

SUPPLEMENTAL REPORTS & COMMUNICATIONS I
Office of the City Clerk

City Council of the City of Napa
Regular Meeting
January 15, 2019

FOR THE CITY COUNCIL OF THE CITY OF NAPA:

AFTERNOON SESSION:

5. ADMINISTRATIVE REPORTS:

5.A. Emergency Storm Drain Repair of Minahen Street, Locust Street and Solano Avenue

- PowerPoint presentation by city staff.

5.B. Oxbow District Place Branding Report prepared by the Urban Land Institute Technical Assistance Panel

- Letter from Steve Carlin dated January 15, 2019
- PowerPoint presentation by city staff.

EVENING SESSION:

13. ADMINISTRATIVE REPORTS:

13.A. Affordable Housing Impact Fee Fund Loan Reservation for Heritage House


- Housing Impact Fee Available Funding handout provided by city staff
- Email of support from Mary Kay Sweeney dated January 14, 2019
- PowerPoint presentation by city staff.

14. PUBLIC HEARINGS/APPEALS:

14.A. Economy Market Annexation, an Annexation of Four Properties Totaling 0.93 Acres at 1100, 1106, 1110, and 1118 Imola Avenue

- PowerPoint presentation by city staff.



Emergency Terminated	
Terminate Emergency Action	
• Municipal Code 2.91.040	
Declared Emergency by City Manager	
• August 10, 2018	
City Council Resolution	
• August 21, 2018	
City Purchased Materials	
• Snap-Tite Pipe	
Hired Contractor to perform repairs	
• GD Nielson Construction Inc.	
Repairs Commenced	
• Reports to City Council	

