



# CITY OF NAPA

955 School Street  
Napa, CA 94559  
www.cityofnapa.org

## MEETING MINUTES - Final

### CITY COUNCIL OF THE CITY OF NAPA

*Mayor Scott Sedgley*  
*Vice Mayor Bernie Narvaez*  
*Councilmember Liz Alessio*  
*Councilmember Mary Luros*  
*Councilmember Beth Painter*

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Tuesday, April 2, 2024

3:30 PM

City Hall Council Chambers

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**3:30 PM Afternoon Session**  
**6:30 PM Evening Session**

#### **3:30 P.M. AFTERNOON SESSION**

##### **1. CALL TO ORDER: 3:33 P.M.**

###### **1.A. Roll Call:**

**Present:** 5 - Councilmember Alessio, Councilmember Luros, Councilmember Painter, Vice Mayor Narvaez, and Mayor Sedgley

##### **2. AGENDA REVIEW AND SUPPLEMENTAL REPORTS:**

City Clerk Carranza announced the following supplemental documents:

Item 5.H. - Email from Maureen Trippe, Slow Down Napa

Items 6.A. and 6.C. - PowerPoint presentations

(Copies of all supplemental documents are included in Attachment 2)

##### **3. SPECIAL PRESENTATIONS:**

###### **3.A. [093-2024](#) Proclamation for Sexual Assault Awareness Month**

Mayor Sedgley and members of Council read the proclamation. Danis Kreimeier, NEWS Board President, accepted the proclamation and provided remarks.

#### 4. PUBLIC COMMENT:

(See supplemental documents in Attachment 1)

Dalton Piercey - provided comments regarding Napa's music industry; particularly in regard to music in Veterans Memorial Park on Friday evenings.

#### 5. CONSENT CALENDAR:

### Approval of the Consent Agenda

A motion was made by Councilmember Alessio, seconded by Councilmember Luros, to approve the Consent Agenda with item 5.H. pulled for discussion. The motion carried by the following vote:

**Aye:** 5 - Alessio, Luros, Painter, Narvaez, and Sedgley

**5.A.**     [099-2024](#)     City Council Meeting Minutes

**Approved the minutes from the March 14, 2024 Special Meeting, and the March 19, 2024 Regular Meeting of the City Council.**

**5.B.**     [090-2024](#)     Financial Audit Services

**Approved an agreement with Lance, Soll & Lunghard, LLP for financial audit services for five fiscal years, from fiscal year 2024 through fiscal year 2028, in an amount not to exceed \$536,903 and authorized the Finance Director to sign the agreement on behalf of the City.**

**5.C.**     [097-2024](#)     Classification Specification and Salary for Principal Management Analyst in the Fire Department

**Adopted Resolution R2024-020 amending the City Classification Plan by adopting the new classification specification and salary range for Principal Management Analyst; and amending the Budget Staffing Plan by adding one (1) Principal Management Analyst position, and deleting one (1) Management Analyst I/II position.**

Enactment No: R2024-020

- 5.D.**     [092-2024](#)     Economic Development Administration Grant
- 1) Authorized the Community Development Director to execute all documents necessary to accept a grant from the Economic Development Administration in the amount of \$250,000 for preparation of a Napa River Economic Resilience Strategic Plan with local matching funds in the amount of \$77,725.00; and
- 2) Approved an increase in both revenue and expenditure budgets in the Non-Recurring General Fund by \$250,000 as documented in Budget Adjustment No. 5P10; and
- 3) Authorized the Community Development Director to negotiate and execute a services agreement with a consultant selected through a competitive process to prepare a Napa River Economic Resilience Strategic Plan in an amount not to exceed \$250,000.
- 5.E.**     [066-2024](#)     Agreement with Lisa Wise Consulting, Inc. for Consultant Services related to the Zoning Ordinance/Municipal Code Update
- Authorized the Community Development Director to execute on behalf of the City an agreement with Lisa Wise Consulting, Inc. in an amount not to exceed \$693,557 to provide consultant services for the Zoning Ordinance/Municipal Code Update.
- 5.F.**     [030-2024](#)     Acceptance of an Easement Grant Deed for Right of Way and Public Utilities Use
- Adopted Resolution R2024-021 authorizing the Public Works Director, on behalf of the City, to accept an Easement Grant Deed for right-of-way and public utilities purposes from the First Street Church of Christ, Napa, California over a portion of 2610 First Street to allow the City to construct a sidewalk.
- Enactment No: R2024-021
- 5.G.**     [059-2024](#)     Fire Systems Testing, Inspection, Maintenance and Repair
- Authorized the Public Works Director to execute on behalf of the City Amendment No. 3 to Agreement No. C2019-250 with HCI Systems, Inc., for fire systems testing, inspection, maintenance, and repair in the increased amount of \$30,000 for a total contract amount not to exceed \$280,000 and to extend the term of the agreement to August 31, 2025, and determine that the actions authorized by this item are exempt from CEQA.

5.H. [078-2024](#) Streets Paving Program, Budget Adjustment FY24

(See supplemental document in Attachment 1)

This item was pulled by Councilmember Painter.

Public Works Director Julie Lucido provided a brief report.

There were no requests to speak from members of the public.

**A motion was made by Councilmember Painter, seconded by Councilmember Alessio, to prove a budget adjustment in the Streets and Sidewalks Fund by increasing expenditure budgets by \$850,000 as documented in Council Budget Amendment No. 190P09. The motion carried by the following vote:**

**Aye:** 5 - Alessio, Luros, Painter, Narvaez, and Sedgley

5.I. [079-2024](#) Browns Valley Road Subdivision Final Map, a 11 Lot Single-Family Project  
Located at 3090 Browns Valley Road

**Adopted Resolution R2024-022 approving the Final Map of Browns Valley Road Subdivision (Project No. ENG23-0010), to subdivide property located at 3090 Browns Valley Road into 11 single-family lots, authorizing the Mayor to sign said Final Map, and determining that the actions authorized by this resolution were adequately analyzed by a previous CEQA action.**

Enactment No: R2024-022

**5.J.**      [087-2024](#)      Capital Improvement Program; FY 2023-2024 Mid-Year Budget  
Adjustments for Various Projects

Deobligated funds from completed projects and obligate necessary funding for new and active projects within the Capital Improvement Program (CIP) by taking the following actions:

(1) Adopted Resolution R2024-023 deobligating \$82,838.12 of Capital Improvement Program Facilities Reserve funds from CSB Electrical System Evaluation and Design (33FC22PW05); obligating \$82,838.12 of Capital Improvement Program Facilities Reserve funds for Alternate EOC & Emergency Cooling Centers Backup Power (33FC23PD02); and thereby increasing the current expenditure budget of the Capital Improvement Fund by \$0, as documented in Budget Adjustment No. 2P10; and

(2) Adopted Resolution R2024-024 deobligating Capital Improvement Program Measure T Funds from the following projects: \$1,150,000 from Freeway Drive Rehabilitation (33ST23PW02), \$810,000 from Jefferson Street Rehabilitation Trower to Sierra (33ST22PW06); obligating Capital Improvement Program Measure T Funds for the following projects: \$1,860,000 for Salvador Avenue Widening (33ST22PW03), and \$100,000 for Westwood Neighborhood Streetlights (33ST22PW09); and thereby increasing the current expenditure budget of the Capital Improvement Fund By \$0, as documented in Budget Adjustment No. 3P10; and

(3) Adopted Resolution R2024-025 approving the Updated Five-Year List of Projects under the Measure T Program and determining that the actions authorized by this Resolution are exempt from CEQA; and

(4) Adopted Resolution R2024-026 creating two new CIP projects and obligating HSIP grant funding to each in the amount of their respective awards: create project HSIP Pedestrian Improvements (33ST24PW06) and obligate \$639,900 of grant funds; and create project HSIP High-Friction Pavement (33ST24PW07) and obligate \$465,120 of grant funds; deobligating capital improvement program State Gas Tax Funds from the following projects: \$300,000 from HSIP grant matching (33MS24PW03); and obligating Capital Improvement Program State Gas Tax Funds for the following projects: \$150,000 for HSIP Pedestrian Improvements (33ST24PW06) and \$150,000 for HSIP High-Friction Pavement (33ST24PW07); and thereby increasing the current expenditure budget of the capital improvement fund by \$1,105,020, as documented in Budget Adjustment No. 4P10.

Enactment No: R2024-023 R2024-024 R2024-025 R2024-026

**5.K.**      [089-2024](#)      Laurel Street Rehabilitation - Phase I

Adopted Resolution R2024-027: (1) authorizing the Public Works Director to award a construction contract to, and execute a construction contract with, Granite Rock Company for the Laurel Street Rehabilitation Phase I project in the bid amount of \$3,162,283; (2) authorizing the Public Works Director to approve change orders and charges for project services up to \$671,228 for a total project amount not to exceed \$3,883,511; and (3) determining that the actions authorized by this resolution are exempt from CEQA.

Enactment No: R2024-027

- 5.L. [100-2024](#) Repair and Rehabilitation of 36-inch Water Main Crossing Redwood Creek

Authorized the Utilities Director to negotiate and execute a construction contract and change orders if required with Advantage Reline Services, Inc., in an amount not to exceed \$200,000, for the repair and rehabilitation of the 36-inch water main crossing Redwood Creek; determined that the proposed contract with Advantage Reline Services, Inc for the installation of a Primus Liner meets the requirements for a “specialty item” as set forth in Napa Municipal Code Section 2.91.050; and determined that the actions authorized by this item are exempt from CEQA.

## 6. ADMINISTRATIVE REPORTS:

- 6.A. [017-2024](#) Financial and Economic Indicator Update, Q1 2024

(See supplemental document in Attachment 1)

Brendan Hurley, Economic Development Coordinator, introduced the item.

Dr. Robert Eyler, provided the report.

Discussion was turned over to Council. Individual questions and comments ensued.

There were no requests to speak from members of the public.

Following Dr. Eyler's presentation, Senior Planner, Michael Walker, took a moment to thank Council for approving item 5.E., an agreement with Lisa Wise Consulting, Inc. to guide staff on the upcoming update of the zoning ordinance which would be an integral part of implementing both the General Plan and Housing Element. Mr. Walker introduced Henry Pontarelli, Vice President of Lisa Wise Consulting, Inc. who provided brief comments.

**6.B.**     [102-2024](#)     Appointment of Interim City Attorney and Direction for Permanent City Attorney Recruitment Process

Assistant City Manager Liz Habkirk provided the report.

There were no requests to comment from members of the public.

**A motion was made by Councilmember Painter, seconded by Councilmember Luros, to adopt Resolution R2024-028 appointing Sabrina Wolfson as Interim City Attorney effective May 1, 2024. The motion carried by the following vote:**

**Aye:** 5 - Alessio, Luros, Painter, Narvaez, and Sedgley

Brief discussion ensued regarding the two members of Council to serve on the advisory committee.

**A motion by Councilmember Alessio, seconded by Councilmember Narvaez, to appoint Mayor Sedgley and Councilmember Luros to serve as an advisory committee to guide the City Manager and Human Resources Director for the permanent City Attorney recruitment process. The motion carried by the following vote:**

**Aye:** 5 - Alessio, Luros, Painter, Narvaez, and Sedgley

Enactment No: R2024-028

**6.C.**     [023-2024](#)     Conceptual Parks Projects Discussion

(See supplemental document in Attachment 2)

Breyana Brandt, Parks & Recreation Director, and Ali Koenig, Parks Program Manager, provided the report.

Mayor Sedgley called for public comment.

Lowell Downey - provided comments in support of the Cradle Basket at Oxbow Commons and provided an update on the current project status and allocated resources.

Desirae Harp - provided comments in support of the Cradle Basket at Oxbow Commons.

Dalton Piercey - provided various comments in support of the proposed projects; suggested additional bocce ball courts downtown.

Karl Frisinger, President Napa United - provided comments in support of sports field; requested 4-6 fields minimum.

Discussion was turned over to Council.

Individual members provided comments, questions, and considerations regarding the projects. Parks & Recreation Director Brandt summarized staff's intended next steps of continuing to work with members of the public with an interest in pursuing the Cradle Basket project, in the short-term, and returning to Council during future budget cycles to address other potential projects.

**7. COMMENTS BY COUNCIL OR CITY MANAGER:**

Councilmember Painter shared that she attended the open house that the Red Cross held last Thursday and that she learned a lot about their programming. She stated they were interested in doing some disaster preparedness and CPR training, and would also be excited to partner on a blood drive. She would share their contact information with staff.

**CITY COUNCIL RECESS: 5:45 P.M.**

**6:30 P.M. EVENING SESSION**

**8. CALL TO ORDER: 6:30 P.M.**



**8.A. Roll Call:**

**Present:** 5 - Councilmember Alessio, Councilmember Luros, Councilmember Painter, Vice Mayor Narvaez, and Mayor Sedgley

**9. PLEDGE OF ALLEGIANCE:**

**10. AGENDA REVIEW AND SUPPLEMENTAL REPORTS:**

City Clerk Carranza announced the following supplemental documents:

Item 11 - Email from Chuck Shinnamon.

Item 12.A. and 12.B.

- PowerPoint presentation from staff
- PowerPoint presentation from applicant.
- Memo from staff clarifying the relationship between the First and Oxbow Hotel Development and the Jamboree Supportive housing project located at 515 Silverado Trail.
- Emails from Darcy Hislop, Michael Holcomb, Cindy Watter, Cody Orona, Keri Akemi Hernandez, Allan Charles Dell'Ario, and Rebecca Webster.

(Copies of all supplemental documents are included in Attachment 2)

**11. PUBLIC COMMENT:**

(See supplemental document in attachment 2)

Chuck Shinnamon - Provided comments regarding the Jamboree housing project and shared traffic safety concerns and suggested ways to mitigate concerns.

Carol Whichard - provided comments regarding pickle ball; asked for additional courts in Napa.

Jim Hinton - shared concerns regarding way the City was doing business; would like to see a future agenda item to call for drug and alcohol testing of members of Council; shared concerns regarding Planning Commissioner Huether and his contributions to Councilmember's campaign committees.

**12. PUBLIC HEARINGS:**

*Public Hearing items 12.A. and 12.B. were opened and heard together.*

**12.A.** [491-2023](#) First & Oxbow Hotel

**12.B.** [071-2024](#) Abandonment of Slope Easement and portions of Water Street for the First and Oxbow Hotel Project

(See supplemental documents in Attachment 2)

Mayor Sedgley opened the two public hearings, items 12.A. and 12.B., to hear both items together since they were regarding the same project.

Councilmember Luros announced her recusal on items 12.A. and 12.B. due to a financial interest as one of the members of the applicant team was a client of hers within the past twelve months. She left the meeting at 6:43 P.M.

Mayor Sedgley called for disclosures; Councilmembers provided them.

Ryder Dilly, Associate Planner, and A.J. Paniagua, Management Analyst, provided a combined report.

Mayor Sedgley called upon the applicant team to provide an opening statement.

The applicant team provided a brief overview of the project and highlighted the modifications to the project, reviewed the design, shared economic impacts, and reviewed the affordable housing contribution.

Mayor Sedgley opened public testimony.

Bill Chadwick - provided comments in opposition of the project.

Marco Alfaro, Union carpenter in Napa County - encouraged Council to select builders who provide employees with health care, hire locally, provide a living wage, and offer apprenticeship programs.

Alexander Hampton, Union Carpenter, Local 751 - shared that the Carpenters Union was excited, and appreciated the developer's investment in Napa. He shared the struggles that local carpenters face which included: health care, local hire and area standards.

Desirae Harp, Cultural Monitor for the Mishewal Wappo tribe - shared the project site was nearby to a known site, would like to ensure there were cultural monitors as part of the project and asked if the Tribal Council had been consulted in regard to the environmental impacts of the project.

Carol Whichard - provided comments in opposition of the project.

Sharon Macklin - provided comments in opposition of the project; asked who may have received campaign contributions from the Hermans in the past.

Chuck Shinnamon - shared disappointment with lack of clarity between the hotel and the housing project. Shared concerns regarding parking. Disappointed that other hotels with entitlements hadn't been built yet. Concerned project was being evaluated due to relationships.

Michele Grupe - shared she was disheartened with how the development of downtown had occurred, with focus on tourists, not residents. Urged council to update downtown specific plan before approving any project. Shared concerns regarding housing.

Chuck Meibeyer - provided comments in support of the project.

JB Leamer - provided comments in support of the project.

Mary Beth Herman - provided comments in support of the project.

Jeremy Sil - provided comments in support of the project.

**A motion was made by Councilmember Alessio, seconded by Councilmember Painter to close the public testimony. The motion carried unanimously.**

Discussion was turned over to council for deliberation. City staff and members of the applicant team responded to individual questions and comments from members of Council.

**A motion was made by Councilmember Alessio, seconded by Councilmember Painter to:**

**(1) Adopt Resolution R2024-029 approving a Design Review Permit and Use Permit to authorize construction of a 123-room hotel consisting of two four-story buildings, which includes ancillary hotel guest and public-serving uses, and below-grade parking at 730 Water Street, and determining that the actions authorized by the resolution were adequately analyzed by a previous CEQA action as recommended by staff, with Condition #70 of the resolution revised to read "The Use Permit and Design Review Permit shall become effective on the day following Council's approval of this Resolution and shall expire 2 years from the date of this Resolution unless extended by the City Council in accordance with the provisions in NMC Chapter 17.68;" and**

**(2) Adopt Resolution R2024-030 (1) authorizing the conditional summary abandonment of a slope easement in support of the First and Oxbow Hotel Project (PL22-0137) located on the parcels bound by Soscol Avenue, First Street, McKinstry Street, and Water Street, (2) declaring that the slope easement area is exempt surplus land in accordance with the Surplus Land Act, and (3) determining that the actions authorized by this resolution were adequately analyzed by a previous CEQA action; and**

**(3) Adopt Resolution R2024-031 (1) authorizing the conditional abandonment of portions of Water Street in support of the First and Oxbow Hotel Project (PL22-0137) located on the**

parcels bound by Soscol Avenue, First Street, McKinstry Street, and Water Street, (2) declaring that the Water Street easement area is exempt surplus land in accordance with the Surplus Land Act, and (3) determining that the actions authorized by this resolution were adequately analyzed by a previous CEQA action.

The motion carried by the following vote:

**Aye:** 4 - Alessio, Painter, Narvaez, and Sedgley

**Recused:** 1 - Lueros

Enactment No: 12.A. R2024-029; 12.B. R2024-030 R2024-031

**13. COMMENTS BY COUNCIL OR CITY MANAGER: None.**

**14. ADJOURNMENT: 9:02 P.M.**

The next regularly scheduled meeting for the City Council of the City of Napa is April 16, 2024.

Submitted by:

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Tiffany Carranza, City Clerk

**ATTACHMENT 1**

**SUPPLEMENTAL REPORTS &  
COMMUNICATIONS Office of the City Clerk**

**City Council of the City of Napa**

**Regular Meeting**

**April 2, 2024**

**FOR THE CITY COUNCIL OF THE CITY OF NAPA**

**AFTERNOON SESSION:**

**SUBMITTED PRIOR TO THE CITY COUNCIL MEETING**

**5. CONSENT CALENDAR**

**5.H. Streets Paving Program, Budget Adjustment FY24**

- 1) Email from Maureen Trippe, Slow Down Napa, received on April 2, 2024.

**6. ADMINISTRATIVE REPORTS:**

**6.A. Financial and Economic Indicator Update, Q1 2024**

- PowerPoint Presentation from Robert Eyler, PhD

**6.C. Conceptual Parks Projects Discussion**

- PowerPoint Presentation from Staff

**SUBMITTED DURING THE CITY COUNCIL MEETING**

**4. PUBLIC COMMENT:**

- 1) Written communication with two handouts from Dalton Piercey received on April 2, 2024.

**From:** [Maureen Trippe](#)  
**To:** [Clerk](#); [Julie Lucido](#)  
**Cc:** [Joyce Stavert](#); [Daniel Harder](#); [James Rosen](#); [Richard Tippitt](#); [Katrina Cho](#)  
**Subject:** Please include with Agenda Packet for City Council  
**Date:** Tuesday, April 02, 2024 11:05:40 AM  
**Attachments:** [Staff Reports Details \(With Text\).pdf](#)

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[EXTERNAL]

To: Napa City Council

Re: Agenda Item 5H\* Streets Paving Program, Budget Adjustment in the Streets and Sidewalks Fund, increasing expenditure budgets by \$850,000

Items on the City Council Consent Calendar are easily brushed aside. An increased expenditure of \$850,000 for street and sidewalk paving is enough to get my attention.

There's no question that our roads need attention, but this is not just about fixing the pavement. Napa residents suffer from the disruptive effects of heavy traffic in their neighborhoods. It impacts their quality of life. While road repairs might seem like progress, they are merely temporary fixes that neglect the real issues at hand.

There are two things that concern me about the \$850,000 increased expenditure:

1. Accountability: Last March there was a \$500,000 advance of funds for paving projects because Public Works was ahead of schedule. Perhaps an adjustment of \$850,000 is a routine budget practice that happens annually in March, but I see a pattern and a \$1,350,000 red flag.

2. Inefficiencies: While this may well be a necessary spend, how can we look at spending MORE money on paving projects without talking about the **efficiency of integrating traffic calming evaluations into expensive street repair and maintenance projects?** Identifying low cost traffic calming measures during the planning phases of paving improvement projects would be thoughtful, strategic and intentional.

We have pushed, prodded, watched, researched, written, and called out Public Works for 4 years, yet we see no initiative to fold traffic calming into their paving maintenance programs in our residential neighborhoods. They will not take the initiative unless they are directed to do so by Council. It is time for the City Council to insist on integrating traffic calming measures into routine street and paving improvement projects. Please consider this request.

