobs by Worker Ethnicity

	2009	
	Count	Share
Not Hispanic or Latino	1,237	78.9%
Hispanic or Latino	330	21.1%

Jobs by Worker Educational Attainment

	2009	
	Count	Share
Less than high school	174	11.1%
High school or equivalent, no college	226	14.4%
Some college or Associate degree	387	24.7%
Bachelor's degree or advanced degree	452	28.8%
Educational attainment not available (workers aged 29 or younger)	328	20.9%

Report Settings

Analysis Type	Area Profile
Selection area as	Home

Report Settings

Year(s)	2009
Job Type	Primary Jobs
Labor Market Segment	All Workers
Selection Area	Selection Area, Shape from C:\fakepath\PDA_Boundary.shp
Selected Census Blocks	39
Analysis Generation Date	12/13/2011 17:11 - OnTheMap 5.2.4

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
1. Race, Ethnicity, and Educational Attainment statistics are beta release results and only available for 2009 data.
2. Educational Attainment is only produced for workers aged 30 and over.

Work Area Profile Report

Total Primary Jobs

	2009	
	Count	Share
Total Primary Jobs	5,674	100.0%

Jobs by Worker Age

	2009	
	Count	Share
Age 29 or younger	1,180	20.8%
Age 30 to 54	3,384	59.6%
Age 55 or older	1,110	19.6%

Jobs by Earnings

	2009	
	Count	Share
$1,250 per month or less	619	10.9%
$1,251 to $3,333 per month	2,021	35.6%
More than $3,333 per month	3,034	53.5%

Jobs by NAICS Industry Sector

	2009	
	Count	Share
Agriculture, Forestry, Fishing and Hunting	249	4.4%
Mining, Quarrying, and Oil and Gas Extraction	8	0.1%
Utilities	25	0.4%
Construction	724	12.8%
Manufacturing	1,213	21.4%
Wholesale Trade	276	4.9%

Jobs by NAICS Industry Sector

	2009	
	Count	Share
Retail Trade	473	8.3%
Transportation and Warehousing	89	1.6%
Information	71	1.3%
Finance and Insurance	171	3.0%
Real Estate and Rental and Leasing	83	1.5%
Professional, Scientific, and Technical Services	398	7.0%
Management of Companies and Enterprises	51	0.9%
Administration & Support, Waste Management and Remediation	168	3.0%
Educational Services	463	8.2%
Health Care and Social Assistance	540	9.5%
Arts, Entertainment, and Recreation	94	1.7%
Accommodation and Food Services	234	4.1%
Other Services (excluding Public Administration)	197	3.5%
Public Administration	147	2.6%

Jobs by Worker Race

	2009	
	Count	Share
White Alone	4,920	86.7%
Black or African American Alone	118	2.1%

Jobs by Worker Race

	2009	
	Count	Share
American Indian or Alaska Native Alone	71	1.3%
Asian Alone	436	7.7%
Native Hawaiian or Other Pacific Islander Alone	11	0.2%
Two or More Race Groups	118	2.1%

Jobs by Worker Ethnicity

	2009	
	Count	Share
Not Hispanic or Latino	4,408	77.7%
Hispanic or Latino	1,266	22.3%

Jobs by Worker Educational Attainment

	2009	
	Count	Share
Less than high school	600	10.6%
High school or equivalent, no college	995	17.5%
Some college or Associate degree	1,370	24.1%
Bachelor's degree or advanced degree	1,529	26.9%
Educational attainment not available (workers aged 29 or younger)	1,180	20.8%

Report Settings

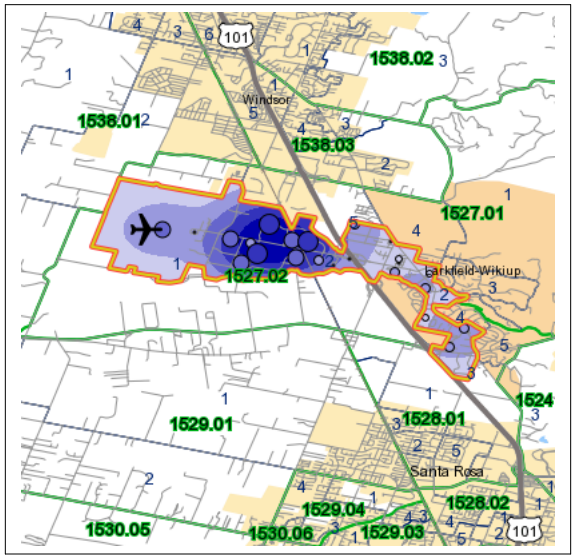
Analysis Type	Area Profile
Selection area as	Work

Report Settings

Year(s)	2009
Job Type	Primary Jobs
Labor Market Segment	All Workers
Selection Area	Selection Area, Shape from C:\fakepath\PDA_Boundary.shp
Selected Census Blocks	39
Analysis Generation Date	12/13/2011 17:16 - OnTheMap 5.2.4

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
1. Race, Ethnicity, and Educational Attainment statistics are beta release results and only available for 2009 data.
2. Educational Attainment is only produced for workers aged 30 and over.

Work Area Profile Report



5 - 271 Jobs/Sq.Mile
272 - 1,071 Jobs/Sq.Mile
1,072 - 2,404 Jobs/Sq.Mile
2,405 - 4,269 Jobs/Sq.Mile
4,270 - 6,668 Jobs/Sq.Mile

1 - 3 Jobs
4 - 38 Jobs
39 - 190 Jobs
191 - 598 Jobs
599 - 1,460 Jobs

Analysis Selection

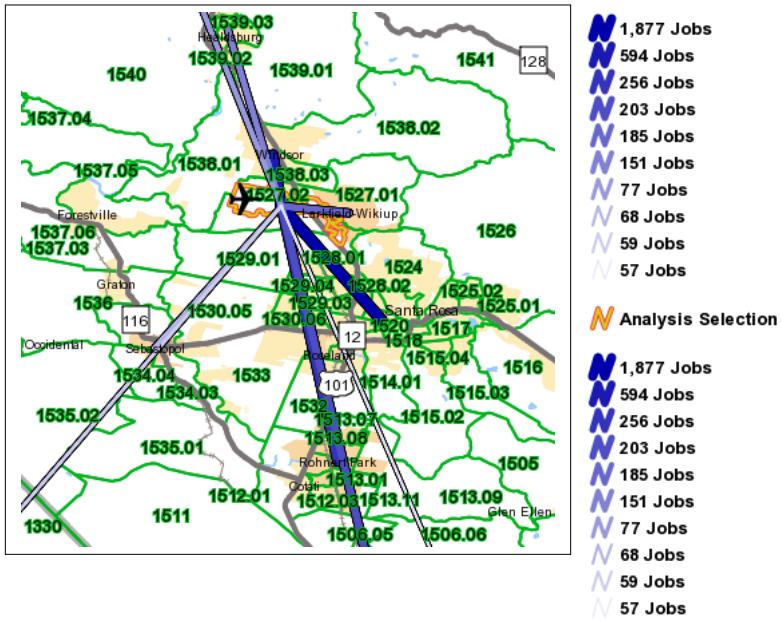
Select a variable from the Characteristic Filter dropdown to see more detail.

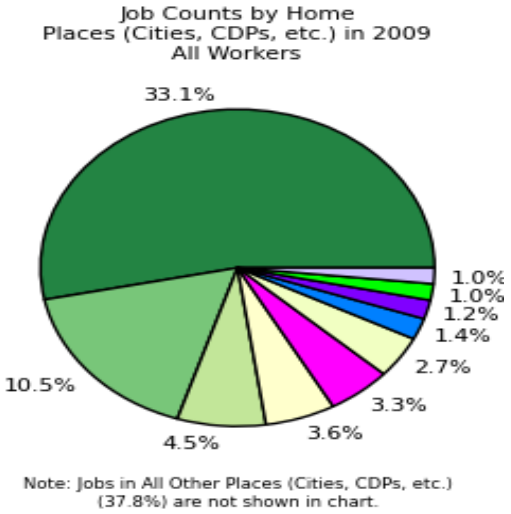
Total Primary Jobs

	2009	
	Count	Share
Total Primary Jobs	5,674	100.0%
Total Primary Jobs	5,674	100.0%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
1. Race, Ethnicity, and Educational Attainment statistics are beta release results and only available for 2009 data.
2. Educational Attainment is only produced for workers aged 30 and over.

Home Destination Report - Where Workers Live Who are Employed in the Selection Area - by Places (Cities, CDPs, etc.)



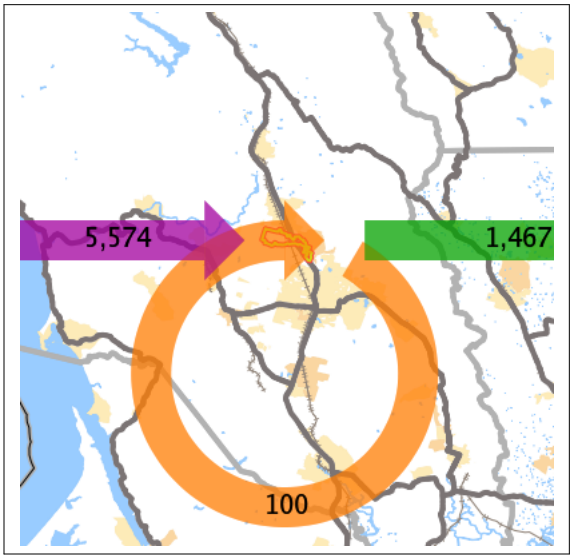


Jobs Counts by Places (Cities, CDPs, etc.) Where Workers Live

	2009	
	Count	**Share**
Total Primary Jobs	5,674	100.0%
Santa Rosa city, CA	1,877	33.1%
Windsor town, CA	594	10.5%
Rohnert Park city, CA	256	4.5%
Petaluma city, CA	203	3.6%
Larkfield-Wikiup CDP, CA	185	3.3%
Healdsburg city, CA	151	2.7%
Cloverdale city, CA	77	1.4%
Sebastopol city, CA	68	1.2%
San Francisco city, CA	59	1.0%
San Jose city, CA	57	1.0%
All Other Locations	2,147	37.8%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
1. Race, Ethnicity, and Educational Attainment statistics are beta release results and only available for 2009 data.
2. Educational Attainment is only produced for workers aged 30 and over.

Inflow/Outflow Report



Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.

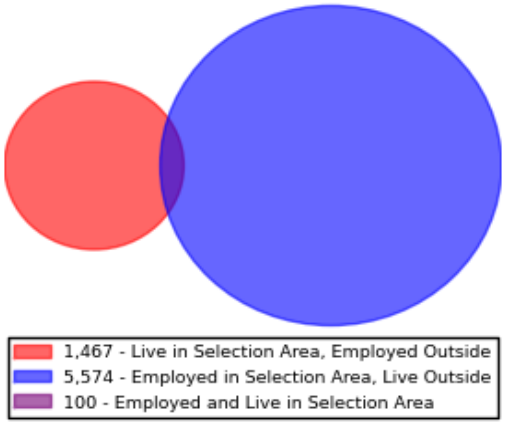
- Employed and Live in Selection Area
- Employed in Selection Area, Live Outside
- Live in Selection Area, Employed Outside

Analysis Selection

Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.

- Employed and Live in Selection Area
- Employed in Selection Area, Live Outside
- Live in Selection Area, Employed Outside

Inflow/Outflow Job Counts in 2009

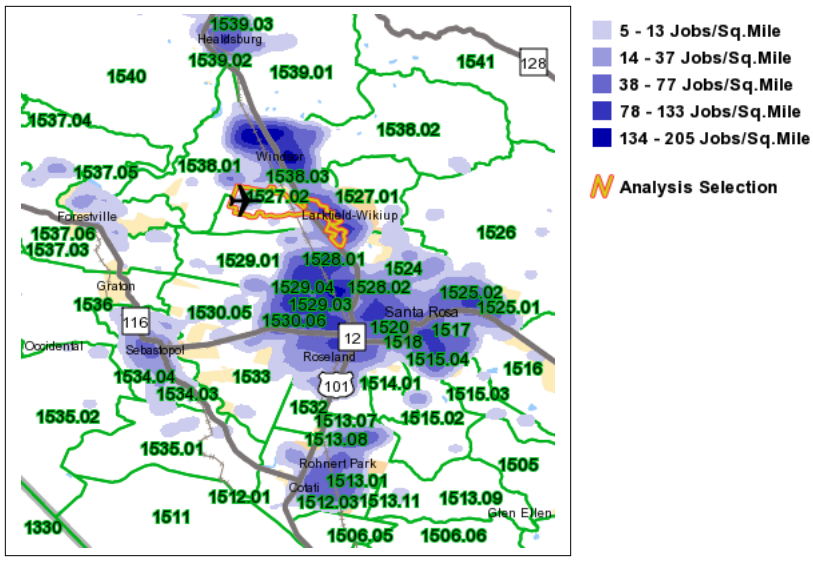


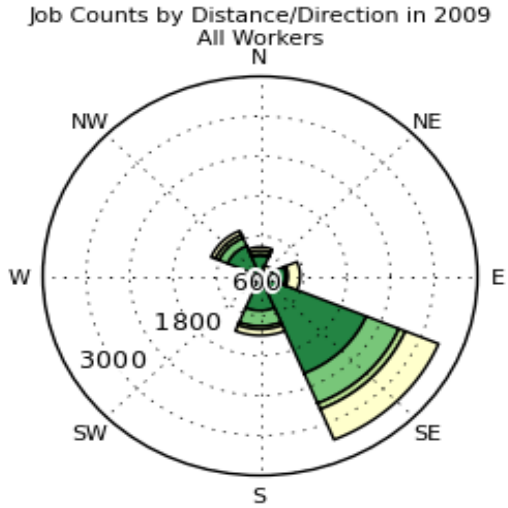
Inflow/Outflow Job Counts (Primary Jobs)

	2009	
	Count	Share
Employed in the Selection Area	5,674	100.0%
Employed in the Selection Area but Living Outside	5,574	98.2%
Employed and Living in the Selection Area	100	1.8%
Living in the Selection Area	1,567	100.0%
Living in the Selection Area but Employed Outside	1,467	93.6%
Living and Employed in the Selection Area	100	6.4%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
1. Race, Ethnicity, and Educational Attainment statistics are beta release results and only available for 2009 data.
2. Educational Attainment is only produced for workers aged 30 and over.

Distance/Direction Report - Work Census Block to Home Census Block





Jobs by Distance - Work Census Block to Home Census Block

	2009	
	Count	Share
Total Primary Jobs	5,674	100.0%
Less than 10 miles	3,470	61.2%
10 to 24 miles	975	17.2%
25 to 50 miles	281	5.0%
Greater than 50 miles	948	16.7%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
1. Race, Ethnicity, and Educational Attainment statistics are beta release results and only available for 2009 data.
2. Educational Attainment is only produced for workers aged 30 and over.

FOCUS
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 Attach resolution showing local support for involvement in FOCUS		
a. Lead Applicant -City/County	Sonoma County	
Contact Person	Denise Peter	
Title	Planner III	
Department	Permit and Resource Management Department	
Street Address	2550 Ventura Ave	
City	Santa Rosa	
Zip Code	95403	
Phone Number	707-565-7385	
Fax Number	707-565-1103	
Email	dpeter@sonoma-county.org	
b. Area Name and Location	Forestville, Sonom a County	
c. Area Size *(minimum acreage = 100)*	407	
d. Public Transit Serving the Area (existing and planned). From this list, please identify at least one route that has minimum 20-minute headways.	Sonoma County Transit 20E, 20W. None of these routes currently have 20 minute headways.	
e. Place Type (Identify based on the Station Area Planning Manual or from others in Application Guidelines)	Rural Town Center	
	Current Conditions (Year: 2010)	Future Goal (Horizon Year: 2035)
f. Total Housing Units	484	900+
g. Total Jobs	88	150
h. Net Project Density (New Housing)	5-10 DU/AC	10 DU/AC
i. Minimum/Maximum FARs (New Employment Development)	0.5	1.0

Part 2 – 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.)?	☐	☒
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.	☒	☐
c. Is the proposed priority area within the boundaries of a redevelopment area?	☐	☒

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 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
☒ Assistance with policies to implement existing plan	☒ Funding for new area-wide specific plan or precise plan	☒ Funding for transportation projects (including pedestrian/bicycle)
☐ Assistance with photo- simulations to depict future conditions	☒ Funding to update existing area-wide specific plan or precise plan	☒ Funding for housing projects
☐ Assistance with local workshops and tours	☐ Funding for EIR to implement existing area-wide plan	☒ Funding for water/sewer capacity
☐ Other:	☐ Other:	☒ Funding for parks/urban greening
		☒ Funding for streetscape improvements
		☐ 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.

Part 7 – FOR EMPLOYMENT CENTER PLACE TYPE PROPOSALS ONLY

Please provide the following information for the entire jurisdiction.

	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.

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Application Part 4
ABAG Priority Development Area (PDA) Application
County of Sonoma: Forestville
December 2011

Existing Conditions. Forestville is located at the Highway 116 and Mirabel Road corridors in western Sonoma County. The core of this community is served by public sewer and water, and contains a mixture of residential, retail, industrial/warehousing and recreation uses. Forestville evolved prior to World War II as a rural hamlet surrounded by agricultural land and served by a rail corridor that provided processing, warehouse, and distribution facilities for agricultural products grown in the immediate area. The abandoned rail corridor has been reclaimed for a multi-use bike and pedestrian trail that now links the Russian River to Santa Rosa.

The proposed Forestville PDA area is 407 acres and contains 484 units.

Reports from the US Census Local Employment Dynamics website indicate that in 2009 residents that lived within the proposed PDA were employed at 215 jobs, while there were 88 jobs within the PDA area. Only 2 employees lived and worked in the PDA. People that work in the PDA area travel primarily from the east and south. People that live in the PDA area travel primarily to the east and south for jobs.

Currently, growth is constrained in this area by wastewater issues.

Area Vision & Place Type. The place type that best describes this area is Rural Town Center. The vision for the area is to: 1) to create a town plaza area away from truck traffic on Highway 116; 2) encourage new development along Highway 116 and Mirabel Road that is mixed use and pedestrian friendly; 3) preserve the rural character of the outlying residential areas; 4) improve opportunities for safe bike and pedestrian travel within Forestville; 5) create a more complete community by incentivizing mixed use and non-residential or cottage industry along the main corridors. While the General Plan now has relatively low densities for this area through the Year 2020, it is possible that by the Year 2035 a doubling or tripling of units could occur through the Year 2035. With the 2% job growth rate forecasted by the Sonoma County Economic Development Board reports, the area could gain another 60 jobs or more with the construction of new job generating uses.

Implementation. The Sonoma County General Plan 2020 contains policies calling for the preparation of Local Area Development Guidelines (Policy LU-1a) which will update Specific Plans prepared in the late 70's and early 80's such as the Lower River Area Plan, of which Forestville is a part of. Parcels fronting on Highway 116 are also subject to the Highway 116 Scenic Corridor Design Guidelines. In the past five years plans, programs or activities in this area have included:

- Completion of segments for the West County Bike Trail connecting Santa Rosa to the communities of Sebastopol, Graton, Forestville, and the Russian River
- Planning review for a new private mixed use project in downtown Forestville
- Planning with Sonoma County Transportation and Public Works and Cal-trans for a round-about in downtown Forestville

The County is in the process of reviewing and adopting a Complete Neighborhood Overlay Zone to be used in areas such as Forestville to identify opportunities and constraints, and create a plan for future infill development and improvements that result in more sustainable, less auto-dependent communities. The process associated with the Complete Neighborhood Overlay Zone would identify the specific

environmental constraints and infrastructure needs associated with alternative growth scenarios. The ability to access programs and funding opportunities at the regional, state, and federal levels will help Sonoma County implement these goals for its Urban Service Area communities that are designated Priority Development Areas.

Community Participation/Relevant Planning Processes. Forestville has an actively involved citizenry that is pro-active in planning and transportation issues and participating with Sonoma County government and staff (http://www.forestvillefpa.org/index.html). The community was involved with the design and approval of an approved mixed use project in downtown Forestville that will create a new town plaza, and with the design of new roundabout near the town center to calm traffic and improve the character of downtown Forestville. The development of any new plans for Forestville will include community outreach and participation – particularly with regard to the establishment of any Complete Neighborhood Overlay zoning district.

Smart Growth Potential. This area could be a small scale example of transforming a rural area into a more vibrant and complete community by developing an infill strategy with the community that calls for new development to have a Main Street and rural village character which enhances the existing rural character and setting. New development would also provide opportunities to improve the appearance and vitality of commercial areas and increase the future local jobs base.

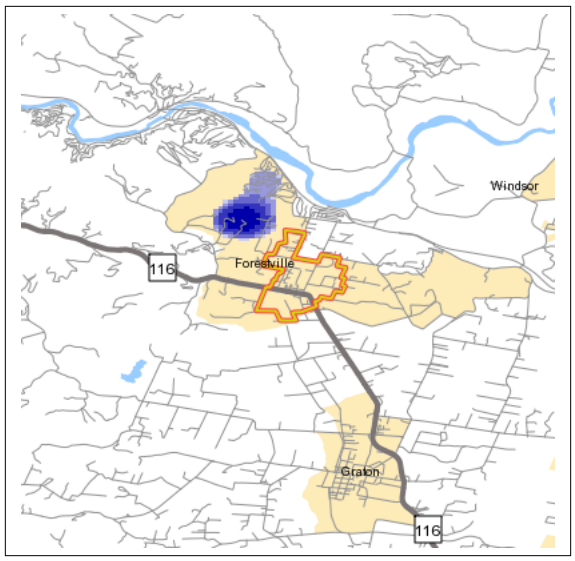
Attachments:

1. Forestville Area Overview Map

2. Forestville Land Use Map

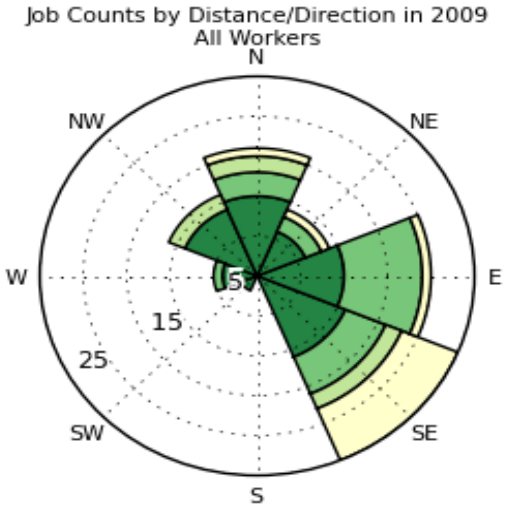
3. US Census Bureau Local Employment Dynamics Reports:
    a. Inflow/Outflow Report Graphic
    b. Distance/Direction Report – Work to Home
    c. Work Area Profile Report and Graphic
    d. Work Destination Report
    e. Home Area Profile Report

Distance/Direction Report - Work Census Block to Home Census Block



5.0 - 5.1 Jobs/Sq.Mile
5.2 - 5.7 Jobs/Sq.Mile
5.8 - 6.6 Jobs/Sq.Mile
6.7 - 7.9 Jobs/Sq.Mile
8.0 - 9.6 Jobs/Sq.Mile

Analysis Selection

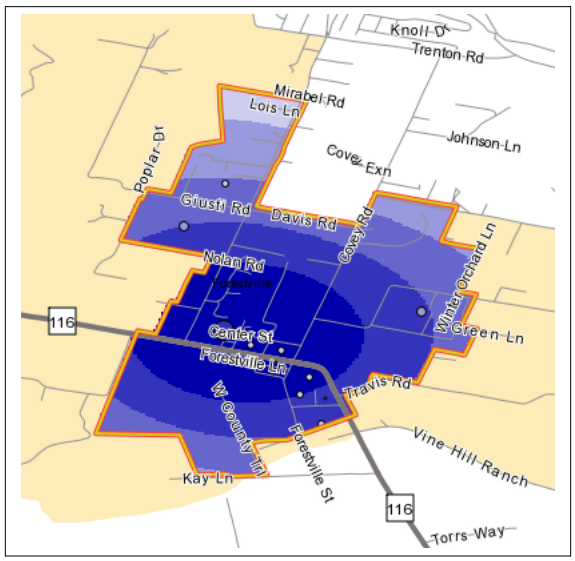


Jobs by Distance - Work Census Block to Home Census Block

	2009	
	Count	Share
Total Primary Jobs	88	100.0%
Less than 10 miles	52	59.1%
10 to 24 miles	20	22.7%
25 to 50 miles	6	6.8%
Greater than 50 miles	10	11.4%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
1. Race, Ethnicity, and Educational Attainment statistics are beta release results and only available for 2009 data.
2. Educational Attainment is only produced for workers aged 30 and over.

Home Area Profile Report

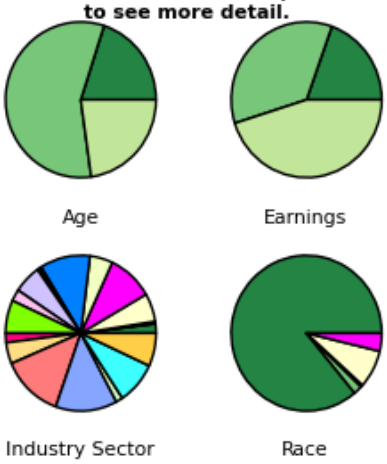


- 5 - 21 Jobs/Sq.Mile
- 22 - 71 Jobs/Sq.Mile
- 72 - 154 Jobs/Sq.Mile
- 155 - 270 Jobs/Sq.Mile
- 271 - 420 Jobs/Sq.Mile

- 1 - 2 Jobs
- 3 - 9 Jobs
- 10 - 28 Jobs
- 29 - 66 Jobs
- 67 - 128 Jobs

Analysis Selection

Select a variable from the Characteristic Filter dropdown to see more detail.



Total Primary Jobs

		2009	
		Count	Share
	Total Primary Jobs	215	100.0%
	Total Primary Jobs	215	100.0%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
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2. Educational Attainment is only produced for workers aged 30 and over.

Home Area Profile Report

Total Primary Jobs

	2009	
	Count	Share
Total Primary Jobs	215	100.0%

Jobs by Worker Age

	2009	
	Count	Share
Age 29 or younger	43	20.0%
Age 30 to 54	123	57.2%
Age 55 or older	49	22.8%

Jobs by Earnings

	2009	
	Count	Share
$1,250 per month or less	42	19.5%
$1,251 to $3,333 per month	76	35.3%
More than $3,333 per month	97	45.1%

Jobs by NAICS Industry Sector

	2009	
	Count	Share
Agriculture, Forestry, Fishing and Hunting	4	1.9%
Mining, Quarrying, and Oil and Gas Extraction	0	0.0%
Utilities	1	0.5%
Construction	12	5.6%
Manufacturing	20	9.3%
Wholesale Trade	10	4.7%

Jobs by NAICS Industry Sector

	2009	
	Count	Share
Retail Trade	22	10.2%
Transportation and Warehousing	1	0.5%
Information	1	0.5%
Finance and Insurance	12	5.6%
Real Estate and Rental and Leasing	5	2.3%
Professional, Scientific, and Technical Services	14	6.5%
Management of Companies and Enterprises	4	1.9%
Administration & Support, Waste Management and Remediation	9	4.2%
Educational Services	27	12.6%
Health Care and Social Assistance	27	12.6%
Arts, Entertainment, and Recreation	3	1.4%
Accommodation and Food Services	18	8.4%
Other Services (excluding Public Administration)	11	5.1%
Public Administration	14	6.5%

Jobs by Worker Race

	2009	
	Count	Share
White Alone	185	86.0%
Black or African American Alone	4	1.9%

Jobs by Worker Race

	2009	
	Count	Share
American Indian or Alaska Native Alone	1	0.5%
Asian Alone	17	7.9%
Native Hawaiian or Other Pacific Islander Alone	0	0.0%
Two or More Race Groups	8	3.7%

Jobs by Worker Ethnicity

	2009	
	Count	Share
Not Hispanic or Latino	181	84.2%
Hispanic or Latino	34	15.8%

Jobs by Worker Educational Attainment

	2009	
	Count	Share
Less than high school	13	6.0%
High school or equivalent, no college	39	18.1%
Some college or Associate degree	58	27.0%
Bachelor's degree or advanced degree	62	28.8%
Educational attainment not available (workers aged 29 or younger)	43	20.0%

Report Settings

Analysis Type	Area Profile
Selection area as	Home

Report Settings

Year(s)	2009
Job Type	Primary Jobs
Labor Market Segment	All Workers
Selection Area	Selection Area, Shape from C:\fakepath\PDA_Boundary.shp
Selected Census Blocks	13
Analysis Generation Date	12/13/2011 18:21 - OnTheMap 5.2.4

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
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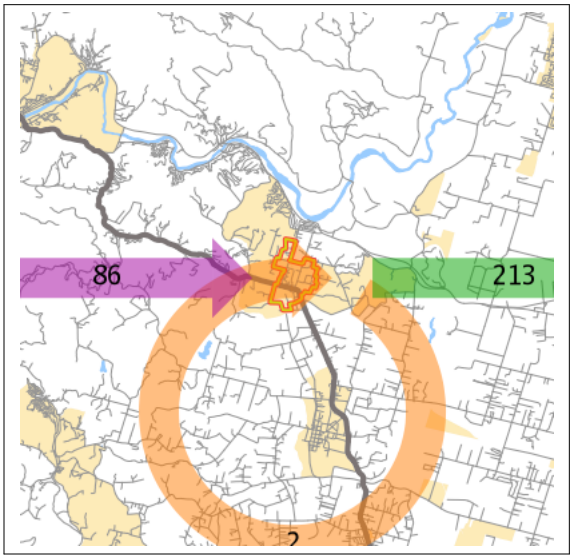
Inflow/Outflow Report



Analysis Selection

Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.

Employed and Live in Selection Area

Employed in Selection Area, Live Outside

Live in Selection Area, Employed Outside

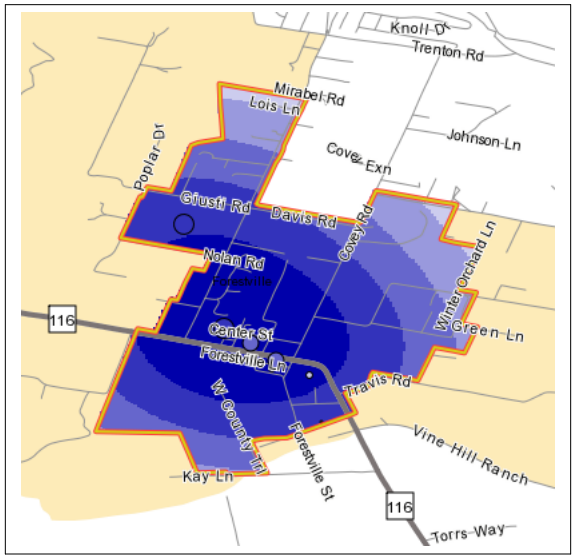
Inflow/Outflow Job Counts in 2009

Inflow/Outflow Job Counts (Primary Jobs)

	2009	
	Count	**Share**
Employed in the Selection Area	88	100.0%
Employed in the Selection Area but Living Outside	86	97.7%
Employed and Living in the Selection Area	2	2.3%
Living in the Selection Area	215	100.0%
Living in the Selection Area but Employed Outside	213	99.1%
Living and Employed in the Selection Area	2	0.9%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
1. Race, Ethnicity, and Educational Attainment statistics are beta release results and only available for 2009 data.
2. Educational Attainment is only produced for workers aged 30 and over.

Work Area Profile Report

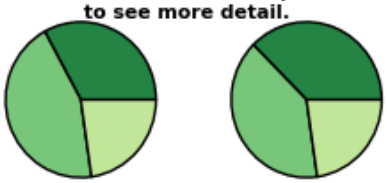


- 5 - 11 Jobs/Sq.Mile
- 12 - 30 Jobs/Sq.Mile
- 31 - 61 Jobs/Sq.Mile
- 62 - 105 Jobs/Sq.Mile
- 106 - 161 Jobs/Sq.Mile

- 1 - 2 Jobs
- 3 - 5 Jobs
- 6 - 10 Jobs
- 11 - 17 Jobs
- 18 - 27 Jobs

Analysis Selection

Select a variable from the Characteristic Filter dropdown to see more detail.



Age

Earnings

Industry Sector

Race

Total Primary Jobs

	2009	
	Count	Share
Total Primary Jobs	88	100.0%
Total Primary Jobs	88	100.0%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
1. Race, Ethnicity, and Educational Attainment statistics are beta release results and only available for 2009 data.
2. Educational Attainment is only produced for workers aged 30 and over.

Work Area Profile Report

Total Primary Jobs

	2009	
	Count	Share
Total Primary Jobs	88	100.0%

Jobs by Worker Age

	2009	
	Count	Share
Age 29 or younger	29	33.0%
Age 30 to 54	39	44.3%
Age 55 or older	20	22.7%

Jobs by Earnings

	2009	
	Count	Share
$1,250 per month or less	33	37.5%
$1,251 to $3,333 per month	35	39.8%
More than $3,333 per month	20	22.7%

Jobs by NAICS Industry Sector

	2009	
	Count	Share
Agriculture, Forestry, Fishing and Hunting	0	0.0%
Mining, Quarrying, and Oil and Gas Extraction	0	0.0%
Utilities	0	0.0%
Construction	3	3.4%
Manufacturing	8	9.1%
Wholesale Trade	7	8.0%

Jobs by NAICS Industry Sector

	2009	
	Count	Share
Retail Trade	23	26.1%
Transportation and Warehousing	2	2.3%
Information	1	1.1%
Finance and Insurance	2	2.3%
Real Estate and Rental and Leasing	0	0.0%
Professional, Scientific, and Technical Services	3	3.4%
Management of Companies and Enterprises	1	1.1%
Administration & Support, Waste Management and Remediation	6	6.8%
Educational Services	3	3.4%
Health Care and Social Assistance	11	12.5%
Arts, Entertainment, and Recreation	6	6.8%
Accommodation and Food Services	9	10.2%
Other Services (excluding Public Administration)	3	3.4%
Public Administration	0	0.0%

Jobs by Worker Race

	2009	
	Count	Share
White Alone	76	86.4%
Black or African American Alone	4	4.5%

Jobs by Worker Race

	2009	
	Count	Share
American Indian or Alaska Native Alone	2	2.3%
Asian Alone	4	4.5%
Native Hawaiian or Other Pacific Islander Alone	0	0.0%
Two or More Race Groups	2	2.3%

Jobs by Worker Ethnicity

	2009	
	Count	Share
Not Hispanic or Latino	66	75.0%
Hispanic or Latino	22	25.0%

Jobs by Worker Educational Attainment

	2009	
	Count	Share
Less than high school	7	8.0%
High school or equivalent, no college	11	12.5%
Some college or Associate degree	23	26.1%
Bachelor's degree or advanced degree	18	20.5%
Educational attainment not available (workers aged 29 or younger)	29	33.0%

Report Settings

Analysis Type	Area Profile
Selection area as	Work

Report Settings

Year(s)	2009
Job Type	Primary Jobs
Labor Market Segment	All Workers
Selection Area	Selection Area, Shape from C:\fakepath\PDA_Boundary.shp
Selected Census Blocks	13
Analysis Generation Date	12/13/2011 18:36 - OnTheMap 5.2.4

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
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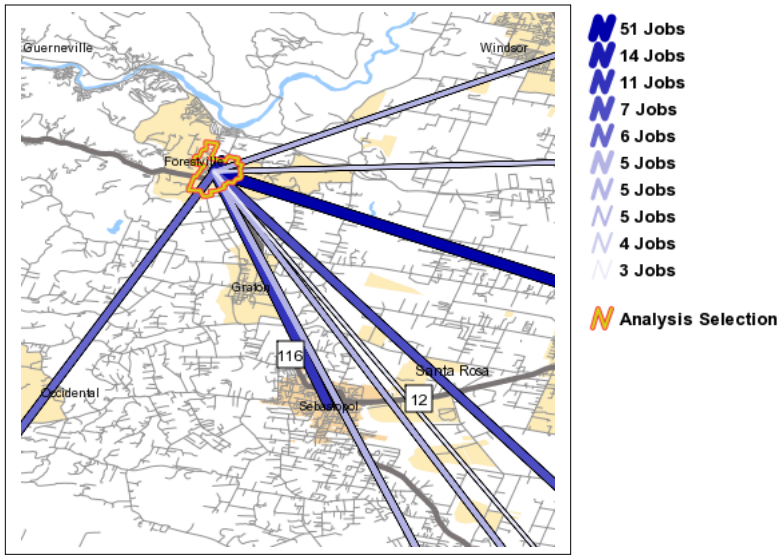
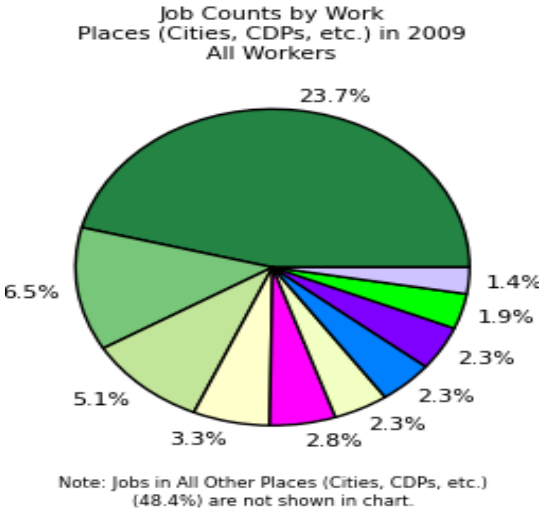
2. Educational Attainment is only produced for workers aged 30 and over.

Work Destination Report - Where Workers are Employed Who Live in the Selection Area - by Places (Cities, CDPs, etc.)





Jobs Counts by Places (Cities, CDPs, etc.) Where Workers are Employed

	2009 Count	2009 Share
Total Primary Jobs	215	100.0%
Santa Rosa city, CA	51	23.7%
Forestville CDP, CA	14	6.5%
Sebastopol city, CA	11	5.1%
Rohnert Park city, CA	7	3.3%
San Francisco city, CA	6	2.8%
Novato city, CA	5	2.3%
Petaluma city, CA	5	2.3%
Windsor town, CA	5	2.3%
Larkfield-Wikiup CDP, CA	4	1.9%
Cotati city, CA	3	1.4%
All Other Locations	104	48.4%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
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2. Educational Attainment is only produced for workers aged 30 and over.

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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 Attach resolution showing local support for involvement in FOCUS		
a. Lead Applicant -City/County	Sonoma County	
Contact Person	Denise Peter	
Title	Planner III	
Department	Permit and Resource Management Department	
Street Address	2550 Ventura Ave	
City	Santa Rosa	
Zip Code	95403	
Phone Number	707-565-7385	
Fax Number	707-565-1103	
Email	dpeter@sonoma-county.org	
b. Area Name and Location	Graton, Sonom a County	
c. Area Size *(minimum acreage = 100)*	280 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.	Sonoma County Transit 20E, 20W. None of these routes currently have 20 minute headways.	
e. Place Type (Identify based on the Station Area Planning Manual or from others in Application Guidelines)	Rural Town Center	
	Current Conditions (Year: 2010)	Future Goal (Horizon Year: 2035)
f. Total Housing Units	547	1,000
g. Total Jobs	524	900
h. Net Project Density (New Housing)	4 to 8 DU/AC	8 to 16 DU/AC
i. Minimum/Maximum FARs (New Employment Development)	0.5	1.0

Part 2 – 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.)?	☐	☒
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.	☐	☒
c. Is the proposed priority area within the boundaries of a redevelopment area?	☐	☒

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 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
☐ Assistance with policies to implement existing plan	☒ Funding for new area-wide specific plan or precise plan	☒ Funding for transportation projects (including pedestrian/bicycle)
☐ Assistance with photo- simulations to depict future conditions	☒ Funding to update existing area-wide specific plan or precise plan	☒ Funding for housing projects
☐ Assistance with local workshops and tours	☐ Funding for EIR to implement existing area-wide plan	☒ Funding for water/sewer capacity
☐ Other:	☐ Other:	☒ Funding for parks/urban greening
		☒ Funding for streetscape improvements
		☐ 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.

Part 7 – FOR EMPLOYMENT CENTER PLACE TYPE PROPOSALS ONLY

Please provide the following information for the entire jurisdiction.

	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.

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Application Part 4
ABAG Priority Development Area (PDA) Application
County of Sonoma: Graton
December 2011

Existing Conditions. Graton is located along the Graton Road and West Sonoma County bike trail corridors in western Sonoma County. The core of this community is served by public sewer and water, and contains a mixture of residential, retail, industrial/warehousing and recreation uses. Graton evolved prior to World War II as a rural hamlet surrounded by agricultural land and served by a rail corridor that provided processing, warehouse, and distribution facilities for agricultural products grown in the immediate area. The abandoned rail corridor has been reclaimed for a multi-use bike and pedestrian trail that now links the Russian River to Santa Rosa. Within the last 10 – 15 years, Graton has experienced a very successful revitalization of its main street retail area through the private restoration of pre-World War 2 retail buildings and re-occupancy with art galleries, niche retail and restaurants that are popular with both locals and tourists. Graton also has agricultural processing and light industrial uses located along the former railroad corridor.

