



napa valley vintners

March 30, 2023

Lynn von Koch-Liebert
Executive Director
California Strategic Growth Council
1400 Tenth Street
Sacramento, CA 95814

Re: Support for Affordable Housing Funding for the Crescent Project (2344 Old Sonoma Road, Napa)

Dear Ms. von Koch-Liebert:

Napa Valley Vintners (NVV) is pleased to write this letter of support for affordable housing funding for The Crescent Project. The NVV is a nonprofit wine trade association that has been cultivating excellence since 1944 by inspiring its 540 Napa Valley winery members to consistently produce wines of the highest quality, provide environmental leadership, and care for the extraordinary place they call home.

Recognizing that the severe shortage of affordable housing in our area is a significant issue for the Napa wine community, NVV has a Workforce Housing Subcommittee that is focused on ensuring there is more moderate- and middle-income housing in our community. The subcommittee is committed to this goal, underpinned by the organization's commitment to protecting and enhancing Napa Valley.

NVV has been tracking the development of the former Napa County Health & Human Services campus since the property was first declared surplus in 2017. Since then, the County of Napa put this project out to bid three times. The first two times, the County selected developers who failed to garner community support for their proposals. On the third try, the County selected Heritage Housing Partners, and we are particularly grateful for HHP's unique approach to both community outreach and affordable for-sale housing development.

As a key stakeholder in the community, NVV's Workforce Housing Subcommittee met with Heritage Housing Partners (HHP) for the first time in March of this year, to discuss the project's design, timeline, financing, and any other questions and concerns related to the project. As a result of this meeting and HHP's responses to our questions, we believe the project will meet the several housing needs for our community.

We see the need in our community for low-income, moderate- and middle-income households, so we are hopeful that the Crescent project will include as much of this type of housing as possible. We are

very pleased that HHP's proposed development program will achieve this goal, which we understand based on our own experience to be a rare opportunity in the housing development world.

The NVV urges the CA Strategic Growth Council to fund this project and look forward to seeing much needed new middle-income ownership housing, along with a variety of bicycle, pedestrian, and transit improvements in the neighborhood.

Sincerely,

A handwritten signature in black ink, appearing to read 'Rex Stults', with a large, stylized 'R' and 'S'.

Rex Stults
Vice President of Industry Relations
Napa Valley Vintners



March 29, 2023

Lynn von Koch-Liebert
Executive Director
California Strategic Growth Council
1400 Tenth Street
Sacramento, CA 95814

Re: The Crescent Project, Napa, CA

Dear Ms. von Koch-Liebert,

Napa Valley Community Foundation (NVCF) is pleased to offer our support for the Growth Council's approval of funding for the proposed Crescent Housing Project in Napa. We have been kept abreast of the proposed plans for the development of the Crescent via Napa Housing Coalition, a group comprised of more than a hundred citizens, organizations, and businesses supporting housing that is affordable across the broad spectrum of price ranges. NVCF is a member of Napa Housing Coalition for this precise reason: to learn about and have the opportunity to advocate for, and/or potentially invest in, affordable housing projects.

We believe that the lack of affordable housing is the primary driver of poverty in Napa County, and fighting poverty and supporting affordable housing is one of our key funding areas. However, as a small community foundation in a semi-rural locale where philanthropic giving is \$75 per capita compared to \$678 per capita in nearby San Francisco, building affordable housing is a challenge that local philanthropy cannot take on alone. To that end, we are excited to see the Crescent Housing Project move forward, and we are grateful for the potential of funding from your Council in support of the Crescent.

The majority of NVCF's investments in the community are to assist the very low-, low- and moderate-income members of our community. Napa County does not have a diverse economy, and 30 percent of our labor force earn \$21 or less per hour. Further, while Napa County's poverty rate appears to be low by Federal Poverty Level standards, the Public Policy Institute of California, which takes into account the cost of housing, consistently shows that the Napa County poverty rate is in the teens. Nearly 40 percent of Napa County residents are housing burdened and spend more than 30 percent of their household income on housing (and 64 percent of immigrant households are housing burdened in Napa County). Napa County has also been named as the least affordable small metro market for housing in the country, and median home prices have risen more

than 60 percent in the last ten years, while median income has risen 6 percent over the same time period.

Another key focus area of NVCF is asset building, and we strongly support programs that will help to build financial security for families and help them to move out of poverty. That's why we support the adoption and implementation of a local housing preference ordinance for the City of Napa. We have the impression that all members of the Napa City Council are supportive of such an ordinance and that a movement is underway to make it a reality. We understand that the City of Napa would enthusiastically embrace and use such a tool in their recruitment of buyers for homes in the Crescent.

Lastly, we support historic preservation and projects that promote climate friendly practices, and we understand that the potential of funding from your Council would bring the home ownership opportunity to a broader number of families, and make the Crescent an infill model of climate responsible development including significant use of clean energy practices, walkability, reuse of treasured buildings, and preservation of Napa's history.