These need not be elaborate traffic calming engineering evaluations. We are asking for a thoughtful look at our neighborhoods. Does this street warrant traffic calming measures before we begin paving? Yes or No? If yes, what measures are suggested? Is a Quick Build test with low cost measures an option? Can it be done on a modest budget?

We are missing an opportunity to improve the quality of life for Napa residents. We are patching up the holes - we aren't making neighborhood improvements. Thoughtfulness does not cost money.

Before we spend another \$850,000 on paving, let's insist on initiative, strategic planning, and thoughtful leadership. Let's shift our attention to the root problem and work towards creating lasting changes that truly enhance the lives of our community members.

Thanks for your consideration,  
Maureen Trippe  
Co-Founder Slow Down Napa



\*Staff Report:

[https://napacity.legistar.com/ViewReport.ashx?  
M=R&N=Master&GID=602&ID=6604581&GUID=2806F26A-349F-48A9-9080-  
B7BA42752351&Extra=WithText&Title=Staff+Reports+Details+\(With+Text\)](https://napacity.legistar.com/ViewReport.ashx?M=R&N=Master&GID=602&ID=6604581&GUID=2806F26A-349F-48A9-9080-B7BA42752351&Extra=WithText&Title=Staff+Reports+Details+(With+Text))

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City Council Regular Meeting  
4/2/2024  
Supplemental - Item 6.A.  
From: Robert Eyler, PhD

# CITY OF NAPA: DASHBOARD CITY COUNCIL PRESENTATION

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**NAPA, CA**

**APRIL 2024**

**Robert Eyler, PhD**

**President, Economic Forensics and Analytics Inc.**

**Professor, Economics, Sonoma State University**

**[eyler@econforensics.com](mailto:eyler@econforensics.com)**



# Core PCE Prices, 2007 to 2026 and beyond: Rates to Start Falling?



## To consider:

When will rates fall and how far?

Will we “soft land”, and what does that look like?



Richmond • Baltimore • Charlotte

Notes: FOMC projection is the median, range, and central tendency for Q4/Q4 percent changes, from the December 2023 meeting. Red dots indicate median projections. Core PCE Price Index excludes expenditures on gasoline and food services.

Source: Bureau of Economic Analysis & Board of Governors via Haver Analytics

# Federal Reserve Philadelphia

## Forecast, Survey of Professional Forecasters



These data are from February 2024

**Bottom Line:** jobs growth should begin to fade as consumption slows with continued interest rates levels and lower savings levels, recession less likely to be declared

### Real GDP (%)

### Unemployment Rate (%)

### Core PCE Inflation (%)

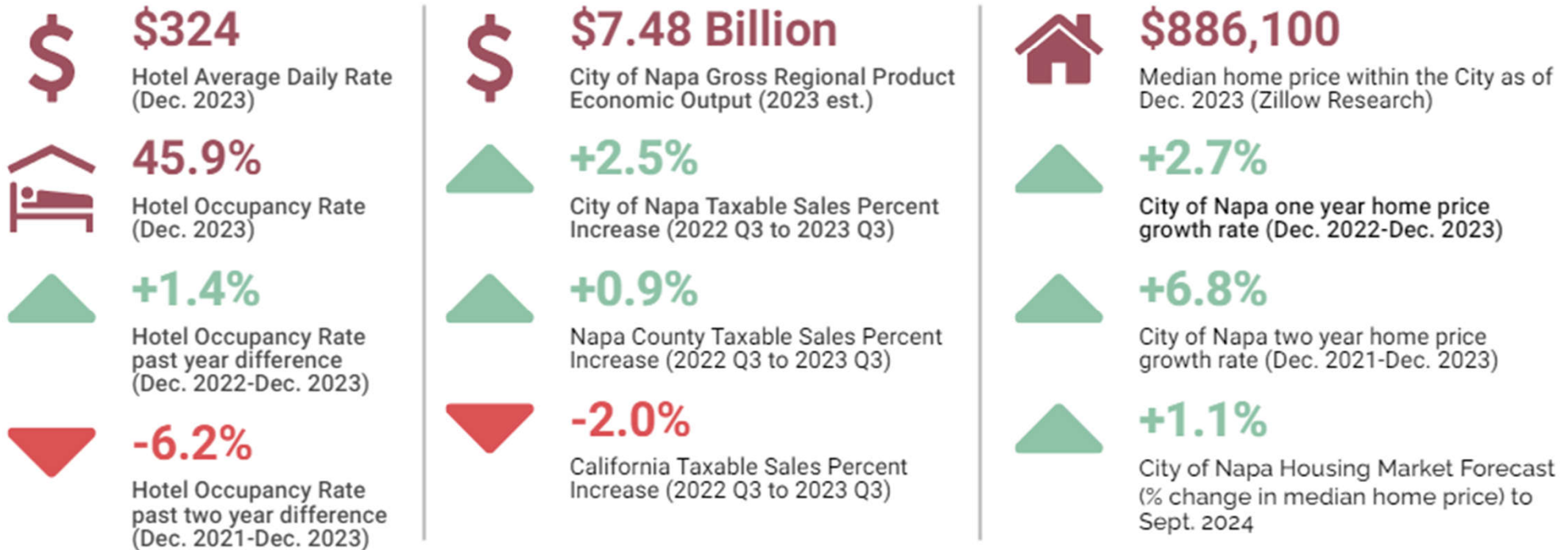
Annual data (projections based on annual-average levels):

	Real GDP (%)		Unemployment Rate (%)		Core PCE Inflation (%)	
	Previous	New	Previous	New	Previous	New
2024	1.7	2.4	4.1	3.9	2.4	2.1
2025	1.8	1.8	4.2	4.1	2.1	2.0
2026	2.1	2.2	4.0	4.1	N/A	2.0
2027	N/A	1.7	N/A	4.0	N/A	N/A

Source: Federal Reserve Philadelphia Branch

# Napa at a Glance: end of Q4 2023

## The City's Economy at a Glance



# Labor Market: Napa Residents, Monthly Jan 2019 to Dec 2023

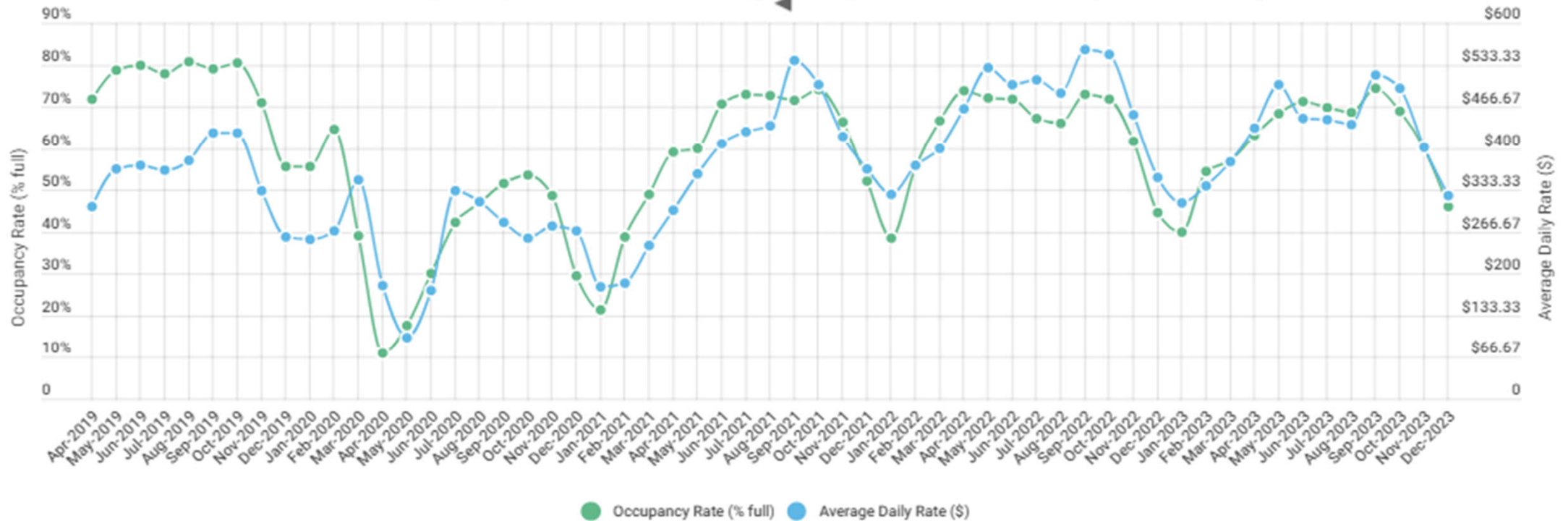
Labor Force and Napa Residents Employed (2019-2023)



Source: California EDD and Bureau of Labor Statistics. Seasonally adjusted.

# Occupancy Rates and Average Daily Rates Napa, April 2019 to Dec 2023, Monthly

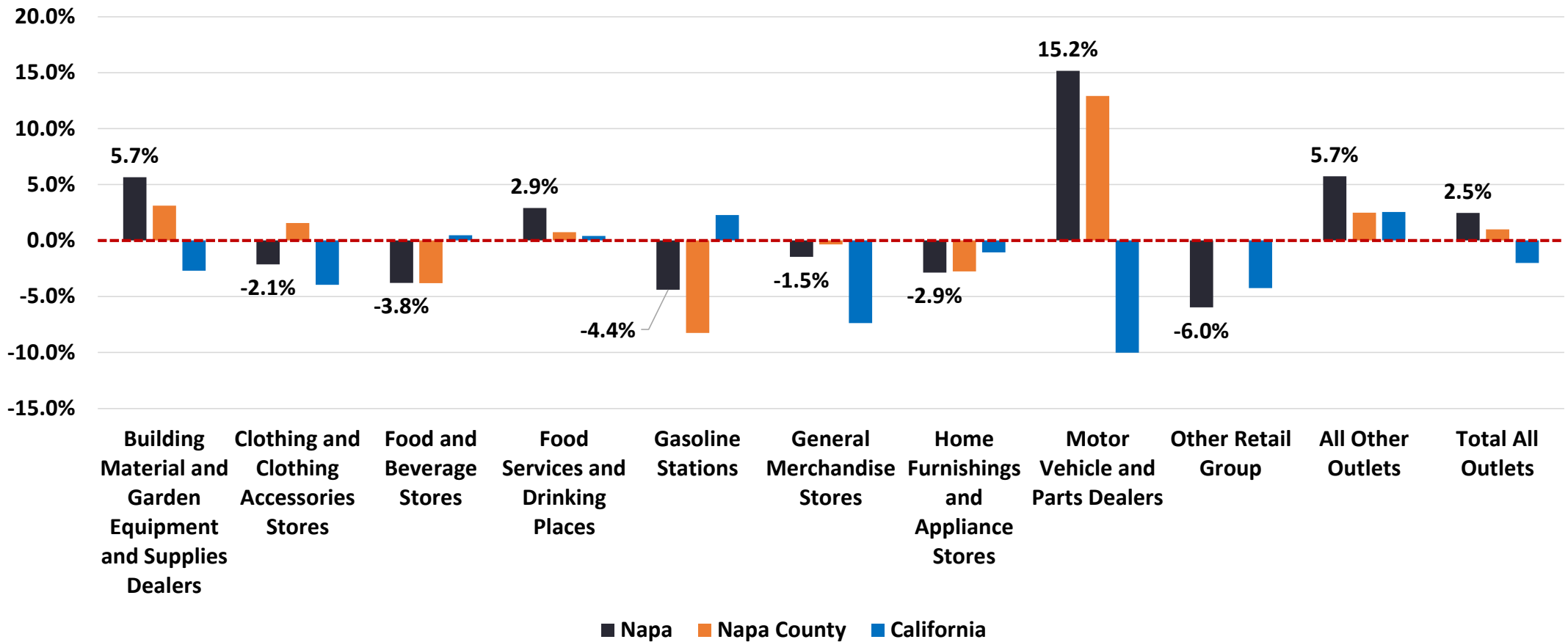
Hotel Occupancy Rate and Average Daily Rate in Dollars (2019-2023)



Source: Smith Travel Research

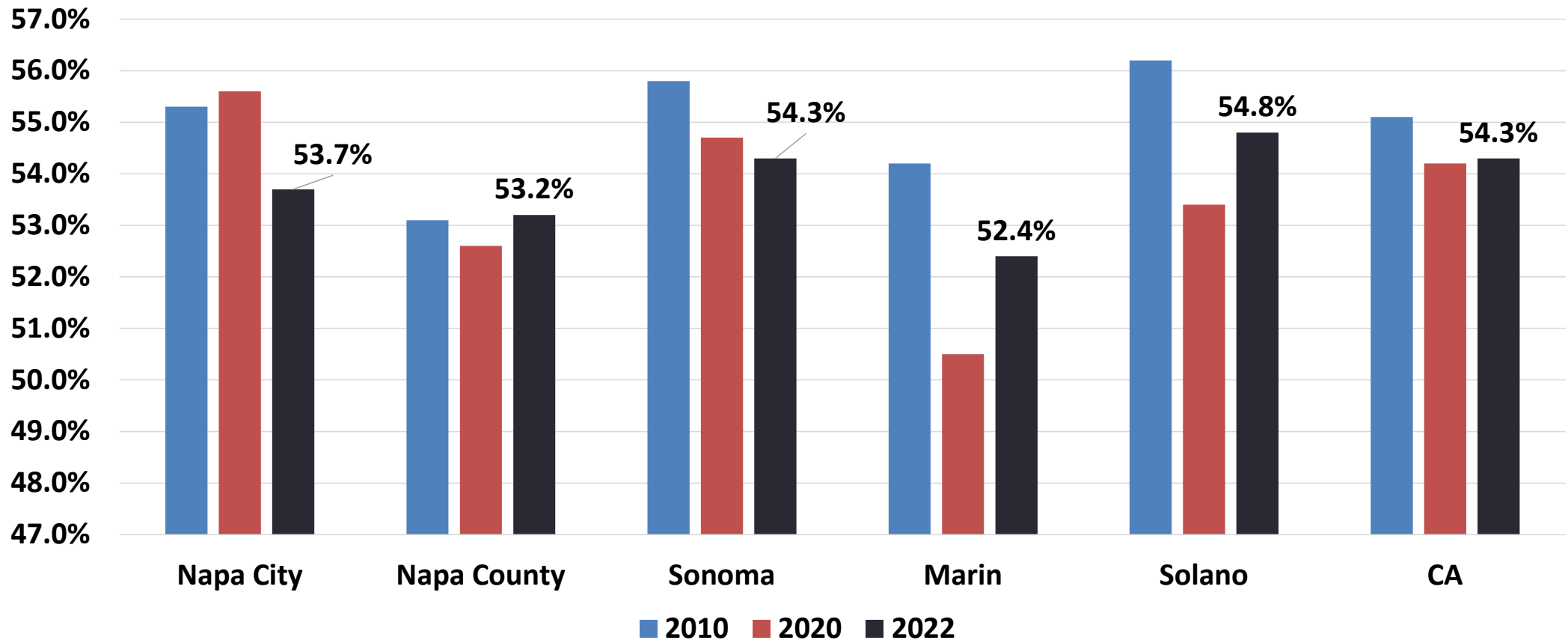
# Taxable Sales, % Change from Q3 2022 to Q3 2023

## Current Dollars, Napa, Napa County and California



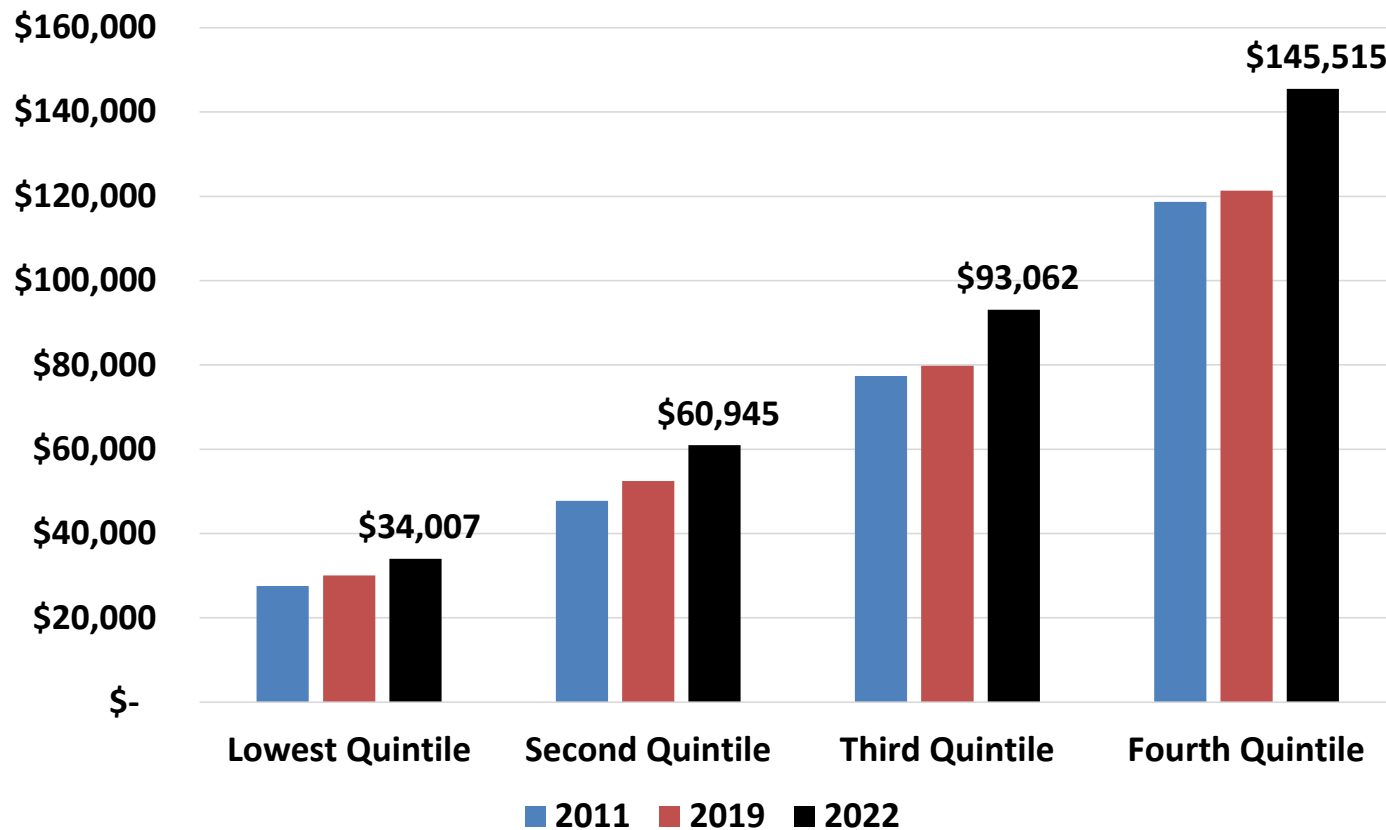
Source: California Dept of Tax and Fee Admin (CDTFA)

# Rental Housing Burden, % of Renters that Pay 30% or More of Monthly Income for Rent, 2010, 2020 and 2022, Current Dollars



Source: Census Bureau

# Income Quintiles: Threshold Income Levels, 5-Year Averages, 2011, 2019, 2022, 2011 Dollars



Median Household Income:

2011 = \$62,642

2019 = \$64,597

2022 = \$77,071

Living Wage 2023: \$46.17

MIT Living Wage Calculator  
Per Adult, Household with 2  
Adults and 2 Children



# City of Napa: Economic Development

- Elections to be the dominant theme in 2024, mixed with geopolitics
- Interest rate watch: expect some movement down by late summer, early fall
- Jobs: will there be any real changes?
- Housing: lower rates may affect demand somewhat, really about existing units coming up for sale
- Tourism: 2024 likely similar to 2023 given mix of headwinds and tailwinds



City Council Regular Meeting  
4/2/2024  
Supplemental -  
Item 6.C.  
From: City Staff



# Conceptual Parks Projects Discussion

April 2, 2024

# Future Conceptual Projects

This discussion aims to provide City Council and the public with preliminary research of the anticipated processes, resource allocations and the estimated budgets related to each of these projects for further consideration.

- Amphitheater at Kennedy Park
- Sports Fields at South Jefferson
- Spray Ground (“Splash Pad”)
- Dog Park(s)
- Cradle Basket at Oxbow Commons



# Current Work Plan

The Department is currently managing over \$4.2 million in park capital projects to be completed over the next 15 months.

The FY2023-25 workplan addresses high priority replacement of various park infrastructure identified as “failed” or “poor” in the 2023 Park Conditions Assessment.



# Five-Year CIP Program

The operating budget and Capital Improvement Program (CIP) serves as the official mechanism to organize and prioritize capital projects for all City departments. The Five-Year CIP Program takes available funding and staffing resources into consideration.

The Five-Year CIP Program includes over \$156m in Citywide projects, including \$2.95m in projects slated for City parks.





