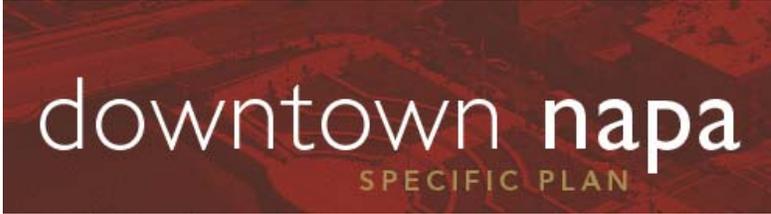


appendix B

OUTREACH SUMMARY



WORKSHOP SUMMARY

Community Workshop #1: Visioning
June 9, 2009



Prepared by:



I. INTRODUCTION

The Downtown Napa Specific Plan (the “Plan”) will guide the City of Napa in its planning efforts to create a more inclusive and vibrant Downtown Napa. The purpose of the Plan is to develop a community vision for the Downtown and create tools and strategies to implement the vision through recommendations for public and private development. The Plan will include detailed policies, design guidelines and development standards that work toward a holistic vision of Downtown. Building from the input gathered during a comprehensive community engagement process, the Plan will help lead the City towards a more sustainable, pedestrian-friendly and attractive Downtown.

The Downtown Napa Specific Plan is currently in the visioning phase of the planning process. This phase is focused on studying the existing assets, challenges and opportunities of the Planning Area through technical studies, as well as gathering and synthesizing input from the community through stakeholder focus group interviews, a web-based survey, and this community workshop. Additional information and materials can be found on the project website, as well as information on current and upcoming project events (www.downtownnapaspecificplan.org).

II. MEETING FORMAT

On Tuesday June 9, 2009, the City held the first of two public workshops. The workshop was held at the Westin Hotel in Downtown Napa from 6:30 p.m. to 9:00 p.m., to gather the community’s vision for the Downtown Napa Specific Plan, and preliminary design strategies to achieve the community’s vision. Approximately 90 community members attended the workshop, including residents, employees, community organization leaders, business owners and property owners from Napa.

The workshop commenced with an introduction from Tambri Heyden, the Planning Director for the City of Napa. The workshop was comprised of three parts. In the first portion of the workshop, Chris Beynon and Anchi Mei, principal and project manager from the lead consultant team MIG, Inc., presented the project’s purpose, trends in Downtown planning, and an analysis of the Planning Area’s existing condition.

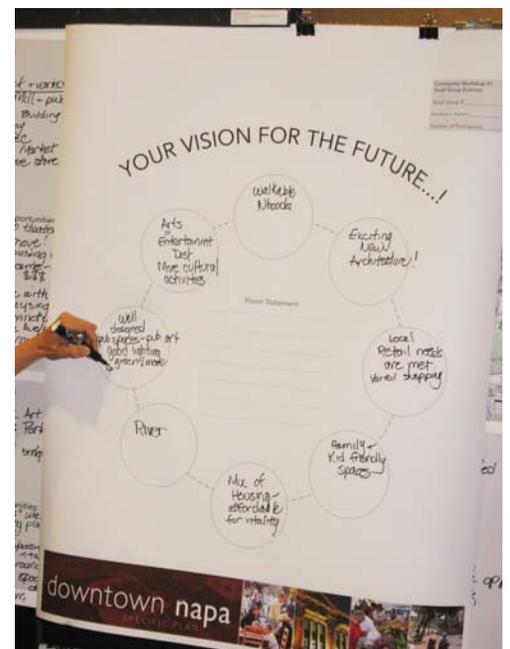


The presentation was followed by small interactive group discussions, facilitated by MIG and City staff in which community members identified ideas and strategies to realize the community vision for the area. These discussions were categorized by the following categories: land use, urban design, economic development, infrastructure, and circulation. Each group was asked to create a

A. VISION STATEMENTS

The following statements are different descriptions of a desired future for Downtown Napa created by workshop participants during the break-out group sessions. The phrases and sentences are written in the present verb tense to describe what Downtown Napa would look and feel like 10 to 15 years in the future.

- The following key words were identified as important to the future vision of Downtown Napa:
 - Authentic
 - Heart
 - Green
 - Balance
 - Destination
 - Gateway
- Downtown Napa is full of people with a sense of community.
- Downtown Napa is an economically vibrant and culturally diverse place that builds on its local geography and natural environment.
- Downtown Napa is unique and vibrant, and with a sense of place.
- Napa balances local and tourism activities while respecting our heritage for all ages with a small-town feel.
- Downtown is a livable, sustainable, active and inviting place for locals and tourists. Its walkable and accessible streets are filled with life where people live, work and play!
- Downtown is a waterway-centric, mixed-use, pedestrian-oriented, transit-oriented place that preserves its buildings of its past for locals and visitors to enjoy. Downtown is accessible, successful, fun, diverse, comfortable, relaxing, and friendly!



B. VISION ELEMENTS

The following statements are specific elements or components of the overall vision for the future of Downtown Napa. The statements reflect common themes and potential opportunities to improve Downtown Napa as identified by each break-out group.

- **The Napa River should be the heart of our community filled with activities and users.**
- **Have a balanced mix of commercial activities in Downtown Napa**
 - Allow a healthy mix of local and national retail to draw more people.
 - Meet the retail needs of the local population with a varied range of shopping opportunities and restaurants.
 - Ensure a viable mix of retail uses that cater to both residents and tourists.

- Encourage Downtown living by developing a robust and walkable retail core abundant in stores, coffee shops, restaurants and other commercial activity.
- **Transform Downtown Napa into an attractive tourist destination.**
 - Become a “hub” for tourists to explore the Napa Valley.
 - Be a hip destination!
 - Grow tourist economy by developing entertainment alternatives and hotels.
- **Create a locally inspired art and entertainment district where residents and tourist find cultural activities, music, dance and art.**
 - Keep the movie theater Downtown!
- **Promote a mix of housing options to support a lively and vibrant Downtown.**
 - Plan for a range of family-friendly housing types
 - Increase residential densities.
 - Create more mixed-use developments.
 - Downtown Napa should have housing for the local resident workforce.
- **Preserve and highlight an authentic sense of identity and community.**
 - Introduce public art that respects the character of the district/context.
- **Protect historic buildings and residential neighborhoods with context-sensitive new development.**
- **Promote sustainability in all aspects of Downtown planning, from architecture to street design.**
 - Encourage green building design.
 - Create a walkable, bikeable community.
 - Encourage new developments to take full advantage of Napa’s unique natural environment.
 - Create more urban forests within the Downtown area.
- **Encourage alternatives to driving to Downtown, such as rail, bus, bike, boat and walking.**
- **Create a car-free, walkable and bike-able Downtown well-connected to adjacent neighborhoods.**
 - Promote human scaled developments.
 - Strengthen First Street as an east-west linkage connecting both sides of the river.
- **Create well-designed public spaces that are attractive and engaging.**
 - Showcase public art, good lighting, abundant landscaping and large trees.
 - Redesign Soscol Avenue as a gateway to a more pedestrian-friendly, attractive Downtown environment.
- **Promote exciting new architecture.**
 - Produce elegant and sophisticated designs.
 - Create award-winning architecture.
- **Program land uses and bolster programming to have more events and activities in Downtown Napa for a wide range of people of all ages.**
 - Offer community events for all age groups.
 - Promote a 24-hour Downtown with all-day and all-night activities.

- Design multi-generational community gathering spaces and activities.
- Create family and kid-friendly gathering spaces.
- Focus efforts on empty-nesters.
- Place importance on improving safety and sense of security to encourage Downtown's liveliness.
- Maintain a small-town atmosphere while introducing sophisticated opportunities.
- Introduce modern infrastructure like wireless network and light rail transportation connecting Napa to the region.
- Move the jail out of Downtown Napa.
- Relocate county office and build new development there.
- Bring a range of education centers to Downtown to enliven the area and promote a college town atmosphere.

C. EXISTING CONDITIONS ANALYSIS

The following comments are a summary of the break-out group discussions of existing assets, existing challenges and potential opportunities for new developments and public improvements in the planning area.

A. Land Use

Assets:

- **Napa River**
- Napa Creek – restore more of its natural character
- Small green spaces
- Riverfront mixed-use project
- Varied services within a short distance
- Compact Downtown core
- Locally serving retail like Safeway, hardware store
- Good balance of locally and tourist serving retail
- Range of services in Downtown area
- 1st Street and Main as a retail corridors
- Wide range of retail stores
- Mixed-use zoning district
- Accessible parking structures
- Good public spaces like Veteran's Park
- Copia Gardens
- Public events like the River Festival
- Farmer's Market
- Napa Mill
- Oxbow Market
- Exertec
- Jarvis
- Opera House
- Uptown Theater

- Goodman Library
- Public art
- Native Sons
- Borreo building
- Historic buildings
- Historical Society building
- Gordon building
- Government Offices that offer services and employment
- Fuller Park
- Encourage more activities and recreation opportunities on the river.

Challenges/Opportunities:

- **Increase uses along the Napa River.**
 - Add docks.
 - Open a kayak concession stand.
 - Create a boating facility on the Copia site.
- **Attract more locally-serving retail like a pharmacy, drug store and bookstore.**
- **Promote more nightlife by attracting more entertainment venues, nightclubs, coffee houses, and encouraging businesses to have longer hours.**
- **Re-open Uptown Theater.**
- **Redevelop Town Center connecting it to the streets and improving its security.**
- **Fill in vacant storefronts and underutilized parcels.**
- **Relocate jail to an appropriate location.**
- **Create mixed-use buildings with retail in the bottom and housing above.**
 - Design some of mixed-use prototypes for artists.
 - Encourage office use in ground floor units.
 - Increase densities and add more stories.
- **Utilize the River as an anchor for new and innovative developments.**
 - Improve and facilitate access to the River at different locations.
- **Include more gathering places, open spaces and plazas.**
- **Relocate Visitor Center to a more highly visible location!**
- **Attract more shopping venues for tourists like Williams-Sonoma.**
- **Encourage more shopping and activities for locals.**
- **Identify a unifying event for Napa.**
- **Move Chef's Market to Fridays.**
- **Create a community pool.**
- **Consolidate City Hall buildings.**
- **Use parking lots as blank slate for new developments.**
- **Define retail areas to create a good range and concentration within a short distance.**
- **Introduce a wider variety of uses and services Downtown that cater to both residents and tourists.**
- **Retain local businesses.**
- **Introduce fees for nightlife entertainment uses.**
 - Consider what is acceptable in terms of noise and disturbance.
- **Encourage private sector redevelopment.**
- **Transform the current single dominant ownership in Downtown.**
- **Explore the possibility of creating a small conference center.**
 - Create a large meeting venue.

- Avoid putting offices on the ground floor on mixed-use buildings, storefronts should be promoted.
- Utilize abandoned houses located in Downtown area.
- Provide affordable housing prototypes.
- Create a wide range of housing types like condos, apartments, rowhouses, and other.
- Build housing over parking structures.
- Build live/work units targeted for artists and professionals.
- Streamline processes for live/work units so that it is easier to get them built.
- Connect riverfront promenade with Oxbow District.
- Take full advantage of the Oxbow Commons Bypass Project to provide lively, fun and active recreating opportunities.
- Relocate Farmer's Market to a Downtown location.
- Include more family-friendly venues like a children's museum.
- Create a cultural center.
- Find appropriate re-use alternatives for Copia and gardens.
- Rezone R-O (Residential Office) back to R-I (Residential Infill) to attract more residents, more life and reduce property prices.



B. URBAN DESIGN

Assets

- Veteran's Park
- Napa River and Napa Creek
- Street grid pattern
 - Short blocks and frequent streets
 - Narrow streets
 - Good scale of streets
- Historic buildings
 - Victorian homes nearby
- Public Art
- Main Street bridge
- Community events
- Vistas to the mountain
- Oxbow District
- Avia Hotel has good design features:
 - Balances past and present architectural trends
 - Great example of a stepback that allows increased height but does not greatly affect the overall comfortable scale of the area

Challenges/Opportunities

- Transform parking lots into sites for new buildings.
- Introduce more green into our streets and parks from small landscaped areas to larger open spaces.
- Promote uses and activities on Veteran's Park.
- Create more playgrounds and play areas for young kids Downtown.
- Encourage high quality new buildings that are innovative, sustainable and that do not try to imitate styles from the past – forward moving and award winning architecture!
- Restore and maintain older buildings and historic architecture.
- Preserve a local sense of place, identity and character.
- Re-design TownCenter!
 - Include a park in any new design.
 - Cover it to protect people from the rain.
- Create a new design for Dwight Murray Plaza.
 - Turn Murray plaza into an attractive park or gathering space.
 - Add more green.
- Improve directional signage.
 - River, Creek and parks identification/signage
- Preserve vistas into the mountains since they create a beautiful background and also act as directional cues.
- Keep Safeway Downtown but renovate it.
- Beautify streetscape design.
- Create a gateway on Soscol Avenue.
- Look for additional opportunities for more public art Downtown.
- Create a town square, a main gathering space for the community.
- Generate more gathering places along the Napa River.
- Improve access and connections to the River.
- Select tree species for street trees that grow to be large shade trees.
- Seek opportunities to add more public art.
- Promote outdoor dining and sidewalk activation.
 - Include more seating along sidewalks.
 - Add a digital kiosk that provides information about upcoming events.
- Offer more activities and places for the youth like sport facilities, movies and entertainment.
- Promote the creation of more family friendly spaces.
- Ensure that new developments have open spaces, landscaped areas and trees.
- Encourage stores to be in taller structures.
- Use of ground-level parking for higher uses.
- Improve architectural character in building like Kohl's and Carithers Building.
- Allow for flexibility in building design.
- Define appropriate massing and heights for new buildings.
- New building could be up to five stories high, but further study based on location.
- Achieve high quality architectural standards by providing comprehensive design guidelines.
 - Include window and fenestration guidelines.
 - Encourage architecture that respects historical buildings but that does not try to copy them.

- Encourage environmentally-sensitive architecture and new developments.
- Follow LEED design standards.
- Look for solutions to improve the character of government offices on First Street.
- Explore relocating government offices off of First.
- Improve public facilities, such as including restrooms.
- Encourage high quality design on riverfront developments.
- Create cohesive and sensitive design guidelines to improve the overall character of Downtown.
- Improve the sense of place at the Oxbow district by adding signs and possibly a gateway element like an arch.
- Create an art district in the Oxbow area.
- Promote Christmas tree lightings Downtown.
- Encourage store owners to add more flowers and beautify their stores.
- Promote rich local history by exploring historic tourism.
- Provide historical markers.

