City of St. Helena
Special City Council Meeting
Wednesday, February 6, 2019 @ 2:00 PM
St. Helena Fire Department, 1480 Main, St. Helena

(Entrance is on Railroad Avenue)

PLEASE NOTE: Any person who wishes to speak regarding an item on the agenda or make a comment under the "public comment" portion of the agenda may do so, but please observe the time limit of four minutes.

[Council Update Feb 2019]

6. ADJOURNMENT

The next Regular City Council meeting is scheduled for February 12, 2019, at 6:00 p.m. in the Vintage Hall Board Room located at 465 Main Street.

This agenda was posted at City Hall, 1480 Main Street, St. Helena, California on February 4, 2019.

Cindy Tzafopoulos

Cindy Tzafopoulos, City Clerk

In Compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the City Clerk's Office (707) 967-2792. Notification 72 hours prior to the meeting as required by Section 202 of the Americans with Disabilities Act will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

City of St. Helena
Hotel Market Analysis

February 6, 2019

Prepared By:
Kosmont Companies

Overview

- Kosmont has prepared this hotel market study to assist the City of St Helena in evaluating the potential for new hotel development and examined broad Napa Valley tourism and hotel data, but focused on a luxury hotel competitive set within a 10-mile radius reaching north to Calistoga and south to Yountville.

- St. Helena is a relatively small hotel market area with less than 400 mid to upscale rooms in the immediate trade area defined by STR. Properties range in size from 12 rooms at Wydown to 99 rooms at Meadowood Resort. Most hotel properties are located outside city limits.

- In 2016, the City received several proposals for a luxury hotel on the City owned Adams Street property. Community wanted a more balanced development. The developers were willing to pay $4 million per acre for the land and expected to generate $2 million per year in new hotel TOT revenue.

- Recognizing the significant financial contribution hotel guests bring to City businesses and to the City General Fund and impact on the community, Kosmont assessed hotel demand for two City owned properties: Railroad Ave site and a balanced use on Adams St. site as well as determine potential for expanding room count at existing hotel facilities.

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Napa Valley Tourism

Tourism Marketing Organization (TMO) Visit Napa Valley publishes a bi-annual tourism study based on over 1,000 comprehensive visitor surveys. Key findings from 2016 survey include:

- Of the 3 million annual visitors to Napa Valley, approximately 30% stayed in hotels, motels or B&B's. Average length of stay was 3.0 days
- 20% of visitors are international, another 20% from outside California
- Average daily hotel rate paid was $265 in 2016 *(~50% increase over 2008*)
- Average household income of hotel guests was $192,000
- 60% of visitors were married and 40% singles – avg. spend of $548 per day
- Top activities of hotel guests were restaurant dining (65%), visit wineries (55%) and shopping (39%)
- 50% of all people visited St. Helena in 2016 (compared to 67% in Napa and 30% in Calistoga and 32% in Yountville) *Expect changes in 2018 survey*

Napa Valley Hotel Trends

To assist the City of St. Helena in evaluating the potential for new luxury hotels in town, as recommended in the Downtown Strategy, Kosmont examined Napa Valley and St. Helena area hotel data for the past decade.

City of Napa commissioned a Cushman Wakefield ("C&W") study in April 2018 to examine the Napa Valley lodging market:

- Napa Valley has approximately 4,350 hotel rooms reported to industry data source Smith Travel Research (STR) – a 30% increase since 2007. 60% of rooms are in City of Napa
- There are an additional 675 rooms in B&B's and small inns for a total of 5,074 guest rooms in the County
- Luxury hotels account for about 19% (980) of the total supply
- C&W forecasts a 60% growth in luxury hotel room Countywide supply based on currently approved projects

Napa Valley Hotel Trends

Kosmont examined STR monthly upscale and luxury hotel market data for Yountville, Calistoga and St Helena since 2012.

In 2017, STR surveyed hotels added 123 new rooms; Las Alcobas (68) in St. Helena and UpValley Inn (55) in Calistoga for a grand total of 1,126 rooms. (Many hotels are not included in STR data).

Demand rose following opening of the new hotels. However, the 2017 Santa Rosa fire had a significant impact on hotel occupancy throughout the valley causing occupancy rates to drop by 40% in October and 20% in November.

Hotel demand is cyclical by day of week:

- Sun – Wed avg. occupancy is low at 45% to 55%
- Thurs – Sat avg. occupancy is sound at 60% to 75%

Las Alcobas Luxury Collection (top), UpValley Inn (bottom)

Napa Valley Hotel Trends

Hotel demand is cyclical by season:

- Winter (Dec – Feb) avg. occupancy is low at 45% to 53%
- Spring (March - May) avg. occupancy is sound at 60% to 72%
- Summer/Fall (June – Oct) avg. occupancy is strong at 72% to 84%

Room rates also vary significantly by season:

- Winter rates are 30-35% below annual average
- Fall sees highest rates 25-30% above annual average

Wine Country Inn (top and bottom)

St. Helena Hotels

Major hotel properties in St. Helena trade area surveyed by STR include:

- Wine Country Inn (29 rooms) – outside City limits
- Harvest Inn (78)
- Auberge du Soleil (50) - outside City limits
- Meadowood Resort (99) – outside City limits
- Las Alcobas Luxury Collection - opened March 2017 (68)

Avg. Daily Rates (ADR) range from $475 per night in Jan. to $900 in Sept/Oct. Meadowood rates for Oct. were posted at $1,100.