The proposed Graton PDA area is 280 acres and contains 547 units.

Reports from the US Census Local Employment Dynamics website indicate that in 2009 residents that lived within the proposed PDA were employed at 364 jobs, while there were 524 jobs within the PDA area. Only nine employees lived and worked in the PDA. People that work in the PDA area travel primarily from the east and south. People that live in the PDA area travel primarily to the east and south for jobs.

Currently, growth is constrained in this area by wastewater issues.

Area Vision & Place Type. The place type that best describes this area is Rural Town Center. The vision for the area is to: 1) to maintain the vibrant and pedestrian friendly "main street" retail area; 2) encourage live work opportunities in the warehouse district along the former rail line; 3) preserve the rural character of the outlying residential areas; 4) improve opportunities for safe bike and pedestrian travel throughout Graton; 5) create a more complete community by incentivizing mixed use and non-residential or cottage industry along the main corridors. While the General Plan now has relatively low densities for this area through the Year 2020, it is possible that by the Year 2035 a doubling of units could occur through the Year 2035. With the 2% job growth rate forecasted by the Sonoma County Economic Development Board reports, the area could gain another 350 jobs or more with the construction of new job generating uses.

Implementation. The Sonoma County General Plan 2020 contains policies calling for the preparation of Local Area Development Guidelines (Policy LU-1a) which will update Specific Plans prepared in the late 70's and early 80's such as the West Sebastopol Specific Plan, of which Graton is a part of. Parcels fronting on Highway 116 are also subject to the Highway 116 Scenic Corridor Design Guidelines. In the past five years plans, programs or activities in this area have included:

- Completion of segments for the West County Bike Trail connecting Santa Rosa to the communities of Sebastopol, Graton, Forestville, and the Russian River

The County is in the process of reviewing and adopting a Complete Neighborhood Overlay Zone to be used in areas such as Graton to identify opportunities and constraints, and create a plan for future infill development and improvements that result in more sustainable, less auto-dependent communities. The process associated with the Complete Neighborhood Overlay Zone would identify the specific

environmental constraints and infrastructure needs associated with alternative growth scenarios. The ability to access programs and funding opportunities at the regional, state, and federal levels will help Sonoma County implement these goals for its Urban Service Area communities that are designated Priority Development Areas.

Community Participation/Relevant Planning Processes. There have been no recent community participation or planning processes in Graton. However, the development of any new plans for Graton will include community outreach and participation – particularly with regard to the establishment of any Complete Neighborhood Overlay zoning district.

Smart Growth Potential. This area could be a small scale example of transforming a rural area into a more vibrant and complete community by developing an infill strategy with the community that calls for new development to have a Main Street and rural village character which enhances the existing rural character and setting. New development would also provide opportunities to improve the appearance and vitality of commercial areas and increase the future local jobs base.

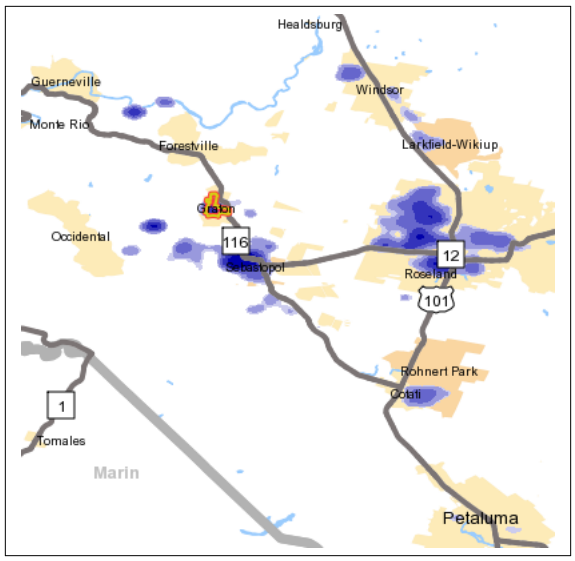
Attachments:

1. Graton Area Overview Map

2. Graton Land Use Map

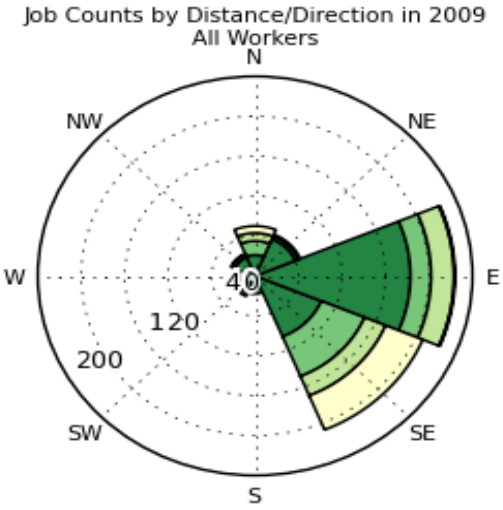
3. US Census Bureau Local Employment Dynamics Reports:
    a. Inflow/Outflow Report Graphic
    b. Home Destination Report Graphic
    c. Distance/Direction Report Graphic – Work to Home
    d. Work Area Profile Report & Graphic
    e. Work Destination Report
    f. Home Area Profile Report

Distance/Direction Report - Work Census Block to Home Census Block



5.0 - 5.7 Jobs/Sq.Mile
5.8 - 8.1 Jobs/Sq.Mile
8.2 - 12.1 Jobs/Sq.Mile
12.2 - 17.7 Jobs/Sq.Mile
17.8 - 24.9 Jobs/Sq.Mile

Analysis Selection



Jobs by Distance - Work Census Block to Home Census Block

	2009	
	Count	Share
Total Primary Jobs	524	100.0%
Less than 10 miles	341	65.1%
10 to 24 miles	85	16.2%
25 to 50 miles	53	10.1%
Greater than 50 miles	45	8.6%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
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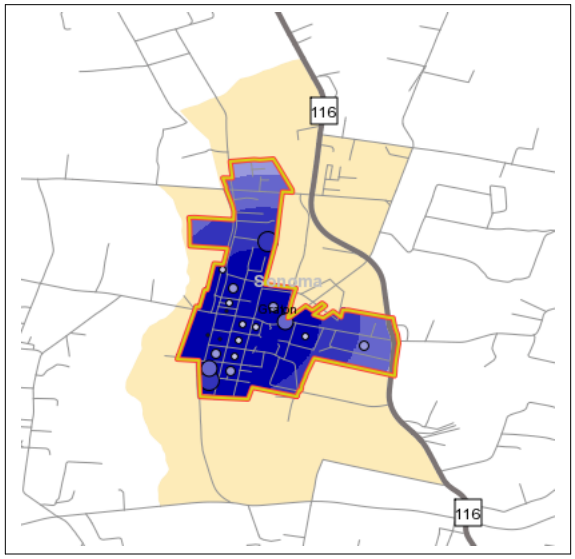
2. Educational Attainment is only produced for workers aged 30 and over.

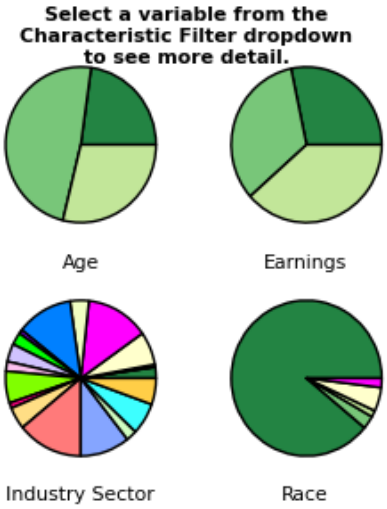
Home Area Profile Report



5 - 26 Jobs/Sq.Mile
27 - 91 Jobs/Sq.Mile
92 - 200 Jobs/Sq.Mile
201 - 351 Jobs/Sq.Mile
352 - 546 Jobs/Sq.Mile

1 - 4 Jobs
5 - 13 Jobs
14 - 29 Jobs
30 - 50 Jobs
51 - 79 Jobs

Analysis Selection



Total Primary Jobs

		2009	
		Count	Share
	Total Primary Jobs	364	100.0%
	Total Primary Jobs	364	100.0%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
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2. Educational Attainment is only produced for workers aged 30 and over.

Home Area Profile Report

Total Primary Jobs

	2009	
	Count	Share
Total Primary Jobs	364	100.0%

Jobs by Worker Age

	2009	
	Count	Share
Age 29 or younger	83	22.8%
Age 30 to 54	176	48.4%
Age 55 or older	105	28.8%

Jobs by Earnings

	2009	
	Count	Share
$1,250 per month or less	103	28.3%
$1,251 to $3,333 per month	121	33.2%
More than $3,333 per month	140	38.5%

Jobs by NAICS Industry Sector

	2009	
	Count	Share
Agriculture, Forestry, Fishing and Hunting	8	2.2%
Mining, Quarrying, and Oil and Gas Extraction	0	0.0%
Utilities	2	0.5%
Construction	24	6.6%
Manufacturing	47	12.9%
Wholesale Trade	14	3.8%

Jobs by NAICS Industry Sector

	2009	
	Count	Share
Retail Trade	42	11.5%
Transportation and Warehousing	3	0.8%
Information	9	2.5%
Finance and Insurance	13	3.6%
Real Estate and Rental and Leasing	7	1.9%
Professional, Scientific, and Technical Services	23	6.3%
Management of Companies and Enterprises	4	1.1%
Administration & Support, Waste Management and Remediation	16	4.4%
Educational Services	49	13.5%
Health Care and Social Assistance	37	10.2%
Arts, Entertainment, and Recreation	8	2.2%
Accommodation and Food Services	23	6.3%
Other Services (excluding Public Administration)	16	4.4%
Public Administration	19	5.2%

Jobs by Worker Race

	2009	
	Count	Share
White Alone	324	89.0%
Black or African American Alone	10	2.7%

Jobs by Worker Race

	2009	
	Count	Share
American Indian or Alaska Native Alone	5	1.4%
Asian Alone	18	4.9%
Native Hawaiian or Other Pacific Islander Alone	0	0.0%
Two or More Race Groups	7	1.9%

Jobs by Worker Ethnicity

	2009	
	Count	Share
Not Hispanic or Latino	299	82.1%
Hispanic or Latino	65	17.9%

Jobs by Worker Educational Attainment

	2009	
	Count	Share
Less than high school	25	6.9%
High school or equivalent, no college	53	14.6%
Some college or Associate degree	95	26.1%
Bachelor's degree or advanced degree	108	29.7%
Educational attainment not available (workers aged 29 or younger)	83	22.8%

Report Settings

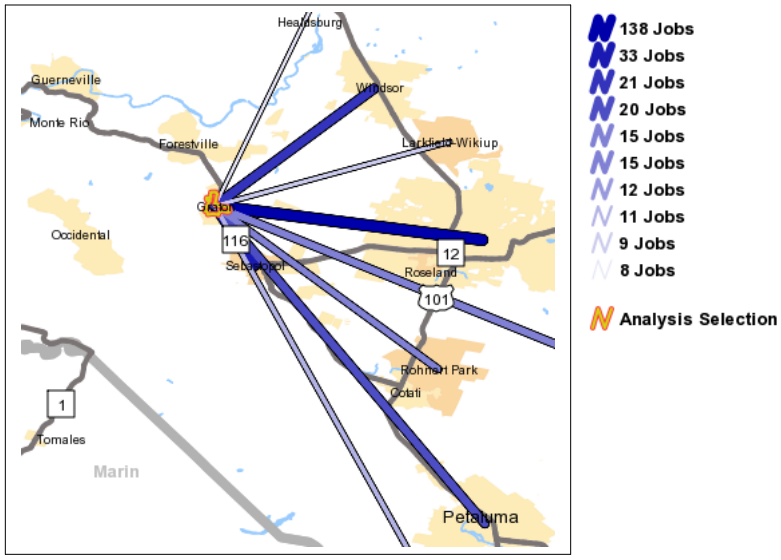
Analysis Type	Area Profile
Selection area as	Home

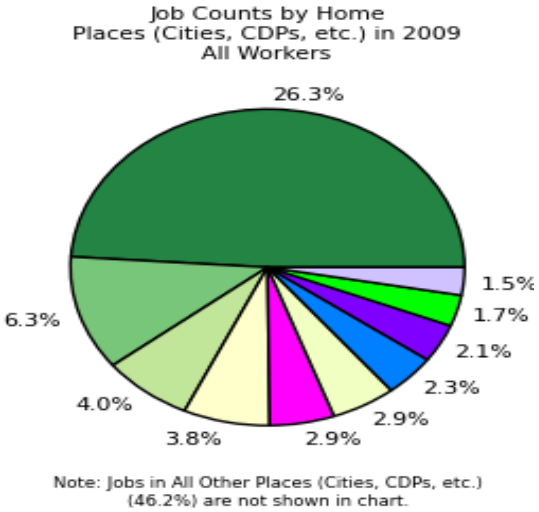
Report Settings

Year(s)	2009
Job Type	Primary Jobs
Labor Market Segment	All Workers
Selection Area	Selection Area, Shape from C:\fakepath\PDA_Boundary.shp
Selected Census Blocks	21
Analysis Generation Date	12/13/2011 18:46 - OnTheMap 5.2.4

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
1. Race, Ethnicity, and Educational Attainment statistics are beta release results and only available for 2009 data.
2. Educational Attainment is only produced for workers aged 30 and over.

Home Destination Report - Where Workers Live Who are Employed in the Selection Area - by Places (Cities, CDPs, etc.)





Jobs Counts by Places (Cities, CDPs, etc.) Where Workers Live

	2009	
	Count	Share
Total Primary Jobs	524	100.0%
Santa Rosa city, CA	138	26.3%
Sebastopol city, CA	33	6.3%
Windsor town, CA	21	4.0%
Petaluma city, CA	20	3.8%
Napa city, CA	15	2.9%
Rohnert Park city, CA	15	2.9%
Graton CDP, CA	12	2.3%
Novato city, CA	11	2.1%
Larkfield-Wikiup CDP, CA	9	1.7%
Healdsburg city, CA	8	1.5%
All Other Locations	242	46.2%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
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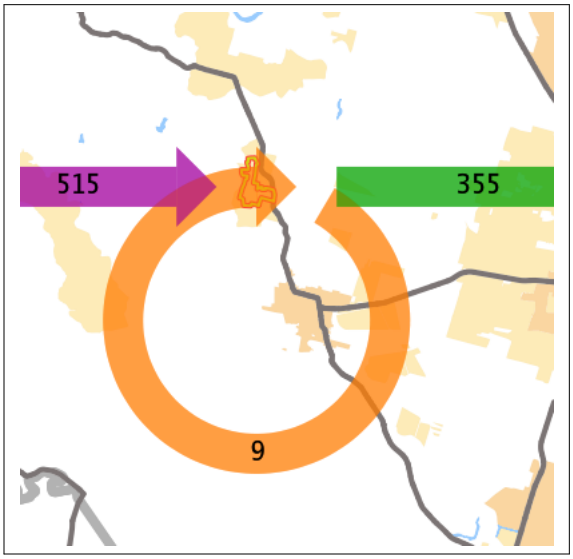
Inflow/Outflow Report



Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.

- Employed and Live in Selection Area
- Employed in Selection Area, Live Outside
- Live in Selection Area, Employed Outside

Analysis Selection

Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.

- Employed and Live in Selection Area
- Employed in Selection Area, Live Outside
- Live in Selection Area, Employed Outside

Inflow/Outflow Job Counts in 2009

Inflow/Outflow Job Counts (Primary Jobs)

	2009	
	Count	**Share**
Employed in the Selection Area	524	100.0%
Employed in the Selection Area but Living Outside	515	98.3%
Employed and Living in the Selection Area	9	1.7%
Living in the Selection Area	364	100.0%
Living in the Selection Area but Employed Outside	355	97.5%
Living and Employed in the Selection Area	9	2.5%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
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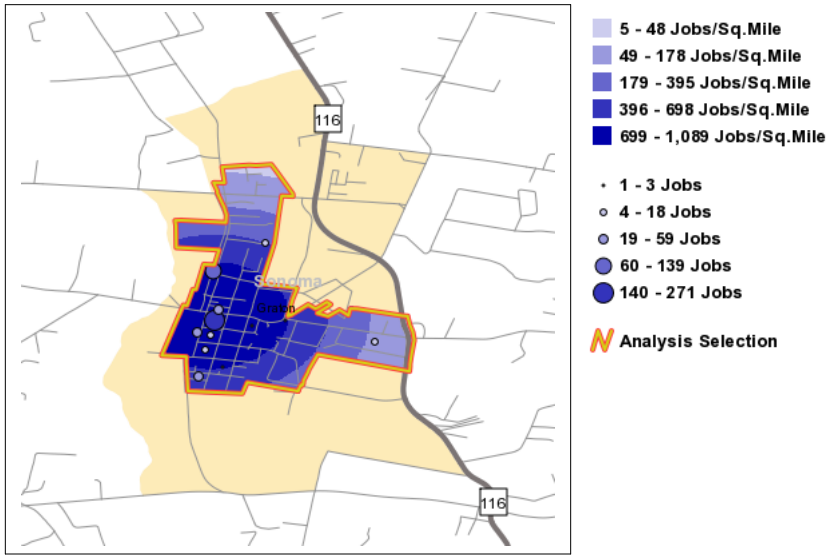
Work Area Profile Report



Total Primary Jobs

		2009	
		Count	Share
	Total Primary Jobs	524	100.0%
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Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
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2. Educational Attainment is only produced for workers aged 30 and over.

Work Area Profile Report

Total Primary Jobs

	2009	
	Count	Share
Total Primary Jobs	524	100.0%

Jobs by Worker Age

	2009	
	Count	Share
Age 29 or younger	142	27.1%
Age 30 to 54	290	55.3%
Age 55 or older	92	17.6%

Jobs by Earnings

	2009	
	Count	Share
$1,250 per month or less	108	20.6%
$1,251 to $3,333 per month	252	48.1%
More than $3,333 per month	164	31.3%

Jobs by NAICS Industry Sector

	2009	
	Count	Share
Agriculture, Forestry, Fishing and Hunting	49	9.4%
Mining, Quarrying, and Oil and Gas Extraction	2	0.4%
Utilities	1	0.2%
Construction	122	23.3%
Manufacturing	231	44.1%
Wholesale Trade	7	1.3%

Jobs by NAICS Industry Sector

	2009	
	Count	Share
Retail Trade	10	1.9%
Transportation and Warehousing	2	0.4%
Information	2	0.4%
Finance and Insurance	5	1.0%
Real Estate and Rental and Leasing	7	1.3%
Professional, Scientific, and Technical Services	9	1.7%
Management of Companies and Enterprises	1	0.2%
Administration & Support, Waste Management and Remediation	11	2.1%
Educational Services	5	1.0%
Health Care and Social Assistance	10	1.9%
Arts, Entertainment, and Recreation	5	1.0%
Accommodation and Food Services	31	5.9%
Other Services (excluding Public Administration)	14	2.7%
Public Administration	0	0.0%

Jobs by Worker Race

	2009	
	Count	Share
White Alone	473	90.3%
Black or African American Alone	8	1.5%

Jobs by Worker Race

	2009	
	Count	Share
American Indian or Alaska Native Alone	17	3.2%
Asian Alone	15	2.9%
Native Hawaiian or Other Pacific Islander Alone	2	0.4%
Two or More Race Groups	9	1.7%

Jobs by Worker Ethnicity

	2009	
	Count	Share
Not Hispanic or Latino	319	60.9%
Hispanic or Latino	205	39.1%

Jobs by Worker Educational Attainment

	2009	
	Count	Share
Less than high school	89	17.0%
High school or equivalent, no college	85	16.2%
Some college or Associate degree	117	22.3%
Bachelor's degree or advanced degree	91	17.4%
Educational attainment not available (workers aged 29 or younger)	142	27.1%

Report Settings

Analysis Type	Area Profile
Selection area as	Work

Report Settings

Year(s)	2009
Job Type	Primary Jobs
Labor Market Segment	All Workers
Selection Area	Selection Area, Shape from C:\fakepath\PDA_Boundary.shp
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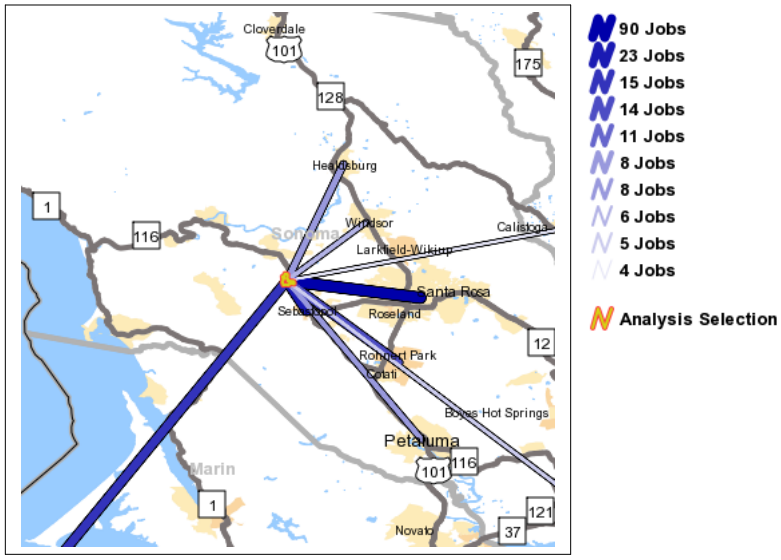
Work Destination Report - Where Workers are Employed Who Live in the Selection Area - by Places (Cities, CDPs, etc.)



Jobs Counts by Places (Cities, CDPs, etc.) Where Workers are Employed

	2009	
	Count	Share
Total Primary Jobs	364	100.0%
Santa Rosa city, CA	90	24.7%
Sebastopol city, CA	23	6.3%
San Francisco city, CA	15	4.1%
Rohnert Park city, CA	14	3.8%
Graton CDP, CA	11	3.0%
Healdsburg city, CA	8	2.2%
Petaluma city, CA	8	2.2%
Windsor town, CA	6	1.6%
Vallejo city, CA	5	1.4%
Calistoga city, CA	4	1.1%
All Other Locations	180	49.5%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
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FOCUS
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 Attach resolution showing local support for involvement in FOCUS		
a. Lead Applicant -City/County	Sonoma County	
Contact Person	Denise Peter	
Title	Planner III	
Department	Permit and Resource Management Department	
Street Address	2550 Ventura Ave	
City	Santa Rosa	
Zip Code	95403	
Phone Number	707-565-7385	
Fax Number	707-565-1103	
Email	dpeter@sonoma-county.org	
b. Area Name and Location	Guerneville, Sonoma County	
c. Area Size *(minimum acreage = 100)*	235 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.	Sonoma County Transit 20E, 20W, 28. None of these routes currently have 20 minute headways.	
e. Place Type (Identify based on the Station Area Planning Manual or from others in Application Guidelines)	Rural Corridor	
	Current Conditions (Year: 2010)	Future Goal (Horizon Year: 2035)
f. Total Housing Units	475	900
g. Total Jobs	388	650
h. Net Project Density (New Housing)	5-10 DU/AC	10-20 DU/AC
i. Minimum/Maximum FARs (New Employment Development)	0.5	1.0

Part 2 – 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.)?	☐	☒
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.	☐	☒
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- Describe how this priority area has the potential to be a leading example of smart growth for the Bay Area.

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☐ Other:	☐ Other:	☒ Funding for parks/urban greening
		☒ Funding for streetscape improvements
		☐ 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.

Part 7 – FOR EMPLOYMENT CENTER PLACE TYPE PROPOSALS ONLY

Please provide the following information for the entire jurisdiction.

	Current Conditions (Year:)	General Plan (Horizon Year:)
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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.

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.

Application Part 4 Narrative
ABAG Priority Development Area (PDA) Application
County of Sonoma: Guerneville
December 2011

Existing Conditions. Guerneville is located along River Road and the Highway 116 Corridors in western Sonoma County. The core of this community is served by public sewer and water, and contains a mixture of residential, office, retail and recreation uses. Guerneville was established between the turn of the century and World War II primarily as vacation and summer home resort community served by rail and residents were supported by the timber industry. Now Guerneville is primarily a year round residential community with tourism as a major base of the local economy. Much of the proposed PDA area is in the Russian River Redevelopment Area.

The proposed PDA area is 235 acres and contains 475 units.

Reports from the US Census Local Employment Dynamics website indicate that in 2009 residents that lived within the proposed PDA were employed at 381 jobs, while there were 388 jobs within the PDA area. Only seven employees lived and worked in the PDA. People that work in the PDA area travel primarily from the east and south. People that live in the PDA area travel primarily to the east and south for jobs.

Currently, growth is constrained in this area by flood plain issues. The majority of the proposed PDA is outside the 100 year flood elevation, however, some new development in the floodplain would be required to be constructed above flood levels – particularly the easterly River Road strip of the PDA which serves as the main entrance into Guerneville from the east.

Area Vision & Place Type. The place type that best describes this area is Rural Corridor. The vision for the area is to: 1) maintain the historical main street area character that is mixed use and pedestrian friendly; 2) preserve the rural character of the outlying residential areas; 3) improve opportunities for safe bike and pedestrian travel within Guerneville; 4) create a more complete community by incentivizing mixed use and non-residential or cottage industry along the main corridors. While the General Plan now has relatively low densities for this area through the Year 2020, it is possible that by the Year 2035 a doubling of units could occur through the Year 2035. With the 2% job growth rate forecasted by the Sonoma County Economic Development Board reports, the area could gain another 261 jobs.

Implementation. The Sonoma County General Plan 2020 contains policies calling for the preparation of Local Area Development Guidelines (Policy LU-1a) which will update Specific Plans prepared in the late 70's and early 80's for the Russian River area. In the past five years plans, programs or activities in this area have included:

- Guerneville Pedestrian Bridge/Community Plaza
- Completion of an Affordable Housing Strategy and Site Inventory
- Approval of 48 unit Affordable Housing Project in Guerneville
- Adoption of the Lower Russian River Community Based Transportation Plan
- Adoption of the Russian River Design Guidelines

The County is in the process of reviewing and adopting a Complete Neighborhood Overlay Zone to be used in areas such as Guerneville to identify opportunities and constraints, and create a plan for future infill development and improvements that result in more sustainable, less auto-dependent communities. The process associated with the Complete Neighborhood Overlay Zone would identify the specific

environmental constraints and infrastructure needs associated with alternative growth scenarios. The ability to access programs and funding opportunities at the regional, state, and federal levels will help Sonoma County implement these goals for its Urban Service Area communities that are designated Priority Development Areas.

Community Participation/Relevant Planning Processes. Community involvement in the Russian River Area has involved the Russian River Redevelopment Oversight Committee (http://www.sonoma-county.org/cdc/rrrocmain.htm), a local group authorized by the Board of Supervisors to actively participate and vote on proposed redevelopment projects associated with the Redevelopment Plan and 2008 – 2013 Implementation Plan (http://www.sonoma-county.org/cdc/pdf/rd/rr/rr_implementation_plan.pdf). Community Involvement also occurred with the preparation of the affordable housing strategy for Redevelopment Agency (http://www.sonoma-county.org/cdc/pdf/rrsiteassessment.pdf). MTC has designated the Russian River area as a "Community of Concern", and as a result the Lower Russian River Community Based Transportation Plan (CBTP) has recently been adopted (http://www.sctainfo.org/reports/Lower%20Russian%20River%20Community%20Based%20Transportation%20Plan/Lower_Russian_River_Community_Based_Transportation_Plan.pdf). This CBTP, prepared by the Sonoma County Transportation Authority, involved community outreach, a survey and a priority list for community needs. The development of any new plans for these areas will include community outreach and participation – particularly with regard to any new Local Area Development Guidelines or Urban Design Standards.

Smart Growth Potential

This area could be a small scale example of transforming a rural area into a more vibrant and complete community by developing an infill strategy with the community that calls for new development to have a Main Street and rural village character which enhances the rural character reflected in the Russian River Design Guidelines. New development would also provide opportunities to improve the pedestrian and bike paths within Guerneville, and improve the appearance and vitality of the easterly entrance into Guerneville.

Attachments:

1. Guerneville Area Overview Map

2. Guerneville Land Use Map

3. US Census Bureau Local Employment Dynamics Reports:
   a. Inflow/Outflow Report Graphic
   b. Home Destination Report & Graphic
   c. Distance/Direction Report Graphic – Work to Home
   d. Work Area Profile Report & Graphic
   e. Work Destination Report Graphic
   f. Home Area Profile Report & Graphic

4. Russian River Redevelopment Area Map

C O U N T Y O F S O N O M A

1. CANYON 1 RD
2. CANYON 2 RD
3. CANYON 3 RD

Rio Nido
CANYON 1 RD
RIO NIDO
RIVER RD
El Bonita
Rolands
Guerneville
OLD RIVER RD
DRAKE RD
WATSON RD
VALLEY LN
FIFE CR
ARMSTRONG WOODS RD
POOL RIDGE RD
MISSION CREEK
JANICE DR
GABES ROCK RD
MILL ST
3RD ST
MAIN ST
1ST ST
116
OLD CAZADERO RD
Guernewood Park
PARK AVE
HIDDEN VALLEY
Guernewood
NEELEY RD
CENTER WAY
Vacation Beach
SIRI RD
ORCHARD AVE
Montesano
DUNCAN RD
MAYS CANYON RD
a. OLD MONTE RIO RD
b. SHADY DR
c. RIDGECREST DR
OLD MONTE RIO RD
RUSSIAN RIVER
Northwood Heights
Northwood Lodge
REDWOOD DR
Northwood
SMITH CREEK
AUSTIN CREEK RD
FOOTHILL DR
MOSCOW RD
ALDER RD
WILLOW RD
BOHEMIAN AVE
Sheridan
A. RUSSIAN RIVER AVE
B. WEST ST
C. MONTE VISTA TER
D. HIGHLAND TER
E. BONITA TER
SYLVAN WAY
RIVER BLVD
Monte Rio
HARRISON GULCH
MAIN ST
SCHOOLHOUSE GULCH
MOSCOW RD

Sonoma County Community Development Commission
Housing Authority • Redevelopment Agency
1440 Guerneville Road, Santa Rosa, CA 95403-4107

RUSSIAN RIVER REDEVELOPMENT PROJECT AREA

N

0 1,050 2,100
Feet
1 inch equals 2,100 feet

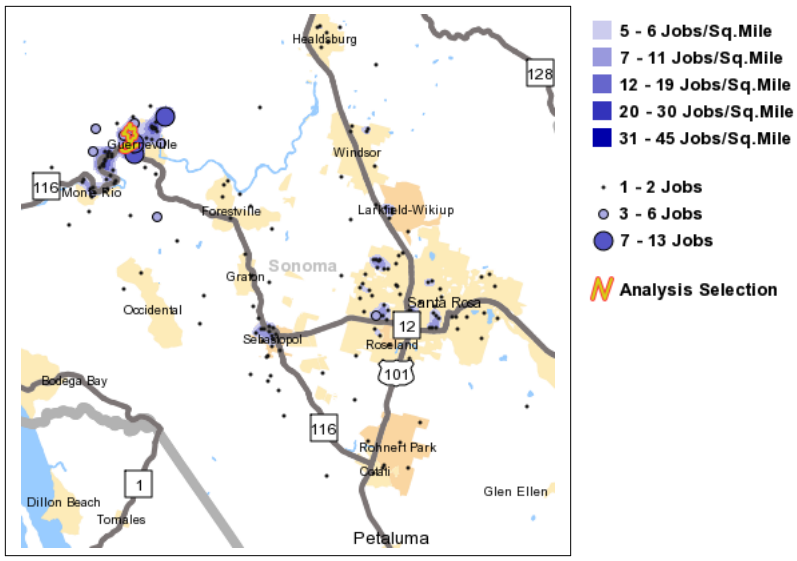
- Russian River Redevelopment Project Area
- GIS version of Assessor Parcels
- Highway
- Major Road
- Residential Road
- Unnamed St
- River
- Stream
- Intermittent Stream

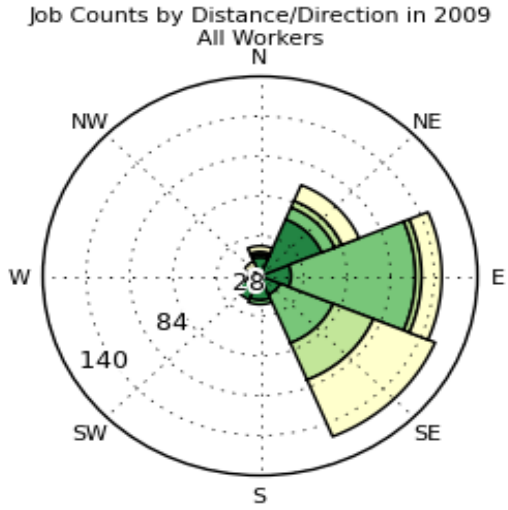
DATE: 04/22/2008

LOCATION REFERENCE

- Author: County of Sonoma Community Development Commission
- Projection: California State Plane Coordinate System, Zone II, NAD 83, US survey feet, Lambert Conformal Conic.
- Document Source and Date: sc-gisdb2\gisdata2\projects\Redevelopment\RussRiverReDev\rrda11x17_Edits.mxd. 04/22/2008
- Data Source: Sonoma County Information Systems Department GIS Central, SBE, Sonoma County Assessor

Distance/Direction Report - Work Census Block to Home Census Block



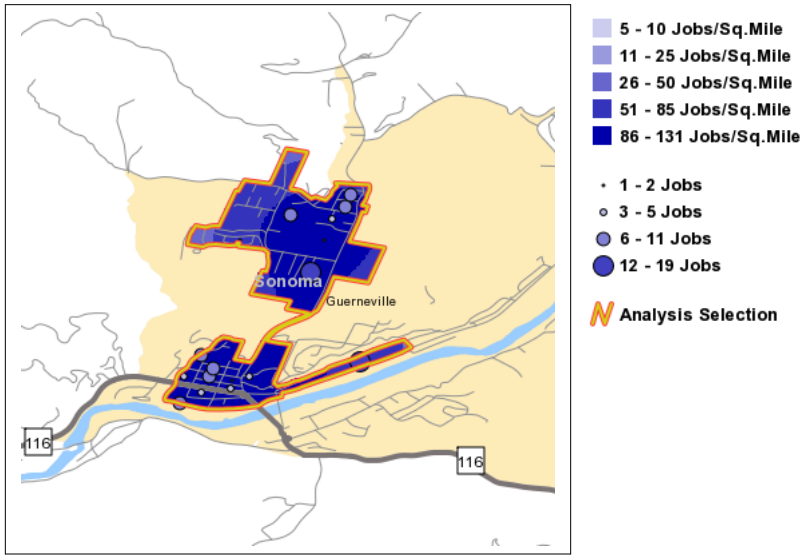


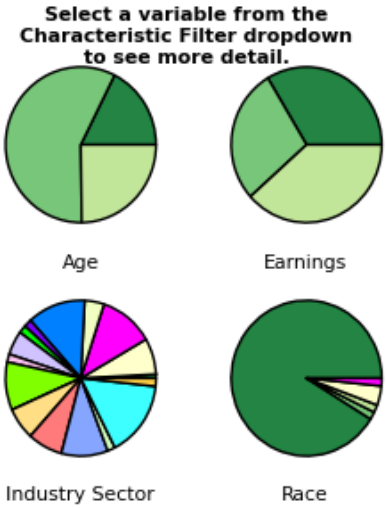
Jobs by Distance - Work Census Block to Home Census Block

	2009	
	Count	Share
Total Primary Jobs	388	100.0%
Less than 10 miles	135	34.8%
10 to 24 miles	133	34.3%
25 to 50 miles	41	10.6%
Greater than 50 miles	79	20.4%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
1. Race, Ethnicity, and Educational Attainment statistics are beta release results and only available for 2009 data.
2. Educational Attainment is only produced for workers aged 30 and over.

Home Area Profile Report





Total Primary Jobs

		2009	
		Count	Share
	Total Primary Jobs	125	100.0%
	Total Primary Jobs	125	100.0%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
1. Race, Ethnicity, and Educational Attainment statistics are beta release results and only available for 2009 data.
2. Educational Attainment is only produced for workers aged 30 and over.

Home Area Profile Report

Total Primary Jobs

	2009	
	Count	Share
Total Primary Jobs	125	100.0%

Jobs by Worker Age

	2009	
	Count	Share
Age 29 or younger	22	17.6%
Age 30 to 54	72	57.6%
Age 55 or older	31	24.8%

Jobs by Earnings

	2009	
	Count	Share
$1,250 per month or less	42	33.6%
$1,251 to $3,333 per month	35	28.0%
More than $3,333 per month	48	38.4%

Jobs by NAICS Industry Sector

	2009	
	Count	Share
Agriculture, Forestry, Fishing and Hunting	1	0.8%
Mining, Quarrying, and Oil and Gas Extraction	0	0.0%
Utilities	0	0.0%
Construction	9	7.2%
Manufacturing	14	11.2%
Wholesale Trade	5	4.0%

Jobs by NAICS Industry Sector

	2009	
	Count	Share
Retail Trade	15	12.0%
Transportation and Warehousing	2	1.6%
Information	2	1.6%
Finance and Insurance	6	4.8%
Real Estate and Rental and Leasing	2	1.6%
Professional, Scientific, and Technical Services	12	9.6%
Management of Companies and Enterprises	0	0.0%
Administration & Support, Waste Management and Remediation	8	6.4%
Educational Services	9	7.2%
Health Care and Social Assistance	12	9.6%
Arts, Entertainment, and Recreation	2	1.6%
Accommodation and Food Services	19	15.2%
Other Services (excluding Public Administration)	5	4.0%
Public Administration	2	1.6%

Jobs by Worker Race

	2009	
	Count	Share
White Alone	114	91.2%
Black or African American Alone	2	1.6%

Jobs by Worker Race

	2009	
	Count	Share
American Indian or Alaska Native Alone	2	1.6%
Asian Alone	5	4.0%
Native Hawaiian or Other Pacific Islander Alone	0	0.0%
Two or More Race Groups	2	1.6%

Jobs by Worker Ethnicity

	2009	
	Count	Share
Not Hispanic or Latino	108	86.4%
Hispanic or Latino	17	13.6%

Jobs by Worker Educational Attainment

	2009	
	Count	Share
Less than high school	15	12.0%
High school or equivalent, no college	18	14.4%
Some college or Associate degree	29	23.2%
Bachelor's degree or advanced degree	41	32.8%
Educational attainment not available (workers aged 29 or younger)	22	17.6%

Report Settings

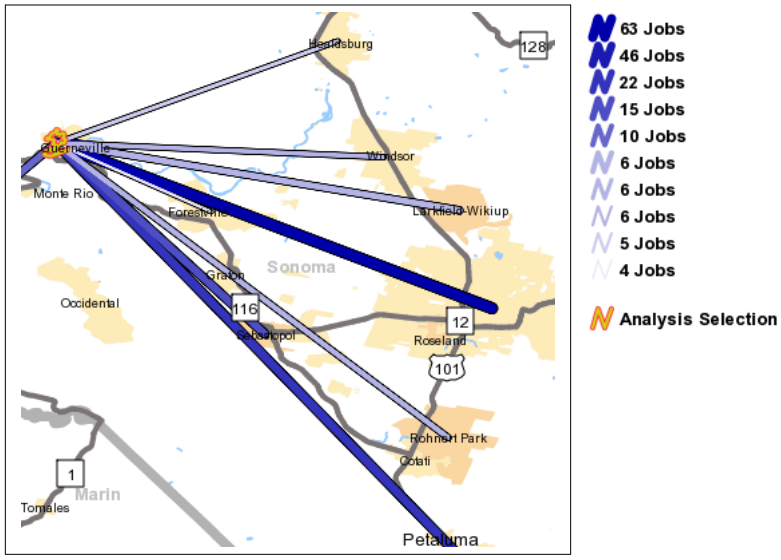
Analysis Type	Area Profile
Selection area as	Home

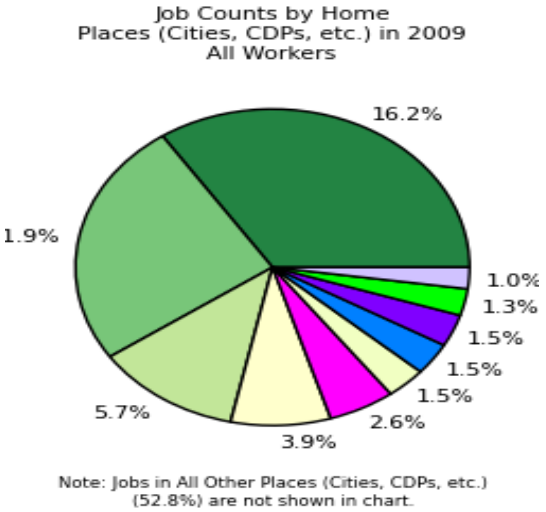
Report Settings

Year(s)	2009
Job Type	Primary Jobs
Labor Market Segment	All Workers
Selection Area	Selection Area, Shape from C:\fakepath\PDA_Boundary.shp
Selected Census Blocks	19
Analysis Generation Date	12/13/2011 19:20 - OnTheMap 5.2.4

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
1. Race, Ethnicity, and Educational Attainment statistics are beta release results and only available for 2009 data.
2. Educational Attainment is only produced for workers aged 30 and over.

