

The 2010 General Plan pages you see in this file have not been included in the document being considered for adoption by the City Council. It is unknown if they have been permanently deleted. However, since they lay out the premise and rationale for the statements in each Element of the 2010 Plan, they may be being deleted since the new changes would then make them inconsistent with the changes. It is law that a GP must be consistent throughout.
DELETED: PAGE 1-10 OF ORIGINAL

St. Helena in the Year 2030...

As we walk through the streets of St. Helena on a sunny spring day, it is hard not to look back on the changes that have occurred in the City over the past 20 years and feel happy and content.

St. Helena is still the same rural community it was back then, but with an even stronger **sense of pedestrian and human scale**. More people are walking and riding their bikes to get around town, with an improved pedestrian and bicycle network and safer routes for our children. New parks, greenways and walking trails provide greater **access to recreation, open spaces and our surrounding nature**, while all previously existing parks are now maintained to a level that reflects the character of St. Helena. Traffic has improved somewhat now that more of us who work in the City actually can afford to live here. Some limited roadway extensions have been made to **improve local auto circulation**, but only after efforts have been made to accommodate traffic on the existing street network.

We have built new homes here in town, most of them as affordable units on individual infill sites, in clustered or attached housing, and as secondary units within the existing urban limit line. These **new homes have really fit into the existing neighborhoods** thanks to application of our new, creative design review standards for housing.

In the face of water shortfalls that still occur during dry years we have managed to achieve this modest but critical growth through more careful use of water in our homes and businesses, as well as requiring that new residential and commercial projects be built using state-of-the-art water efficiency design features and systems. Non-residential and residential water reduction projects, proactive community education, and a more realistic water rate structure have allowed St. Helena to move from having the highest per resident water use among Napa County cities to being one of the lowest users.

Our economy is strong, based primarily on St. Helena's traditional role as a service center to the wine industry. The tourist industry has been strengthened by the addition of new hotel rooms and restaurants that cater to locals as well as visitors that are attracted to our **wineries, historic downtown, beautiful parks, and many festivals and activities**.

All in all, the physical character of St. Helena in 2030 has not changed very much from the City that existed in 2010. However, our town has improved as a **truly livable community** by placing a greater focus on the environment, emphasizing water conservation, fostering the reduced use of automobiles, and adding more affordable housing for its residents.

The statement on the previous page narratively describes the desired vision for St. Helena in the year 2030. The following points support this vision and provide guiding principles for fostering a physically, socially, economically and environmentally sustainable community.

CONCEPTS, TRENDS AND IDEAS

Community Engagement and Plan Development

General Plan Update Steering Committee (GPUSC)

The General Plan Update Steering Committee (GPUSC) played an invaluable role in ensuring that the updated General Plan reflects the community's desires and is responsive to the needs of its residents. Composed of City residents and appointed and elected officials, and supported by key City staff, the GPUSC began meeting in March 2007 to inform the update of the General Plan. Regular GPUSC meetings took place almost monthly throughout the Plan development process.



Community Workshops

The City hosted a number of community workshops to provide the opportunity for community members to share ideas, voice concerns and give feedback on Plan goals, policies and objectives. The vision statement, which serves as the foundation for General Plan goals, policies and implementing actions, was developed by the community during Phase I of the update process. Additional workshops in 2009 and 2010 focused on the development of land use, community design and transportation concepts for the Plan and review of draft Plan components.



Telephone Survey

Between June 25 and July 6, 2007, General Plan consultants conducted telephone interviews with 330 heads of households in St. Helena.

Community engagement sessions included the General Plan Update Steering Committee and several community workshops.



The General Plan Website provides a gateway for information, downloads and commenting for the General Plan.

Households were contacted via random-digit-dialing based upon St. Helena’s zip code, and potential respondents were screened to ensure that they were full-time residents of the City. The primary concern noted by respondents was to ensure that the City of St. Helena continues to support and address the needs of its residents. In addition, most respondents noted that they would also like St. Helena to maintain its small, rural character. (Note: this statement was moved to Section 1.4 Overall Vision, P 1-9.)

General Plan Website

The St. Helena General Plan 2030 website (www.sthelenas2030.com) established an important online presence for the General Plan Update, serving as the portal for community and General Plan Update team members to access project-related information and materials. Individuals frequently used the online comment feature to submit their ideas, questions and concerns to the project team.