Avg. occupancy of 58% is well below similar hotels in Yountville and Calistoga market areas.

Note: St Helena also has more moderately priced hotel facilities, which are not included in the STR data set:

- Wydown Hotel
- Southbridge Napa Valley

Harvest Inn (top); Auberge du Soleil (middle); Meadowood Resort (bottom)

Source: STR

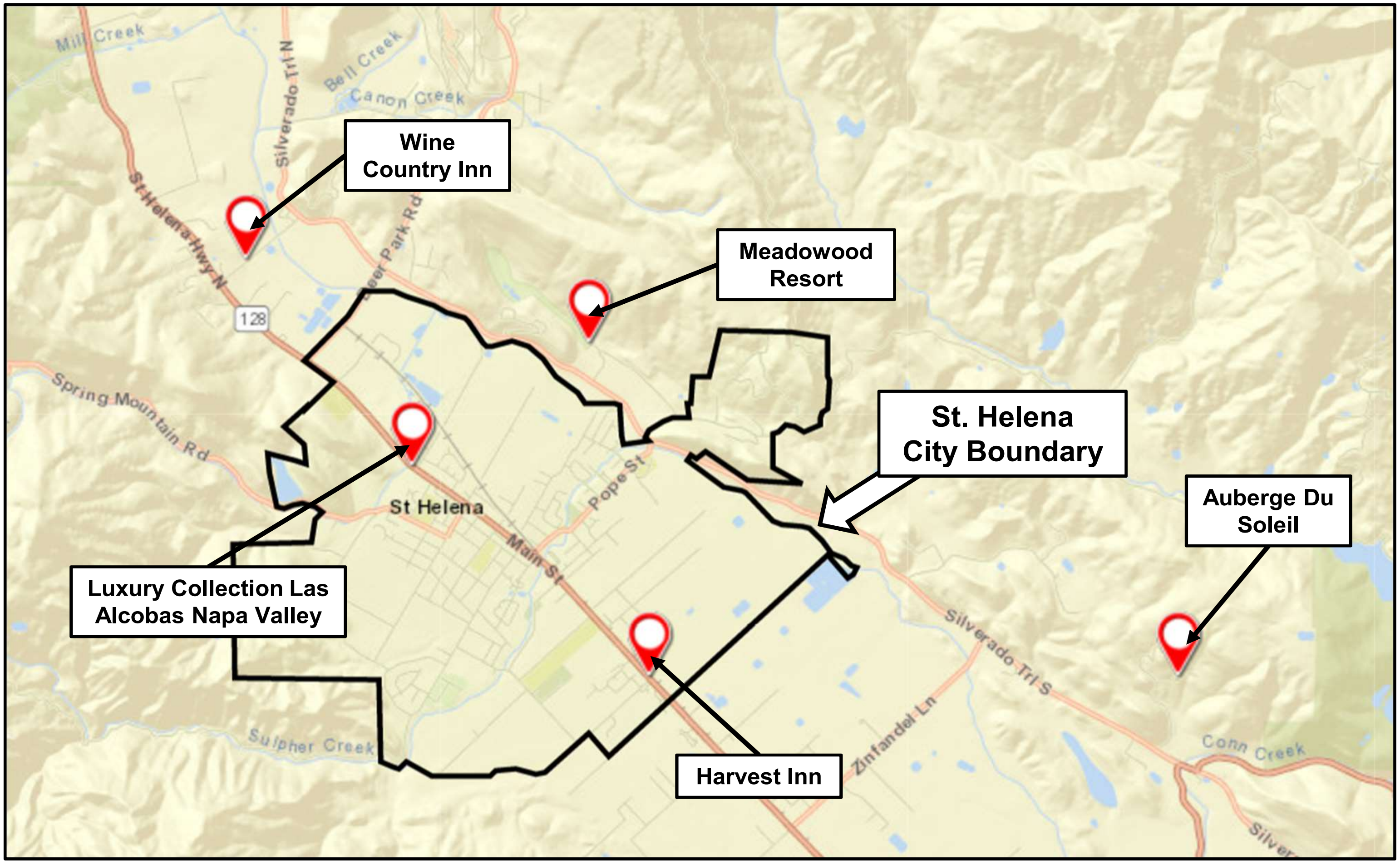
St. Helena Hotels

Views of Farmstead at Long Ranch

There are two other hotel projects proposed in St. Helena along Highway 29

- Vineland Station was approved in Nov. 2011 for 60-room fractional ownership hotel. 50-seat restaurant and wine tasting rooms. Development agreement expires in Nov. 2021
- Farmstead at Long Ranch (PL17-006 submitted Jan. 2017) proposed for 65 rooms and a spa (adjacent to existing restaurant)