Home Destination Report - Where Workers Live Who are Employed in the Selection Area - by Places (Cities, CDPs, etc.)





Jobs Counts by Places (Cities, CDPs, etc.) Where Workers Live

	2009	
	Count	Share
Total Primary Jobs	388	100.0%
Santa Rosa city, CA	63	16.2%
Guerneville CDP, CA	46	11.9%
Petaluma city, CA	22	5.7%
Sebastopol city, CA	15	3.9%
Monte Rio CDP, CA	10	2.6%
Larkfield-Wikiup CDP, CA	6	1.5%
Rohnert Park city, CA	6	1.5%
Windsor town, CA	6	1.5%
Healdsburg city, CA	5	1.3%
Forestville CDP, CA	4	1.0%
All Other Locations	205	52.8%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
1. Race, Ethnicity, and Educational Attainment statistics are beta release results and only available for 2009 data.
2. Educational Attainment is only produced for workers aged 30 and over.

Home Destination Report - Where Workers Live Who are Employed in the Selection Area - by Places (Cities, CDPs, etc.)

Total Primary Jobs

	2009	
	Count	Share
Total Primary Jobs	388	100.0%

Jobs Counts by Places (Cities, CDPs, etc.) Where Workers Live

	2009	
	Count	Share
Santa Rosa city, CA	63	16.2%
Guerneville CDP, CA	46	11.9%
Petaluma city, CA	22	5.7%
Sebastopol city, CA	15	3.9%
Monte Rio CDP, CA	10	2.6%
Larkfield-Wikiup CDP, CA	6	1.5%
Rohnert Park city, CA	6	1.5%
Windsor town, CA	6	1.5%
Healdsburg city, CA	5	1.3%
Forestville CDP, CA	4	1.0%
All Other Locations	205	52.8%

Report Settings

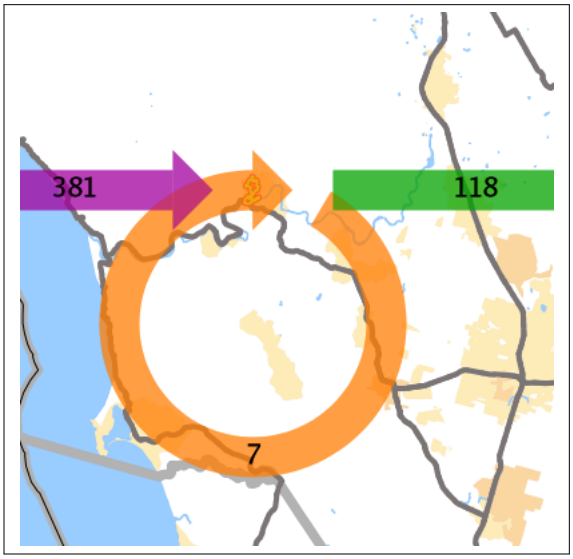
Analysis Type	Destination
Destination Type	Places (Cities, CDPs, etc.)
Selection area as	Work
Year(s)	2009
Job Type	Primary Jobs

Report Settings

Selection Area	Selection Area, Shape from C:\fakepath\PDA_Boundary.shp
Selected Census Blocks	19
Analysis Generation Date	12/13/2011 19:29 - OnTheMap 5.2.4

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
1. Race, Ethnicity, and Educational Attainment statistics are beta release results and only available for 2009 data.
2. Educational Attainment is only produced for workers aged 30 and over.

Inflow/Outflow Report



Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.

- Employed and Live in Selection Area
- Employed in Selection Area, Live Outside
- Live in Selection Area, Employed Outside

Analysis Selection

Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.

- Employed and Live in Selection Area
- Employed in Selection Area, Live Outside
- Live in Selection Area, Employed Outside

Inflow/Outflow Job Counts in 2009

Inflow/Outflow Job Counts (Primary Jobs)

	2009	
	Count	**Share**
Employed in the Selection Area	388	100.0%
Employed in the Selection Area but Living Outside	381	98.2%
Employed and Living in the Selection Area	7	1.8%
Living in the Selection Area	125	100.0%
Living in the Selection Area but Employed Outside	118	94.4%
Living and Employed in the Selection Area	7	5.6%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
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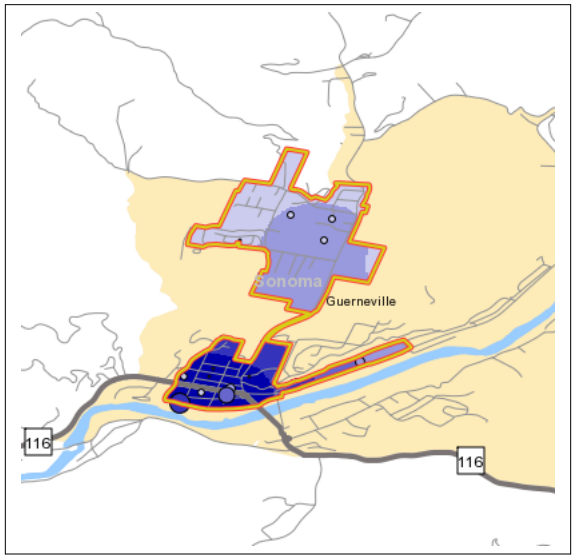
2. Educational Attainment is only produced for workers aged 30 and over.

Work Area Profile Report

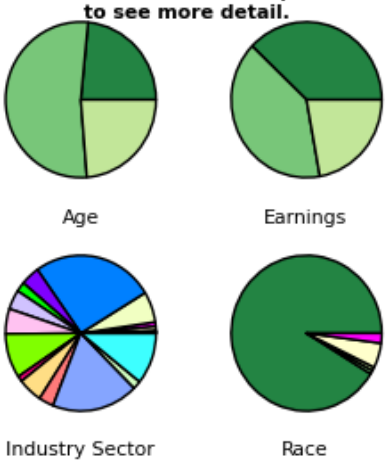


5 - 38 Jobs/Sq.Mile
39 - 140 Jobs/Sq.Mile
141 - 309 Jobs/Sq.Mile
310 - 546 Jobs/Sq.Mile
547 - 851 Jobs/Sq.Mile

1 - 2 Jobs
3 - 15 Jobs
16 - 49 Jobs
50 - 116 Jobs
117 - 226 Jobs

Analysis Selection

Select a variable from the Characteristic Filter dropdown to see more detail.



Total Primary Jobs

	2009	
	Count	Share
Total Primary Jobs	388	100.0%
Total Primary Jobs	388	100.0%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
1. Race, Ethnicity, and Educational Attainment statistics are beta release results and only available for 2009 data.
2. Educational Attainment is only produced for workers aged 30 and over.

Work Area Profile Report

Total Primary Jobs

	2009	
	Count	Share
Total Primary Jobs	388	100.0%

Jobs by Worker Age

	2009	
	Count	Share
Age 29 or younger	91	23.5%
Age 30 to 54	205	52.8%
Age 55 or older	92	23.7%

Jobs by Earnings

	2009	
	Count	Share
$1,250 per month or less	147	37.9%
$1,251 to $3,333 per month	155	39.9%
More than $3,333 per month	86	22.2%

Jobs by NAICS Industry Sector

	2009	
	Count	Share
Agriculture, Forestry, Fishing and Hunting	1	0.3%
Mining, Quarrying, and Oil and Gas Extraction	0	0.0%
Utilities	1	0.3%
Construction	3	0.8%
Manufacturing	3	0.8%
Wholesale Trade	22	5.7%

Jobs by NAICS Industry Sector

	2009	
	Count	Share
Retail Trade	90	23.2%
Transportation and Warehousing	14	3.6%
Information	7	1.8%
Finance and Insurance	14	3.6%
Real Estate and Rental and Leasing	18	4.6%
Professional, Scientific, and Technical Services	32	8.2%
Management of Companies and Enterprises	4	1.0%
Administration & Support, Waste Management and Remediation	18	4.6%
Educational Services	11	2.8%
Health Care and Social Assistance	64	16.5%
Arts, Entertainment, and Recreation	6	1.5%
Accommodation and Food Services	37	9.5%
Other Services (excluding Public Administration)	43	11.1%
Public Administration	0	0.0%

Jobs by Worker Race

	2009	
	Count	Share
White Alone	354	91.2%
Black or African American Alone	3	0.8%

Jobs by Worker Race

	2009	
	Count	Share
American Indian or Alaska Native Alone	3	0.8%
Asian Alone	20	5.2%
Native Hawaiian or Other Pacific Islander Alone	0	0.0%
Two or More Race Groups	8	2.1%

Jobs by Worker Ethnicity

	2009	
	Count	Share
Not Hispanic or Latino	347	89.4%
Hispanic or Latino	41	10.6%

Jobs by Worker Educational Attainment

	2009	
	Count	Share
Less than high school	26	6.7%
High school or equivalent, no college	79	20.4%
Some college or Associate degree	96	24.7%
Bachelor's degree or advanced degree	96	24.7%
Educational attainment not available (workers aged 29 or younger)	91	23.5%

Report Settings

Analysis Type	Area Profile
Selection area as	Work

Report Settings

Year(s)	2009
Job Type	Primary Jobs
Labor Market Segment	All Workers
Selection Area	Selection Area, Shape from C:\fakepath\PDA_Boundary.shp
Selected Census Blocks	19
Analysis Generation Date	12/13/2011 19:25 - OnTheMap 5.2.4

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
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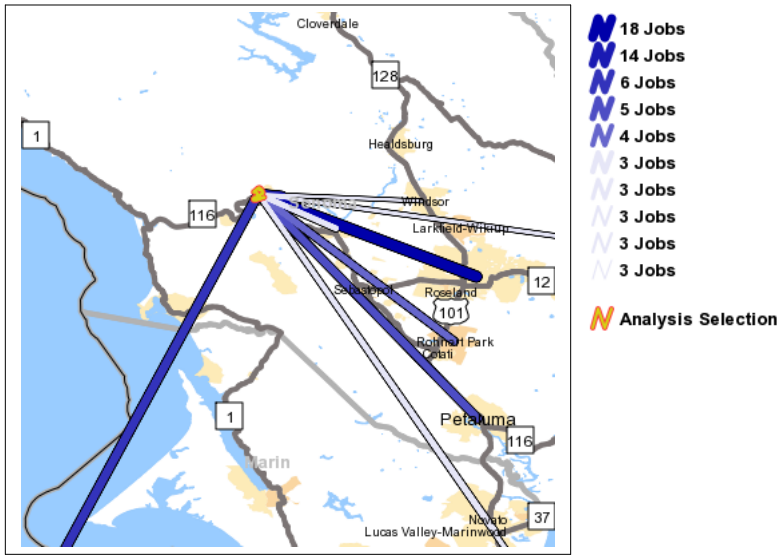
2. Educational Attainment is only produced for workers aged 30 and over.

Work Destination Report - Where Workers are Employed Who Live in the Selection Area - by Places (Cities, CDPs, etc.)



Jobs Counts by Places (Cities, CDPs, etc.) Where Workers are Employed

	2009 Count	2009 Share
Total Primary Jobs	125	100.0%
Santa Rosa city, CA	18	14.4%
Guerneville CDP, CA	14	11.2%
San Francisco city, CA	6	4.8%
Petaluma city, CA	5	4.0%
Rohnert Park city, CA	4	3.2%
Forestville CDP, CA	3	2.4%
Novato city, CA	3	2.4%
Oakland city, CA	3	2.4%
Sacramento city, CA	3	2.4%
Windsor town, CA	3	2.4%
All Other Locations	63	50.4%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
1. Race, Ethnicity, and Educational Attainment statistics are beta release results and only available for 2009 data.
2. Educational Attainment is only produced for workers aged 30 and over.

FOCUS
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 Attach resolution showing local support for involvement in FOCUS		
a. Lead Applicant -City/County	Sonoma County	
Contact Person	Denise Peter	
Title	Planner III	
Department	Permit and Resource Management Department	
Street Address	2550 Ventura Ave	
City	Santa Rosa	
Zip Code	95403	
Phone Number	707-565-7385	
Fax Number	707-565-1103	
Email	dpeter@sonoma-county.org	
b. Area Name and Location	Penngrove, Sonoma County	
c. Area Size *(minimum acreage = 100)*	344 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.	Sonoma County Transit 44S, 44N, 48S, 48N. None of these routes currently have 20 minute headways.	
e. Place Type (Identify based on the Station Area Planning Manual or from others in Application Guidelines)	Rural Corridor	
	Current Conditions (Year: 2010)	Future Goal (Horizon Year: 2035)
f. Total Housing Units	412	800+
g. Total Jobs	188	314
h. Net Project Density (New Housing)	5 DU/AC	10 DU/AC
i. Minimum/Maximum FARs (New Employment Development)	0.5	1.0

Part 2 – 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.)?	☐	☒
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.	☒	☐
c. Is the proposed priority area within the boundaries of a redevelopment area?	☐	☒

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 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
☐ Assistance with policies to implement existing plan	☒ Funding for new area-wide specific plan or precise plan	☒ Funding for transportation projects (including pedestrian/bicycle)
☐ Assistance with photo- simulations to depict future conditions	☐ Funding to update existing area-wide specific plan or precise plan	☒ Funding for housing projects
☐ Assistance with local workshops and tours	☐ Funding for EIR to implement existing area-wide plan	☒ Funding for water/sewer capacity
☐ Other:	☐ Other:	☒ Funding for parks/urban greening
		☒ Funding for streetscape improvements
		☐ 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.

Part 7 – FOR EMPLOYMENT CENTER PLACE TYPE PROPOSALS ONLY

Please provide the following information for the entire jurisdiction.

	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.

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.

Application Part 4 Narrative
ABAG Priority Development Area (PDA) Application
County of Sonoma: Penngrove
December 2011

Existing Conditions. The Penngrove proposed PDA is located just north of the City of Petaluma. The proposed PDA is bisected by Petaluma Hill Road and Old Redwood Highway. The SMART railroad right of way runs parallel through the area. Penngrove has a compact retail core surrounded by large lots with future infill potential through the Year 2035.

The proposed PDA area is 344 acres and contains 412 units.

Reports from the US Census Local Employment Dynamics website indicate that in 2009 residents that lived within the proposed PDA were employed at 268 jobs, while there were 188 jobs within the PDA area. Only one employee lived and worked in the PDA. People that work in the PDA area travel primarily from the north. People that live in the PDA area travel primarily to the south for jobs along the 101 corridor.

Currently, growth is constrained in this area by traffic, sewer, water and drainage limitations. Infrastructure improvements are needed prior to the area receiving a substantial amount of new growth.

Area Vision & Place Type. The place type that best describes this area is Rural Corridor. The vision for the area is to: 1) encourage development along the core Main Street area that is mixed use, pedestrian friendly and of a high quality "Main Street" character; 2) preserve the rural character of the outlying residential areas; 3) improve opportunities for safe bike and pedestrian travel within Penngrove; 4) enhance and restore the riparian corridor for habitat and recreational benefit; 5) create a more complete community by incentivizing mixed use and non-residential or cottage industry uses particularly between Old Redwood Highway and the railroad right of way when not in conflict with riparian habitat restoration goals. While the General Plan now has relatively low densities for this area through the Year 2020, it is possible that by the Year 2035 a doubling or tripling of units could occur through the Year 2035. With the 2% job growth rate forecasted by the Sonoma County Economic Development Board reports, the area could gain another 120 jobs.

Implementation. In the past five years plans, programs or activities in this area have included:

- Adoption of the Penngrove Main Street Design Guidelines

Implementing this vision will require further construction of bike lanes and pedestrian paths and a focused planning effort with the community. The County is in the process of reviewing and adopting a Complete Neighborhood Overlay Zone to be used in areas such as Penngrove to identify opportunities and constraints, and create a plan for future infill development and improvements that result in more sustainable, less auto-dependent communities. The process associated with the Complete Neighborhood Overlay Zone would identify the specific environmental constraints and infrastructure needs associated with alternative growth scenarios.

The ability to access programs and funding opportunities at the regional, state, and federal levels will help Sonoma County implement these goals for its Urban Service Area communities that are designated Priority Development Areas.

Community Participation/Relevant Planning Processes. The Penngrove Area Plan is in effect for this area and is in need of update. Within the last two years, public meetings were held leading up to the adoption of the Penngrove Main Street Design Guidelines – applicable to the core area of Penngrove. The Sonoma County General Plan 2020, adopted in 2008, involved several years of community meetings conducted before a Citizen's Advisory Committee. This process resulted in the retention of the County's existing growth policies calling for new development to occur in a compact, sustainable manner within Urban Service Area boundaries where public sewer and water exist. Sonoma County General Plan Land Use Element goals align with ABAG's FOCUS program to promote planning for "complete communities" that have a variety of homes, jobs, shops, services and amenities; that encourage accessibility by walking, biking, taking transit, and reducing commute times; and that improve social and economic equity.

Smart Growth Potential. This area could be a small scale example of transforming a rural/suburban area into a more vibrant and complete community by developing an infill strategy with the community that calls for new development to have a Main Street and rural village character which enhances the rural character that Penngrove residents desire. New development would also provide opportunities to improve the pedestrian and bike paths within Penngrove, and restore the riparian habitat adjacent to the railroad corridor.

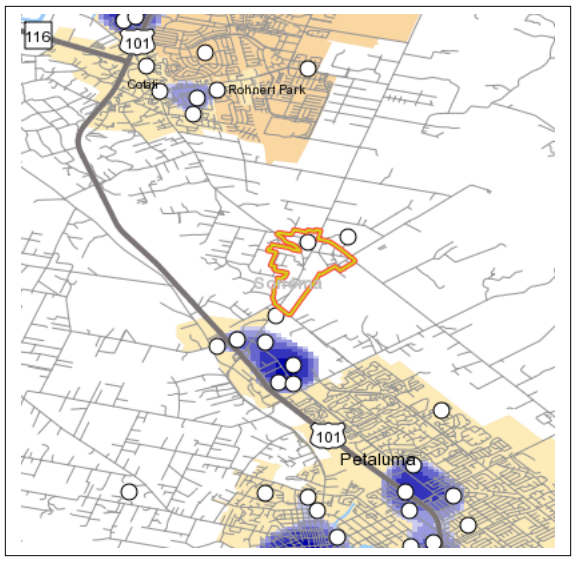
Attachments:

1. Penngrove Area Overview Map

2. Penngrove Land Use Map

3. Census Bureau Local Employment Dynamics Reports:
    a. Inflow/Outflow Report Graphic
    b. Distance/Direction Report – Work to Home Graphic
    c. Work Area Profile Graphic & Report
    d. Distance/Direction – Home to Work Report Graphic

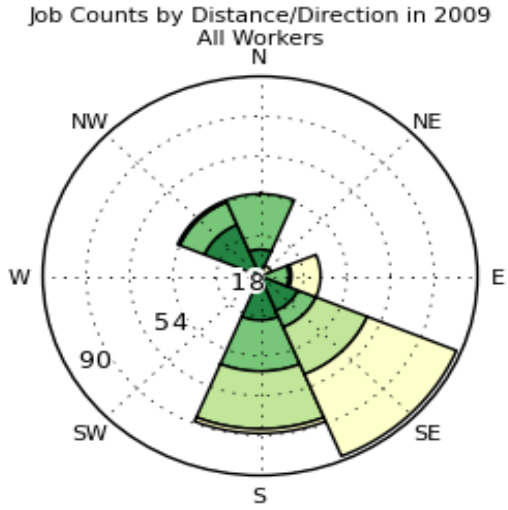
Distance/Direction Report - Home Census Block to Work Census Block



5.0 - 5.2 Jobs/Sq.Mile
5.3 - 6.1 Jobs/Sq.Mile
6.2 - 7.5 Jobs/Sq.Mile
7.6 - 9.5 Jobs/Sq.Mile
9.6 - 12.0 Jobs/Sq.Mile

1 - 4 Jobs

Analysis Selection

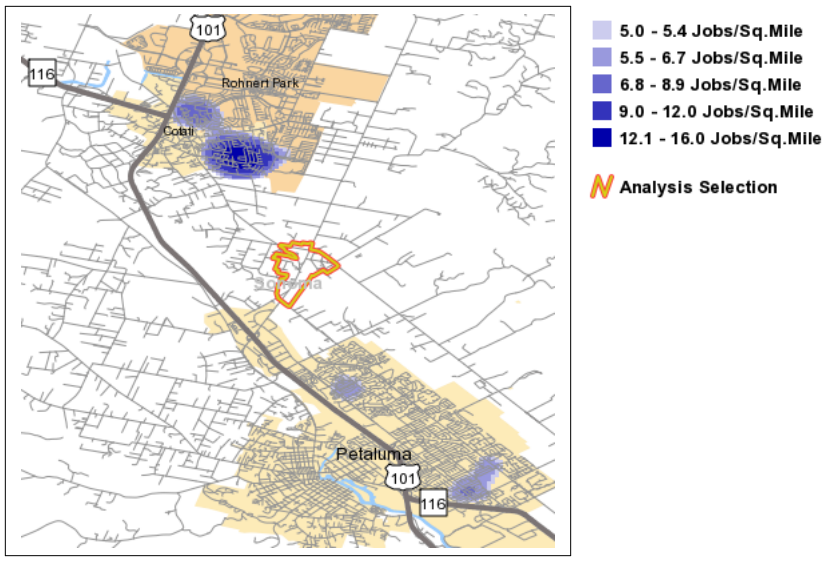


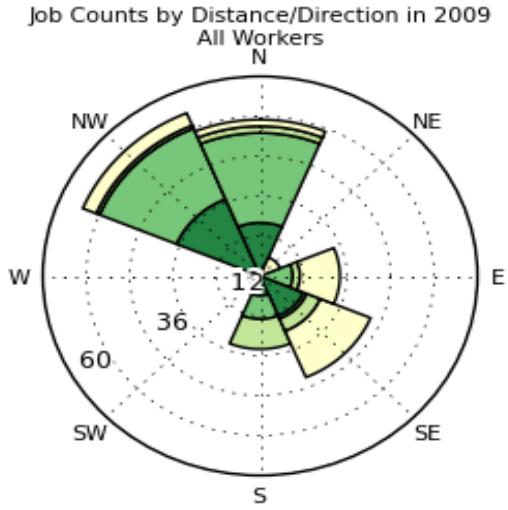
Jobs by Distance - Home Census Block to Work Census Block

	2009	
	Count	Share
Total Primary Jobs	268	100.0%
Less than 10 miles	79	29.5%
10 to 24 miles	80	29.9%
25 to 50 miles	50	18.7%
Greater than 50 miles	59	22.0%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
1. Race, Ethnicity, and Educational Attainment statistics are beta release results and only available for 2009 data.
2. Educational Attainment is only produced for workers aged 30 and over.

Distance/Direction Report - Work Census Block to Home Census Block





Jobs by Distance - Work Census Block to Home Census Block

	2009	
	Count	Share
Total Primary Jobs	188	100.0%
Less than 10 miles	64	34.0%
10 to 24 miles	68	36.2%
25 to 50 miles	19	10.1%
Greater than 50 miles	37	19.7%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
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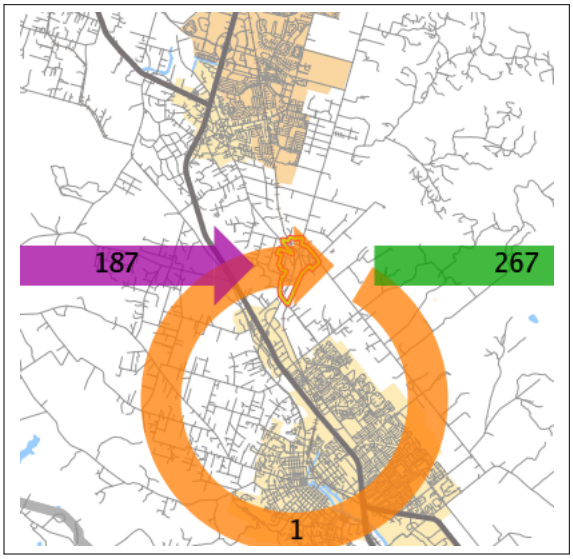
2. Educational Attainment is only produced for workers aged 30 and over.

Inflow/Outflow Report



Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.

- Employed and Live in Selection Area
- Employed in Selection Area, Live Outside
- Live in Selection Area, Employed Outside

Analysis Selection

Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations.

- Employed and Live in Selection Area
- Employed in Selection Area, Live Outside
- Live in Selection Area, Employed Outside

Inflow/Outflow Job Counts in 2009

Inflow/Outflow Job Counts (Primary Jobs)

	2009	
	Count	**Share**
Employed in the Selection Area	188	100.0%
Employed in the Selection Area but Living Outside	187	99.5%
Employed and Living in the Selection Area	1	0.5%
Living in the Selection Area	268	100.0%
Living in the Selection Area but Employed Outside	267	99.6%
Living and Employed in the Selection Area	1	0.4%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
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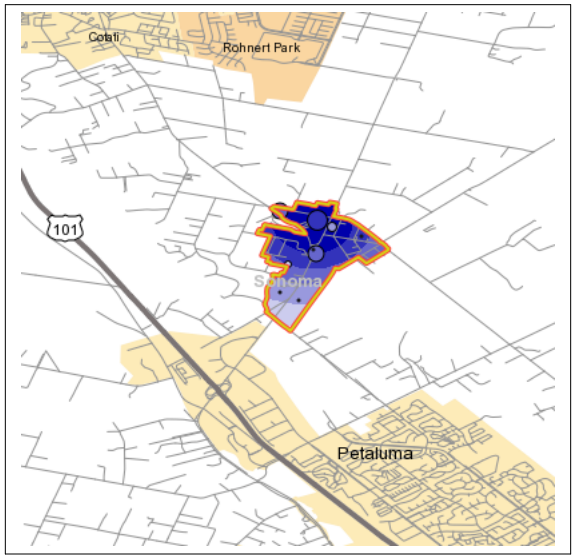
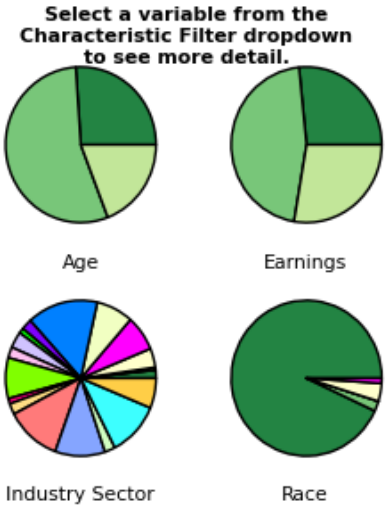
Work Area Profile Report



- 5 - 19 Jobs/Sq.Mile
- 20 - 61 Jobs/Sq.Mile
- 62 - 132 Jobs/Sq.Mile
- 133 - 231 Jobs/Sq.Mile
- 232 - 359 Jobs/Sq.Mile

- 1 - 4 Jobs
- 5 - 13 Jobs
- 14 - 29 Jobs
- 30 - 52 Jobs
- 53 - 81 Jobs

Analysis Selection



Total Primary Jobs

	2009	
	Count	Share
Total Primary Jobs	188	100.0%
Total Primary Jobs	188	100.0%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
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2. Educational Attainment is only produced for workers aged 30 and over.

Work Area Profile Report

Total Primary Jobs

	2009	
	Count	Share
Total Primary Jobs	188	100.0%

Jobs by Worker Age

	2009	
	Count	Share
Age 29 or younger	49	26.1%
Age 30 to 54	103	54.8%
Age 55 or older	36	19.1%

Jobs by Earnings

	2009	
	Count	Share
$1,250 per month or less	50	26.6%
$1,251 to $3,333 per month	86	45.7%
More than $3,333 per month	52	27.7%

Jobs by NAICS Industry Sector

	2009	
	Count	Share
Agriculture, Forestry, Fishing and Hunting	3	1.6%
Mining, Quarrying, and Oil and Gas Extraction	0	0.0%
Utilities	1	0.5%
Construction	7	3.7%
Manufacturing	13	6.9%
Wholesale Trade	14	7.4%

Jobs by NAICS Industry Sector

	2009	
	Count	Share
Retail Trade	27	14.4%
Transportation and Warehousing	4	2.1%
Information	2	1.1%
Finance and Insurance	6	3.2%
Real Estate and Rental and Leasing	4	2.1%
Professional, Scientific, and Technical Services	15	8.0%
Management of Companies and Enterprises	2	1.1%
Administration & Support, Waste Management and Remediation	4	2.1%
Educational Services	21	11.2%
Health Care and Social Assistance	19	10.1%
Arts, Entertainment, and Recreation	4	2.1%
Accommodation and Food Services	20	10.6%
Other Services (excluding Public Administration)	11	5.9%
Public Administration	11	5.9%

Jobs by Worker Race

	2009	
	Count	Share
White Alone	175	93.1%
Black or African American Alone	4	2.1%

Jobs by Worker Race

	2009	
	Count	Share
American Indian or Alaska Native Alone	0	0.0%
Asian Alone	7	3.7%
Native Hawaiian or Other Pacific Islander Alone	0	0.0%
Two or More Race Groups	2	1.1%

Jobs by Worker Ethnicity

	2009	
	Count	Share
Not Hispanic or Latino	170	90.4%
Hispanic or Latino	18	9.6%

Jobs by Worker Educational Attainment

	2009	
	Count	Share
Less than high school	18	9.6%
High school or equivalent, no college	29	15.4%
Some college or Associate degree	50	26.6%
Bachelor's degree or advanced degree	42	22.3%
Educational attainment not available (workers aged 29 or younger)	49	26.1%

Report Settings

Analysis Type	Area Profile
Selection area as	Work

Report Settings

Year(s)	2009
Job Type	Primary Jobs
Labor Market Segment	All Workers
Selection Area	Selection Area, Shape from C:\fakepath\PDA_Boundary.shp
Selected Census Blocks	21
Analysis Generation Date	12/13/2011 17:59 - OnTheMap 5.2.4

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
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FOCUS
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 Attach resolution showing local support for involvement in FOCUS		
a. Lead Applicant -City/County	Sonoma County	
Contact Person	Denise Peter	
Title	Planner III	
Department	Permit and Resource Management Department	
Street Address	2550 Ventura Ave	
City	Santa Rosa	
Zip Code	95403	
Phone Number	707-565-7385	
Fax Number	707-565-1103	
Email	dpeter@sonoma-county.org	
b. Area Name and Location	The Springs, Sonoma Valley	
c. Area Size *(minimum acreage = 100)*	1,317 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.	Sonoma County Transit Routes 30, 32, 34, 38S, 40E, 40 W. None of these routes currently have 20 minute headways.	
e. Place Type (Identify based on the Station Area Planning Manual or from others in Application Guidelines)	Rural Corridor	
	Current Conditions (Year: 2010)	Future Goal (Horizon Year: 2035)
f. Total Housing Units	4,875	6,000
g. Total Jobs	742	1,240
h. Net Project Density (New Housing)	5 to 10 DU/AC	10 to 20 DU/AC
i. Minimum/Maximum FARs (New Employment Development)	0.5	1.0

Part 2 – 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.)?	☐	☒
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.	☒	☐
c. Is the proposed priority area within the boundaries of a redevelopment area?	☒	☐

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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
☒ Assistance with policies to implement existing plan	☒ Funding for new area-wide specific plan or precise plan	☒ Funding for transportation projects (including pedestrian/bicycle)
☐ Assistance with photo- simulations to depict future conditions	☒ Funding to update existing area-wide specific plan or precise plan	☒ Funding for housing projects
☐ Assistance with local workshops and tours	☐ Funding for EIR to implement existing area-wide plan	☒ Funding for water/sewer capacity
☐ Other:	☐ Other:	☒ Funding for parks/urban greening
		☒ Funding for streetscape improvements
		☐ 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.

Part 7 – FOR EMPLOYMENT CENTER PLACE TYPE PROPOSALS ONLY

Please provide the following information for the entire jurisdiction.

	Current Conditions (Year:)	General Plan (Horizon Year:)
Total Jobs		
Total Households		
Total Employed Residents		

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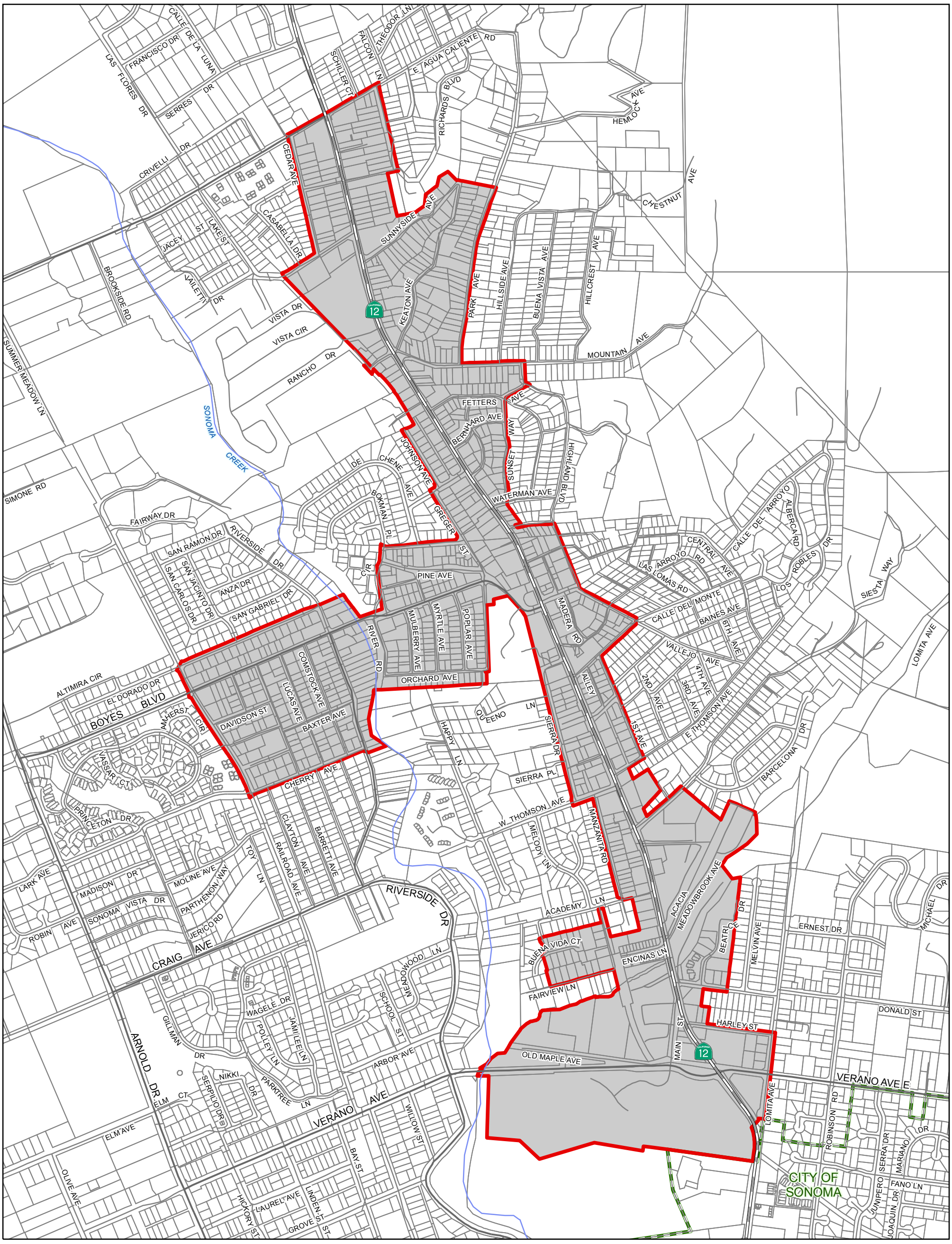
C O U N T Y O F S O N O M A



THE SPRINGS REDEVELOPMENT PROJECT AREA

0 400 800 1,600 Feet

N

THE SPRINGS REDEVELOPMENT PROJECT AREA

COUNTY OF SONOMA GIS PARCELS

INCORPORATED CITY

HIGHWAY

MAJOR ROAD

STREET

CREEK

DATE: 06/26/2007

LOCATION REFERENCE

° Author:
County of Sonoma Community Development Commission Information Systems Department GIS Central

° Projection & Coordinate System Tics:
California State Plane Coordinate System, Zone II, NAD 83, US survey feet, Lambert Conformal Conic.
Some data have been re-projected from other coordinate systems and may not reflect actual ground positions.

° Document Source and Date:
sc-gisdb2\gisdata2\projects\cdc\TheSpringsRDA.mxd - 06/26/2007

° Data Source:
Sonoma County Information Systems Department GIS Central, SBE

Application Part 4 Narrative
ABAG Priority Development Area (PDA) Application
County of Sonoma: The Springs, Sonoma Valley, Urban Service Area
December 2011

Existing Conditions. "The Springs" communities of Boyes Hot Springs, Fetters Hot Springs, El Verano, and Agua Caliente are historical turn of the century hot springs resort communities initially connected to Santa Rosa and the Bay Area by railroad. "The Springs" communities are now a contiguous urbanized area located along the Scenic Highway 12 Corridor immediately northwest of the City of Sonoma. The core of these communities are served by public sewer and water, and contain a mixture of residential, office, retail and recreation uses. The proposed PDA boundary encompasses portions of the Sonoma Valley Urban Service Area that have the greatest potential for infill growth, and also portions of The Springs Redevelopment Area boundary.

The area within the proposed PDA boundary is approximately 1,300 acres and contains 4,875 housing units.

"The Springs" area is ethnically diverse and located within a redevelopment area in the heart of the Sonoma Valley wine grape production area. Job opportunities in the area surrounding the proposed PDA include retail and service sector jobs in the City of Sonoma, and agricultural and winery related jobs in the Sonoma Valley. Reports from the US Census Local Employment Dynamics website indicate that in 2009 residents that lived within this proposed PDA were employed at 3,876 jobs primarily outside of the proposed PDA area. The PDA area itself contained 742 jobs, 159 of which were held by PDA residents.

Area Vision & Place Type. The place type that best describes this area is Rural Corridor. The vision for the area is to: 1) make The Springs a more complete community with a mix of residential and non-residential infill development; 2) provide more bike/pedestrian paths and transit opportunities to link The Springs residential areas to non-residential areas and the City of Sonoma for job opportunities. The area has infill potential for up to an additional 1,200 units through the Year 2035. With the 2% job growth rate forecasted by the Sonoma County Economic Development Board reports, the area could gain another 500 jobs.

Implementation. In the past five years plans, programs or activities in this area have included:

- Amendment of The Springs Redevelopment Plan
- Construction of Highway 12 improvements to provide bike lanes and sidewalks
- Construction of an 80 unit affordable housing project
- Planning for segments of the Central Sonoma Valley Trail Project

Implementing this vision will also require further construction of bike lanes and pedestrian paths. The County is in the process of reviewing and adopting a Complete Neighborhood Overlay Zone to be used in areas such as The Springs to identify opportunities and constraints, and creation of a plan for future infill development and improvements that result in more sustainable, less auto-dependent communities.

The ability to access programs and funding opportunities at the regional, state, and federal levels will help Sonoma County implement these goals for its Urban Service Area communities that are designated Priority Development Areas.

Community Participation/Relevant Planning Processes. Community involvement in The Springs Area has recently resulted in the preparation of The Springs Redevelopment Area Strategic Action Plan (http://www.sonoma-county.org/cdc/rd_sv_strategicplan.htm). The action plan is intended to prioritize redevelopment activities associated with the recently updated Redevelopment Plan for this area (http://www.sonoma-county.org/cdc/rd_sv_redevelopment_plan.htm). The Springs area has developed over the last several decades in accordance with the North Sonoma Valley Specific Plan and the South Sonoma Valley Area One Specific Plan and Highway 12 Design Guidelines. The Springs Area is an MTC identified "Community of Concern". Additionally, the Sonoma County Transportation Authority has recently prepared a Community Based Transportation Plan that involved substantial community involvement (http://www.sctainfo.org/reports/The_Springs_Community_Based_Transportation_Plan/DRAFT_The%20Springs%20CBTP%20060310.pdf).

The General Plan Land Use Element calls for updating of the North Sonoma Valley and South Sonoma Valley Area One area plans. The development or update of these plans will include community outreach and participation. This area also is suitable for rezoning to the Complete Neighborhood Overlay Zone. The Sonoma County General Plan 2020, adopted in 2008, involved several years of community meetings conducted before a Citizen's Advisory Committee. This process resulted in the retention of the County's existing growth policies calling for new development to occur in a compact, sustainable manner within Urban Service Area boundaries where public sewer and water exist. Sonoma County General Plan Land Use Element goals align with ABAG's FOCUS program to promote planning for "complete communities" that have a variety of homes, jobs, shops, services and amenities; that encourage accessibility by walking, biking, taking transit, and reducing commute times; and that improve social and economic equity.