C. ECONOMIC DEVELOPMENT

Assets

- Range of entrepreneurs and investors
 - Oxbow
 - Hyatt
- Napa River and riverfront uses
- Main Street bustles with life!
- Locally serving retail like Safeway, Ace Hardware and Kohl's
- Opera House
- Oxbow Art School
- Wine Tasting Rooms
- Existing housing stock Downtown
- Demographic of customers
- Wide mix of ethnic groups
- Good merchants and great merchandise
- Copia
- Napa is an international tourist destination
- Napa Town Center
- Robust community of artists and musicians



Challenges/Opportunities

- **Work with property owners to achieve solutions for existing vacancies.**
 - Consider enforcing a vacant building tax and better owner maintenance regulations.
 - Look for ways to force landowners to upgrade their properties.
- Streamline new development permits and plans.
- Attract quality and competitive retail uses.

- Promote a more heterogeneous economy by encouraging different industries.
 - Break from wine monoculture.
- Foster more art, music and cultural and entertainment venues.
 - Soften strict entertainment regulation.
 - Delineate an entertainment district within the Downtown area.
- Bring a wider range of restaurants to Downtown.
- Create incentives to attract more restaurants like lower rent costs.
- Design a walking tour of all wine tasting locations within Downtown to get tourists to move around the area and discover other interesting aspects.
- Create incentives or subsidies for small businesses.
 - Increase the proportion of vibrant businesses.
 - Focus on a variety of levels of affordability depending on business types.
- Explore rent control to avoid having vacant buildings.
 - Regulate high rent costs and strict lease contracts.
 - Encourage small and affordable spaces for rent.
- Introduce a range of small shops in Town Center.
- Re-use Copia Conference Center. Re-use ideas include:
 - Commercial activities, e.g. retail
 - Cultural Center
- Place focus on local, middle-class, service-based workers.
- Create a plan that avoids Downtown's gentrification.
- Target right age group rather than a wide mix of age groups approach.
- Allow street vendors and musicians.
- Who will pay for this Vision?
 - Private developers would need more return.
 - Tax hotel rooms.
- Select a business-minded City Council.

D. INFRASTRUCTURE

Assets

- **Bridges**
- **Areas with undergrounded wires**
 - First and second streets with utilities underground
- Utilize by-pass project as a multi-purpose space
- Pedestrian friendly sidewalks with curb cuts
- Historic trees
- Flood control project
- Abundance of parking alternatives
- Wine train
- Good schools
- Cared for neighborhood, such as the Behrens Street area.

Challenges/Opportunities

- **Increase free Wi-Fi zones through Downtown.**
- **Add more green to streetscape and plant large street trees.**

- Add trees, plants, benches and picnic tables to parks and open spaces.
- Create a network of green spaces with parks as destinations and paths linking them.
- Create a truly bikeable Downtown by providing appropriate infrastructure and connecting bike lanes.
- Utilize the tracks from the Wine Train for other uses like commuter trains connecting Napa to Vallejo and other cities in the Bay Area.
- Introduce larger areas with permeable pavement and stormwater swales.
- Explore full potential and opportunities presented by the by-pass channel.
- Consolidate all City Hall functions into one building.
- Improve the style and other amenities along flood walls.
- Introduce green infrastructure to Downtown streets.
- Look for solutions to aging water pipe infrastructure as they are currently unstable.
- Explore alternative energy resources and conservation.

E. CIRCULATION

Assets

- Original grid of streets and blocks connecting the Downtown with neighborhoods.
- Good range of transit options
 - Centrally located transit center
 - Bus, trolley, smaller buses
 - Train tracks, Wine Train
- Napa River and the Rivertrail
- Bicycle trails and access
- Riverfront Promenade
- Large number of parking structures and parking areas.
 - Free parking throughout Downtown
- Wide, comfortable sidewalks



Challenges/Opportunities

- Improve safety of all users
- Improve connections through the Downtown area.
 - Reconnect streets to make them through streets again.
 - Recover original street/block pattern.
 - Coombs Street: Would through connection make it too busy?
 - Improve connection between Downtown and Oxbow district.
- Design Downtown to promote pedestrian circulation.
 - Clean, well maintained and consistent sidewalks.
 - Better signage and cues for orienting pedestrians.
 - Delineate pedestrian-only zones.

- **Create more amenities to encourage bike use like paths and racks.**
 - **Create bike lanes, paths and improve overall access**
 - Build more bike parking.
 - Create a bike share program
 - Utilize bike racks as public art opportunities.
 - Connect bike lanes to create a network from Downtown to Silverado and Main Street.
- **Redesign key arterials like Soscol Avenue and intersections to be more pedestrian friendly.**
 - Attractive crosswalk paving
 - Landscape
 - Signage
 - Lighting
 - Trees
 - Pedestrian amenities
- **Change First Street to be an entry into Town!**
- **Change the configuration of one-way streets into two-way streets.**
- **Changing one-way streets to two-way would reduce traffic speeds.**
- **Encourage car-free tourism by providing a good network of public transit options.**
- **Create a park-and-ride concept for tourists where they leave their car Downtown and they tour the valley in public transit (bus, train, shuttles).**
 - Reduce drunk driving
 - Toll for Valley drivers
 - Inexpensive
 - Eco-friendly as it reduces CO2 emissions
- **Consider adding ferry/boat service on the Napa River.**
 - Ferry connecting Napa with Vallejo and the rest of the Bay Area.
 - River taxi
- **Analyze best location for transit station.**
- **Improve multiple-way intersections that are hard to cross and disorienting for pedestrian circulation.**
- **Create visual entries and gateways to the City and Downtown**
 - From Highway 29
 - From Soscol Avenue
 - Explore using gateway elements like arches, pillars or others.
- **Reclaim space from some of the wider streets and increase pedestrian and bicycle amenities.**
- **Contemplate creating pedestrian and bike only streets.**
- **Improve sidewalks on main streets like Jefferson.**
- **Reclaim right-of-way on wide streets for pedestrian and bike use.**
- **Improve intersections with pedestrian crosswalks and better lighting.**
 - Consider raising intersections for improved visibility.
- **Design public environment keeping in mind the needs of seniors and people with reduced mobility.**
- **Look for solutions to skateboarding and enforce no skateboarding policy.**
- **Change First Street to be a two-way street to encourage pedestrian traffic like along Main Street.**

- Study impacts of reversing one-way streets to two-way in terms of economic investment and fire access.
- Include more traffic calming to slow down traffic.



- Develop better solutions for currently confusing intersections like 29th and 1st Street.
- Improve directional signage to be more clear and easy to read.
- Enforce sandwich-signage regulations so that there are more standard designs and materials.
- Place parking structures underground.
- Place parking on arterials; avoid funding to local streets.
- Allow employee/employer parking areas for the whole day.
- Create a car-share service with electric cars.
- Maintain shuttle service but create new routes that improve connectivity to and from key destinations.
- Include shuttle service from airport to transit station.
- Re-use First Street Creek Bridge.

F. OTHER

Assets

- Local residents

Challenges/Opportunities

- Foster ethnic diversity.
- Allow alcohol consumption Downtown.
- Keep people involved in the decision making process.
- The City should look for creative ways to purchase private property Downtown.
- The City should be committed to enforce sustainable and environmentally friendly policies.
- Find appropriate place to relocate homeless and homeless services.
- Downtown needs visionaries to push it forward in all aspects.



WORKSHOP SUMMARY

Community Workshop #2: Emerging Downtown Vision and Strategy
November 18, 2009



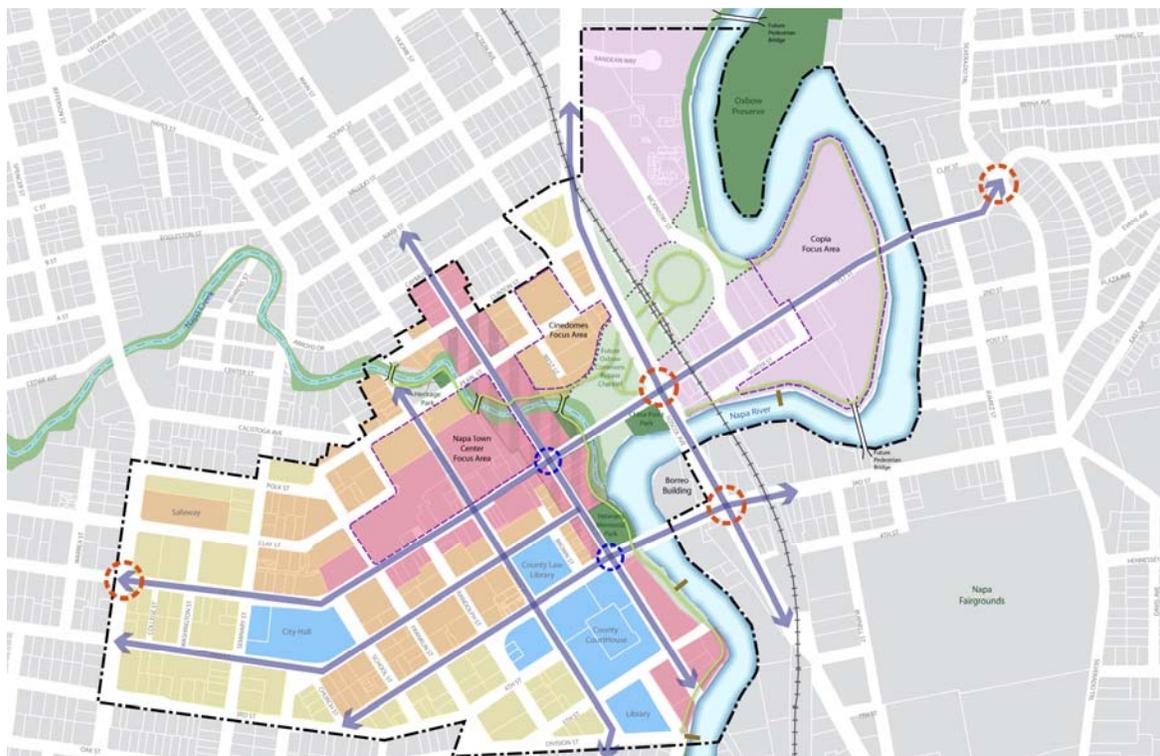
Prepared by:



I. INTRODUCTION

The Downtown Napa Specific Plan (the “Plan”) will guide the City of Napa in its planning efforts to create a more inclusive and vibrant Downtown Napa. The purpose of the Plan is to develop a community vision for the Downtown and create tools and strategies to implement the vision through recommendations for public and private development. The Plan will include detailed policies, design guidelines and development standards that work toward a holistic vision of Downtown. Building from the input gathered during a comprehensive community engagement process, the Plan will help lead the City towards a more sustainable, pedestrian-friendly and attractive Downtown.

The Downtown Napa Specific Plan is currently in the “plan concepts strategies” phase of the planning process. This phase is focused on developing three potential plan scenarios, gathering and synthesizing input from the community through stakeholder focus group roundtable discussions, conducting ongoing meetings with the Downtown Napa Steering Committee, and hosting community workshops. Additional information and materials can be found on the project website, as well as information on current and upcoming project events: www.downtownnapaspecificplan.org.



II. MEETING FORMAT

On Wednesday, November 18, 2009, the City held the second of three public workshops. The workshop was held at the Native Sons of the Golden West hall in Downtown Napa from 6:30 p.m. to 8:30 p.m. This session provided an opportunity for Napers to learn about the emerging vision and strategy framework for improving Downtown Napa and provide their feedback. Approximately 90 community members attended the workshop, including residents, employees, community organization leaders, business owners and property owners from Napa.

The workshop commenced with an introduction from Tambri Heyden, the Planning Director for the City of Napa. The workshop was comprised of three parts: First, Chris Beynon, principal from the lead consultant team, MIG, Inc., presented the project's background and process, as well as the emerging vision and strategy framework for enhancing Downtown Napa.



After the presentation, participants had the opportunity to view seven different stations representing core features of the plan, and provide their input. Participants received a stack of sticky notes to provide written comments at each station. They also received sticky dots (eight) to place them on a grading scale at each station. These scales "measured" how much participants supported or not the concepts proposed at each individual station. The vision poster was the only one that did not have a grading scale and participants just provided written comments. The stations addressed the following themes: emerging vision, land use, downtown focus areas (Town Center, Cinedome and Copia), entertainment district, circulation, pedestrian and bicycle plan, and building heights. Each station was facilitated by a representative from MIG or the city, who helped to answer questions and provide additional information.



In the third segment of the workshop, facilitators from each station reported back to the larger group, sharing main ideas and trends. Written comments made by the participants during the event were transcribed and then synthesized into the following report.

III. COMMUNITY COMMENTS

The following are comments gathered from community members at each of the nine stations held during the community workshop. Community members were asked to provide feedback to nine different topic areas: Vision, Land Use, Town Center Focus Area, Cinedome Focus Area, Copia Focus Area, Entertainment District, Auto Circulation, Pedestrian and Bicycle Plan, and Building Heights.

Bolded comments represent a synthesis of observations or ideas that were repeated multiple times by community participants.

A. VISION

The following comments are from notes left by community members at the Downtown Napa Vision station. The Draft Vision Statement was shaped by the input received from community members during Community Workshop #1 and refined by Downtown Steering Committee (DSC) members. Comments have been sorted into two groups: existing assets, and existing challenges and potential opportunities.

Assets

- Preserve historic structures.
- Provide programs and funding for building owners restore and retrofit historic buildings. There is no financing at present time.
- The plan should take into consideration the diversity of cultures, age groups, and host affordable and accessible businesses to fit the whole community's needs.
- Preserve Napa the way it is.
- Protect Napa's unique history and wine industry character. Limit new development. Do not copy other places.
- Place the River at the heart of the community and make it a central amenity.