E-Newsletters

The City published a series of e-Newsletters to share information with the public about the update process and upcoming opportunities to participate in development of the Plan. E-Newsletters also helped keep the community informed of the Adams Street Property Visioning Project and development of the Housing Element, two separate but parallel processes. E-Newsletters were distributed to residents via hardcopy and email and were available online at the General Plan website.

3 economic sustainability

CONCEPTS, TRENDS AND IDEAS

Sustainable Economic Development

Smaller cities, like St. Helena, often employ local economic development (LED) strategies to increase their economic capacity and prosperity. LED approaches reach beyond traditional business attraction and retention and growth models to include longer-term enhancements to the local economy and prosperity into the future. Typical measures can include strategies to minimize retail leakage, support local artisans and small business owners, and enhance workforce development programs in key sectors of the local economy. In addition, LED models emphasize strengthening ties between the private, public and non-profit sectors to ensure a collaborative approach to creating better conditions for economic growth and investment.

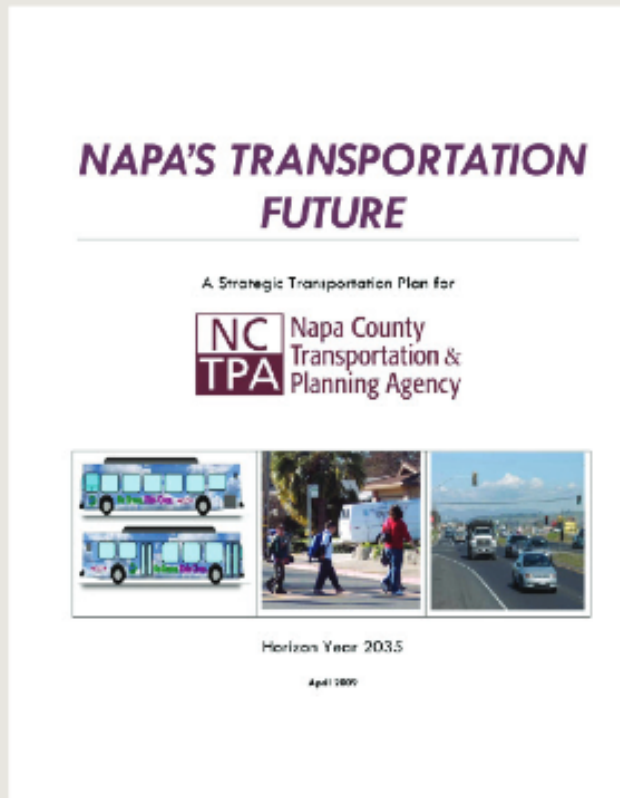
A sustainable economic development strategy builds upon traditional and LED economic models to include long-term enhancements to local quality of life measures and the environment. In this way, economic sustainability extends the scope of economic growth models beyond the goal of achieving annual fiscal gains. Implementation approaches and measures vary according to the needs of the local economy, but may incorporate additional emphasis on local arts and cultural expression, educational improvement, public health and environmental sustainability.



Local economic development (LED) strategies include supporting local businesses and niche markets, such as culinary businesses and wineries.

CONCEPTS, TRENDS AND IDEAS

Regional Coordination



Napa's Transportation Future outlines a comprehensive vision for the County's transportation system in 2035.

The Napa County Transportation and Planning Agency (NCTPA) is a key partner and resource in regional transportation planning, programming and funding administration for Napa County. The NCTPA is a Joint Powers Agency (JPA) comprised of the City of Calistoga, City of St. Helena, Town of Yountville, City of Napa, City of American Canyon and Napa County. NCTPA's Board of Directors includes the mayors and one councilmember of each of the jurisdictions in the County, and the Chairman of the Board and one Supervisor of Napa County. The NCTPA operates the countywide transportation program, including countywide transit service, paratransit, community shuttles and the St. Helena Vine.

In 2009, the NCTPA issued Napa's Transportation Future, a report that identifies the transportation issues facing Napa County and outlines a comprehensive vision for the County's transportation system in 2035. This report includes a series of goals designed to attain this vision, and addresses how strategic transportation planning may enable the County to resolve key issues that might arise in the future due to projected population and employment growth. The Circulation Element includes a number of policies and implementation actions that support NCTPA recommendations, such as transportation demand management.