Smart Growth Potential. The Springs area would benefit from planning efforts and neighborhood improvement projects to make a more "complete" community that reduces dependence on automobile trips to Santa Rosa and Sonoma for goods and services to accommodate day to day needs.

Attachments:

1. Sonoma Valley, The Springs Area Overview Map

2. Sonoma Valley, The Springs Land Use Map

3. Census Bureau Local Employment Dynamics Reports:
   a. Work Destination Report Graphic
   b. Home Area Profile Analysis
   c. Inflow/Outflow Report
   d. Distance/Direction, Work to Home Report Graphic
   e. Work Area Profile Graphic & Report

4. Central Sonoma Valley Bikeway Plan Location Graphic & 9/30/2010 Status Memo

5. The Springs Redevelopment Area Map

6. The Springs Redevelopment Area Strategy Diagram and Vision Statement

CHAPTER III: STRATEGY FRAMEWORK

Along with a Vision for the Future, included at the beginning of this document, the following redevelopment principles represent a **framework for linking investment to community improvements**. This framework responds to the needs and desires of the community, while taking into account the physical, social and economic opportunities and constraints that contribute to the Strategic Plan. These principles are essential for **guiding the SVRAC in its decision-making for allocating future funds and resources**.

Area businesses should serve local residents and visitors.

How We Live

Residents have a range of housing needs, which are reflective of their position in life, the size of their family, and their income level. The SVRAC will encourage infill development, promote home ownership, and facilitate the development of a variety of housing types to ensure that residents can nurture and grow their families without compromising privacy or health.

How We Grow

The SVRAC will work to attract and retain businesses that contribute to the economic well-being of the area and provide both jobs and services for community members. We will ensure that businesses are committed to serving the needs of local residents, while continuing to draw visitors to the area.

The Strategy Framework emphasizes a range of transportation options, including walking and bicycling.

How We Get Around

The Sonoma Valley Redevelopment Project Area responds to the needs of residents to move throughout the area and the region by providing access to a variety of transportation options (pedestrians, bicycles, buses, automobiles), while preserving the residential character of surrounding neighborhoods. Recognizing that Highway 12 is the main street of the community, the SVRAC will invest resources to make travel along this corridor a safe and pleasant experience.

The Gateway Arch is one example of how the Sonoma Valley has accentuated its unique identity.

How We Present Ourselves

The residents of the Sonoma Valley Redevelopment Project Area take pride in their community and its unique identity. The SVRAC will recommend improvements that create an attractive and well-maintained street environment while respecting the area's rich history and culture.

How We Play

The Sonoma Valley Redevelopment Project Area provides both open spaces and natural resources, and recognizes the role of built public spaces in providing opportunities for physical recreation. The SVRAC will attract new community development that includes open spaces, trails, parks, and other communal places to.

Open spaces, such as Maxwell Farms Park, are important community assets that enhance the well-being of residents and visitors.

How We Care for our Community

The Sonoma Valley Redevelopment Project Area provides residents with educational, health care, and recreational activities for all, including the elderly and children. The SVRAC will help coordinate the efforts of local service organizations to take full advantage of their benefit to the community. Development efforts are environmentally sensitive and economically sustainable, contributing to a healthy future environment.

Redevelopment Strategy

Drawing on the existing conditions analysis, economic studies and community input process, the Redevelopment Strategy Framework and Strategy Diagram summarize the physical development and programmatic elements necessary for achieving success in the Sonoma Valley Redevelopment Project Area. Revitalization of the Sonoma Valley Redevelopment Area will occur through a series of progressive, well-defined strategies and initiatives that build upon one another and set the course for change.

Barking Dog Roasters is a unique local business that activates Highway 12 at Boyes Boulevard.

Redevelopment Strategy Framework

The **Redevelopment Strategy Framework** on page 25 provides a two-tiered hierarchy of strategy. The first-tier identifies three Primary Strategies that should be the focus for redevelopment activity in the Sonoma Valley Redevelopment Project Area, and three Supporting Strategies to attract and complement revitalization in the area.

Strategy Diagram

The **Strategy Diagram** on page 27 graphically represents the Redevelopment Strategy Framework. The diagram provides general direction for future land uses. It also emphasizes opportunities for improvements at key activity hubs, along Highway 12, and in the area's residential neighborhoods, which will better link these areas with their surroundings.

The Strategy Diagram identifies three key activity hubs along the Highway 12 corridor. The first hub is located at the south end of the Redevelopment Project Area at Fiesta Plaza, and a second hub is centrally located in the project area near the Post Office (at Boyes Boulevard), Fairmont Sonoma Mission Inn & Spa, the Big Three Café, and the Barking Dog Café. The third hub is located at the north end of the Redevelopment Area, where The Sonoma Valley Charter School, Flowery School, the Mentoring Alliance, the Teen Center and a number of small markets and businesses generate activity. These three hubs present opportunities for outdoor gathering places and public spaces as well as the redevelopment of underutilized sites for mixed-use projects.

Improving the pedestrian experience along Highway 12 is a focus of the Strategy Diagram.

The Highway 12 corridor itself is a focus of the Strategy Diagram. Proposed improvements along the Highway include sidewalk and crosswalk installations at busy intersections near schools, businesses, and community facilities; façade enhancements, better lighting and landscaping along the corridor. Public art/gateways that reflect the history and culture of the Springs area suggested at key places along the corridor. Another recommendation illustrated on the map is jitney service that could provide transportation to the City of Sonoma and other regional destinations. Suggestions to make the area's parks safer through security improvements and an improved trail network will provide better access to Agua Caliente Creek and other local open spaces are also shown.

The Strategy Diagram highlights two residential areas west of Highway 12 as opportunity areas. Strengthening code enforcement and providing assistance for property improvements will help to improve the safety, security, and aesthetic of these neighborhoods.

The Strategy Diagram highlights improvement opportunities in two residential areas west of Highway 12.

Primary Strategies

A. Street Environment

Create safe, attractive and well-maintained pedestrian, bicycle and vehicular circulation improvements along Highway 12.

Provide adequate parking that meets the needs of visitors and residents.

Improve public transportation.

B. Housing Development and Preservation

Promote home ownership for individuals and families at a variety of income levels.

Provide incentives for building rehabilitation and infill of multi-family dwelling units and mixed-use development.

Identify and, when possible, provide sites for new infill home construction.

Emphasize housing for renters and special needs groups.

C. Business Attraction and Retention

Attract diverse and local-serving retail and businesses.

Retain and increase the number of visitor-serving resorts, retail and restaurants.

Create vibrant commercial hubs along Highway 12 that provide services for residents and visitors.

Support local workers with job training programs and by offering livable wages.

Supporting Strategies

D. Community Character and Identity

Preserve and foster the unique and diverse local character throughout the area.

Develop a public relations and communications effort to promote local businesses.

Encourage the preservation of local historic resources and feature the history of the entire Springs area.

Promote cultural festivals, public art displays and other community events.

E. Natural Environment and Recreation

Provide a system of open spaces, trails and parks throughout the Redevelopment Area.

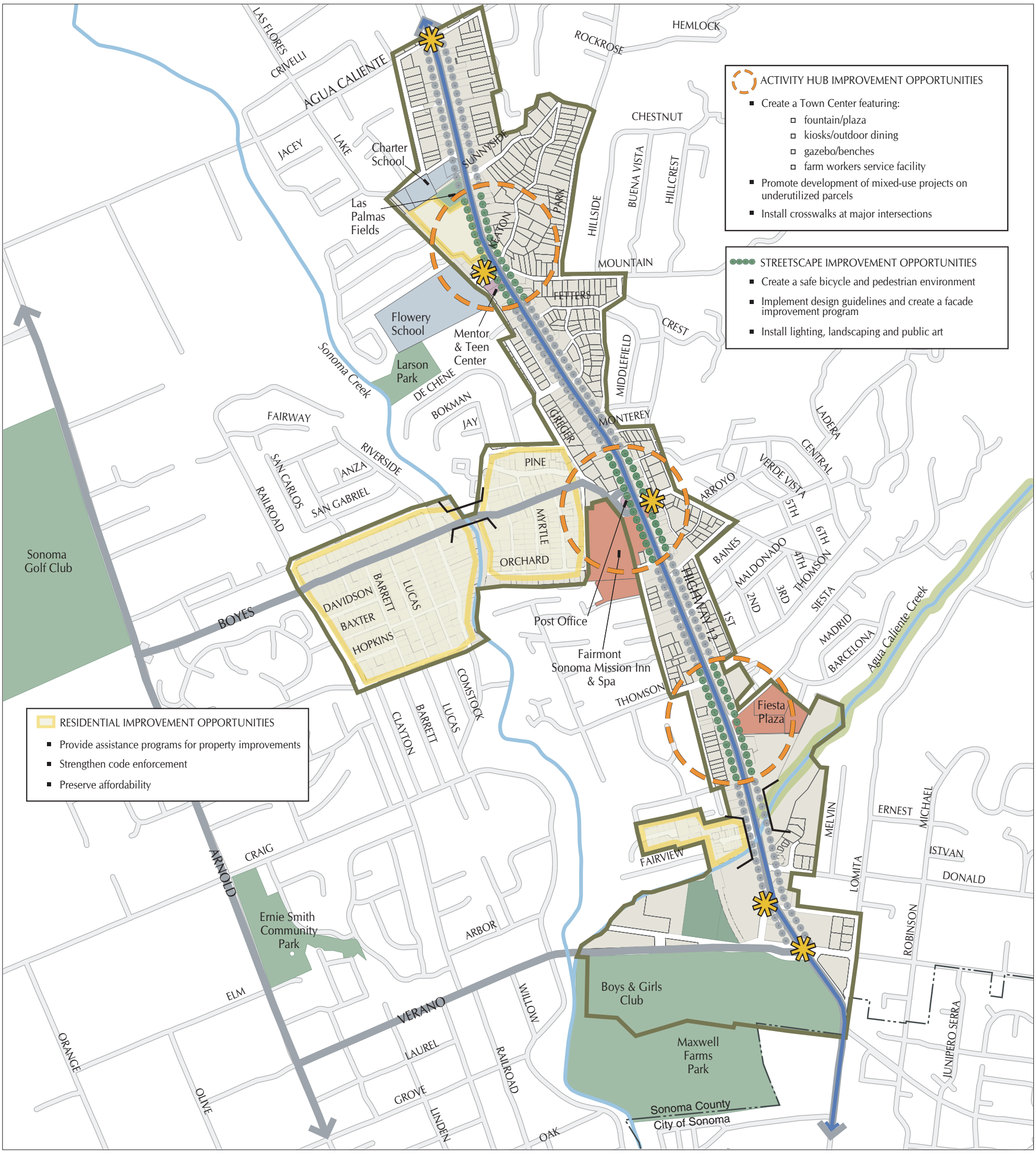
Use physical improvements to promote safe and secure recreation environments.

Promote responsible resource management, including green building techniques and environmentally friendly landscaping.

F. Programs, Services and Neighborhood Organizations

Offer incentives for collaboration among community organizations, health care providers,business groups, immigrant and farm worker service providers, schools, and faith-based and not-for-profit organizations to improve the services in the Sonoma Valley Redevelopment Area.

Provide a range of possible activities for all community members, including the elderly, teens and children.



County Boundary
Redevelopment Project Area
Open Space
Restaurant/Retail
Community Building
School
Major Street
Potential "Jitney" Route
Creek
Priority Streetscape Improvements
Secondary Streetscape Improvements
Public Art/Gateway
Creek Access & Recreation Opportunity
Activity Hub
Residential Improvement Area
Bridge Improvements

N

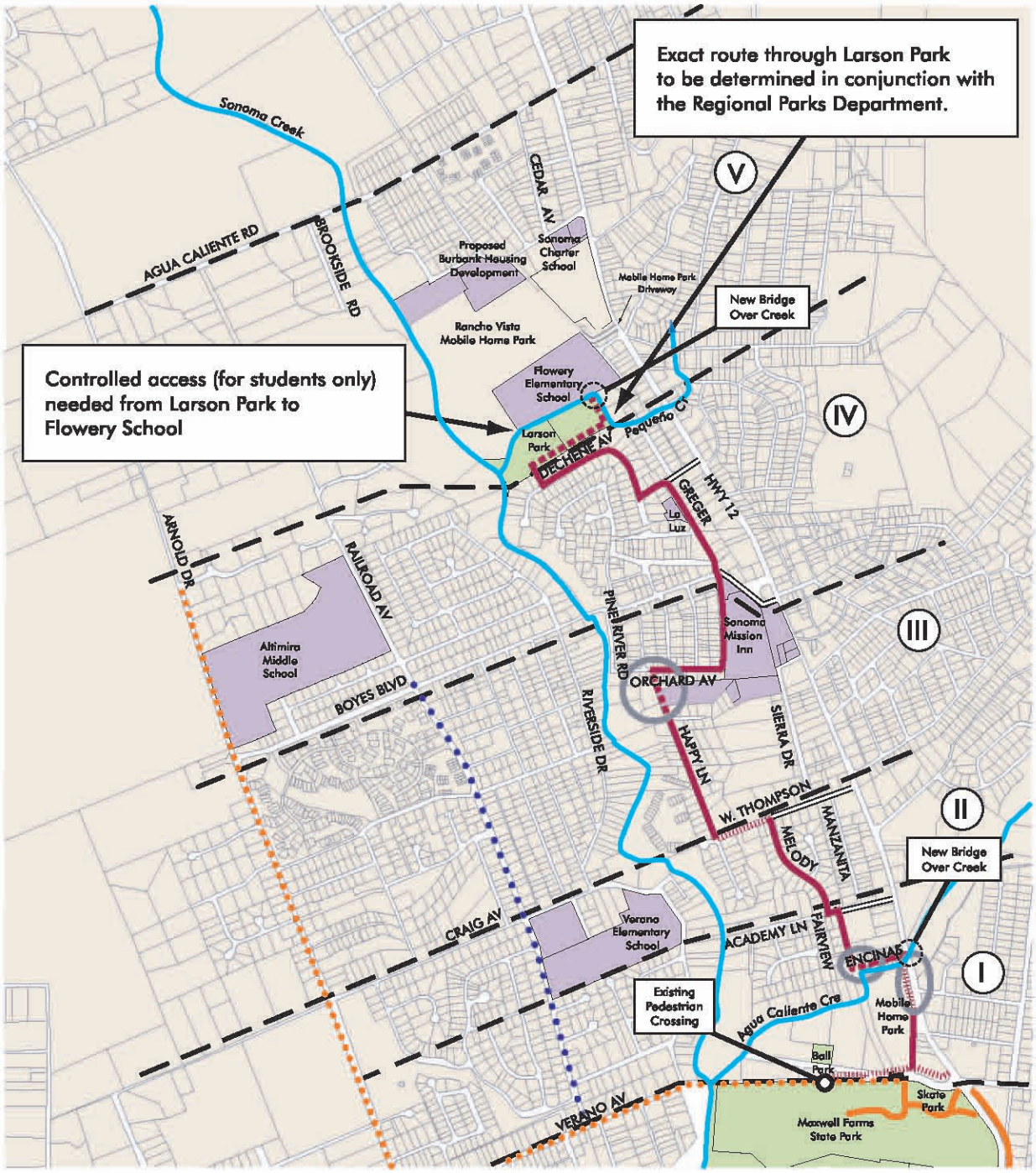
0 500' 1,000' 1,500'

Strategy Diagram

Sonoma Valley Redevelopment Project Area Strategic Plan

Prepared 2-14-07
Source: Sonoma County ISD GIS Central, Sonoma County Permit and Resource Management Department

MIG
MOORE IACOFANO GOLTSMAN INC.
800 Hearst Avenue
Berkeley, CA 94710
www.migcom.com



Study Area Segments

Preferred Route on Public Streets or Private Road - See Typical Sections A, B and C

Preferred Route on Public or Private Property - See Typical Section E

Preferred Route Adjacent to Roadway - See Typical Section D

Future Class II Bicycle Lanes

Existing Class II Bicycle Lanes

Existing Bicycle Path

Spur to connect to Hwy 12

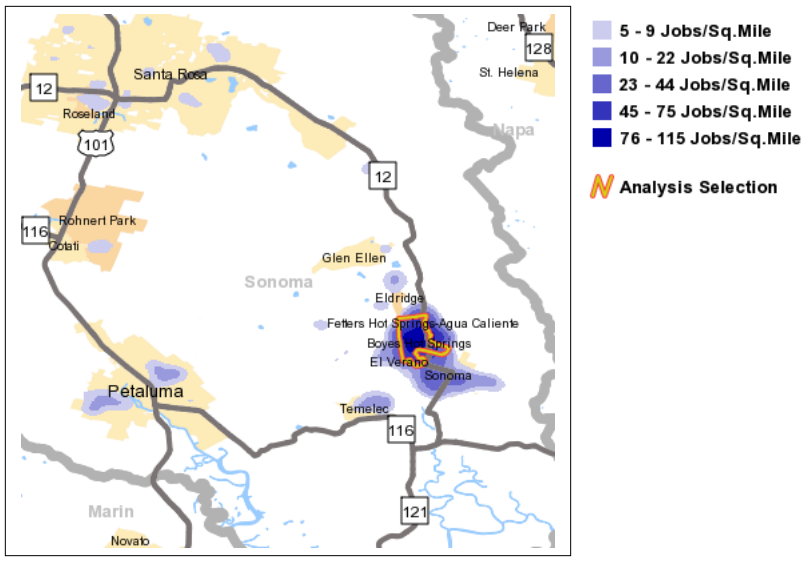
ROW Constraints

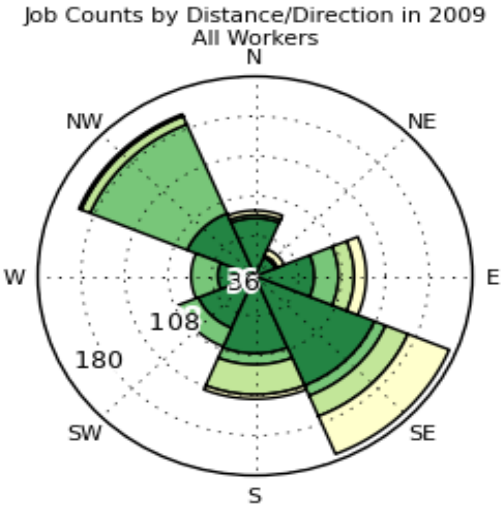
ENGINEERS PLANNERS ECONOMISTS
Wilbur Smith Associates

Figure 3
PREFERRED ALIGNMENT

359470\PreferredTrail Alignments_LetterSize/10-29-01

Distance/Direction Report - Work Census Block to Home Census Block





Jobs by Distance - Work Census Block to Home Census Block

	2009	
	Count	Share
Total Primary Jobs	742	100.0%
Less than 10 miles	439	59.2%
10 to 24 miles	170	22.9%
25 to 50 miles	70	9.4%
Greater than 50 miles	63	8.5%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
1. Race, Ethnicity, and Educational Attainment statistics are beta release results and only available for 2009 data.
2. Educational Attainment is only produced for workers aged 30 and over.

Home Area Profile Report

Total Primary Jobs

	2009	
	Count	Share
Total Primary Jobs	3,876	100.0%

Jobs by Worker Age

	2009	
	Count	Share
Age 29 or younger	921	23.8%
Age 30 to 54	2,094	54.0%
Age 55 or older	861	22.2%

Jobs by Earnings

	2009	
	Count	Share
$1,250 per month or less	795	20.5%
$1,251 to $3,333 per month	1,487	38.4%
More than $3,333 per month	1,594	41.1%

Jobs by NAICS Industry Sector

	2009	
	Count	Share
Agriculture, Forestry, Fishing and Hunting	95	2.5%
Mining, Quarrying, and Oil and Gas Extraction	7	0.2%
Utilities	24	0.6%
Construction	228	5.9%
Manufacturing	394	10.2%
Wholesale Trade	149	3.8%

Jobs by NAICS Industry Sector

	2009	
	Count	Share
Retail Trade	385	9.9%
Transportation and Warehousing	66	1.7%
Information	76	2.0%
Finance and Insurance	145	3.7%
Real Estate and Rental and Leasing	65	1.7%
Professional, Scientific, and Technical Services	254	6.6%
Management of Companies and Enterprises	59	1.5%
Administration & Support, Waste Management and Remediation	176	4.5%
Educational Services	408	10.5%
Health Care and Social Assistance	510	13.2%
Arts, Entertainment, and Recreation	96	2.5%
Accommodation and Food Services	343	8.8%
Other Services (excluding Public Administration)	217	5.6%
Public Administration	179	4.6%

Jobs by Worker Race

	2009	
	Count	Share
White Alone	3,530	91.1%
Black or African American Alone	56	1.4%

Jobs by Worker Race

	2009	
	Count	Share
American Indian or Alaska Native Alone	41	1.1%
Asian Alone	131	3.4%
Native Hawaiian or Other Pacific Islander Alone	11	0.3%
Two or More Race Groups	107	2.8%

Jobs by Worker Ethnicity

	2009	
	Count	Share
Not Hispanic or Latino	2,797	72.2%
Hispanic or Latino	1,079	27.8%

Jobs by Worker Educational Attainment

	2009	
	Count	Share
Less than high school	432	11.1%
High school or equivalent, no college	588	15.2%
Some college or Associate degree	917	23.7%
Bachelor's degree or advanced degree	1,018	26.3%
Educational attainment not available (workers aged 29 or younger)	921	23.8%

Report Settings

Analysis Type	Area Profile
Selection area as	Home

Report Settings

Year(s)	2009
Job Type	Primary Jobs
Labor Market Segment	All Workers
Selection Area	Selection Area, Shape from C:\fakepath\PDA_Boundary.shp
Selected Census Blocks	155
Analysis Generation Date	12/13/2011 17:34 - OnTheMap 5.2.4

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
1. Race, Ethnicity, and Educational Attainment statistics are beta release results and only available for 2009 data.
2. Educational Attainment is only produced for workers aged 30 and over.

Inflow/Outflow Report

Selection Area Labor Market Size (Primary Jobs)

	2009	
	Count	Share
Employed in the Selection Area	742	100.0%
Living in the Selection Area	3,876	522.4%
Net Job Inflow (+) or Outflow (-)	-3,134	-

In-Area Labor Force Efficiency (Primary Jobs)

	2009	
	Count	Share
Living in the Selection Area	3,876	100.0%
Living and Employed in the Selection Area	159	4.1%
Living in the Selection Area but Employed Outside	3,717	95.9%

In-Area Employment Efficiency (Primary Jobs)

	2009	
	Count	Share
Employed in the Selection Area	742	100.0%
Employed and Living in the Selection Area	159	21.4%
Employed in the Selection Area but Living Outside	583	78.6%

Outflow Job Characteristics (Primary Jobs)

	2009	
	Count	Share
External Jobs Filled by Residents	3,717	100.0%
Workers Aged 29 or younger	883	23.8%
Workers Aged 30 to 54	2,005	53.9%
Workers Aged 55 or older	829	22.3%
Workers Earning $1,250 per month or less	747	20.1%
Workers Earning $1,251 to $3,333 per month	1,416	38.1%
Workers Earning More than $3,333 per month	1,554	41.8%
Workers in the "Goods Producing" Industry Class	683	18.4%
Workers in the "Trade, Transportation, and Utilities" Industry Class	617	16.6%
Workers in the "All Other Services" Industry Class	2,417	65.0%

Inflow Job Characteristics (Primary Jobs)

	2009	
	Count	Share
Internal Jobs Filled by Outside Workers	583	100.0%
Workers Aged 29 or younger	169	29.0%
Workers Aged 30 to 54	271	46.5%
Workers Aged 55 or older	143	24.5%
Workers Earning $1,250 per month or less	231	39.6%

Inflow Job Characteristics (Primary Jobs)

	2009	
	Count	Share
Workers Earning $1,251 to $3,333 per month	212	36.4%
Workers Earning More than $3,333 per month	140	24.0%
Workers in the "Goods Producing" Industry Class	134	23.0%
Workers in the "Trade, Transportation, and Utilities" Industry Class	47	8.1%
Workers in the "All Other Services" Industry Class	402	69.0%

Interior Flow Job Characteristics (Primary Jobs)

	2009	
	Count	Share
Internal Jobs Filled by Residents	159	100.0%
Workers Aged 29 or younger	38	23.9%
Workers Aged 30 to 54	89	56.0%
Workers Aged 55 or older	32	20.1%
Workers Earning $1,250 per month or less	48	30.2%
Workers Earning $1,251 to $3,333 per month	71	44.7%
Workers Earning More than $3,333 per month	40	25.2%
Workers in the "Goods Producing" Industry Class	41	25.8%

Interior Flow Job Characteristics (Primary Jobs)

	2009	
	Count	Share
Workers in the "Trade, Transportation, and Utilities" Industry Class	7	4.4%
Workers in the "All Other Services" Industry Class	111	69.8%

Report Settings

Analysis Type	Inflow/Outflow
Selection area as	N/A
Year(s)	2009
Job Type	Primary Jobs
Selection Area	Selection Area, Shape from C:\fakepath\PDA_Boundary.shp
Selected Census Blocks	155
Analysis Generation Date	12/13/2011 17:50 - OnTheMap 5.2.4

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
1. Race, Ethnicity, and Educational Attainment statistics are beta release results and only available for 2009 data.
2. Educational Attainment is only produced for workers aged 30 and over.

Work Area Profile Report

Total Primary Jobs

	2009	
	Count	Share
Total Primary Jobs	742	100.0%

Jobs by Worker Age

	2009	
	Count	Share
Age 29 or younger	207	27.9%
Age 30 to 54	360	48.5%
Age 55 or older	175	23.6%

Jobs by Earnings

	2009	
	Count	Share
$1,250 per month or less	279	37.6%
$1,251 to $3,333 per month	283	38.1%
More than $3,333 per month	180	24.3%

Jobs by NAICS Industry Sector

	2009	
	Count	Share
Agriculture, Forestry, Fishing and Hunting	25	3.4%
Mining, Quarrying, and Oil and Gas Extraction	3	0.4%
Utilities	0	0.0%
Construction	56	7.5%
Manufacturing	91	12.3%
Wholesale Trade	6	0.8%

Jobs by NAICS Industry Sector

	2009	
	Count	Share
Retail Trade	44	5.9%
Transportation and Warehousing	4	0.5%
Information	9	1.2%
Finance and Insurance	13	1.8%
Real Estate and Rental and Leasing	9	1.2%
Professional, Scientific, and Technical Services	36	4.9%
Management of Companies and Enterprises	7	0.9%
Administration & Support, Waste Management and Remediation	36	4.9%
Educational Services	113	15.2%
Health Care and Social Assistance	78	10.5%
Arts, Entertainment, and Recreation	32	4.3%
Accommodation and Food Services	85	11.5%
Other Services (excluding Public Administration)	51	6.9%
Public Administration	44	5.9%

Jobs by Worker Race

	2009	
	Count	Share
White Alone	646	87.1%
Black or African American Alone	19	2.6%

Jobs by Worker Race

	2009	
	Count	Share
American Indian or Alaska Native Alone	6	0.8%
Asian Alone	48	6.5%
Native Hawaiian or Other Pacific Islander Alone	4	0.5%
Two or More Race Groups	19	2.6%

Jobs by Worker Ethnicity

	2009	
	Count	Share
Not Hispanic or Latino	542	73.0%
Hispanic or Latino	200	27.0%

Jobs by Worker Educational Attainment

	2009	
	Count	Share
Less than high school	93	12.5%
High school or equivalent, no college	116	15.6%
Some college or Associate degree	177	23.9%
Bachelor's degree or advanced degree	149	20.1%
Educational attainment not available (workers aged 29 or younger)	207	27.9%

Report Settings

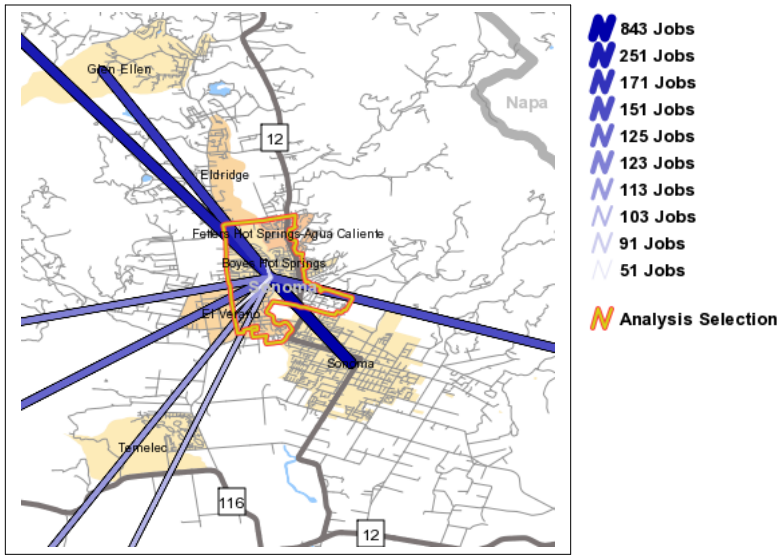
Analysis Type	Area Profile
Selection area as	Work

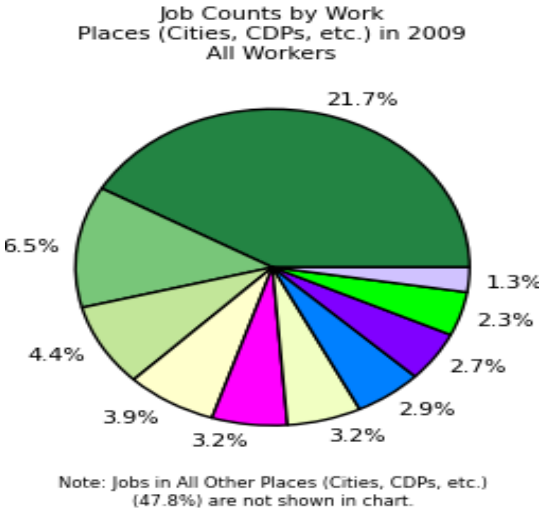
Report Settings

Year(s)	2009
Job Type	Primary Jobs
Labor Market Segment	All Workers
Selection Area	Selection Area, Shape from C:\fakepath\PDA_Boundary.shp
Selected Census Blocks	155
Analysis Generation Date	12/13/2011 17:42 - OnTheMap 5.2.4

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
1. Race, Ethnicity, and Educational Attainment statistics are beta release results and only available for 2009 data.
2. Educational Attainment is only produced for workers aged 30 and over.

Work Destination Report - Where Workers are Employed Who Live in the Selection Area - by Places (Cities, CDPs, etc.)





Jobs Counts by Places (Cities, CDPs, etc.) Where Workers are Employed

	2009	
	Count	Share
Total Primary Jobs	3,876	100.0%
Sonoma city, CA	843	21.7%
Santa Rosa city, CA	251	6.5%
Glen Ellen CDP, CA	171	4.4%
Napa city, CA	151	3.9%
San Francisco city, CA	125	3.2%
Petaluma city, CA	123	3.2%
Novato city, CA	113	2.9%
San Rafael city, CA	103	2.7%
Boyes Hot Springs CDP, CA	91	2.3%
El Verano CDP, CA	51	1.3%
All Other Locations	1,854	47.8%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2009)
Notes:
1. Race, Ethnicity, and Educational Attainment statistics are beta release results and only available for 2009 data.
2. Educational Attainment is only produced for workers aged 30 and over.

SONOMA
COUNTY
REGIONAL
PARKS

MARY E. BURNS
DIRECTOR

2300
County Center Drive
Suite 120A
Santa Rosa
CA 95403
Tel: 707 565-2041
Fax: 707 579-8247
www.sonomacountyparks.org

September 30, 2010

Re: Larson Park and Central Sonoma Valley Trail Project

Dear Neighbors:

The Sonoma County Regional Parks Department is currently planning to develop a bicycle and pedestrian tail to connect Larson Park to Highway 12.

The proposed 1,700 foot trail will be located on the Sonoma County Regional Park's property at Larson Park and also on Flowery Elementary School, which is part of the Sonoma Valley Unified School District.

The trail is planned to be an eight-foot wide paved surface. An eight-foot wide by thirty-foot long bicycle and pedestrian bridge will be installed to cross Pequeno Creek. The bridge provides the trail connection between Larson Park and Flowery Elementary School.

The proposed trail is planned to be constructed with little disturbance to existing lands. The trail alignment will travel through Larson Park, crossover Pequeno Creek and continue east bound along the Flowery Elementary School property line, then north to Depot Road, and east bound to Highway 12. An aerial map of the proposed trail alignment is attached for your reference.

The construction work will include, but not limited to asphalt and concrete paving, gravel shoulders, grading and drainage work, pavement striping, bicycle and pedestrian bridge, trail signage, fencing and bollards.

The trail construction will be divided into two phases. The First Phase will include the work inside Larson Park and the Second Phase will include the work on the Flowery Elementary School property.

We anticipate construction beginning in January 2011 and completing the First Phase by February 2011.

If you have any questions or comments regarding the trail project, please contact Ken Tam, Park Planner, Sonoma County Regional Parks Department, 2300 County Center Drive, Suite 102A, Santa Rosa, Ca, 95403 by telephone at 707-565-3348 or email: ktam@sonoma-county.org

Sincerely,

Kenneth Tam
Park Planner

FOCUS
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 Attach resolution showing local support for involvement in FOCUS		
a. Lead Applicant -City/County	City of Benicia	
Contact Person	Lisa Porras	
Title	Senior Planner	
Department	Public Works and Community Development	
Street Address	250 East L Street	
City	Benicia	
Zip Code	94510	
Phone Number	(707) 746-4277	
Fax Number	(707) 747-1637	
Email	lporras@ci.benicia.ca.us	
b. Area Name and Location	Northern Gateway - Benicia's Industrial Park (At HWY 680 at Lake Herman Road in the north to East Channel Road/Bayshore Road in the south, and bounded by Southern Pacific Railroad to the east, and Lake Herman Road to the west.	
c. Area Size *(minimum acreage = 100)*	925	
d. Public Transit Serving the Area (existing and planned). From this list, please identify at least one route that has minimum 20-minute headways.	Existing bus service is provided by SolTrans and FAST (Fairfield and Suisun Transit). Routes include Benicia Breeze Route 22 and FAST Route 40. Route 40 provides a 17 minute headway in the morning during peak communte times. In addition riders can also transfer at Industrial Way and Park Road on to Route 22, which leads to Downtown Benicia.	
e. Place Type (Identify based on the Station Area Planning Manual or from others in Application Guidelines)	EMPLOYMENT CENTER	
	Current Conditions (Year: 2011)	Future Goal (Horizon Year: 2040)
f. Total Housing Units	2	140
g. Total Jobs	6,500	11,600
h. Net Project Density (New Housing)	-	equal to RH standards (1 unit per 2,000 sf)
i. Minimum/Maximum FARs (New Employment Development)	IL max FAR = 0.8; IG max FAR = 1.0; CG max FAR = 1.2; IP max FAR 0.6	no changes expected

Part 2 – 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.)?	☒	☐

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.

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.**	☒	☐
c. Is the proposed priority area within the boundaries of a redevelopment area?	☐	☒

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
☐ Assistance with policies to implement existing plan	☒ Funding for new area-wide specific plan or precise plan	☒ Funding for transportation projects (including pedestrian/bicycle)
☒ Assistance with photo- simulations to depict future conditions	☐ Funding to update existing area-wide specific plan or precise plan	☐ Funding for housing projects
☐ Assistance with local workshops and tours	☒ Funding for EIR to implement existing area-wide plan	☐ Funding for water/sewer capacity
☐ Other:	☐ Other:	☒ Funding for parks/urban greening
		☒ Funding for streetscape improvements
		☐ 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.

Part 7 – FOR EMPLOYMENT CENTER PLACE TYPE PROPOSALS ONLY		
Please provide the following information for the entire jurisdiction.		
	Current Conditions (Year: 2011)	General Plan (Horizon Year: 2040)
Total Jobs	12, 169	19,420
Total Households	10,442	10,590
Total Employed Residents	14,279	TBD

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.

PART 2 – ADDITIONAL AREA INFORMATION

b. Have other plans been developed within the last 15 years that cover the priority area?

1. *Business Development Action Plan*

   A Call to Action for a Sustainable Economic Future

   August, 2011 - DRAFT

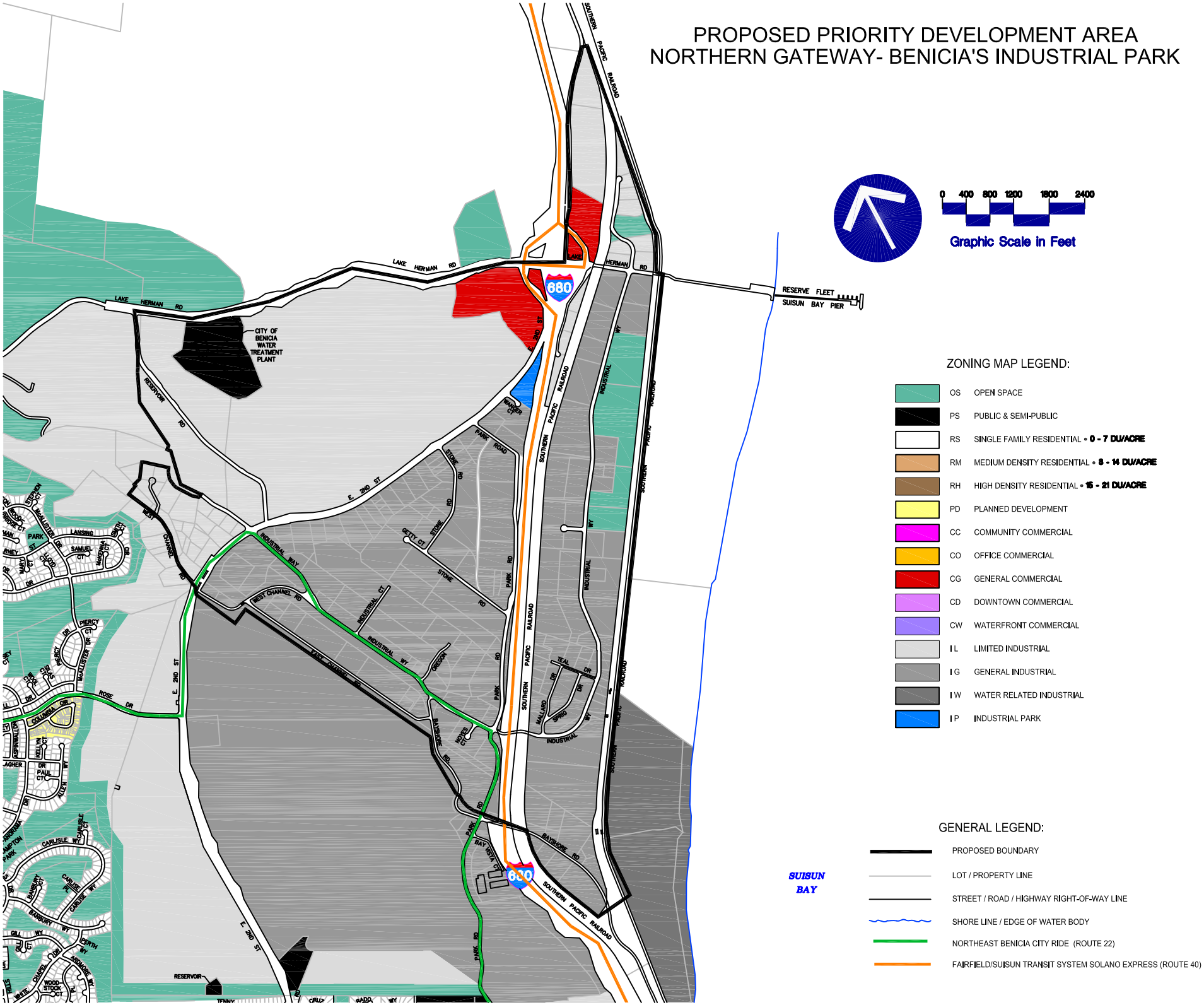
   http://www.ci.benicia.ca.us/vertical/Sites/%7B3436CBED-6A58-4FEF-BFDF-5F9331215932%7D/uploads/Final_Draft_Assessment_w_Corrected_Cover_091411.pdf_-_Adobe_Acrobat_Pro_Extended.pdf

2. *Environmental Assessment/Environmental Impact Report for the Benicia Intermodal Transportation Station*

   May, 2004

   (hardcopy only)

PROPOSED PRIORITY DEVELOPMENT AREA
NORTHERN GATEWAY- BENICIA'S INDUSTRIAL PARK



What is the overall vision for this area?

