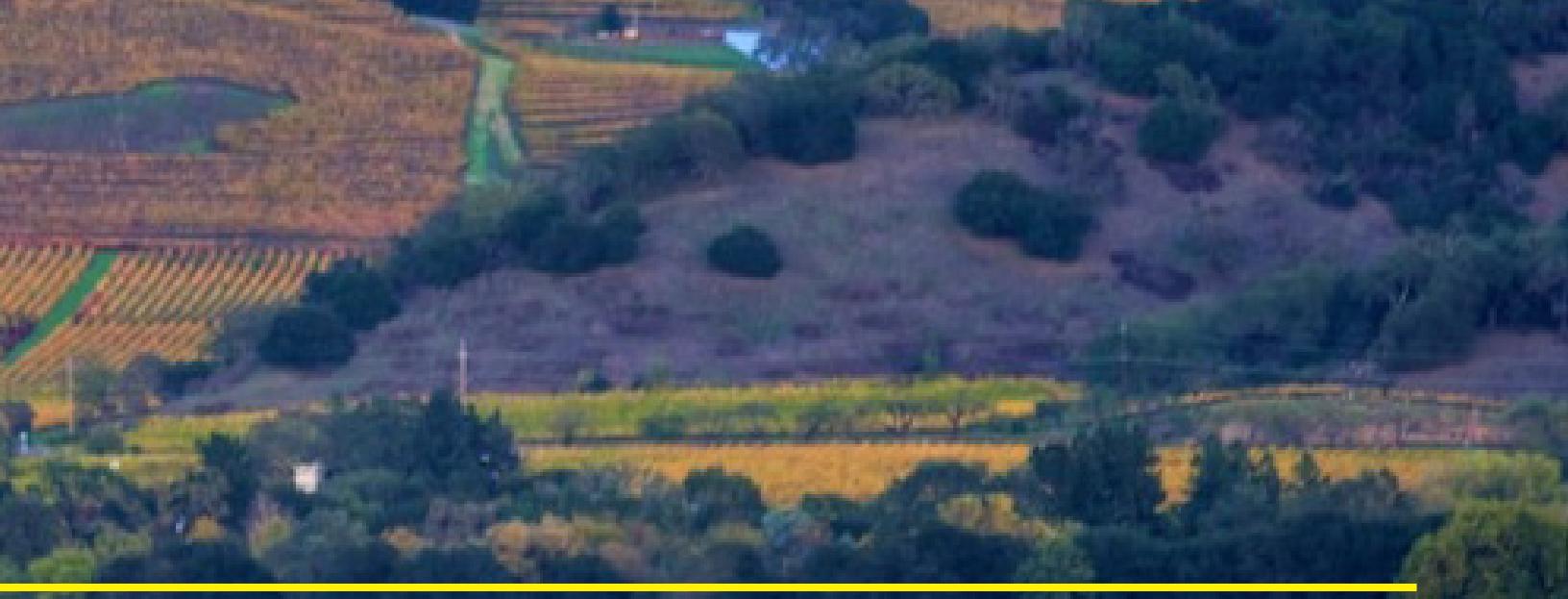




# A VIBRANT ENVIRONMENT

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## 2. OUR HISTORY

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## 2.1 PURPOSE OF THE CHAPTER

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Known for its historical buildings and agricultural history, Yountville recognizes the importance of retaining its connections to the past. This chapter presents a framework for governing future decisions about protecting existing historical buildings and sites, as well as archaeological and cultural resources, and maintaining the Town's historical character.

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The Veterans Home Chapel, from 1918, is one of six Yountville sites listed on the National Register of Historic Places.

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The Our History chapter includes the following sections.

**2.2 Evolution of the Town.** Provides an overview of the history of Yountville, from its Native American origins, through the formation of a village by George Yount, to the Town's modern-day status as a world-renowned wine and culinary destination.

**2.3 Historical Resources.** Describes Yountville's historical buildings and sites and the role of the Old Town Historic District in preserving the Town's historical character.

**2.4 Goals, Policies, and Programs.** Identifies goals, policies, and programs to preserve and protect historical, archaeological, and cultural resources.



## 2.2 EVOLUTION OF THE TOWN

### NATIVE PEOPLE

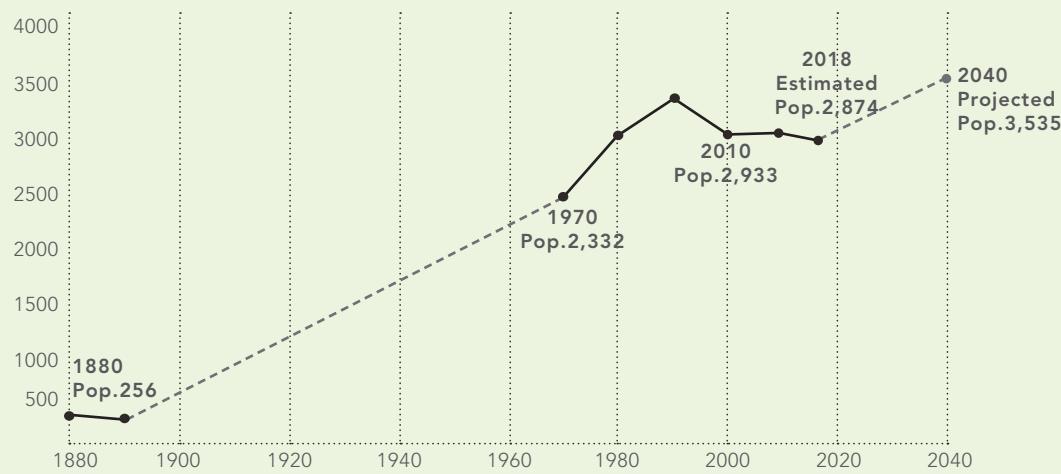
Native peoples lived in the Napa Valley for several thousand years before Europeans arrived. Three to four thousand people are thought to have lived in the valley at the time of European contact, in four distinct tribes or bands: the Napa, the Caymus, the Canijolmano, and the Mayacama. They spoke a Patwin language in the south, and a Wappo language in the north. The native peoples built villages, and actively shaped the landscape by collecting and transplanting seeds and periodically burning meadows. These practices are, in part, responsible for the open character that made the valley attractive for ranching and, eventually, adapted for modern agriculture. There are three recorded prehistoric Native American village sites located within the Yountville study area according to the Northwest Center of the California Historical Resources Information System.

### GEORGE YOUNT ERA (1836-1870)

In the early 1800s, the area that now includes Yountville was owned by Mexico. George C. Yount received an 11,887-acre land grant from the Mexican government in 1836. Yount named his land Caymus Rancho after a tribe of Native Americans in the area. Immediately to the south was a Mexican land grant to Salvador Vallejo, who called his lands Rancho de Napa. In the early 1850s—after California became part of the US—Yount laid out a six-block area with a public square and created a village that he called Yountville.

Meanwhile, Vallejo began selling his property to pioneers; the people who purchased these lots built houses and stores and named their community Sebastopol. Both villages are part of present-day Yountville. Rail service began by 1868, influencing the town's configuration and bringing newcomers. These included Gottlieb Groezinger, who purchased twenty acres of land and built a winery, barrel room, and distillery, known today as V Marketplace.