Conceptual Park Project

# AMPHITHEATER AT KENNEDY PARK

# Amphitheater at Kennedy

## Project Description:

New City amphitheater to support live music productions

<b>Projected Budget Range</b>	<b>Over \$3 million (dependent on overall scale)</b>
Previous Planning Efforts	Small-scale amphitheater considered in 2015 Kennedy Park Master Plan.
Existing Uses in City's Parks System	<ul style="list-style-type: none"><li>• Amphitheater at Veterans Park</li><li>• Temporary stage in Oxbow Commons for limited event series</li></ul>



# Amphitheater at Kennedy

## Anticipated Planning Steps:



- Site Selection / Revisit Park Master Plan
- Analyze Feasibility & Define Scope
- City Budget Processes
- Conceptual Design & Community Input
- Design Development
- Environmental Review
- Construction Documentation
- Project Bidding
- Project Construction
- RFP for Site Operator
- Ongoing Maintenance & Capital Investment

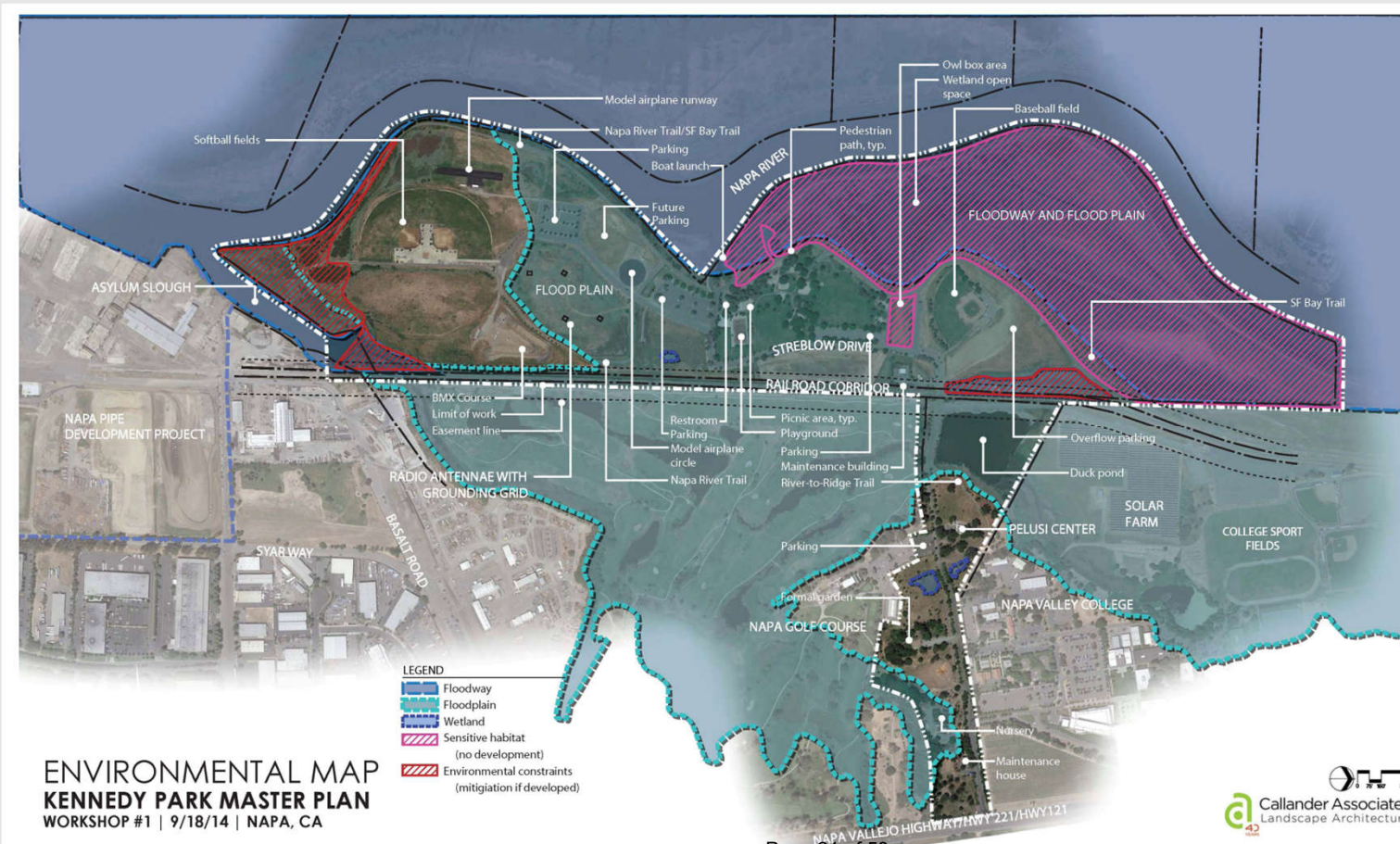


# Amphitheater at Kennedy

Traffic and Safety

Environmental Impacts or Constraints

Existing Uses: Local Community Use & Existing Lease Agreements





Conceptual Park Project

# **SPORTS FIELDS AT SOUTH JEFFERSON**



# Sports Fields at So. Jefferson

## Project Description:

New City sports fields at South Jefferson Park

### **Projected Budget Range**

**Over \$2 million per field**

Complex with 4-6 fields estimated at \$8-12 million

Additional Costs: \$500,000+ for support facilities (restrooms, parking lot, concessions); ongoing capital and maintenance

### **Previous Planning Efforts**

2004 South Jefferson Site Specific Plan for Sports Fields

2010 Parks and Facilities Master Plan for Sports Fields needs

2015 Kennedy Parks Master Plan (sports fields)



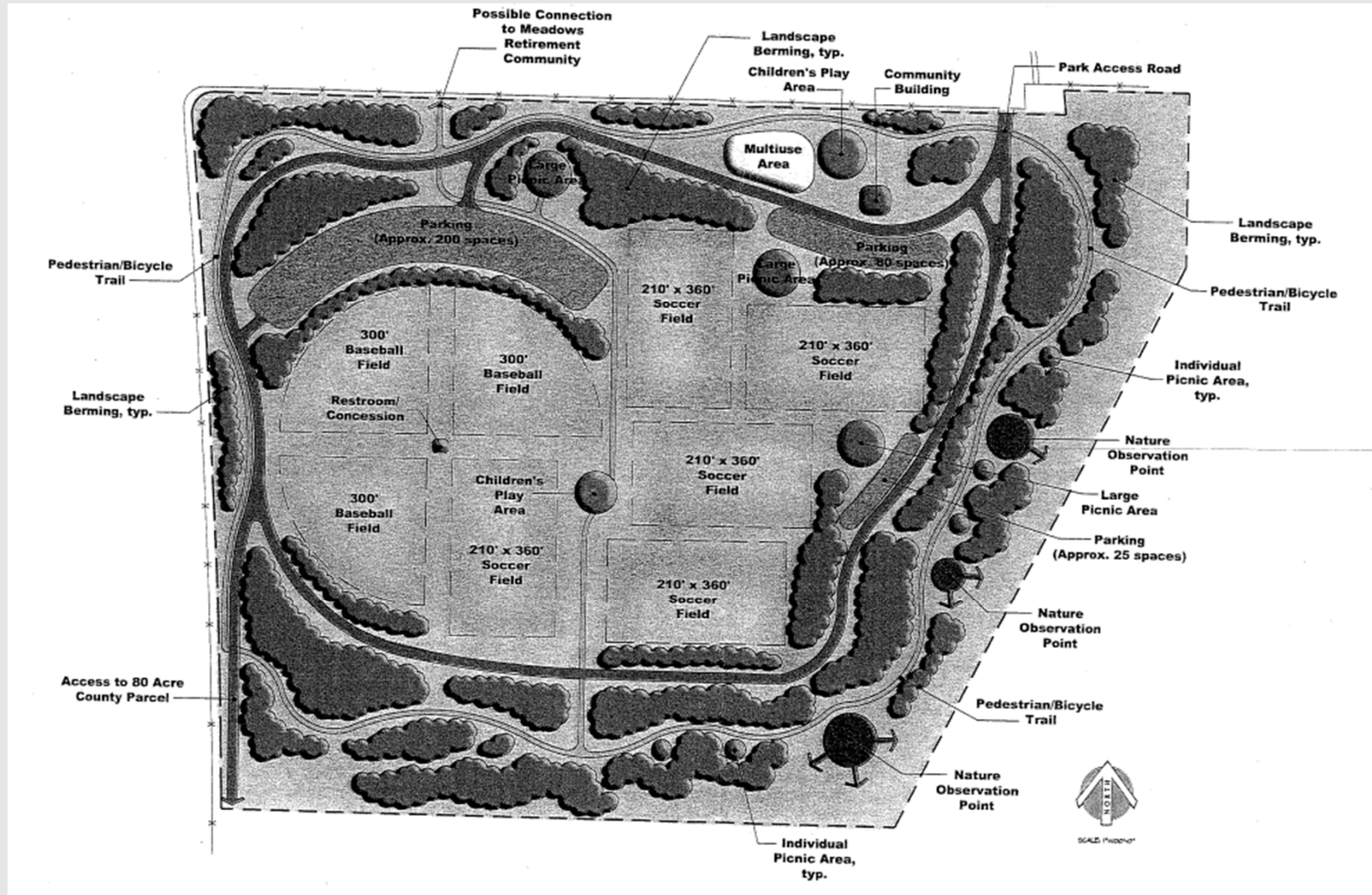
# Sports Fields at So. Jefferson

## Anticipated Planning Steps:



- Analyze Feasibility of Natural Area / Environmental Considerations
- Annexation with Napa County LAFCO
- Site Selection
- City Budget Processes
- Conceptual Design & Community Input
- Design Development
- Environmental Review
- Construction Documentation
- Project Bidding
- Project Construction
- RFP for Site Operator
- Ongoing Maintenance & Capital Investment

# Sports Fields at So. Jefferson



Conceptual Design August 2004

# Sports Fields at So. Jefferson



Conceptual Design Submitted by Napa United

# Sports Fields at So. Jefferson

## Considerations:

- Requires legal action to provide permanent development rights (not within City Limits)
- Previous planning efforts abandoned citing environmental concerns
- Classified as a Natural / Open Space Park in GP 2040

**6. South Jefferson Park**, comprised of 57 acres of land located at the southern end of Jefferson Street, is anticipated to contain trails and a nature education center to increase local nature access for residents while preserving the open space and natural habitat that currently exists on the site.

## Alternatives:

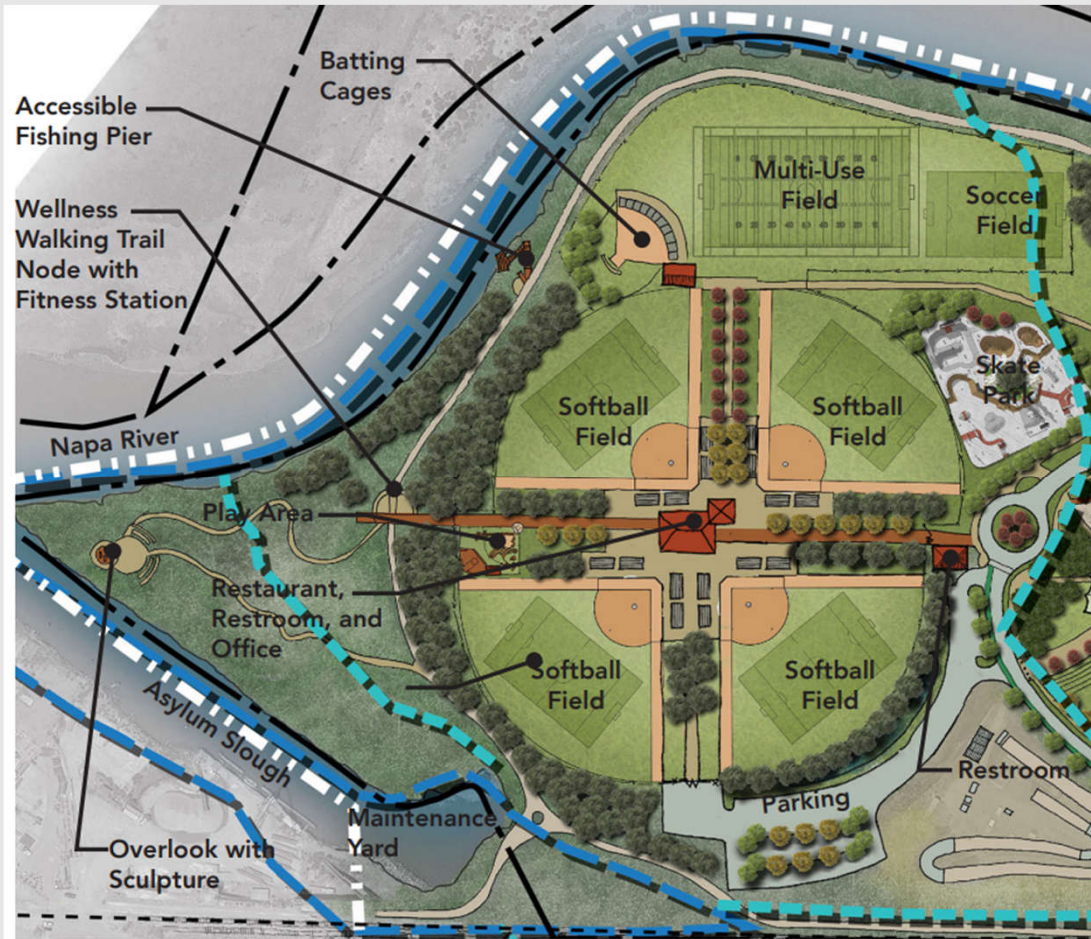
- Kennedy Park Master Plan identifies space to create an additional (2) new competitive sports fields; supporting facilities (such as restrooms and parking lots) already exist
- Consideration of other Community Parks

### **Community Parks & Facilities**

Community parks are larger parks that provide both active and passive recreation opportunities that serve the entire community and often visitors from around the region and beyond. Typically, these sites are designed for active recreation, supported by facilities such as sport fields, outdoor courts, skate parks, and recreation centers.



# Alternative: Kennedy Park



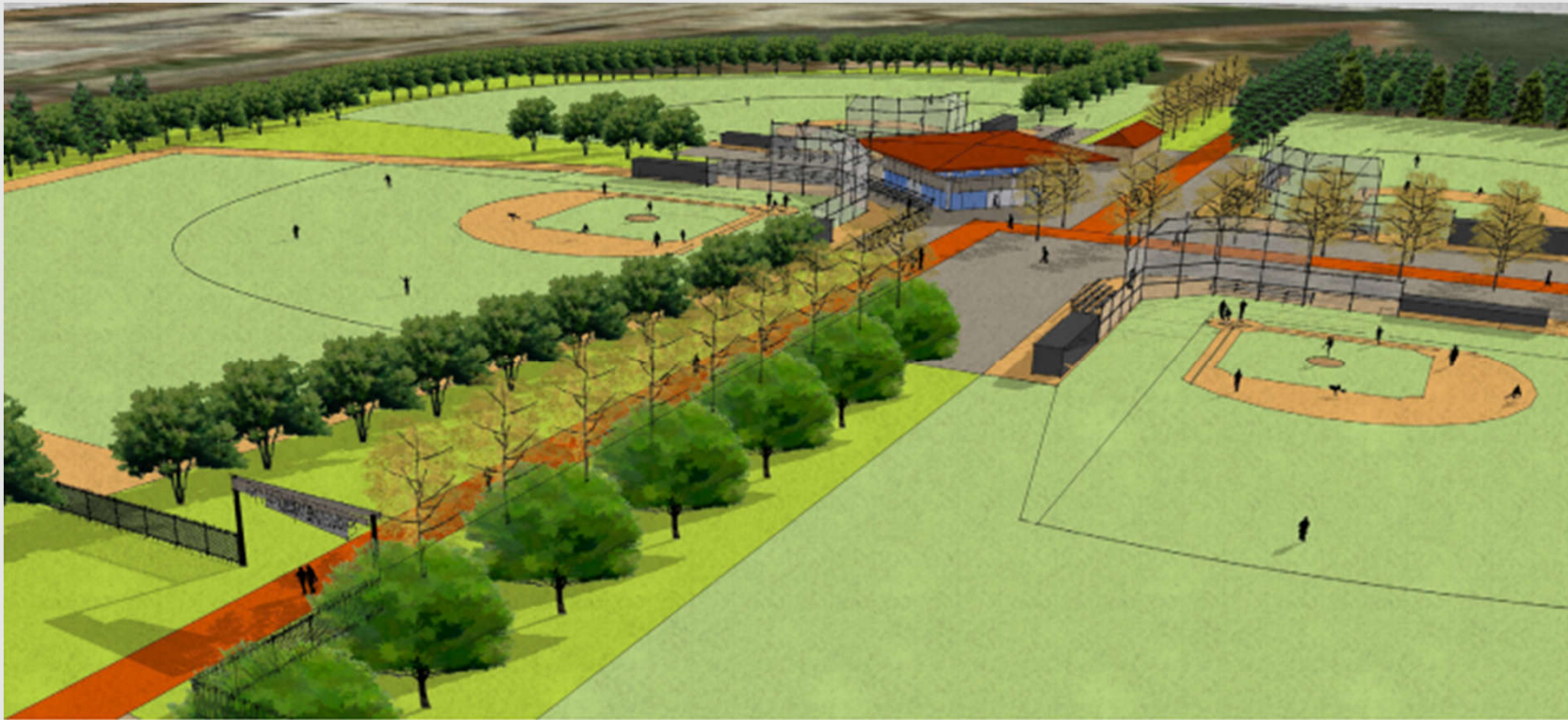
Kennedy Park Master Plan

## Master Plan Includes:

- 2 additional softball fields
- New multi-use field
- Reconfiguration of Babe Ruth Baseball Field



# Alternative: Kennedy Park



Kennedy Park Master Plan



Conceptual Park Project

# SPLASH-PAD



# Splash Pad

## Project Description:

Addition of a splash pad to an existing City park

<b>Projected Budget Range</b>	<b>Over \$2.5 million</b>
	Dependent on scale, water treatment system, and existing drainage and utilities.
<b>Previous Planning Efforts</b>	2010 Parks and Facilities Master Plan

### **WATER PLAY**

Additional need for aquatics that is focused on water play is not met by existing facilities. The need for these types of facilities is more local and should be incorporated into a larger number of more distributed sites. Seven spray features or interactive fountains distributed across the community would provide a reasonable level of access for water play.



# Splash Pad

## Anticipated Planning Steps:



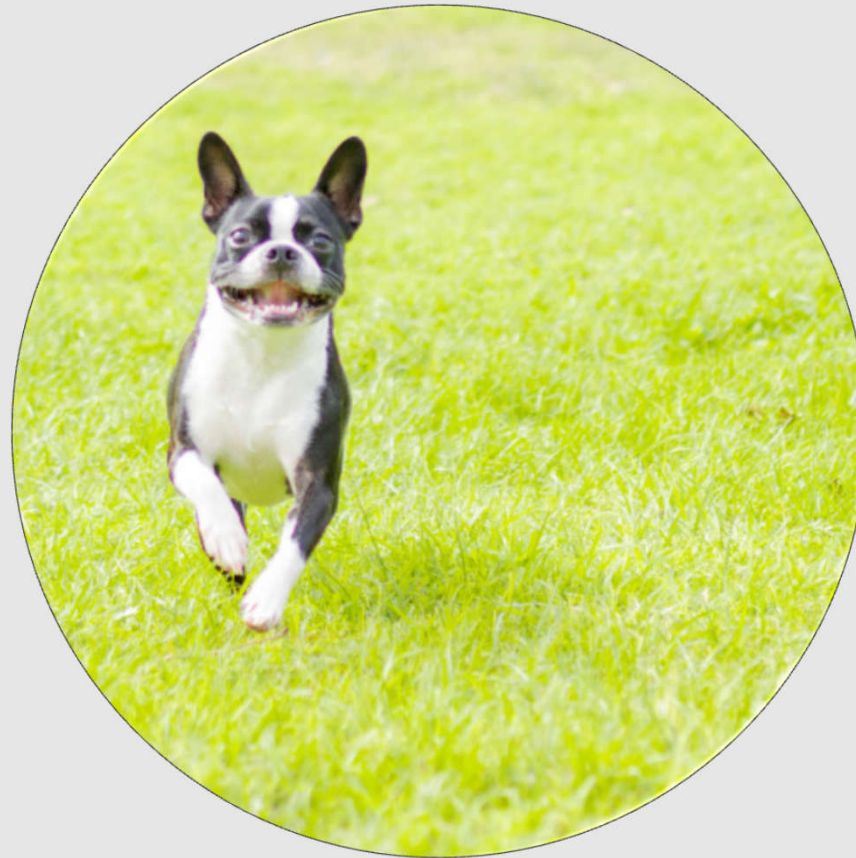
- Site Selection
- City Budget Processes
- Scope Definition & Community Input
- Conceptual Design
- Design Development
- Environmental Review
- Construction Documentation
- Project Bidding
- Project Construction
- Ongoing Maintenance & Capital Investment



# Splash Pad



**Site selection** determines capacity to provide sanitary facilities to meet health code requirements and adequate parking & ADA access



Conceptual Park Project

# **DOG PARK(S)**



# Dog Park

## Project Description:

Change in Use of existing City Park to accommodate Dog Park Use and construction of dog park facilities.

<b>Projected Budget Range</b>	<b>Over \$500,000</b>  Dependent on scale and existing drainage and utilities.
Previous Planning Efforts	2010 Parks and Facilities Master Plan
Existing Uses in City's Parks System	<ul style="list-style-type: none"><li>• Alston Park Off-Leash Dog Park</li><li>• Shurtleff Park Off-Leash Dog Park</li><li>• John F. Kennedy Park Off-Leash Dog Area</li></ul>



# Dog Park

## Anticipated Planning Steps:

- ★ • Site Selection
- City Budget Processes
- Scope Definition & Community Input
- Conceptual Design
- Design Development
- Environmental Review
- Construction Documentation
- Project Bidding
- Project Construction
- Ongoing Maintenance  
& Capital Investment





# Dog Park

## Site Selection:

- Typical facilities ranging from one to three acres in size
  - Smaller spaces can result in overcrowding and conflicts
  - Larger areas can present management challenges
- Features include ground surfacing and landscaping, dog park amenities, drainage, utility infrastructure, concrete, fencing, site furnishings and adequate parking





Conceptual Park Project

# CRADLE BASKET AT OXBOW COMMONS



# Cradle Basket

## Project Description:

Indigenous Environmental Learning Center (IELC) project along the Napa River Bypass.