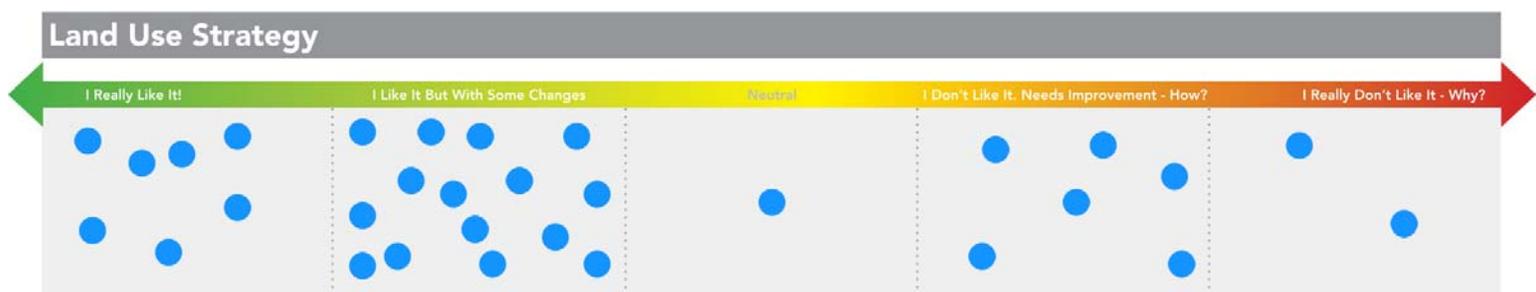
Opportunities and Challenges

- Make Napa the regional vibrant hub that it originally was, a dense Downtown core with housing and commerce.
- Create a City dock and Hatt dock.
- Make the Downtown nice for people who pay taxes.
- **Provide more open space park with art.**
- Promote "art" not just entertainment, but art that reaches deeply into the public spirit should be evident in all of these phases.
- Provide opportunities for performance art in public and street vendors such as artists and food.
- Consider public art, galleries and affordable work shop space the essential element.
- Supply more art for public.

- Build a community arts center! Offering artist work space and rehearsal space!
- Include “live music” within the entertainment district in addition to night clubs. Yes to night life!
- Shape a distinctive heart of the city to attract visitors to Napa.
- Provide lodging options for travelers of all income levels including hostels for international and national visitors.
- Encourage uniform façade treatment to avoid hodge-podge of different styles of buildings.
- Attract to Downtown some well known retail that will service our visitors and help carry out the vision. Overall great vision statement. Feels vibrant.
- Be cautious with potential increase in heavy downtown traffic. Consider pedestrian only zones.
- Foresee quantitative and qualitative impacts of this project for project if large scale development from other neighborhoods also feeds into the downtown.
- Encourage owners to go solar!
- I like the vision except drop the “world class” because: we aren’t there; it tends to promote tourism over locals. Tourism is necessary to generate income, but it shouldn’t get priority over the local community interests.
- Rethink and rework the vision’s language.
 - The word “lifestyle” will be dated in 10 years – be more creative!
 - Take out or describe “beautiful”; take out “urban” use “town”; no exclamation points.
 - Remove hackneyed language.

B. LAND USE

The following comments are from notes left by community members at the Land Use station. The Land Use map showed proposed land uses for the Downtown Napa Specific Plan area with complementary images that exemplified the different uses. Comments have been sorted into two groups: existing assets, and existing challenges and potential opportunities. In addition to the following comments, participants were asked to place a sticky dot below a scale bar that measured how much participants supported or not the concepts presented at this station. A total of 31 participants placed dots at this station. For the most part participants were supportive of the concepts with 22 sticky dots endorsing the land use strategy. There was one neutral vote, and eight dots were showing disagreement with the concepts presented. Below is the scale bar showing results.



Assets

- Preserve Napa the way it is.
- Keep Cinedome theater Downtown.
- Protect all historic existing buildings from conversion to office.
- Emphasize a river district and the bypass channel.

Opportunities and Challenges

- Move City Hall to the public district. Current City Hall location could contain a flex space to be used as a performance space for example.
- Redesign current county parking lot into a big central green space, a park for festivals, and daily enjoyment!
- Create a centrally located open space park area in a revitalized area not at the edges of the River. A central square like Sonoma where community gathers and with merchants surrounding it.
- **Build more green spaces, pocket parks, green corners and gardens.**
- Ensure that new development and housing is balanced with new open space to create an attractive population center.
- Provide appropriate open spaces for youth and kids.
- Maintain a skate park Downtown!
- Promote more recreational activities like biking, running, water access and enjoyment.

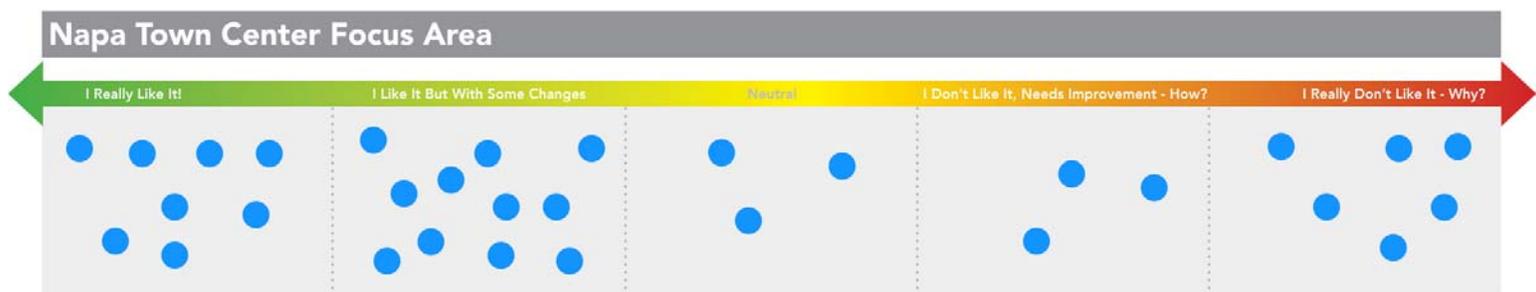
- Designs should have open space along river rather than strictly commercial.
- Create a defined River District with docks, residences, commercial opportunities, and public uses.
- Consider creating an Oxbow District as well.
- **Promote public art by providing more space for art making and showing.**
- Add some public art on the side of the prism facing Main Street.
- Include cultural centers, historic societies, art communities and educational facilities into planning and the community will more strongly feel the benefits and begin to see Downtown as a hub.
- Allow live/work spaces for artists and small, new tech businesses.
- Integrate residential uses in all areas of Downtown.
- Include lower income housing. Low-income families need places to live in Napa.
- Allow higher density residential with affordable housing Downtown.
- Design mixed-use buildings with housing.
- **Build more affordable housing as it is crucial to support vibrant local community.**
- Land use should incorporate mixed use and consider the economic make-up of the local citizens (i.e. student, artist and affordable rent spaces).
- Create a mix of uses with businesses, offices and residences linked in by pedestrian passages and courtyards.
- Blend office and commercial uses to create energy and activity. Add housing to the mix to put people on the street. Density is not a bad thing when done well.
- Create mixed-use developments that fit in with the community --no high-rise glass and metal structures.
- Include basic services for people who live downtown --like grocery stores and drugstores.
- Create a grocery store near Copia so we don't have to drive.
- Allow Downtown activities for citizens who live here: dancing, entertainment, concerts, art, outdoor.
- **Make more space for music.**
- Include more studio spaces for musicians to perform and practice.
- Create areas where street performers are encouraged.
- Endorse original architecture – not so many replicas of packaged styling from elsewhere.
- Don't stylize the buildings so much that they look dated in ten years.
- Create original architecture locally inspired. Do not copy styles from other places.
- **Create incentives to fill up empty stores.**

- Deed restricted affordable housing.
- Do not mix residential and office uses. Create residential-only areas.
- Do not convert any more historic houses into offices.
 - Stop dividing our old town neighborhoods.
 - Reverse properties to residences when possible.
 - Stop the commercial v. housing economic divide.
- Place focus in areas that visitors consider important.
- Provide support to businesses to avoid “revolving door” retail stores.



C. TOWN CENTER FOCUS AREA

The following comments are from notes left by community members at the Town Center Focus Area station. The Town Center Focus Area poster showed existing amenities as well as proposed urban design features for the site. Complementary images exemplified some of the proposed urban design features. Comments have been sorted into two groups: existing assets, and existing challenges and potential opportunities. In addition to the following comments, a total of 31 participants voted in the sticky dot exercise at this station. A majority of votes were in favor of the urban design elements proposed (19 dots). There were three neutral votes and nine dots were showing disagreement with the proposed concepts. Below is the scale bar showing results.



Assets

- Preserve historic buildings.
- Respect the historic facades as a first principle.
- Get rid of Kohl's building.
- Restore and re-use Merrills/Gordon building.
- Keep original and historic First Street facades.
- Honor and feature Napa's architectural history.
- Create cultural tourism emphasis Downtown!
- Preserve Napa the way it is.

Opportunities and Challenges

- **Make room for arts.**
- Provide arts space for local artists that are affordable.
- **Allow artists to use vacant spaces until rented.**
- **Create space for art and artists of all kinds! Studios, rehearsal, performance space!**
- Encourage "home-grown" smaller businesses.
- **Encourage local art, music and entertainment.**

- Allow night life in the Town Center to provide eyes on the street at night and increase safety.
- Study examples from other cities:
 - Use Boulder, CO as an example of possibilities.
 - Consider Santana Row concept with outdoor restaurants.
- Improve center with sidewalk cafes and sidewalk life.
- Promote pedestrian activity along Coombs with restaurants, outdoor cafes, bookstores, trees and outdoor seating!
- Enhance streetscaping with public art, planting.
- Focus improvements on incorporating culture and public common space rather than new developments.
- Create small-scale pocket parks, intimate open spaces.
- Redesign Dwight Murray Plaza/Ralph Trowder with more garden planting areas.
- Create gathering places that consider all ages of the community from children to grandparents.
- Reinvigorate retail, allow entertainment and provide gathering spaces and residents will have a reason to come to Downtown. The streets are not the problem.
- Make Downtown attractive to Latino community by including affordable retail, and bilingual signage.
- Promote businesses that are stylish, diverse, desirable and of good quality.
- Incorporate historic walks with kiosks at Town Center and Downtown area.
- **Consider tearing down the Town Center and integrating with core commercial area.**
 - Town Center is a tight maze, disconnected, empty stores, ugly parking structures, inconsistent architecture.
 - Kohl's is a terrible building. Should be knocked down to create a community square.
 - Town Center should cater to local small merchants. Start over reboot.
- **Improve facades to achieve a consistent look.**
 - Replace ugly glass fronts.
- Do not improve the facades.
 - The city needs bold design ideas, not façade changes.
 - I hope public money doesn't go to land owners for this purpose.
 - What good is fixing the facades? It is like lipstick on a pig.
- Get the property owners to fill the vacancies in their property within a certain time limit or face a fine.
- Encourage landlords to offer affordable rents to fill up vacant storefronts.

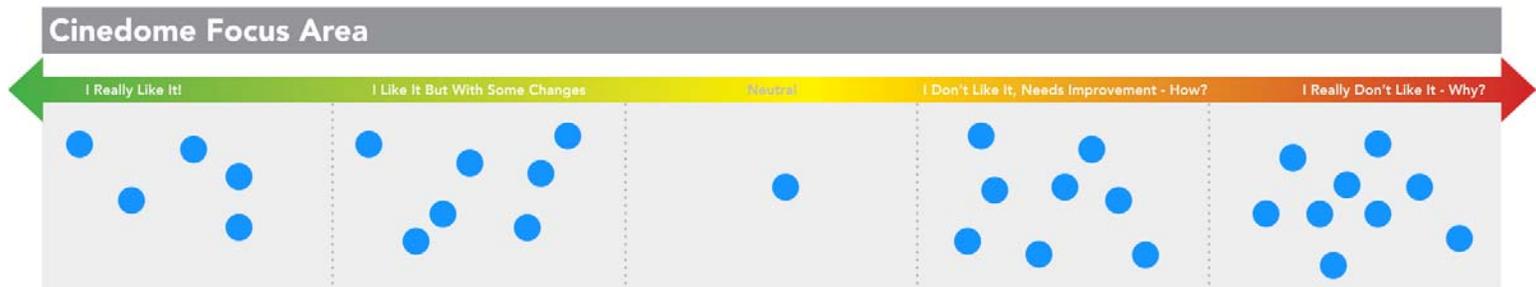
- Remove and replace County building. It is an eyesore and brutally unfriendly to pedestrians.
- Get rid of Carithers or redesign to make it more street-level friendly.
- Remove Carithers Building! Create office and retail uses.
- Remove Randolph building.
- Leave Brown Street corridor open alongside Kohl's.
- Preserve China Light and old landmark bank building.
- Change the circulation so people can get around.
- Limit the amount of circulating cars in our downtown area – like in downtown areas in Europe where cars must park on the periphery. Have bike racks and drinking fountains.
- Create a bike and pedestrian only district.
- Preserve current connection on Coombs that does not allow cars.
- Reconstruct street grid in Downtown area
- Provide smaller spaces for retail with a diverse mixture of local and quality chain stores.
 - Divide retail lease space into smaller spaces.
 - Smaller spaces (100-200 square feet) are likely to be rented out.
- Allow higher building densities.
- Maximize opportunities for increased densities Downtown.
 - Upper story setbacks and overlooks
 - Housing above retail
 - Mixed-use Downtown
- Create affordable housing to bring people Downtown and support the local economy.
- Create mixed-use buildings with residential uses over retail for a more walkable and less car-oriented area.
- Do not include residences Downtown. Support commercial uses and fill up vacancies.
- Allow timeshare downtown. Good timeshare is the best active bed base for Downtown next to hotels but more economical.
- Create parking relief or flexibility for Downtown residential.
- Provide parking relief for affordable housing.
- Keep new buildings to four floors max.
 - Five stories is too tall.
- Refine the urban design concepts for this area to create a successful plan.

- Free space for use by the community such as for workshops. Consider how educational projects can be incorporated.



D. CINEDOME FOCUS AREA

The following comments are from notes left by community members at the Cinedome Focus Area station. The Cinedome Focus Area poster showed existing amenities as well as proposed urban design features for the site. Complementary images exemplified some of the proposed urban design features. The comments have been sorted into two groups: existing assets, and existing challenges and potential opportunities. In addition to the following comments, a total of 30 participants voted in the sticky dot exercise at this station. With just 12 dots, a minority of votes were in favor of the urban design elements proposed. There was one neutral vote, and the majority (17 dots) of votes were showing disagreement with the proposed concepts. Bellow is the scale bar showing results.