STR Market Area Hotel Map



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St. Helena Observations

Our observations:

- St. Helena has major attractions for overnight guests visiting wine country (Culinary Institute, Beringer Winery and an historic downtown)
- Despite being internationally known and centrally located in Napa Valley, St. Helena area has less than 10% of the hotel inventory for the County, and average occupancy rates that are well below other areas. There are only two major hotels within City limits
- With a pro-business attitude, St. Helena can capture a greater share of Napa Valley demand (and tax revenues) with high quality facilities, in conjunction with a vibrant commercial and dining district and a tourism friendly atmosphere
- Hotel demand in St. Helena (and Napa Valley) was significantly impacted by October 2017 Santa Rosa fire. The March 2017 opening of the Las Alcobas hotel also contributed to a reduction in occupancy rates – resulting in 58% avg. occupancy for last 12 months
- ADR for 12 months held steady at nearly $700 per night (see Appendix for detailed data)

Yountville Hotels

Major independent hotel properties surveyed by STR include:

- Napa Valley Lodge (55 rooms)
- North Block Hotel (20)
- Vintage Inn (80)
- Bardessono (62)
- Villagio Inn & Spa (112)
- Hotel Yountville (80)

ADR is approx. $530 per night and has increased by 50% since 2012

Avg. occupancy is 75% and steady since 2012

***Hotel Yountville reportedly sold for $96 million in 2017, ~$1.2 million per room based on reported 87% occupancy and $535 ADR*

Exterior of Napa Valley Lodge (top); Exterior of Bardessono (bottom)

Source: STR

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Calistoga Hotels

Major hotel properties in Calistoga surveyed include:

- Indian Springs Resort (115 rooms)
- Calistoga Motor Lodge (50)
- Calistoga Ranch Resort (50)
- Solage Calistoga (59)
- Ascend Collection UpValley Inn (55)

ADR is approx. $470 per night and is lowest in the Valley

Average occupancy has been near 70%, but there has been significant increase in 2018

Calistoga is also home to many lower cost lodging facilities

Indian Springs Resort (top); Room at the Calistoga Ranch Resort (bottom)

Source: STR

Calistoga Hotels

Calistoga has seen significant developer interest for new hotels and resorts:

- In 2015, the 88-acre Calistoga Hills Resort site, entitled for a 110-room luxury hotel and 33 residences near Diamond Mountain Winery sold for a reported $90 million. Construction has been delayed due to environmental opposition
- A new 85-room luxury Four Seasons Resort and Residences is under construction, with expected opening in mid 2019. In addition to the hotel, 15 of the 20 residences have pre-sold for $4-5 million each.
- In May 2018, John Merchant submitted plans for a 170-room Veranda hotel on a 10-acre site next to Calistoga Depot

Four Seasons Resort and Residences (top); Artist rendering of Veranda Hotel (bottom)

Sources: https://www.northbaybusinessjournal.com/northbay/napacounty/7338598-181/napa-resort-owners-plan-new?artslide=0; https://www.fourseasons.com/napavalley/

Findings / Recommended Next Steps

Summary Findings

- Adams St. site is well located amidst vineyards and has excellent mountain views.
- Using a balanced planning approach, the City could utilize a little more than one half of the site to accommodate up to a 70-room five-star hotel and supporting facilities, leaving room for community facilities and open space.
- Railroad Ave. site is more suited to accommodate a 50-60 room 3-4 star hotel, especially in conjunction with a new Wine Train station
- However, there is significant hotel competition throughout Napa Valley with new Four Seasons under construction in Calistoga and many other hotels planned in the Calistoga and Napa area
- St. Helena has already approved plans in 2011 for 60-room hotel/timeshare near Tre Posti, with another 65-room lodging facility in planning – Farmstead at Long Ranch

Summary Findings

- Hotel demand was significantly impacted by Santa Rosa fire. The new Las Alcobas hotel contributed to lowering of occupancy rates. Adjusting Oct/Nov for Santa Rosa fire would yield a 63% overall rate
- To justify new hotel development, occupancy rates of 70% are typically required, but with St Helena's extraordinary high room rates, 65% is more likely. Also typical fair share demand analysis can be misleading, as high quality resorts can create demand by drawing people away from other submarkets (e.g., planned Calistoga Four Seasons)
- Further complicating new development are rising interest rates and high cost of construction from material and skilled labor shortages
- With demand historically growing at a 3.5% annual rate, Kosmont conservatively estimates support for 50 new rooms within five years and approximately 120 new rooms by 2029