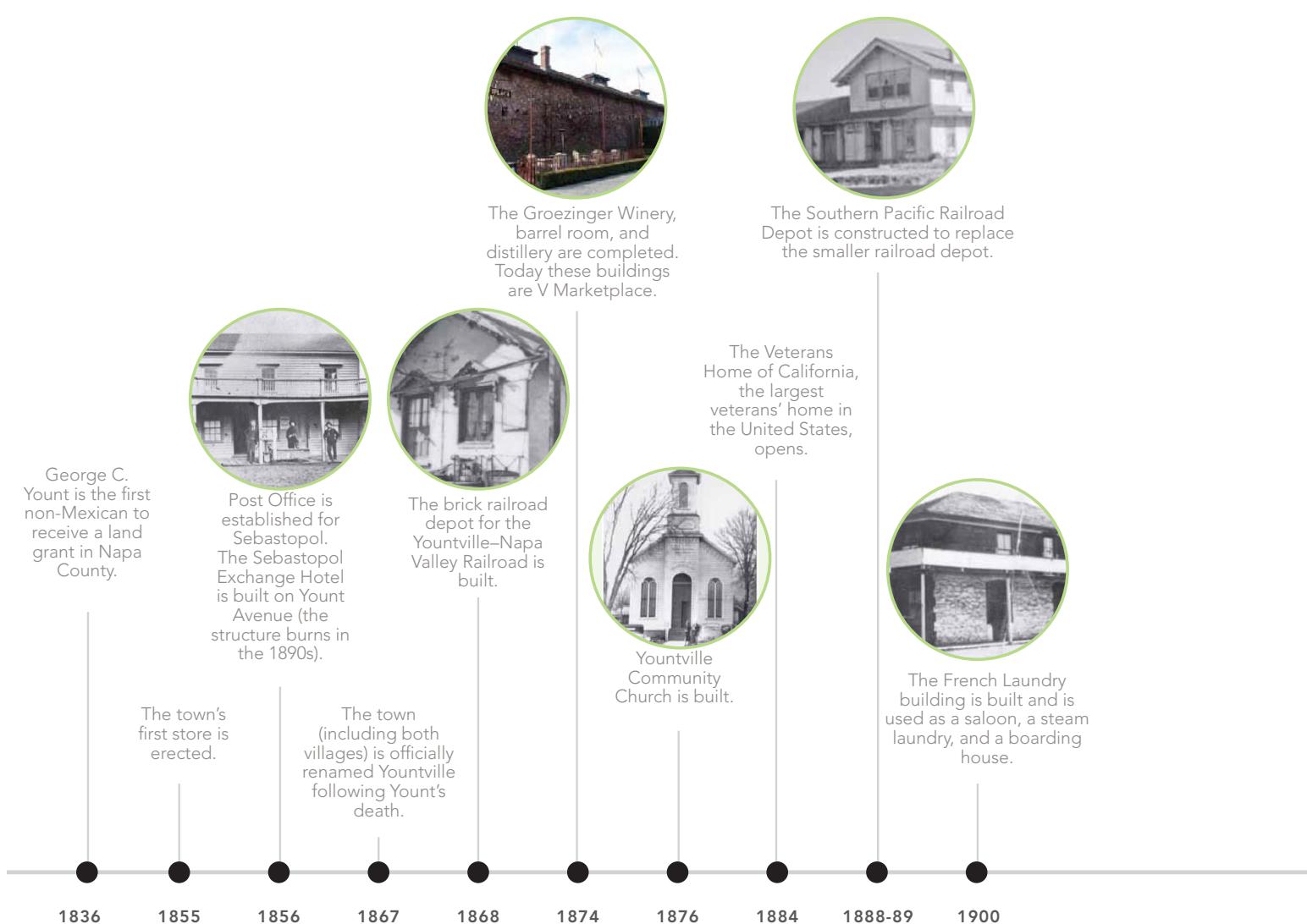
Figure OH-1  
**POPULATION GROWTH**



Source: California DOF, US Census bureau, Association of bay area government (ABAG), 2016

## SETTLEMENT + THE VETERANS HOME (1870-1915)

In 1884, the Society of Mexican War Veterans and the Grand Army of the Republic built a long-term care facility for 42 elderly and disabled military veterans at the southwestern edge of Yountville. The State bought the Yountville Veterans Home shortly thereafter and operates it today. By 1899, there were 800 veterans housed in the facility, and there were 45 buildings. The Veterans Home brought a new population, resulting in many new businesses to serve them. However, after the turn of the 20th century, prohibition forced the closure of the bars, saloons, and brothels that had filled the small town.



## EARLY GROWTH (1915-1965)

This period saw the further establishment of the community, particularly with the opening of the Yountville Community Hall in 1926. In the 1950s, in response to growth, Yountville residents formed the Yountville Sanitation District and the Yountville County Water District. In the early 1960s, residents began organizing for incorporation. According to testimony, the community held a “strong feeling of separate identity.” In 1959, Highway 29 was rerouted on a new alignment around the edge of town.



State law forbids the sale of intoxicating beverages within a mile of the Veterans Home.



Ground is broken to build the St. Joan of Arc Catholic Church on land donated by Henry Grigsby, grandson of one of Napa's earliest pioneers.

Mary Ghirardi arrested for operating a speakeasy.

Taxi industry takes off due to the liquor ban at the Veterans Home and within town limits.

Yountville Community Hall is built as a meeting place and dance hall.

Napa County Fire Department begins serving the community.

Lincoln Theater opens at the Veterans Home.



Yountville is incorporated, winning by a margin of 18 votes. Letitia C. Ewing “Aunt Tish” (great-niece of George Yount) is named the first Honorary Citizen.



Highway 29 is diverted to go around town, bypassing Washington Street.

George C. Yount's grave at the Pioneer Cemetery is dedicated as State Historical Landmark No. 693

Thurman and Ella Gates move to Yountville. They would become the town's first mayor and clerk, respectively, and build Gateway Mobile Home Park (now known as Buena Vista Park)

1906-08 1909 1906-50 1921 1926 1930 1952 1957 1959 1965

## INCORPORATION ERA (1965-1994)

In 1965, the Town of Yountville became the fourth incorporated community in Napa County. Yountville's population at the time of its incorporation was approximately 2,600, including 2,000 residents at the Veterans Home. The new town continued to develop, but at the same time it came to identify strongly with its small-town scale and agricultural setting. Agricultural land preservation and the growth of the wine industry in Napa Valley marked this time; in Yountville, the establishment of V Marketplace, and Domaine Chandon just outside the Town limits, laid the groundwork for the businesses that define Yountville today.



Domaine Chandon becomes the first French-owned sparkling wine venture in the United States.

Rancho De Napa Mobile Home Park community is completed.



The Diner is opened by Cassandra Mitchell; it will become a favorite breakfast place for many residents until it closes in the 1990s.