Assets

- **Keep the theater downtown!!**
 - I really loved having a movie theater downtown. I live in the historic area and during the summer we walk downtown, go out to dinner and then hit the movies. It would not be enjoyable to have dinner then drive down to Target/Soscol area for a movie. Could a theater be part of the entertainment area?
 - We need the theater downtown – my teenager walks to the movies.
 - Tear down and build a better theater.
 - Work with theater owner to maintain Downtown presence.
- **Preserve the skate park since it is a well-used amenity by local kids and teens.**
 - Please keep the skate park somewhere nearby!
- Preserve Napa the way it is.

Opportunities and Challenges

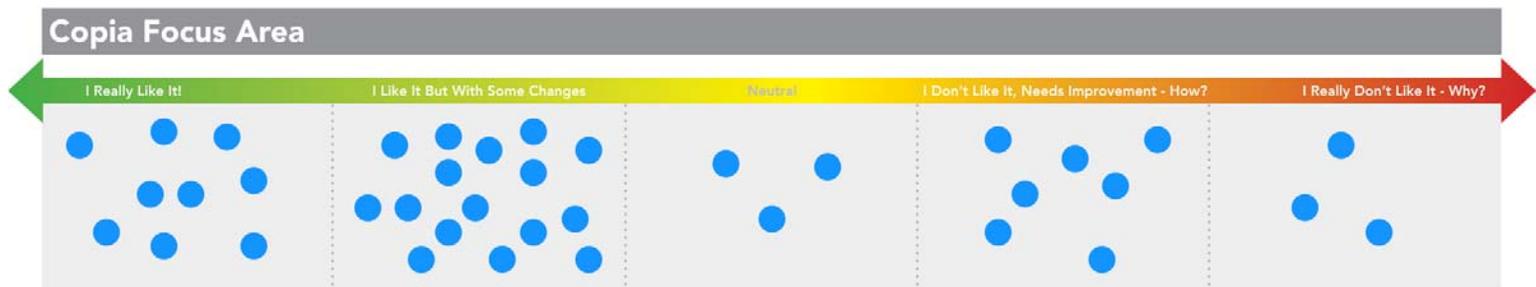
- Utilize the Cinedome area for recreational and family uses due to its unique location at the intersection where River, Creek and bypass converge.
- Design buildings to be no more than four stories along Soscol Ave.
 - Keep human, neighborhood scale.
- Locate businesses along Soscol Ave.

- Include an art movie house.
- Provide better detailing to the access to the Oxbow bypass.
- Reviewed the Oxbow bypass as a critical part of the park and pedestrian traffic plans.
- Include a skate park and sand volleyball in the Oxbow bypass.
 - Demolish skate park.
- Promote increased pedestrian and bike circulation and work to decrease vehicular traffic.
- Place emphasis on historic Chinatown-China Point and promote outdoor activities.
- **Include visible art space, music and entertainment.**
- **Use this area for a cultural, musical and artistic epicenter of the Napa Downtown.**
 - Build a theater or community center.
 - Create a public serving community and arts center at Cinedome. River Center (Prop 84 grants).
 - No residential here.
- Take away the skate park and build a parking garage.
- **Do not build a parking garage.** You need stuff to do before places to park.
 - Plenty of parking with the garage next to jail!
- Provide appropriate buffer between parking/mixed-use building and 1-2 story houses.
- Incorporate parking structures with retail ground floor.
- Incorporate parking structure with a movie theater.
- Keep movie theater downtown. Locate housing development in other areas of Downtown like county office block at 3rd and 4th, Coombs and Randolph.
- Create a hotel since this is the best site for it in Napa Valley. Promote tourist industry.
- Allow mixed-use and consider greater heights to accomplish ground level pedestrian amenities like pocket parks and outdoor dining.
- Include lower income in any house plans.
- **Create an office or residential development and provide more parking for it.**
- Discourage tall buildings that further impede access/use of Oxbow. Try to tie Cinedome and Oxbow together.
- Do not allow bulk buildings like Riverfront along the river.
 - Don't ruin views.



E. COPIA FOCUS AREA

The following comments are from notes left by community members at the Copia Focus Area station. The Copia Focus Area poster showed existing amenities as well as proposed urban design features for the site. Complementary images exemplified some of the proposed urban design features. The comments have been sorted into two groups: existing assets, and existing challenges and potential opportunities. In addition to the following comments, a total of 38 participants voted in the sticky dot exercise at this station. For the most part, votes were supportive of the urban design elements proposed with 25 votes casted in favor. There were three neutral votes and 10 votes were showing disagreement with the proposed concepts. Bellow is the scale bar showing results.



Assets

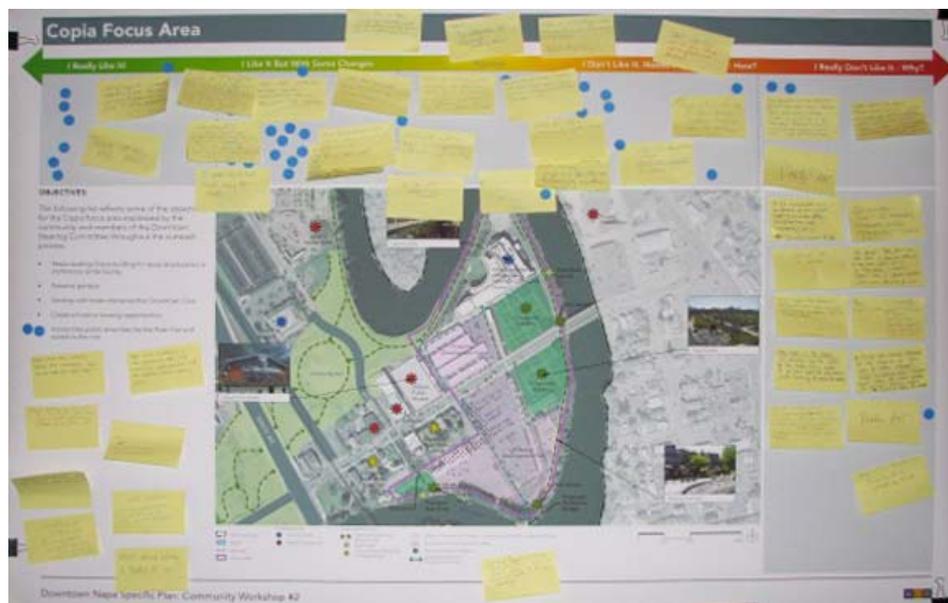
- **Preserve Napa the way it is.** Consider including more public art.
- **Save the gardens! Open it up to the entire community.**
- Integrate existing Copia building/gardens with future planning.
- Preserve its relaxed, open space feel.
- The Oxbow Market is already the best place in town.

Opportunities and Challenges

- **Include public art.**
- **Incorporate parks and art.**
- **Promote different types of outdoor recreational activities like biking and running trails, a pool and fitness center with ramps to access the river for kayaks and picnic spots.**
- Keep this area safe.
- Expand the Copia gardens.
- Redesign County Corporation Yard to make it river friendly.
- Create more public gardens and generate a program to maintain them.
- **Develop a conference facility or community center.**
 - Conference center would draw more people to downtown and impact positively restaurants, stores, current hotel occupancy.

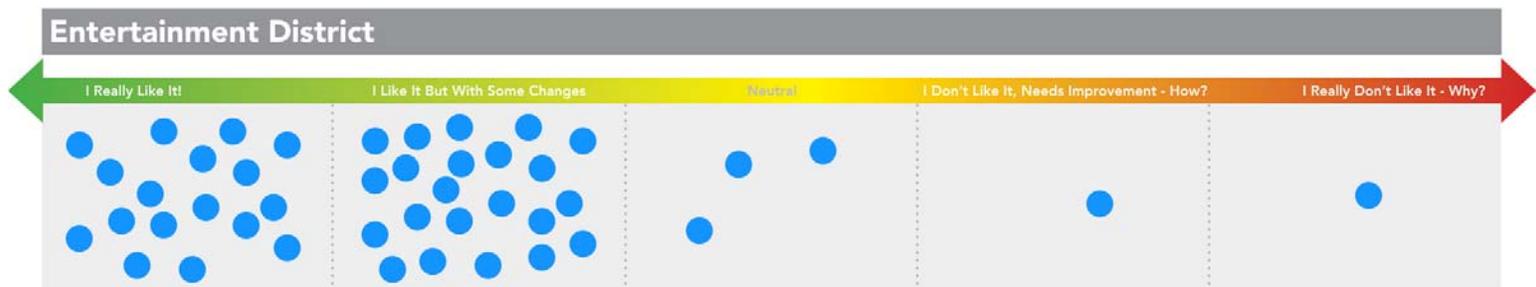
- Trade shows.
 - Attract shows, events, automotive concourse, other activities that bring visitors.
- Consider other desirable complementary uses adjacent to a conference center like hospitality and retail.
- Redesign Copia to make it attractive to locals.
- **Give Copia a cultural focus with community-serving uses such as a gathering, cultural space.**
 - Good for arts or community center, theater.
 - Copia building can also serve as a facility for art venues and cultural programming (theater, dance, music, etc.)
 - Copia should have diverse use, not one business.
 - Use part of Copia for community activities.
- Expand Copia activities away from just food and wine. Explore foreign films, concerts, and dancing.
- Keep Copia ownership in the community and with community involvement with the gardens, arts, cooking and wine.
 - Light wine tasting/food.
- **Consider using Copia as an educational facility.**
 - Design to be a “wise” environment.
 - Use gardens to educate and serve restaurants and local families or charities.
 - A tribute to our farming and vineyard history.
 - Consider bringing CIA (Culinary Institute) to this location.
- Make southern Copia gardens a development area. Copia may need more density immediately adjacent to be successful.
- **Do not create another hotel at Copia.**
 - Wait to see if Ritz materializes.
 - Do not build a hotel in the Oxbow. It already has the Westin and the approval of the Ritz. Make it a real part of downtown with housing and entertainment.
- **Consider creating a theater at Copia.**
 - Move the movie theater to the parking lot between Copia and Oxbow market. Keep entertainment downtown. Don’t draw off more energy to outlying shopping malls. Downtown needs life.
- Promote retail lining the streets.
 - Cafes, street activity, a lively Europe feeling.
- Integrate some artist studios live/work spaces and imaginative housing too.
- Use Copia as new transportation hub instead of 4th and Soscol. Good parking, good train access, nice river view, plenty of tourist center space.

- Consider parking needs as area develops and increases in density.
- Limit building heights to two stories with a few three story exceptions depending on impact on the neighborhood (shadows, blocked views, etc.)
- Don't let Copia sit empty while all the plans are developed.
- Include stakeholders and individuals with special knowledge in this area in the planning process.
 - The local group that assembled in the attempt to purchase the site has put a lot of time and effort in the redevelopment of this. Seek their insights.
- Preserve some of Mr. Mondavi's vision for this site.
- A long-term viable plan for this area should wait until other relevant projects currently underway are finished.
 - Ritz Carleton Hotel
 - Oxbow bypass



F. ENTERTAINMENT DISTRICT

The following comments are from notes left by community members at the Entertainment District station. The Entertainment District map showed the proposed boundary for the district along Main St between Clinton St and 3rd St. Comments have been sorted into two groups: existing assets, and existing challenges and potential opportunities. In addition to the following comments, votes casted at the sticky dot exercise revealed a positive response to the Entertainment District with 39 votes in favor. Three votes were neutral and there were only two votes showing disagreement. A total 44 participants voted at this station. Below is the scale bar showing results.



Assets

- Preserve Napa the way it is. Consider including more public art.

Opportunities and Challenges

- Allow more entertainment downtown.
- The Entertainment district is a good idea.
- Make it an entertainment and art district.
- Entertainments licenses should be permitted on a case-by-case basis. The district approach sounds more complicated than helpful.
 - Make it easier to obtain an entertainment permit.
- Award permits depending on use.
 - Some uses should require a liaison contact for such issues as noise
 - Possible fine/fee if police or city personnel are required to intervene.
- Keep Downtown outdoor venues family friendly. This area is too small and houses are too close. Keep amplified music indoors after 9 pm.
- Stop the entertainment zone at Pearl St.
- Make entertainment community focus – don't make just for tourists.
 - Create a shared community art center that can also be used for entertainment. Balance traditional entertainment
 - Napa Valley Opera House not quite right for this purpose.
 - Catering to our precious youth.

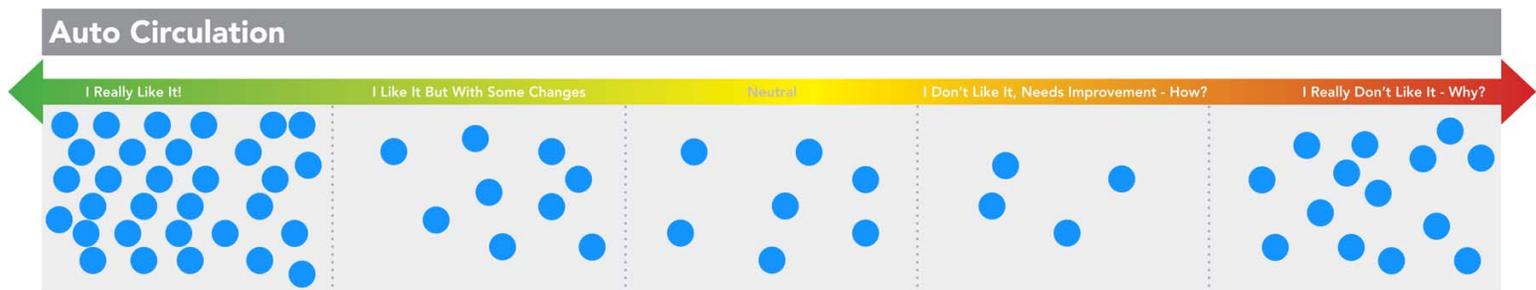
- Address ordinances that restrict community activities within this proposed entertainment district.
- Do not allow residential in entertainment district at all. Allow dancing in entire district.
- Include performance venues for local musicians; Napa Valley and Bay Area.
- Craft a tasteful district with upscale venues and dancing night clubs.
- Do not designate an entertainment district boundary.
 - Allow entertainment in all parts of the City. Keep creativity open and available everywhere.
 - Don't single out one area. It closes doors, blocks options, makes complicated for outside artists and performers.
 - Be flexible – some venues may fall outside these boundaries.
- Consider a larger district since this area is too small for ambitions, variety and quantity of venues.
 - Enlarge entertainment district to accommodate larger venues. Consider expanding onto 1st and 2nd Streets. Encourage multi-plex within this district by easing approval process.
 - Expand south down to the River to include Napa Mill and docks.
 - Not enough potential for various venues – too small!
- Expand district to Oxbow area.
 - Use Copia for more diverse entertainment. Intersperse some entertainment outside of core area on Main.
 - Consider allowing/including some entertainment in the Oxbow/Copia district.
- Extend toward existing shopping centers and restaurants including affordable business and exhibition spaces for arts and locals.
- **Include art space within the district.**
- **Address youth entertainment needs.**
- **Locate a place for an art community center with programs for artists and youth.**
 - An art community center with exhibits, workshops, music and poetry.
 - A space for an arts academy.
 - A place that serves the community and invites tourists.
 - Inclusive for low income people/students.
- Include art galleries in this area; a good daytime complement to the nighttime entertainment.
- Balance entertaining activities for people of different age groups.
- Provide entertainment for the Latino community.
- Limit use of neon lights for nightlife energy and night lighting.