Hotel Feasibility & Fiscal Benefits

- Kosmont has prepared very preliminary concepts and financial summaries for new hotel development on Adams St. and Railroad Ave. sites owned by the City. See discussion of key assumptions for both pro formas on the following pages.
- With a balanced mix of uses on Adams St. site, Kosmont assumed much smaller 70-room development, than the 110-room five star resort proposed by HRV Partners in 2016, estimating an average of 1,000 SF per room, including all support facilities
- The pro forma indicates that at 65% occupancy, such a hotel is feasible and would be worth up to approx. $100 million in project value. It could generate an estimated $2.5 million per year in hotel TOT, retail sales and property taxes (before adjustment for cannibalization)
- For Railroad Ave. site, Kosmont estimated a 50-room full service hotel worth approx. $30 million in project value, which could be built and feasible at 70% occupancy. It could generate close to $1 million per year in hotel TOT, retail sales and property taxes (before adjustment for cannibalization)

Adams St. Hotel Pro Forma Illustration

- To demonstrate the impact of small changes in room rates and occupancy rates on the feasibility of a new resort hotel on Adams St., Kosmont has prepared a sample pro forma to illustrate the estimated net operating income, stabilized project value and likely developer profit/land value of a 70-room five star facility (see Exhibit 1 on following page)
- The illustrative pro forma assumes $700 psf hard costs, plus parking structure and additional allowance for soft costs and FF&E for a total of $72 million, excluding land
- At an average ADR of $1,000 per night and average occupancy of 65% - the pro forma shows a stabilized value of $97 million – yielding $26 million for land and profit
- If ADR drops to $950 and occupancy drops to 63% the value declines to $85 million and yields only $13 million for land and profit
- At ADR of $900 and occupancy of 61%, the value declines to $72 million and yields $600,000 land value and zero profit to developer

Adams St. Hotel Pro Forma Illustration

	EXHIBIT 1		
	ST HELENA ADAMS ST HOTEL PRO FORMA FEASIBILITY ILLUSTRATION		
	Alt 1	**Alt 2**	**Alt 3**
Rooms	70	70	70
Gross SF/Room	1,000	1,000	1,000
Hard Cost per SF	$700	$700	$700
Parking spaces	70	70	70
Cost per Space	$35,000	$35,000	$35,000
Site Costs $1 mil / acre	$3,000,000	$3,000,000	$3,000,000
FF&E and Other per room	75,000	75,000	75,000
Soft cost (% of hard)	20%	20%	20%
Total Cost - 2018$	$71,640,000	$71,640,000	$71,640,000
2018 ADR	$1,000	$950	$900
Occupancy rate	65%	63%	61%
Admin & Marketing	17%	17%	17%
F&B Other Revenue @15%	2,491,125	2,293,751	2,104,043
Operating margin	20%	20%	20%
Room opex / Room	$150	$150	$150
Net income	$ 7,785,834	$ 6,764,428	$ 5,785,665
Required yield	8.0%	8.0%	8.0%
Stabilized Value	$ 97,322,922	$ 84,555,347	$ 72,320,810
Profit/Land Value	$ 25,682,922	$ 12,915,347	$ 680,810

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Railroad Ave. Hotel Illustration

- To demonstrate the impact of small changes in room rates and occupancy rates on the feasibility of a new hotel on Railroad Ave., Kosmont has prepared a sample pro forma to illustrate the estimated net operating income, stabilized project value and likely developer profit/land value of a 50-room four star facility (see Exhibit 2 on following page)

- The illustrative pro forma assumes $600 psf hard costs with 500 square foot average per room , plus parking structure and additional allowance for soft costs and FF&E for a total of $22.7 million excluding land

- At an ADR of $500 per night and average occupancy of 70% - the pro forma shows a stabilized value of $34 million – yielding $11 million for land and profit

- If ADR drops to $475 and occupancy drops to 68% the value declines to $29 million and yields only $6 million for land and profit

- At ADR of $450 and occupancy of 66%, the value declines to $24 million and yields less than $1 million land value and profit to developer

Railroad Ave. Hotel Pro Forma

	EXHIBIT 2		
	ST HELENA HOTEL PRO FORMA FEASIBILITY ILLUSTRATION		
	Type 1	**Type 2**	**Type 3**
Rooms	50	50	50
Gross SF/Room	500	500	500
Hard Cost per SF	$600	$600	$600
Parking spaces	60	60	60
Cost per Space	$15,000	$15,000	$15,000
Site Costs $0.5mil / acre	$1,000,000	$1,000,000	$1,000,000
FF&E and Other per room	40,000	40,000	40,000
Soft cost (% of hard)	20%	20%	20%
Total Cost - 2018$	$22,680,000	$22,680,000	$22,680,000
2018 ADR	$500	$475	$450
Occupancy rate	70%	68%	66%
Admin & Marketing	15%	15%	15%
F&B Other Revenue @20%	1,277,500	1,178,950	1,084,050
Operating margin	20%	20%	20%
Room opex / Room	$90	$90	$90
Gross Revenue	$ 7,665,000	$ 7,073,700	$ 6,504,300
Opex	3,814,250	3,646,715	3,485,385
Gross Margin	3,850,750	3,426,985	3,018,915
Less: Fixed costs @5%	1,134,000	1,134,000	1,134,000
Net income	$ 2,716,750	$ 2,292,985	$ 1,884,915
Required yield	8.0%	8.0%	8.0%
Stabilized Value	$ 33,959,375	$ 28,662,313	$ 23,561,438
Profit/Land Value	$ 11,279,375	$ 5,982,313	$ 881,438