Yountville Days and Parade Festival begins. It is celebrated on or near the anniversary of George Yount's death, October 5th.

The 1975 General Plan states that "positive and necessary elements of growth shall be accommodated and integrated harmoniously into the existing community."

Robert Solis purchases a bar on Washington Street and establishes Pancha's of Yountville; the bar remains family owned and run to this day.

Pete Bardessono retires after serving the Town of Yountville for more than 30 years.  
First Annual Festival of Lights celebrates the holidays.

A time capsule is buried in front of Community Hall, not to be opened until the 100th anniversary of incorporation.

Terri Pohrman runs for mayor and gains national recognition as a transgendered person. She loses by 26 votes.

Thomas Keller takes over the French Laundry, first operated by Don and Sally Schmidt in 1978.



Pacific Blues Café replaces Vintage Café in the original railroad depot and remained open for 21 years.



Sharon Stensaas establishes the Yountville Sun newspaper.

Hotel Villagio opens.  
Napa Valley Museum moves to its location on the Veterans Home property.

Yountville is approved as the 11th sub-appellation of the Napa Valley.

1973

1975

1976

1978

1982

1988-89

1989

1992

1994

1996

1998

## A NAPA VALLEY DESTINATION (1994-2015)

In a short amount of time in the last few decades, Yountville has transformed into a destination praised for its cuisine, wine, and most recently, art. The town has seen the creation of a number of hotels and inns, restaurants, and retail establishments. Yountville is part of the start of the farm-to-table culinary trend and has become a hub for visitors seeking to experience the Napa Valley.



Yountville has eight restaurants on the San Francisco Chronicle's Top 100 Restaurant list.<sup>1</sup>



Van de Leur Park is named for Martha Van de Leur, who planted the roses at the park and was formerly the principal of Yountville Elementary School.



The new Yountville Community Center and remodeled Community Hall open.

Yountville Arts Commission founds the Art Walk and Gallery at the Community Center.



Frank Altamura family opens Ciccio.



New General Plan process begins.



Lincoln Theater reopens after a significant restoration.

Bardessono Hotel is awarded LEED Platinum certification, the highest recognition in green building practices.

The Yountville Library, operated by Napa County, reopens in the Yountville Community Center.

With six stars within six blocks, Yountville has the world's highest concentration of Michelin star restaurants per capita.



50th Anniversary of incorporation is celebrated with community event featuring 'Y' photo on February 4th.

Fire Station 12 opens for shared services between Town of Yountville, Napa County and Veterans Home.

Bob Hurley opens Hurley's Restaurant.

Cleve Borman Field, located on the Veterans Home grounds, is restored, and will be selected as one of the top 10 coolest high school baseball venues in America in 2013.

1998-99

2002

2004

2005

2008

2009

2010

2012

2014

2015

2017

## 2.3 HISTORICAL RESOURCES

Yountville has six buildings or sites listed on the National Register of Historic Resources, and two more listed as California Historical Landmarks. For the National Register, a place is evaluated based on its connection to an event or person of historic significance; distinctive characteristics of its design or construction; or the information it may yield about our past. California's criteria are similar. Historic listing does not guarantee that a site will be preserved, but is a factor in environmental review, and can inform local regulations. Most of Yountville's historically listed buildings have been beautifully adapted to new uses and are knit into its civic and business life.

The "Old Town Historic" district applies to blocks between Washington and Yount streets, Humboldt Street and the cemetery. In this area, new buildings must be designed to fit the local context and neighborhood character. The neighborhood is not a "historic district" in the sense of federal or State designation, but the community has moved to treat it specially.

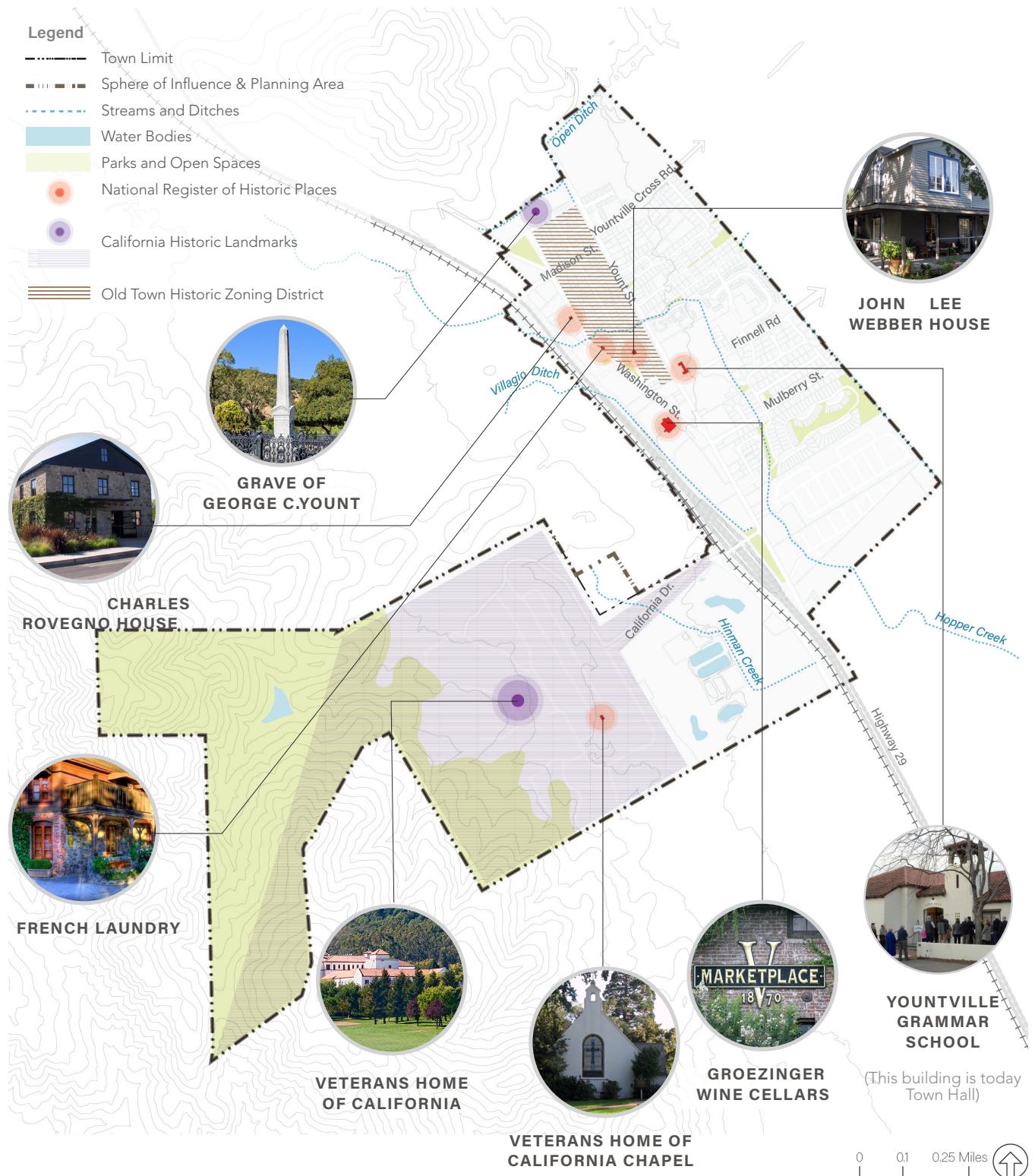
Most of Yountville's historically listed buildings have been beautifully adapted to new uses and are knit into its civic and business life.