We will continue to partner with Napa Housing Coalition and other stakeholders to show our support of Napa Planning Commission and City Council approval of the Crescent, and will advocate for funding opportunities to leverage local investments.

On behalf of NVCF, I support the Crescent project, and encourage your approval of funding this important project.

Sincerely yours,

A handwritten signature in black ink, appearing to read "Terence P. Mulligan", followed by a period.

Terence P. Mulligan
President & CEO



April 5, 2023

Lynn von Koch-Liebert
Executive Director
California Strategic Growth Council
1400 Tenth Street
Sacramento, CA 95814

Re: The Crescent Project, Napa, CA

Dear Ms. von Koch-Liebert,

The Downtown Napa Association board of directors is pleased to offer our full support for the Growth Council's approval of funding for the proposed Crescent Housing Project in Napa. We'll express that support at our Napa Planning Commission and City Council meetings as appropriate.

Many of Downtown Napa's employees commute here from surrounding cities, because they cannot afford housing. "Affordale" housing and moderate income / "missing middle" housing is a must if employees can ever expect to be a true part of the community and raise their families in the same town in which they work. The Crescent's proximity to Downtown makes this an ideal location for those families.

We are excited about the potential of funding from your Council in support of The Crescent. That funding would open the door to a far broader number of families who would have their first opportunity for home ownership. Moreover, that funding would be a key piece in making The Crescent an infill model of climate responsible development including significant use of clean energy practices, walkability, reuse of treasured buildings, and preservation of Napa's history.

We are huge supporters of The Crescent and we encourage your approval of its funding.

Thank you for your consideration,

A handwritten signature in black ink that reads "Craig Smith". The signature is written in a cursive, flowing style.

Craig Smith
Executive Director
Downtown Napa Association



March 31, 2023

Lynn von Koch-Liebert
Executive Director
California Strategic Growth Council
1400 Tenth Street
Sacramento, CA 95814

Re: The Crescent Project

Dear Ms. von Koch-Liebert,

The Gasser Foundation has a long track record of the developing affordable housing for our community. Since 2006, we have been a partner in the development of five different housing projects in Napa, from a homeless shelter to a Permanent Supportive Housing project under construction. As the housing crises continues in communities throughout the State, we need creative housing solutions.

The former County of Napa Health and Services campus on Old Sonoma Road is a unique opportunity to bring much needed housing to our community. The reuse of this site for affordable and workforce housing is a critical piece in addressing Napa's diverse housing needs.

The Gasser Foundation is pleased to see the Affordable Housing and Sustainable Communities (AHSC) funding program and the Crescent project would benefit from these funds. AHSC funding would enable the project's affordability for families in our community help provide housing so our workforce can live locally.

The Board of Trustees of the Gasser Foundation encourages the approval of this project.

Sincerely,

A handwritten signature in dark ink, appearing to read "Nancy Watt". The signature is fluid and cursive.

Nancy Watt
CEO

Patricia Baring

From: Christina Benz <[REDACTED]>
Sent: Sunday, April 2, 2023 12:02 PM
To: PlanningCommission
Subject: Public comment on Item 7B for April 6 Planning Commission meeting

[EXTERNAL]

Please share these comments with the Planning Commissioners.

To the City of Napa Planning Commissioners,

I am writing on behalf of Napa Climate NOW! in support of the Old Sonoma Road Mixed Use Project. Napa Climate NOW! is a 501(c)(3) community-based organization formed by concerned citizens to advocate for smart climate solutions based on the latest climate science. Since 2018, we have been working to move the needle toward climate stabilization and ultimately, climate restoration.

We have written a letter of support for AHSC funding for the project because it will achieve the following (with the funding):

- provide 96 units of affordable housing for low-income and moderate-income households in an urban in-fill project close to shopping, an elementary school, and public transportation
- reduce building GHG emissions by incorporating rooftop solar and battery storage
- reduce transportation GHG emissions by funding EV car charging stations and building bike paths in the area
- improve air quality and reducing heat island effect through the planting of street trees

The project will bring further benefits to the community (and help to decarbonize our building stock and meet the City's goal of Net-Zero climate pollutants by 2030) if the buildings are all-electric with no natural gas infrastructure. **Please ask the project developers if this will be the case.**

As an example of all-electric new housing in Napa County, the first 300+ units of market-rate housing in American Canyon's Watson Ranch development are all-electric. With the current California building code requirements for prewiring for all appliances, this also makes the homes more affordable than dual-fuel houses.

