

*Focus Area Intro:*

The project team has identified three focus areas within the planning area that are would benefit from additional community planning and analysis within the Downtown Napa Specific Plan (the "Plan") planning process. These focus areas represent geographic areas with catalytic development opportunities due to their strategic locations and/or status of current utilization. As the overall land use and circulation strategy emerges, the project team will work with the DSC to develop a more refined development and design framework for each of the focus areas.

Within each of the focus areas, a catalytic development site design and feasibility analysis will be undertaken on a specific parcel to further illustrate the application of the Plan's design guidelines. The financial feasibility analysis will employ "static" pro forma models that compare development costs to the future resale value of buildings after stabilized operations have been achieved. For each of the catalytic development sites, cost and revenue estimates and land costs will vary according to the specific site attributes and context.