Table OH-1  
**HISTORICAL RESOURCES**

NATIONAL REGISTER OF HISTORIC PLACES		CALIFORNIA HISTORICAL LANDMARKS	
<b>VETERANS HOME OF CALIFORNIA CHAPEL</b>	<b>CHARLES ROVEGNO HOUSE</b>	<b>GROEZINGER WINE CELLARS</b>	<b>VETERANS HOME OF CALIFORNIA</b>
The old chapel, designed by California State Architect George B. MacDougall, was built in 1918 and nicknamed the "Armistice Chapel."	This stone house was built in 1904. Beginning in the 1970s it was restored and operated as the Burgundy Inn, and reopened in 2007 as Ma(i)sorry.	The Groezinger winery complex was built beginning in 1870, and was for a time one of California's largest. Many of its buildings remain today, remodeled as the V Marketplace.	The Veterans Home was established in 1884 and transferred to the State of California in 1897. It carries on as the largest facility of its kind in the US.
<b>JOHN LEE WEBBER HOUSE</b>	<b>FRENCH LAUNDRY</b>	<b>YOUNTVILLE GRAMMAR SCHOOL</b>	<b>GRAVE OF GEORGE C. YOUNT</b>
This house dates to the 1850s, and was later moved to its current location and enlarged. Since 1999 the house and companion buildings have been operated as Lavender Inn.	The building dates to 1900, and was operated as a saloon until 1906, when it became illegal to sell alcohol within a mile of a veterans' home. The building was remodeled and opened as the French Laundry in 1978, and bought by Thomas Keller in 1994.	Today's Town Hall was for many years Yountville's elementary school. It is a fine example of the Mission/Spanish Colonial Revival style, and was added to the Register in 2016.	The founder of Yountville became the first US citizen to receive a Mexican land grant in the Napa Valley, in 1836. His grave is in the Pioneer cemetery at the north end of town.

Figure OH-2

## **HISTORICAL RESOURCES AND OLD TOWN HISTORIC ZONING DISTRICT**



## 2.4 GOALS, POLICIES, AND PROGRAMS

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### Goal OH-1: Identify, preserve and protect potential and listed historical resources.

**OH-1.1 Decision Making.** Incorporate historic preservation considerations into the Town's decision-making process.

**OH-1.1a Preservation Ordinance.** Consider adopting a preservation ordinance to establish the standards and review process for modifications to historic resources, identify a consultation process for review prior to commencing construction, and define owner responsibilities for the care and maintenance of designated historic properties to prevent demolition by neglect.

**OH-1.1b Resources Inventory.** Consider updating the Town's Historic Resources Inventory with a community-wide survey of historic resources and evaluate the integrity and significance of these resources.

### Goal OH-2: Preserve and protect archaeological and cultural resources.

**OH-2.1 Archaeological and Cultural Resources.** Recognize the importance of protecting significant archaeological and cultural resources and implement measures to preserve such resources.

**OH-2.1a Identification of Resources.** Work with the Northwest Information Center and Native American Heritage Commission to determine existence of significant archaeological and cultural resources, including Native American sacred sites and burial grounds.

**OH-2.1b Protection and Preservation of Resources.** Require a cultural or archaeological survey prior to approval of any project where a known historical, cultural, or archaeological resource is located or in an area sensitive for cultural or archaeological resources. If significant resources are identified and recorded, require appropriate measures to reduce adverse impacts to the resource, such as avoidance, capping of the site, documentation or conservation.

**OH-2.1c Burial Grounds.** Do not allow disturbance of existing burial grounds in the event they are recorded to exist.

**OH-2.1d Inadvertent Discovery of Cultural, Paleontological, and Archaeological Resources.** Require new development, infrastructure, and other ground-disturbing projects to stop work and notify the Town in the event that construction or grading activities result in an inadvertent discovery of significant historic, cultural, paleontological or archaeological resources. Such resources shall be examined by a qualified historian or archeologist for potential protection and preservation measures, and appropriate measures shall be implemented to preserve, relocate, and/or record the find, as appropriate.

**OH-2.1e Inadvertent Discovery of Human Remains.** Require new development, infrastructure, and other ground-disturbing projects to stop work and notify the Town in the event that construction or grading activities result in an inadvertent discovery of human remains.



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ELEVATION  
105 FEET

**YOUNTVILLE**

SAN FRANCISCO  
64 MI.

### 3. COMMUNITY + QUALITY OF LIFE



## 3.1 PURPOSE OF THE CHAPTER

Yountville is a small town, surrounded by natural landscapes and filled with bustling businesses and a devoted residential community. While it is one of the finest food and wine destinations in the country, it still feels intimate when one is walking along Washington Street. With its unique combination of visual, cultural, social and environmental qualities, Yountville provides a strong sense of place. Its residents are dedicated to preserving the peace and charm of the Town, while maintaining the recreational, cultural, and educational facilities and programs that contribute to the quality of life.

The Community + Quality of Life chapter includes the following sections.

**3.2 Who We Are.** Provides an overview of demographic characteristics of Yountville residents and growth projections for population, households, employed residents, and jobs.

**3.3 Community Character.** Describes the Town's neighborhoods and commercial areas and the Veterans Home.

**3.4 Arts and Cultural Facilities and Programs.** Describes the Town's arts and cultural facilities and programs.

**3.5 Goals, Policies, and Programs.** Identifies goals, policies, and programs to maintain the sense of community and enhance residents' quality of life.



Yountville is one of the finest food and wine destinations in the country, and also a place where residents prize a sense of community.

## 3.2 WHO WE ARE

Yountville has a population of about 2,874, with about 30 percent of residents living at the Veterans Home. Excluding the Veterans Home population, there are about 1,068 households in Yountville with an average of 1.9 people per household (California Department of Finance, 2018). This is much lower than the Napa County average of 2.8 people per household, and even lower than the State average of 3.0 people per household. It reflects not only an older population, but the relatively small size of most Yountville homes.

Nearly half of Yountville's population (49 percent) are 65 and older, and 25 percent are over 80 years old (American Community Survey, 2012-2016 5-Year Estimates). This is significantly higher than countywide and statewide statistics: people over 65 represent 17 percent of the population in Napa County, and only 13 percent in California. A relatively smaller proportion of Yountville's residents are in their prime working years, with about 44 percent between the ages of 20 and 64. The Town also has a much smaller population of children and people under the age of 20, with about 7 percent in Yountville, compared to 24 percent in Napa County and 27 percent in California. There are approximately 131 households with children in Yountville, making up just 12 percent of all households.



### DID YOU KNOW?

Nearly half of us are 65 or older, and a quarter are over 80 years old.