<b>Projected Budget Range</b>	<b>Over \$250,000</b>
Previous Planning Efforts	None – community group initiative
Indigenous Tribes represented in the IELC	<ul style="list-style-type: none"><li>• Miwok Tribe</li><li>• Ohlone Tribe</li><li>• Patwin Tribe</li><li>• Pomo Tribe</li><li>• Wappo Tribe</li></ul>



# Cradle Basket



# Cradle Basket

## Anticipated Planning Steps:

Coordination with the Project Director and the Napa County Flood Control District

- Detailed Design and Installation Plan
- Website Content Development and Review
- Negotiation and Execution of a Donation Agreement
- Review of Project Budget: Grants and In-Kind Donations



# Future Conceptual Projects

- Amphitheater at Kennedy Park
- Sports Fields at South Jefferson or Alternative
- Spray Ground (“Splash Pad”)
- Dog Park(s)
- Cradle Basket at Oxbow Commons



# Discussion & Direction to Staff



**SUPPLEMENTAL REPORTS & COMMUNICATIONS**  
**Office of the City Clerk**

**City Council of the City of Napa**  
**Regular Meeting**

**April 2, 2024**

**FOR THE CITY COUNCIL OF THE CITY OF NAPA**

**AFTERNOON SESSION:**

**SUBMITTED DURING THE CITY COUNCIL MEETING**

**4. PUBLIC COMMENT:**

- 1) Written communication with two handouts from Dalton Piercey received on April 2, 2024.



Dalton J. Piercey

Address to the Napa Administration & City Council April 2nd, 2024.

I would like to speak and not be stopped or interrupted with questions so that I may have full access to my time I am allotted to address this council.

After researching and reviewing the financial reports in concern of the Cities economic gains and success, I realized that there is a unfair standard set for the Friday Night Concert. As I am the individual whom created the event I was capable to facilitate 168 concerts on Friday Night at Veterans Park for the community of Napa. I received a very modest sum of monies. Yet those sums were used to insure the event on my behalf and those many musicians that came and performed for free. As well the individuals whom volunteered to work the event. I never received a dime for my effort and was offered a full dose of personal political attacks from key members in the downtown arena. Also, never acknowledged as the creator. However life rolls on. I would like to point out that I have reviewed the new revamped Outdoor Amplified Sound Permit and the Special Events Applications. Based on my research, my experience and knowledge of our music Industry Scene here, the administrative standards set forth in these forms have stepped our local music culture back 35 years to the days of old for which I experienced as a musician coming up in the community pursuing the passion for the live performance of music. I will offer more commentaries at a later date on those subjects.

My address to you. Is to offer that the music in Veterans Park on Friday Nights is a beloved event by the community. And to weigh a heavy financial burden on those seeking to facilitate the event is unfair. I had use of the park for free for 168 concerts. Maybe the use of the park should be free again. The City has published a Sales Tax Revenue of 269 million from the residents of Napa and that goes to the city. Veterans Park is a publicly owned community park and we see that the residents of Napa pay for it. So technically it is their park. The administrative specifics and expensive requirements of the Special Events Permit is in form obstructing the ability to have the beloved community event through the summer. Additionally local combo musician performers in turn are deprived of the opportunity to seek the live performance of music. Which as well abates local music as a cultural art form. I ask that we find a positive way to have the event return to the community for their enjoyment.

I have brought copies for you of my latest commentaries from my Napa Music Industry Publications. Musicians Are Not Vendors and Exposure Bucks Again? And the Same Ole, Same Ole. I would ask that you read them. You can reach out to me via my email for discussion. I seriously ask that you give attention to the publication Musicians Are Not Vendors. Which is another misconception I will address at a later time.

Thank You.

## Napa Music Industry: Musicians Are Not Vendors....

Commentary By Dalton J. Piercey Original Publication 10-14-2022



*Recently I have been involved in a conversation with some of the proponents whom are working for changes in the Downtown Entertainment District. When I discovered that there was a group I wanted to participate in at least one of their group meeting's. I was denied the opportunity.*

The reasoning behind the denial was based on the classification that Musicians are Vendors. To whom made such classification is unknown. I do know that the discussion and change in planning involves Entertainment, Venues, Amplified Sound and Volume Levels (decibels). So these elements are major concerns for Professional Musicians working in the Napa Music Industry.

The concept for forming this planning group was that stake holders were those individuals that these elements would affect their businesses with positive change. Which that is true. It is a good change they are working for. However the problem that I bring into focus is the classification of Musicians as vendors a term used by the group and City Of Napa planning to exclude musicians as non-stake holders barring their attendance to working meetings. I suggest that is an error in description.

As an individual who grew up in our Napa community and became a musician here, I began performing music at O'Sullivan's when I was nineteen. And I have been in the tossing and turning Napa music scene for many years. I have kept track of all of the legislation by the City and the County in concern for the profession of music.

I was a part of the experience when Napa City Administration shut down the majority of music operating venues in town. We came to the edge of no music when Downtown was found to be dark from Main to Pearl, then dark all the way to School Street for ten or more years. So I have knowledge, experience and most importantly the history of the music ups and downs in our Napa Town. What I know and understand can benefit others.

Many years ago I can remember discussing the music landscape with individuals involved in the downtown music affairs and business. In general they remarked that their perspective of music and musicians in downtown was a hokey pokey music scene. And that political atmosphere did effectively work for them in contracting cheap acts. Get my point?

Unfortunately the many years of narrow minded views for musicians in our community has culturalized a perspective about and for Napa musicians. And again unfortunately through my experience of creating, organizing and producing the music in Veterans Park I was exposed to that political insanity. So the cultural perspective was proved to me and others to be bonafide.

Further, most recently I was attempting to break some ice with a City Council Member on this subject when objectively the conversation was changed to my making the council member late for a musical jam session. I concluded in my own thoughts that the council member had a more narrow and minified perspective of music and musicians more than I did. Which proposes I ask the question; is there more individuals that think this way?

During the beginning of the Music Concerts in Veterans Park and into the season, my professional association (not a union), The Napa Musicians Performance Guild sought to join the Downtown Merchants Association.

At one point in the quiry we were told we could join the DTMA if we obtained a mail box address in Downtown. We did so and returned to the DTMA meeting in positive character to announce our accomplishment requesting to join once more. We were denied membership. One merchant member inquired with the board as to why? The answer was that we could not join because now we needed a store front with a downtown address in which we conducted business.

So our concerts in Veterans Park were not considered to be a place where we conducted business? Soon after we discovered that there were two individuals at that merchants meeting whom had businesses that were outside of downtown. And yet they were members of the DTMA. Vendors providing transportation.

So here are some definition's of the term vendor. A person or company offering something for sale, especially a trader in the street. Such as a Italian ice cream vendor. A person or company whose principal product lines are office supplies and equipment. A legal definition here, the seller especially of property. While the term vendor is a very clean explanation for the selling of wares I just can't see it that way for musicians. Why so you say?

Because musicians are Artist's. There is a cultural blindness in our community. I found that many individuals I have talked with about musicians they see us as people whom play insturments as a pastime and a hobby. An event in mid age where we are never too late to re-ignite that high school band. Some see musicians as individuals that are present just personally for them. Then the music act becomes a Jute Box and the audience constantly pumps the quarters in the slot.

Also there's the family relative thing and that too is labeled a hobby. The musicians in the band you see are the superstars of the next open mic and so on, etc. Many a local musician will bathe in the adoring supporters giving them a star identity in our little music fishbowl. Local popularity is wonderful and many of a local musician will vie for that crown. Even I did so through the years but things changed for me in college and as well my adventures outside of Napa Town. I came to a higher perception and view of musicians and music art. We are the same as visual creators of Art. Though our tools are instrument's, stage and performance techniques.

Here I reveal the difference between myself the local guitar carrying bar hopping gigging troubadour and the change to a professional musician. It is through the Art of Performance Techniques For The Musicians Stage. From that experience I learned of skills and traditions in the art of music performance. Also I have been blessed over the years since my childhood days to have musicians that I have known tell me the sacred beliefs and traditions for our creed, musicians.

The Performance Techniques I speak of were offered at Sonoma State University by instructor Warren Kahn. Warren was accepted at Juilliard New York at the age of fourteen. A prodigy virtuoso classical concert pianist. Warren learned those technics and skills at Juilliard. Then instructing students at SSU. He discussed an interesting experience from 1963 when a chair was bought into the class for an observer. The sign on the chair said Barry Gordy. So you may conclude that the Motown acts learned of the techniques to bring their performance to a greater and more sophisticated level of performance on the Musicians Stage. The swishing of the Supreme's flared slacks just didn't happen. It was meant to be that way for example.

This is why the majority of music acts during the 1960's and forward evolved such a high mark of performance excellence. For there was a concept, theme and idea behind what would provide a musical and visual perception to the audience. And the elements intertwined to foster a developed pathway of interaction with the audience. Elvis in Vegas ring a bell?

Should you desire to learn these skills and techniques: Get other musicians together and I will do a workshop. Then as musicians locally we will begin to glue together a level of communication and structure for which we can all hold in common. Please consider it? That is the common thread we need.

I have been around concerts since the age of eleven. Sweeping floors. At twelve I swept floors and helped with the chair racks. At thirteen I wrapped cables and chords and wiped down audio gear. At fourteen I was a stagehand and worked under the Monitor Guy. The monitors for the PA for the bands that were performing. As I was exposed to touring musicians and stage crews, I was told

and impressed by many traditions and sayings. During the late sixties and the early seventies. You may know these's or you may not know them. When working concerts, we work for the Spirit Of The Concert. The Stage is Scared. A light is left on the stage through the night to invite those whom performed on the stage to return and do so again. As musicians we honor the stage in spirit for the many musicians through human time that performed for all sorts and types of audiences. Many musicians may have of the past as well found themselves strumming Joy and Happiness and/or displeasing King's, Queens, Lords with Ladies and Barbarians too. Possibly, losing personal limbs and such as well.

Where ever we stand and perform that area is our stage. We come forward to present our thoughts, idea's, words and melodies to those who would listen. We quietly search for that individual while we are performing whom is having a difficult time. With that in mind we have prayer and hope that our music performance will reach them and touch them in such away it makes their life and their time better. We find that with a spiritual element in our hearts and minds our music will call upon Cecilia The Goddess of Music and she will come and embrace us in performance giving our music blessings and good tidings. With this we know that we have done the best we could to deliver music to humanity. For music is medicine for the human soul.

As musicians we accept that when we stand on stage and represent ourselves as musicians we represent all musicians. Knowing and understanding millions of individuals see all that we do and all that we say in actions, melody and music.

Now given all that, I have just offered how can we be defined under the legal definition of the term "vendor"? The legal definition here again, "the seller especially of property." Well you could say the selling of CD's is property. But what created that CD? Musical ART. Further, I have offered the flow of artistic comments in spiritual form. Philisophical form, also with Traditions having historical lineage to the art of performance. And then there is the obvious, hard work to create the art of playing an insturment. And finally the creation of the sound that makes a sound contributing to a song. Combined with other songs that deliver medicine to the human soul. I have to tell it like it is friends. Our dominant culture here in Napa made a characrization of musicians that is shallow. And in the process violates our Human and civil rights.

Dalton



## Napa Music Industry: Exposure Bucks Again? & The Same Ole Same Ole....

Commentary By Dalton J. Piercey 3-8-24



Here is a long awaited publication to get caught up with everyone. So what is this recent posting in concern of ? Exposure Bucks Again? And The Same Ole Same Ole. I suggest that if you have not read Musicians Are Not Vendors, please pause your reading here and read that pdf publication first.

Lets continue. it was brought to my attention by a anonymous source that compensation standards in downtown for local musicians has now detracted backwards to a time in our music performance history where "exposure bucks" was the currency for which we were paid for our time and effort to perform. My source a very active musician gave me a run down of what the money climate was like in downtown Napa. However I must say playing for free has always been in my way how about you?

Now maybe it is because downtown venue owners believe the flow of visitors will slow down as we approach winter, maybe I say? If you have not noticed Napa is quickly becoming the mega music destination of the North Bay. Out of town musician friends have told me that they are always paid very well. Huh? Another friend of mine whom is plugged into downtown says the commerce is rolling so well very wealthy business operators are moving in. So simply the forecast calls for more cash. With a good boot upwards evolving a mountain of compensation for the efforts of all concerned in downtown. So why do the local musicians take a boot kicking to our wallets guarding our music butts? I can't make the answer easy for you or me and say it is just one thing.

*Here is a number of concerning facts.*

1. Some musicians are hobbyist's, part time percenters with day jobs and the live performance of music is a leisure activity for them. I have heard the many rationals for this such as hey I do this for fun, or it is my hobby and I have dreamed of doing this all my life and now I have a chance. Then there is the most recent slogan, It's never too late. Either, ayether or neither. As an individual you are choosing to follow the Passion for Live Performance Of Music. So if that is the case, once you realize it there are responsibilities to the creed of all musicians and we have traditions. I just offer a humble request that you take into account that there are Musicians in your community that are veteran performers and work music for a living. Please make an attempt to hold our traditions with respect for yourself and others. And you will be smiled upon by grumpy old guy's like me.

2. Then the lack of knowledge in how to get a gig. The most important thing to remember is to not let the insecurities of your inexperience overwhelm you and you then back down to accepting a compensation of exposure for your hard work. Offer that you require compensation for your service. If not, pass it up return later.

Regroup and strategize how you can gain the interest of the source that you want to have hire you to perform.

3. Most importantly, here is the crux. Napa has a long history of exploitation in the music business and towards musicians. There are so many forms of fraud, and exploitation that has surfaced here it would be futile for me to list as such. The best would be for you to seek me out and have a conversation of my many years and stories of operating as a professional musician in Napa. Understanding that the exploitation in point contributes to the next comment.

4. Negative reinforcement. The Napa circle is plagued with this dysfunction. I have learned and studied this problem that exist's in all of the music industry. Yet Napa is chronic. I have talked with my successful friends and acquaintance's in the music business. It is simply played off as gossip. However that is a simple cliché for a real epidemic problem that create's disunity.

It is for example that I talk down another musician or music act that is operating well and being successful. With the idea that I can circumvent their ability to continue to be successful in dominating the opportunities that are available in the music engagements that are offered. Exposing a "negative" to their ability to operate which results in a very detrimental attack on their character, reputation and skill in the music business. As a performing Music Artist. Unfortunately this negative reinforcement has a back slap in that as many tongue's wagging the trash talk about our creed as local musician's, the reputation of all in total is saturated with negative reinforcement. Over my time I have heard in plural that we are worthless no good trash. That is just one of the many examples. In truth there are some musicians that have earned that reputation for their actions. But not the majority of Napa musicians.

My friends in the music business offer that there is only one activity that counts for what you are, whom you are and what you do. That is the ability to rehearse your music act, deploy that music act to the stage and effectively entertain the people attending. And the ability to sustain that effort continuously. Most importantly what you have to give musically and what you have to say in your music

I believe I have overcome this bad habit of negative reinforcement through my many years of performing and the maturity to understand what it is exactly. But it is not an accomplishment of abolishment. But only a continued work as a professional. Because I know that what ultimately accounts for my success is those individuals that I perform for and with. And working towards the success of bringing to the stage my experience as a music artist.

5. In Napa we have lost a sense of tradition and unity. In That the experienced musicians work to help the younger musicians coming up. And the younger musicians with tolerance listen. By publication of this article I am here and willing to pass on the standards of Traditions I have learned, know and understand. Just of note I started working at concerts at eleven years old. Began my music career at nineteen years old earning my first dollar in the music business. There was tradition and unity in those days. In today's Napa Music Scene we have clique's. Who likes who, whom does not like who and so on and so on, etcetera.... Yes that is a part of negative reinforcement.

6. Lastly slogans. Music is just for fun they say. It is a gimmick. Let's turn on the Radio. I can stream thousands of songs online. There's Jam sessions and Open Mics. Those are the cliché terms I have heard around this town to describe music activities. Not everyone has a in-depth understanding of how important music as an Art is. And why it's so important. As well, seriously the Live Performance Of Music is sacred to our creed of traditions. For that too is an Art.

So many members of our community see music as a personal element in their daily life personally only to them with a limited view. And beyond that no comprehension of the struggle to bring the live performance of music to the stage to play and entertain them. Causing myself now to discuss my recent findings. That there is money in our town that can better add value and development to the cost of performance. In our music industry here in Napa for local musicians. Then too, sustaining that effort financially.

*That means you don't pay to play you get paid to play. Capiche?*

The recent growth of more opportunities and venues to perform live music has increased. Yet, we are still seeing that the compensation for the Art Of Live Performance of Music for local musicians remains questionably small and falling to playing for free or exposure bucks. Establishing now the system of compensation for local music performers that we saw beginning in 1981. My former mentor and Cowboy Band leader Don James Barnes was the first to call out the Downtown Merchants Association for offering exposure bucks to local music acts.

While DTMA paid premium costs to bands from as close as Vallejo and Sonoma.

Don knew from his fathers years of performing with Don's years of performing that compensation for local music acts was 450\$ to 500\$ per club for a four piece or greater combo band, 250\$ to 300\$ for a Trio, 100\$ to 250\$ for a Solo or a Duo. As well all prices were negotiable for more, not less. In that time importantly local music and musicians also gained the label as the "hokey pokey Napa music scene". Make note of that please it still exist in the minds and thoughts of others today.

Yet, after changes historically to our local music industry were enacted, such as the closing of music in the Tasting Rooms at the Wineries (late 70's). Then the Big Shutdown by Napa City Administration of venues in Napa Town proper (1978 too and until the arrival of the Specific Plan). Including the closure of music in the park in the late 70's. These incident's created a nose dive to the compensation structure for musicians.

The competition for performance engagements was so competitive the only result by example was to play for free at the former popular downtown market event. The casuals continued to be the best advantage for compensation through that time. However that too as of today has taken a reduced value from the upper high dive ending with a belly flop.

So as I have been approached to offer a publication in this matter I have done some economic research, but here is another thought to consider. Exploitation in our music system for compensation has taken form in the middleman complex activity. Historically one such story gives an example. A local musician became a Booking Agent whom operated a business in booking talent for large amounts of money. For example, 1k, 2k, 3k and larger amounts. We say Big Fish eats Little Fish. The Middleman Complex is where the middle man takes the largest cut in payment for the business activity for the performance. Last time I checked I believe this remains the same today. There are some in the valley today doing the same conning. Operating as a bonafide Booking Agent. Be aware that a booking agency requires State Licensing & Bonding to do so. Ultimately the musician in question failed in the effort of booking.

Okay, with those last thoughts being offered at this point lets move on. Why are local musicians in the Napa music business community facing the same continuous economic downturn structures over and over again? And this happens for every new generation of musicians working to get a leg up in the music business here. It is a known fact that in order to be successful in the music business you have to have cash fueling your drive upwards to every next level in the music business. By following the Passion for Live Performance Of Music reaching to the level of

success as a Pro Musician. That is the formula. Of note moving to a music city center is not always the answer. I will cover that topic in commentary in the future.

With the systematic economic barriers and cultural discriminations followed by generational detachment the local Napa music industry crumbles with every slight change in business combined with the City Administrative actions and decisions. Four generations of Napa Musicians have suffered from these political and economical strategies, concepts and plans by the dominant Napa culture. In my conclusion with the publication of Musicians Are Not Vendors; I concluded that our City Administration with the Business community and the community at large, we find individuals that have a shallow perspective of what we are and who we are. They do not see us and our Music creation with music performance as an Art. With that said lets now look at some economical facts that exist today and have existed over these times. That did contribute to detour creating a local music art culture.

The City Of Napa began the Downtown Specific Task Force during the time that I was promoting and producing the Veterans Park Friday Night Concerts beginning in 2004. While a small group of musicians the Wild Rose were encouraged to attend others were not. Finally I was encouraged to attend the Task Force. All the slots for Stake Holders were taken. So in general I was present to gather information and ask or answer questions. This is where the City Administration creates the Downtown Specific Plan and the Entertainment District ultimately important to our profession. I have to mention that music was only represented by Wild Rose 4 to 6 members and myself the Napa Musicians Guild. Again I point out here at that time I had a organization facilitating forty-eight large music concerts in Downtown for free. Seriously no invitation was offered to me the Executive Director of the Guild to come to the Task Force as a stake holder? However the Arts Council was invited and Wild Rose was invited. After a small amount of attendance Wild Rose ceased to attend. I continued on and was able to offer a little insight to the Task Force in concern of Entertainment, Permitting and the essentials to operate a music venue or venture.

From that the City Administration developed the Entertainment District. Where music was permitted with just an administrative application. The City Of Napa wanted to concentrate Entertainment Venue's and Clubs into a central location. Reducing the amount of Police Responses to Napa locations under Municipal Code Title 9 the Nuisance code. That in turn reduces the Police administrative costs to the City Of Napa. As well the district serves to boost tourism in Napa. So now in 2024 we have arrived. Napa is fast becoming the Music Mecca of the North Bay.

So what kind of economy has grown from all this entertainment development? While I can't give you exact numbers from music business operators I can contribute what I found from the City Administration financial reports online.

1. Part of the development from the Downtown Specific Plan came the financial generating of the TIDS and the PBIDS. The Property Business Improvement District (PBID) funding. Paying for gateway signs, vehicular way-finding signs and parking signs. Also Public Art Projects. The PBIDS is a Tax that is gathered from the Downtown Businesses and then distributed to Napa Economic Development and The Downtown Merchants Association.