Solano Avenue



Solano Avenue



Aged Infrastructure



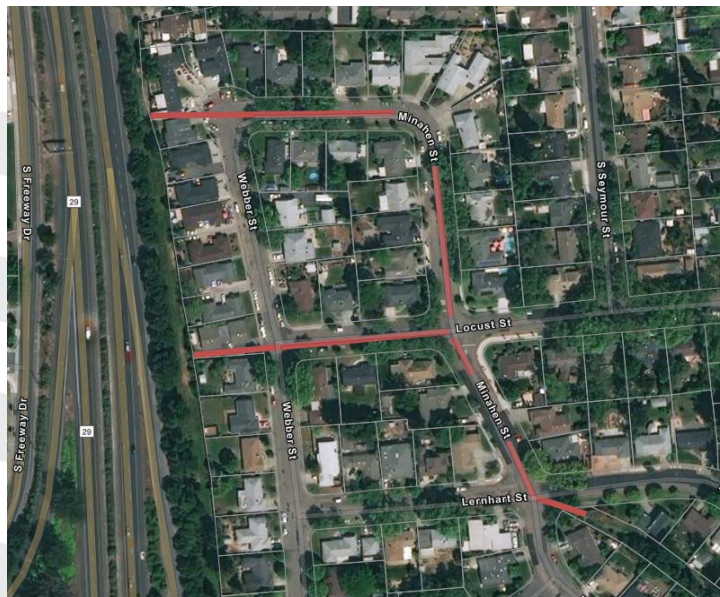
Solano Avenue Repair



Repair



Minahen & Locust Neighborhood



Minahen Storm Drains



Aged
Infrastructure



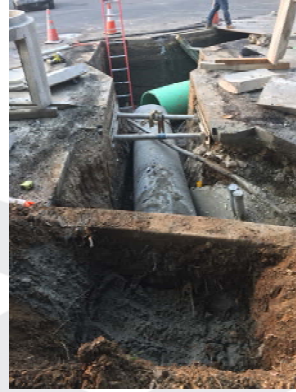
Sink Holes



Emergency



Minahen Storm Drains



Repair



Unforeseen Conditions



Stronger Bulkhead Construction

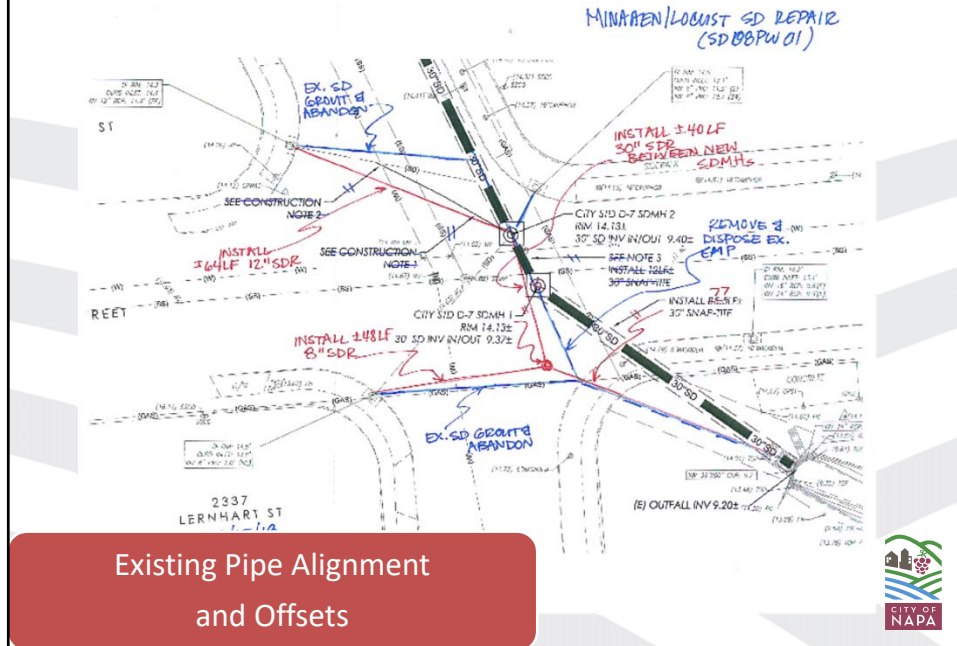
Roots and Rocky Debris

Existing Pipe Alignment and Offsets

Existing Utility Conflicts



Unforeseen Conditions



Financial Summary

Original Budget

- Solano \$70,000
- Minahen \$290,000
- Contingency \$200,000
- Total \$510,000

Final Construction Cost for Contractor

- Contractor Invoices 1 thru 6
- Pay Estimate for Invoice 7
- Total \$580,000

City Forces to Complete Misc Work

- Total \$10,000

Additional Fund Request

- Total \$80,000



Financial Impact

SOURCES:

- \$ 80,000 General Fund Contingency Reserve (Appropriation)

\$ 80,000 TOTAL

USES:

- \$ 80,000 Minahen Storm Drain Repair

\$ 80,000 TOTAL



Recommended Action

Adopt a resolution authorizing a budget appropriation in the amount of \$80,000 for the Minahen Storm Drain Repair Project; determining that the emergency actions taken for the Project are terminated; and determining that the actions authorized by this Resolution are exempt from CEQA.



January 15, 2019

Dear Mayor Techel and City Council Members:

I will be unable to attend the city council meeting today, but I wanted to include my thoughts on the Oxbow branding discussion for your consideration.

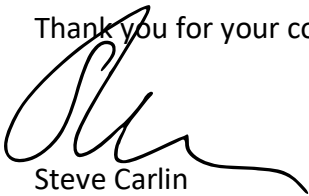
First, thank you for your forward thinking regarding the possibility of formally branding and planning the Oxbow District. It has long been a dream of mine to recognize this district as distinctly independent, but yet importantly connected to downtown Napa. As many of you know, I often refer to the Oxbow District as the “SOHO of downtown Napa”, an engaging area that reflects the sensibilities and unique character of this community while still strengthening its downtown core. It seems that you are considering something similar.

When Robert and Margrit Mondavi (and the Founding 50) envisioned and eventually funded Copia, they also hoped that a supportive district would be created around it. It was this “shared” long-range vision that allowed us to imagine and ultimately build the Oxbow Public Market. We worked cooperatively with the trustees at Copia on their original plan for the area and that continues today with The Wine Train, The Oxbow School, The Westin, and the Culinary institute of America, just to name a few.

For me, the key to the Oxbow District has always been about two things; experiential differentiation and open space. The bucolic components of this district have much more in common with “vineyards in the wine country” than they do with a downtown urban center. The revitalized Napa River, The River Walk, The Oxbow Commons, and the Oxbow Preserve all reinforce that experience.

I strongly hope that you will support an artsy, foodie, experiential, and open-space vision for the district. As Warren Buffet once said, “someone is sitting in the shade today because someone planted a tree a long time ago”. Let’s take this moment to create some shade in the Oxbow District for generations to come.

Thank you for your consideration.