Figure QL-1  
**POPULATION BY AGE**

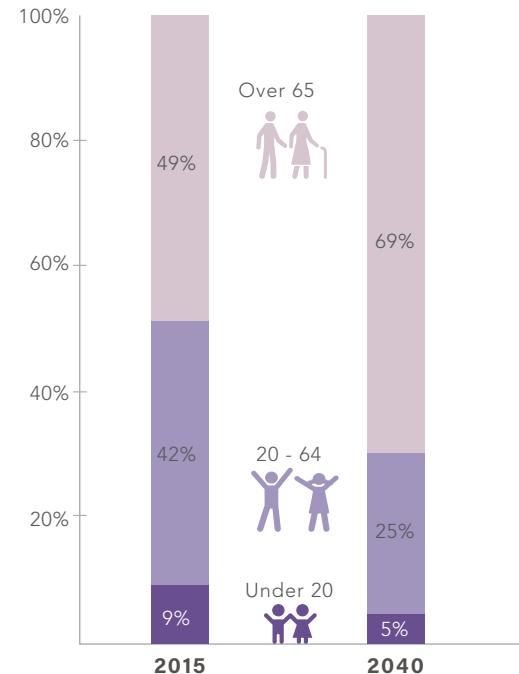


Source: US Census Bureau, 2010.

## POPULATION AND HOUSEHOLD GROWTH PROJECTIONS

Yountville is expected to grow slowly over the next 20 years, with significant increases in the senior population and Veterans Home residents. Although the Association of Bay Area Governments (ABAG) projects the Town will add approximately 545 people between 2020 and 2040, about half of those new residents are expected to live at the Veterans Home. ABAG forecasts the Town will add about 95 households. As shown in Table QL-1, the senior population is expected to grow by nearly 60%, while the number of children and adults between 20 and 64 years are projected to decrease by about 25%.

Figure QL-2  
POPULATION GROWTH PROJECTION



Source: Association of Bay Area Governments Projections 2017

Table QL-1

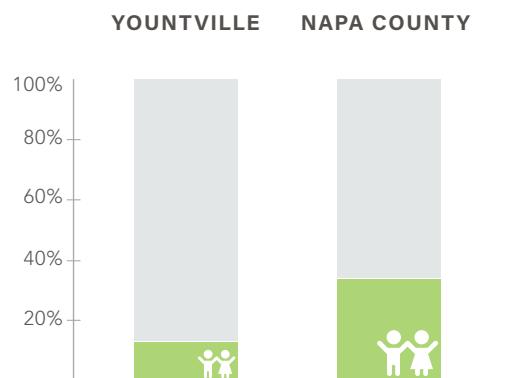
## POPULATION AND HOUSEHOLD GROWTH PROJECTIONS

	2010	2015	2020	2025	2030	2035	2040	CHANGE 2020-2040	PERCENT CHANGE 2020-2040
POPULATION	2,935	2,840	2,990	3,200	3,380	3,450	3,535	+545	+18%
Under 20	260	250	240	235	215	190	170	-70	-29%
20-64	1,230	1,200	1,180	1,155	1,090	980	895	-285	-24%
Over 65	1,430	1,380	1,555	1,800	2,065	2,265	2,455	+900	+58%
GROUP QUARTERS POPULATION	985	1,040	1,100	1,165	1,235	1,305	1,380	+280	+25%
HOUSEHOLD POPULATION	1,945	1,800	1,890	2,035	2,145	2,140	2,150	+260	+14%
HOUSEHOLDS	1,050	960	1,005	1,080	1,130	1,115	1,100	+95	+9%
EMPLOYED RESIDENTS	1,070	1,150	1,165	1,215	1,245	1,230	1,210	+45	+4%

Source: Association of Bay Area Governments Projections 2017

Figure QL-3

## HOUSEHOLDS WITH CHILDREN

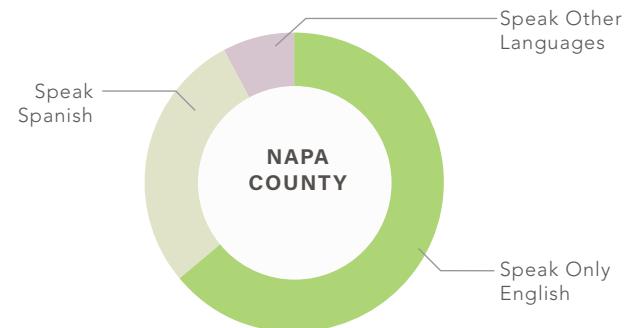
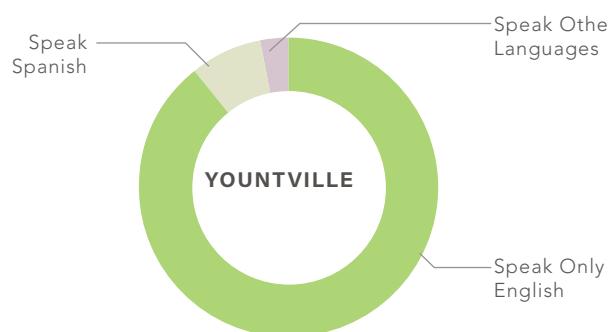


Source: US Census Bureau, 2010.

As of 2016, there were an estimated 131 households with children in Yountville, making up 12 percent of all households.”

Figure QL-4

## POPULATION BY LANGUAGE SPOKEN AT HOME



Source: US Census Bureau American Community Survey, 2011-2015

## 3.3 COMMUNITY CHARACTER

While most visitors know the Town's famous restaurants and inns located along Washington Street, the Town's main commercial street, the real heart of Yountville can be found in its neighborhoods, local parks, the Civic Core, and the iconic Veterans Home. This is where Yountville residents live, recreate, and socialize.



### DOWNTOWN YOUNTVILLE

Most of the hotels and businesses line up along Washington Street. With its small-scaled buildings and bustling businesses, Downtown adds to the 'quaint' character of Yountville. Downtown here includes what some people call "Noyo" - the North Yountville business district.