Sums Distributed from TIDS & PBIDS as follows:

A. The TIDS the Tourism Improvement District. Which disperses Grant Funding, developing Creative Spaces for Local Artisans through a group Napa Makes. (note: visual arts).

B. Six months of 2023 Grant Funding 375,000. (TIDs is an assessment on visitor overnight stays governed by a committee which votes on funding applications. Funds range from events to programming like the lighted arts festival, vine trail, street banners and grants, etc.) Make note Musicians are vendors so we not eligible to attend....And it appears under the Brown Act we cannot not attend. Hum?

C. Street Banners Added 140.59 Downtown Signs, Art Projects 2 completed. 2 in progress (no dollar amount reported) thats PBID funding.

D. 25,000 to the Napa County Historical Society? Is that from TIDS distribution or PBIDS? This was a TID funding grant as I found out. The Historical Society submitted a grant request (as all grantees do) the committee reviews and votes on funding.

E. Previous Grant Awards, 65,000 to the Napa Valley Film Festival and 5,000 to the Napa Downtown Association for the Ambassador Program.

The reproted Gross regional product Economic output in 2022: **\$7.39 billion** (This is an economic indicator about the business output in the financial region's that the City Economic Development tracks.)

So this is the first part of financial facts that I have recovered through current research 2023.

So I have a question for musicians, you just want a gig? Money is not the issue as you say am I right? You are viewing hard facts here. And exposure gigs are not a problem for you? Playing for free? I have seen the PBIDS Budget from the City in 2014. The tax that was being recovered from downtown businesses was 425,000 a business quarter. To a total of 1.7 million dollars that year.

The Tourism Improvement District I have not been able to look at. This is the first time I have knowledge of TIDS. I hope I will be able to report more info in concern of TIDS in the future. Take a minute fellow melody makers, all you singers, pickers and drummers. And contemplate this, please?

The following are the projected sales taxes for the City Of Napa 2023-2024.

- A. Projected Taxable sales 2.06 Billion.
- B. 160 Million Sales Tax Collected.
- C. 20.6 Million share of sales tax revenue.
- D. 269 Million Sales Tax revenue per resident that goes to the City Of Napa.

It appears the City Of Napa has no problem asking for compensation from our tax paying citizens. That includes you and me with everyone else. Keep in mind these are financial projections. There could be more.

So I bring it to the musicians here in Napa. Yes these are projections, really? If you just have to play that badly and you are willing to compromise your passion for performance by accepting any offer for a Gig for what we were paid back in the day, which was 500\$ tops and then dropped to nothing, zero, zip. If you are willing to say yes to a free gig or exposure gig something is wrong. May I add playing as a hobby is not an excuse to play for free. You are contributing to diminished returns. That means nobody gets anything. Maybe it's true happiness is playing in your garage. Until the police show up on a noise complaint. (Make note here recently the Police Department on their website changed the name of the Outdoor Amplified Sound Permit to the term Noise Permit. Really?) The Police are actually responding to a nuisance Municipal Title 9 complaint made to the 911 operator. Think about it? Thats money out of your paid tax dollar to the city. So your paying to have yourself policed for loud music. Sounds like a Catch 22 to me how about you? Just my thought here. The City holds back cash because musicians aren't in the loop for administrative progress, remember we are vendors not stake holders. And then the City charges you to pay a ticket fine for rehearsing your music act in your garage on a Tuesday night. I ask myself ? What would Trapper John and Hawkeye Pierce do?

Let's do the math, Zero compensation you get for the free gig against the 160 million dollar sales tax? Thats **EMBARRASSING**. Should you go into a establishment and you desire to perform there. And you find it difficult to get a paid booking. Leave your card with a message on it saying, please let me know if you have a try out Tuesday? I will come and perform a couple of tunes for you. Or just ask them if they will let you come and play for an hour. But be wise no more than an hour. And if they want you instantly because the crowd liked you, ask to be paid. Or push for a booking. Thats the way you do it. Or as we say audition on a off night. But no more than one hour is my motto.

There is also the Open Mic's to consider, however at least the master Of ceremonies should be paid. The average I have seen is 100\$ and/or exposure bucks is offered for the part timer's event. That person is getting paid to bring y' all to play for free. Consider also that the venue may not have the money. Verify I say. That may be true. Wait, did you buy a dinner paying money while you were at the open mic?

Now we have the General Fund Revenues FY 2024.

- A. Transient Occupancy Tax, 32,779,000.
- B. Sales Tax, 22,558,000.

So what does it all mean? It means that there is money out there that will contribute to the local musicians in they're pursuit of the passion for the live performance of music. It is money that can, if harnessed begin to place local music in a better and greater cultural status as a known art. Not the fiddle playing grasshopper that comes up short when winter blows in. Or the street corner musician shucking and jiving for coinage tips. Yet, street performance can be an Art too. Get that guitar case open and tips will rain. If you choose to apply your skills to it and do it with an artistic perspective and passion. One musician in San Francisco dressed in renaissance costume with guitar performing Bob Dylan tunes with excellent musicianship. Made a lot of money too. Should any of what I have said or given by example not apply to you? Then I complain right here right now. That may denote all local musicians combined in Napa are hobbyist's in the macro view. It feels that way for me for as I stated free gigs keep getting in my way. How about you?

Here is a thought from my experience. I grew up in Honolulu. My mom was the Assistant Bartender at the Palm Tree Inn on Kalakua. The last local bar on the strip. My dad would pick me up from school and drop me with my moms until she went off work. That was four hours of fun for me because I had the run of the strip and I knew every musician in every club and celebrities too, such as the Duke. Honolulu City Administration and businesses cultivated local music in that time. And it thrived as an art. I knew Don Ho personally and could walk into the Barefoot Bar anytime and he would call me by my name Jerry. Experiencing this in a tourist based economic community heightens my knowledge, my sense's, my perceptions, my imagination and my musician substance to what I say next.

With what we are experiencing now, a similarity to a cultural gentrification with a freeway of pro acts crossing over the top of local music, it is time for you to **WAKE UP**. Things must change if the art of local music wants to be a thriving part and a contributing experience to the scene we are finding ourselves in at this present time. There has to be an effort to stop the state of "crumb-ism" that is us competing for a free gig as we have seen for example with the popular Porchfest.

Do not take me the wrong way all music is a benefit to our local culture. But facilitators, operators and the middlemen cannot be the ones that define our own music art and how it operates to follow the passion for the live performance, of that music art. It is way too important for all musicians. Only Napa's pro music artist's can do it by contributing to known standards that we all hold in common. But if we are all broke we can't do it because there is no positive cash flow in our music venture. In conclusion as stated we are the same as other musicians following a pastime for enjoyment. It then becomes a hobby.

So here are some suggestions. These idea's can work both for Pro Music Artist's and those Musicians following the pastime of music as a hobby.

1. Do your best to be paid. Make it clear that you should be paid for your performance. Only accept a short audition or a performance at a Open Mic for free.
2. Forget the phrase; sex, drugs and rock n' roll. While that has existed in the music business, it is not music business. And please stop day dreaming while performing that you see the multitudes of people in the small club as the population of a Day On The Green Concert. You are playing in the pits of the music industry. As we say.
3. The ones before you have experience, skills and knowledge of how to succeed at what you are attempting to do in following your passion for the performance of live music. Do not be detoured by negative reinforcement. Ask questions, talk with them.
4. As musicians we accept that when we stand on stage and represent ourselves as musicians we represent all musicians. Knowing and understanding millions of individuals see all that we do and all that we say in actions, melody and music.
5. Always do your best to conduct yourself in a professional way. Practice your music skills. Be prepared and ready in your performance of the live music. Rehearse your music act and deploy that act to the musicians stage. For all that you have to offer in your music soul. And those of us who see you perform and hear your music, we just want to know what you got.
6. Break a leg I say.

To close it was brought to me by a few local musicians pointing out that the new people in Downtown are not friendly to local musicians. I would have to offer that I have experienced the same. However all of us the local musicians have to consider that we have a bad case of a bad reputation contributed by negative reinforcement. That is the element that I discussed earlier in this commentary.

**Re-iteration;** However that is a simple cliche' for a real epidemic problem. It is for example that I talk down another musician or music act that is

*operating well and being successful. With the idea that I can circumvent their ability to continue to be successful in dominating the opportunities that are available in the music engagements that are offered. Exposing a "negative" to their ability to operate which results in a very detrimental attack on their character, reputation and skill in the music business. As a performing Music Artist. Unfortunately this negative reinforcement has a back slap in that as many tongue's wagging the trash talk about our creed as local musician(s), the reputation of all in total is saturated with negative reinforcement. Over my time I have heard in plural that we are worthless no good trash.*

There are many factors that contribute to this condition. As I always say there are two grapevines in Napa where the communication is on the grapevine and for the best part it is positive. Then there is the twisted grapevine where bad acts, character assassination, political attacks and general pickiness of a another music artist's reputation is contained in a thousand or more words to create defamation and slander. And to what end? To get a gig? As the saying goes "do whatever is necessary to get the gig"? The only problem is that there exist this back slap with negative reinforcement as it becomes a perception of all musicians plural in the local music circle. And with reasoning a negative perception is derived from all the negative information associated with..... think? As negative reinforcement continues to win and win again, diminishing the opportunities for us the local music acts. Because the new people in downtown will likely choose to hire music acts from out of town that have no local baggage.

At times in talking with others in our music circle and the general population I have felt as if I am a politician running for a political seat. I offer here personally that I play some dam good guitar! Better than some and worse than others. Frankly speaking some of my peers and community members are/or have been convinced "I am just a grumpy old man whom can't get a gig". Maybe thats true at least here in Napa?

Let's look now at a different vision. Music Art, Live Performance and the Art of Performance adding it's supporting and age old traditions, spiritual values, saying's and beliefs. This is where the creditability and musician skill is exposed to audiences and viewers to see what we deliver to the stage. And also for all musicians to experience and view. And grow from the experience. Personally I want to see what you got and I want you to see what I got. With out the ego present.

Given all the above Napa is changing. Downtown has developed more opportunities for live performance of music. And there is money in downtown. Let me say it again, money in downtown. With a continued Entertainment District expanding and maturing. But primarily musicians from out of county are the first selection for music event in downtown by venue owners.



So my prediction came true. That a freeway would be built over local music. As I said back in 2006 that this would happen and local music artists were not ready for the growth of a real pro industry. Here we are now. Equally troubling is the City Administration with downtown business's continuing to exclude professional experienced music artist's from meetings. Those musicians can contribute good idea's to the planning and economic developments for downtown by different business groups. One of those idea's is the growth of local music as an art. Lately, I was excluded from one such group and labelled a "vendor". And vendor's are not stake holders so we cannot attend those meetings, or any meetings for that matter. We have no voice.

Also consider this too, pro musicians bring with them the music culture and the art of that culture. Our music hobbyist they contribute too, but in a different way in that they create a pastime hobby in our music experience. Though it can't be the only specific focus for local music art. All Music Art has to carry the cultivation of live performance of music as an art that establishes renown and acclaim. Creating a professional forum to grow and perfect the activity for those musicians whom are seeking a professional career in music in our community. I once said that local music can be acclaimed in Napa Valley too with all that we have to offer visitors musically and culturally. Because tourist ultimately come to discover and experience the Napa Valley culture. That means myself and you too. We whom follow the Passion for Live Performance of Music.

Exposure bucks, playing and performing for under payed compensation and free gigs is a system of diminished returns. It contributes to the downturns in our local music industry. Eventually and continuously leading only to the momentary memory of past Napa music fame. So it is the same old, same old system that exists and survives only by the hand of City Government and downtown business today. How long will it exist this time? Because when your out of cash jack you can't buy strings. With this commentary I focused on the **BIG PICTURE**. While I myself like to remain unencumbered by peripheral elements that are involved in music business, and getting to the stage. I have given a wide vision here not to criticize any specific individual but educate local musicians with issue's that will effect those opportunities to perform the ART of the Live Performance of Music. For every show that you book and perform at gives to you the vital needed moment to show your music art to a audience that gives back important response that will guide you to your desired musical artistic expression and vision.

I offer to you fellow musicians, do your best to practice good music business and music cultural courtesy. Will The Circle Be Unbroken.

Dalton



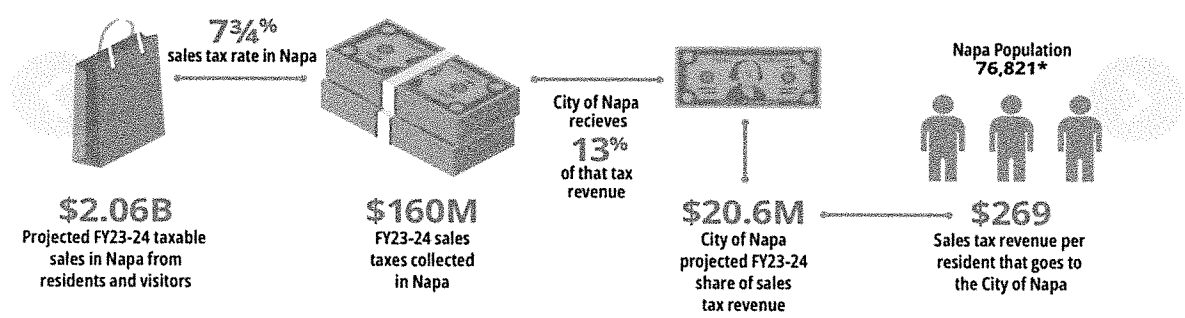
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Previous grant awards have ranged from \$5,000-\$200,000. Examples include:

- \$200,000 to the Napa Lighted Arts Festival
- \$25,000 to the Napa County Historical Society to promote historical tourism
- \$65,000 to the Napa Valley Film Festival
- \$5,000 to the Downtown Napa Association for an ambassador program

## NAPA RESIDENTS AND THE BUDGET

How much of sales tax from residents and visitors does the city receive?



**ATTACHMENT 2**

**SUPPLEMENTAL REPORTS & COMMUNICATIONS  
Office of the City Clerk**

**City Council of the City of Napa  
Regular Meeting**

**April 2, 2024**

**FOR THE CITY COUNCIL OF THE CITY OF NAPA:**

**EVENING SESSION:**

**11. PUBLIC COMMENT:**

- 1) Email from Chuck Shinnamon received on April 2, 2024.

**12. PUBLIC HEARINGS:**

**12.A. First & Oxbow Hotel and 12.B. Abandonment of Slope Easement and Portions of Water Street for the First and Oxbow Hotel Project.**

- PowerPoint Presentation from Staff.
  - PowerPoint Presentation from Applicant.
  - Memo from City Staff clarifying the relationship between the First and Oxbow Hotel Development and the Jamboree supportive housing project located at 515 Silverado Trail.
- 1) Email from Darcy Hislop received on April 2, 2024.
  - 2) Email from Michael Holcomb received on April 2, 2024.
  - 3) Email from Cindy Watter received on April 2, 2024.
  - 4) Email from Cody Orona received on April 2, 2024.
  - 5) Email from Keri Akemi Hernandez received on April 2, 2024.
  - 6) Email from Alan Charles Dell'Ario received on April 2, 2024.
  - 7) Email from Rebecca Webster received on April 2, 2024.

Charles W. Shinnamon, P.E.

██████████  
██████████

April 2, 2024

Napa City Council  
955 School Street  
Napa, CA 94559

Re: Jamboree Housing; Silverado Trail  
Safe Access Concerns

Via Email: [clerk@cityofnapa.org](mailto:clerk@cityofnapa.org)

Dear Mayor Sedgely and Council Members,

I intend to speak under Public Comment at the start of your evening session. This item is not included in your Agenda as an item for discussion and I do not expect you to comment or to take any action. Further, I understand that this project is to stand on its own merits and that it is not connected to approval or disapproval of the First & Oxbow Hotel.

I am enthusiastic about the forty (40) Jamboree “Supportive Housing” apartments that have been approved on the west side of Silverado Trail. This project would be a great help in getting more folks into safe and secure homes. I have a few concerns about the project (lack of green space, access to a public park) but the issue I wish to bring to your attention is the residents’ ability to get to and from their homes safely.

The Jamboree site is on the west side of Silverado Trail immediately south of the Expo / Fairgrounds. Currently, there is no bus route that travels past the site; the nearest bus stop is at the southeast corner of Sousa Lane and Soscol Avenue. As such, unless a resident has a car, he or she needs to either walk or bike from their home south along Silverado Trail to Sousa Lane. Jamboree is proposing to construct a five-foot-wide asphalt path from the southern corner of their site to the north side of Sousa Lane. I have enclosed a marked-up sheet (UP3.0) from the Use Permit drawings for the Jamboree Housing project as prepared by RSA+ Engineers. I have highlighted the site and the proposed five foot path.

I have serious concerns about residents’ safety in traversing this path. Currently, the speed limit on this State highway is 35 or 40 miles per hour. There needs to be a significant distance between the path and the edge of the Silverado Trail traffic lane. There needs to be excellent and well-maintained lighting along the path to ensure that folks coming home in the dark will be safe.

I had a cordial and productive conversation with Ms. Vicky Rodriguez, Jamboree Vice President, at the end of February. She acknowledged my concerns and she told me that they intend to address them as they move further into final design drawings.

Public attention to this housing project will probably diminish over the coming months and I want to make sure that my concerns are on the public record while the project is fresh on our minds. I encourage you, when appropriate, to express support for a possible bus route shift to serve the site once the homes are nearing completion. I encourage you and Jamboree to ensure there are adequate construction and maintenance budgets to make sure that the asphalt path is safe to walk or bike on when it’s dark and rainy.

Let’s do all we can to make sure that safety is a key element of this fine project.

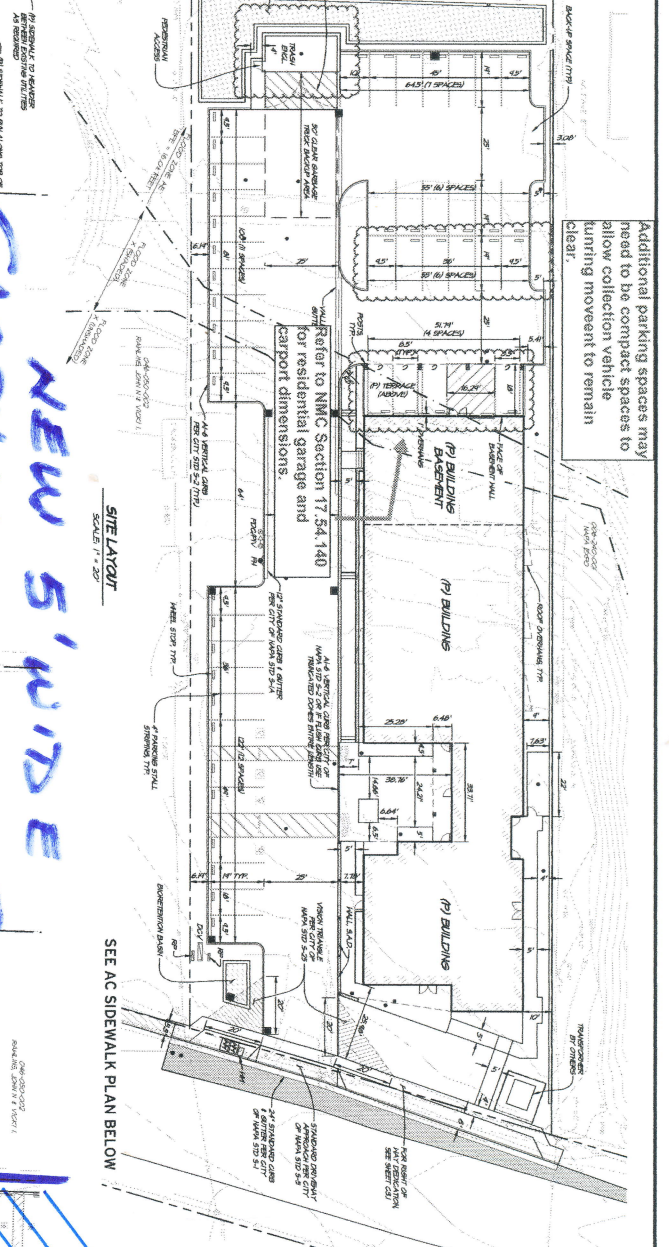
Thank you for your consideration,

*Chuck Shinnamon*

Charles W. Shinnamon, P.E.

Additional parking spaces may need to be compact spaces to allow collection vehicle turning movement to remain clear.