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Recommended Next Steps

- Given the new competition coming online and the cost challenges to new development, Kosmont suggests encouraging existing hotels to renovate and expand rooms, which may be beneficial to the City.
- City could also consider a Request for Qualifications/Proposal process to explore potential for attracting high quality developer partners within City limits to meet City financial needs.
- Adams St. site is a prime asset for the City and utilizing half of the site still represents the best opportunity for attracting a five-star resort. The City can evaluate a balanced approach to site development and consider commencing rezoning and master planning efforts accordingly given community needs/input and City's long term future benefit.
- Ongoing revitalization of St. Helena's downtown commercial district will be important to attracting more hotel visitors.
- Economic Development tools, such as Enhanced Infrastructure Financing Districts (EIFDs), can help fund major infrastructure (see following slides for explanation). City will need County participation and/or $300 million plus development value to justify set up costs.

EIFD at a Glance

- Based on existing Infrastructure Financing District (IFD) law
- Enables tax increment financing for local/regional projects (purchase, construction, expansion, improvement, seismic retrofit, rehabilitation)
- District lifespan is 45 years to collect and spend property tax increment
- Any property with useful life of 15+ years & of communitywide significance
- Managed by newly created Public Financing Authority (led by city or county) – board of 5+ members, includes at least 2 public members
- Activities directed by PFA adopted Infrastructure Financing Plan (IFP)
- No public vote required to create District
- 55% landowner or registered voter election needed for tax increment bonds
- No school district increment allowed
- Does not increase property taxes

Types of Projects EIFDs Can Fund

Industrial Structures

Aff. Housing / Mixed Use

Transit Priority / RTP / SCS Projects

Wastewater/Groundwater

Light / High Speed Rail

Civic Infrastructure

Parks & Open Space

Childcare Facilities

Brownfield Remediation

Economic Development Tools for Future Public/Private Projects

Digital Economic Development Digital Community Participation

- OppSites™
- digiConversation®

Existing E.D. Tools

- Kosmont Retail NOW!™
- Land Use / Zoning (Density; Development Opportunity Reserve (D.O.R.)™; Sales Tax Assessment Revenue (STAR*)™

New Sustainability & Housing Districts

- Enhanced Infrastructure Financing Districts (EIFDs)
- Community Revitalization & Inv. Authority (CRIA)
- WHOZ
- Housing Sustainability Districts (HSD)
- Affordable Housing Authorities (AHA)
- NIFTI

And the Newest Federal E.D. Tool… Opportunity Zones

Opportunity Zones

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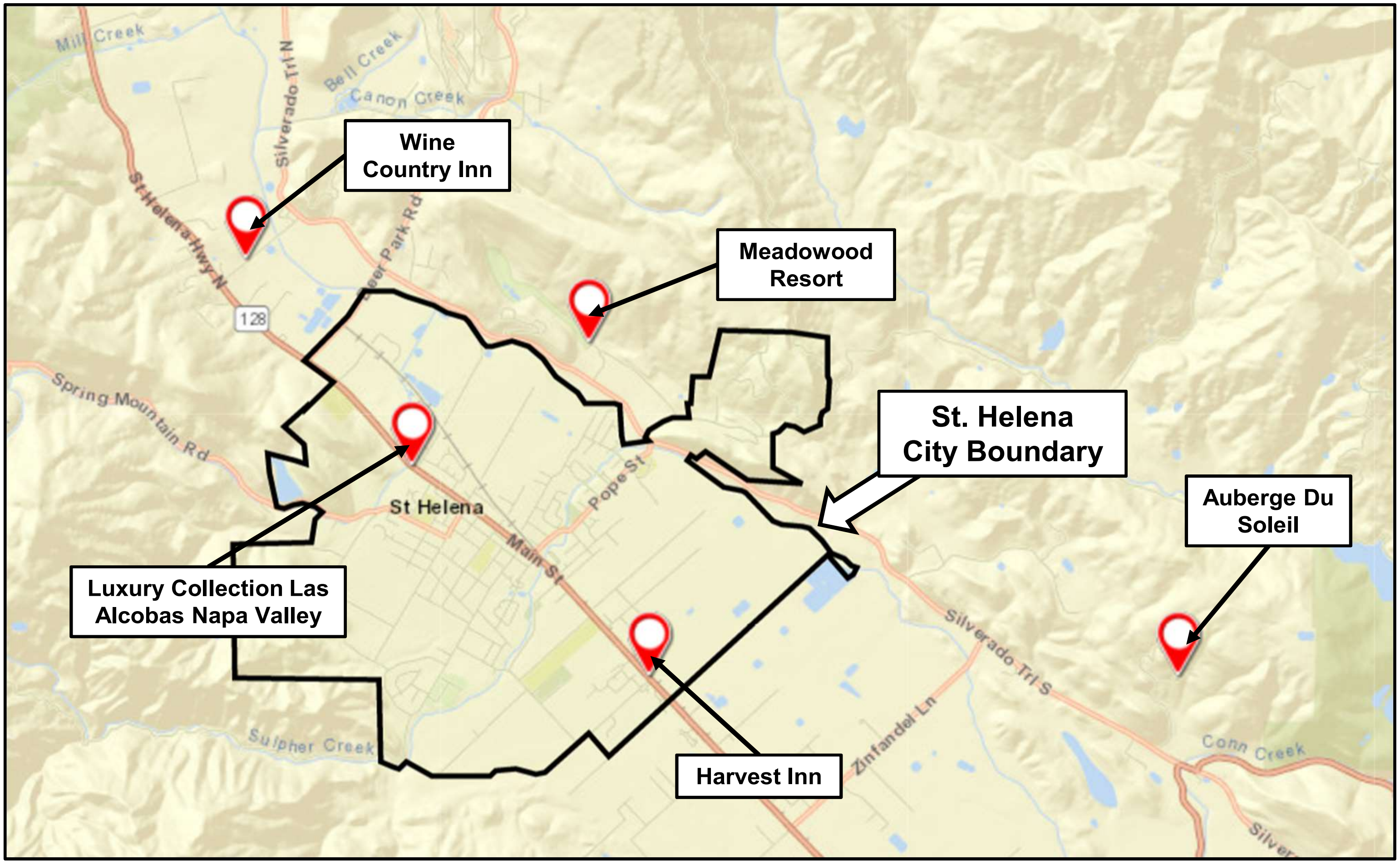
APPENDIX

