

# **Napa Countywide Community Development Strategy**

## **Purpose**

The purpose of the Countywide Community Development Strategy (CDS) is to build a consensus among the Cities and County of Napa on future land use and development over the next 20 years. The CDS will focus attention on planning and development issues that are interjurisdictional in nature. Examples include, but are not limited to: the South County Airport Industrial Area, the Soscol corridor between Napa and American Canyon, winery development, and the location of hotels and other visitor-serving facilities, among others. The CDS will provide input to future general plan updates for all NCLOG member jurisdictions. The CDS will also serve as a tool for ongoing analysis and evaluation of yet-to-be-defined major countywide land use and infrastructure projects.

The CDS will be developed with the aid of two critical planning tools: a GIS-based conceptual land use evaluation model and an interactive, web-based communications system (see description later in this document).

A CDS that is understood and supported by all jurisdictions and addresses issues of a regional scope will help reduce conflict between jurisdictions, facilitate collaboration, and result in a better quality of life for all residents of Napa County. In the short-term, it can be used to help address the next round of housing allocation numbers from the Association of Bay Area Governments (ABAG) and the State of California Housing and Community Development Department (HCD). In the long-term, the Strategy will assist with negotiations with the State on an overall growth management strategy for the region.

The creation of the CDS will be done in concert with the policies, programs and projects of the Napa County Transportation Planning Agency (NCTPA), the Napa County Local Agency Formation Commission (LAFCO), and other special agencies and districts. The ongoing use of the Community Development Strategy will also support the ultimate institutional framework that is adopted for the ongoing work of the NCLOG Committee.

## **Process for Creating the Countywide Community Development Strategy**

The Countywide Community Development Strategy will be developed by a Task Force established by NCLOG, representing all six jurisdictions. The CDS Task Force will use the Principles for Creating a Healthy, Vital and Sustainable Napa County, which were developed last year, as a foundation. The CDS Task Force will develop conceptual land use scenarios that reflect the Principles. The CDS Task Force will use existing general plan policies from all of the jurisdictions to establish a baseline. The CDS Task Force will also review and incorporate existing data and planning studies where appropriate. Performance goals for each of the Principles will be established, along with a set of key indicators, to help monitor and measure progress towards these goals.

It is anticipated that five to ten performance indicators will be developed. Examples of possible indicator types include:

- Population: total number of residents and residents per residential acre;
- Housing units: number of dwelling units by type;
- Jobs: jobs per capita and jobs by number of dwelling units;
- Net fiscal impact: marginal service cost and revenue production associated with new development;
- Transportation: transit-adjacent employment and residential density;
- Water: water use in gallons per day per capita;
- Agricultural Land: percent of land area dedicated to agriculture; and
- Habitat and Open Space Connectivity: degree of continuity of open space area and greenbelts.

The actual set of performance indicators will be developed through the CDS process.

### **Community Development Strategy Components**

The CDS will address the following:

- Conceptual land use scenarios specifying type, density and intensity of uses;
- Special interjurisdictional planning areas, including but not limited to the Airport Area Industrial Area and the Soscol corridor;
- Major infrastructure improvements including transportation, sewer, and water;
- Policies that will guide the development of a market-driven tourist and visitor-serving strategy;
- Potential annexation areas in and around existing urbanized areas; and
- Alternative institutional frameworks for on-going interjurisdictional cooperation and regional planning.

### **Conceptual Land Use Evaluation (CLUE) Model**

The CLUE model will be designed to test the relative impacts of two countywide community development strategy scenarios and provide benchmark modeling capability for specific interjurisdictional projects identified by NCLOG members.

NCLOG members will review and approve the desired set of performance indicators (outputs of the model) as well as the methodology and data used to derive the indicators. Furthermore, the indicators will be designed to accommodate appropriate jurisdictional

differences such as variations in service costs and water use. The set of possible indicators and the formulas used to derive them will be based on existing available data.

The CLUE model will be GIS-based and built to dynamically measure and visualize the conceptual land use scenarios during the actual scenario development and evaluation process. This means the modeling results will directly inform the CDS decision-making process and NCLOG discussions by providing some objective, quantifiable results at both the project-specific and overall or countywide level.

Through the NCLOG process, we will engage the representatives of the member jurisdictions in a series of discussions about the Community Development Strategy from the model run to get objective feedback, stimulate problem-solving and issue resolution. Staff and consultants will be able to customize the model to meet the needs of each jurisdiction.

### **Communication Support System**

The NCLOG CDS Task Force, in conjunction with staff and consultants, will design and implement a communication system that will provide ongoing support to NCLOG members in creating and implementing the Countywide Community Development Strategy.

The communication system will allow NCLOG members to maintain continuous contact on critical development issues, while providing immediate access to information relevant to the interjurisdictional issues and planning projects under discussion by NCLOG.

The communication support system consists of three parts: (i) a NCLOG **Staff Advisory Subcommittee**, consisting of staff representatives from each of the six jurisdictions; (ii) a **database** of planning studies and projects that are determined by NCLOG to have interjurisdictional impact and scope; and (iii) an online, **web-based, meeting support tool (web portal)** that facilitates on-going interjurisdictional information exchange and discussion.

The **online web portal** will include the following components:

- An interjurisdictional project database, including project location maps;
- A searchable, digital library of information related to interjurisdictional projects and NCLOG activities;
- A meeting calendar with all relevant NCLOG meeting dates and activities;
- Automatic email notification to alert members to the presence of new information posted to the website; and
- Live, interactive discussion forums on topics of concern to NCLOG members.