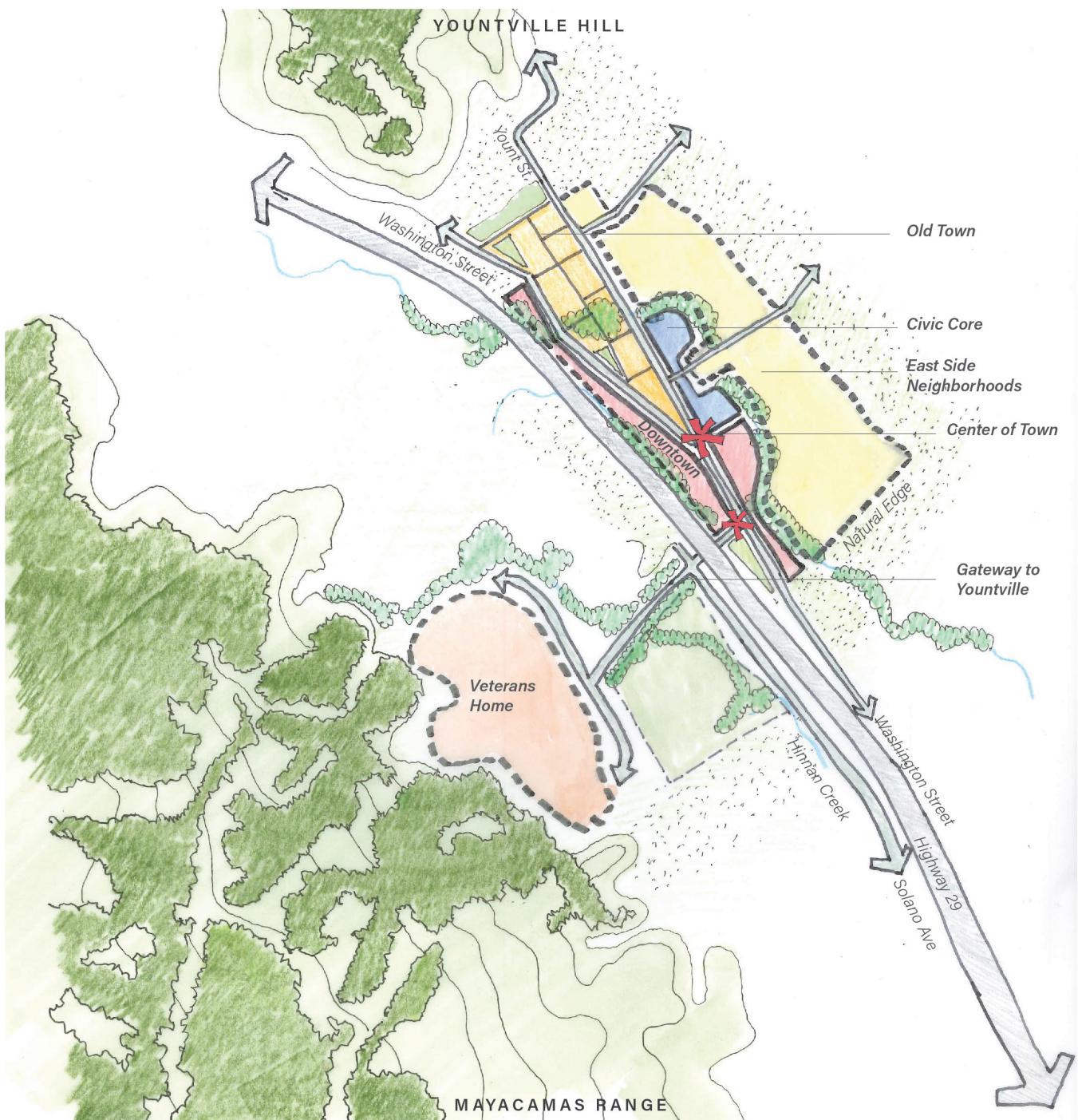


### CIVIC CORE

The Community Center, Library, Post Office, and Community Hall, and the plaza at their center have created a real gathering place. Town Hall, the school, and old Community Church are just up Yount Street.



Figure QL-5

**COMMUNITY CHARACTER**



## OLD TOWN

The neighborhood we call Old Town was the first part of town to be settled. Many of the houses in the district are well over a century old. The district is characterized by its mix of homes along streets with no sidewalks and mature vegetation. The unique scale of the neighborhood has been maintained.



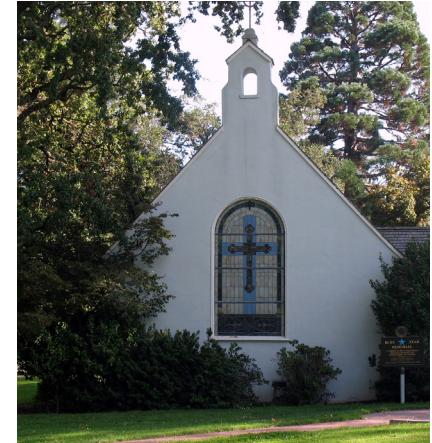
## EAST SIDE NEIGHBORHOODS

The neighborhoods east of Yount and Washington are newer, and generally have a more suburban feel. Each neighborhood (the Vineyards, Toyon Terrace, Heritage Estates, Vista Condominiums, Rancho de Napa Estates, and others) branches off from Yount or Washington, and the neighborhoods tend to be linked to each other by only a street or two. Small parks and landscaped paths add to the quality of neighborhood life.



## VETERANS HOME

The Veterans Home of California is nestled between the foothills of Mayacamas Range and the Highway 29. Along with the residential facilities for the veterans, the grounds also include some of the prominent community facilities.



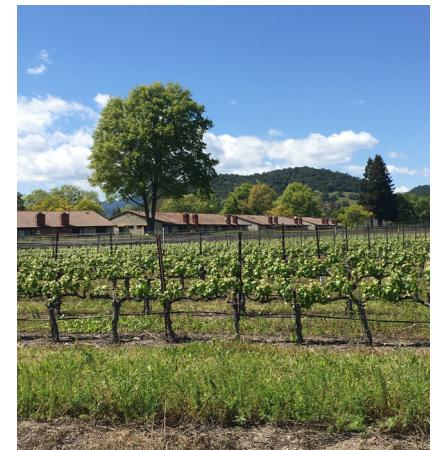
## GATEWAYS

California Drive acts as a "gateway" into town, providing the first impression to people arriving from the highway. One element is the small vineyard plot at corner of Washington Street, maintained as open space. The boulevard heading west to the Veterans Home is also memorable.



## NATURAL EDGES

The town is strongly characterized by its natural edges. The transition from town to agricultural land is clearly defined and intimate in scale. These edges include Yountville Community Park and the cemetery on the north end of town; Vineyard Park on the east; and Highway 29 separating town from Domaine Chardon to the west.



## VETERANS HOME

The Veterans Home is a State-owned property located on approximately 590 acres within the Town's jurisdictional boundaries. The Veterans Home includes a total of 1,120 beds within a range of facilities including an intermediate care facility, a skilled nursing facility, an assisted living facility, adult day health care, a memory care unit for Alzheimer's/dementia veterans, and domiciliary facilities. Currently, there are approximately 900 to 1,000 aged and disabled veterans living at the facility.

The 2012 Veterans Home Facilities Master Plan developed by the California Department of Veterans Affairs envisions an extensive overhaul of the campus, with construction of a new skilled nursing facility and residential facilities, and renovation of existing buildings to serve as intermediate care facilities and independent and assisted living facilities. Overall, the plan maintains the existing number of 1,120 beds, while significantly improving facilities to meet current standards for care and independent living. The plan notes that there is ample space to add an additional 380 beds for veterans, bringing the total up to 1,500 beds, but does not lay out a plan to do so.

The Facilities Master Plan conceptualizes several public-private partnerships to improve operations of the Home and generate revenue. Potential public-private partnerships are contemplated to renovate or replace existing cottages used as staff housing, expand outpatient services at a renovated ambulatory care clinic, replace the 8-room Hostess House with a larger inn, and build additional housing. The Facilities Master Plan represents a unique opportunity to meet and exceed the Town's housing needs, including potential workforce and affordable housing.