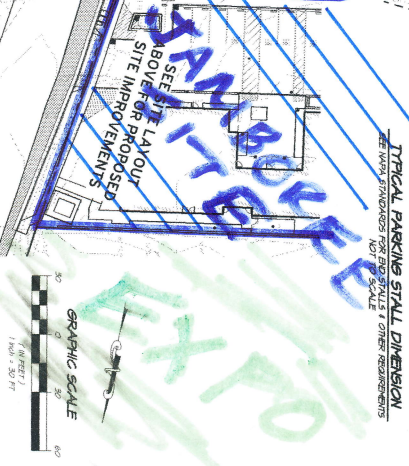
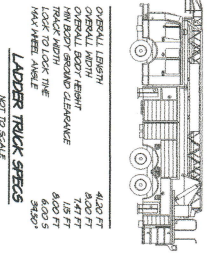
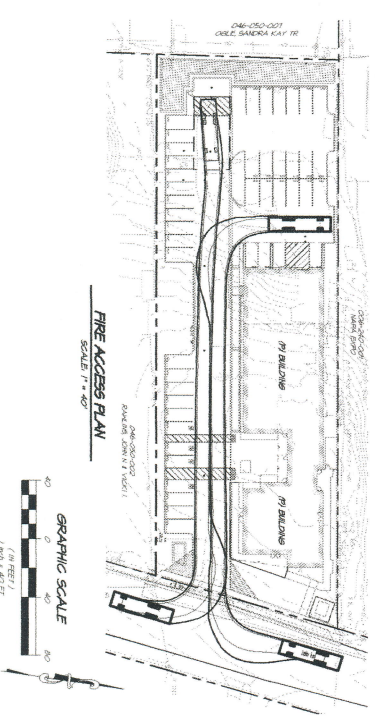
collection vehicles shall be able to open their doors to-deerees and be able to be secured in the part position his requirements may affect parking/stall enclosure shall be able to contain all tree waste



SEE AC SIDEWALK PLAN BELOW

**SILVERADO TRAIL**

**NEW 5' WIDE ASPHALT PATH**



**UP3.0**

3 OF 7 SHEETS

**JAMBOREE SILVERADO TRAIL LAYOUT & DIMENSION PLAN**

NAPA CALIFORNIA

**RSA+**

1515 FOURTH STREET  
NAPA, CA 94950  
OFFICE: (707) 252-1377  
WWW.RSACIVIL.COM

NO.	DATE	REVISIONS	BY	APPD



# First & Oxbow Hotel

April 2, 2024

# Agenda Items

- **12.A.** First & Oxbow Hotel
- **12.B.** Abandonment of Slope Easement and portions of Water Street for the First and Oxbow Hotel Project

**Agenda Item 12.A. – Ryder Dilley, Associate Planner**

# **FIRST & OXBOW HOTEL**



# First and Oxbow Hotel

## Design Review Permit and Use Permit

**FIRST & OXBOW HOTEL DESIGN REVIEW & USE PERMIT – 718 & 730 WATER STREET, 711, 731, 743, 803, 819, 823, 825, & 835 FIRST STREET, & 990 SOSCOL AVENUE (PL22-0137)**

An application for a Design Review Permit and Use Permit to authorize construction of a 123-room hotel consisting of two four-story buildings, which includes ancillary guest and public-serving uses, and below-grade parking at 730 Water Street. The property is located within the Oxbow Commercial General Plan Designation, and the OBC, Oxbow Commercial, FP, Floodplain Management Overlay, SC, Soscol Corridor Overlay, and TI, Traffic Impact Overlay Zoning Districts.

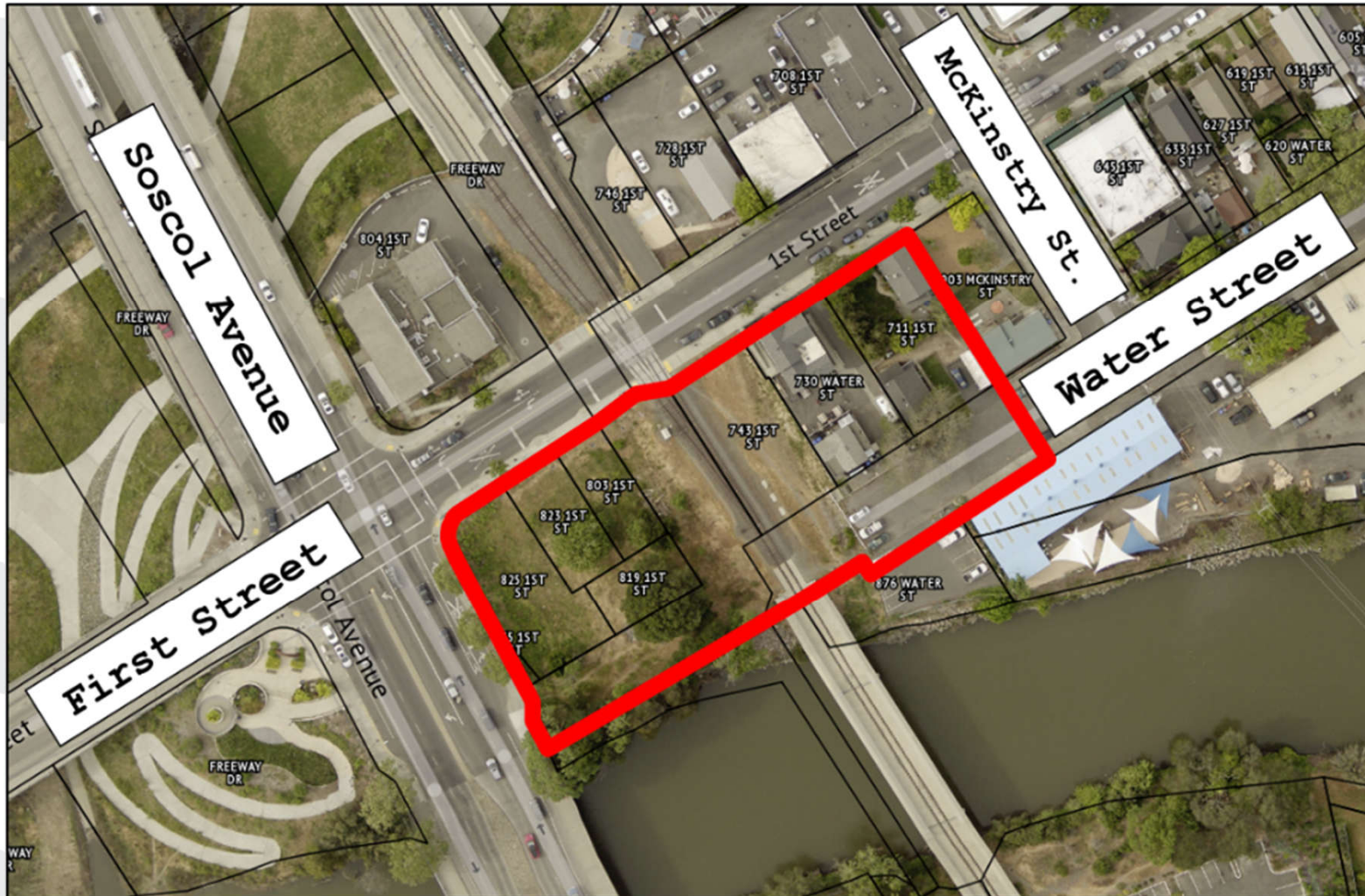
**APNs:** 003-235-002, -003, -004, -005, -006, -007 and 003-241-003, -005, -006

**Applicant:** Stratus Development Partners, LLC



# Project Location

718 & 730 Water Street, 711, 731, 743, 803, 819, 823, 825, & 835 First Street, & 990 Soscol Avenue



# Project Description

- Design Review Permit and Use Permit
  - 123-room hotel
  - Two (2) four-story buildings
  - Ancillary hotel guest and public-serving uses
  - Below-grade parking
- Project would supersede the previously approved Design Review Permit and Use Permit
  - PL16-0124
  - Approved by City Council Resolution R2020-134 on November 17, 2020
  - 74-room hotel
  - Two (2) levels of subterranean parking
  - Ground Floor Retail

# Project Considerations

- Increase in hotel rooms by 49-rooms (74-to-123 rooms)
- Hotel operations
- Reduction in:
  - Third-party retail
  - Conference space
- Façade enhancements and building stepback

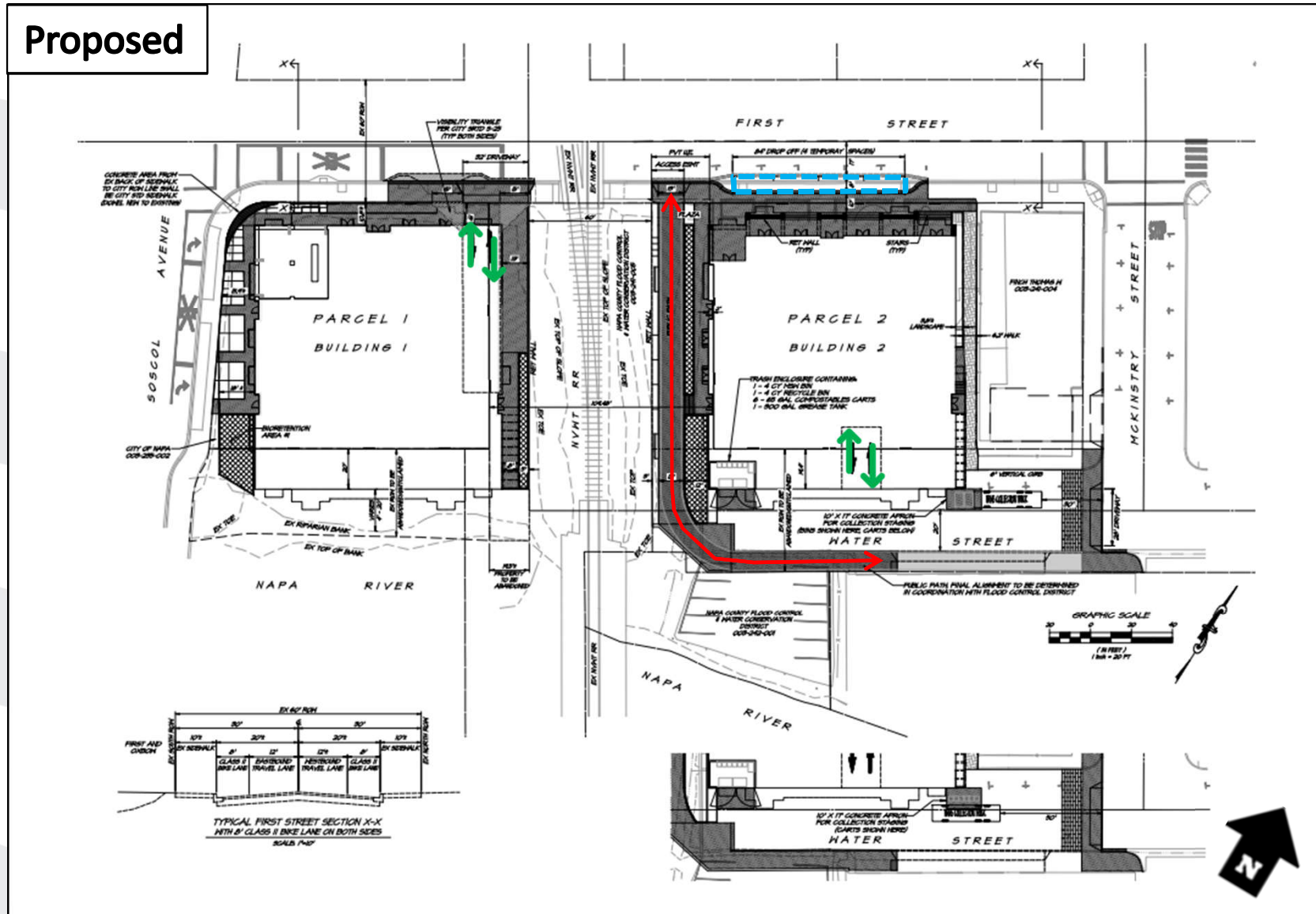
# Summary of Changes

	Approved 2020	Proposed Project	Changes
<b>Hotel Rooms</b>	<b>74</b>	<b>123</b>	<b>49</b>
<b>Retail (square feet)</b>	<b>6,294</b>	<b>--</b>	<b>(6,294)</b>
<b>Meeting/Conference Space (square feet)</b>	<b>5,754</b>	<b>3,375</b>	<b>(2,199)</b>
<b>Parking Spaces</b>	<b>121</b>	<b>154</b>	<b>33</b>
<b>Building Height (feet)</b>	<b>60</b>	<b>60</b>	<b>No Change</b>
<b>Building Size (square feet)</b>	<b>184,106</b>	<b>151,224</b>	<b>(32,882)</b>



# Site Plan

Proposed



# Project Renderings

Proposed



# Project Renderings

Proposed







# Elevations



# Operations

- Operations such as valet, deliveries, laundry services, luggage, food services, trash collection, and transportation would be shared between the buildings.
- Deliveries, laundry, and trash collection would require the use of a street legal porter vehicle transporting goods or refuse along the public streets from building to building.
- All valet drop-off and pick up would occur at the east building in a designated unloading and loading area.
  - Guests would pick up their vehicles staged at the garage opening on Water Street for the east building.

# Affordable Housing

## Napa Municipal Code Chapter 15.94

The purpose of this chapter is to promote the achievement of policy goals identified in the Housing Element of the City's General Plan, by imposing an affordable housing impact fee on every development project.

- The Applicant is required to pay the Affordable Housing Impact Fee unless it receives Council approval of an alternative equivalent that will further affordable housing opportunities within the City to an equal or greater extent than payment of the fees.
- In connection with the 2020 project, Council approved an alternative equivalent proposal consisting of recordation of a deed restriction against an off-site residential property requiring that any future development on the property include three low-income units
- For this project, the Applicant is electing to pay the Affordable Housing Impact Fee instead of seeking approval of an alternative equivalent proposal

**Current Rate:** Hotel - \$6.00 per sq. ft.

**Gross Size:** 151,224 sq. ft.

**Approximate Fee:** \$907,344

# CEQA

- May 2012 – the City of Napa City Council certified the Downtown Napa Specific Plan (DNSP) Program EIR (SCH# 2010042043) by Resolution No. R2012-54 to address future development under the DNSP.
- November 2020 – the City of Napa prepared an Initial Study/Addendum to the Downtown Napa Specific Plan Program (DNSP) Environmental Impact Report (EIR) (SCH# 2010042043) for a proposed hotel development consisting of two, four-story hotel buildings (184,106 square feet) with 74 hotel rooms and 6,294 square feet of ground floor retail (First and Oxbow Gateway Project; PL16-0124).
- November 17, 2020 - City Council adopted the resolution for the approved project determining that the potential environmental impacts of the hotel project, were adequately analyzed and addressed in the DNSP EIR and that no further environmental review is required pursuant to CEQA Guidelines Sections 15162, 15164, and 15168.
- January 2024 Addendum (CEQA Memorandum) - which is to be considered together with the 2020 Addendum will be considered by the City Council along with the DNSP Final EIR prior to making a decision on the revised project, pursuant to CEQA Guidelines Section 15164(d).

# Planning Commission Meeting

February 01, 2024

- Commission discussion focused on –
- Generally inquisitive relative to the timing for consideration of the proposed Project and an amendment to the Downtown Napa Specific Plan, and whether the Project is a new entitlement or whether the Commission would be considering an amendment to the approved Project;
- Clarification on the Applicant's responsibility for payment of the Affordable Housing Impact Fee, the connection between the Project and a supportive housing project located at 515 Silverado Trail, the projected employment, the parking requirements, the green-building measures, and the flood improvements.
- During public comment, eight (8) members of the public spoke voicing concerns about the Project and four (4) members spoke in support of the Project;

# Planning Commission Meeting

February 01, 2024

- The Commission began deliberation and conveyed general concerns the Project may not have been adequately analyzed and separate acknowledgement that the Project has been adequately analyzed under CEQA.
- Sentiment that the Project is not a dramatic change from the project previously considered. Vacant land is not the highest and best use of the land, nor is it the best use for the City.
- Acknowledgement of the concerns raised by members of the public, however, there may be issues beyond the Applicant. Hopes that this Project is the catalyst for updating the downtown-specific plan.
- Planning Commission recommended approval by a vote of 3 – 1, with one recusal.

# Design Review Permit - Findings

## Napa Municipal Code Section 17.62.050

Pursuant to NMC Section 17.62.050, a design review permit is required for all hotels.

## Napa Municipal Code Section 17.62.080 – Required Findings

- A. The project design is in accord with the General Plan and any applicable specific plan design policies.
- B. The project design is consistent with applicable design review guidelines adopted by the City Council.
- C. The design review permit is in accord with provisions of this title and will not be detrimental or injurious to property or improvements in the vicinity of the development site, or to the public health, safety or general welfare.

# Use Permit - Findings

## Napa Municipal Code Section 17.08.020

Pursuant to NMC Section 17.10.020, the OBC Zone District allows a hotel subject to the approval of a use permit.

## Napa Municipal Code Section 17.60.070 – Required Findings

- A. The proposed use is in accord with the General Plan, applicable specific plans, the objectives of the zoning ordinance and the purposes of the district and overlay district in which the site is located.
- B. The proposed use, together with the conditions applicable thereto, will not be detrimental to the public health, safety, or welfare, or materially injurious to properties or improvements in the vicinity, or to the general welfare of the city.
- C. The proposed use complies with each of the applicable provisions of the zoning ordinance.



# Tree Removal - Findings

## Napa Municipal Code Section 12.45.090

The City Council's approval of this project is subject to the required finding in NMC Section 12.45.090(B)(2)(d) relating to the removal of protected native trees. The Applicant requests the removal of one (1) Coast Live Oak tree that is classified as a Protected Native Tree pursuant to NMC Chapter 12.45.

## Napa Municipal Code Section 12.45.090(B)(2)(d) – Required Finding

- A. The project has minimized tree loss to the extent possible when balanced with General Plan land uses and policies and applicable design guidelines.

**Agenda Item 12.B. – AJ Paniagua, Management Analyst I**

**ABANDONMENT OF SLOPE EASEMENT  
AND PORTIONS OF WATER STREET FOR  
THE FIRST AND OXBOW HOTEL PROJECT**



# Slope Easement Abandonment

- A Permanent Slope Easement was granted to the City of Napa adjacent to the public right of way of Soscol Avenue and First Street as filed with the Napa County Recorder's office under document number 2005-0024974 on June 23, 2005 (the Subject Easement). The Subject Easement is located over portions of APN: 003-235-003, 004 and 005.
- The Applicant has requested that the City abandon and vacate the Permanent Slope Easement to construct the Project. The Permanent Slope Easement is no longer necessary based on the preliminary design of the Project, which will be at-grade with the back of sidewalk on Soscol Avenue and First Street.

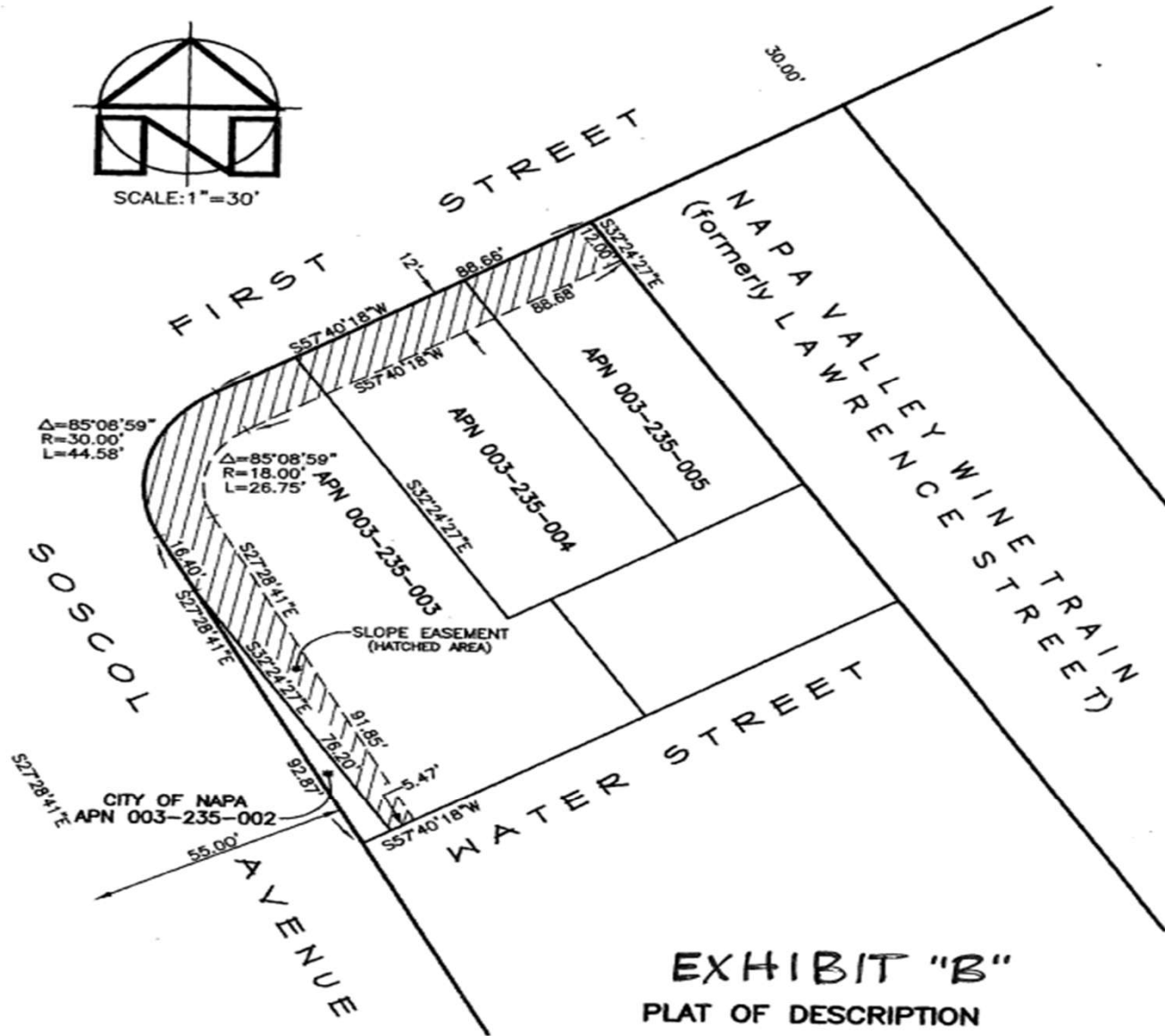
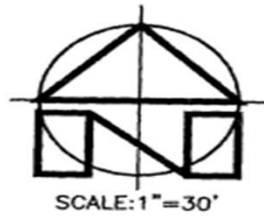
# Slope Easement Abandonment (Continued)

- In connection with the original hotel project approval on November 17, 2020 (Resolution No. R2020-134), the City Council previously approved the conditional summary abandonment of the Permanent Slope Easement through the adoption of Resolution No. 2020-136.
- Since the Applicant has submitted an application for a new project on the Site, and the conditions for the original conditional summary abandonment were never satisfied, a new abandonment is required. If adopted by Council, the new resolution would supersede in its entirety Resolution R2020-136.
- The abandonment of the Permanent Slope Easement may be summarily abandoned in accordance with Streets and Highways Code Section 8333 (c) because it is an excess public service easement and no other public facilities are located within the Permanent Slope Easement area.
- The abandonment is conditioned upon the Applicant completing the physical changes to the street area, generally including the removal of public street improvements, the installation of private development improvements, and completion of a revised street frontage improvements, as shown on the Project plans.