STR Historic Market Data for

St Helena Hotels

STR Market Area Hotel Map



Market Performance Summary

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12 Months Ending in September	Avg. Occupancy	ADR	Annual Supply of Room Nights	Annual Demand for Room Nights	Change in Occupied Room Nights	RevPAR	Change in RevPAR
2013	64.6%	$607.31	91,980	59,537	-	$408.50	-
2014	63.0%	$641.14	91,980	57,986	(2.6%)	$419.92	2.8%
2015	68.8%	$631.93	92,592	63,759	10.0%	$447.47	6.6%
2016	71.3%	$669.61	93,440	66,719	4.6%	$494.76	10.6%
2017	67.1%	$696.36	107,992	72,961	9.4%	$479.09	(3.2%)
2018 *	57.7%	$687.86	118,260	68,301	(6.4%)	$408.16	(14.8%)
Total Growth 2013-2018 (%)	**(10.6%)**	**13.3%**	**28.6%**	**14.7%**	**-**	**(0.1%)**	**-**

* Significant negative impact from Santa Rosa fire in October 2017

Source: Smith Travel Research (2018)

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Performance by Month and Day of Week

Performance by Month

Month	Avg. Occupancy	ADR	RevPAR
October 2017	41.8%	$816.88	$346.47
November 2017	52.3%	$627.96	$340.60
December 2017	44.3%	$514.23	$233.29
January 2018	39.0%	$476.60	$190.59
February 2018	47.6%	$554.05	$275.65
March 2018	52.5%	$540.10	$288.71
April 2018	64.9%	$625.90	$419.50
May 2018	71.3%	$791.89	$575.97
June 2018	69.7%	$734.34	$523.73
July 2018	72.5%	$733.05	$536.39
August 2018	66.6%	$770.91	$523.37
September 2018	72.0%	$901.43	$664.35
Average	**57.9%**	**$673.94**	**$409.89**

Strong in the spring and summer months, significantly less occupancy in the fall and winter

Performance by Day of Week

Day	Avg. Occupancy	ADR	RevPAR
Sunday	49.5%	$638.65	$327.06
Monday	44.7%	$588.24	$269.21
Tuesday	50.1%	$581.22	$298.04
Wednesday	57.1%	$590.54	$351.03
Thursday	62.9%	$645.81	$422.42
Friday	68.3%	$824.57	$579.50
Saturday	75.4%	$815.46	$628.65
Average	**58.3%**	**$669.21**	**$410.84**

Strong weekend demand, peaking Saturday

Source: Smith Travel Research (2018)

Projection of Supportable New Rooms

St. Helena Supportable New Rooms
Fair Share Capture Methodology

Year	Projected Demand *	Existing Supply of Room Nights	Supportable Room Nights	Supportable # New Rooms
2019	73,000	118,260	112,000	**0**
2024	88,400	118,260	136,000	**50**
2029	102,900	118,260	158,000	**120**

Notes:
- 2019 estimate based on 2017 pre-fire occupancy level
- Based on 3.5% annual increase in room demand, target occupancy of 65%
- Because local supply is less than 10% of Napa Valley hotel rooms, it is possible for St Helena to capture greater number of rooms (as shown by Calistoga new development)