- Consider parking for events so businesses and residences are not impacted.
- Allow street closures to traffic and exclusively for pedestrians.
- Provide bicycle racks.



G. AUTO CIRCULATION

The following comments are from notes left by community members at the Entertainment District station. The Entertainment District map showed the proposed boundary for the district along Main St between Clinton St and 3rd St. In addition to the following comments, votes at the sticky dot exercise revealed a large majority of votes in favor of the ideas proposed at the Auto Circulation station. Out of 65 votes, 40 were favorable, seven were neutral and eighteen were in disagreement with proposed ideas. Below is the scale bar showing results.



Opportunities and Challenges

- Limit resources for studying traffic and circulation impacts and look to other solutions for solving the downtown economic issues.
- **Allow for two-way travel on Coombs between 1st and Clay and along Franklin between 1st and Clay.**
- Restrict Coombs, Pearl and Jefferson streets from increased traffic through Old town.
- **Avoid increased traffic on Coombs.**
- Encourage an outdoor plaza along Coombs.
- **Keep Coombs closed between Town Center and Kohl's.**
- Reduce speed to 25 and maintain parking on 1st & 2nd.
- Avoid the need to incorporate turn lanes, changing turning radius, or rechanneling traffic.
- Consider the 1994 traffic report for input from residents.
- Consider closing select downtown streets to auto traffic and create pedestrian and bicycle streets.
- Avoid the use of two-way streets downtown.
- Maintain one-way travel on First and Second Streets.
- Improve the intersection of California and Hwy 29: exit right onto 2nd. Make 3rd and 4th two-way.

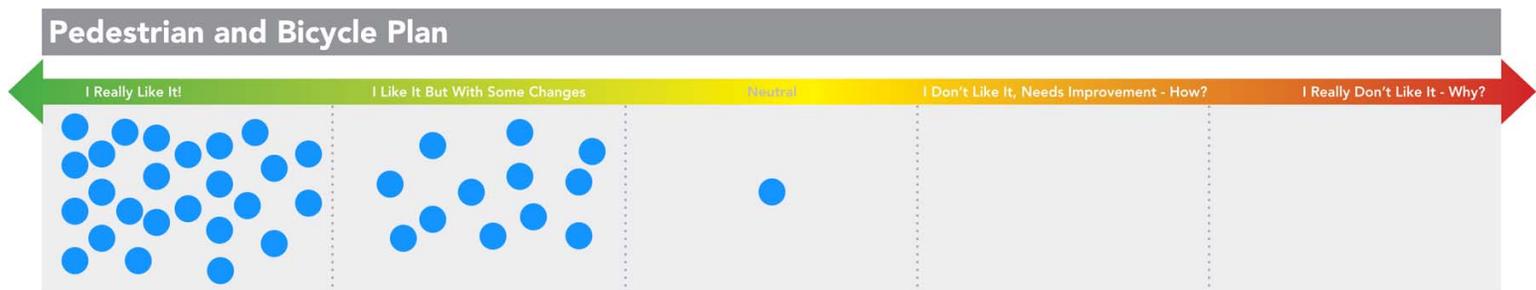
- Improve transitions at Division Street.
- Avoid losing parking downtown for the gain of two-way streets.
- **Reverse First and Second Streets.**
- Create a one-way street into downtown.
- Keep circulation as is.
- Make 1st Street inbound. Remove road blocks and one-way streets.
- Improve traffic backup at 29 and 1st.
- Look at off ramps and on ramps at hwy 29.
- City should buy parcels at California and 1st and create an entrance to downtown.
Two-way on all streets.
- Connect entrance and exit routes to parking in a way that minimizes internal car travel. Make the center of town very pedestrian friendly.
- **Change one-way streets into two-way on 1st and 2nd. If not possible, reverse the direction: 1st is in from Hwy 29, and 2nd becomes an exit to Hwy 29.**
- **Remove one-way directions.**
- Reconfigure street circulation and patterns to create a logical and more intuitive configuration.
- Avoid ending two-way traffic at Jefferson.
- Extend two-way on 1st and 2nd Streets down to California Street.
- **Allow 1st & 2nd become two-way for better flow and to slow down traffic.**
- **Increase exposure to business with two-way traffic.**
- Utilize two-way streets to slow down traffic, make downtown circulation more intuitive and bring in circulation from hwy 29.
- Consider bringing traffic into downtown from Hwy 29 on Third Street (new off ramp at freeway). Third Street connects across town to Coombsville Road.
- Preserve sidewalks if streets are converted to two-way traffic.
- Avoid widening South Jefferson Street.
- Increase size of pedestrian and bicycle right-of-way designated areas.
- Create opportunities for green (electric?) shuttles – open air in good weather to reduce single autos.
- Consider shuttle services to downtown core to promote a more pedestrian environment.
- Preserve and protect street trees.
- Provide more parking with garages.
- Provide various forms of screening for downtown parking
- Include paid parking in the downtown parking strategy.

- Provide further analysis for the intersections of Division and Coombs and for Division and Randolph.
- Consider traffic calming roundabouts at Randolph and Division Streets.



H. PEDESTRIAN AND BICYCLE PLAN

The following comments are from notes left by community members at the Pedestrian and Bicycle Plan station. The map showed the proposed pedestrian and bicycle paths within the Downtown area and in adjacent neighborhoods. Four different types of bike routes were differentiated, mapped and represented with complementary images. Comments have been sorted into two groups: existing assets, and existing challenges and potential opportunities. In addition to the following comments, votes casted at the sticky dot exercise revealed a large majority of votes in favor of the improvements proposed for pedestrians and bikers. A total of 38 participants voted at this station, with 37 votes in favor, one neutral vote and no votes were casted opposing proposed ideas. Bellow is the scale bar showing results.



Assets

- Centralize the pedestrian and bicycle network around the Napa river to allow for exploration, walking and biking

Opportunities and Challenges

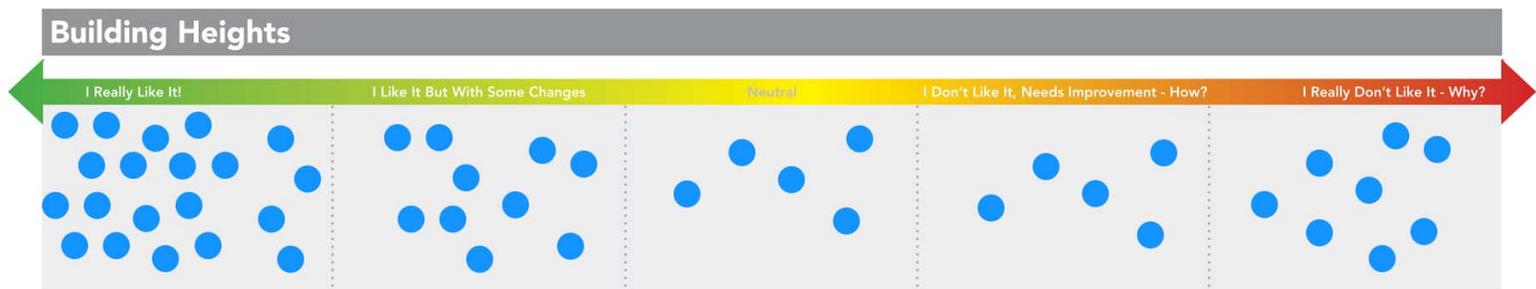
- **Expand the existing bicycle and pedestrian network downtown.**
- Encourage a pedestrian downtown core with a mix of shops, entertainment and restaurants
- Enhance the downtown for a pedestrian environment with design elements such as large awnings over sidewalks.
- Consider periphery parking with shuttle service to downtown core.
- Make Oxbow Commons bypass channel a reality.
- Improve bicycle accessibility to arts district.
- Incorporate bicycle racks in streetscape design to provide for bicycle parking.
- **Provide adequate lighting along pedestrian pathways.**
- **Provide dedicated bike lanes.**
- Provide dedicated pedestrian lanes.
- **Implement a bicycle boulevards system.**
- Provide traffic calming by encouraging bicyclists and pedestrian access in the downtown core.

- Create parking separated on-street bike lanes.
- Expand pedestrian greenways.
- Encourage bicycle touring!
- Connect downtown with bike paths to old town district.
- **Provide a hierarchy of bikeways to accommodate the commuter and sport cyclist.**
- Incorporate commuter bike ways with public transit.
- Consider Soscol to allow for pedestrian and bicycle pathways as main street and causeway for the community. The more paths the better.
- Provide drinking fountains and seating along bicycle and pedestrian paths.
- Consider speed limits for the Class 1 bike paths to promote safety.
- Consider other forms of transportation such as skateboards.
- Enforce City laws against skateboarders on city streets.



I. BUILDING HEIGHTS

The following comments are from notes left by community members at the Building Heights station. The building heights poster showed proposed building heights in different areas of the Downtown Napa Specific Plan planning. In Addition to the map, this poster had information to educate about different considerations relating to building heights. Comments have been sorted into two groups: existing assets, and existing challenges and potential opportunities. A total of 48 participants voted at this station. Most of the votes were in favor of proposed ideas relating to building heights: 30 votes were in favor, 5 votes were neutral and 13 were opposed to proposed ideas. Bellow is the scale bar showing results.



Assets

- Strengthen the Riverfront as a heart of the new downtown Napa.
- Create a River District as a linear connection from Oxbow/Copia to Main Street to the riverfront.
 - Include docks, silent, electric shuttles, plazas, and patios, to attract people.
- Celebrate Napa's unique character as a river city.
- Preserve Napa as it is today.

Opportunities and Challenges

- Reconsider whether bigger buildings rather than the existing empty downtown commercial is the best solution for reviving Napa's downtown.
- **Increase setbacks to allow for shared semi-public plaza's /spaces between adjoining artist studios, offices and retail as combined, aesthetically inviting spaces.**
- Minimize building height increases.
- Encourage higher densities and heights to get greater pedestrian-level amenities.
 - Provide outdoor dining, pocket parks, other public space...
- **Encourage height variation**
 - **Consider a building height ratio.**
- **Encourage affordable housing through increased height limit incentives.**

- Allow for increased building heights for mixed use residential.
- Encourage housing types that will energize downtown.
- **Consider all design aspects with potential building heights.**
 - sun angle
 - adjacent uses
 - pedestrian comfort
 - green space
 - views
- **Respect historic neighborhoods with appropriate adjacent building heights.**
 - Avoid dwarfing of historic buildings with higher adjacent development.
- Allow for an open forum to decide on building heights.
- **Maintain existing building height limits.**
 - Allow for visual space.
 - Allow for more sun along the street.
 - Maintain existing views to the hills of the valley
- **Encourage Step-backs on upper stories.**
 - **Provides for rooftop restaurants**
 - Increase density while minimizing building height impacts
 - Provide for rooftop gardens
- Use design, setbacks and materials to avoid dark corridors and wind tunnels.
- Incorporate urban design ideas to maximize densities while respecting Napa's existing character and small town feel.
- **Consider the Avia hotel as a height limit benchmark for all downtown buildings.**
- Use the "Main Street" design clues from other regional towns in the Napa valley to help foster tourism and commerce in Downtown Napa.
- **Set a three-story height limit without setbacks.**
- **Provide a massing study to show what height variations with existing might look like.**
- Create a 40' height limit downtown with exceptions up to 50' with the use of step backs.
- Create a four-story maximum on height limits
- **Require each development to undergo a thorough design review that is context based and considers building heights**
- **Maintain the village feel and human scale of buildings.**
- **Limit building heights to 50 feet.**

- Increase building height limits to 60 feet in downtown.
- Utilize varied setbacks to deter monolithic facades along the river.
- Trust professional guidance to determine height limits and design solutions.
- Limit building heights between Cinedome and city owned property
- Limit building heights at Cinedome to existing heights.
- Determine building heights in association with specific land uses.
- Foster well established retail businesses to invest in Downtown.



IV. DOT EXERCISE

The following table shows the results from the dot exercise. Participants received eight sticky dots to be placed on a grading scale at each station. The grading scale is represented at the top of the table with the signs "+ +", "+", neutral, "-" and "- -". The scale "measured" how much participants supported or not the concepts proposed at each individual station. The vision poster was the only one that did not have a grading scale and participants just provided written comments.

Results of "Dot" Exercise						
	+ +	+	neutral	-	- -	TOTAL
Land Use	7	15	1	6	2	31
Town Center	8	11	3	3	6	31
Cinedome	5	7	1	8	9	30
Copia	9	16	3	7	3	38
Height	20	10	5	5	8	48
Circulation	31	9	7	4	14	65
Bike/Pedestrian	25	12	1	0	0	38
Entertainment	17	22	3	1	1	44

downtown napa

SPECIFIC PLAN



Downtown Napa Specific Plan Stakeholder Focus Groups Summary Report

Prepared by:



1 INTRODUCTION

The Downtown Napa Specific Plan (the “Plan”) will guide the City of Napa in its planning efforts to create a more inclusive and vibrant Downtown Napa. The purpose of the Plan is to develop a community vision for the Downtown and create tools and strategies to implement the vision through recommendations for public and private development. The Plan will include detailed policies, design guidelines and development standards that work toward a holistic vision of Downtown. Building from the input gathered during a comprehensive community engagement process, the Plan will help lead the City towards a more sustainable, pedestrian-friendly and attractive Downtown.

The Downtown Napa Specific Plan is currently in the visioning phase of the planning process. This phase is focused on studying the existing assets, challenges and opportunities of the Planning Area through technical studies, as well as gathering and synthesizing input from the community through stakeholder focus group interviews, a web-based survey, and a community workshop (to be held at the Westin Hotel on McKinstry Street on June 9, 2009). Additional information and materials can be found on the project website, as well as information on current and upcoming project events (www.downtownnapaspecificplan.org).