Steve Carlin



Background

Q1 2018:

- Identity/place branding study need

Q2 2018:

- ULI TAP program application submission
- Local ULI chapter approval
- Expert panel assembly

Q3 2018:

- Briefing preparation
- Preliminary stakeholder discussion
- TAP panel workshop & City Council presentation

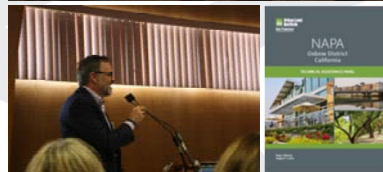
Q4 2018:

- Final report



ULI Technical Assistance Panel (TAP) Program

- Established in 1947
- 28 Bay Area panels conducted
- Independent, objective advice
- Pro bono expertise
- Process:
 - ✓ Review background materials
 - ✓ Receive a site tour
 - ✓ Conduct stakeholder interviews
 - ✓ Consider data, frame issues and write recommendations
 - ✓ Make presentation
 - ✓ Produce final report



Oxbow District ULI TAP

- **Jim Heid** (TAP Chair)
Founder, Urban Green
- **Carrie Huang** (TAP Writer/Designer)
Strategic Planner, AECOM
- **David Israel**
Principal, BAR Architects
- **Sandra Kulli**
Explorer, Pollinator, Cheerleader
- **Michael Lander**
President, Lander Group
- **Blaine Merker**
Partner & Managing Director, Gehl
- **Edith Ramirez**
ED Director, City of Morgan Hill
- **Elizabeth Shreeve**
Principal, SWA Group



ULI TAP Assignment

1. **Identify the elements** that make the Oxbow District a special place.
2. **Recognize the boundaries** that define this special place and the means of connection with the larger community.
3. **Create a unifying decision-making framework and next steps** for place branding and placemaking.
4. **Recommend how the framework can interact** with other City guiding elements.




ULI TAP Response

- 5-step place branding framework
- 7 recommendations
- 3 short-term action categories



ULI TAP Place Branding Framework

- Step 1: Define what is special
- Step 2: Define key elements (present, future)
- Step 3: Confirm the area that defines/shapes potential of place
- Step 4: Define what's working (present, future)
- Step 5: Assess ways to support delivery of place brand

The logo for the City of Napa is located in the bottom right corner. It features a stylized green mountain range with a red vine and grape cluster in the center. Below the graphic, the text "CITY OF NAPA" is written in white on a red rectangular background.

- 

Step1: What is special?

- Where defining qualities converge
- Where river and town meet
- Home for pioneers and risk takers
- Rooted in agriculture, industry and founders
- Workmanlike and crafted
- Fine grained, raw and gritty
- Where locals and visitors both want to go

- 

Step 2: What are the key elements?

	Present	Future
Image	Public Market COPIA River	River, mountain vistas as touchstones Great, walkable streets Mix of evolving uses
Vibe	Evolving, experimental Makers and artisan Quality, uniquely local Evolved and refining Makers and artisan Quality, uniquely local	
Experience	Destination Single main street 'Crossing the chasm'	Unique district of city Nodes and places Seamless extension of downtown
Getting Around	Auto dominated Drive to/ Park once One primary route	Pedestrian prioritized Walk or bike Many Choices for Getting Around
For whom	Residents and visitors	Residents and their families and visitors



Step 3: What is the Oxbow District?



Step 4: What's working?

What's Working

- Evolved, organic quality
- Fine-grained buildings
- Explicit/implicit connection to natural setting
- Varied, interesting streetscapes
- Pedestrian qualities
- Place of discovery
- Chance encounters

Potential Vulnerabilities

- Eclectic block / building pattern
- Buildings that overwhelm street and character
- Loss of views and river access
- Off-the-shelf solution that misses Oxbow character
- Auto dominating public realm
- Overwhelmed spaces; formulaic uses



Step 5: How to support delivery of desired place brand?

- Understand key market trends
- Evaluate policies and tools
- View development opportunities comprehensively



ULI TAP Place Branding Recommendations

1. Focus on the river
2. Nurture public life
3. Embrace the Commons
4. Enhance bridges
5. Focus on excellence
6. Optimize assets
7. Facilitate evolution



Panel Recommendation #1:

Focus on the River

Oxbow District: A unique juxtaposition of natural and built geography. But the river must be seen... and experienced... in order to contribute to district identity.

Panel Recommendation #1:

Focus on the River

How can the District better engage with the river?