The 925-acre *Northern Gateway – Benicia Industrial Park Priority Development Area* (PDA) presents a tremendous opportunity to transform Benicia's industrial area into a jobs rich employment center characterized by connected and complete streets, fixed transit, bus service, access to everyday needs, and parkland amenities. The area is situated along the HWY 680 and the Capitol Corridor Amtrak line and has access to HWY 780. Benicia foresees this PDA as a regional destination to "cleantech" industries and green collar jobs as well as serving as an alternative point of entry to reach Benicia's tourism attractions, including the waterfront and downtown. In addition, growth in workforce serving uses are envisioned to provide access to everyday worker needs. Cleantech and green collar jobs would be complemented with a mix of live-work housing, artists studios, cultural institutions, small markets and convenience stores, restaurants, hotels, bed and breakfast accommodations, and retail, all of which are allowed by right or with a use permit in Benicia's industrial and commercial zoning districts. Four primary capital projects for this PDA have been identified: (1) a new transit hub at Industrial Way and Park Road, (2) pedestrian improvements, such as proper sidewalks, street trees, street lights, and a full complete streets program for Industrial Way and Park Road, the primary thoroughfares, (3) an improved public access trail for Sulphur Springs Creek to connect with the Bay Trail and to streets and pathways leading into the Industrial Park, and (4) a new Capital Corridor Commuter Train Station along HWY 680. With a new transit stop along the Capitol Corridor line, Benicia would be positioned as a regional rail destination for business and commerce while helping to offset greenhouse gas emissions from automobiles. The proposed PDA already has infrastructure in place that will enable it to transform into successful, multi-point walkable districts that will enhance everyday business operations and provide amenities for its workforce. In addition, complementing this employment center is Benicia's Downtown PDA, which provides a rich housing supply and additional employment opportunities and tourism. Together, Benicia's proposed employment center PDA and the existing downtown PDA will create a complete and connected community while becoming a regional jobs destination for outlying areas and reducing commutes to the inner Bay Area. Altogether, these efforts aim to facilitate development of new and expanding businesses in a setting that provides alternative means of travel into and out of the employment center and beyond.

How does the vision align with the place type selected?

The land proposed for this PDA is already zoned for industrial and commercial uses. Zoning Districts within the employment center include IL (Light Industrial), IG (General Industrial), IP (Industrial Park), and CG (General Commercial) with maximum floor area ratios of 0.8, 1.0, 0.6, and 1.2 respectively. Two bus routes traverse the industrial park, which include FAST Route 22 (serviced by Fairfield and Suisun Transit), and SolTrans Route 40 connecting passengers to BART. Route 40 provides 17-minute headways during peak hour commutes, and Route 22 has morning and afternoon/early evening routes that connect passengers to Route 40 and downtown Benicia. The vision includes providing pedestrian and bike facilities throughout the area and transforming Industrial Way and Park Road into complete streets with connectivity to the downtown PDA. In addition, when the Benicia City Council adopted the Downtown Mixed Use Master Plan, it demonstrated its willingness to reduce parking standards not only in downtown, but citywide. Reduced parking standards support higher density, mixed use development and would be consistent with the employment center place type criteria. Currently, the IG, IL, CG, and IP allow for a mix of uses that support a strong industrial base; such uses include live work and artist studio housing types, small markets and convenience stores, ATMs, restaurants and cafés, cultural institutions, retail, hotels and bed and breakfast accommodations, and auto rental for instance. These uses would provide basic needs for the workforce. Currently, housing in close proximity can be found off of East 2nd Street and Rose Drive in the Southampton neighborhood, as well as in Benicia's Historic Arsenal, and the downtown PDA. Finally, the jobs/household ratio for the entire jurisdiction of Benicia is 1.16 jobs for each household, which is less than the existing jobs/household regional average of 1.25.

What has to occur in order to fully realize this vision and place type? What has occurred in the past 5 years?
To establish a train stop, collaborative efforts between Southern/Union Pacific, Solano Transportation Authority, Metropolitan Transportation Commission and Capitol Corridor Joint Powers Authority must be renewed and refocused. Design drawings were developed in 2002, but now funding must be obtained. It's clear that sufficient densities will be necessary to support transit. Access to local and regional bus service is available, but service needs to be expanded and more readily accessible for regional commuters. Street modifications to improve overall connectivity, safety, and walkability are needed to make pedestrian and bicycle accessibility a feasible option for travel to, from, and within the PDA. Adequate park and ride facilities would also need to be part of any future transit station and bus transit hub. Such parking facilities must allow motorists to drive to the station, quickly find a parking space and then walk or ride public transit to jobs, basic needs, commercial activities, and to access restaurants and entertainment in Benicia's downtown. Complementing this effort, Benicia has secured 1.2 million of RM2 funds to support the multi-modal facility (transit hub) at Industrial Way and Park Road. In addition, the City has committed resources towards a Business Development Action Plan (currently under review).

Describe relevant planning processes, and how community members were involved in developing the vision and/or the plan for this area.
During the last General Plan update, citizens discussed the possibility of a rail stop in Benicia, which ended up as policy in the General Plan directing the City to work with Caltrans, Bay Conservation and Development Commission, Solano Transportation Authority, and the Metropolitan Transportation Commission. In addition, citizens support policies to improve the Sulphur Springs Creek Trail, and develop a comprehensive system of pedestrian and bike routes that link employment centers to housing, commercial activities, and schools and parks. Another City policy is to provide safe and direct access to the Industrial Park as well as increased bus route service.

Describe how this priority area has the potential to be a leading example of smart growth for the Bay Area.
Benicia's Industrial Park is in many ways the economic engine in Benicia, as well as a significant employment center in Solano County. Benicia's industrial area is second only to Fairfield's in square footage in Solano County. Despite its successes, the Industrial Park does not benefit from transit offered by the Bay Area Rapid Transit District (BART) nor Amtrak. Currently, BART does not have plans to extend its infrastructure north of the Carquinez Strait. However, Amtrak operates on existing lines that run right through the proposed PDA. This presents an extraordinary opportunity for Benicia. If a transit stop and transit bus hub are both realized, citizens and commuters will be able to access a wide range of Bay Area destinations, including airports for travel virtually anywhere, without having to rely on the automobile.

To be successful, Benicia will have to channel more growth and development in this pre-existing urbanized area at densities that support transit. As a PDA, Benicia's Industrial Park can position itself to become an example of how an existing employment center can undergo retrofit in a way that makes it more sustainable, more walkable, and provide a true sense of place for not just residents, but workers, who spend much of their time in a workplace setting. Because the existing Benicia Downtown PDA provides a dense housing and jobs land use pattern, it can connect in a meaningful way with the Northern Gateway – Benicia Industrial Park PDA to create a balanced community. Achieving this balance will serve as an example of Smart Growth not only in the ABAG region, but also beyond.

THE CITY OF BENICIA CALIFORNIA

CITY HALL • 250 EAST L STREET • BENICIA, CA 94510 • (707) 746-4200 • FAX (707) 747-8120

January 24, 2012

Association of Bay Area Governments
101 Eighth Street
Oakland, CA 94607-4756
Attn: Jackie Reinhart

RE: Adopted Resolution for Priority Development Area Application

Dear Ms. Reinhart:

The City Council of the City of Benicia adopted a Resolution Authorizing the Designation of the Northern Gateway – Benicia Industrial Park Priority Development Area. This resolution was passed by Benicia's City Council on January 17, 2012.

If you have any questions concerning this application, please do not hesitate to contact me at (707) 746-4277.

Sincerely,

Lisa Y. Porras, AICP, Senior Planner
Planning Division
Public Works and Community Development Department

Encl: City of Benicia, City Council Resolution No. 12-2

ELIZABETH PATTERSON, *Mayor*
Members of the City Council
TOM CAMPBELL, *Vice Mayor* . ALAN M. SCHWARTZMAN . MARK C. HUGHES . CHRISTINA STRAWBRIDGE

BRAD KILGER, *City Manager*
ROBERT LANGSTON, *City Treasurer*
LISA WOLFE, *City Clerk*

Recycled Paper

RESOLUTION NO. 12-2

A RESOLUTION OF THE BENICIA CITY COUNCIL AUTHORIZING THE DESIGNATION OF THE NORTHERN GATEWAY PRIORITY DEVELOPMENT AREA UNDER THE 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 have undertaken 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 specific locations where growth can be appropriately accommodated, known as Priority Development Areas; 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) planned or 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.

NOW, THEREFORE, BE IT RESOLVED, THAT the City Council of the City of Benicia hereby supports designation of the Northern Gateway – Benicia's Industrial Park Priority Development Area (as depicted in Exhibit A) under the FOCUS program.

* * * *

On motion of Council Member **Schwartzman**, seconded by Council Member **Strawbridge**, the above Resolution was introduced and passed by the City Council of the City of Benicia at a regular meeting of said Council held on the 17th day of January, 2012 and adopted by the following vote:

Ayes: **Council Members Campbell, Schwartzman, Strawbridge and Mayor Patterson**

Noes: **Council Member Hughes**

Absent: **None**

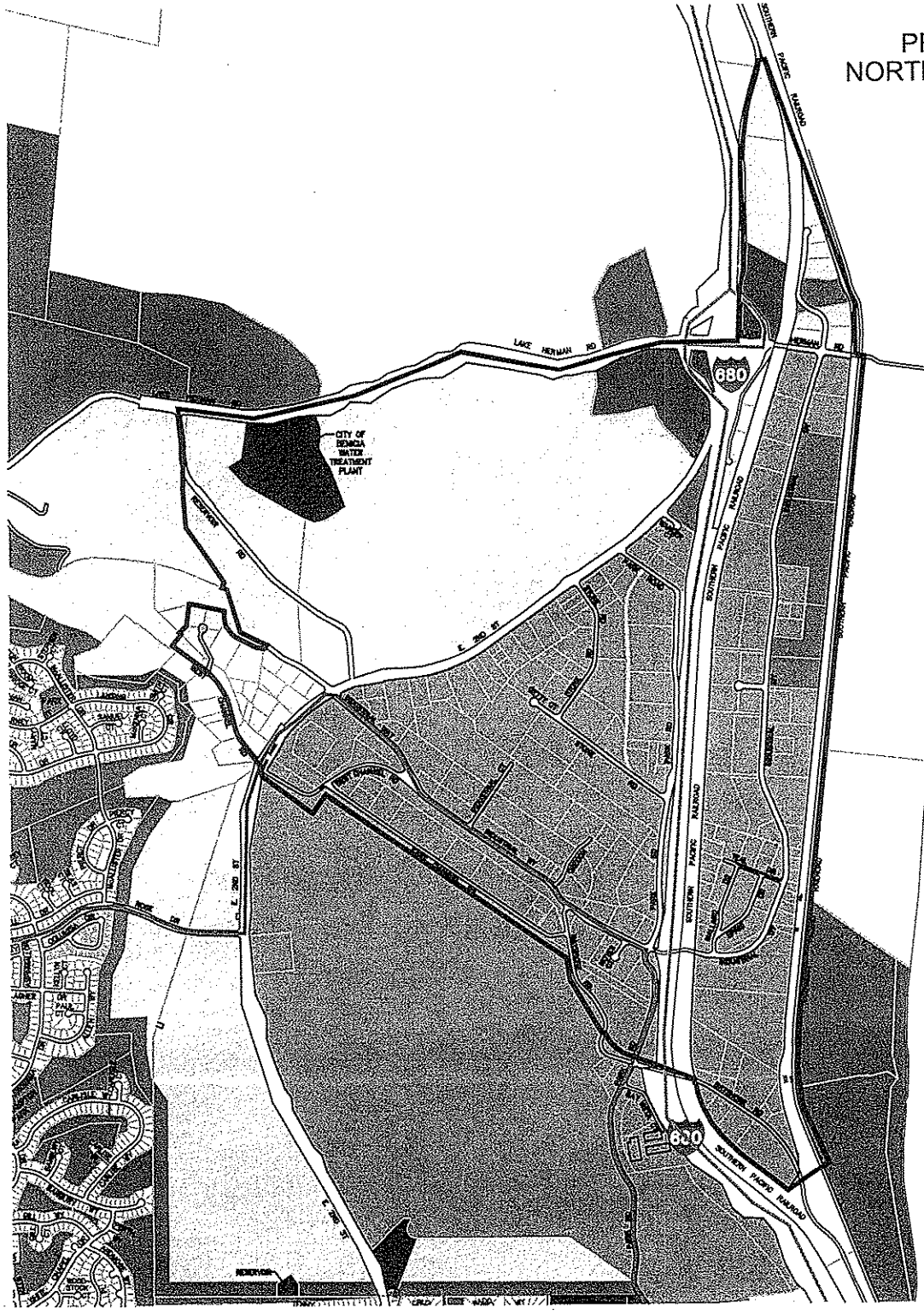
Abstain: **None**

Elizabeth Patterson, Mayor

ATTEST:

Lisa Wolfe, City Clerk

PROPOSED PRIORITY DEVELOPMENT AREA
NORTHERN GATEWAY- BENICIA'S INDUSTRIAL PARK



0 400 800 1200 1600 2400

Graphic Scale in Feet

ZONING MAP LEGEND:

- OS OPEN SPACE
- PS PUBLIC & SEMI-PUBLIC
- RS SINGLE FAMILY RESIDENTIAL • 0 - 7 DU/ACRE
- RM MEDIUM DENSITY RESIDENTIAL • 8 - 14 DU/ACRE
- RH HIGH DENSITY RESIDENTIAL • 15 - 21 DU/ACRE
- PD PLANNED DEVELOPMENT
- CC COMMUNITY COMMERCIAL
- CO OFFICE COMMERCIAL
- CG GENERAL COMMERCIAL
- CD DOWNTOWN COMMERCIAL
- CW WATERFRONT COMMERCIAL
- IL LIMITED INDUSTRIAL
- IG GENERAL INDUSTRIAL
- IW WATER RELATED INDUSTRIAL
- IP INDUSTRIAL PARK

GENERAL LEGEND:

- PROPOSED BOUNDARY
- LOT / PROPERTY LINE
- STREET / ROAD / HIGHWAY RIGHT-OF-WAY LINE
- SHORE LINE / EDGE OF WATER BODY
- NORTHEAST BENICIA CITY RIDE (ROUTE 22)
- FAIRFIELD/SUISUN TRANSIT SYSTEM SOLANO EXPRESS (ROUTE 40)

THE CITY OF BENICIA CALIFORNIA
A SESQUICENTENNIAL CITY 1847 ★ 1997

CITY HALL • 250 EAST L STREET • BENICIA, CA 94510 • (707) 746-4200 • FAX (707) 747-8120

December 16, 2011

Association of Bay Area Governments
101 Eighth Street
Oakland, CA 94607-4756
Attn: Jackie Reinhart

RE: Application for Priority Development Area Designation

Dear Ms. Reinhart:

The City of Benicia is excited to submit the enclosed application to establish the *Northern Gateway – Benicia Industrial Park Priority Development Area* under the FOCUS program. The required resolution will be approved by Benicia's City Council on January 17, 2012 and submitted to you by January 30, 2012.

If you have any questions concerning this application, please do not hesitate to contact me at (707) 746-4277.

Sincerely,

Lisa Y. Porras, AICP, Senior Planner
Planning Division
Public Works and Community Development Department

Encl: Priority Development Area Application

ELIZABETH PATTERSON, *Mayor*
Members of the City Council
ALAN M. SCHWARTZMAN, *Vice Mayor* . TOM CAMPBELL . MARK C. HUGHES . MIKE IOAKIMEDES

BRAD KILGER, *City Manager*
TERI DAVENA, *City Treasurer*
LISA WOLFE, *City Clerk*

Recycled Paper

FOCUS
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 Attach resolution showing local support for involvement in FOCUS		
a. Lead Applicant -City/County	Mountain View, Santa Clara County	
Contact Person	Martin Alkire	
Title	Principal Planner	
Department	Communtiy Development	
Street Address	500 Castro Street	
City	Mountain View, CA	
Zip Code	94039	
Phone Number	650-903-6306	
Fax Number	650-962-8501	
Email	Martin.Alkire@mountainview.gov	
b. Area Name and Location	East Whisman	
c. Area Size *(minimum acreage = 100)*	565	
d. Public Transit Serving the Area (existing and planned). From this list, please identify at least one route that has minimum 20-minute headways.	VTA bus service and 3 light rail stations.	
e. Place Type (Identify based on the Station Area Planning Manual or from others in Application Guidelines)	Employment Center	
	Current Conditions (Year: 2009)	Future Goal (Horizon Year: 2030)
f. Total Housing Units	420	660
g. Total Jobs	11860	17610
h. Net Project Density (New Housing)	25 DU/ac in surrounding area	25 DU/ac in surrounding area
i. Minimum/Maximum FARs (New Employment Development)	up to 0.5 FAR for TOD	Up to 1.0 FAR

Part 2 – 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.)?	☐	☒
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.	☐	☒
c. Is the proposed priority area within the boundaries of a redevelopment area?	☐	☒

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 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
☐ Assistance with policies to implement existing plan	☒ Funding for new area-wide specific plan or precise plan	☒ Funding for transportation projects (including pedestrian/bicycle)
☒ Assistance with photo- simulations to depict future conditions	☐ Funding to update existing area-wide specific plan or precise plan	☒ Funding for housing projects
☒ Assistance with local workshops and tours	☐ Funding for EIR to implement existing area-wide plan	☒ Funding for water/sewer capacity
☐ Other:	☐ Other:	☒ Funding for parks/urban greening
		☒ Funding for streetscape improvements
		☐ 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.

Part 7 – FOR EMPLOYMENT CENTER PLACE TYPE PROPOSALS ONLY

Please provide the following information for the entire jurisdiction.

	Current Conditions (Year: 2009)	General Plan (Horizon Year: 2030)
Total Jobs	60,470	82,230
Total Households	31,590	40,550
Total Employed Residents	37,180	53,630

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.

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.

CITY OF MOUNTAIN VIEW

Community Development Department • Planning Division
500 Castro Street • Post Office Box 7540 • Mountain View, California 94039-7540 • (650) 903-6306 • FAX (650) 903-6474

December 16, 2011

Application for Priority Development Area Designation – Part 4: Narrative

East Whisman: Employment Center

What is the vision for this area? How does this vision align with the place type selected?

The East Whisman Area is comprised of mostly older 1-story industrial buildings along an existing light rail corridor. Several 3-4 story campuses have been built since the city implemented a TOD zoning in this area about 15 years ago. The boundary of the PDA includes all the office areas considered for higher intensity in the General Plan, most of which are within a half-mile of the NASA/Bayshore, Middlefield and Evelyn Light Rail stations. The area also encompasses ¼ mile from the proposed "Village Center" at Whisman and Middlefield.

The City is currently studying several changes to this area as a part of the draft General Plan 2030, including intensification of office uses, provision of local amenities for employees and nearby residents, improved pedestrian and bike connectivity and the "Village Center" with medium density housing and retail. Higher intensity buildings will need to meet sustainability goals, including access to light rail stations and commute alternatives programs.

Due to compatibility issues, this area is not foreseen to develop housing, except in the vicinity of the "Village Center". However, as a key transit opportunity area, the City envisions East Whisman in line with the Employment Center place type. The guidelines for this place type are consistent with the City's strategies in the area, including the emphasis on an existing transit network and strategies to improve pedestrian and bicycle connectivity.

The City is currently adding significantly to its capacity for housing, with projected growth much higher than historical growth in both housing and employed residents. Additionally, The City recently adopted a plan for a significant amount of new housing (the South Whisman Precise Plan allows for about 1000 dwelling units) immediately adjacent to the area.

What has to occur in order to fully realize this vision and place type? What has occurred in the past 5 years?

This area is characterized by huge super-blocks with very poor pedestrian and bicycle connectivity. The area needs infrastructure to support access to stations and surrounding neighborhoods without a car. In addition, improved light rail service (including more destinations) would make that mode more viable to

employees of expanding businesses in the area. Finally, to optimize the transit resources available, the area needs a viable TDM strategy, possibly with a Transportation Management Association.

Several development applications for office buildings have come through the City in the past 5 years, though none have been built in that timeframe. The City is currently assessing several more applications. Extensions of the Hetch-hetchy and Light Rail Trails are being planned and implemented.

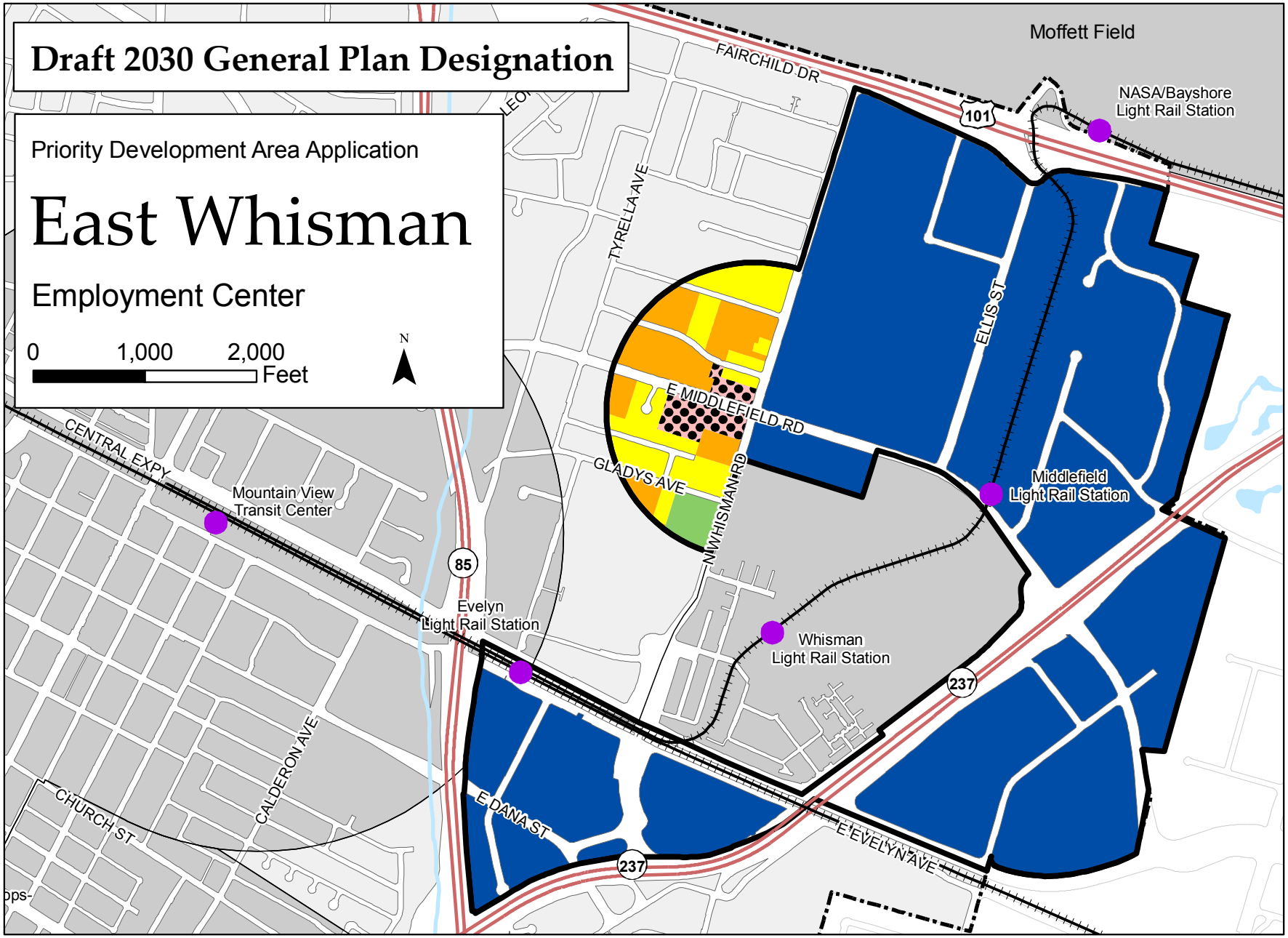
Describe relevant planning processes, and how community members were involved in developing the vision and/or plan for the area.

About 15 years ago, the City developed a TOD office zoning to take advantage of the new light rail infrastructure. For this zoning project, outreach was conducted through public hearings, economic development processes and other neighborhood outreach.

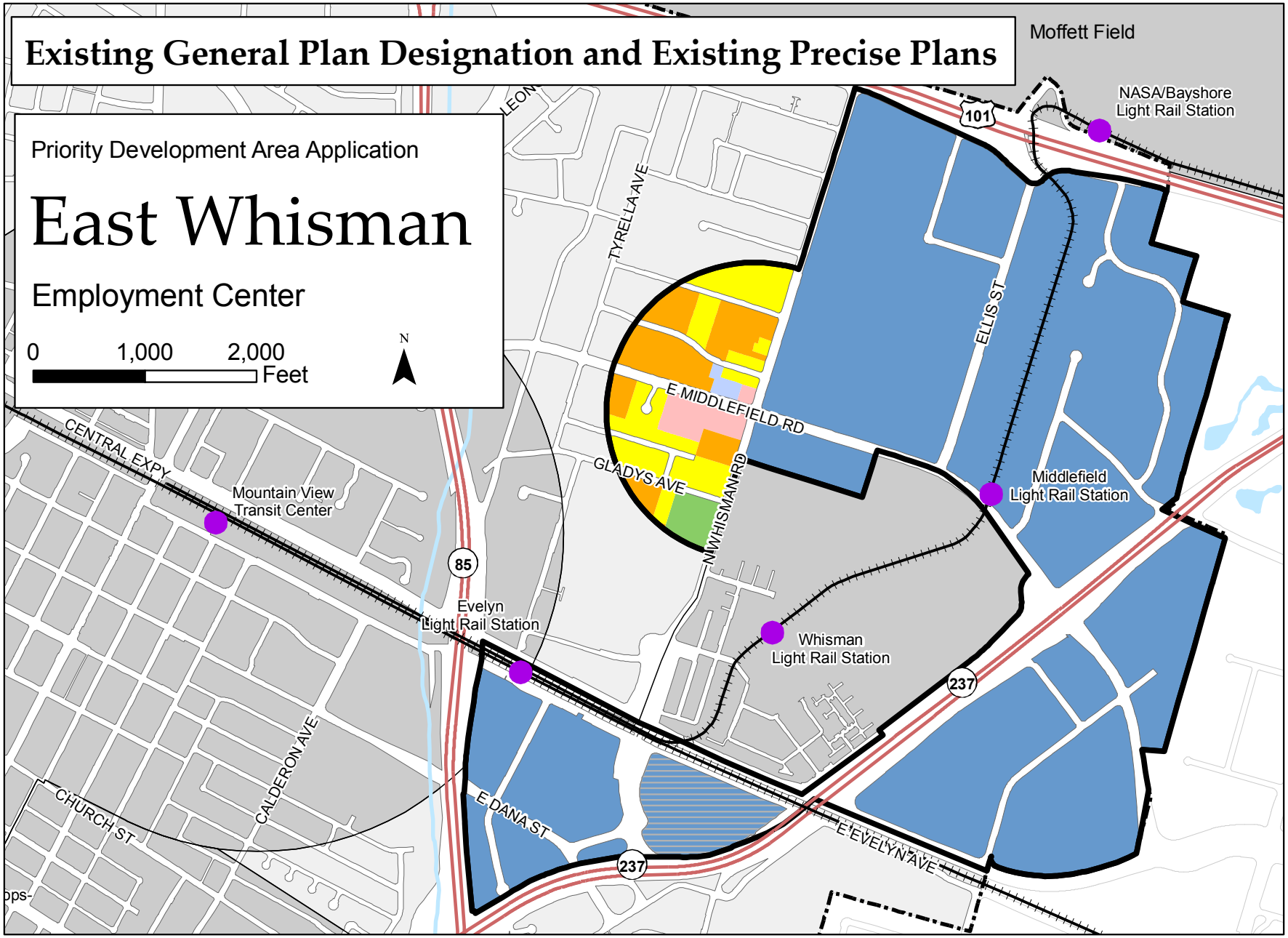
During the outreach for the Draft 2030 General Plan, the City met with residents and local employers to determine major land use strategies, intensities and form and character work.

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

Office space in Mountain View is very valuable right now, leading to a deluge of new applications and entitlement requests in the East Whisman area. Traditional suburban industrial and office parks around the Bay Area can learn from the strategies of intensification that the City is implementing, to reduce reliance on single occupancy vehicle commuting, ensure compatibility with surrounding residential neighborhoods and develop pedestrian and bicycle networks.


Draft 2030 General Plan Designation
Priority Development Area Application
East Whisman
Employment Center
0
1,000
2,000
Feet
N
Moffett Field
FAIRCHILD DR
101
NASA/Bayshore
Light Rail Station
TYRELLA AVE
ELLIS ST
E MIDDLEFIELD RD
GLADYS AVE
NW WHISMAN RD
Middlefield
Light Rail Station
CENTRAL EXPY
Mountain View
Transit Center
85
Evelyn
Light Rail Station
Whisman
Light Rail Station
237
CALDERON AVE
CHURCH ST
E DANA ST
E EVELYN AVE
237

Existing General Plan Designation and Existing Precise Plans



Legend

- Transit Stops
- Rail
- Freeways
- Streams
- City Limits
- Bodies of Water
- Other PDA Areas
- Non-PDA Areas
- Title PDA
- Existing Precise Plan

Existing General Plan Designation

- Office: 0.35 FAR
- General Industrial: 0.35 FAR
- Industrial Park: 0.35 FAR
- Neighborhood Commercial: 0.35 FAR
- General Commercial: 0.4 FAR
- Regional Commercial: 0.5 FAR
- Linear Comm/Res: 0.35 FAR and 43 DU/ac
- Downtown Commercial: 1.0 to 3.0 FAR, 60 DU/ac
- Low Density Residential: 1-6 units/acre
- Medium Low Density Residential: 7-12 units/acre
- Medium Density Residential: 13-25 units/acre
- Medium High Density Residential: 26-35 units/acre
- High Density Residential: up to 80 units/acre
- Mobile Home Park: 7-14 units/acre
- Institutional
- Parks & Schools
- Regional Park
- Agriculture

Draft 2030 General Plan Designation

- Neighborhood Commercial: 0.35 FAR
- General Commercial: 0.4 FAR
- Office: 0.35 FAR
- High Intensity Office: Up to 1.0 FAR
- General Industrial: 0.35 FAR
- Neighborhood Mixed-Use: 0.35 FAR and 25 DU/ac
- General Mixed-Use: 0.5 FAR and 43 DU/ac
- Corridor Mixed-Use: 0.5 FAR and 60 to 70 DU/ac
- North Bayshore Mixed-Use: 1.0 FAR or 70 DU/ac
- Mixed-Use Center: 0.75 FAR and 70 DU/ac
- Downtown Mixed-Use: 1.0 to 3.0 FAR, 60 DU/ac
- Low Density Residential: 1-6 units/acre
- Medium Low Density Residential: 7-12 units/acre
- Medium Density Residential: 13-25 units/acre
- Medium High Density Residential: 26-35 units/acre
- High Density Residential: up to 80 units/acre
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- Regional Park

FOCUS
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.

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a. Lead Applicant -City/County		
Contact Person	Michael Brilliot	
Title	Senior Planner	
Department	Department of Planning, Building and Code Enforcement	
Street Address	200 E. Santa Clara Street, Tower 3rd Floor	
City	San Jose	
Zip Code	95113	
Phone Number	408-535-7831	
Fax Number	408-292-6055	
Email	michael.brilliot@sanjoseca.gov	
b. Area Name and Location	Envision San Jose 2040 General Plan Growth Areas (See Attachment A)	
c. Area Size *(minimum acreage = 100)*	See Attachment A	
d. Public Transit Serving the Area (existing and planned). From this list, please identify at least one route that has minimum 20-minute headways.	See Attachment A	
e. Place Type (Identify based on the Station Area Planning Manual or from others in Application Guidelines)	See Attachment A	
	Current Conditions (Year: 2008/10)	Future Goal (Horizon Year: 2040)
f. Total Housing Units	See Attachment A	See Attachment A
g. Total Jobs	See Attachment A	See Attachment A
h. Net Project Density (New Housing)	See Attachment A	See Attachment A
i. Minimum/Maximum FARs (New Employment Development)	See Attachment A	See Attachment A

Part 2 – 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.)?	☒	☐
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.	☒	☐
c. Is the proposed priority area within the boundaries of a redevelopment area?	☒	☒

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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
☒ Assistance with policies to implement existing plan	☒ Funding for new area-wide specific plan or precise plan	☒ Funding for transportation projects (including pedestrian/bicycle)
☒ Assistance with photo- simulations to depict future conditions	☒ Funding to update existing area-wide specific plan or precise plan	☐ Funding for housing projects
☒ Assistance with local workshops and tours	☒ Funding for EIR to implement existing area-wide plan	☐ Funding for water/sewer capacity
☐ Other:	☐ Other:	☐ Funding for parks/urban greening
		☒ Funding for streetscape improvements
		☐ 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.

Part 7 – FOR EMPLOYMENT CENTER PLACE TYPE PROPOSALS ONLY

Please provide the following information for the entire jurisdiction.

	Current Conditions (Year: 2008/10)	General Plan (Horizon Year: 2040)
Total Jobs	369,450 (1.2 J/HH)	839450 (1.9 J/HH)
Total Households	309,350	429350
Total Employed Residents	461,812	639,730

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.

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.

Attachment A
City of San Jose proposed Priority Development Areas
December 16, 2011

				f. Total Housing Units			g. Total Jobs			2040 Density/Intensity			
b. Area Name/Location	c. Acres	d. Public Transit (1)	e. Place Type	Existing	Planned	Total	Existing	Planned	Total	h. DU per Gross Acre (2)	i. Jobs per Gross Acre (3)	GOA	RDA
1. Bascom TOD Corridor (C39)	62	Light rail & bus lines 25, 61, 62	Mixed-Use Corridor	500	1,560	2,060	1,220	1,440	2,660	56	43	Yes	Yes
2. Bascom Urban Village (C40)	63	Exp. Bus 101; Lmted buses 320, 328; Buses 26, 37, 49, 61, 62	Mixed-Use Corridor	1,000	805	1,805	1,830	1,705	3,535	50	56	Yes	No
3. Blossom Hill/Snell Urban Village (VR19)	45	Light rail; Exp buses 182 168, 102, 122; Lmt bus 304; buses 27, 66	Mixed-Use Corridor	500	1,083	1,583	910	2,598	3,508	40	78	Yes	No
4. Camden Urban Village (C44)	90	Exp. Bus 101; Lmted buses 320, 328; Buses 37, 62, 65	Mixed-Use Corridor	500	1,000	1,500	5,120	3,500	8,620	50	96	Yes	No
5.Capitol Corridor Urban Village (VR11, VR 12,VR13, VR14, VR15)	187	Light Rail, Exp bus 104; buses 45, 61, 62, 64, 70; planned Berryessa BART station	Mixed-Use Corridor	1,000	6,245	7,245	2,600	6,597	9,197	42	49	Yes	No
6. Capitol/Tully. King Urban Villages (VR22, VR23, C34)	226	MST buses 55, 79; Exp buses 121, 122; buses 12, 22, 26, 31, 37, 39, 70, 77	Suburban Center	1,000	2,250	3,250	3,150	6,490	9,640	50	43	Yes	Yes
7. Oakridge/Almaden Plaza Urban Village (VR17)	323	Light Rail, Exp buses 102, 168, 182; buses 13, 27, 64	Suburban Center	2,000	7,303	9,303	4,860	9,090	13,950	40	43	Yes	No
8. Saratoga TOD Corridor (C41)	100	Exp. Bus 101; Lmted buses 328; Buses 58, 82	Mixed-Use Corridor	2,500	1,115	3,615	3,700	3,605	7,305	29	73	Yes	Yes
9. Stevens Creek TOD Corridor (CR32)	269	Exp. Buses 101, 102; buses 23, 25, 26, 54, 55, 81	Mixed-Use Corridor	1,500	3,860	5,360	4,550	2,400	6,950	50	26	Yes	No
10. Westgate/El Paseo Urban Village (C36)	140	Exp Bus 101, Lmtd bus 328; buses 26, 57, 58, 82	Suburban Center	2,500	2,500	5,000	3,010	3,000	6,010	50	43	Yes	No
11. Winchester Boulevard TOD Corridor (C38)	216	Exp bus 101; buses 25, 60	Mixed-Use Corridor	4,500	2,000	6,500	4,350	4,600	8,950	50	41	Yes	Yes
12. Old Edenvale Employment Area (Old Edenvale Employment Area, C 37)	530	Shuttle to Light Rail; Caltrain; buses 42, 68	Employment Center	-	700	700	8,715	32,500	41,215	50	78	No	Yes
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Total	2,849			17,500	30,421	47,921	60,719	116,080	176,799	44	62		

Notes:
1) All Buses are VTA buses unless otherwise noted.
2) Density = total number of planned dwelling units divided by the total gross acreage planned for residential or mixed-use residential. Density calculation does not included existing dwelling units.
3) Jobs per acre = total number of gross non residential and residential acres for a given growth area divided by total number of jobs (existing + planned)

CITY OF SAN JOSE, Department of Planning, Building and Code Enforcement

PART 2 - Envision San Jose 2040 General Plan Growth Area PDA Additional Information

2a. The proposed Envision San Jose 2040 General Plan Growth Areas PDA is based upon the Focused Growth Strategy incorporated into the City of San Jose's recently adopted Envision San Jose 2040 General Plan. The text General Plan document and Land Use/Transportation Diagram can be found at:

www.sanjoseca.gov/gp_update/

Appendix 6 of the Plan contains Urban Village Planning Guidelines which will apply to the future planning work within identified Urban Village Areas. The Village locations are shown on the Land Use/Transportation Diagram. The citywide Envision General Plan Growth Areas are also shown on the attached Growth Areas Diagram, which includes a numbering system and identification list which are cross referenced on Attachment A for the Proposed PDAs # 1-11.

2b. Other targeted planning efforts:

PDA #1. The City of San Jose has received Caltrans funding in late 2011 for a village planning effort along the Bascom TOD Corridor and Southwest Expwy area, to begin in mid-2012.

PDA#11. In 2010, the City of San Jose City Council accepted the Winchester Boulevard Enhancement Strategy, as a guide to development and potential improvements primarily to support business transition in the area. This Strategy, developed with the close work of city staff, the business associations and neighborhood residents, focused on a "cluster concept" for locations of and opportunity sites for higher intensity commercial uses in the future, and also addressed the need to improve accessibility and useability for bicyclist and pedestrians. In 2010, Winchester Boulevard was formally designated as a Neighborhood Business District. A link to the final Strategy is found at:

www.sjredevelopment.org/publications.htm

2c. Attachment A indicates the location of Potential PDAs #1 through 11 in Redevelopment Areas, which include the City's Strong Neighborhood Initiative Areas

CITY OF SAN JOSE, Department of Planning, Building and Code Enforcement

PART 4 – Envision San Jose 2040 General Plan Growth Areas PDAs Narrative

The Envision San Jose 2040 Growth Areas proposed Priority Development Area (PDA) is approximately 2850 acres composed of thirteen focused Growth Areas ranging in size from 45 to almost 600 acres. The majority of these areas (11) were identified as Growth Opportunity Areas (GOAs) in October 2011 during the development of the Initial Vision Scenario for the Sustainable Communities Strategy, and are of two FOCUS place types: Mixed-Use Corridor and Suburban Center. Two additional areas targeting job growth are also included as FOCUS-described Employment Centers: the International Business Park area near North San Jose and within 1/3 mile of the future Milpitas BART Station, and the Old Edenvale Employment area proximate to the Blossom Hill Caltrain Station and the Cottle Road Light Rail Transit (LRT) Station and served with the existing Hitachi Shuttle. In aggregate, these proposed Envision Growth Area PDA areas are planned for approximately 30,500 new high density housing units, and 116,000 new jobs. The PDA areas are located along major corridors and intersections with multiple transit opportunities, including LRT, Caltrain, and future BART, and generally provide a second tier of growth opportunity sites, building upon the larger Downtown San Jose and its radial corridors, North San Jose, and several of San Jose's Specific Plan areas which have previously been included as FOCUS PDAs.

After a four-year process, the City of San Jose City Council adopted a comprehensive Update of the City's General Plan through approval of the Envision San Jose 2040 General Plan on November 1, 2011. The development of the Envision Plan was achieved through a successful City led process based on significant involvement of community members, property owners and other interested stakeholders. Over the four years of the development of the Envision General Plan, there were fifty-one public Task Force meetings, seven community workshops, two on-line survey opportunities, and over 125 additional outreach meetings. In addition to participation by the 35-member Council-appointed Task Force, City staff, and regularly-attending community members, over 5,000 community members contributed to the General Plan Update through on-line or conventional engagement opportunities. Several hundred attendees at the workshops had opportunity to work with Lego blocks to consider preferred locations and form for proposed new growth.