2 MEETING FORMAT

Over the course of April 29 and 30, 2009, the City of Napa held two-hour interviews with five stakeholder focus groups. The interviews were held at in an unoccupied store on Main Street in Downtown Napa. The goal of these interviews was to gather feedback for the Downtown Napa Specific Plan from key community members representing different perspectives and experiences with Downtown.



Approximately 65 community members attended altogether, including residents, employees, community organization leaders, environmental activists, artists, business owners, and property owners from Napa. These various stakeholders were grouped in the following categories: Property Owners/Developers; Commercial Tenants; Professional Tenants and Oxbow District Stakeholders; Neighborhood, Historic, and Environmental Groups; and Downtown Agencies/Organizations.

The format of the meeting was similar for all five groups. The meetings began with a welcome and introduction from City staff. On Wednesday, Chris Beynon, principal from the lead consultant team MIG, Inc., described the planning process in further detail and facilitated in-depth discussions on the overall vision, assets, challenges and opportunities as experienced by the participants. Anchi Mei, MIG project manager, was the lead facilitator on Thursday. Comments made by the participants were graphically recorded on a large “wallgraphic” which is included at the end of this report.

3 STAKEHOLDER COMMENTS

The following is a summary of the comments gathered during the interviews. The discussions were all structured around the following concepts: desired outcomes for the planning process, Downtown assets, specific challenges, creative opportunities for improving the Planning Area, and overall vision ideas. Ideas for outreach were also solicited and included at the end of this section.



Bolded comments represent observations or ideas that were repeated multiple times by participants through the course of the interviews.

A. Overall Vision and Desired Outcomes

- **Downtown needs to be a successful, vibrant, rich and authentic place.**
- **Provide a wider range of services and activities, for all ages and for locals and visitors.**
- **Embrace the Napa River, Napa Creek and Downtown’s natural assets.**
- **Promote a greater range of commercial developments.**
- **Promote art and cultural activities, events and locations within Downtown.**
- **Generate a Downtown entertainment district that is lively, attractive, active and diverse!**
- **Transform Downtown Napa into a vibrant, world-class tourist hub for the Napa Valley while also attracting more locals to Downtown.**

- **Support locally-serving retail and services like pharmacies, markets, etc.**

B. Assets

- **Napa River is an outstanding asset that defines and it vital to the identity of Downtown. Many additional opportunities have developed from the River including the Riverfront Promenade, the Riverfront Trail and the Riverfront development.**
- **Veteran's Park**
- **History and historic buildings, such as the Opera House.**
- **Downtown Napa has an authentic and "real" character.**

A Great Mix of Uses

- Oxbow District, especially the Oxbow Market, is an attraction and advantage for Downtown.
- The numerous wine-tasting rooms Downtowns provide tourist opportunities.
- The Downtown area has a good foundation to build on with more exciting architecture, entertainment and great restaurants.
- Everything in the Downtown area is within a walking distance.
- There are lots of great restaurants.
- County offices that brings daytime population to Downtown.
- Napa Valley College and other education institutions have the potential to bring vibrancy to downtown
- Copia and its gardens are great facilities.

A Large Number of Community Activities

- There are many things to do and see Downtown.
- There are lots of free, local events like movies in the park, music, concerts and festivals
- There are a good number of public events like the Chef's Market and the Farmer's Market.

Strong Development Potential

- Downtown has the unique opportunity to combine residential and commercial developments.
- Leverage developer interest and new developments.
- The City could benefit by redeveloping some County and City owned properties and privately owned properties.
- Parking structures that can be redeveloped.
- Hotel owners have a great drive to create a more attractive City.
- The scale of the Riverfront is appropriate for Napa with quality finishes and an attractive character. It could be higher depending on location.
- Concentrating growth Downtown will help preserve the region's agricultural landscape.
- Downtown is in close proximity to Soscol Avenue and other Redevelopment Areas.

Beautiful, Natural Environment and Context

- We are a passionate and involved community regarding natural surroundings.

- Preserve open space!
- The natural environment should influence design.
- There is a unique Napa lifestyle that revolves around outdoor activities and leisure.
- Mature trees are great assets that need regulation and protection.

Unique Infrastructure Related to the Napa River

- The bypass channel will be great for events.
- \$99 million in flood control funds were assigned to Napa.
- The stone bridges are assets that should be preserved.

Strategic, Regional Location

- Downtown Napa is in close proximity to the wine industry of the Valley.
- The City of Napa is the gateway to Napa Valley.
- The City is located in a predominantly agricultural county.

Great Community Members

- This is a problem-solving community, resourceful when it comes to look for solutions.
- There is a sense of volunteerism among Napa residents.

C. Issues

- **Downtown feels dead most of the time**
- **Downtown has a lack of cohesion and dispersed assets.**
- **One way streets and dead ends are disorienting.**
- There is a lack of shopping and services Downtown.
- There is a lack of nighttime activity with stores closing by 6 pm and many empty spaces.
- The new Courthouse building and Jailhouse have safety issues and an unpleasant atmosphere.
- Homelessness is a concern for residents and tourists.
- Downtown Napa is an inconsistent commercial district.
- Many vacant spaces need rehabilitation and upgrades.
- Some Downtown developments like Napa Town Center are not successful, not done well.
- Napa's Downtown has recalcitrant property owners.
- Current housing Downtown is too expensive.
- The current economy and other worldwide events have an effect on Napa's economy.
- Parks are under-maintained and not used on weekdays—mainly used on weekends.
- There is a maintenance issue on green areas and plazas.
- Currently there are conflicts between residences and entertainment.
- Napa's Downtown never thrived...let's change that!

D. Opportunities

- **Increase housing opportunities within Downtown.**
- **Promote unique “Napa” retail due to unique shopping and shopping mall loosing attraction.**
- **Support the reuse of vacant spaces.**
- **Create a Downtown parking strategy that connects to regional transit.**
- **Explore options that include parking outside of downtown and walking in.**
- **Make it easier for visitors to arrive to Downtown from Highway 29.**
- **Improve Downtown’s auto circulation network – make it intuitive.**
- **Provide good circulation patterns and connectivity for pedestrians, bikers and users of public transportation.**
- **Link the different areas of Downtown, particularly between Oxbow and the Downtown Core.**
- **Promote new, mixed-use developments that have a range of housing, retail and office spaces.**
- **Encourage high-quality housing that is affordable for a range of income levels.**
- **New building designs should be context-sensitive yet unique.**
- **Create a gateway from Highway 29.**

Integrate new development design with natural environment.

- Maximize the impact of the natural setting by enhancing the appearance of new developments.
- Protect the regional agricultural community by keeping a clear and fixed City boundary.

Strengthen the public realm Downtown.

- Improve the look of public open spaces and add more greenery on plazas Downtown.
- Create a heart for Downtown Napa.
- Create more social gathering spaces.
- Encourage street life by allowing outdoor dining, and other private-public activities.
- Create street plazas.
- Increase the amount of green areas and social gathering areas for locals and tourists.
- Promote a shared, interesting, and flexible use of public space.
- Make existing open spaces look good!
- Balance street events with other commercial viability.
- Create a heritage tree policy.

Enhance and bolster Napa’s unique identity.

- Place an emphasis on historic preservation and restore unique local buildings.
- The local community should make a vision for tourist economy to preserve the unique Napa identity.

Support Napa’s unique flood control projects.

- Accelerate the process of projects revolving around flood control.

Encourage creative, contextual and high-quality development Downtown.

- Look for solutions for vacant buildings and ways to work with property owners.
- Promote new developments that give back to the community with public art or open space.
- In new developments consider construction impacts.
- Regulate new development pricing to be affordable to different income levels.
- Building height could increase as long as there is a great design associated with new developments (7-story mixed-use).
- When determining building heights consider design, context and do it on site by site basis.
- Study the impacts that new developments could have on the views to the River, hills and other architecture, and preserving public access to the river and open spaces.
- Balance nature and new development heights; perform shadow studies.
- Focus development efforts on First and Main Streets first.
- Convey benefits of new development.
- There are great city examples that could be used to shape Downtown Napa like Santa Ana Art's District, Windsor, and the Groove in L.A, Santa Barbara and San Antonio.

Support a wider mix of uses Downtown.

- Increase the amount of housing Downtown particularly housing that is intended for seniors.
- Encourage more entertainment, hotels and restaurants.
- Provide a mix of uses that encourages pedestrian traffic.
- Copia has the potential to be redeveloped in different ways. It could have be a Civic District -- City and County offices all in one site. It could be a community gathering place with a range of joint programs.
- Include more art theaters Downtown.
- Modify regulations around live entertainment in Downtown.
- Allow for outdoor cafes and dining.
- Identify other areas of town for other activities; Downtown doesn't need to fulfill all community needs.
- Allow a creative mix of uses within Downtown.
- Integrate live-work options with Downtown.
- Develop more stores and shops.
- Change size of retail and make it smaller.
- Ensure City commitment to create more successful ground floor retail.
- Increase live-work developments and promote the creation of an art district in the Downtown.

Take advantage of the Napa River.

- Make better use of River by promoting outdoor activities like kayaking tours, docks with boats and closer contact with nature.
- Create a connected Riverwalk from north to south.

Plan and design for a Downtown that appeals to a range of people – all ages, locals or visitors.

- Attract more people!
- Attract more locals to Downtown by offering activity and retail.

- Sponsor more activities for kids like a pottery shop and family events.
- Promote family-friendly restaurants and activities.
- Offer more places for teenagers and kids that have youth activities.
- Create a Downtown core that is very attractive to tourists, but not exclusive for them.
- Promote a variety of activities for tourists—in addition to tasting rooms—like art, shopping and restaurants.

Integrate physical development with social services.

- Create service and infrastructure to support local community particularly seniors and young families.

Improve Downtown's circulation and connectivity.

- The access into Downtown from Highway 29 needs to be reevaluated since it is confusing for visitors. First Street should be an access street instead than an exit street.
- Make Downtown more inviting to walk around.
- In order to promote bike tours, bike infrastructure, trails and racks need to be improved.
- Create a Downtown environment that is walkable and bikeable by increasing its connections to context neighborhoods and districts.
- Create a Downtown that is more focused in pedestrian circulation and less so in cars.
- Modify traffic patterns in order to support a more vibrant Downtown life.
- Create a parking network that allows people to park in one place and then walk around downtown.
- Downtown Napa should be interconnected and planned out in relationship with other centers; it does not have to meet all needs of the City.
- Strengthen the connection between Downtown and Oxbow district.
- Promote climate change friendly policies that are not car-centric.
- Promote alternatives to car use with taxis /and car share.
- Rethink the Downtown trolley system and look for ways to make it successful.
- Consider viability of trolley with more pedestrian traffic.
- Create a transportation network where tourists could park in Downtown and never drive again in the valley.
- Search best locations to accommodate new parking.
- Re-evaluate Downtown parking requirements. Parking requirements for restaurants need to be lower.
- Improve access to Downtown from context neighborhoods.
- Focus efforts on Highway 29 access to Downtown instead of Soscol Avenue.
- Soscol Avenue as an entry and gateway does not reflect the Napa character.
- Improve circulation patterns inside of Downtown. One-way streets are too confusing.
- Switch streets direction into Oxbow.
- Increase safety and security.
- Ensure pedestrian safety by improving car visibility.
- Create better signage and wayfinding through Downtown.

Create a comprehensive and community-supported final plan document.

- Draft a plan that reflects and honors this community.
- Set project goals for short, intermediate and long term.
- Create a final plan document that ties a vision with implementation.
- Combine all stakeholders and community support to achieve a strong vision.
- Ensure that the City and community work together in this process.
- Integrate different planning processes.

G. Outreach Ideas

- Work with students at New Tech High School to participate in the planning process for school credit.
- Outreach to the *twentysomething* crowd at Napa Valley College.
- Meet with “2nd Wednesday” and Leadership Lunch (June).
- Work with local service clubs.
- Outreach to schools (to reach parents) and other venues of people who don’t usually shop Downtown.
- Get on Facebook!



Downtown Napa Specific Plan
Latino Outreach Meeting Summary Report

Prepared by:



1 INTRODUCTION

The Downtown Napa Specific Plan (the “Plan”) will guide the City of Napa in its planning efforts to create a more inclusive and vibrant Downtown Napa. The purpose of the Plan is to develop a community vision for the Downtown and create tools and strategies to implement the vision through recommendations for public and private development. The Plan will include detailed policies, design guidelines and development standards that work toward a holistic vision of Downtown. Building from the input gathered during a comprehensive community engagement process, the Plan will help lead the City towards a more sustainable, pedestrian-friendly and attractive Downtown.

The Downtown Napa Specific Plan is currently in the overall vision, goals, and policies phase of the planning process. This phase focuses on outreach efforts to engage the broader community on issues, opportunities and visions related to the project area, specifically with respect to land use, transportation/circulation, economics, and community design. Participant feedback will be gathered and synthesized to develop a Vision Framework and Land Use Strategy. Additional information and materials can be found on the project website, as well as information on current and upcoming project events (www.downtownnapaspecificplan.org).

2 MEETING FORMAT

On August 26th, MIG, the lead consultant team, and the City of Napa held a Latino Community Outreach Meeting at Puertas Abiertas in Downtown Napa. The goal of this meeting was to engage Latino community members in the Downtown planning process and listen to the assets, issues and opportunities as experienced by Latino community members.



The meeting began with a welcome and introduction from Anchi Mei, MIG project manager. Anchi briefly described the project, its planning process and the goals for the meeting. The introduction was followed by a facilitated discussion on the overall vision, assets, challenges and opportunities of the planning area as experienced by the participants. Maria Landoni de Rose, MIG project associate, graphically recorded comments made by the participants on a large “wallgraphic” that is included at the end of this report.

3. COMMUNITY PARTICIPANTS' COMMENTS

The following is a summary of the comments gathered during the meeting. The discussion was structured around the following topics: Downtown assets, challenges, opportunities for improvement, and overall vision ideas.



Bolded comments represent observations or ideas that were repeated multiple times by participants through the course of the interviews.

