

GENERAL PLAN CHANGES: ECONOMIC SUSTAINABILITY ELEMENT

INTRODUCTION:

P. 2 St. Helena has historically exhibited slow population, household, and housing growth. In recent years, employment growth, while modest, has outpaced housing growth. This has led to an increasing shortfall in the number of homes available locally relative to the supply of local jobs.

The City functions as an employment center for the region, with nearly two jobs per employed City resident. Furthermore, in 2000 nearly 80 percent of St. Helena workers commuted into the City for work but lived elsewhere, and this pattern is expected to continue. More recently, a 2008 Napa County Transportation and Planning Agency (NCTPA) study included a similar analysis of commute data for the City of St. Helena and surrounding unincorporated areas. Findings from this study demonstrate that, even when expanding the study area beyond City limits, approximately 60 percent of employee commutes originated elsewhere in Napa County and the surrounding region. *Self & No fact -- devalues the need for affordable housing for commuters.*

Housing affordability is a key an important issue in St. Helena. The minimum income required to afford to purchase a single family home in St. Helena is well over three times the City's median household income. Workforce housing availability may be a key constraint to further local economic development and therefore short and long term economic sustainability. *Self & No fact -- devalues the need for affordable housing for commuters.*

P. 4 Section 3.3 Key Findings:

- The lack of workforce housing greatly impacts the economic sustainability of St. Helena businesses. In the past, local business owners have found it difficult to fill open positions. This difficulty has negatively impacted their business operations. Increasing the supply of affordable workforce housing is critical to maintaining St. Helena's quality of life and long-term economic sustainability. *Self & No fact -- devalues the need for affordable housing for commuters.***
- St. Helena's identity as a historic, small city with a strong agricultural heritage is a unique economic development resource that local policies and regulations should protect and enhance. City policies should encourage promotion of St. Helena's authentic small-town character in order to enhance economic opportunities for local businesses. *Why deleted???***

POLICY

ES1.4 Encourage the creation of workforce housing to reduce the negative impacts of the City's jobs-housing imbalance and support the local employment base in keeping with small town smart growth. (Also see the Housing Element, Topic Area 1) *Self & No fact -- devalues the need for affordable housing for commuters.*

IMPLEMENTING ACTION

ES1.BContinue to discourage businesses whose consumer base requires a population larger than St. Helena and its vicinity. For the purposes of the General Plan, "vicinity" is defined as the surrounding towns and unincorporated areas for which St. Helena has historically provided goods and services, including Calistoga, Angwin, Deer Park, Rutherford and the unincorporated area south of St. Helena. *No Pro -- it is historical and current fact that St. Helena serves the needs of surrounding areas. It is known as the sphere of influence and is counted by most local businesses in their income.*

IMPLEMENTING ACTIONS

ES2.A Continue to prohibit formula restaurants, outlet and chain discount stores and time-share lodging projects as defined in the St. Helena Municipal Code (Section 17.48.060). Update the Municipal Code to

define and prohibit restaurants that solely provide take-out service. (Note: completed in 2012.) (excluding Fractional Ownership Lodging). Consider destination membership clubs and other potential future lodging that contribute to the Transient Occupancy Tax (TOT) revenue stream.

ES2.B Remove the cap on the number of hotel and motel rooms. *Self -- This is a reflection of the belief that tourism is favored over local interests.*

POLICIES

ES3.4 Support regulations that address the goals of the General Plan and positively impact the viability of local businesses and the community's financial health. *Self -- This one is a mystery as to why it was deleted.*

ES3.5 Support cultural diversity through economic sustainability initiatives. *Self -- racial discrimination.*

IMPLEMENTING ACTIONS

ES3.B Develop a revised design review and/or form-based code process for commercial and industrial uses that **establishes establish objective design guidelines and restrictions. **including guidelines and restrictions for landscaping and water use. Guidelines for non-residential water use should be commensurate with water conservation measures imposed on residential development.** *Self -- Reflects the belief that business interests should have more value than residential interests in the distribution of resources.***

ES3.C Consider leveraging City resources as feasible to enhance the City's economic sustainability, including the sale or long-term lease of the City Hall site and a private-public partnership for development of the City-owned property on Adams Street. *Self -- Reflects the belief that they personally can buy and sell City property without community input. The recent attempt to do this was opposed by the community.*