Thank you for your consideration,
Chris Benz
Napa Climate NOW!
[REDACTED]



March 27, 2023

Lynn von Koch-Liebert
Executive Director
California Strategic Growth Council
1400 Tenth Street
Sacramento, CA 95814

Re: The Crescent Project, Napa, CA

Dear Ms. von Koch-Liebert,

We at Napa Climate NOW! are writing to offer our strong support for the Growth Council's approval of funding for the proposed Crescent Housing Project in Napa. We will also be supporting this project at meetings of the City of Napa Planning Commission and the Napa City Council.

Napa Climate NOW! is a 501(c)(3) community-based organization formed by concerned citizens to advocate for smart climate solutions based on the latest climate science. Since 2018, we have been working to move the needle toward climate stabilization and ultimately, climate restoration.

AHSC funding for the Crescent Housing project will help achieve the goals of the Affordable Housing and Sustainable Communities Program by:

- providing 96 units of affordable housing for low-income and moderate-income households in an urban in-fill project close to shopping, an elementary school, and public transportation
- reducing building GHG emissions by incorporating rooftop solar and battery storage
- reducing transportation GHG emissions by funding EV car charging stations and building bike paths in the area
- improving air quality and reducing heat island effect through the planting of street trees

The Crescent project is being developed on the location of a historic site in Napa. The developers, Heritage Housing Partners, have worked with the community to preserve the integrity of the site while maximizing the housing benefits it will provide. AHSC funding will allow for more of the units to be available to first-time homebuyers with low- to moderate-incomes and will enhance the climate smart aspects of the project by helping to fund emissions-free transportation and expand our urban forest.

Thank you for your consideration,

The Napa Climate NOW! Steering Committee
Lynne Baker, Co-Chair
Marilyn Knight-Mendelson, Co-Chair
Jim Wilson
Linda Brown
Chris Benz



March 28, 2023

Lynn von Koch-Liebert
Executive Director
California Strategic Growth Council
1400 Tenth Street
Sacramento, CA 95814

Re: The Crescent Project, Napa, CA

Dear Ms. von Koch-Liebert,

The Napa County Bicycle Coalition enthusiastically offers our support for the Growth Council's approval of funding for the proposed Crescent Housing Project in Napa City. We are especially pleased that the funding application includes plans to improve nearby active transportation infrastructure, which will be needed with more residents moving to the area.

The Napa County Bicycle Coalition (NCBC) represents over 2,000 members and supporters throughout Napa County in advocating to make riding a bicycle in our communities safe, convenient, and accessible for riders of all ages and abilities. Since 2008, we have worked with local organizations, businesses, elected officials, and the public to align our transportation infrastructure with the needs of cyclists and other active transportation users.

The location of the proposed Crescent Project combined with its inclusion of affordable and middle-income units make biking for transportation from the Project an attractive option for working families. The proposed location is close to the downtown, to nearby parks, to work and schools, and to shopping centers; providing accessible housing there has a great potential to reduce vehicle miles traveled and the greenhouse gas emissions that accompany those miles. Realizing this reduction is especially likely given the inclusion, in particular, of funding for a Class II bike lane on Old Sonoma Road, from Jefferson Street to the Highway 29 bridge. This segment, which runs along the Project's front entrance, is a key and currently missing east-west connection that, when implemented, will be a significant addition to establishing a low-stress bike network in Napa City. Appropriate, low-stress networks make going by bike more accessible to residents of all ages and abilities, rather than just the minority of riders who are highly confident.

We look forward to the positive impacts the Crescent Project will have in the Napa community and welcome the opportunity to show our support for this funding application. Should you wish to discuss our support further, please feel free to reach me at kvernor@napabike.org or (707) 258-6318.

Sincerely,

A handwritten signature in blue ink that reads "Kara Vernor". The signature is stylized, with the first letters of the first and last names being capitalized and prominent.

Kara Vernor
Executive Director

Napa Housing Coalition

March 16, 2023

Lynn von Koch-Liebert
Executive Director
California Strategic Growth Council
1400 Tenth Street
Sacramento, CA 95814

Re: The Crescent Project, Napa, CA

Dear Ms. von Koch-Liebert,

We at the Napa Housing Coalition are pleased to offer our support for the Growth Council's approval of funding for the proposed Crescent Housing Project in Napa. The Coalition has now had the opportunity to review the proposed plans for the development of The Crescent with Mr. Loveman and his team and we are excited to see it moving forward in a manner that tremendously pleases and excites us for a variety of reasons. We fully expect to be at our Napa Planning Commission and City Council meetings in the very near future to speak in favor of City approval of The Crescent.

The Napa Housing Coalition is comprised of over a hundred citizens, organizations, and businesses supporting housing that is affordable across the broad spectrum of price ranges. We especially put an emphasis on "affordable" housing and moderate income / "missing middle" housing. We have also established criteria for our support of projects underscoring that we want to ensure that housing is not just meeting various affordability levels but also quality of life issues.