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Questions & Discussion

Thank you

Real Estate
Finance/Economics
Development
Entitlements

Kosmont Companies | Kosmont Realty | Kosmont Transactions Services
1230 Rosecrans Avenue, Suite 630 | Manhattan Beach, CA 90266
(424) 297-1070 | www.kosmont.com | CA Broker #01182660

PLANNING AND COMMUNITY IMPROVEMENT DEPARTMENT UPDATE

DATE: February 6, 2019

TO: City Council and and Interested Citizens

FROM: Noah Housh, Planning and Community Improvement Director

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2040 General Plan Update and EIR are in the Final Stage of the Review Process

The comment period for the St. Helena 2040 General Plan Environmental Impact Report (EIR) ended on January 2, 2019, after a 72-day EIR review and comment period. The City received over 300 comments during the comment period. Planning staff is working with the City's EIR consultant Dyett and Bhatia to prepare responses to each of the comments and will incorporate all of the comments, along with individual responses to each into the draft Final EIR to be presented to the public and Planning Commission on **March 19, 2019.** Please mark your calendars and come out to provide any final input on these documents.

Upon reaching support for the EIR from the Planning Commission (and assuming re-circulation is not required) the 2040 General Plan and supporting EIR will be taken before the City Council for final review, certification of the EIR and adoption of the St. Helena 2040 General Plan. This is likely to be in May or June 2019.

Farmstead Hotel Status Update

Ted Hall, the owner and operator of Farmstead restaurant, is requesting approval of numerous entitlements in order to construct a 65 room, single-story hotel project in 10 new buildings on a approximately 6.1 acres at 1000 Mills Ln, a 10 acre site adjacent Highway 29 and Mills Lane. The site is "split zoned" with the remaining approximately 3.9 acres of the property zoned for agricultural use and proposed to be operated as an organically-certified fruit and vegetable farm supplying restaurants and the farmers' market.

Separate from the hotel applications (but being reviewed concurrently), the applicant is seeking a use permit amendment and design review approval to expand and modify the existing Farmstead restaurant. As proposed, these modifications would include modifications to the offerings on the project site (including events and classes), a butchery and retail meat sales, relocation of the existing baking operation to a commercial kitchen in the Logan-Ives House and expansion of the restaurant storage space.

City staff is currently working with the applicant to finalize details of the project description and complete the technical studies required for staff to complete an adequate CEQA analysis and document. It is anticipated the draft CEQA document will be released for a 30 day public review period once complete.

Hunter Residential Subdivision Status Update

The Hunter Residential Subdivision is an approximately 80 unit residential subdivision proposing to create 51 parcels for single family and multi-family housing on approximately 10 acres. The project site is located at the terminus of Adams Street and Starr Avenue adjacent to the City's flood control project, Hunts Grove Apartments and Vineyard Valley Mobile Home Park. The application, originally filed in 2010, includes the proposed Tentative Map (subdivision) and an Affordability Agreement which states that the project includes forty-percent of the project as affordable housing units.

A Draft EIR was previously completed (in 2013) but was continued prior to action at the request of the applicant to allow further analysis. The previous EIR consultant, Urban Planning Partners resigned prior to completing the EIR, leaving staff to find a new consultant to write a new CEQA document. After a formal application process, environmental consulting firm Dudek was selected to complete a new EIR for the project, which is currently in progress. Although the Dudek EIR contract originally identified completion of the CEQA analysis and EIR in 2018, it has been challenging to get needed information in a timely manner. However, project applicant resubmitted on February 1, 2019, and the review of this re-submitted information is under way.

Design Guidelines

In 2015, the City committed to the adoption of Citywide Design Guidelines with the certification of the 2014-2022 Housing Element. Subsequently, the City Council prioritized completion of the Guidelines with the 2018 Council Goals. The Design Guidelines Work Plan (link below) was approved by the Planning Commission on Dec. 5, 2017, and city staff began the process to draft these documents internally within the Department, partly with the assistance of existing consulting staff.

Community Survey Conducted Summer 2018

Community Workshops Conducted August 29, 2018

Next Steps
-Finalization of Draft Design Guidelines document
-Presentation to the Public and Planning Commission in a Workshop Format

http://www.cityofsthelena.org/planning/page/design-guidelines

On-Going Staffing Challenges and Project Review Time-Lines

With the 2018/19 FY Budget, the City Council approved both additional staffing resources for the Department, and directed changes to the review process to help streamline the review processes for small projects. The process improvements have been made and are being well received in the community, however after three recruitments; staff has struggled to replace part-time consultant staff (Lilly Bianco), who left September, 2018. As a result, planning project review timelines, for projects submitted since October 2018, have slipped slightly.

