Land Use Map

- 500,000 acres
- 90% agricultural / open space (450,000 acres)
- 12.5% vineyards (40,000 acres)
- 5 cities

So where’s the Ag Preserve?
Napa County population growth

History from 1900-1993; forecast through 2000
1953 – Napa County & Cities Master Plan

1960 - update to Napa County & Cities Master Plan

1968 – Napa County Ag Preserve

1975 – first Napa County General Plan

1977-1980: rezonings for General Plan conformance

1980 – “Measure A” Growth Management (1% per year)

1982 – Napa County General Plan update

Jan 1990: WDO (Winery Definition Ordinance)

1955: first County Code; Ag Zones created
Land Use Map

The Land Use Map provides a comprehensive analysis of the County and Planning Commission in the County. It encompasses the following elements:

- Urban Land Use
- Open Space
- Transportation
- Agricultural Resources

Napa County

Zoning

Legend

General Plan

- URBAN
- OPEN SPACE
- TRANSPORTATION
- AGRICULTURAL RESOURCES

Napa County Land Use Plan

2008 - 2030
1990: “Measure J” Ag Lands & Open Space Initiative (ends 2020)

1993: Napa County General Plan Update

Def of Ag now includes Farm Management

2008: “Measure P” Ag Lands & Open Space Initiative extended until 2058

2008: Napa County General Plan Update

Def of Ag revised to conform to 2008 General Plan
1968: why an Ag Preserve

Napa Valley, 1940

Santa Clara Valley, 1940
In 1968, Santa Clara Valley was starting to look like this:
2019: FindLaw: zoning basics

residential, commercial, and industrial districts

What are Zoning Regulations?

The basic purpose and function of zoning is to divide a municipality into residential, commercial, and industrial districts (or zones), that are for the most part separate from one another, with the use of property within each district being reasonably uniform. Within these three main types of districts there generally will be additional restrictions that can be quite detailed – including the following:

- Specific requirements as to the type of buildings allowed
- Location of utility lines
- Restrictions on accessory buildings, building setbacks from the streets and other boundaries
- Size and height of buildings
- Number of rooms
The original Ag Preserve = valley floor
1968: The Napa Valley Ag Preserve – First time any land in the U.S. set aside specifically for agriculture.
With an AP

Napa Valley, 2005

Without an AP

Santa Clara Valley, 2005
Napa Valley Visitor Profile Study – 2018

Napa Valley’s wine (47.6%) and scenic beauty (31.1%) were the area’s most liked aspects during 2018.

**Chart 18: Most-Liked Aspects of the Napa Valley**

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wine</td>
<td>47.6%</td>
</tr>
<tr>
<td>Scenery</td>
<td>31.1%</td>
</tr>
<tr>
<td>Atmosphere</td>
<td>16.0%</td>
</tr>
<tr>
<td>Weather</td>
<td>12.4%</td>
</tr>
<tr>
<td>Food/Cuisine</td>
<td>7.6%</td>
</tr>
<tr>
<td>Customer service/ Friendly</td>
<td>3.1%</td>
</tr>
<tr>
<td>Unsure</td>
<td>2.8%</td>
</tr>
<tr>
<td>Convenient/ Close</td>
<td>1.3%</td>
</tr>
<tr>
<td>Hotel</td>
<td>0.8%</td>
</tr>
<tr>
<td>Shopping</td>
<td>0.3%</td>
</tr>
</tbody>
</table>

**Detail by Type of Visitor**

<table>
<thead>
<tr>
<th>Type of Visitor</th>
<th>Wine</th>
<th>Scenery</th>
<th>Atmosphere</th>
<th>Weather</th>
<th>Food/Cuisine</th>
<th>Customer service/ Friendly</th>
<th>Unsure</th>
<th>Convenient/ Close</th>
<th>Hotel</th>
<th>Shopping</th>
<th>Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lodging Guest</td>
<td>49.0%</td>
<td>26.5%</td>
<td>13.5%</td>
<td>15.0%</td>
<td>10.2%</td>
<td>3.8%</td>
<td>3.3%</td>
<td>1.4%</td>
<td>2.3%</td>
<td>0.0%</td>
<td>536</td>
</tr>
<tr>
<td>Home Share Rental</td>
<td>49.1%</td>
<td>45.8%</td>
<td>8.2%</td>
<td>24.7%</td>
<td>6.6%</td>
<td>6.6%</td>
<td>1.6%</td>
<td>0.0%</td>
<td>1.6%</td>
<td>0.0%</td>
<td>42</td>
</tr>
<tr>
<td>VFR</td>
<td>31.9%</td>
<td>17.6%</td>
<td>16.8%</td>
<td>20.8%</td>
<td>6.4%</td>
<td>3.2%</td>
<td>2.3%</td>
<td>1.6%</td>
<td>2.3%</td>
<td>0.0%</td>
<td>83</td>
</tr>
<tr>
<td>Day-Trip</td>
<td>47.9%</td>
<td>33.6%</td>
<td>17.3%</td>
<td>10.2%</td>
<td>6.6%</td>
<td>2.7%</td>
<td>2.7%</td>
<td>1.3%</td>
<td>0.1%</td>
<td>0.5%</td>
<td>1204</td>
</tr>
</tbody>
</table>

Question: Which aspects of the Napa Valley do you like best? (VERBATIM RESPONSE)
Base: All respondents. 1895 responses.
Where to build HOMES

California doesn't build like it used to

How much we need to build to meet demand

New Housing Permits

- 350,000
- 300,000
- 250,000
- 200,000
- 150,000
- 100,000
- 50,000
- 0


- Single Family
- Multifamily

Source: California Department of Housing and Community Development; CIRB, Public Policy Institute of California
What are Zoning Regulations?

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- Restrictions on accessory buildings, building setbacks from the streets and other boundaries
- Size and height of buildings
- Number of rooms

agricultural
What is “RHNA”? 

A state-mandated process to determine how many housing units of ALL types each community must plan and zone for in its General Plan Housing Elements.
The RHNA Process

Future Housing Determined
The State, with input from regional agencies, determines the amount of future housing needed for all income groups in the entire region.

Household Growth, Moves and Size
Need is based primarily on natural increase (births-deaths, migration and household formation rates).

Jurisdictions Receive Allocation
Regions then must develop an equitable method that meets specific state requirements -- and allocate the housing need to each jurisdiction within the region.
ABAG
Overview
Map
Factors

The RHNA process must also consider various factors.
What are the Factors?

Opportunities and constraints to housing

Federal and State – protected open space

Policies to protect prime agricultural land

Market demand for housing

High cost housing burdens for service workers and others

Housing needs of farmworkers

Jobs growth

Household growth

Agreements to direct growth to cities

Infill locations near services, jobs, transit

Loss of assisted housing

Schools as a measure of quality

Community character

Past performance in constructing housing to meet needs

You will give feedback on the importance of these various factors later tonight
Measures J & P

• 1990: J
• 2008: P
• AR and AWOS changes require popular vote through 2058