The Veterans Home campus is also host to a Napa County Fire station (Yountville #12), the Yountville Wastewater Treatment ponds (with the majority of the facility owned and operated by the Town), the Vintner's Golf Club, the Yountville Community Pool, the Napa Valley Performing Arts Center at Lincoln Theatre, and the Napa Valley Museum Yountville. As a State-owned property, local land use regulations generally do not apply to the Veterans Home.

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The 590-acre Veterans Home currently has close to 1,000 residents. The campus also includes several of Yountville's civic facilities.

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## 3.4 ARTS AND CULTURAL FACILITIES AND PROGRAMS

Food and wine may be the pillars of Yountville's identity for visitors, but the Town is also known for its dedication to the arts and culture. Yountville's arts scene has a combination of venues, programming, and strong public and community support. The Yountville Art Walk showcases over 30 outdoor sculptures, many of which are for sale, placed in parks and along Washington Street and Yount Street. In 2017, a mural was installed at the entry to the Town in the California Drive underpass. Docents tell the stories behind each piece of art during a 2-hour guided walking tour.

The Napa Valley Museum Yountville, located on the Veterans Home property, provides exhibitions and educational programs that explore the connections between the Napa Valley's environment, culture, history, and creative expression. Galleries are dedicated to local history and local and regional artists, including painting, sculpture, photography, print-making, film, video, and crafts.

Also located on the Veterans Home property, the Napa Valley Performing Arts Center at Lincoln Theater, features performing arts, from Symphony Napa Valley to jazz, dance, and Broadway show tunes. The Center is also dedicated to supporting arts education in school and at the Lincoln Theater.

Yountville also supports the arts through community events and exhibitions. At "Art, Sip and Stroll," hosted by the Yountville Arts Commission, event goers visit pop-up art galleries while wine tasting and listening to live music. Other events include music at the Veterans Memorial Park, open mic night at the Community Center Plaza, and art exhibitions and classes at the Yountville Community Center.

Yountville's Art Walk features over 40 outdoor sculptures (top and middle). Yountville's new underpass mural enhances the entrance to the town (bottom).



The Community Center, located at 6516 Washington Street, is the social, cultural, and entertainment gathering space, Yountville's front porch in a way. The Community Center has a wide variety of rooms and outdoor spaces, including a large event hall, a gym, a board room, an art room, a commercial kitchen, an outdoor patio and lawn area, and an outdoor town square. The facilities host both public and private events, from weddings to community meetings and sporting events.

Located within the Community Center building is the Yountville Library, governed and operated by the Napa County Library, which moved to its current location in 2010. The library maintains a collection of books, periodicals, DVDs, CDs, and audiobooks and has eight computers for public use.

The Yountville Parks and Recreation Department offers a wide range of recreation programs, events and services to the residents and visitors of Yountville and to residents of surrounding communities. Programs include fitness classes, basketball, pickleball, aquatics at the Yountville Community Pool, and summer camps and after-school programs for youth. The department also hosts special events, such as movies and music in the park, and excursions to regional sporting events, museums, performances, and other destinations.

Cultural and recreation facilities are shown on Figure LU-4.

Performances, festivals, and recreational activities all contribute to Yountville's quality of life. The community center (bottom right) includes the Yountville Library and a multipurpose room, while the plaza provides Yountville's main gathering space.



## 3.5 GOALS, POLICIES, AND PROGRAMS

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### Goal QL-1: Maintain a high quality of life in Yountville

**QL-1.1 Quality of Life.** Preserve and enhance the quality of life in Yountville by prioritizing the needs and desires of the residents in governmental decision-making and delivery of services.

**QL-1.2 Inclusive Community.** Provide people of all ages and abilities with access to public services and facilities.

**QL-1.3 Business Diversity.** Encourage commercial uses that provide a balance and diversity of shopping and services.

**QL-1.3a Shared Use Agreements.** Require new hotels to provide shared use of facilities for residents, such as business support services and recreation and health facilities, as feasible.

**QL-1.3b Home Occupations.** Consider revising the Home Occupation Ordinance to allow a greater diversity of home-based businesses that reflect current market conditions.

**QL-1.4 Good Neighbor Practices.** Maintain clear and consistent good neighbor practices, including, but not limited to, parking, noise, litter, waste disposal, and privacy.

**QL-1.4a Code Compliance.** Strengthen the Town's code compliance program and regularly report to the community on the progress toward resolving outstanding code violations.

**QL-1.4b Drones.** Evaluate the impacts of drones and whether to adopt regulations that address safety, privacy, and quality of life concerns, where not preempted by federal law.

**QL-1.5 Vacation Rentals.** Prohibit short-term vacation rentals in residential zoning districts and restrict transient uses to the commercial zoning districts.

**QL-1.5a Residential Rental Permits.** Continue to require property owners to obtain a residential rental permit to lease a residential unit, including single family homes, duplexes, condominiums, apartments, and accessory dwelling units.

**QL-1.6 Physical Activities.** Create convenient and safe opportunities for physical activity for all residents.

**QL-1.7 Healthy Eating and Active Living.** Support public and private policies, projects, and programs that improve community health, wellbeing, and physical activity.

**QL-1.8 Bicycle Events.** Reduce impacts from bicycle events by limiting the number and timing of events and ensuring adequate public safety personnel and measures are in place. Work with Napa County and other jurisdictions to ensure bicycle events that traverse Yountville comply with the Town's regulations.

### Goal QL-2: Promote arts and culture in Yountville.

**QL-2.1 Arts and Culture.** Promote arts and culture that enhance residents' quality of life and establish the Town as a premier destination for the arts.

**QL-2.1a Community Center.** Maintain the Community Center as a social, cultural, and entertainment community gathering space at the center of the community.

**QL-2.1b Public Art.** Continue the public art program and policies for the installation, preservation, and maintenance of its public art projects.

**QL-2.1c Events and Programs for the Arts.** Support and promote festivals, events, recreational and educational programs, and performing and visual arts organizations that celebrate the arts and culture for the Yountville community.

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## 4. ECONOMIC SUSTAINABILITY



## 4.1 PURPOSE OF THE CHAPTER

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Yountville has a thriving economy that generates nearly three thousand jobs and enough tax revenue to ensure a high level of public services for the community. Much of the Town's economic success can be attributed to its location in the heart of Napa Valley, where a history of agricultural preservation and a concerted effort by the Valley's winemakers to build an international reputation for fine wine have combined to create a world-renowned destination for winetasting amidst unspoiled vistas. In Yountville, a few enterprising chefs and business owners have transformed Yountville from a rural town into a celebrated destination for high-quality restaurants, hotels, and tasting rooms. This chapter presents a framework for governing future decisions about how the Town will continue to encourage a flourishing tourist industry and a healthy economy while improving the diversity of businesses and providing residents with attractive options for shopping and services.

The Economic Sustainability chapter includes the following sections.

**4.2 Local Employment.** Describes the type of jobs available in Yountville and those held by Yountville residents. The section also discusses commute patterns and job projections.