2018 Planning Department Statistics	
Number of Projects Submitted in 2018 (PL #'s):	81
2018 Projects Approved	50
2017 Projects Approved in 2018	14
Projects Denied	4
Projects Withdrawn	5
2018 Projects Ongoing Review	22
Total Projects Approved in 2018	64
Entitlements:	
Design Reviews	18
Design Review Exemptions	14
Demolitions	3
Use Permits	10
Use Permit Amendments	2
Temporary Use Permits	1
Sign Permits	12
Political Sign Permits	4
Lot Line Adjustments	2
Short-Term Rentals- New	5
Short-Term Rental Renewals	12
Appeals	2
Final Maps	1
Tentative Subdivision Map	1
Zoning Compliance Letter	1
Financial Information:	
Approx. Fees Collected	$281,900.00
Refunds	$17,400
Grand Total Fees Collected	**$264,500.00**

2018 Building Department Statistics	
Inspections Performed	1,382
	278
Total Permits Issued	**443**
Standard Permits Issued	133
Over-The-Counter Permits Issued	175
Rapid Permits Issued	62
Commercial Permits Issued	39
Fire Permits Issued	34
Total Permits Finaled	**349**
Code Enforcement Statistics	
Code Enforcement Cases Opened	26
Code Enforcement Cases Closed	14
Financials	
Commercial Projects Value	**$9,553,804**
Total Building Permit Project Value	**$33,649,011**
Total Building Permits Revenue *	**$1,159,474**
Plan Check/Inspections	$496,703
SMI	$6,028
California Building STD Admin Fee	$1,505
Grading	$26,400
Impact Fees	**$472,330**
Parks	$128,259
Civic	$52,819
Public Safety	$42,066
Sewer	$7,159
Storm Drain	$45,868
Traffic	$95,685
Water	$44,750
Housing	$55,724

**$156,478 Deferred to 2019 for 632 McCorkle per CC R*

PLANNING AND COMMUNITY IMPROVEMENT DEPARTMENT UPDATE

Planning and Community Improvement

February 6, 2019

2040 General Plan Update and EIR

-72-Day Comment Period Ended Jan. 2, 2019
-Over 300 Individual EIR Comments Received
-Final Stage of the Review Process

-**March 19, 2019** PC Review of draft Final EIR and GP

Council Review Anticipated **May 28 or June 11, 2019**

Farmstead Hotel and Restaurant

- 65 room, single-story hotel project in 10 new buildings on a approximately 6.1 acres of a 10 acre site.
- Site is "split zoned" with the remaining approximately 3.9 acres of the property zoned for agricultural use.
- Separate from the hotel applications (reviewed concurrently), the applicant is seeking to modify the existing Farmstead restaurant operations.
- Staff is working with applicant to finalize project description and technical studies to complete CEQA analysis.

Hunter Residential Subdivision

- 80-unit residential subdivision proposing to create 51 parcels for single family and multi-family housing on approximately 10 acres, filed in 2010.
- Includes Affordable Housing Component, Identified as 40%
- Original EIR 2013, New EIR Under Way
- Re-Submittal Received February 1, 2019

Design Guidelines

- Originally Identified in 2015-Housing Element
- Work Plan Adopted December 5, 2017
- Survey Conducted Summer 2018
- Workshops Conducted August 29, 2018
- Next Steps
  - -Finalization of Draft
  - -Presentation of draft Design Guidelines at Workshop with Planning Commission

Staffing and Project Update

2018 Planning Department Statistics	
Number of Projects Submitted in 2018 (PL #'s):	81
2018 Projects Approved	50
2017 Projects Approved in 2018	14
Projects Denied	4
Projects Withdrawn	5
2018 Projects Ongoing Review	22
Total Projects Approved in 2018	64
Entitlements:	
Design Reviews	18
Design Review Exemptions	14
Demolitions	3
Use Permits	10
Use Permit Amendments	2
Temporary Use Permits	1
Sign Permits	12
Political Sign Permits	4
Lot Line Adjustments	2
Short-Term Rentals- New	5
Short-Term Rental Renewals	12
Appeals	2
Final Maps	1
Tentative Subdivision Map	1
Zoning Compliance Letter	1
Financial Information:	
Approx. Fees Collected	$281,900.00
Refunds	$17,400
Grand Total Fees Collected	**$264,500.00**

2018 Building Department Statistics	
Inspections Performed	1,382
	278
Total Permits Issued	**443**
Standard Permits Issued	133
Over-The-Counter Permits Issued	175
Rapid Permits Issued	62
Commercial Permits Issued	39
Fire Permits Issued	34
Total Permits Finaled	**349**
Code Enforcement Statistics	
Code Enforcement Cases Opened	26
Code Enforcement Cases Closed	14
Financials	
Commercial Projects Value	**$9,553,804**
Total Building Permit Project Value	**$33,649,011**
Total Building Permits Revenue *	**$1,159,474**
Plan Check/Inspections	$496,703
SMI	$6,028
California Building STD Admin Fee	$1,505
Grading	$26,400
Impact Fees	**$472,330**
Parks	$128,259
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Questions?