The Envision Plan's policies emphasize: Job Growth (San Jose has a current Jobs-to-Employed Resident ratio of just 0.8), Fiscal Strength, Environmental Leadership, Transit Use and Development of Urban Villages as the top community priorities. The Envision Plan prioritizes development of up to 470,000 new jobs and 120,000 new housing units for 400,000 new residents through 2040, supporting a future residential population in San Jose of approximately 1.3 million. A top goal of the plan is to increase the Jobs/Employed Resident Ratio to 1.3 by 2040. A key Plan strategy to achieve these goals is to focus all future growth into clearly identified Growth Areas—the Plan's Land Use/Transportation Diagram identifies locations for significant job growth in Employment Areas, and further denotes portions of North San Jose and Downtown (already PDAs), the International Business Park near the future Milpitas BART Station,

and Old Edenvale near Caltrain and LRT, as Transit Employment Centers, where job densities between 50-100 jobs/acre are planned, supporting the City's evolution into a regional job center.

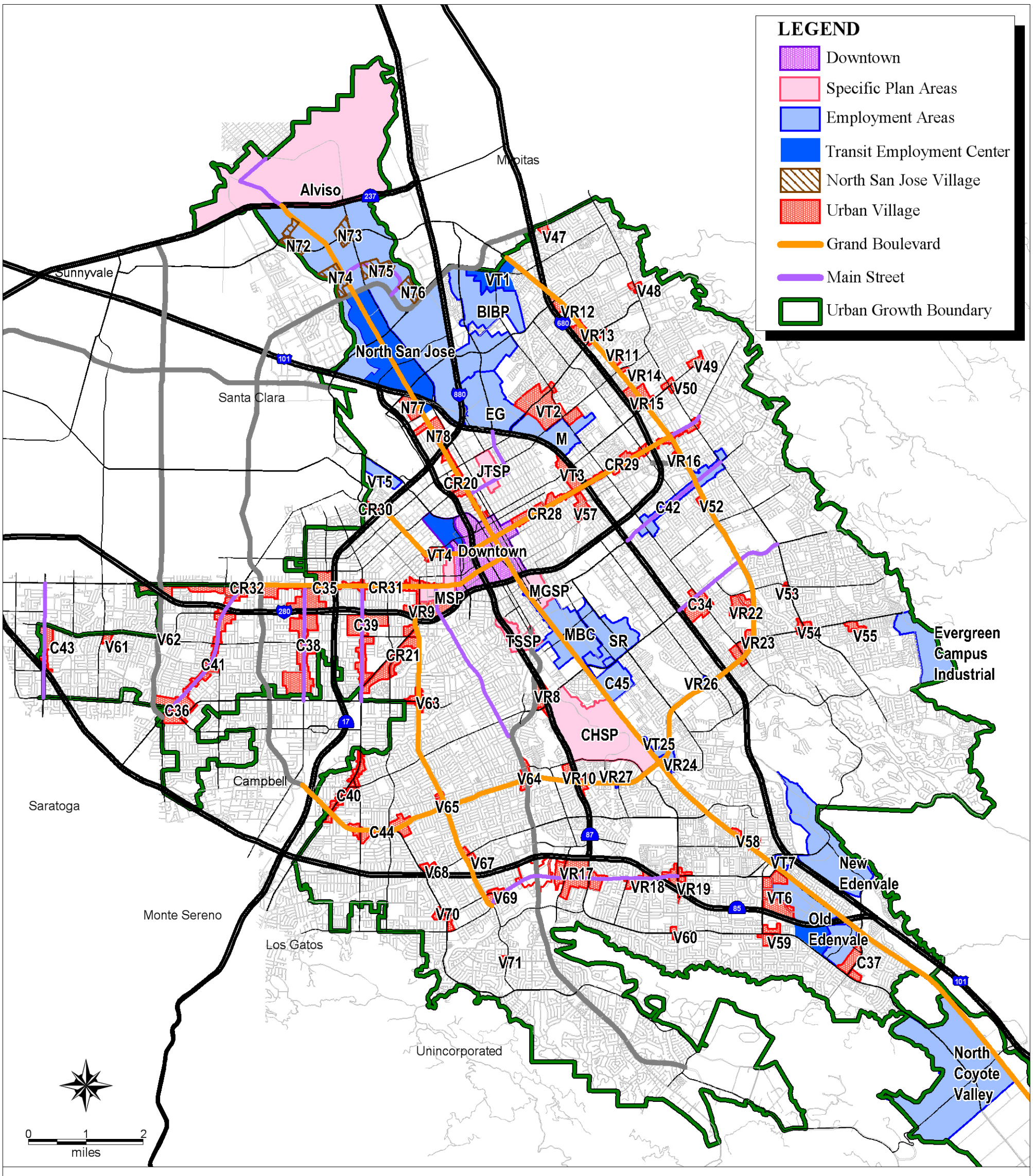
The Envision General Plan Diagram also identifies "Urban Villages," with a high-density (generally 40-50 DU/AC), mixed-use form with significant job base, located to support past investments in and maximize San Jose residents' access to the existing and planned transit system infrastructure, and the invigoration of suburban locations to vibrant, walkable, bicycle-friendly mixed-use areas in strategic locations throughout the City. The development of up to 70 Urban Villages at environmentally and fiscally beneficial locations throughout San Jose is a key Plan strategy. Focusing new jobs and housing growth to build attractive, compact, walkable "urban villages" will enable location of commercial and public services in close proximity to residential and employee populations, allowing people to walk to services while also providing greater mobility for the expanding senior and youth segments of the population. The Urban Village strategy fosters: mixing residential and employment activities; establishing minimum densities to support transit use, bicycling and walking; high quality urban design and complete communities, revitalizing underutilized properties with access to existing infrastructure and transit; and engages local neighborhoods through an Urban Village planning process. Each Village will need to be carefully integrated with surrounding neighborhoods, so the Envision Plan establishes an Urban Village Planning process that requires preparation of a Village Plan as a prerequisite to most residential development.

The City of San Jose is currently working closely with the community on Village Plans for several areas surrounding the future Five Wounds BART station, and has received funding for planning work for some village areas along San Carlos Street and Alum Rock Avenue. Of the proposed Envision San Jose 2040 General Plan PDA areas, the City has already been awarded a Caltrans grant to prepare a Village Plan for the Bascom/San Carlos area (Proposed PDA area No. 1, the Bascom TOD Corridor), with the project scheduled to begin in mid-2012. Also, while not actually a Village Plan, a prior multi-year planning effort has been coordinated with the neighborhood and the business association along Winchester Boulevard (proposed PDA area No. 11, Winchester Boulevard TOD Corridor) to develop the *Winchester Boulevard Enhancement Strategy*, completed in 2010, which identifies key opportunity sites for intensification and higher densities for new development. The Old Edenvale Employment area (Proposed PDA area No. 12, Old Edenvale Employment Area) is located adjacent to the Cottle Transit Village and Shopping Center PDA, an area which has had extensive private planning and development work, and construction of area infrastructure is well underway.

The City of San Jose, through the Envision San Jose 2040 General Plan, is a leading example of how a region's major city can plan to accommodate considerable new growth, both in jobs and housing, and create and follow a planning process to fully engage the community and other stakeholders to create complete, vibrant, walkable, bike-friendly and transit-accessible communities for its future. The proposed Priority Development Area exemplifies smart growth principles by placing these high density mixed-use development urban villages near employment centers and multiple modes of transit.

ENVISION SAN JOSE 2040 GENERAL PLAN

PLANNED GROWTH AREAS DIAGRAM



KEY

Downtown

Specific Plan Areas
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Urban Villages (cont.)
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Urban Villages (cont.)
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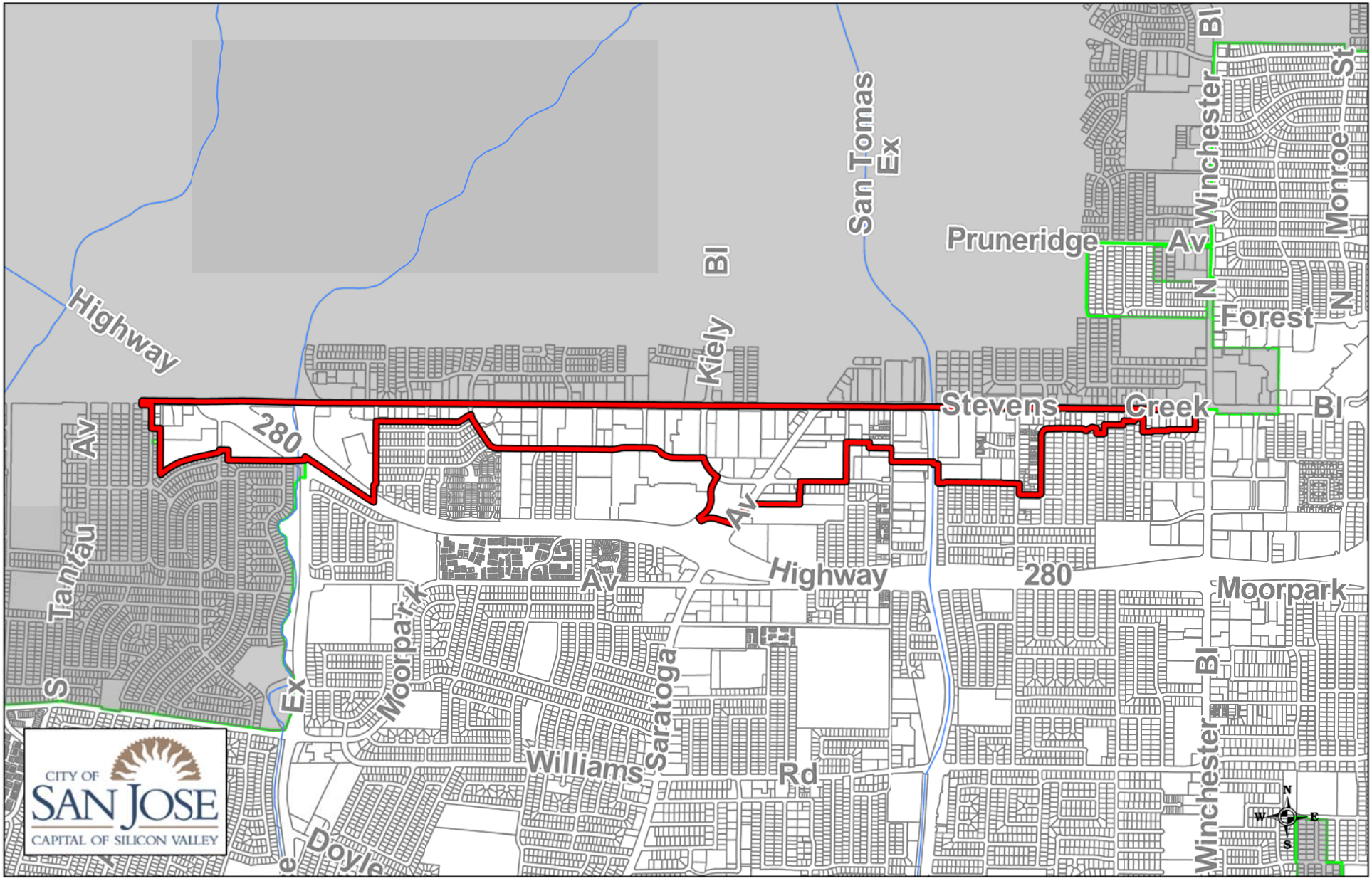
- V65 - Foxworthy Av/Meridian Av
- V67 - Branham Ln/Meridian Av
- V68 - Camden Av/Branham Ln
- V69 - Kooser Rd/Meridian Av
- V70 - Camden Av/Kooser Rd
- V71 - Meridian Av/Redmond Av
- N72 - North San Jose 1
- N73 - North San Jose 2
- N74 - North San Jose 3
- N75 - North San Jose 4
- N76 - North San Jose 5
- N77 - Rincon South 1
- N78 - Rincon South 2

Employment Areas (Former Villages)
- VT7 - Blossom Hill / Monterey Rd
- VT25 - W. Capitol Ex/Monterey Rd
- VR16 - S. Capitol Av/Capitol Ex
- VR24 - Monterey Hy/Senter Rd
- VR26 - E. Capitol Ex/McLaughlin Av
- VR27 - W. Capitol Ex/Vistapark Dr
- C42 - Story Rd
- C45 - County Fairgrounds

Date Pepared on October 27, 2011

9. Stevens Creek TOD Corridor
Proposed Priority Development Area (PDA)



Map Prepared by: City of San Jose, Planning Division, December 2011

Scale: 1 inch = 2,000 feet

RESOLUTION NO. 76123

A RESOLUTION OF THE COUNCIL OF THE CITY OF SAN JOSE SUPPORTING THE CITY'S APPLICATION FOR THE DESIGNATION OF THIRTEEN ENVISION SAN JOSE 2040 GROWTH AREAS AS A REGIONAL PRIORITY DEVELOPMENT AREA (PDA) TO SPECIFIED REGIONAL GOVERNMENT AGENCIES FOR PARTICIPATION IN THE FOCUS PROGRAM, AND AUTHORIZING THE CITY MANAGER TO TAKE ACTIONS NECESSARY TO COMPLETE THE APPLICATION PROCESS

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 the FOCUS program; and

WHEREAS, the 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 Areas) and what areas need protection (Priority Conservation Areas) in the region; and

WHEREAS, a Priority Development Area must meet the following criteria: (a) be within an existing community, and (b) be near existing or planned fixed transit (or served by comparable bus service); and

WHEREAS, a Priority Development Area must also: (a) be an area planned, or planning, for more housing, or (b) for non-residential areas, be an existing non-residential area planned, or planning, for more intensive development (1) with a mix

of uses and pedestrian-friendly, vibrant environments, (2) with current or planned capacity for minimum density of 25 jobs per gross acre or greater than 0.5 FAR, and (3) within a jurisdiction that is providing sufficient housing near its employment centers and has an existing jobs per household ratio that is lower than the regional average of 1.25; and

WHEREAS, local governments in the nine county San Francisco Bay Area are eligible to apply to the Regional Agencies for designation of an area or areas within their community as Priority Development Areas; 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; and

WHEREAS, under the draft regional Sustainable Communities Strategy, it is expected that allocation of regional transportation and other infrastructure funding will be targeted to designated areas of focused sustainable growth, making application for inclusion of all appropriate areas within the City of San José at this time of vital importance; and

WHEREAS, Major Strategies of the Envision San José 2040 General Plan, adopted after a four-year long update process with significant public outreach, include focusing future growth into identified Growth Areas and planning for and developing Urban Villages; and

WHEREAS, the City of San José is a leading example of how major cities can plan to accommodate significant new growth in jobs and housing with an inclusive planning process, is currently engaged with the community on several Urban Village Plans, and has secured grant funding for additional Village Planning Work; and

WHEREAS, the City of San José desires to submit an application to the Regional Agencies in order to designate thirteen Envision San José 2040 Growth Areas within the City that are indicated on Attachments "A" through "C" hereto as a Priority Development Area (PDA) called the "Envision San José 2040 General Plan Growth Areas" PDA for the purpose of participation in the FOCUS program;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF SAN JOSE AS FOLLOWS:

SECTION 1. The City Council hereby expresses support for the application submitted by the City Manager to the Regional Agencies for designation of thirteen Envision San José 2040 Growth Areas, as indicated on Attachment "A" and further illustrated in Attachments "B" and "C" (all attachments are incorporated herein by reference), as a City of San José Priority Development Area.

SECTION 2. The City Manager is hereby authorized to take all appropriate actions to complete the application process and maintain the City's eligibility for designation of the areas identified on Attachments "A" and "C" as a Priority Development Area by the FOCUS program.

ADOPTED this 24th day of January, 2012, by the following vote:

AYES:	CAMPOS, CHU, CONSTANT, HERRERA, KALRA, LICCARDO, NGUYEN, OLIVERIO, PYLE, ROCHA; REED.
NOES:	NONE.
ABSENT:	NONE.
DISQUALIFIED:	NONE.

CHUCK REED
Mayor

ATTEST:

DENNIS D. HAWKINS, CMC
City Clerk

76123

Attachment A
City of San Jose proposed Priority Development Areas
December 16, 2011

				f. Total Housing Units			g. Total Jobs			2040 Density/Intensity			
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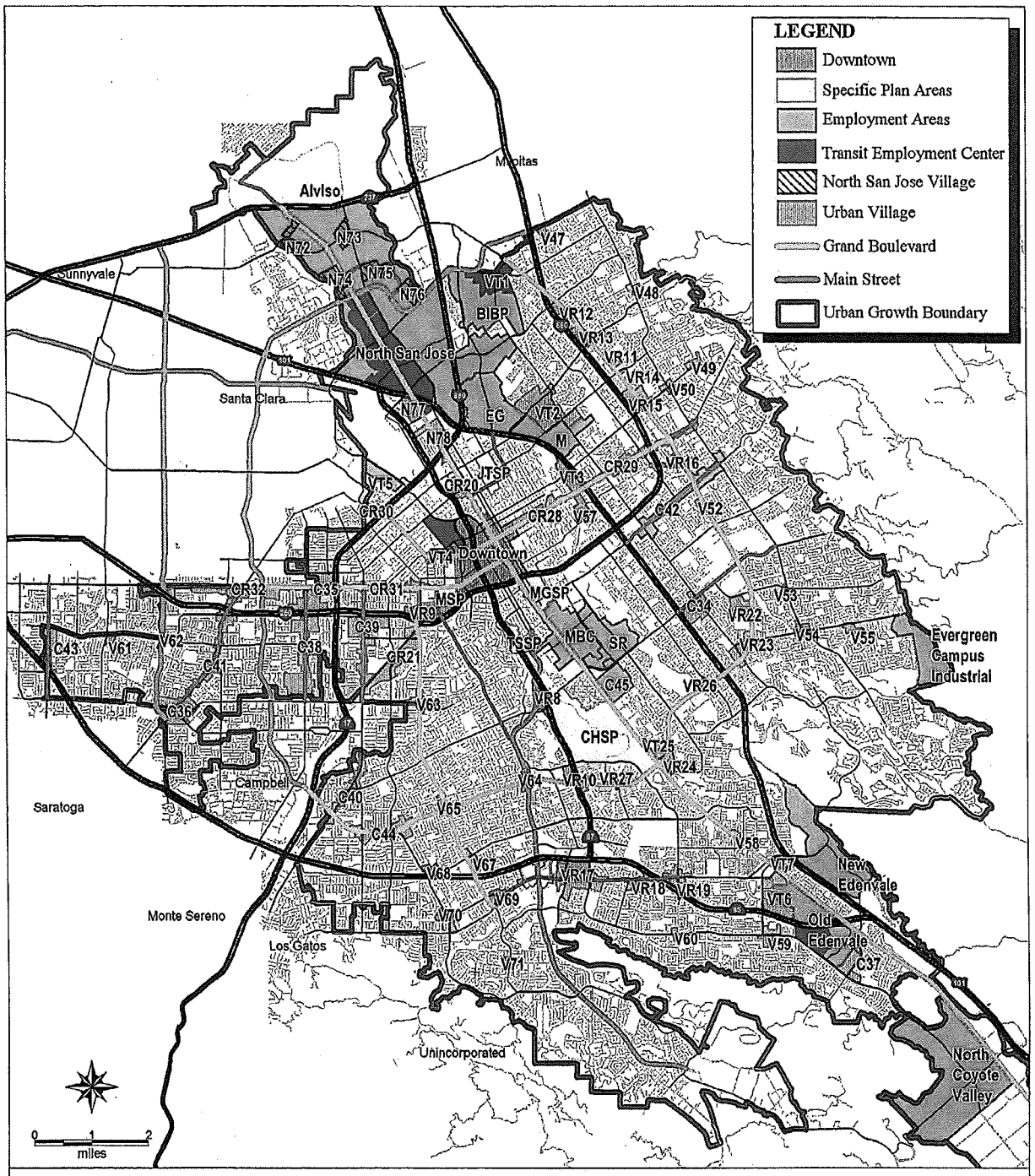
ATTACHMENT B

76123

ENVISION SAN JOSE 2040 GENERAL PLAN

PLANNED GROWTH AREAS DIAGRAM



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- V65 - Foxworthy Av/Meridian Av
- V67 - Branham Ln/Meridian Av
- V68 - Camden Av/Branham Ln
- V69 - Kooser Rd/Meridian Av
- V70 - Camden Av/Kooser Rd
- V71 - Meridian Av/Redmond Av
- N72 - North San Jose 1
- N73 - North San Jose 2
- N74 - North San Jose 3
- N75 - North San Jose 4
- N76 - North San Jose 5
- N77 - Rincon South 1
- N78 - Rincon South 2

Employment Areas (Former Villages)
- VT7 - Blossom Hill / Monterey Rd
- VT25 - W. Capitol Ex/Monterey Rd
- VR16 - S. Capitol Av/Capitol Ex
- VR24 - Monterey Hy/Senter Rd
- VR26 - E. Capitol Ex/McLaughlin Av
- VR27 - W. Capitol Ex/Vistapark Dr
- C42 - Story Rd
- C45 - County Fairgrounds

Date Prepared on October 27, 2011

76123

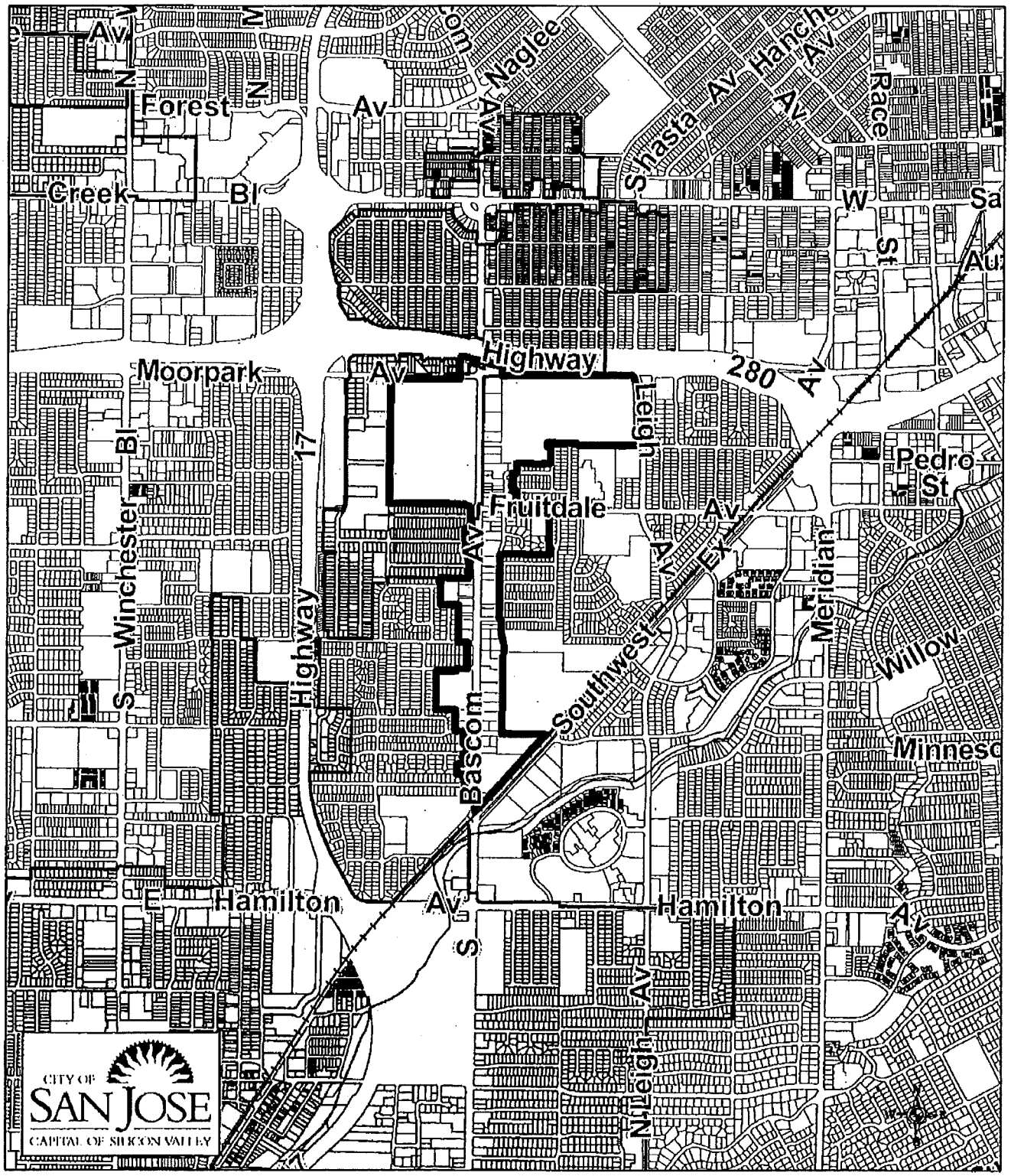
ATTACHMENT C

MAPS OF THIRTEEN ENVISION GROWTH AREAS WITHIN

PROPOSED PRIORITY DEVELOPMENT AREA

76123

1. Bascom TOD Corridor
Proposed Priority Development Area (PDA)

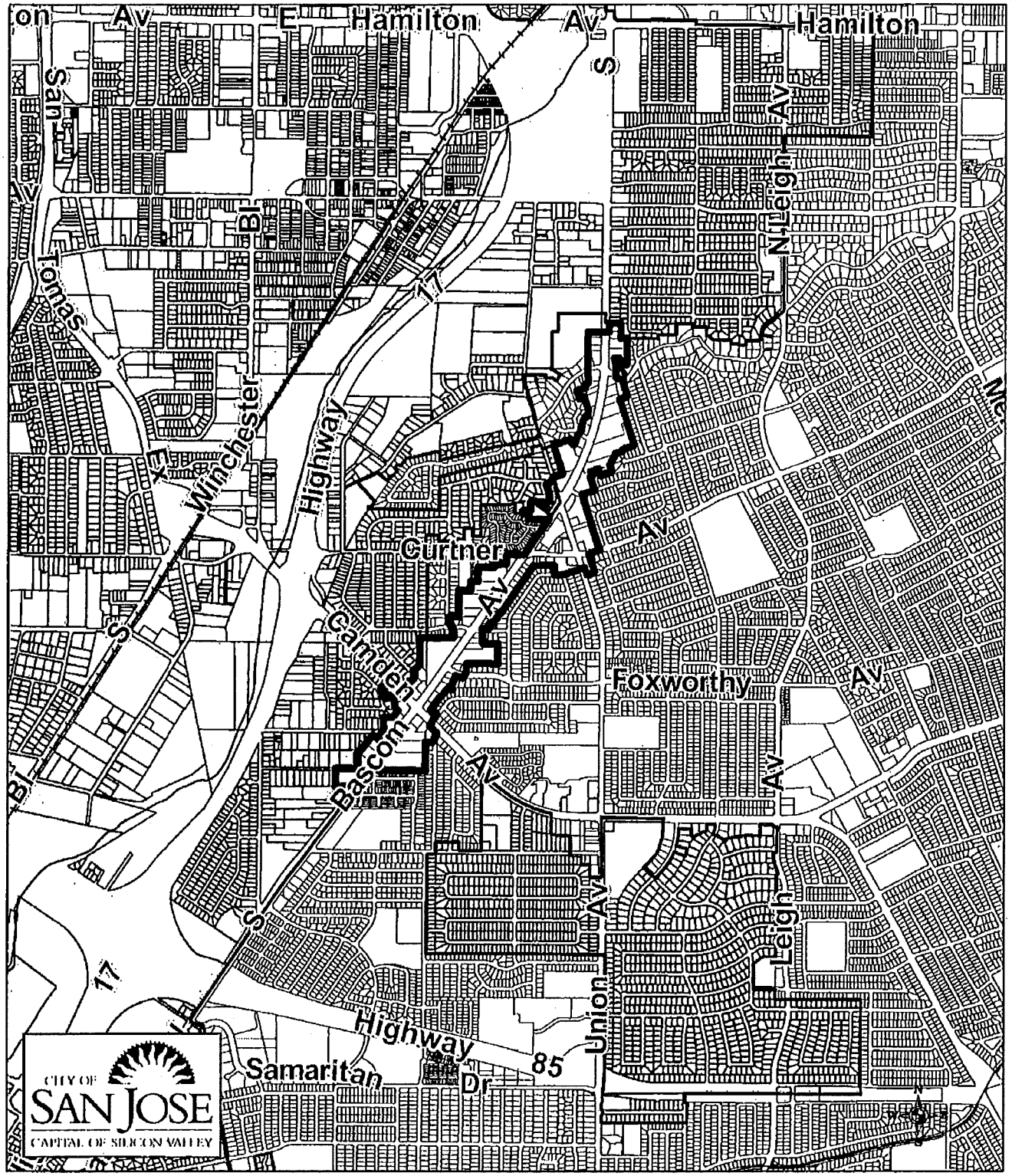


Map Prepared by: City of San Jose, Planning Division, December 2011

Scale: 1 inch = 2,000 feet

76123

2. Bascom Urban Village
Proposed Priority Development Area (PDA)

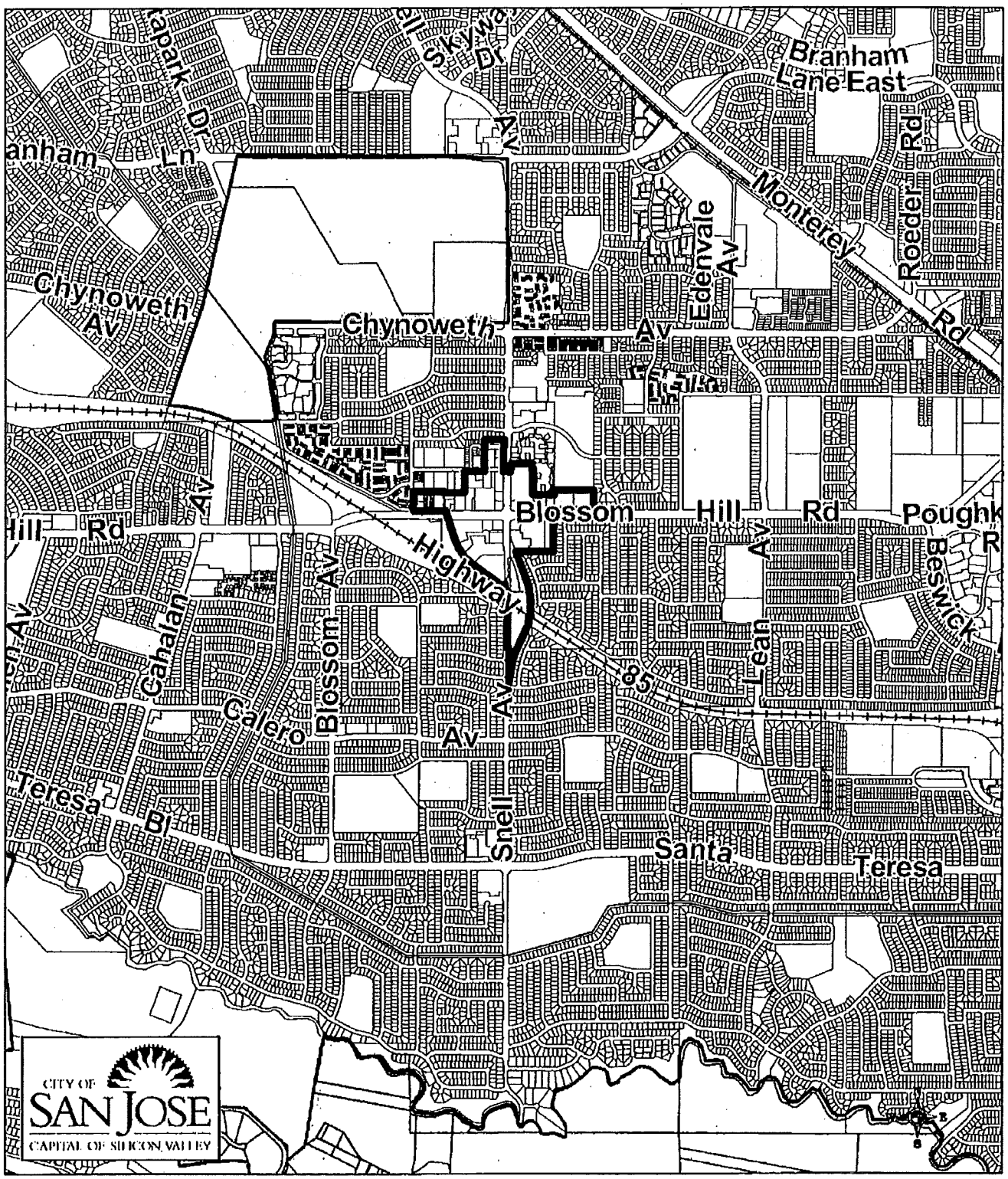


Map Prepared by: City of San Jose, Planning Division, December 2011

Scale: 1 inch = 2,000 feet

76123

3. Blossom Hill/Snell Urban Village Proposed Priority Development Area (PDA)

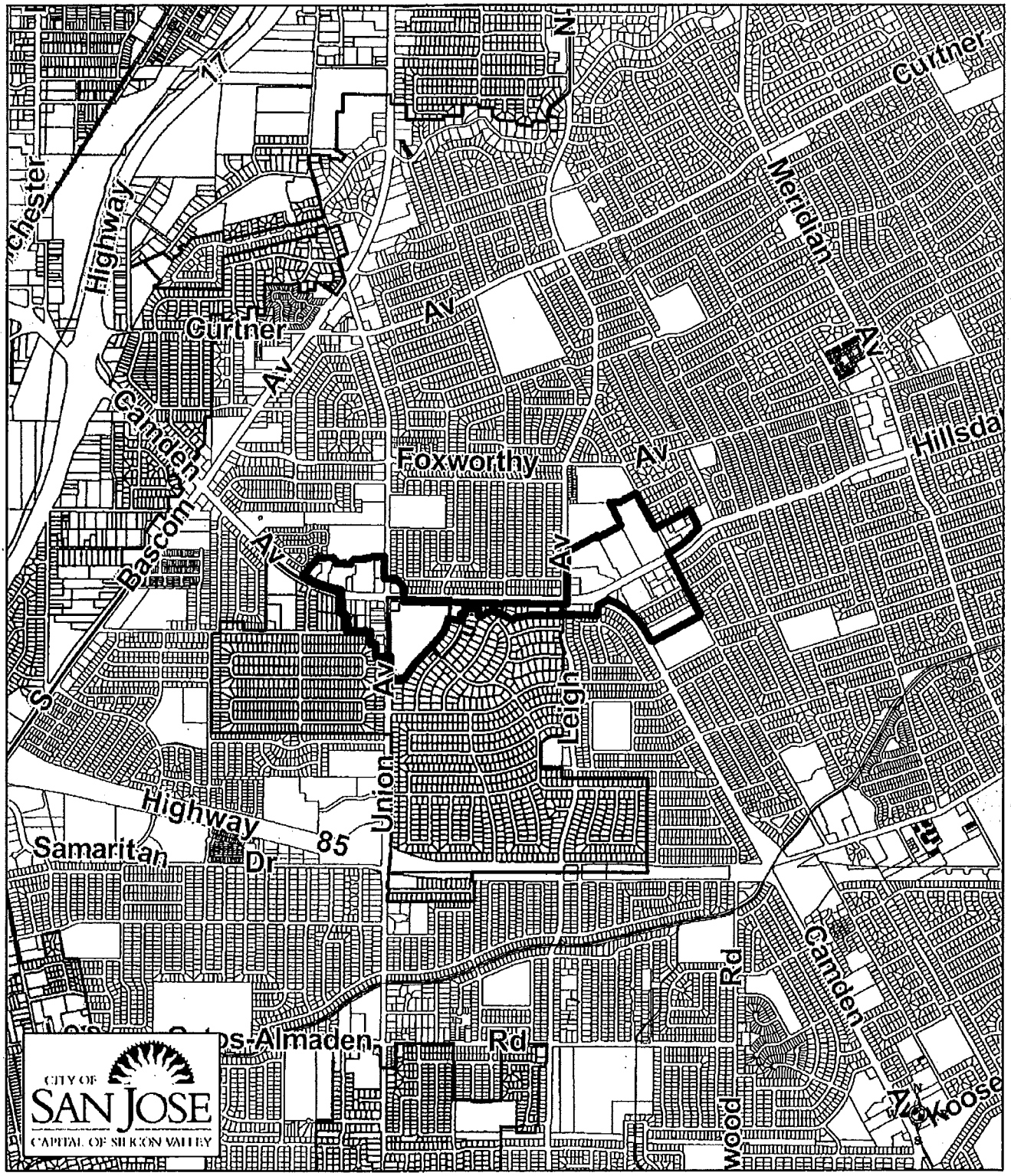


Map Prepared by: City of San Jose, Planning Division, December 2011

Scale: 1 inch = 2,000 feet

76123

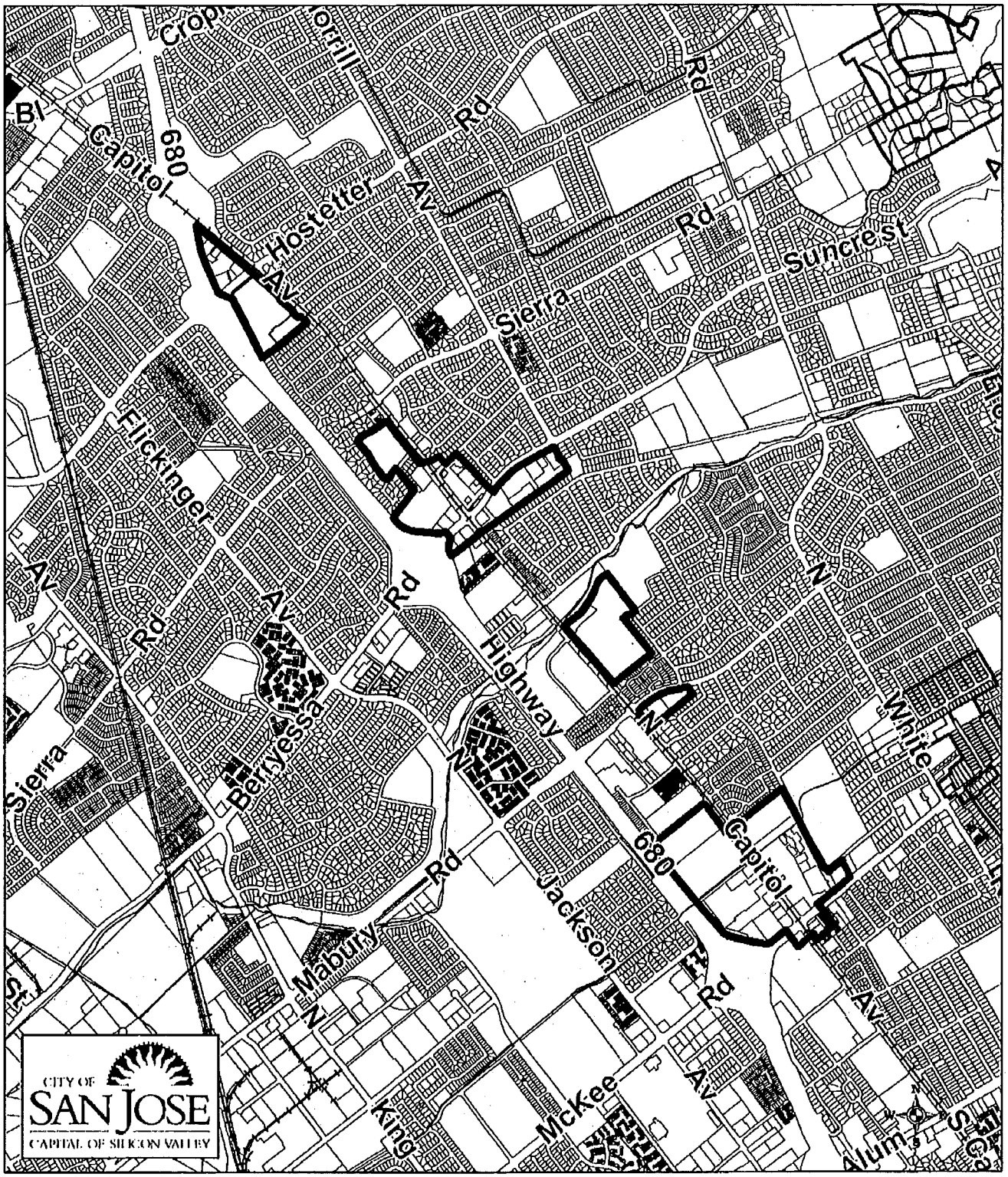
4. Camden Urban Village
Proposed Priority Development Area (PDA)