# Slope Easement Abandonment Aerial



# Slope Easement Abandonment Plat Map



## EXHIBIT "B" PLAT OF DESCRIPTION

PERMANENT SLOPE EASEMENT  
OVER  
ASSESSOR'S PARCELS 003-235-003,  
004 AND 005  
CITY OF NAPA, CA



# Portions of Water Street Abandonment

- The Applicant has requested that the City abandon and vacate the portion of Water Street located between Soscol Avenue and McKinstry Street (the “Water Street Easement”), which extends along the southern boundary of the Project site. The Subject Easement was created with the filing of the map of Cornwell’s Addition to Napa City on March 11, 1852. Like the Project site, the Subject Easement is split by the alignment of the NVWT tracks.
- In connection with the original hotel project approval on November 17, 2020 (Resolution No. R2020-134), the City Council previously approved the conditional abandonment of the Water Street Easement through the adoption of Resolution No. 2020-137.
- Since the Applicant has submitted an application for a new project on the Site, and the conditions for the original conditional abandonment were never satisfied, a new abandonment is required. If adopted by Council, the new resolution would supersede in its entirety Resolution R2020-137.
- The abandonment of the Water Street Easement is being performed in accordance with the General Vacation Procedure consistent with Section 8320-8325 of the Streets and Highway Code.
- The Water Street Easement consists of two segments divided by the Napa Valley Wine Train tracks.

# Portions of Water Street Abandonment (Continued)

- **Abandonment of Water Street Between Soscol Avenue and NVWT Tracks (Segment 1)**
  - Segment 1 is approximately 7,200 sq. ft.
  - It is a “paper street” dedicated as an easement on the Map of Cornwell’s Addition to Napa City, filed in March 1852, but never developed with public street improvements.
- **Abandonment of Water Street Between NVWT Tracks and McKinstry Street (Segment 2)**
  - Segment 2 is approximately 14,400 sq. ft.
  - It was dedicated as an easement on the map of Cornwell’s Addition to Napa City, filed in March 1852, and is an improved public street including curb, gutter, partial sidewalk, underground and overhead utilities.



# Water Street Abandonment Aerial



# Water Street Abandonment Plat Map

CITY OF NAPA

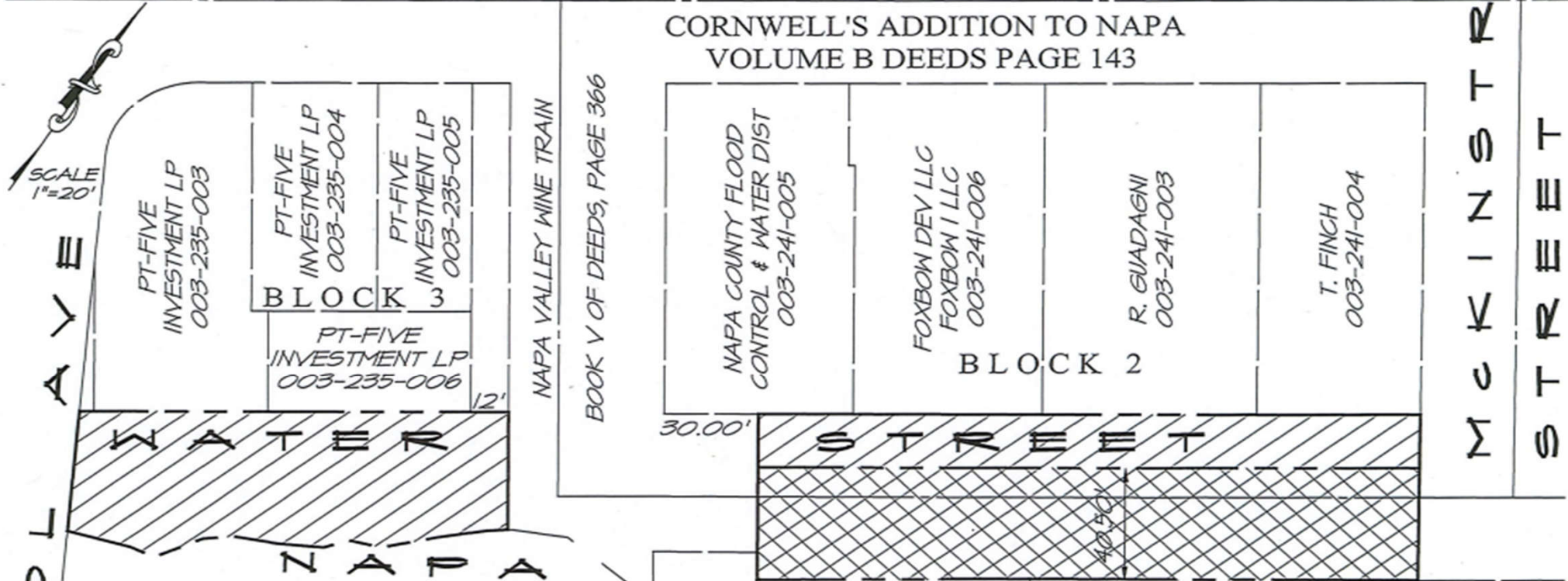
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CORNWELL'S ADDITION TO NAPA  
VOLUME B DEEDS PAGE 143



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-  ABANDONMENT AREA
-  PUBLIC UTILITY & PEDESTRIAN ACCESS EASEMENT RESERVATION AREA

THIS EXHIBIT IS FOR GRAPHIC PURPOSES ONLY. ANY ERRORS OR OMISSIONS ON THIS EXHIBIT SHALL NOT AFFECT THE DEED DESCRIPTION

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+ www.RSAcivil.com +

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9/11/20

# Abandonment of Water Street Between NVWT Tracks and McKinstry Street (Segment 2)

- The portion of the Water Street Easement that is an open public street is not particularly necessary for general traffic circulation, it does provide access to the private properties that adjoin the Water Street Easement, and that access must be maintained. The Applicant shall provide reciprocal access easements to the private properties that adjoin the Water Street Easement. This includes APN: 003-241-004, -005 and 003-242-001, -008.
- The abandonment and vacation of the public street portion of the Water Street Easement would convert the street from an open public street to a private street and the Applicant will need to make changes to the physical features of the street to indicate a private street rather than a public street.
- The Water Street Easement contains public utilities, which will be maintained through the reservation of a Public Utility Easement along the southerly portion of the Water Street Easement.
- There is also interest in reserving a public pedestrian access easement through this portion of the Water Street Easement to facilitate continuity of public access to the Napa River and any future trail system that may be built along the river.

# Surplus Lands Act

- The City must comply with Government Code Section 54220-54234 (the Surplus Land Act) prior to taking any action to vacate the Permanent Slope Easement and Water Street Easement.
- According to Government Code Section 54221 (f)(1) the Surplus Land Act shall not apply to the disposition of property if the property is “exempt surplus land.”
- Exempt surplus land include “surplus land that is a former street, right of way, or easement, and is conveyed to an owner of an adjacent property.” In this case, the Permanent Slope Easement and Water Street Easement are former street, right-of-way or easements and will be conveyed to adjacent property owners.
- Therefore, the draft resolutions include a determination that the Permanent Slope Easement and Water Street Easement are “exempt surplus land’ under Government Code Section 54221 (f)(1)(E),.

# RECOMMENDED ACTIONS



# Recommendations – 12.A.

Adopt a resolution approving a Design Review Permit and Use Permit to authorize construction of a 123-room hotel consisting of two four-story buildings, which includes ancillary hotel guest and public-serving uses, and below-grade parking at 730 Water Street, and determining that the actions authorized by the resolution were adequately analyzed by a previous California Environmental Quality Act (CEQA) action.

# Recommendations – 12.B.

- A. Adopt a resolution (1) authorizing the conditional summary abandonment of a slope easement in support of the First and Oxbow Hotel Project (PL22-0137) located on the parcels bound by Soscol Avenue, First Street, McKinstry Street, and Water Street, (2) declaring that the slope easement area is exempt surplus land in accordance with the Surplus Land Act, and (3) determining that the actions authorized by this resolution were adequately analyzed by a previous CEQA action.

# Recommendations – 12.B.

B. Adopt a resolution (1) authorizing the conditional abandonment of portions of Water Street in support of the First and Oxbow Hotel Project (PL22-0137) located on the parcels bound by Soscol Avenue, First Street, McKinstry Street, and Water Street, (2) declaring that the Water Street easement area is exempt surplus land in accordance with the Surplus Land Act, and (3) determining that the actions authorized by this resolution were adequately analyzed by a previous CEQA action.



# End of Presentation



# Jamboree Housing Corporation – 515 Silverado Trail

**April 4, 2023:**  
Preliminary documents submitted to City

**June 21, 2023:**  
Application submitted pursuant to Assembly Bill (“AB”) 2162 & California State Density Bonus Law

**December 5, 2023:**  
Awarded 36 Project-Based Vouchers

**June 20, 2023:**  
Reservation of Affordable Housing Impact Fee Funds in the amount of \$2,000,000

**November 9, 2023:** City staff determined Jamboree submitted a complete application

**December 27, 2023:**  
Application approved by the Community Development Director





# First & Oxbow Hotel

Napa City Council – April 2nd, 2024

# First & Oxbow Hotel All Local Team Overview

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- *Tim and Mary Beth Herman*, Napa
- *Jeremy and Shannon Sill*, Napa
- *JB Leamer and Julian Webster* – CR Buildworks Construction, Napa
- *Howard Backen* – Architect, Saint Helena/Napa
- *Hugh Linn* - RSA+, Civil Engineers, Napa
- *Mike Morisoli* – Soils Engineer, Napa
- *Susan Heiken* – Landscape Architect, Napa
- *Gordon Huether* – Artist, Huether Studios, Napa
- *Scot Hunter* – Broker, 23 years development experience in downtown Napa
- *Dalene Whitlock* – W-Trans, Santa Rosa
- *Brothers David & Andrew Wood*, Stratus Development Partners – Summer, harvest and release vacations in Napa Valley with cousins since childhood

# Proposed Modifications of Approved Hotel

- The Project application and approvals were adopted by the City Council of the City of Napa the 17<sup>th</sup> of November 2020
- An amendment application was made the 7<sup>th</sup> of October 2022

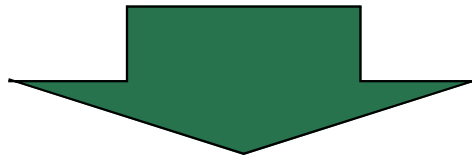
## First & Oxbow Hotel

	As Amended	Original Approved Project	Increase / (Decrease)
Square Feet	151,225	184,106	(32,881)
# of Buildings	2	2	-
Height	60'	60'	-
3rd Party Retail	-	6,294	(6,294)
Amenity Space	3,375	5,574	(2,199)
Rooms	123	74	49
Parking Spaces	154	121	33
Affordable Housing	41	3	38
Housing Fee	907,344	-	907,344

# Proposed Modifications Summary

---

- *Softened the western building with a step-back that provides an inviting rooftop for locals and guests*
- *Reduced the overall bulk and mass of the project*
- *Removed 2 levels of subterranean parking*
- *Reduced all but popup retail in favor of downtown merchants*
- *Updated guest rooms to add more upscale rooms in keeping with the Napa market*



- ✓ *Modifications are invisible to the casual observer*
- ✓ *Napa has an urgent need for affordable housing and we've done something about it by bringing Jamboree Housing to Napa!*
- ✓ *We're paying \$907,344 into the Napa housing fund*
- ✓ *Forty-One (41) 100% Very Affordable Housing Units with Services for Low-income Napa Residents*
- ✓ *Original Approval required no fee and called for only 3 affordable units. Now, 41 units!*

# Project Details

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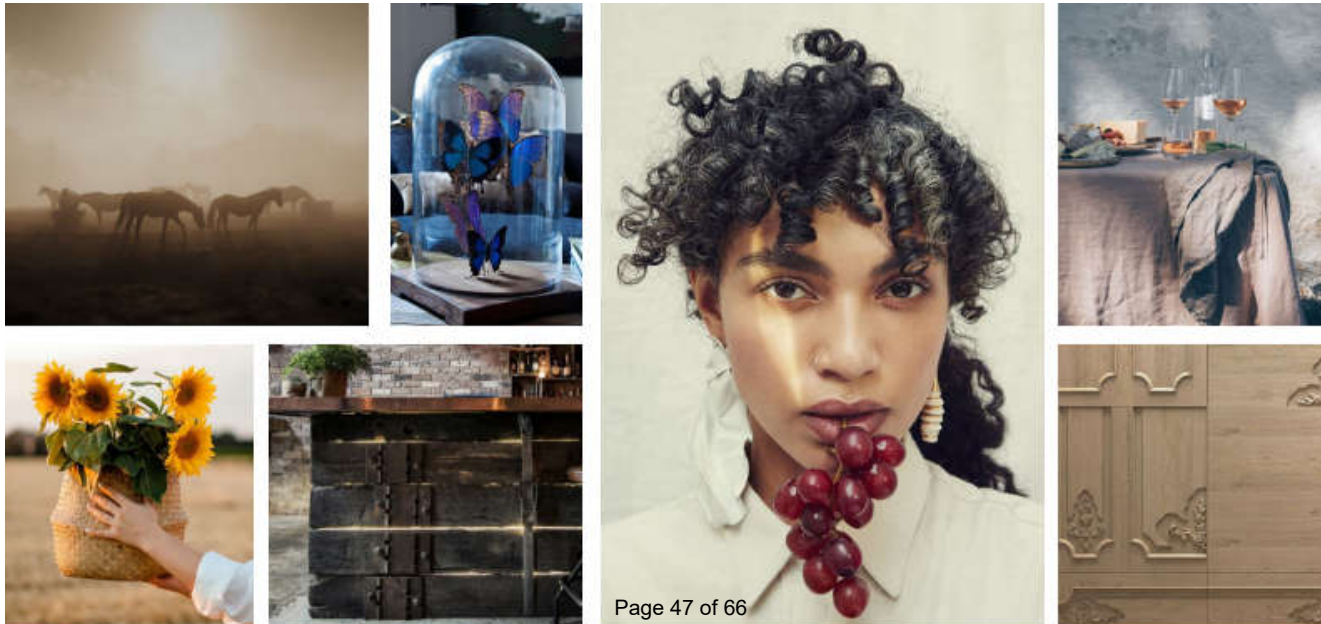
***A Full-Service Boutique Hotel reflecting the Napa Esthetic Designed to connect Guests and Locals***

- *The First & Oxbow hotel will replace the trash strewn vacant lot next to the railroad tracks that currently announce the Oxbow District*
- *Later we will bring forward a proposal for a major public art installation by Napa's Gordon Huether that will enhance and support the idea of the hotel as the entryway to the Oxbow District*



# Project Details – Community Engagement

- ✓ *Walk in Restaurant and Bar serving Breakfast & Dinner*
- ✓ *Rooftop for Locals and Guests Overlooking the Oxbow, Downtown, Napa River, Mount George and Vaca Mountains*
- ✓ *Popup Dinners by Celebrity Chefs in Residence*
- ✓ *Pool and Fitness Center available to both Guests and Locals*
- ✓ *Holiday popup retail events for locals*
- ✓ *Well-appointed rooms all with outside views*





# First & Oxbow Hotel Economic Annual Impact

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## *First & Oxbow Hotel Economic Impact*

- At 85% occupancy the hotel will contribute \$4m annually in fees and taxes to City coffers, plus \$22m to the local economy
- At 62% occupancy the hotel will contribute \$3m annually in fees and taxes to City coffers, plus \$15.8m to the local economy

## *Affordable Housing Annual Revenue*

- At 85% occupancy 1% Affordable Housing annual revenue \$171,723 per annum
- At 62% occupancy 1% Affordable Housing annual revenue \$125,257 per annum

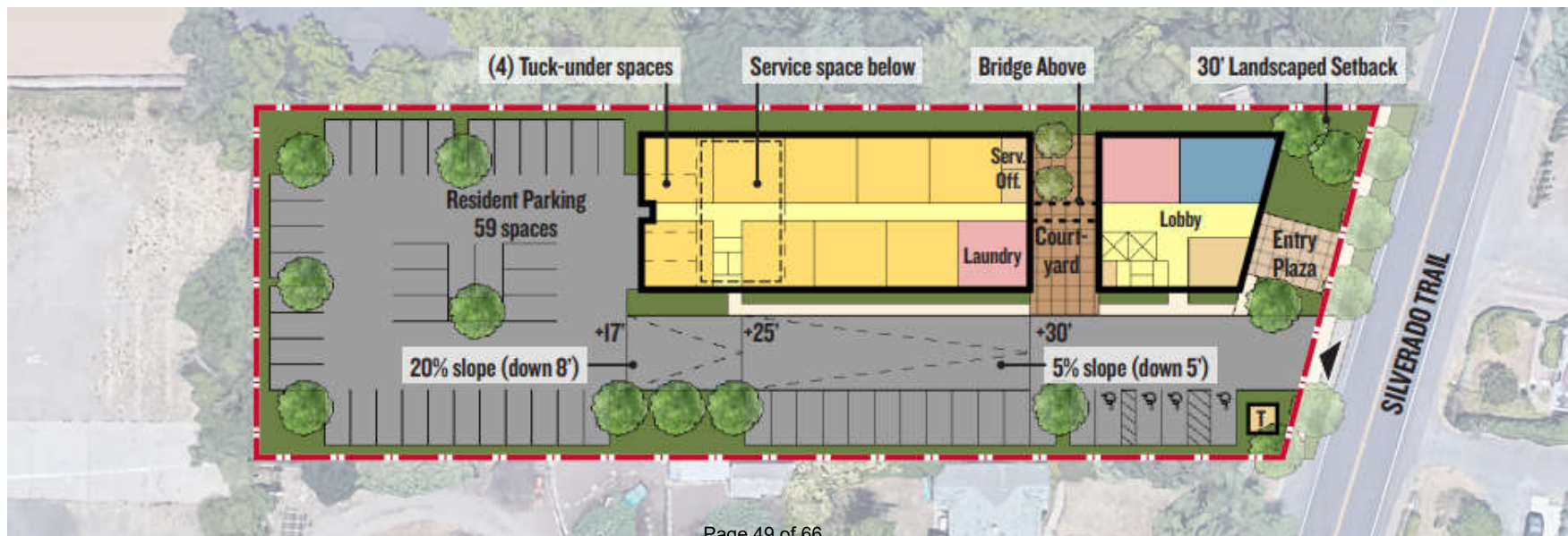
## *Napa is an Underserved Hotel Market*

- A 2018 draft study for City Council indicated a capacity for 2,112 new rooms between 2018-2023; only 225 have been delivered

# Project Affordable Housing Contribution

- **Stratus brought Jamboree Housing to the City of Napa and secured an ideal housing Site**
- **Stratus is paying a \$907,344 Housing Fee**
- **The City was able to fast-track to full entitlement for 41 Affordable Units**
- **100% Affordable Housing Development for very low-income Napa Residents**
- **Each year going forward the hotel will contribute 1% of Gross Revenue to the City's Affordable Housing Fund**

## 515 Silverado Trail



# First & Oxbow Hotel Summary

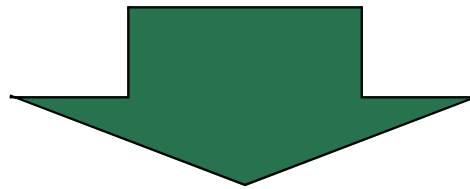
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- ✓ *Local Team*
- ✓ *No Variances – None! Meets all DTSP and City requirements*
- ✓ *One-of-a-Kind Boutique Hotel Reflecting Napa esthetic*
- ✓ *Substantial Economic Benefits to Our City and the Local Economy*
- ✓ *Meets or Exceeds CALGreen;*
  - EV onsite charging
  - Solar ready building
  - LED smart lighting/ occupancy sensors through out
  - Onsite Laundry; washer and dryers are highest rated in water and energy conservation
  - TDM program including hotel bikes and onsite parking
  - Low water use fixtures and landscaping
  - Living wage
- ✓ *A \$95 Million Project - Napa & North Bay Subcontractors given priority*
- ✓ *100's of Construction Jobs during the 20-month build; 32 career focused long-term employment opportunities thereafter*

# First & Oxbow Hotel Summary



- ✓ *Relocation of Historic Structures*
- ✓ *Public Art Installation for the Oxbow District entryway*
- ✓ *Providing 41 Affordable Housing with Services to Our Community*



- ***Our modifications to the original approved hotel plan are minor and an improvement on the original***
- ***All DTSP and City standards have been followed and there are No Variances***
- ***Additionally our contribution to address the Affordable Housing Crisis is Monumental***

*Our Project deserves to be approved, we hope you will do so tonight*

***Thank You***

# First & Oxbow Hotel Affordable Housing



- Jamboree has delivered high quality affordable housing and services for over 30 years with a perfect track record of investing and utilizing awarded tax credits and funds.
- Our [strategy](#) for community impact drives us to be our very best as assets of change and agents for good.