The Coalition has been actively involved for approximately seven years with the former County Health and Human Services site on Old Sonoma Road in Napa. We authored letters to the Editor in favor of using the site for a mix of housing types and affordability levels. We were thrilled to first learn of Heritage Housing Partners (HHP) several years ago when we were introduced to Charles Loveman and HHP by colleagues at Napa Landmarks, an organization focused on historic preservation and renovation. We learned that HHP not only has deep expertise in historic preservation but that they combine that passion with a passion for the creation of for-sale housing attainable by low- and moderate-income families and individuals.

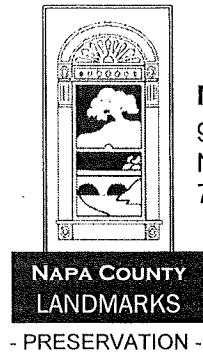
Also, important to note is that for the last year, the Coalition has been actively advocating for the adoption and implementation of a local housing preference ordinance for the City of Napa. We have the impression that all members of the Napa City Council are supportive of such an ordinance and that a movement is underway to make it a reality. We understand from Mr. Loveman that they would enthusiastically embrace and use such a tool in their recruitment of buyers for homes in The Crescent. In that respect, we intend to continue to be fully involved as advocates and community advisors with The Crescent project as it moves through approvals, development, and occupancy.

We are excited about the potential of funding from your Council in support of The Crescent. That funding would open the door, figuratively and literally, to a far broader number of families who would have their first opportunity for home ownership. Moreover, that funding would be a key piece in making The Crescent an infill model of climate responsible development including significant use of clean energy practices, walkability, reuse of treasured buildings, and preservation of Napa's history.

We are huge supporters of The Crescent and we encourage your approval of its funding.

Thank you for your consideration,

Napa Housing Coalition Steering Committee



NAPA COUNTY LANDMARKS

937 Coombs Street
Napa, CA 94559
707-255-1836

March 15, 2023

Lynn von Koch-Liebert
Executive Director
California Strategic Growth Council
1400 Tenth Street
Sacramento, CA 95814

Re: The Crescent project

Dear Ms. von Koch-Liebert,

Napa County Landmarks is pleased to write this letter of support for The Crescent project.

Napa County Landmarks fosters appreciation and preservation of historic buildings, sites and districts through education programs, public policy, research, and technical assistance. Napa Landmarks was founded in 1974 by John Whitridge III along with a group of local citizens who were upset by the demolition of many of downtown Napa's historic buildings. By the 1980s it was clear that the historic structures and landscapes up-valley needed protection as well, prompting Landmarks to expand its advocacy throughout the County. As the organization extended its geographical reach, its name was changed to Napa County Landmarks in 1986.

As a key stakeholder in the community surrounding The Crescent, Napa County Landmarks has been involved with The Crescent project since 2018 when the County of Napa began holding public outreach meetings to solicit feedback on the potential development of this site. The County proposed a plan in which the buildings would be torn down, so Napa County Landmarks sought feedback from Heritage Housing Partners on the potential to both preserve the historic buildings and convert them to affordable housing. We were so impressed by their approach that we also encouraged Heritage Housing Partners to serve as the developer of the site, and we have met with them dozens of times since then to discuss the project design, timeline, financing and any other questions or concerns that were raised by our organization.

Napa County Landmarks is a nonprofit organization that advocates for the appreciation and preservation of historic buildings, sites and districts through educational programs, public policy, research and technical assistance.

Through these meetings and the development team's response to these meetings, we saw the plans for the project improve to meet the specific needs of our community and the resulting proposed project is something we are excited to support. Our primary feedback on the project is that we would like for Heritage Housing Partners to: (1) preserve as many of the historic structures as possible, (2) deliver mixed-income housing at a broad range of affordability levels, and (3) limit density to between 150 and 175 units.

We are pleased that Heritage Housing Partners contemplates a plan that incorporates all this feedback and Napa County Landmarks will continue to work with Heritage Housing Partners as the project moves forward to completion; and collaborate with Heritage Housing Partners to assess potential other sites in the area. We are also helping Heritage Housing Partners connect with other members of the community, so that they can share their vision for the site and gather additional feedback from other community stakeholders. We encourage you to fund this project as well, so that this sensitive, thoughtful, and community-based development plan can be built.

As a result of the development team's outreach efforts and responsiveness to our feedback, Napa County Landmarks is proud to support The Crescent and we urge the CA Strategic Growth Council to fund this project and look forward to seeing much needed new housing, bicycle, pedestrian and transit infrastructure in the neighborhood.

Sincerely,



Ernest Schlobohm
NCL Executive Director



Terry Wunderlich
NCL Board President

Napa County Landmarks is a nonprofit organization that advocates for the appreciation and preservation of historic buildings, sites and districts through educational programs, public policy, research and technical assistance.