A. Vision Elements

The following vision elements comprise a vision for a future Downtown Napa 10-20 years from now after new public and private investments have improved the planning area:

- **Public Gathering Spaces**
- **Latino Cultural Center**
- **Affordable Housing Downtown**
- Downtown as a Destination
- A Balance of Locals and Tourists
- A Latino Presence
- Night Life and Entertainment
- Make It Lively
- Clean and Attractive Downtown – *A Beautiful City!*

B. Assets

The following places or aspects of Downtown Napa were identified as positive strengths that currently exist and should be integrated in future planning efforts:

- Murals
- Veterans Park, including the movies at Veterans Park
- Opera House
- Bridges
- Oxbow Public Market
- Copia and the Gardens
- Restaurants
- Outdoor seating
- Public library
- Historical buildings
- Napa River

C. Issues and Opportunities

Meeting participants suggested the following recommendations for how to improve Downtown Napa:

- **Create a Latino Cultural Center that can:**
 - Be a restored Downtown building,
 - House art exhibits, music shows and films
 - Range of organizations
 - Workshops
 - Brings cultures together
- **Create more plazas and public open spaces Downtown.**
- **Focus on local residents.**
 - Local residents need services, shopping and dining places Downtown.
- **Reduce regulations for street vendors.**
- **Close streets more often and regularly for public events and music concerts.**

- **Transform one-way streets into two-way streets.**
- **Improve pedestrian circulation and safety.**
- **Consider just closing some streets to cars, such as Main and 1st Streets.**
- **Encourage more night life and entertainment.**
- **Create more housing affordable.**
- Create a community center to house social activities and services.
- Create a street with a “strip of cafés”
- Encourage more fun, entertainment, and activity Downtown
- Consider popular Latino gather places such as churches, Latino markets (e.g. Morenita’s) and the flea market in the planning process.
- Preserve and enhance the River.
- Build trust among community members.
- Public events attract a more diverse crowd.
 - Have more music festivals with music from around the world.
- Create places Downtown that speak of who we (Latinos) are, e.g. farmers, professionals as well as our contributions to Napa.
- Take into consideration changes in demographic trends, particularly the increasing make-up of the population that is Latino.
- Create a better balance between tourists and locals.
- Develop additional jobs and economic activity outside of the wine industry.
- Improve safety Downtown.
- Create more opportunities for street vendors and integrate diversity into main events.
- Create more places and activities for youth, such as a skating rink or bowling alley.
- Improve signage and wayfinding Downtown.
 - Create more bilingual signage.
- Encourage more small stores.
- Work with landowners to reduce rents.
- Open a Downtown theater.
- Create art and performance space for local artists and musicians, e.g. the Box Factory on Borrel Blvd.
- Create more sports facilities, e.g. soccer fields.
- Create an affordable recreation center.
- Fill in existing vacant stores.
- Height of new buildings should be about 4 to 5 stories
 - Balance height with street width.

DOWNTOWN NAPA SPECIFIC PLAN

REUNIÓN DE ALCANCE A LA COMUNIDAD LATINA

NOV 26/09

ASSETS + VISION

- ▷ PLAZA - OPEN SPACE DOWNTOWN
- ▷ INVITING PUBLIC SPACES/ GATHERING AREAS
- ▷ CHANGES IN DEMOGRAPHY TAKE INTO CONSIDERATION!
- ▷ CLEAN & ATTRACTIVE DOWNTOWN BEAUTIFUL CITY!
- ▷ BUILD TRUST AMONG COMMUNITY MEMBERS
- ▷ PUBLIC EVENTS ATTRACT MORE DIVERSITY
 - HAVE AGED MUSIC PERFORMERS FROM OUR TOWN!
- ▷ PLACES DOWNTOWN THAT SPEAK OF WHO WE ARE!
 - TREASURES + PROFESSIONALS + OTHERS
 - OUR CONTRIBUTIONS TO AREA
- ▷ CULTURAL CENTER
 - RESTORED BURN BLDG
 - EXHIBIT ART/MUSIC FILM
 - HOUSE OF ORGANIZATIONS
 - WORKSHOP
 - BRINGS CULTURES TOGETHER
- ▷ MURALS
- ▷ RIVER/PRESERVATION
 - ENHANCE!
 - RECREATION
 - BEAUTY

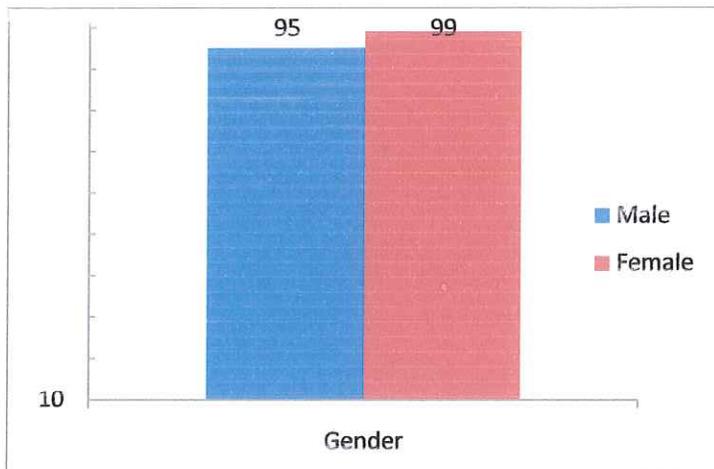
ISSUES + OPPORTUNITIES

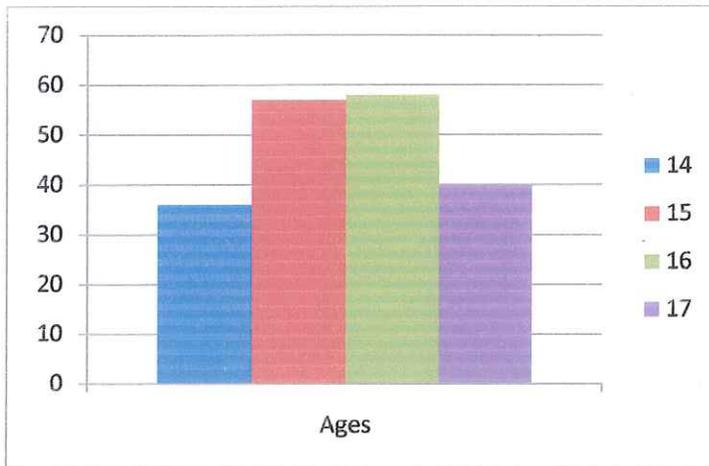
- ▷ CURRENTLY HOUSING EXPENSIVE → AFFORDABLE HOUSING
- ▷ FOCUS IN LOCAL RESIDENTS - SHOPPING FOR LOCALS + RESTAURANTS + SERVICES - DRUG STORE
- ▷ BETTER BALANCE BETWEEN TOURISTS & LOCALS
- ▷ DEVELOP OTHER INDUSTRIES THAN WINE
- ▷ INTEGRATE LATINO/OTHER COMMUNITY MEMBERS
- ▷ IMPROVE SAFETY
- ▷ INCLUDE STREET VENDORS INTO MAIN EVENTS → DIVERSITY
- ▷ REDUCE REGULATIONS FOR STREET VENDORS
- ▷ CLOSE STREETS FOR PUBLIC EVENTS, MUSIC, FOOD
 - 1 OR 2 MONTH
 - WITH REGULATORY ACTIVITIES FOR YOUTH
- ▷ CHANGE HIGH STREETS INTO 2-LANE!
- ▷ IMPROVE DIRECTIONS

TO: Micah Hinkle, Senior Project Coordinator
FROM: Lily Sanchez, Intern
SUBJECT: Youth Outreach Program. Downtown Specific Plan
DATE: 28 October 2009

Napa County is made up of about 133,000 residents. About 25% of this population is made up of minors from ages 5 to 18, but they still do not get as much representation as the adults, which is why the Youth Outreach Program was created. The purpose was to create surveys that targeted high school students whose answers would contribute to the Downtown Specific Plan, and reconstruct a downtown that would appeal to everyone. To ensure this, ten questions were created and sent out to a control group of about ten local teenagers to make sure the responses answered the necessary questions for the Downtown Specific Plan. The desired categories for the questions addressed safety, frequency of trips and time spent on each trip, and any changes they would like to see. The responses demonstrated that the questions had to be more direct and concise, and the ten questions became fourteen. The control group helped with the development of the surveys by setting the tone, language, and structure of the surveys in order to acquire the desired results.

Students at New Technology High School, Napa High School, and Vintage High School took surveys that were designed to gather their thoughts on the current downtown Napa, and what they would like to change. The ages ranged from 14 to 17, and the ratio from male to female was 95 to 99 respectively.





The final surveys asked questions that addressed safety, consumption, and the perception of downtown Napa in general. All of these factors determine the amount of time the average teenager spends in downtown Napa.

The favorite things about downtown were the parks, especially the new Memorial Park, the restaurants, the architecture, and Ben & Jerry's. These were defined as the culture of downtown Napa. Others liked the small, quaint shops, the newer stores such as Kohl's that appealed to teens, and Chef's Market. However, there was also a concern that there is not much to do at Chef's Market except to walk around. A good suggestion was having local rock bands play and have a mini concert similar to the ones on Friday nights at the park. Even though bands sometimes play, they are not usually appealing to teenagers, hence local rock bands would be much more appealing. This small town feel is appealing to the respondents because the vineyard theme is what makes it authentic, and the diversity of restaurants, bars, cafés, stores, and boutiques is what makes up the culture of Napa.

Currently, downtown is mostly perceived as an area geared towards tourists, meaning that there is nothing for the locals to do. Others simply think the lack of activity is due to stores and shops closing early, the lack of affordable places and places that are geared towards adults. For several, the most youth-friendly place is the movie theatre and the skate park. But there are no ice skating rinks, bowling alleys, or sports centers. For downtown mostly everyone thought indoor activities would be appropriate, which means that the sports center would be indoor but it would be divided by soccer fields, basketball courts, and such. Several felt that Napa has turned into a ghost town compared to how it was a couple of years ago when there were book stores and toy stores, which have been replaced by empty spaces.

Although there are a wide variety of restaurants, it is still hard for some teens to find an affordable one that is open past two in the afternoon. A handful of teens thought that the new Subway is out of place and that there are enough of them already, which implies that there needs to be more variety. Perhaps there should be more affordable hamburger joints or sandwich shops that are not as fancy as Cole's Chop House but not as casual as Subway; First Squeeze would be a perfect example, except it closes at two in the afternoon. There are a lot of lavish restaurants but sometimes teens lack the time (and money) to sit down and order a meal. The fact that these restaurants close early also contributes to the lack of activity in downtown that teens complain so much about, and that also causes safety concerns.

Several teenagers indicated that they do not feel comfortable by themselves in downtown, so they leave if they are unaccompanied. They mentioned the amount of homeless people harassing others, and the occasional crimes. They also said they would like to see more lighting, especially around the stores, but it is mostly needed on the sidewalks. Getting rid of the alleyways in downtown would also contribute to the solution of this problem.

The majority of the respondents said that they rarely shop in the downtown area because of the lack of affordable shops, and they also provided a list of desired stores and shops such as Forever 21, thrift stores, Aeropostale, Abercrombie and Fitch, Hollister, and even dollar stores. If more stores and shops such as these were added, then activity would definitely increase. Even if some of these are not affordable they are still on popular demand. Some teenagers claim to spend up to 100 dollars while others do not spend more than 20 dollars, so having a diversity of businesses in Napa would improve both business and activity significantly.

A myriad of parking garages inhabit downtown. Perhaps some of those can be turned into mini malls, sports centers or gyms, ice skating rinks, clubs for teenagers, music stores, game stores, or other recreational areas that can combat the lack of activity. What teens yearn to see are more events for everyone, not just obscure ones for adults, as well as festivals and displayed artwork by local artists. Some of these sites can be placed in the empty spaces that are scattered throughout downtown. Teenagers want downtown to integrate more community members by displaying their artwork or murals, which can be done outside of businesses or at Memorial Park, and by having local bands play more during Chef's Market or on Friday Nights at Memorial Park. The solution would be to use the available space and recognize more members of the community to maintain unity.



MEMORANDUM

to Downtown Steering Committee Members
Jean Hasser, Project Manager, City of Napa

from Anchi Mei, Project Manager, MIG

re Downtown Steering Committee Meeting #1 Summary

date July 27, 2009

I. INTRODUCTION

The Downtown Napa Specific Plan (the “Plan”) will guide the City of Napa in its planning efforts to create a more inclusive and vibrant Downtown Napa. The purpose of the Plan is to develop a community vision for the Downtown and create tools and strategies to implement the vision through recommendations for public and private development. The Plan will include detailed policies, design guidelines and development standards that work toward a holistic vision of Downtown. Building from the input gathered during a comprehensive community engagement process, the Plan will help lead the City towards a more sustainable, pedestrian-friendly and attractive Downtown.

To help guide the process as the Plan develops, the Downtown Steering Committee (DSC) has been established and will provide feedback and serve as a liaison between the planning team and the community at large. The DSC includes Downtown residents, property and business owners, and community members. It is a diverse group with a breadth and depth of knowledge and interests for all aspects of the Downtown, and above all else, a passion for bringing positive change to Napa. The charge of the DSC is to help shape and refine community concepts and recommend a draft Downtown Napa Specific Plan to the City Council. A total of seven DSC meetings are scheduled to take place throughout the planning process. Meetings will typically be held from 6 p.m. to 9 p.m. on Wednesday evenings.

II. MEETING FORMAT

On Wednesday, June 17, 2009, the City kicked off the first DSC meeting. The meeting was held at the First United Methodist Church in Downtown Napa from 6:00 p.m. to 9:00 p.m. The DSC is composed of 15 members and 4 alternates. All DSC meetings are open to the public and approximately 30 community members attended.

The meeting commenced with an introduction from Tambri Heyden, the Planning Director for the City of Napa, as well as self-introductions by each of the DSC members. Following

the introductions, Chris Beynon, principal from the lead consultant team MIG, Inc., then presented an overview of the project as well as the charge and responsibilities of the DSC members. Anchi Mei, project manager from MIG, presented a condensed version of the existing conditions analysis presentation.

Following a short break, the meeting focused on results from Community Workshop #1 and the preliminary vision elements that emerged from that meeting. Chris Beynon facilitated DSC members in a robust discussion further defining, refining and prioritizing key vision elements to guide the Plan. Comments made by the participants during this discussion were recorded on a large wallgraphic by Anchi Mei.

III. COMMUNITY COMMENTS

The following is a summary of comments gathered from community members during the facilitated discussion on the emerging vision framework for the Plan.