CONCEPTS, TRENDS AND IDEAS

Adams Street Property Visioning Project



TOP The site plan for the Adams Street Property includes key community objectives identified during the vision and land use alternatives processes.

BOTTOM The Adams Street property was identified as a good location for a farmer's market.

In conjunction with the City of St. Helena's General Plan Update planning process, the City initiated the Adams Street Property Visioning project in October of 2008. The process included several stakeholder interview sessions, consultation with the General Plan Update Steering Committee, and two community workshops. The Adams Street property is a catalytic site with the potential to meet a range of the community's needs, including open space, housing and retail.

Building on the community vision and informed by economic feasibility analysis, the Adams Street project provides overall vision and specific design direction, establishing a framework for guiding future public and private developments on the site, as well as public improvements, such as community open spaces and streetscape enhancements.

Design characteristics outlined in the project exemplify many of the Community Design Element's policies and implementing actions, including new community gathering spaces, preserving important views, green buildings and infrastructure, and an emphasis on bicycle and pedestrian connections.

Detailed site master planning will occur when a specific development proposal comes forth for the Adams Street property.

10 climate change

CONCEPTS, TRENDS AND IDEAS

Planning Regionally as a Solution to Climate Change

The single-largest source of greenhouse gases in California is emissions from passenger vehicles. This means that in order to reduce greenhouse gas emissions and reduce our contribution to climate change, California must revisit existing policies and the way communities are designed in order to reduce the number of vehicle miles traveled by the State's residents, therefore reducing vehicle emissions.

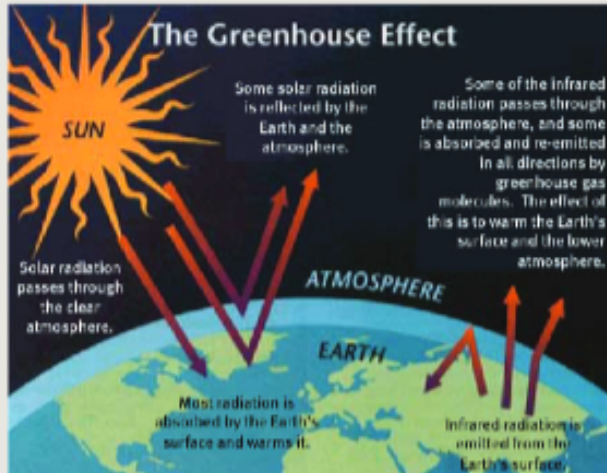
In 2006, the Governor signed The Global Warming Solutions Act into law to do just that. Often referred to as Assembly Bill 32 (AB 32), the Global Warming Solutions Act requires the State of California to reduce greenhouse gas emissions (GHG) to 1990 levels no later than 2020. SB 375 takes AB 32 to the next step by requiring California's regional land use and transportation authorities to work with local agencies to achieve more compact growth patterns, thereby reducing the quantity of greenhouse gases emitted by passenger vehicles.

SB 375 has five key features:

1. It mandates that regional planning agencies establish regional targets for reducing greenhouse gas emissions tied to land use, and therefore driving patterns.
2. It requires that regional planning agencies create a plan to meet those targets.



Although many Californians can picture the long-term dire consequences of climate change, there are also many near-term dangers to the state's wetlands as changing weather patterns affect wildlife habitats and life cycles.



The greenhouse effect has been studied for many years, but California is the first state in the nation to take specific action to combat the effects of greenhouse gas emissions.

3. SB 375 requires that regional transportation funding decisions be consistent with this new plan.

4. It integrates regional transportation planning and housing allocation efforts for the first time.

5. It establishes new California Environmental Quality Act (CEQA) exemptions and streamlining for development projects that conform to the new regional plans.

The Sustainable Communities Strategy

SB 375 requires the California Air Resources Board (CARB) to establish GHG emission reduction targets related to transportation for each Metropolitan Transportation Organization (MTC) region by September 30, 2010. The Metropolitan Transportation Commission (MTC) is the designated MPO for Napa County and the greater Bay Area region.

Under SB 375, each MPO must then add a new element to its long-range Regional Transportation Plan (RTP) called a "Sustainable Communities Strategy," or SCS. The SCS seeks to achieve the targeted reductions in greenhouse gas emissions if there is a feasible way to do so, planning for compact growth and matching transportation improvements.