Map Prepared by: City of San Jose, Planning Division, December 2011

Scale: 1 inch = 2,000 feet

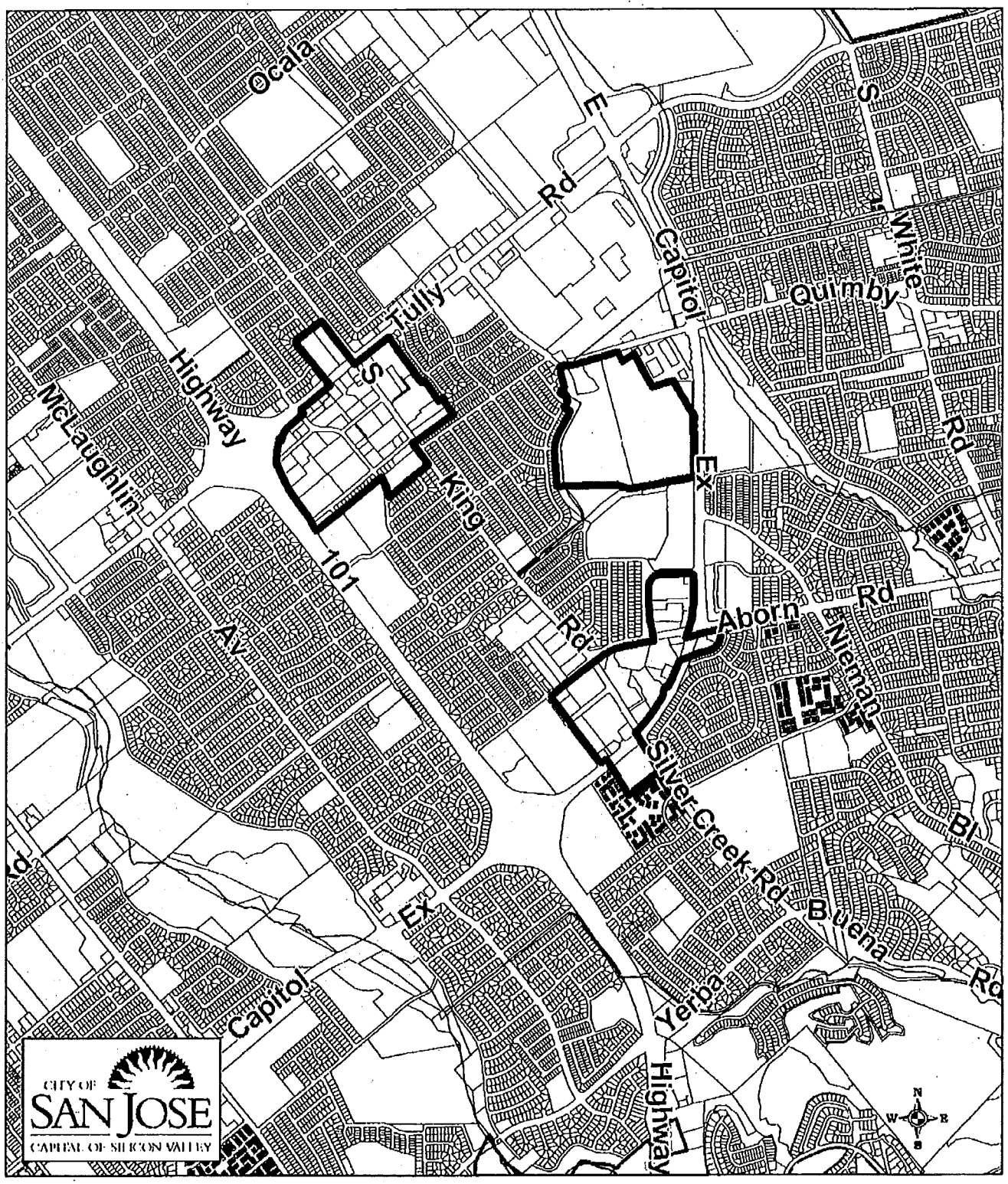
5. Capitol Corridor Urban Villages
Proposed Priority Development Area (PDA)



Map Prepared by: City of San Jose, Planning Division, December 2011

Scale: 1 inch = 2,000 feet

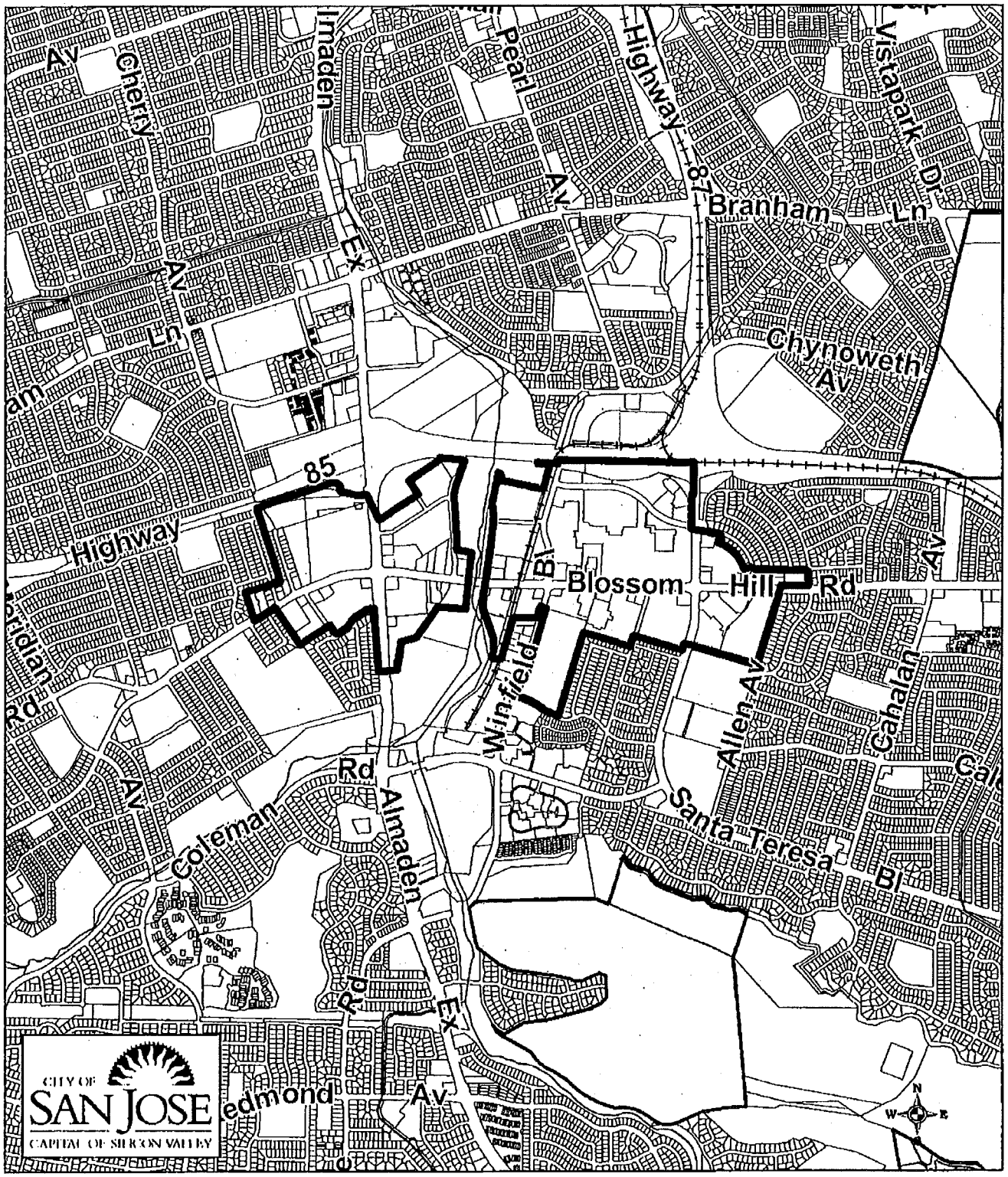
6. Capitol/Tully/King Urban Villages Proposed Priority Development Area (PDA)



Map Prepared by: City of San Jose, Planning Division, December 2011

Scale: 1 inch = 2,000 feet

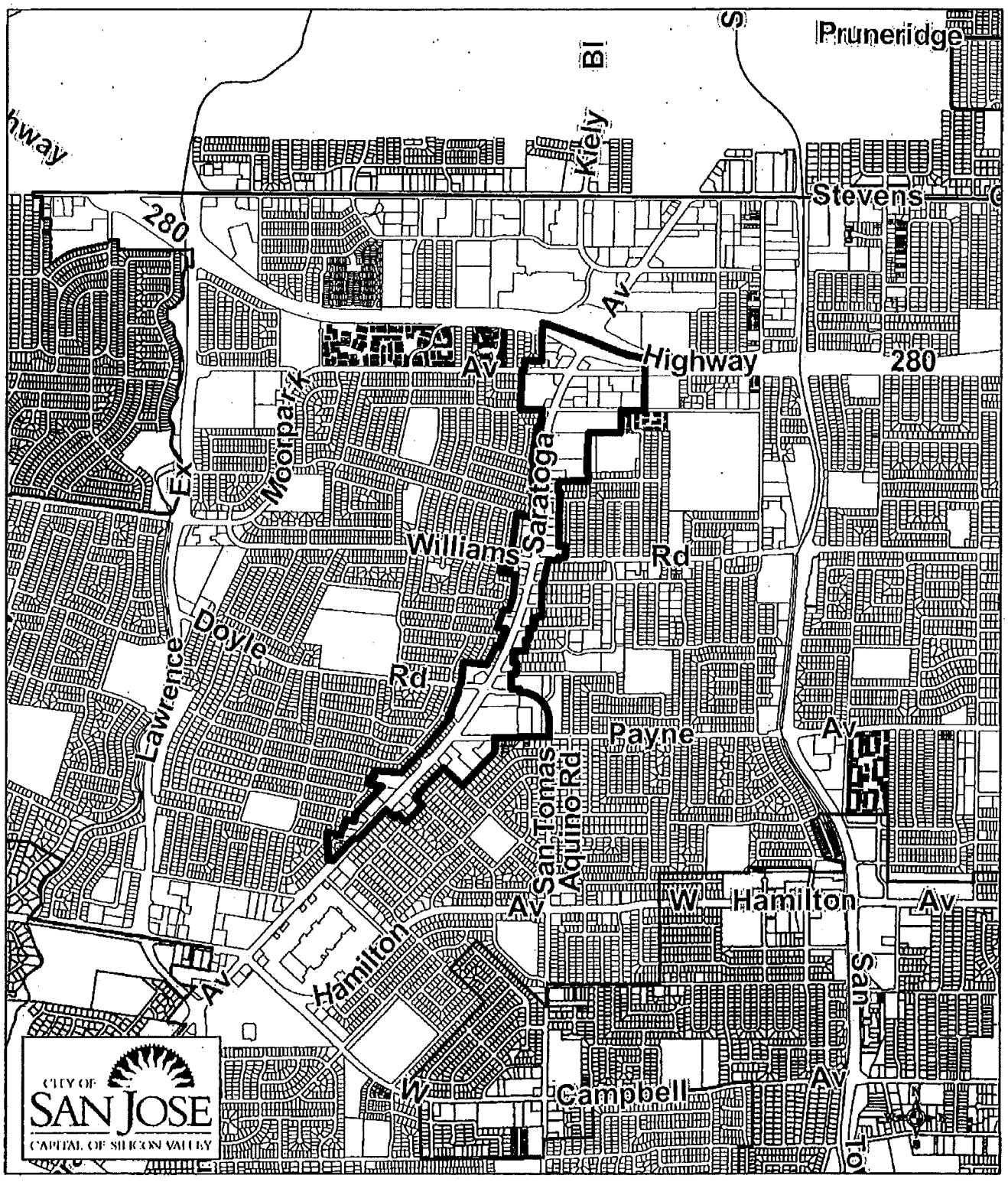
7. Oakridge/Almaden Plaza Urban Village Proposed Priority Development Area (PDA)



Map Prepared by: City of San Jose, Planning Division, December 2011

Scale: 1 inch = 2,000 feet

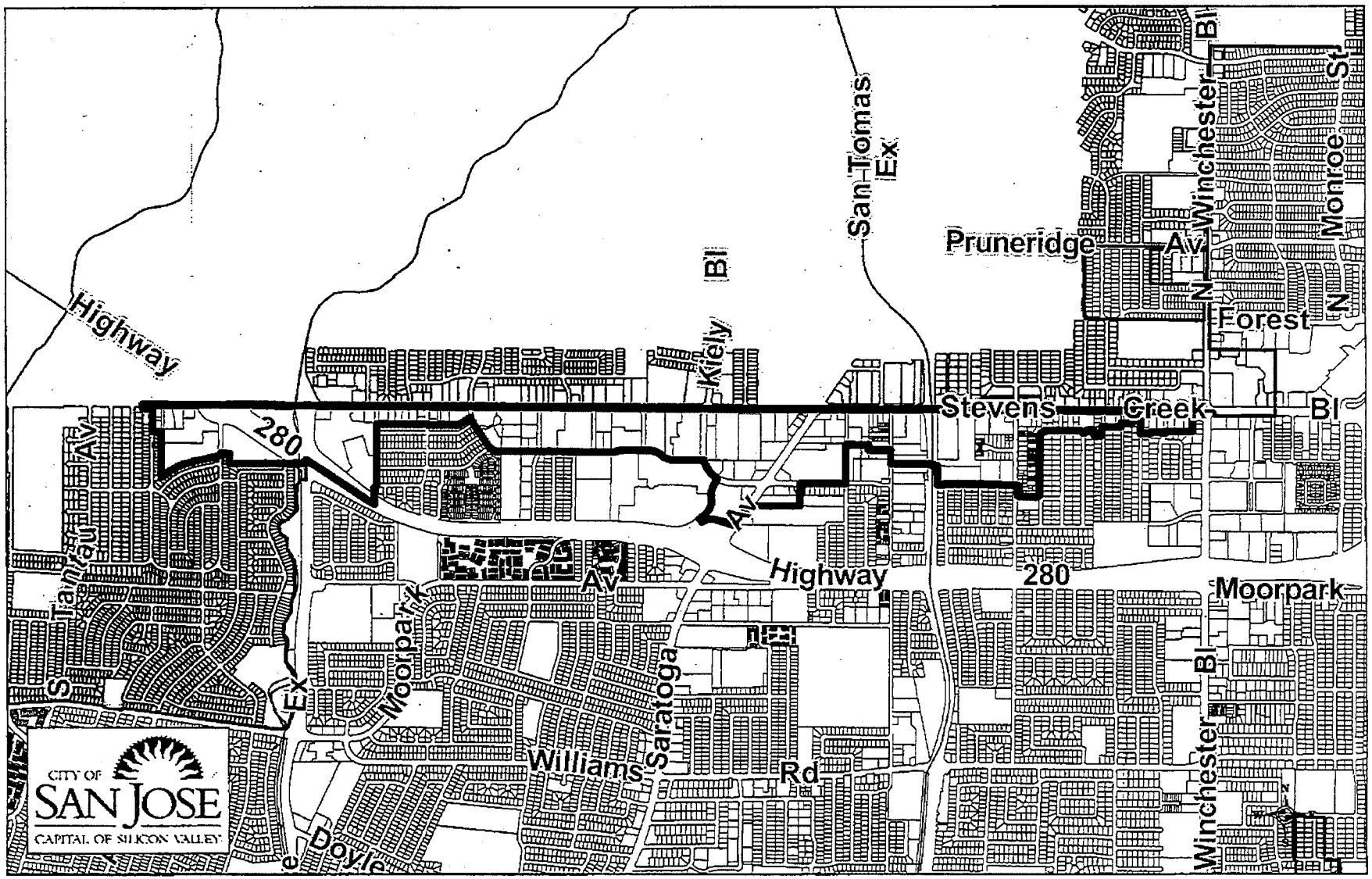
8. Saratoga TOD Corridor
Proposed Priority Development Area (PDA)



Map Prepared by: City of San Jose, Planning Division, December 2011

Scale: 1 inch = 2,000 feet

9. Stevens Creek TOD Corridor
Proposed Priority Development Area (PDA)

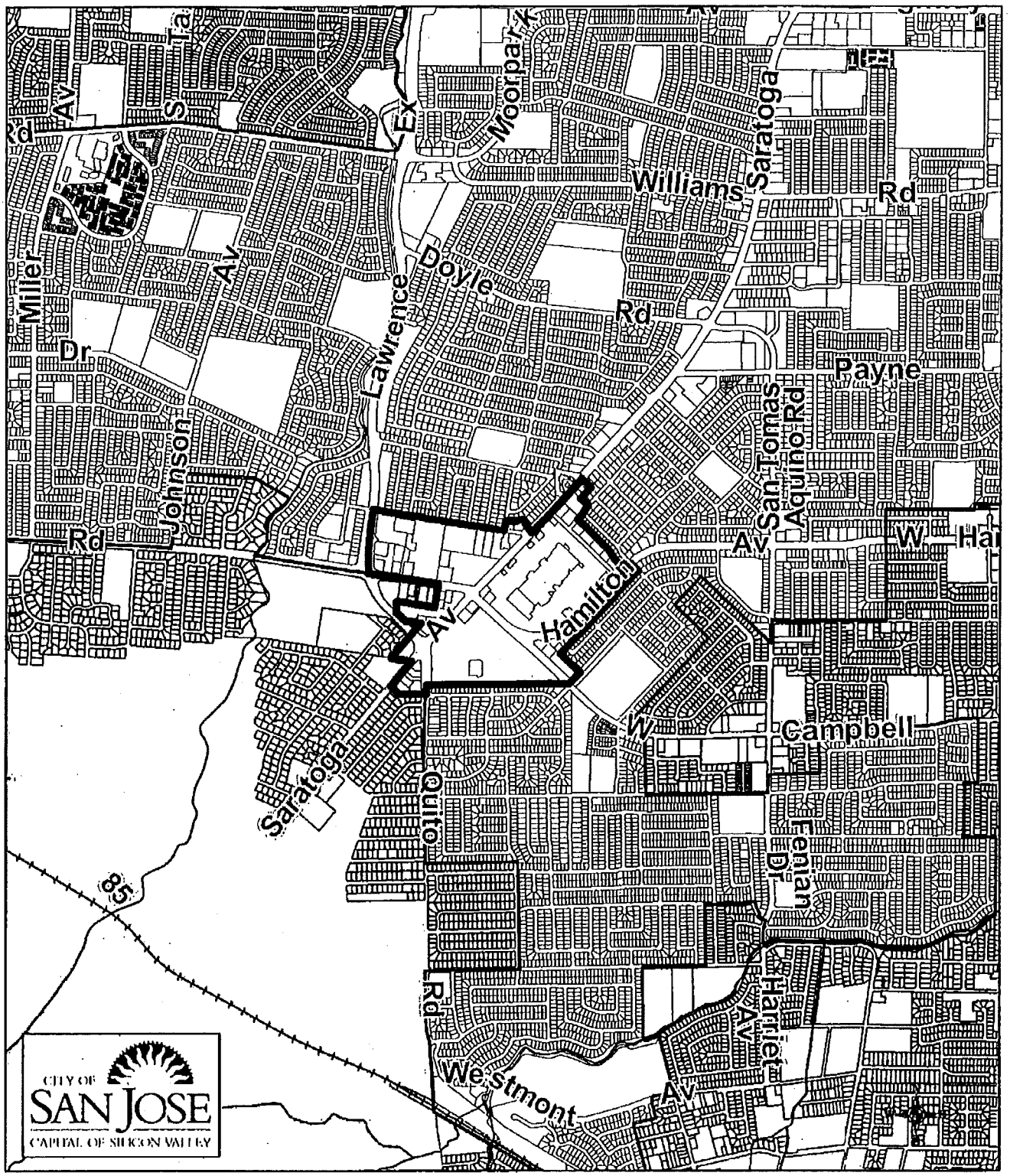


Map Prepared by: City of San Jose, Planning Division, December 2011

Scale: 1 inch = 2,000 feet

76123

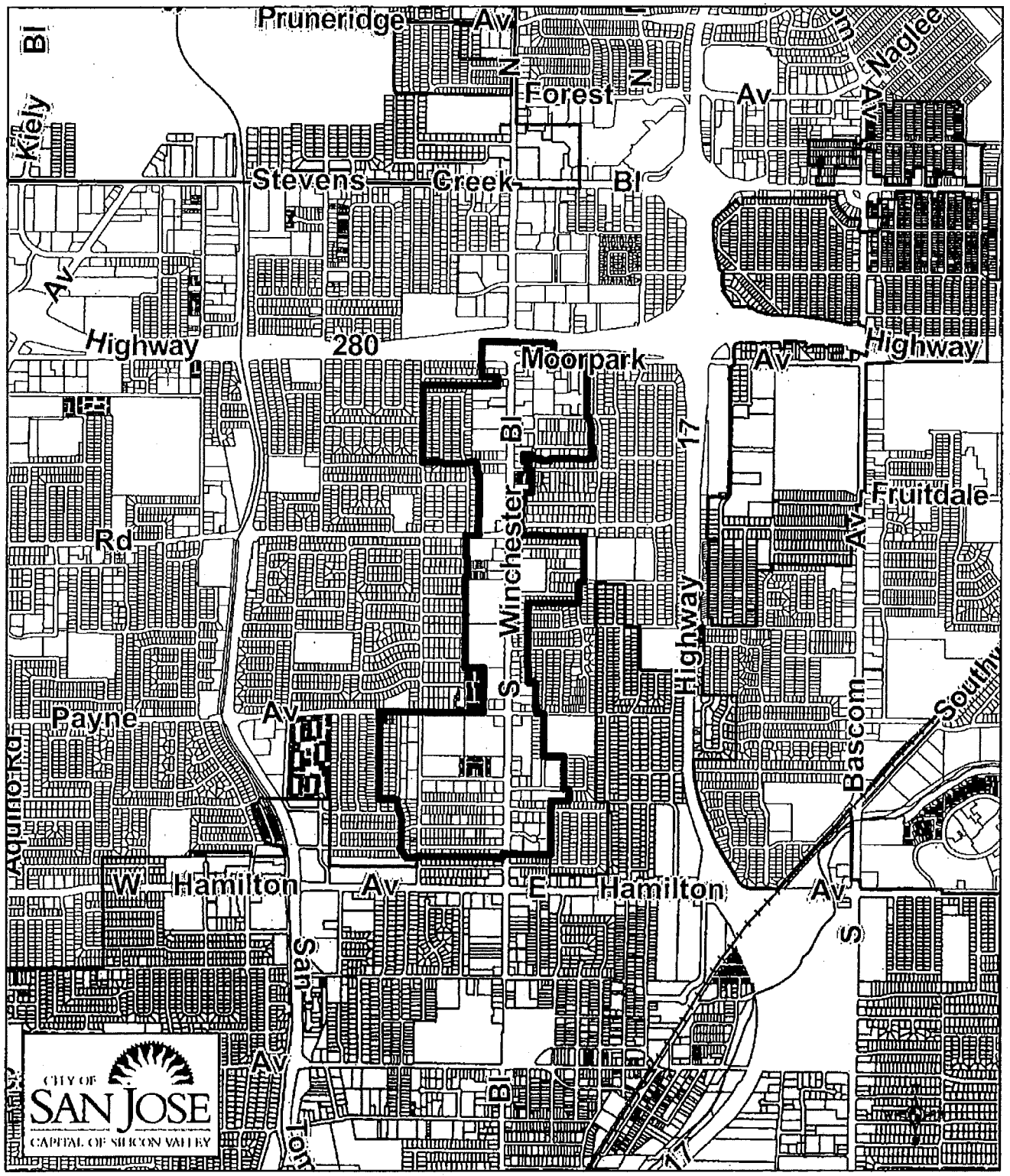
10. Westgate/El Paseo Urban Village Proposed Priority Development Area (PDA)



Map Prepared by: City of San Jose, Planning Division, December 2011

Scale: 1 inch = 2,000 feet

11. Winchester Boulevard TOD Corridor Proposed Priority Development Area (PDA)

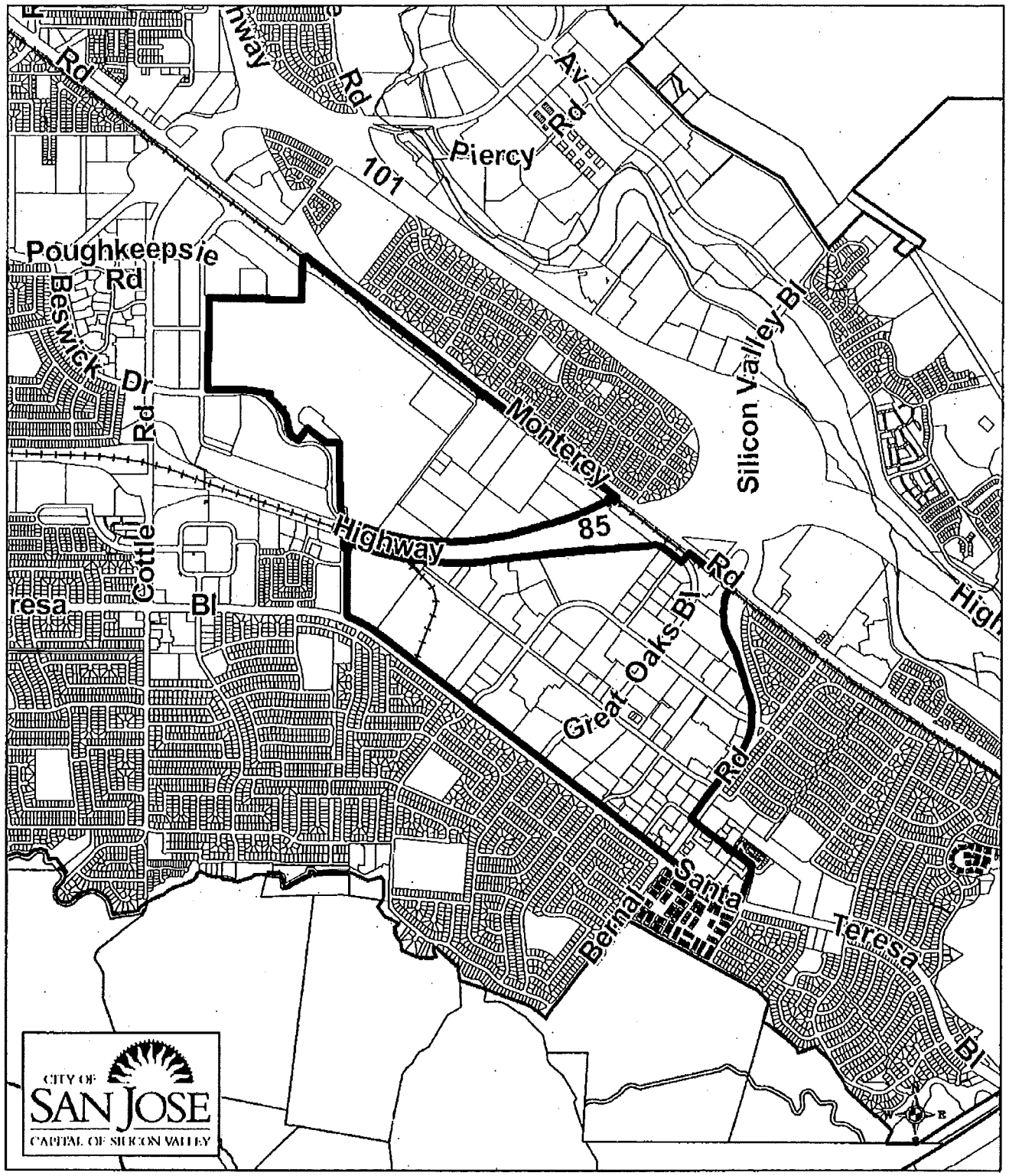


Map Prepared by: City of San Jose, Planning Division, December 2011

Scale: 1 inch = 2,000 feet

76123

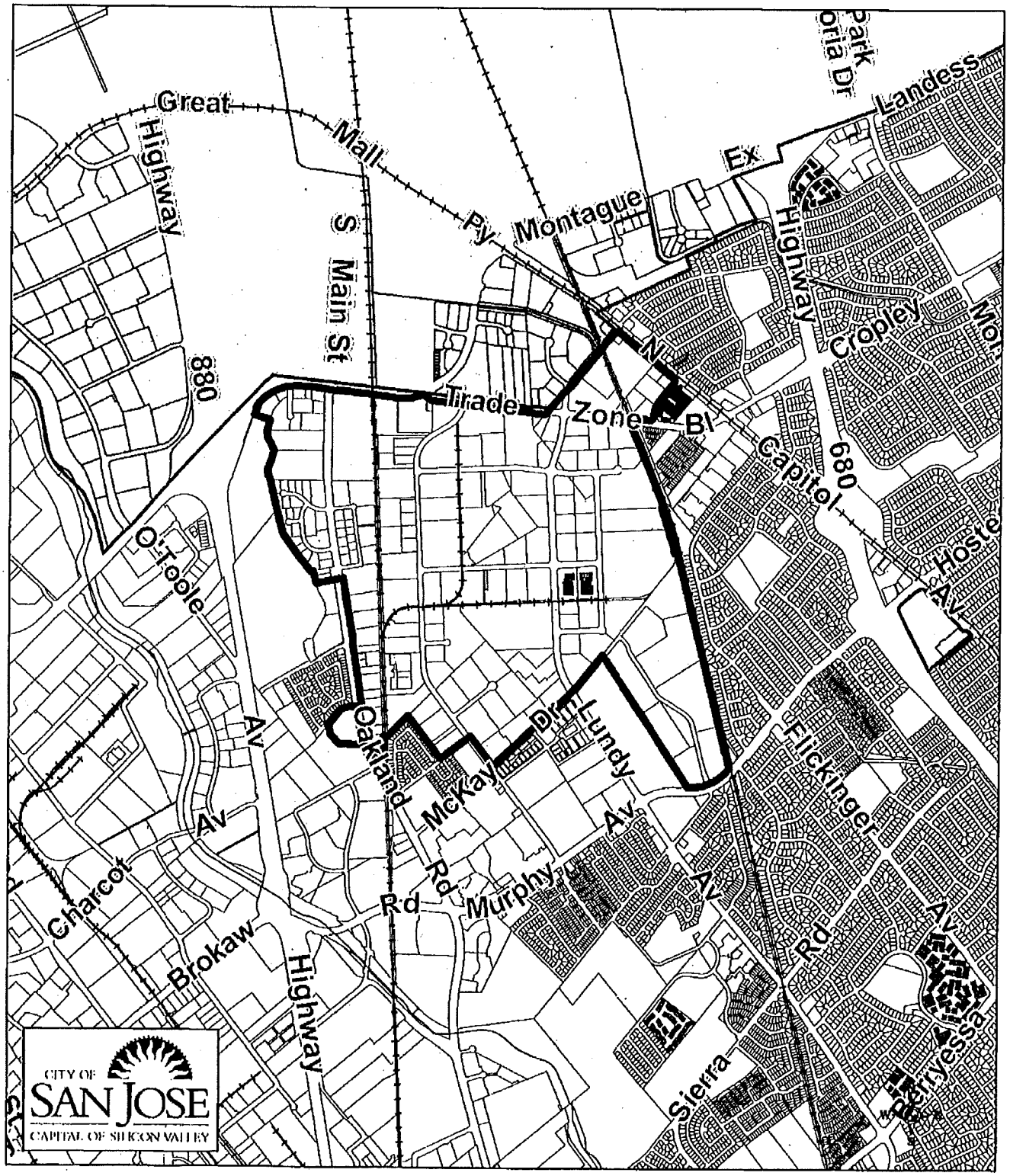
12. Old Edenvale Employment Area
Proposed Priority Development Area (PDA)



Map Prepared by: City of San Jose, Planning Division, December 2011

Scale: 1 inch = 2,000 feet

13. International Business Park Area
Proposed Priority Development Area (PDA)



Map Prepared by: City of San Jose, Planning Division, December 2011

Scale: 1 inch = 2,000 feet

FOCUS
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 Attach resolution showing local support for involvement in FOCUS		
a. Lead Applicant -City/County	San Pablo/Contra Costa County	
Contact Person	Tina Gallegos	
Title	City Planner	
Department	Planning	
Street Address	13831 San Pablo Avenue, Building 3	
City	San Pablo	
Zip Code	94806	
Phone Number	(510) 215-3002	
Fax Number	(510) 235-9417	
Email	TinaG@SanPabloCA.gov	
b. Area Name and Location	Rumrill Boulevard PDA	
c. Area Size *(minimum acreage = 100)*	57 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.	AC Transit: 71; 376	
e. Place Type (Identify based on the Station Area Planning Manual or from others in Application Guidelines)	Employment Center	
	Current Conditions (Year: 2010)	Future Goal (Horizon Year: 2030)
f. Total Housing Units	10,520 (Citywide)	11,510 (Citywide)
g. Total Jobs	5,900 (Citywide)	8,510 (Citywide)
h. Net Project Density (New Housing)	Unknown	Unknown
i. Minimum/Maximum FARs (New Employment Development)	0.30-0.60	0.30-0.60

Part 2 – 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.)?	☒	☐
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.**	☐	☒
c. Is the proposed priority area within the boundaries of a redevelopment area?	☒	☐

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 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
☒ Assistance with policies to implement existing plan	☒ Funding for new area-wide specific plan or precise plan	☒ Funding for transportation projects (including pedestrian/bicycle)
☒ Assistance with photo- simulations to depict future conditions	☐ Funding to update existing area-wide specific plan or precise plan	☒ Funding for housing projects
☒ Assistance with local workshops and tours	☐ Funding for EIR to implement existing area-wide plan	☒ Funding for water/sewer capacity
☐ Other:	☐ Other:	☒ Funding for parks/urban greening
		☒ Funding for streetscape improvements
		☐ 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.

Part 7 – FOR EMPLOYMENT CENTER PLACE TYPE PROPOSALS ONLY

Please provide the following information for the entire jurisdiction.

	Current Conditions (Year: 2009)	General Plan (Horizon Year: 2030)
Total Jobs	5,900	8,510
Total Households	8,761	10,090
Total Employed Residents	12,880	16,630

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.

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NARRATIVE

1. Background

San Pablo is located in West Contra Costa County off Interstate 80, minutes from the Bay Area cultural centers of Berkeley, Oakland and San Francisco. Surrounded by the cities of Richmond, Pinole, El Cerrito and Hercules, the City is a working class community with a diverse population of over 29,000 within two and one-half square miles. The City has 9,571 residential units with 43% owner occupied and 49% rental units. Over the past seven years, the City constructed 416 units for low and very low income households. This number exceeds the regional housing needs allocation by 200 units. The 2010 census table below describes the demographics and economic needs of the City of San Pablo:

Demographics	San Pablo	California
Population (2010 Census)	29,139	37,253,956
White	32.2%	50.2%
African-America	14.9%	6.7%
Latino	56.4%	32.4%
Asian and others	14.9%	10.7%
Unemployment (2007)	15.3%	12.4%
Poverty (2000)	19.6%	16.3%

The Rumrill Boulevard Corridor in San Pablo is in a state of extreme decline and requires urgent attention. This Corridor runs parallel to the westernmost city limits of the City and also parallels the Union Pacific and Burlington Northern Santa Fe (BNSF) railroad tracks. Heavy and light industrial land uses are located in this area. Despite being planned for this land use, industrial activity is intermixed with other uses. Today, the area is occupied by a mix of warehouses, junkyards, wholesalers, scattered residential and commercial/retail uses.

Vision for the Area: The City adopted a new General Plan 2030, in April 2011. By nature, the General Plan has policies and goals for the entire City. In addition to city-wide policies based on land use designations, the Land Use Element of the General Plan also includes policies that apply only to specific planning subareas. Unlike city-wide policies, the subarea policies are geared towards specific issues and concerns identified at a local level. Through the planning and public participation process three Special Planning Subareas were selected; the Rumrill subarea was one of them.

The Rumrill Boulevard subarea encompasses land on both sides of Rumrill Boulevard from the City limits boundary in the south, to the junction of Brookside Drive and Rumrill Boulevard on the north. The community vision for this subarea consists of an industrial district with a business-park like atmosphere. The district's identity would be shaped by well-designed light industrial or commercial buildings with pedestrian scaled landscaping and streetscape improvements. The community desired to focus on improving views as seen from Rumrill Boulevard and removing existing blight. On the east side of Rumrill Boulevard, there currently exists an eclectic mix of neighborhood commercial uses and residential uses with differing building setbacks and heights. Despite being planned for this land use, industrial activity is intermixed with other uses. Today, the area is occupied by a mix of warehouses, junkyards and wholesalers. Many residential plots have been turned into storage spaces or parking for cars. The most important challenge here is to

introduce a sense of order to the development pattern complete with design standards and streetscape improvements that encourage investment along the corridor.

The General Plan created a new designation for this subarea- Industrial Mixed-Use. This designation is intended for light manufacturing, distribution, sales and services with ancillary commercial and office space; including single and multi-story office, flex-space, and industrial building for single and multiple users, warehouse uses, and research and development activities. Buildout is assumed at an FAR of 0.40. Ultimately, the City anticipates the creation of a pedestrian friendly corridor providing multiple transit options such as; biking, walking, and the use of mass transit to encourage employment and livability within this area.

B. Place Type: The most appropriate place type for the Rumrill Corridor is an Employment Center. This corridor is served by AC Transit and runs parallel to railroad tracks and, as previously mentioned, consists of a mix of industrial, residential, commercial, employment and civic uses. The General Plan calls for increased density and encourages increased use of public transit. Rumrill Boulevard connects to Contra Costa College at its northern end and 2 miles south of the San Pablo city limits it connects to the Richmond Bart station.

2. Existing Policies

The City Council has adopted a Priority Workplan that includes the development of a Specific Plan for Rumrill that is in lockstep with the new General Plan. The Council is supportive of how Specific Plans have been used in the past as active planning tools to promote development consistent with the community's vision, as identified in the General Plan. The intent is that together, these documents will offer a roadmap for future development and prosperity of this area of the community that is consistent with the Regional Blueprint in the creation of housing and employment.

The following section identifies some of the existing policies in the City's General Plan.

A. *Transportation Demand Management:* The current General Plan encourages alternative modes of transportation through design features and land use relationships. The City aims to provide new and improved pedestrian, bicycle, and transit facilities (*see* General Plan Policy GME-G-3 Growth Management). Further, the City will require the provision of bicycle parking and related facilities in new employment-generating development to facilitate multimodal commute choices (see General Plan Policy C-I-16 Circulation). In addition, the City pledges to continue working with AC Transit to advocate for service expansion, improvement of service and increased ridership.

B. Pedestrian Oriented Design Standards: The General Plan recognizes the importance of the Rumrill Corridor as a subarea and Specific Policies were adopted that call for the development of specific Zoning Standards that promote a "park like" setting for light industry along Rumrill Boulevard (*see* General Plan Policy LU-1-41 Land Use). Policies also encourage the development and transition of residential development along this corridor to create synergy and a safe environment for the west side of the City (*see* General Plan Policy LU-1-43 Land Use).

C. Affordable Existing Housing Policies: The City recognizes the need for higher density and affordable housing to ensure that growth benefits all residents regardless of socio-economic

status. Current policy promotes mixed-use, high density infill development and promotes land use patterns that make more efficient use of the transportation system (*see* General Plan Policy GME-G-4 Growth Management) and encourages affordable housing product types such as the ownership of townhomes, rental apartment units, and multi-family housing (see General Plan Policy H-2.1.1 Housing). Policies encourage the construction of multi-family housing near community amenities, and transportation routes as well as improvements to infrastructure and community facilities.

B. The Planning Process: The newly adopted General Plan summarizes the community's vision for this corridor and changed the designation from previously Heavy Commercial and light Commercial land use designations to Industrial Mixed-use. An environmental evaluation analysis (program EIR) was prepared as part of the General Plan. This process will enable a developer to initiate development with a limited number of entitlement requirements. As mentioned previously the intent of this newly created designation is to promote light manufacturing, distribution, sales and services with ancillary commercial and office space; including single and multi-story office, flex-space, and industrial building for single and multiple users, warehouse uses, and research and development activities. The City Council has included the development of a Specific Plan for Rumrill Boulevard to further detail development standards, allowable uses, pedestrian and transit connections in their adopted Work plan for the next year. Completing a Specific Plan for Rumrill is a high priority.

View Documents online:

City of San Pablo, General Plan 2030
http://www.sanpabloca.gov/gp2030

Rumrill Avenue
Priority Development Area
Rumrill Avenue PDA
San Pablo City Limits
ROAD 20
BROOKSIDE
BROOKHAVEN
MARELIA
MANOR
FOLSOM
DOVER
MISSION
TYLER
19TH
18TH
MARKET
14TH
15TH
RUMRILL
POST
POST
16TH
SUTTER
BUSH
BUSH
17TH
19TH
PINE
EMERIC
15TH
CALIFORNIA
HILLMORE
19TH
SANFORD
VICTORIA
REGINA
WILCOX
20TH
SANFORD
15TH
COSTA
18TH

RESOLUTION 2011-132

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN PABLO AUTHORIZING AN APPLICATION FOR FOCUS PRIORITY DEVELOPMENT AREA (PDA) DESIGNATION OF THE RUMRILL BOULEVARD PLANNING AREA.

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, the City of San Pablo shares the regional agencies vision of developing sustainable land use growth patterns that improve residents accessibility to services through improved walkability and public transit options; 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, the Rumrill Boulevard planning area meets all of the above criteria; 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; and

NOW THEREFORE BE IT RESOLVED, that the City Council of the City of San Pablo, authorizes submitting an application to designate the Rumrill Boulevard planning area (as shown in Exhibit A) a priority development area.