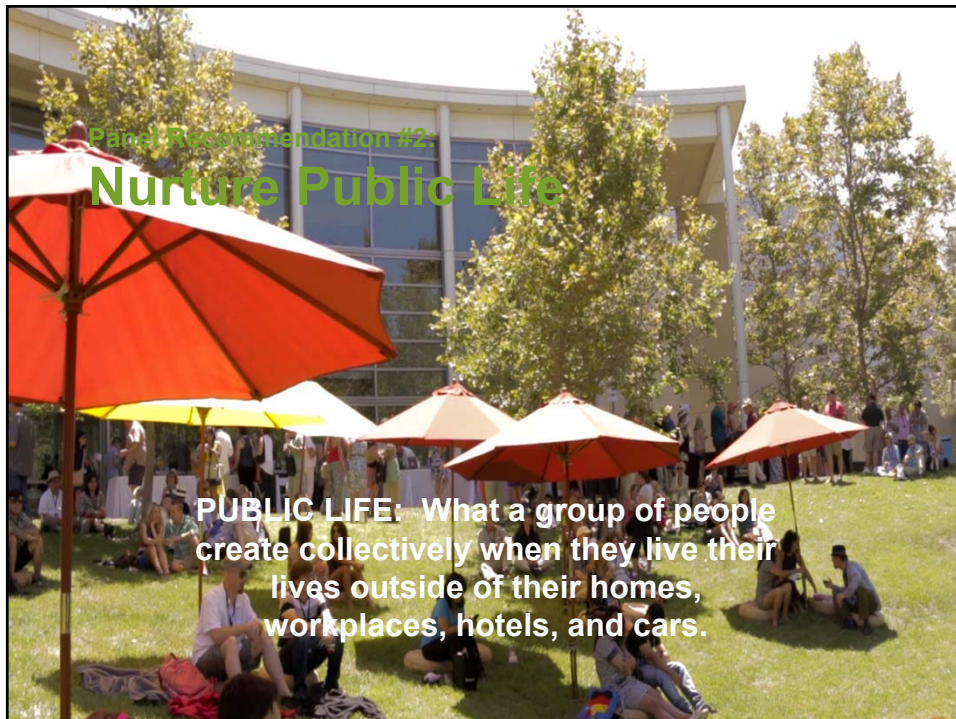
- sightlines
- connections
- places
- graphic identity



Panel Recommendation #2:

Nurture Public Life

PUBLIC LIFE: What a group of people create collectively when they live their lives outside of their homes, workplaces, hotels, and cars.



Panel Recommendation #2:

Nurture Public Life

Public Thrives When the Public Realm Is...



Human scale & comfortable



Interesting



Connected



Walkable



Panel Recommendation #3

Embrace the Commons

Name it Sign it Use It

Panel Recommendation #3:

Embrace the Commons



Flexible Programming



Connection



River



Panel Recommendation #4:

Enhance the Bridge



Creating connections,
enhancing walkability

Panel Recommendation #4:

Enhance the Bridge

- Seating / viewing areas
- Plants
- Flexible art
- Lighting strategies



Panel Recommendation #5:

Focus on Excellence

- Vision principles
- Best of Napa
- Win/Win Approach



Panel Recommendation #6:

Optimize Assets

- Facilitate development to support vision/brand
- Assess opportunities for infrastructure or other District enhancements



Panel Recommendation #7:

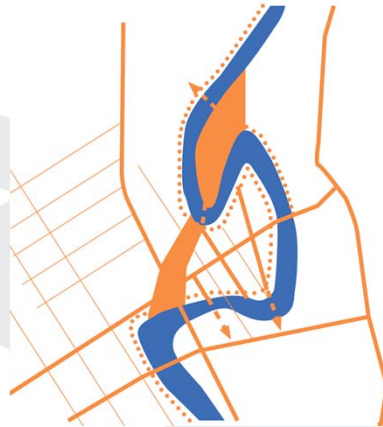
Facilitate Evolution

- Proactive mindset
- Willingness to experiment
- Importance of small and independent businesses; entrepreneurship
- Tools of encouragement
- Recognize creating place is a journey, not a destination



Suggested Short-Term Actions

- Understand
 - Design composite
 - Inventory
- Establish
 - Vision principles
 - Public realm framework
- Branding/Programming
 - Additional functionalities
 - Open space use



Questions



Item 13A Heritage House Loan Reservation

**City Council Meeting
1/15/19
Supplemental I - 13.A
From: City Staff**

**City of Napa
Housing Impact Fee Available Funding
(January 2019)**

Available Unreserved Balance	6,655,951
Reserved	
Manzanita predevelopment	16,940
Stoddard West	150,000
Administrative costs through 6/30/19	86,382
Total Fund Reservations	<u>253,322</u>
Future Potential Commitments	
Heritage House	2,200,000
Redwood Grove	650,000
Inclusionary Housing Consulting (estimated)	100,000
Innovative Housing RFP	2,200,000
Total Future Potential Commitments	<u>5,150,000</u>
Remaining Balance	<u><u>1,252,629</u></u>

From: cass walker <[REDACTED]>
Sent: Monday, January 14, 2019 3:13 PM
To: Alessio, Liz
Subject: Fwd: Referral From Liz Alessio regarding Heritage House

From: Mary Kay Sweeney [REDACTED]
Date: Mon, Jan 14, 2019 at 3:02 PM
Subject: Re: Referral From Liz Alessio regarding Heritage House
To: cass walker <[REDACTED]>
Cc: Paul Fordham [REDACTED]

Hello, Cass!