**4.3 Local Businesses.** Provides an overview of the types of businesses found in Yountville.

**4.4 Goals, Policies, and Programs.** Identifies goals, policies, and programs to foster economic sustainability, support existing businesses, and attract new businesses to the Town.



The French Laundry and Bouchon, just two of the many culinary outposts in Yountville.

## 4.2 LOCAL EMPLOYMENT

A typical small town ten minutes from a larger city is likely to become a “bedroom community” with few jobs and many out-commuters. In Yountville, by contrast, the 1,125 Yountville residents in the workforce are greatly outnumbered by the 2,968 jobs in the town. More than half of those jobs are in the hospitality industry, as shown in Figure ES-1. Health care and social assistance jobs comprise about 26 percent of jobs, with most of these jobs located at the Veterans Home.

According to the U.S. Census Bureau, 61 percent of Yountville jobs pay less than \$40,000 per year. Given the high cost of housing in Yountville, it is not surprising that 92 percent of workers employed in Yountville live outside the town. About 54 percent of jobs are filled by Napa County residents, but workers also come from Solano County (15 percent) and Sonoma County (7 percent), as well as other Bay Area locations. Providing more affordable housing in Yountville is vital to ensuring there are enough local workers to support the community’s businesses.

In addition to the jobs described above, an estimated 260 Yountville residents are self-employed in their own, unincorporated businesses, and approximately 190 work at home (these U.S. Census statistics have very high margins of error and should be viewed accordingly). Facilitated by advances in technology, home-based businesses are on the rise, offering not only lower start-up costs and lifestyle advantages to the worker, but community benefits as well, such

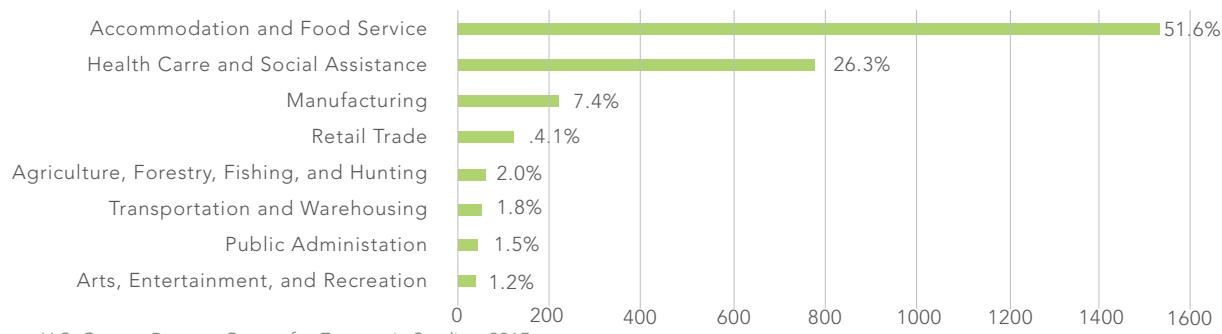
as reduced traffic congestion and pollution. Home-based businesses range from professional to personal services, and from internet-based businesses to cottage industries. In recent years, California has supported home-based businesses by passing cottage food laws that permit small-scale, home-based food enterprises.

Home-based businesses may employ one or two people or serve clients in their home offices. Local zoning codes typically regulate their use to ensure there are minimal, if any, impacts on neighborhoods. Yountville currently permits home businesses that do not occupy more than 25% of the home’s gross floor area, do not display advertising or products, and serve no more than two customers or clients as a regular business practice. The Council may grant a use permit and allow one non-resident employee if parking is available.

Approximately 225 Yountville residents work in town. The remaining 900 employed residents commute to jobs outside of town, with about 30 percent of these residents working in Napa County and the rest commuting outside the county.

According to regional forecasts, the number of jobs in Yountville is expected to remain relatively stable over the next thirty years. The Association of Bay Area Governments projects Yountville will gain about 10 jobs by 2040, with job growth in the health, education, and recreational services industries.

Figure ES-1  
**JOBs IN YOUNTVILLE**



Source: U.S. Census Bureau, Center for Economic Studies, 2015

## 4.3 LOCAL BUSINESSES

Many of the businesses in Yountville serve visitors, although they are frequented by locals as well. There are approximately 10 hotels and inns, 17 restaurants, and 16 wine tasting rooms in Town, with most located along Washington Street and Yount Street, as shown in Figure ES-2. Yountville also offers a variety of specialty retail stores and art galleries, primarily located in the V Marketplace, and activities and attractions such as the Vintner's Golf Club, the Napa Valley Performing Art Center at Lincoln Theater, the Napa Valley Museum, bicycle rentals and tours, hot air ballooning, and year-round special events and festivals.

While there is one small market, one gas station, and other services in Yountville, residents typically travel to Napa for budget-friendly shopping and personal services. Many residents would like to have more businesses that serve everyday needs, but the Town's small size, the number of second homeowners that are not present full-time, and the Veterans Home population that receives most of its goods and services at the Home, make it difficult for these types of businesses to be financially feasible.

Tax revenue from local businesses support municipal services, parks, public works projects, and contracted public safety expenses. The Town is on strong financial footing, which allows the dedicated employee team to deliver high quality services to residents, businesses, and visitors. Over 80 percent of the Town's general fund comes from Transient Occupancy Tax and restaurant and tasting room sales tax collections, while only 13 percent is generated from property taxes. Although the Town depends on this revenue stream, the Town's success as a tourist destination can impact residents' quality of life. Noise and parking impacts from businesses are an example. General plan policies and programs are intended to reduce friction between commercial and residential uses.



Yountville's businesses serve residents, while supporting a vibrant visitor-oriented economy that puts the Town on strong financial footing.

Figure ES-2  
**COMMERCIAL LAND USES**



## 4.4 GOALS, POLICIES, AND PROGRAMS

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### Goal ES-1: Maintain a vibrant and diverse economy.

ES-1.1 **Tourism.** Support the development of responsible businesses and events that enhance the Town's reputation as a world-class destination while preserving the livability of the Town for its residents.

ES-1.2 **Diversity of Businesses.** Encourage a diverse mix of uses that avoids an over-representation of any particular use.

ES-1.3 **Sustainable Businesses.** Encourage environmentally responsible businesses that operate in a sustainable manner. 

ES-1.4 **Vehicle Trips.** Encourage visitors and employees to utilize sustainable modes of travel and reduce their number and length of vehicle trips. 

ES-1.5 **Business Support.** Foster a collaborative relationship between the Town and local businesses to support their success.

ES-1.5a **Support Promotion of Tourism.** Support the Yountville Chamber of Commerce or other entity in providing tourism services.

ES-1.5b **Chamber of Commerce.** Partner with business advocacy groups including the Chamber of Commerce to understand and promote local business interests.

ES-1.5c **Special Events.** Support and facilitate special events.

ES-1.6 **Economic Sustainability.** Ensure the infrastructure and service needs of the community are met through revenue generated from license and permit fees, various taxes, and utility rate revenues.

ES-1.7 **Workforce Housing.** Encourage the creation of workforce housing to support local businesses' need for employees. Encourage new commercial development to provide housing for employees.

