



Nov 10, 2014

Election Day held numerous surprises, including one that should be of great interest to the real estate development community.

On November 4, when the votes were counted in notoriously anti-growth Napa, California, citizens overwhelmingly approved a pro-development ballot measure by nearly 70%. This was especially surprising because of Napa's reputation for fighting development of any kind.

Approval of Measure A, an urban boundary adjustment, moves the hotly debated Napa Pipe development, with its nearly 1,000 new homes, a hotel, and commercial retail including a Costco, into the city and grants it access to city water supplies.

A Napa Valley Register opinion writer wrote: "When I first heard the Napa Pipe development was heading for the city ballot, I expected an uphill fight because in the city's history — indeed, in the entire county's history — there's never been a development of such scale. That was my thinking last summer. Now, I predict Measure A will pass handily, credit the crafty brilliance of the Yes on A campaign."

Napa Pipe's success was about much more than the political campaign alone. It's a testament to a six-year effort by the Napa Pipe developers to forge a relationship with the community.

Napa Pipe provides several valuable lessons for anyone that needs to earn public approvals for real estate developments.

First, tell a compelling story. Napa Pipe crafted a vision for the project that spoke to the community's aspirations to re-develop an abandoned industrial site into a thriving and vibrant neighborhood with the convenience of a Costco.

Second, build an army of support. Napa Pipe built a strong relationship with a large base of supporters who helped earn local approvals, shaped public opinion, and turned out to vote in large numbers when they were needed the most.

Finally, stick to your agenda of debate. While opponents wanted to talk about traffic, housing, and inadequate public facilities in the campaign, Napa Pipe relentlessly stuck to its winning message of family homes, protecting agricultural land, a Costco, and getting Napa's share of \$2 million for new public services.

This resounding victory underscores that developers can succeed in the toughest anti-development communities by focusing on the fundamentals.

We're proud to have been a part of the Napa Pipe development and campaign team, and we congratulate them on this historic and hard-earned victory.

805-963-5929

daviespublicaffairs.com

Los Angeles Washington, DC Santa Barbara