This is such a great project! Congratulations! It is definitely needed and it will be an asset to the community.

So glad you are working with Burbank and Abode—as I mentioned on the phone—two of the most respected agencies in the Bay area.

There will be opposition to this and probably people will come out in droves but I think that if you stick to the vision and mission of what you are trying to accomplish, on behalf of the whole community, people may open their hearts to it!

(“If our lives are ruled by fear, we will make innocent people enemies.

If our lives are ruled by love and acceptance, we can make strangers our friends!”)

We all **stand for** inclusion, equity, and healing and when we can state that as our purpose for doing this project, the darts and arrows will bounce off the protective shield of kindness and compassion.

Traffic, crime, and property values are often the “fear response” to any change, especially when it comes to housing. Traffic should not be much of a problem, esp. with the 33 units for chronically homeless. I would imagine that there was quite a bit more traffic on that property with the previous use.

Also, you are renovating an eyesore. Abandoned buildings are a blight to any neighborhood! And, they are not good for property values. That will all change with this development.

I would also stress that there is property oversight, which there really is not with homeless encampments. The crime rate should be lowered as a result of people being housed and supported in their housing.

People will also be paying rent, even though reduced, it is still rent, and they will have leases that they have to abide by—we have found that these are really important matters in the community discussion.

Good luck tonight and please give my regards to Liz!

All the best,

Mary Kay

Mary Kay Sweeney

Executive Director

Homeward Bound of Marin

1385 N. Hamilton Parkway

Novato, CA 94949

Phone: (415) 382-3363

Fax: (415) 382-6010

www.hbofm.org



Agenda Item

- Authorize a loan reservation & budget adjustment of Affordable Housing Impact Fee funds in the amount of \$2.2 million for Heritage House



Heritage House

- Burbank & Abode – co-developers
- Acquisition & rehab of former Sunrise Assisted Living Facility
- Proposing 66 units of affordable housing
 - 33 units of permanent supportive housing
 - 33 units of affordable rental housing
 - On-site management
 - On and off-site supportive services



Current Building





Proposed Heritage House Project



Proposed Financing for Heritage House

- Developer requesting County apply for State No Place Like Home funds
- NPLH funds = \$7.5M+ for project
- Requesting City loan reservation = \$2.2M
- Would leverage other funds:
 - Partnership Health Plan
 - Gasser Foundation
 - Existing County loan
 - Developers' contributions
 - Section 8 project-based vouchers



City's Loan Reservation

- \$2.2M from Affordable Housing Impact Fee Fund
- Would leave \$4.2M balance available for other projects
- Require future loan approval subject to:
 - Loan underwriting
 - EIR approval
 - Entitlement approval



Requested Action

- Adopt a resolution authorizing a reservation of funds and a budget adjustment in the amount of \$2.2 million for the Heritage House Affordable Housing Project, which includes 66 rehabilitated & repurposed units, located at 3700 Valle Verde Drive



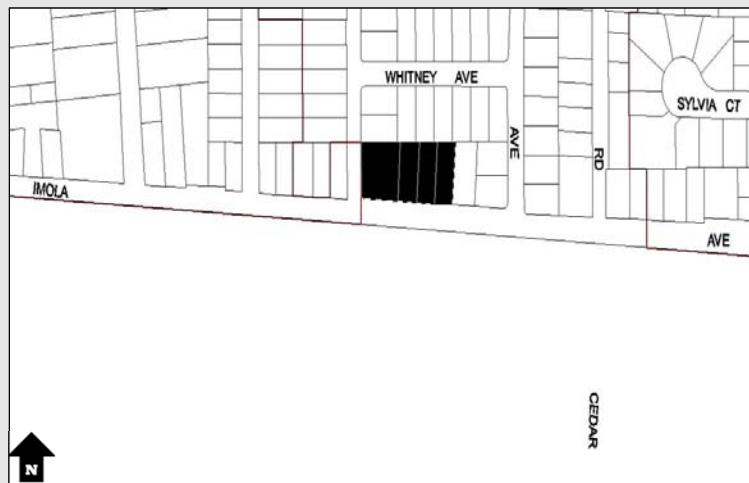


Economy Market Annexation

PL18-0165

January 15, 2018

Project Location



Aerial Photograph



Recommended Action

- Adopt a resolution:
 - Requesting that LAFCO initiate proceedings for annexation, and
 - Determining that the annexation was adequately analyzed by a previous CEQA action.