Vista Nueva, Sacramento, CA  
**Development of the Year**  
 2022 Sacramento Housing Alliance Awards



Sierra Fountains, Fontana, CA  
**Best Affordable Housing Community - under 30 du/acre**  
 2022 Gold Nugget Awards: Awards of Merit  
 Pacific Coast Builders Conference



Buena Esperanza, Anaheim, CA  
**Platinum: Adaptive Reuse Multifamily**  
 2022 Best in American Living Awards  
 National Association of Homebuilders  
 Plus 6 other industry awards



Stanton Inn & Suites, Stanton, CA  
**Winner: Best Practices**  
 2022 Awards of Excellence  
 American Planning Association (APA) –  
 Orange Section



Heroes Landing, Santa Ana, CA  
**Grand Winner: Best Affordable Development - up to 100 units**  
 2021 NAHB Pillars of the Industry Awards  
 Plus 9 other industry awards



Wesley Village, Garden Grove, CA  
**Grand Winner: Best Affordable Housing Community – under 30 du/acre**  
 2018 Gold Nugget Awards: Awards of Merit  
 Pacific Coast Builders Conference  
 Plus 5 other industry awards

# First & Oxbow Hotel Affordable Housing



- Jamboree delivers high-quality affordable housing and services that transform lives and strengthen communities.
- ✓ Deliver quality housing and services

With housing as the platform, we believe in the power of community to bring hope home to those starting out or starting over – working families, seniors, veterans, formerly homeless, and those with special needs. We build [award-winning housing](#)
- ✓ Leverage resources

A \$3.2 billion asset portfolio combined with strategic funding sources provides [solid financing](#), while public/private [partnerships](#) with master developers, design and construction professionals, and a multidisciplinary staff are key to successful [affordable housing development](#).
- ✓ Transform lives

More than 27,400+ residents call a Jamboree property home, including active seniors aging in place, veterans, and those living with a mental illness who are [no longer homeless](#). Live/work strategies make for shorter commutes and more time for family, exercise, or socializing, and after-school programs that help kids develop skills to be successful in school, work and life – to REACH their full potential.
- ✓ Strengthen Communities

[Smart growth designs](#) near major retail, parks, community services, schools, and robust employment centers contribute to the economic vitality of 96+ communities throughout California – from Sacramento to Los Angeles to San Diego. Our long-term commitment to property ownership and [asset management](#) of 55 years reduces blight, crime and poverty.



## MEMO

**TO:** Mayor and City Council Members  
**FROM:** Molly Rattigan, Deputy City Manager  
**DATE:** April 2, 2024  
**SUBJECT:** Agenda Item 12.A - First and Oxbow Hotel

---

I received the questions below from one Councilmember regarding the relationship between the First and Oxbow Hotel Development and the Jamboree supportive housing project located at 515 Silverado Trail. I am sharing the questions and responses with all Councilmembers for informational purposes.

1. Is the Silverado Trail property already deed restricted for affordable housing?

Yes, there is already a deed restriction requirement imposed on the project. This parcel has an entitlement for 40 units of Permanent Supportive Housing. The project received by right approval under AB 2162 (2018) which requires pursuant to Government Code Section 65651 that the units be subject to a recorded deed restriction for 55 years. In addition, in connection with the Project entitlements, the Applicant received approval of development concessions under Density Bonus Law (DBL). DBL requires that the Applicant record a deed restriction against the property to ensure that the units remain affordable prior to issuance of a building permit. Therefore, a deed restriction will be recorded against the property prior to commencement of construction. The City, County, and Providence will also require a deed restriction as a condition of the loans that they intend to provide for the project.

2. If not, could we ask for this as a condition of approval from the Oxbow Hotel?

No, the City cannot require a deed restriction on the 515 Silverado Trail project as a condition of approval of the First and Oxbow hotel project unless the Applicant requests Council approval of an alternative equivalent proposal in lieu of payment of the Affordable Housing Impact Fee. Under NMC Chapter 15.94, the Applicant is required to pay the fee unless it opts to seek Council approval of an alternative equivalent that furthers affordable housing to the same or greater extent as payment of the fee. The Applicant is electing to pay the fee, which satisfies its legal obligations with respect to affordable housing. Therefore, the City could not ask the Applicant to record a deed restriction against the property unless the Applicant requests approval of an alternative equivalent related to the 515 Silverado Trail property. A deed restriction is required under NMC Chapter 15.94 for all alternative equivalents.



3. If it is already Deed Restricted, could we ask for an Alternative Equivalent Proposal to do something other than “pay the fee”?

No, the City cannot require the Applicant to seek approval of an alternative equivalent proposal. NMC Chapter 15.94 requires payment of the fee or approval of an alternative equivalent that requires a deed restriction. While the Applicant has the option to seek approval of an alternative equivalent, it cannot be obligated to seek approval of an alternative equivalent in lieu of payment of the fee.

4. For example, could we ask that the project fund x number of units in this development?

No, as mentioned above, the City cannot require the Applicant to seek approval of an alternative equivalent proposal under NMC Chapter 15.94, and an alternative equivalent proposal is not on the agenda for this item. While the Applicant has the option to seek approval of an alternative equivalent, it cannot be obligated to seek approval of an alternative equivalent in lieu of payment of the fee. Paying the fee satisfies the Applicant’s legal obligations with respect to affordable housing under NMC Chapter 15.94 as currently drafted. If Council desires to impose a requirement on hotel developers to provide affordable housing, Chapter 15.94 would need to be amended to impose such a requirement.

In summary, payment of the fee satisfies the Applicant’s affordable housing obligations under NMC Chapter 15.94 as currently written. While the Applicant may propose an alternative equivalent in lieu of payment of the fee, it cannot be required to seek approval of, or implement, an alternative equivalent as a condition of approval. In the case of First and Oxbow, the Applicant had several discussions with staff about proposing an alternative equivalent related to 515 Silverado, but when staff informed the Applicant about the deed restriction requirement for alternative equivalents, the Applicant decided not to pursue an alternative equivalent and has instead opted to pay the fee.

If Council wants to impose a requirement on hotel developers to provide affordable housing rather than pay the fee, NMC Chapter 15.94 would need to be amended to impose such a requirement.



**From:** [Mary Luros](#)  
**To:** [Clerk](#)  
**Subject:** Fwd: Oxbow Hotel Proposal  
**Date:** Tuesday, April 02, 2024 10:10:06 AM

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Begin forwarded message:

**From:** darcy [REDACTED]  
**Subject:** Oxbow Hotel Proposal  
**Date:** April 2, 2024 at 10:00:10 AM PDT  
**To:** [MLuros@cityofnapa.org](mailto:MLuros@cityofnapa.org)

[REDACTED]

[EXTERNAL]

Dear Supervisor Mary Luros:

The Planning Commission declined to recommend the initial 2020 Oxbow hotel project proposal. The Commission objected because they felt that the full impact on the Oxbow area was not fully planned or defined. They recommended that a long term plan for The Oxbow area be conducted and documented before additional changes be proposed for the Oxbow area. The Planning Commission felt that the development would overwhelm the residential neighborhoods.

The original proposal for the hotel was for 2 buildings 60' high, with 2, 4 story high buildings and retail shops on first floor. The top 3 stories of the 2 buildings would accommodate 74 hotel rooms and 121 parking spaces. Obviously this was below the necessary parking spaces for the proposed hotel. Only 40 affordable units would be built on Silverado for employee housing. This no where near the number of affordable units needed for the number of employees that would be working at the hotel and retail shops. The number of affordable housing units is currently willfully less than the City of Napa workers need, this will only compound the existing problem.

This plan was approved by the council members 3 to 1 even though it blocked views, added congestion to the Oxbow area and impacted all of traffic flow of downtown Napa. Why not keep the rising height of buildings to the downtown area where it can be more naturally absorbed into the environment. Keep the Oxbow area as a more residential area with planned open and flooding space and recreational areas for the residents and visitors of Napa to enjoy. Maybe adding recreational options for younger people in Napa would reduce the increase of crime and unsafe driving in Napa. Getting more tourists into Napa is not always the solution for building a stronger more sustainable city. The City of Napa currently can't keep up with the increasing crime, speeding, crumbling potholed roads, auto accidents and pedestrian injuries. A little more attention to residential life would be appreciated by those that actually live and pay taxes in Napa.

Now, a new approach for the hotel is being proposed for the same Oxbow area. The first floor would now be hotel rooms rather than retail shopping for a total of 123 rooms and the parking availability would be expanded to 154, (still inadequate for the a hotel in Oxbow. The affordable units would not be expanded with the increase of rooms. In other congested areas and cities it is frequently required to provide full parking to meet the realistic needs of a hotel; such as parking under the hotel or on the first floor or in a parking structure nearby. To compound the potential problems, the entire project would be constructed by the same construction organization that just went bankrupt with the 3 year old Cambria Hotel on Soscal Ave. What could go wrong in this scenario?

The City of Napa in 2023 had only a 61.7% occupancy rate during Winter months. I wasn't able to

find the occupancy % for Summer months online. I am sure that it is higher and within the standard good occupancy rate of 70-95%. Why not work towards a higher occupancy rate for all 12 months rather than add another new hotel to compete against the current hotels. This would allow the older hotels to make a higher profit which would allow them to continue to upgrade, modernize and refresh the existing hotels in Napa? Getting more tourists and hotels into Napa is not the right solution for building a stronger more sustainable city.

Thanks You in advance for your consideration,

Darcy Hislop

**From:** [Michael Holcomb](#)  
**To:** [Clerk](#)  
**Subject:** City Council meeting today.  
**Date:** Tuesday, April 02, 2024 11:58:51 AM

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[EXTERNAL]

---

Dear City Council Members,

I'm writing this letter of support for the First and Oxbow Hotel project up for approval tonight. I have tracked this project from the beginning and want to applaud the project team for the effort and patience they have put in to get the project to the point of being at hearings. Having been part of many entitlement projects in the City of Napa is it not easy to navigate all the requirements contained in the Zoning, General Plan, Downtown Specific Plan and other guidelines while also trying to satisfy outside interest groups.

I believe the original project hotel concept was started in 2015 and at that point the Downtown Specific Plan and it's EIR was only 3 years old. The project team followed this document which has hotels as a conditional use on these properties which prescribed heights, setbacks, parking requirements, etc. My understanding is the project has met all these requirements and is asking for NO variances or deviations from regulations. The project is following a use that the DTSP was allowed with a Use Permit and certain parameters. Why would the Council vote no on a project that follows all the rules?

On top of following the rules the project has obviously gone above and beyond to provide a housing solution that will actually add to the City's inventory. I originally sold the 515 Silverado property to Jeremy and Shannon Sill back in 2018. I know they were working through a design to accommodate the prior approval's request to create a minimum of 3 affordable units. The fact that the City is now getting 40 affordable units out of this property by way of the Sill's collaborating and working with Stratus and Jamboree is a fantastic win for the City. We should be celebrating this collaboration.

As many of you know I'm a local commercial realtor in Napa and am passionate about Napa business and making Downtown Napa a special place. I'm a local Napan and care about this community. I am focused on helping local businesses thrive and that includes embracing tourism to support many of the local and small businesses in conjunction with local support. It takes both to create a thriving downtown. This well designed hotel would be a great addition to furthering that mission.

Finally, much of the development community is watching this project and how the Council votes. I firmly believe that any sort of No vote tonight would be harmful to future investment in Napa by showing people that even if you follow all the rules and regulations prescribed in the documents that guide development you may still be turned down and have risked your money and time. Please consider voting in favor of this project.

I would be there at the meeting today but it's my son's birthday and we are going to watch Kung Fu Panda 4.

Respectfully,

Michael Holcomb

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**From:** [Beth Painter](#)  
**To:** [Clerk](#)  
**Subject:** Fwd: Soscol Avenue hotel  
**Date:** Tuesday, April 02, 2024 1:44:21 PM

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Begin forwarded message:

**From:** Cindy Watter <[REDACTED]>  
**Subject:** Soscol Avenue hotel  
**Date:** April 2, 2024 at 1:34:57 PM PDT  
**To:** "Sedgley, Scott" <ssedgley@cityofnapa.org>, Liz Alessio <lalessio@cityofnapa.org>, Mary Luross <mluross@cityofnapa.org>, bnarvaez@cityofnapa.org, Beth Painter <bpainter@cityofnapa.org>  
**Reply-To:** [REDACTED]

[EXTERNAL]

I am respectfully requesting that you take a good hard look tonight at this revised project, which actually to me seems like a different project than before. It has many more rooms, for one thing. I attended the planning commission meeting about it and didn't understand why it wasn't treated as a new project.

I also didn't understand why the developers requested the change now. They said that they needed more rooms for "branding," and less space for retail because we already have plenty of brick and mortar shops in Napa. But that was true when they brought the project to you the first time.

As for their statement that the public will be welcome to use the pool, I doubt that their guests would welcome my neighborhood piling in during the next heat wave. It's a fanciful suggestion, not realistic at all.

Other voices more eloquent than mine will talk about the environmental and traffic impacts, employee housing, and the fact that hotels are not at capacity now. As I recall the first vote on this project was not unanimous, but a 3-2 decision with Techel and Luross in the minority. I think they made the right call. No matter what you decide tonight, you should think about having a specific plan for the Oxbow before it is overdeveloped and certainly have a discussion on how many hotels are reasonable for a city our size.

Thank you.

Cindy Watter  
[REDACTED]  
Napa, CA 94559

**From:** [cody orona](#)  
**To:** [Clerk](#)  
**Subject:** First & Oxbow Hotel Project  
**Date:** Tuesday, April 02, 2024 2:27:31 PM

---

You don't often get email from [REDACTED] [Learn why this is important](#)

[EXTERNAL]

Dear City Council Members,

I'm writing in regards to the First and Oxbow Hotel project on tonight's agenda. I have tracked this project from the beginning and want to applaud the project team for the effort and patience they have put in to get the project to the point of being at hearings.

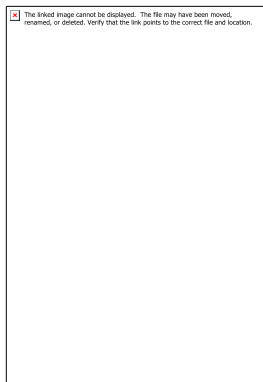
I believe in 2017/2018 the City Council commissioned a hotel needs study which suggests the city of Napa had capacity for over 2,000 rooms. To date, we have less than 400 rooms either approved or built since that study was completed. The additional rooms for this project will bring jobs, tax revenue, and business to our local retailers; improving Napa's overall economic outlook.

I believe the original project hotel concept was started in 2015 and at that point the Downtown Specific Plan and associated EIR from 2012. The project team created a great project which follows the "tourist serving" use specified zoning. They have recently brought on a co-developer and operator with Stratus, along with 40 units of affordable housing and services. This project has my support and certainly should have your support as well.

Thank you,

Cody

**From:** Mary Lueros <mluros@cityofnapa.org>  
**Sent:** Tuesday, April 2, 2024 3:49 PM  
**To:** Clerk <clerk@cityofnapa.org>  
**Subject:** Fwd: Attn: Mary\_ April 02, 2024 Napa City Council Meeting\_Public Comments\_Concerns Regarding Project: First and Oxbow Gateway Hotel



**Mary Lueros**  
Councilmember, District 3

City of Napa  
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Begin forwarded message:

**From:** Keri Akemi Hernandez <[1kerirealtor707@gmail.com](mailto:1kerirealtor707@gmail.com)>  
**Date:** April 2, 2024 at 3:47:31 PM PDT  
**To:** Mary Lueros <[mluros@cityofnapa.org](mailto:mluros@cityofnapa.org)>  
**Cc:** [desirae.harp](mailto:desirae.harp) [REDACTED], [tektekh](mailto:tektekh) [REDACTED], Alyx Howell [REDACTED], Amber Manfree [REDACTED], Sal Garcia <[bigsal](mailto:bigsal)>, [mishteko](mailto:mishteko) [REDACTED]  
**Subject:** Attn: Mary\_ April 02, 2024 Napa City Council Meeting\_Public Comments\_Concerns Regarding Project: First and Oxbow Gateway Hotel

[EXTERNAL]

Good afternoon Council Member Lueros,  
It is my understanding that this Hotel project was already approved, but I strongly object and I am challenging the proposed changes that are being considered for this project. I am concerned about the increased traffic, cultural and environmental impact that this project poses. I object to the final approval of this project as I do not believe that the CEQA guidelines were followed and argue that proper notification was not given to local Indigenous community members as this is considered to be a sacred site for the Mishewal Wappo people. There should be time to allow Tribal members to respond, and provide an updated (EIR) Environmental Impact and allow community members to review and respond accordingly. Thank you for taking these facts into consideration.

**State & Federal Tribal Notice Requirements**  
[https://opr.ca.gov/ceqa/docs/20220223-Tribal\\_Consultation\\_Checklist.pdf](https://opr.ca.gov/ceqa/docs/20220223-Tribal_Consultation_Checklist.pdf)

**Wappo Cradle Basket Project**  
<https://www.thecradlebasket.com/>

**Kindest Regards,**

~ Keri

**Keri Akemi-Hernandez**  
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**From:** Alan Charles Dell'Ario [REDACTED]  
**Sent:** Tuesday, April 2, 2024 4:06 PM  
**To:** Clerk <clerk@cityofnapa.org>  
**Cc:** Scott Sedgley <ssedgley@cityofnapa.org>; Mary Luros <mluros@cityofnapa.org>; Beth Painter <bpainter@cityofnapa.org>  
**Subject:** Council meeting 4/2/2024. Agenda Item 12A - Oxbow Hotel revision

[EXTERNAL]

Dear Ms. Carranza:

Please advise the council that I oppose the modified hotel project before the council at tonight's meeting.

I have reviewed Attachment 16 to the staff report (Addendum to the Initial Study) and find that several of its conclusions regarding the California Environmental Quality Act to be erroneous.

Most notably, Table 3:3-, p. 18, identifies an increase in greenhouse gas emissions from 827 MT CO<sub>2</sub> to 977 MT CO<sub>2</sub>, an increase of over 18%. The threshold is 660 MT CO<sub>2</sub>. Under CEQA Guideline 15162 and Public Resources Code sec. 21166, a revised EIR or initial study must be completed for previously-approved projects that undergo significant changes. CEQA guideline 15162. Section 15064.4 discusses greenhouse gas emissions. A significant impact occurs when "project emissions exceed a threshold of significance that the lead agency determines applies to the project." Nothing specific exists in the proposed project to mitigate these emissions at either level. Moreover, the proposed "acceptable" mitigation measures would be for the applicant to buy its way out of compliance through off-site projects that may or may not be in Napa or simply by paying a fee.

In addition, Table 3:3-5, p. 22, identifies an increase of daily trips from 834 to 983, a 19% increase. Comparison to smaller office or shopping uses from a 2012 study is largely meaningless and fails to account for existing levels of traffic congestion. (See p. 22.). This, too, is a significant increased environmental impact.

In my opinion, the flaws in the staff CEQA analysis, if adopted by the council, expose the City to litigation.

The benefits of the project are largely based on self-serving calculations furnished by the applicant. The jobs proposed, with the exception of the complex manager are all well-below the median family income in Napa. According to the City's own figures for Home and CalHome funded housing programs, as of June 2023, a family of four earning \$106,000 (80% of median) would qualify. This is consistent with all the tourism jobs being generated. The City should be supporting ways that promote the quality of life for its residents, not increasing tourism at the expense of that quality of life.

~Chuck Dell'Ario

Alan Charles Dell'Ario

2019 California Lawyer Attorney of the Year

*Certified Specialist, Appellate Law*

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**From:** Rebecca Webster [REDACTED]  
**Sent:** Tuesday, April 2, 2024 4:38 PM  
**To:** Clerk <clerk@cityofnapa.org>  
**Subject:** Comment on First and Oxbow Hotel

[EXTERNAL]

Hello Councilmembers,

Thank you for taking my email. I am unable to attend the meeting this evening, but wanted to share some concerns around an item on the agenda - the First and Oxbow Hotel.

My husband and I moved to Napa in 2019 and we really enjoy it here. We hope to be able to buy a home here one day soon. As I drive by this intersection, usually multiple times a week, I have a difficult time imagining a 60 foot tall, 120-something room hotel on the south-eastern corner of First and Soscol. My major concerns include:

1. The river is right there. Adding such a large building intended for tourists will surely have grave impacts on the river. An update to the Downtown plan will help, and a special focus on this rapidly-growing Oxbow area including reviewing impacts to the river is needed in order to preserve the beautiful nature that still surrounds our downtown area. Have you ever kayaked in the river? I highly recommend it!

2. Traffic is already backing up at these intersections, and especially on the weekends when visitors come in full force. Given that valet parking seems required for their guests, this intersection is sure to only get worse, causing public safety concerns. Anyone coming up Soscol to turn right onto First will likely find themselves in a backlog of guests waiting for valet. This could back up traffic for multiple stop lights on Soscol.

3. How will the added hotel impact the business of existing hotels? Given current occupancy rates, it seems that adding a hotel will mostly divert guests from existing hotels in the area, creating a market where hotels try to sell their rooms at cheaper rates. Since these developers have recently lost a couple of hotels in the area to foreclosure, it seems that they are setting themselves up for a similar situation. And cheaper hotel rooms will not support the need for increased wages for hotel staff. I don't believe this will have a positive economic impact on our community.

It is great that these same developers have helped with another affordable housing complex nearby, but these two projects are and should continue to be considered separate from one another. Napa needs more housing for the individuals that already work here. We don't necessarily need more hotel rooms - this is evident in the fact that one motel in the city of Napa has been converted entirely into housing for those that don't have a place to live.

Thank you for your service to the residents of Napa!  
Rebecca Webster