****

I hereby certify that the foregoing is a full,
true and correct copy of Resolution 2011-132

Lehny M. Corbin, Deputy City Clerk
Executive Secretary

Adopted this 5th day of December, 2011, by the following vote to wit:

AYES:	COUNCILMEMBERS:	McNeil, Valdez, Calloway, Cruz and Morris
NOES:	COUNCILMEMBERS:	None
ABSENT:	COUNCILMEMBERS:	None
ABSTAIN:	COUNCILMEMBERS:	None

ATTEST:

Ted J. Denney, City Clerk

APPROVED:

Paul V. Morris, Mayor

FOCUS
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 Attach resolution showing local support for involvement in FOCUS		
a. Lead Applicant -City/County	City of Sunnyvale	
Contact Person	Trudi Ryan	
Title	Planning Officer	
Department	CDD	
Street Address	456 W. Olive Ave.	
City	Sunnyvale	
Zip Code	94087	
Phone Number	408-730-7435	
Fax Number	408-328-0710	
Email	tryan@ci.sunnyvale.ca.us	
b. Area Name and Location	Moffett Park Employment Center, Sunnyvale, between Hwy 237, Caribbean Dr., and Moffett Federal Airfield (see map).	
c. Area Size *(minimum acreage = 100)*	1,156 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.	VTA light rail: Mountain View-Winchester Line VTA bus routes 26, 54, 120, 121, 122, 321, 328	
e. Place Type (Identify based on the Station Area Planning Manual or from others in Application Guidelines)	Employment Center	
	Current Conditions (Year: 2010)	Future Goal (Horizon Year: 2035)
f. Total Housing Units	0	0
g. Total Jobs	27,600	50,900
h. Net Project Density (New Housing)	n/a	n/a
i. Minimum/Maximum FARs (New Employment Development)	35-50% allowed, existing average FAR is 32%	35-50% allowed, average by build-out will be 48%

Part 2 – 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.)?	☒	☐
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.	☒	☐
c. Is the proposed priority area within the boundaries of a redevelopment area?	☐	☒

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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)?
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- 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
☒ Assistance with policies to implement existing plan	☐ Funding for new area-wide specific plan or precise plan	☒ Funding for transportation projects (including pedestrian/bicycle)
☒ Assistance with photo- simulations to depict future conditions	☒ Funding to update existing area-wide specific plan or precise plan	☐ Funding for housing projects
☒ Assistance with local workshops and tours	☒ Funding for EIR to implement existing area-wide plan	☐ Funding for water/sewer capacity
☒ Other:	☒ Other:	☒ Funding for parks/urban greening
		☒ Funding for streetscape improvements
		☐ 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.

Part 7 – FOR EMPLOYMENT CENTER PLACE TYPE PROPOSALS ONLY

Please provide the following information for the entire jurisdiction.

	Current Conditions (Year: 2010)	General Plan (Horizon Year: 2035)
Total Jobs	77,890	132,000
Total Households	55,400	72,160
Total Employed Residents	67,700 (Dec. 2010 EDD)	88,200

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.

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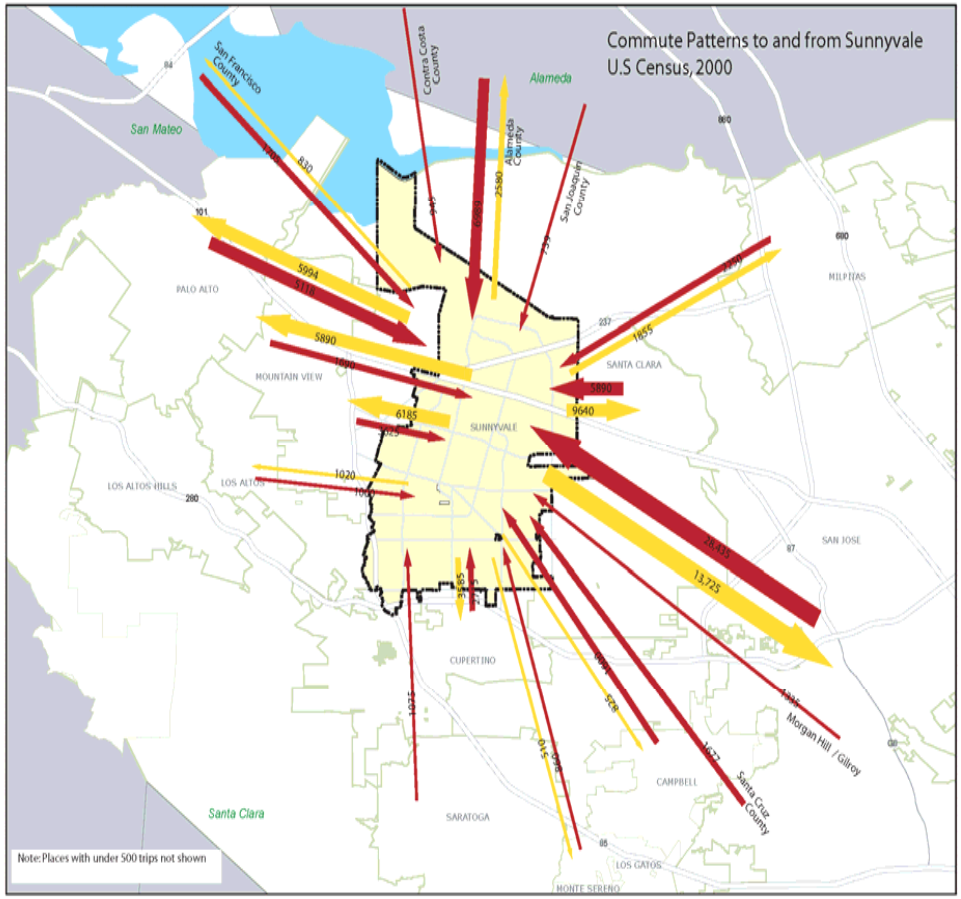
MOFFETT PARK Business & Transportation Association

Implementing and Enforcing Municipal TDM Policies

Kerry Haywood
Executive Director

City of Sunnyvale

- Located in the heart of Silicon Valley
- City is a predominately suburban setting
- 52,639 people commute out of Sunnyvale
- 67,646 commute into Sunnyvale
- (+15,000)



Moffett Park Area

- Moffett Park is an approximately 1,200-acre industrial park originally built to accommodate aerospace related industry.
- The evolution of the local economy to high-tech industry has resulted in the Moffett Park area becoming a prime location for large-scale corporate headquarters.

Development of the City of Sunnyvale's TDM Requirements (cont.)

- In the late 1990's and early 2000's, developers and hi-tech companies began to build or expand on the land in the Moffett Park area.
- Their desire to increase their floor area ratio (FAR) set the stage for the city to evaluate the potential impact such developments would have on the environment, community and traffic.

Development of the City of Sunnyvale's TDM Requirements (cont.)

- First condition that evolved was the TDM requirement for companies.

- The second condition that evolved a year or two later was a specific plan written for the Moffett Park area key issues addressed include:
  - infrastructure improvements
  - transfer of development rights,
  - transportation demand management,
  - improving the overall pedestrian environment. (This impacts some of the work we do that is beyond the scope of transportation issues.)

TDM Requirements

- Each TDM program originally began through development agreements with individual companies.
- City conditioned that a company needed to write a TDM program and submit it to the City for approval.
- Each TDM program required target trip reduction rates and an annual survey used to report results to the City.
- With the development of the Moffett Park Specific Plan, a consistent target rate of a 20% mode split was created. Every time a company requested a change in their FAR, their TDM program was subject to change.

Formation of MPBTA

- City recognized need and benefits for TMA in the Moffett Park area. Provided seed money to form MPBTA.
- This created a public/private partnership with City of Sunnyvale
- Commenced operations in June 2001

Formation of MPBTA (cont)

- Membership-based organization currently comprised of eight member companies (~14,000 employees) most who have TDM requirements through development agreements
  - Juniper Networks, Network Appliance, Yahoo! (hi-tech)
  - Jay Paul, Menlo Equities (developers)
  - City of Sunnyvale, Labcyte, Lockheed Martin (not required to have TDM programs)
- Formation used to leverage resources among member companies for commute programs and assistance

Characteristics of MPBTA

- Nonprofit, 501(c)(4) corporation
- Governing Board of Directors
  - One seat for each founding member
  - Two ex-officio, non-voting members
- One full-time staff member
- Funding based on membership dues and in-kind donations

  (i.e., shuttles to transit, office space)

Programs and Services

- Annual employee commute survey
  - Survey employees on their commute habits and attitudes towards commuting
  - Most companies required to submit results to City of Sunnyvale
  - High response rate required
- Company Transportation consultation
  - Source of commute-related information for employers to distribute to employees, event planning, and liaison between alternative transportation agencies/groups and employers

Programs and Services (cont)

- Employee Transportation Coordinator (ETC) Network
- Emergency Ride Home
- Shuttle partnership with transit agencies
- Advocacy
- Resource to find new products, programs, updates and vendors
- Business issues
  - Business Continuity/Emergency Response Planning

Advocacy Efforts

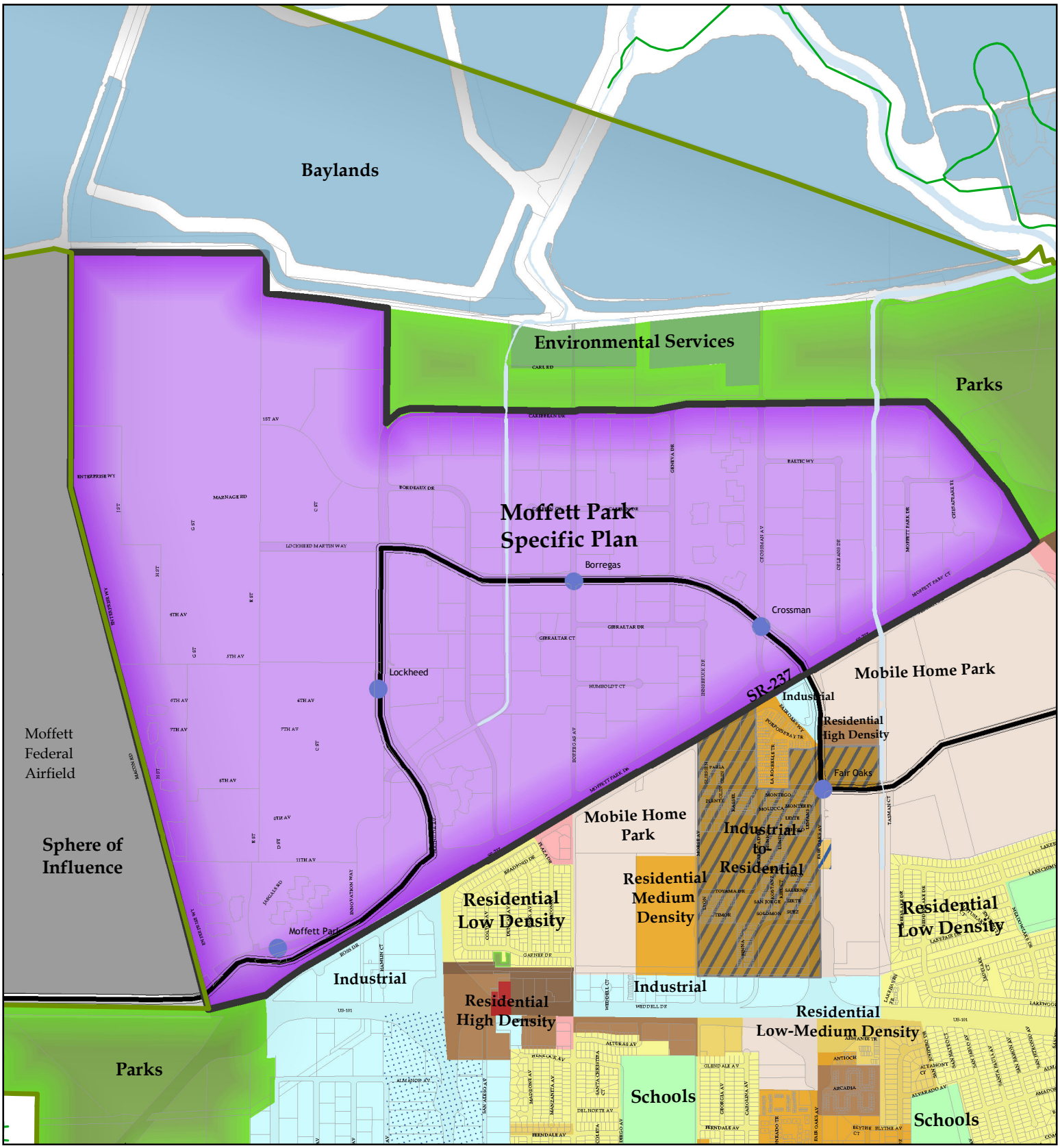
- Maintain or increase level of transit service
- Work with the City and a company when TDM compliance requirements not met.
- Track where traffic mitigation fees are spent
- Monitor the Moffett Park Specific Plan
- Develop relationship with city officials/city workers (i.e. Mayor's Roundtable)
- Community outreach

Conclusion

- Unique in the Santa Clara County area
- Good return on investment for members
  - Advocacy
  - Promotions
  - Survey work
  - Networking

Conclusion

- Benefit to Regional Transit Agencies
  - One stop shop for outreach and information to reach employees & employers
- City is happy
  - Used as a core contact for transportation and other issues
  - Resource for consultants



City of Sunnyvale Proposed PDA General Plan

Moffett Park

City Boundary

Boundary of Moffett Park

Light Rail Stations

Light Rail Line

1,000 Feet

December 2011

Moffett Park Employment Center, Sunnyvale
PDA Application Part 4: Narrative

1.A What is the overall vision for this area?

The Moffett Park Specific Plan (MPSP) was adopted by the City Council in 2004 to maximize the development potential for corporate headquarters, office and research and development facilities of high technology companies representing the next wave of economic growth in Silicon Valley. The MPSP includes architectural and design guidelines, three unique zoning districts, public facility improvement plans, and an environmental mitigation monitoring program. The MPSP created a "Development Reserve" to allow exemplary projects additional floor area beyond the standard FAR restrictions. This "Reserve" square footage is available to developers throughout the entire MPSP area until it is exhausted, based on the degree to which projects meet green building standards beyond the code requirements. The MPSP also includes transportation improvements and measures to increase use of public transit, and allows development of supportive commercial uses, such as restaurants and neighborhood retail, in order to reduce the need for car trips for meals or errands during the workday. The MPSP requires developers to implement transportation demand management plans and improve the pedestrian environment with linkages to transit and supportive uses, and pedestrian-friendly site design.

1.B How does the vision align with the place type selected in the Station Area Planning Manual?

The Moffett Park Employment Center currently has approximately 24 jobs per gross acre, and is projected to have approximately 44 jobs per gross acre by build-out in 2035. The Valley Transportation Authority (VTA) Mountain View-Winchester light rail line serves the Park with four stations: Moffett Park, Lockheed Martin, Borregas, and Crossman, which connect to seven VTA bus routes, the ACE train from Stockton (via shuttle), and the SMART inter-city bus from San Joaquin County. The Moffett Park station has park and ride lot, while Lockheed Martin station has bike lockers. The MPSP encourages higher-intensity office uses (up to 70% FAR) along the light rail line, and medium-density uses (up to 50% FAR) in outlying areas of the Park. Three zoning districts implement the MPSP: Transit-Oriented Development, General Industrial, and Commercial. The TOD subdistrict encourages integrated mixed uses with pedestrian-friendly and transit-supportive development and design features.

The City's General Plan allows approximately 11,000 more housing units to be developed by 2035 (beyond the number existing in 2010). If build-out is reached by 2035, the citywide jobs/housing ratio would decrease from its 2010 level of 2.55 jobs per household, to a projected 2.45 jobs per household. Since early 2010, the City has been preparing an update to the Land Use and Transportation Element (LUTE) of its General Plan. A Draft LUTE was released in November 2011 that would allow slightly more housing and job-generating uses to be built by 2035, compared to the amount allowed under the current General Plan. If adopted, the projected jobs/housing ratio would be further reduced to 2.38 at build-out. A number of major housing developments near Moffett Park are under construction or in the permitting process currently, with a total of approximately 630 units to be completed within the next several years, and the Park is adjacent to a number of existing residential neighborhoods in Sunnyvale, Mountain View, and Santa Clara. The City is also submitting PDA applications concurrently with this application (Tasman Crossing Transit Neighborhood and East Sunnyvale Urban Neighborhood) that include development capacity for nearly 5,000 additional housing units within 2 miles of the Park, if the Draft LUTE is adopted.

2.A What has to occur in order to fully realize this vision and place type?

The MPSP vision has already been partially realized, with 16,530,000 square feet of existing office space developed in the area by 2010. Currently Juniper Networks, Yahoo, Network Appliance, Lockheed Martin, and Menlo Equities are located in the Park, and Microsoft, Hewlett-Packard, Motorola, Apple, and Google have submitted plans to the City occupy offices there in the near future. The primary need is for additional funding for transit service beyond what can be obtained through local sources and impact fees. Both of the transit agencies serving the area, Caltrain and VTA, are regional agencies independent of the City currently facing operating deficits for existing service levels. The Moffett Park Business Association uses contributions from Park tenants and other sources to provide limited "last-mile" private shuttle service to and from local rail stations.

2.B. What has occurred in the past 5 years?

In the last five years, the City has approved development of over 3 million square feet of new Class A office space at three major new campuses (Moffett Towers, Ariba and Juniper Networks), and has approved office expansions at the existing Yahoo and Network Appliance campuses. These projects are currently either in development, under construction, or complete.

3. Describe relevant planning processes, and how community members were involved in developing the vision and/or plan for the area

The MPSP was adopted in early 2004, after three years of extensive public outreach, comment, and community dialogue. In 2010, Council appointed a 15-member advisory committee to provide community input on the LUTE update. That proposed LUTE includes increased housing for the current and future workforce in the MPSP.

4. Describe how this priority area has the potential to be a leading example of smart growth for the Bay Area

The MPSP provides an incentive-based, streamlined permit process for development proposals that agree to use sustainable design principals and the highest green building standards, and implement transportation demand management programs to achieve a goal of a 20% mode split for non-single occupancy vehicle trips. By creating and sustaining a cutting-edge, world-class business center, the City is leading the Silicon Valley and the Bay Area in creating and retaining living-wage jobs in the region in a well-planned area served by transit, with supportive uses in walking distance, and a range of housing opportunities of various price ranges within a short commute by bike, transit, or car. In addition, the businesses located within the Park support the local community with tax and impact fee payments, consumer spending at local and regional businesses, and corporate charitable contributions of many kinds. The City's General Plan and proposed LUTE/CAP further support projected development at the Park with sustainable community planning through out the City, including affordable housing and alternative transportation, open space, community facilities and services.

FOCUS
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 Attach resolution showing local support for involvement in FOCUS		
a. Lead Applicant -City/County	City of Sunnyvale	
Contact Person	Trudi Ryan	
Title	Planning Officer	
Department	CDD	
Street Address	456 W. Olive Ave.	
City	Sunnyvale	
Zip Code	94087	
Phone Number	408-730-7435	
Fax Number	408-328-0710	
Email	tryan@ci.sunnyvale.ca.us	
b. Area Name and Location	Peery Park Employment Center, Sunnyvale, CA encompassing most of the property bounded by Mathilda Avenue, Central Expressway, and Hwy 237	
c. Area Size *(minimum acreage = 100)*	443 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.	VTA bus route 32 (30 min headways), Caltrain: Sunnyvale Station	
e. Place Type (Identify based on the Station Area Planning Manual or from others in Application Guidelines)	Employment Center	
	Current Conditions (Year: 2010)	Future Goal (Horizon Year: 2035)
f. Total Housing Units	0	0
g. Total Jobs	10,400	20,100
h. Net Project Density (New Housing)	n/a	n/a
i. Minimum/Maximum FARs (New Employment Development)	35-100% allowed, existing average FAR is 32%	35-100% allowed, average by build-out will be 50%

Part 2 – 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.)?	☐	☒
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.	☒	☐
c. Is the proposed priority area within the boundaries of a redevelopment area?	☐	☒

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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
☐ Assistance with policies to implement existing plan	☒ Funding for new area-wide specific plan or precise plan	☒ Funding for transportation projects (including pedestrian/bicycle)
☒ Assistance with photo- simulations to depict future conditions	☐ Funding to update existing area-wide specific plan or precise plan	☐ Funding for housing projects
☐ Assistance with local workshops and tours	☒ Funding for EIR to implement existing area-wide plan	☒ Funding for water/sewer capacity
☒ Other:	☒ Other:	☒ Funding for parks/urban greening
		☒ Funding for streetscape improvements
		☒ 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.

Part 7 – FOR EMPLOYMENT CENTER PLACE TYPE PROPOSALS ONLY

Please provide the following information for the entire jurisdiction.

	Current Conditions (Year: 2010)	General Plan (Horizon Year: 2035)
Total Jobs	77,890	132,000
Total Households	55,400	72,160
Total Employed Residents	67,700 (Dec. 2010 EDD)	88,200

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.

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Peery Park Employment Center, Sunnyvale
PDA Application Part 4: Narrative

1.A. What is the overall vision for this area?

Peery Park is one of Sunnyvale's older industrial areas, roughly bounded by US highway 101 to the north, State Highway 237 to the northwest, Mathilda Avenue to the east, and Central Expressway to the south. It is located near the NASA-Ames Research Center and a number of research and development facilities in Mountain View. The area contains mostly older Class B and C industrial buildings. Reinvestment in this area is desired in order to increase the area's generation of property, sales and use tax revenues. Current zoning allows some Class A office development around the perimeter/gateway areas, while preserving an adequate pool of B and C structures within the interior for start-ups and light manufacturing. Peery Park is designated as a future Specific Plan area in the 2011 Draft Land Use and Transportation Update (LUTE). A Specific Plan could increase FAR limits and allow development of supportive services, such as neighborhood commercial and food services, to reduce the need for area workers to drive for meals and other incidentals during the workday. Competition for industrially zoned land in Sunnyvale is high at this time; industrial buildings in the City have one of the lowest vacancy rates in the region, remaining consistently at or below 10%. The City is continuing to designate appropriate locations for more intense employment uses to meet this demand. The diverse economy of Sunnyvale is increasingly home to many types of "new economy" jobs that are considered industrial, such as light manufacturing, biomedical device manufacturing, and clean technology. Moreover, industrial zones such as Peery Park offer the conditions needed for entrepreneurs and small businesses to grow and transition to full production. For these reasons, the City would like to preserve and improve Peery Park and transition it into a modern "innovation zone".

1.B How does the vision align with the place type selected in the Station Area Planning Manual?

Peery Park is proposed as an Employment Center. It currently has approximately 23 jobs per gross acre, and under proposed long-range plans, it could have up to 45 jobs per gross acre. The area is served by VTA bus routes 32 and 54, and the area is within one-half mile of the Sunnyvale Caltrain station and a quarter mile of the Moffett Park light rail station. Mountain View light rail stations can be accessed near Maude and Evelyn Avenues. The vision includes allowing a wider range of supportive development in the park, to provide services and amenities to area workers, as well as streetscape improvements and linkages to make the area more accessible to cyclists and pedestrians. Although no housing is currently located in or planned for the Park, it is surrounded on two sides by existing residential neighborhoods, with multiple sites for significant new housing developments in adjacent and nearby areas of the City. As of 2010, there were 55,400 housing units in the City, and the adopted General Plan provides sites for development of an additional 11,000 units by 2035. If the 2011 Draft LUTE update is adopted, approximately 5,000 additional units could be developed citywide by 2035 beyond those already allowed under the current General Plan.

2.A. What has to occur in order to fully realize this vision and place type?

The existing infrastructure in the area (transportation, water, sewer, etc.) should be evaluated to determine what type of improvements may be needed to enable desired development forms. The City has long desired to develop a Specific Plan for this area, but budget constraints have delayed that goal. The Draft 2011 LUTE identifies this area as a Potential Growth Area for Office/Industrial uses, and calls for a Specific Plan to be developed. Techniques such as higher

FARs and a Development Reserve (as in the Moffett Park Specific Plan) could be used in a Specific Plan. Brokers and property owners who work in the Peery Park area have indicated that zoning conducive to current needs and streamlined project reviews are key items for facilitating reinvestment. The Park is also in need of increased transit service, which could be provided in the form of additional stops on current bus routes, more bus routes through the area, and/or a jitney/shuttle service from the Caltrain and VTA light rail stations near the Park. Supportive services and amenities for workers in the area are also desired, such as food service, laundry/dry cleaning facilities, automotive services, and neighborhood retail.

2.B What has occurred in the past 5 years?

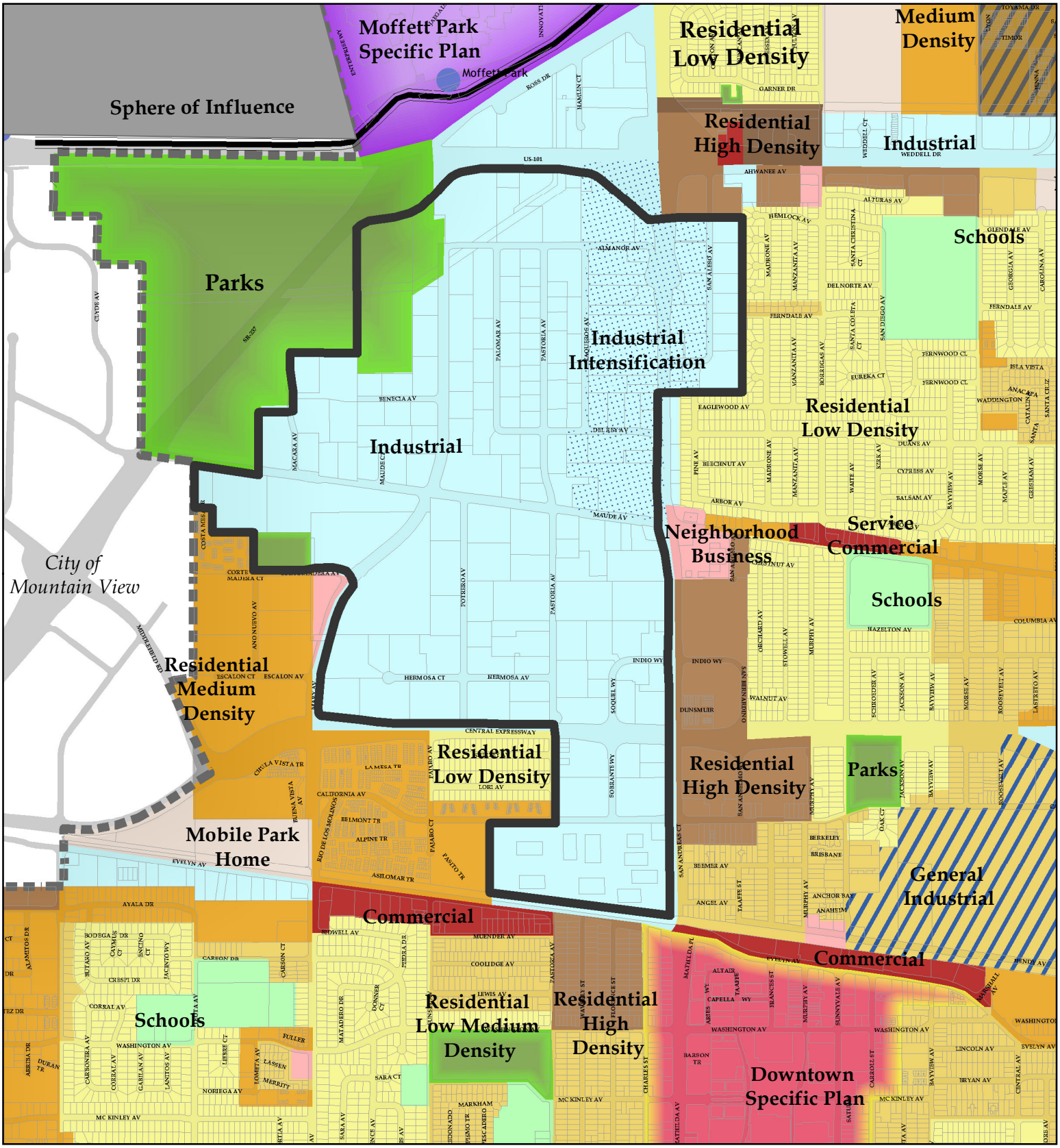
In the last five years, the City has received at five preliminary applications for new industrial buildings with a total of 975,000 square feet. In addition, a total of 166,000 square feet of industrial space has been built in the last two years. Planning staff has begun to study options for increasing building intensities in strategic locations in the area through code amendments and/or a specific plan.

3. Describe relevant planning processes, and how community members were involved in developing the vision and/or plan for the area.

As of December 2009, development of a Specific Plan for Peery Park has been postponed due to budget issues. Staff has completed initial preliminary work, and has included Peery Park in possible grant applications to be considered an Innovation Zone. In 2011, this area was identified by the City's Horizon 2035 committee as an appropriate area for increasing development intensities. The City uses a standard, very comprehensive public outreach process for all of its planning and development projects, both public and private, and would implement those outreach procedures if funding for a Specific Plan is secured.

4. Describe how this priority area has the potential to be a leading example of smart growth for the Bay Area.

The Peery Park area, like many older and somewhat obsolete industrial areas around the state, is a single-use district developed primarily in the auto-centric era of the 1960's, and therefore lacks adequate transit service and access for non-motorized travel modes. Most of the facilities within the park lack on-site food service and other amenities now provided in most modern office, R&D, and industrial facilities, therefore workers are forced to drive to get lunch or do errands during the workday, in addition to having to commute to and from work by car. If the City is able to transform this area into a modern "Innovation Zone" with well-paying jobs, while simultaneously reducing the area's reliance on acres of surface parking and workers commuting almost exclusively by single-occupancy automobile trips, it would serve as a model many communities throughout the state with similar aging industrial neighborhoods could follow. In addition, the surrounding residential areas and planned residential developments provide a range of housing opportunities within walking or biking distance of the park, if access can be improved, and longer-distance commuters can access the Park via regional rail or bus service, particularly with the proposed improvements to transit service.



City of Sunnyvale
Proposed PDA
General Plan

Peery Park

Peery Park
Light Rail Stations
Light Rail Line
City Boundary

1,000 Feet

December 2011

FOCUS
a development and conservation strategy for the San Francisco Bay Area

Application for Priority Development Area Designation

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Part 1 - APPLICANT INFORMATION & AREA DETAILS Attach resolution showing local support for involvement in FOCUS		
a. Lead Applicant -City/County	City of Sunnyvale	
Contact Person	Trudi Ryan	
Title	Planning Officer	
Department	CDD	
Street Address	456 W. Olive Ave.	
City	Sunnyvale	
Zip Code	94087	
Phone Number	408-730-7435	
Fax Number	408-328-0710	
Email	tryan@ci.sunnyvale.ca.us	
b. Area Name and Location	Reamwood Employment Center, Sunnyvale, between Elko Drive, Tasman Dr., Lawrence Expressway, and Reamwood Avenue/city limits	
c. Area Size *(minimum acreage = 100)*	168 acres including public ROW	
d. Public Transit Serving the Area (existing and planned). From this list, please identify at least one route that has minimum 20-minute headways.	VTA light rail Mountain View-Winchester Line, VTA bus routes 55, 321, 121 Caltrain: Lawrence Station	
e. Place Type (Identify based on the Station Area Planning Manual or from others in Application Guidelines)	Employment Center	
	Current Conditions (Year: 2010)	Future Goal (Horizon Year: 2035)
f. Total Housing Units	0	338
g. Total Jobs	3,400	4,800
h. Net Project Density (New Housing)	n/a	30-60 du/ac
i. Minimum/Maximum FARs (New Employment Development)	35% allowed, existing average FAR is ~35%	35-50% allowed, average by build-out will be 50%

Part 2 – 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.)?	☐	☒
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.	☐	☒
c. Is the proposed priority area within the boundaries of a redevelopment area?	☐	☒

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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
☐ Assistance with policies to implement existing plan	☒ Funding for new area-wide specific plan or precise plan	☒ Funding for transportation projects (including pedestrian/bicycle)
☒ Assistance with photo- simulations to depict future conditions	☐ Funding to update existing area-wide specific plan or precise plan	☒ Funding for housing projects
☒ Assistance with local workshops and tours	☒ Funding for EIR to implement existing area-wide plan	☒ Funding for water/sewer capacity
☒ Other:	☒ Other:	☒ Funding for parks/urban greening
		☒ Funding for streetscape improvements
		☒ 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.

Part 7 – FOR EMPLOYMENT CENTER PLACE TYPE PROPOSALS ONLY

Please provide the following information for the entire jurisdiction.

	Current Conditions (Year: 2010)	General Plan (Horizon Year: 2035)
Total Jobs	77,890	132,000
Total Households	55,400	72,160
Total Employed Residents	67,700 (Dec. 2010 EDD)	88,200

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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.

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Reamwood Employment Center, Sunnyvale
PDA Application Part 4: Narrative

1.A. What is the overall vision for this area?

The Reamwood Employment Center, also known as "The Woods" business district, has been identified as a growth opportunity area or potential PDA due to its proximity to the Reamwood light rail station. The proposed PDA is bounded roughly by Tasman Drive to the south, Highway 237 to the north, Lawrence Expressway to the west, and the city of Santa Clara to the east. The PDA area currently includes a diverse mix of industrial uses, ranging from "M&M Saddle Stitching" and "Goose Manufacturing" to ADDS Pharmaceuticals and Stanford Research Systems, as well as some grocery, food service, and place of assembly uses. The area also includes the future Lawrence Station Apartments, a 338-unit TOD project currently under construction with a Summer 2012 target completion date. Just south of the area is a 600-space mobile home park. The City would like to prepare a Specific Plan or otherwise increase FAR's up to 50% to allow pockets of more intensive industrial and office development along Tasman Avenue and south of Elko Drive near the Reamwood light rail station. This vision is part of Sunnyvale's overall effort to minimize regional sprawl by endorsing strategically placed development density in Sunnyvale, which is served by many transportation networks, and by utilizing a regional approach to providing and preserving open space for the community.

1.B How does the vision align with the place type selected in the Station Area Planning Manual?

Reamwood is proposed as an Employment Center. It currently has approximately 20 jobs per gross acre, and under proposed long-range plans, it could have up to 28 jobs per gross acre. The area is served by the Reamwood light rail station, VTA bus routes 55, 121, and 321, is roughly 2.6 miles from Caltrain's Lawrence Station. The vision includes increasing maximum FAR's to encourage reinvestment and slightly higher intensity uses in the area, as well as provision of services and amenities to area workers, and streetscape improvements to make the area more accessible to cyclists and pedestrians. Although no housing is currently located in the area, the 338-unit Lawrence Station Apartments will be completed by Summer 2012. As of 2010, there were 55,400 housing units in the City, and the adopted General Plan provides sites for development of an additional 11,000 units by 2035. If the 2011 Draft LUTE update is adopted, approximately 5,000 additional units could be developed citywide beyond those already allowed under the current General Plan.

2.A. What has to occur in order to fully realize this vision and place type?

The existing infrastructure in the area (transportation, water, sewer, etc.) should be evaluated to determine what type of improvements may be needed to enable desired development forms. The Draft 2011 LUTE identifies this area as a Potential Growth Area for Office/Industrial uses due to its proximity to light rail. Techniques such as higher FARs could be provided through the LUTE update. Some increased transit service in the form of additional stops on current bus routes, more bus routes through the area, and/or a jitney/shuttle service from the Caltrain station could increase the attractiveness of the area. Supportive services and amenities for workers in the area such as food service, laundry/dry cleaning facilities, automotive services, and neighborhood retail, could be retained and augmented.

2.B What has occurred in the past 5 years?

In the last five years, the City has broadened the land uses allowed in this area to include places of assembly and community-serving uses. Due to its proximity to light rail, a 338-unit mixed use development (Lawrence Station Apartments) was approved at the intersection of 237 and

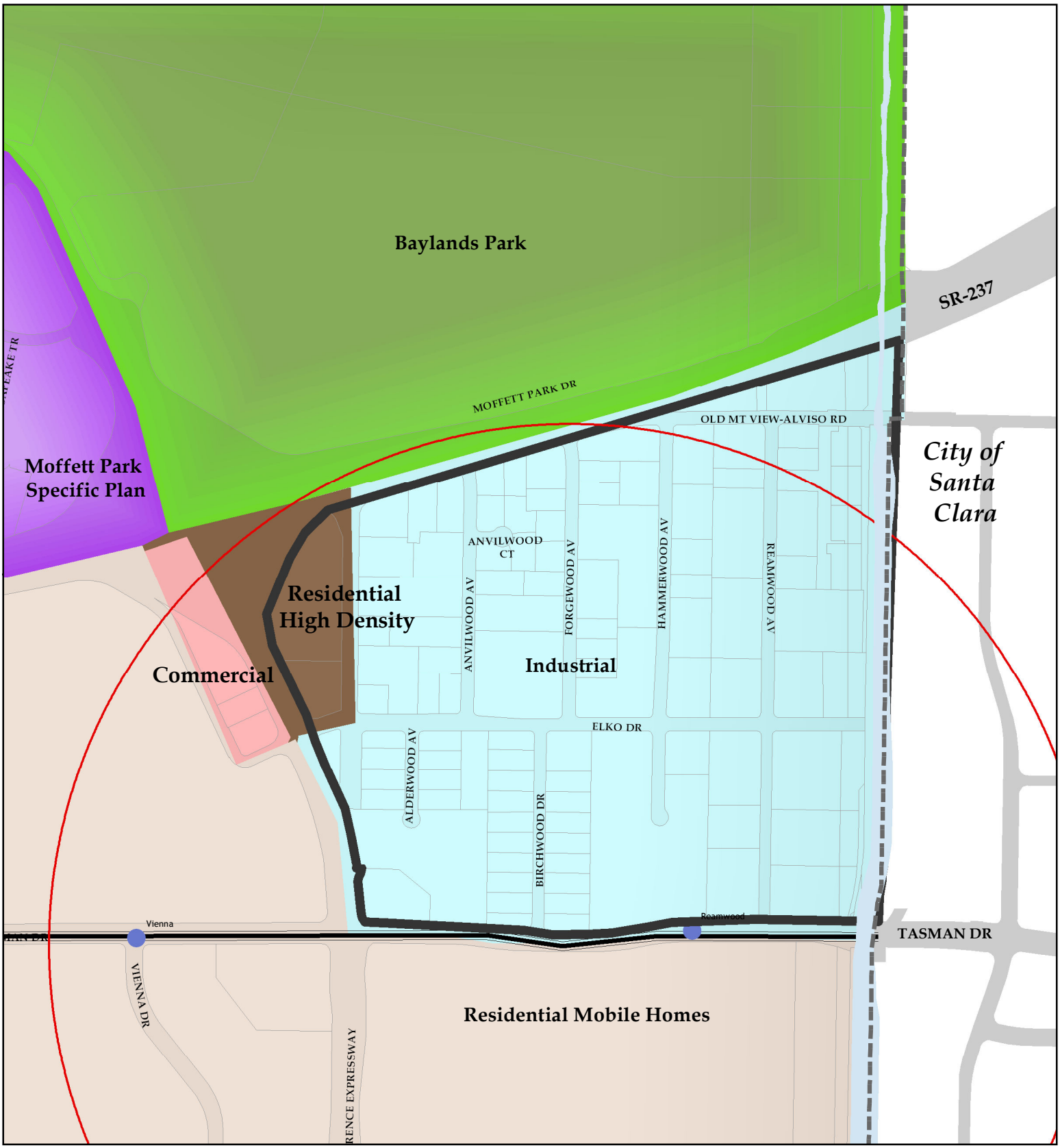
Lawrence Expressway, and a portion of the existing industrial area will be studied for future intensification.

3. Describe relevant planning processes, and how community members were involved in developing the vision and/or plan for the area.

This area has been identified by the Horizon 2035 LUTE update process, begun in 2010 and nearing completion at this time. Horizon committee members encouraged staff to explore options for increasing the potential of this area due to its proximity to the light rail station. The City uses a standard, very comprehensive public outreach process for all of its planning and development projects, both public and private, and would implement those outreach procedures if funding for a Specific Plan is secured.

4. Describe how this priority area has the potential to be a leading example of smart growth for the Bay Area.

The Reamwood area, like many older and somewhat obsolete industrial areas around the state, is primarily a single-use district developed in the auto-centric era of the mid-twentieth century, and is somewhat underserved by bus transit and lacks quality access routes for non-motorized travel modes. If the City is able to increase the accessibility of this area by transit and non-auto travel modes, and increase development intensities slightly, it could serve as a model that other communities could follow. In addition, the surrounding residential areas and planned residential developments provide a range of housing opportunities within walking or biking distance of the area if access can be improved, and longer-distance commuters can access the area via light rail or bus.



City of Sunnyvale
Proposed PDA
General Plan

Reamwood

Reamwood
1/2 Mile Buffer around LR Station
Light Rail Stations
Light Rail Line
City Boundary

1,000 Feet

December 2011