- The Napa River is an “intellectual crossing”
- Walkable
 - Be specific about what walkable means
- Create a Downtown parking strategy that allows you to park once and walk around
- Need more people living in the core
- Need more offices
- Need more ground floor retail zoning for pedestrian friendly buildings
- Make it a 24-hour or 19-hour Downtown
- Create the right balance of housing and commercial uses
- Public spaces and parks
- Bring in more local and national stores
 - Make it unnecessary to drive out of town to shop
- Create a transit hub (even with transit center relocated)
 - To the airport and Sam Francisco
- Create safe and convenient bike-oriented streets in and out of Downtown

- Create pedestrian zones Downtown (no or limited cars allowed)
- Restore the street grid north and south
- Plow ahead for all of Downtown (be willing, heavily encourage and actively partner to redevelop underutilized sites and buildings Downtown)
- What and how to make Napa unique?
- “Curate the Downtown experience”
- Ensure a movie theatre stays Downtown
- Create an entertainment district
- Quality building materials lasts
- Create and encourage timeless architecture
 - New buildings need to reflect Napa design character
- Preserve site lines to historic buildings
- Historic = sustainable
- Being green also mean taking care of nearby rivers and being stewards of Napa’s surrounding agriculture
- Downtown Napa is the most beautiful place on earth!

Public Comments

- Make Napa a magnet!

- Small town character
- Public art
- Downtown lacks small retail spaces (e.g. 700 square feet like in Healdsburg)
- Need mini-shuttles (“hoppers)
- Car share
- Electric vehicle (EV) recharge stations
- Follow up on traffic studies that analyze circulation impacts on neighborhoods west of Jefferson
- Additional police and security will be needed with Downtown growth

IV. Next Steps

DSC members were asked to complete a walking tour of the planning area and provide their thoughts and ideas for improving Downtown in terms of land use and circulation. Their comments have been synthesized and will be discussed at the next DSC meeting which will focus on drafting a preliminary Downtown Strategy to begin implementing the vision through land use and circulation improvements. The project team is continuing to synthesize the DSC’s ideas on the vision and refining the vision framework for presentation at the third DSC meeting in September.

The next DSC meeting will be held on Wednesday, August 5, 2009 at the Napa River Inn in Hatt Hall located at 500 Main Street.



MEMORANDUM

to Downtown Steering Committee Members
Jean Hasser, Project Manager, City of Napa

from Anchi Mei, Project Manager, MIG

re Downtown Steering Committee Meeting #2 Summary

date August 14, 2009

I. INTRODUCTION

The Downtown Napa Specific Plan (the “Plan”) will guide the City of Napa in its planning efforts to create a more inclusive and vibrant Downtown Napa. The purpose of the Plan is to develop a community vision for the Downtown and create tools and strategies to implement the vision through recommendations for public and private development. The Plan will include detailed policies, design guidelines and development standards that work toward a holistic vision of Downtown. Building from the input gathered during a comprehensive community engagement process, the Plan will help lead the City towards a more sustainable, pedestrian-friendly and attractive Downtown.

To help guide the process as the Plan develops, the Downtown Steering Committee (DSC) has been established and will provide feedback and serve as a liaison between the planning team and the community at large. The DSC includes Downtown residents, property and business owners, and community members. It is a diverse group with a breadth and depth of knowledge and interests for all aspects of the Downtown, and above all else, a passion for bringing positive change to Napa. The charge of the DSC is to help shape and refine community concepts and recommend a draft Downtown Napa Specific Plan to the City Council. A total of seven DSC meetings are scheduled to take place throughout the planning process. Meetings will typically be held from 6 p.m. to 9 p.m. on Wednesday evenings.

II. MEETING FORMAT

On Wednesday, August 5, 2009, the City held its second DSC meeting. The meeting was held at the Napa River Inn in Downtown Napa from 6:00 p.m. to 9:00 p.m. Approximately 40 members of the public attended this meeting.

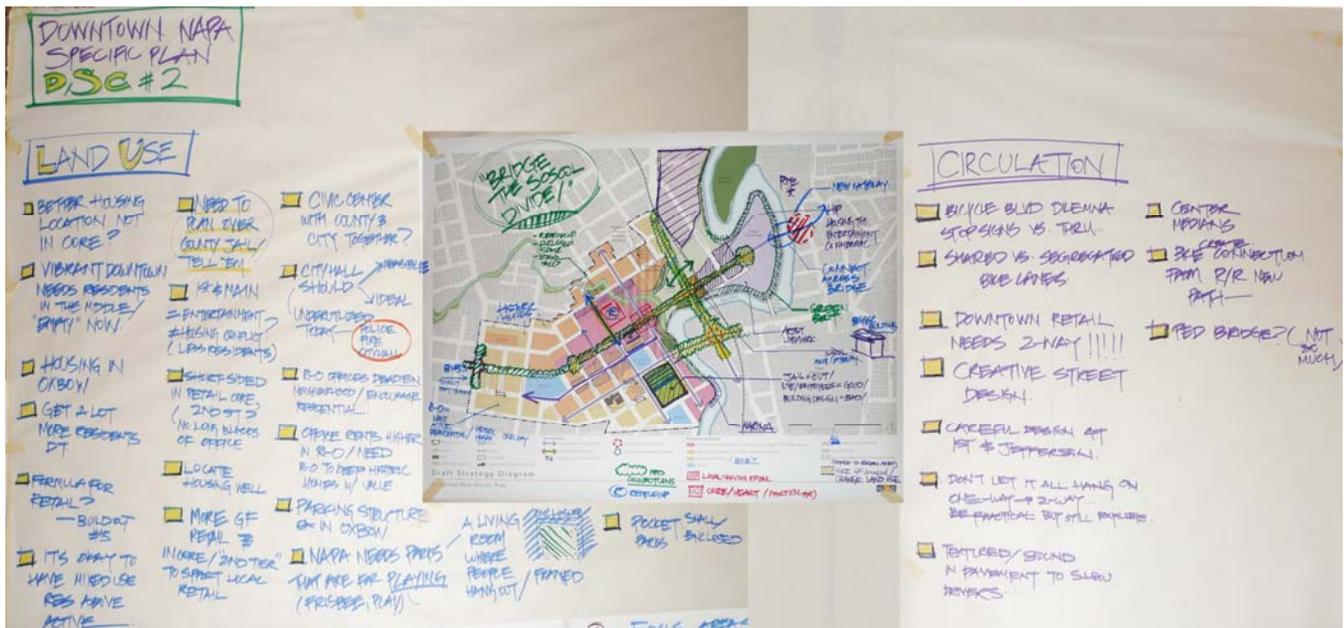
The meeting commenced with an introduction from Tambri Heyden, the Community Development Director for the City of Napa. Following the introductions, Chris Beynon, principal from the lead consultant team MIG, Inc., gave a presentation and facilitated discussion on the emerging strategy for Downtown Napa focusing on land uses and circulation improvements. Two public comment periods were held during the meeting.

III. COMMENTS

The following is a summary of comments gathered from community members during the facilitated discussion on the emerging strategy framework for Downtown Napa.

Land Use Comments:

- Bring new residents to create a vibrant Downtown.
- Work with Napa County to find solutions for jail – move or improve aesthetics.
- Seek best locations for housing.
- Include housing and artist live-work in the Oxbow District.
- Promote mixed-use residential development -- housing above active ground floor retail.
- What is the formula for the optimum amount of retail Downtown?
- Promote more ground floor retail within Downtown core.
- Consider a “2nd tier” of retail to support local-serving businesses.
- Place emphasis on entertainment use and less emphasis on residential development 1st and Main Streets (to avoid conflict of uses).
- Create a list of entertainment uses within the entertainment district overlay.
- Establish entertainment uses before residential uses.
- Avoid long blocks of office uses on 2nd Street.
- Look into consolidating both County and City offices – group all civic uses.
- Analyze feasible and ideal solutions for the location of a new, consolidated City Hall.
- There was significant discussion about Residential-Office (R-O) land use areas:
 - encourage more residential uses in R-O land use areas because office uses do not enliven Downtown and neighborhoods
 - office rents are higher in historical houses that allow office use
 - R-O uses help to preserve the historical character



- Create a parking structure in the Oxbow District
- Build more active parks in Downtown that become “living rooms” for people to hang out and play.

- Create small enclosed parks – pocket parks.
- Construct a green belt along the River and around the Oxbow District.
- Build a marina along the River close to Napa Mill.
- Promote big moves at the following locations and make Downtown the heart of the community:
 - Town Center
 - Carrithers Bldg: relocate, re-use, redo
 - County Building
- Encourage quality architecture and materials.
- Invite visitors to Downtown not just Oxbow District – all areas in the planning area should all be integrated.
- Consider expanding boundaries of plan area to east side of river; at least include the river and/or consider providing added context outside the plan area.

Additional uses to consider for the Napa Town Center Focus Area

- Follow Hillsborough and Petaluma as models.
- Consider opening Coombs and Randolph to through traffic
- Use Coombs as a “shared street” for cars, bikes and pedestrians
- Some saw Corte Madera as a model; others did not see it apply to Napa because it has easy parking.
- Increase activity at night.
- Include a movie theater.
- Encourage conversations with property owners.
- Consider including housing to enliven the Center at night and through the day.
- Increase development density by adding housing.
- Bring unique retail tenants.
- Improve access from street.

Additional uses to consider for the Cinedome Focus Area

- Create a youth district (karaoke, skate park).
 - Study other cities with youth districts such as Philadelphia, Baltimore, Boston and Copenhagen.
- Explore keeping and rehabilitating the existing cinema.

Additional uses to consider for the Copia Focus Area:

- Explore ideas for a performance space, hotel, docks, community gardens and greenbelt around Oxbow District.

Circulation Comments

- Consider another gateway on 1st on east side of Napa River.
- Solve issues around bike planning:
 - Stop signs vs. through lanes,
 - Shared vs. segregated bike lanes.
 - There should be at least one north/south and one east/west street with bike lanes
 - Need a connected system
- Create a bike connection along railroad.

- Transform one-way streets into two-way streets.
 - Explore alternatives but be practical.
- Craft a creative street design.
- Produce a careful design for 1st and Jefferson.
- Look for solutions to slow traffic like textured paving.

- Create center medians. (3rd Street)
- Create better pedestrian/bike connections across Soscol.
- Place higher buildings on Soscol to reduce sense of “freeway”

Public Comment

- Create a healthy mix of economic uses
- Allow multi-family housing in Residential-Office area.
- Promote diversity by building an inclusive range of housing types for all ages and incomes.
- Protect historic buildings.
- Seek more opportunities and activities to include youth.
- Include a plaza/place of refuge and gathering on east side of the Napa Town Center.
- Study Petaluma’s smart code.
- Expand, do not confine entertainment district.
- Ensure sustainable principles.
- Enforce traffic calming in neighborhoods – “slow it down” media campaign.
- Do not allow any more conversions of Residences to Office uses, and conversion of historic homes to multi family are problematic in terms of Secretary of Interior standards.
- Keep commercial uses in the core.
- Docks are not feasible in Copia area.
- Think and plan for both sides of the River.
- Build a kayak launching pier.
- Improve the sense of arrival to Downtown.
- Offer better signage for visitors.
- Create a unique Napa by re-creating ourselves and not imitating others.
- Allow riverboat cruises.
- Reduce restrictive regulations to facilitate entertainment uses.
- Street circulation changes would:
 - change General Plan Circulation Element
 - create EIR impacts
 - need to analyze impact of two-way streets outside planning area
- Add three planned parks to the base map.

IV. Next Steps

The next DSC meeting will be held on Wednesday, September 30, 2009 at the Napa River Inn in Hatt Hall located at 500 Main Street (this will remain the location for all DSC meetings going forward). Agenda topics for the next meeting will discuss the Draft Vision Framework, review a Revised Strategy Diagram, and present/discuss analysis and potential directions for the three focus areas.

Please visit the project website for meeting materials and project updates – www.downtownnapaspecificplan.org.

downtown napa

SPECIFIC PLAN



Meeting Summary September 30, 2009 **Downtown Plan Steering Committee, Hatt Hall, 500 Main Street, Napa**

I. Introductions. Tambri Heyden, Community Development Director, described the purpose of this Downtown Steering Committee meeting and introduced Grania Lindberg as a new Committee member. Michelle Williams, who represented the Arts Council, has resigned to take a new job in Santa Cruz. In accordance with the Committee's meeting guidelines, Grania was the "alternate" and has been appointed. A long term resident, she has expertise particularly with housing non profits and flood programs.

Agenda and Feedback from Meeting Survey. Chris Beynon, Principal with MIG and the meeting facilitator, went over the agenda. Tambri Heyden and Dana Smith, Assistant City Manager then provided results of a brief Committee member survey asking how the meetings are going. Tambri reported that most members responded; that people are generally happy with the meeting room and with the materials, although some have asked for added background information to assist decision making. Most comments pertained to the meeting structure and facilitation. Several members wanted more discussion time and clearer resolution of issues. Many also wanted additional meetings to fully discuss issues. Tambri Heyden said that the meeting's agenda and flow had been adjusted at this meeting to respond to comments raised, and that a meeting had been added to provide more time to discuss the focus areas. Another comment: while public comments are important, they need to be concise and on point to the Committee's discussion. The Committee appreciated the survey and response – coffee will be provided at future meetings!

II. County Facilities Master Plan. Brett Ferguson, Deputy CEO for Napa County, then provided a handout and summary of the County's Facilities Master Plan and jail expansion plan. Several County employees from various departments and the Courts were available to respond to Committee questions. He described their total facilities – they are a major downtown employer with about 500 employees Downtown and another 400 at the Health and Human Services complex on Old Sonoma Rd. They have an outdated jail that doesn't satisfy today's or future needs. The Board of Supervisors has approved a jail expansion in Downtown and that is their first priority. The current location is ideal in several respects in that there is a secure tunnel (avoiding prisoner transport) to the newly built Criminal Courts building; it is near to the Public Defender and District Attorney's Offices, Probation Dept. and other services; and it avoids the need to try to find a new location, which is a difficult process. By the end of 2010

the County will finalize an overall Master Plan and debt capacity plan; at some future time they will surplus unneeded property – likely to include the former County Corporation Yard on the riverfront, and the Carrithers building on First Street, which the city has a first right of refusal on. He emphasized the County is willing to work with the City on design of the jail and administration complex.

Discussion:

Jeff Doran said from the Committee's standpoint the jail location is not "ideal". Gordon Huether said the County as a major property owner should be represented on the Committee and other members were also interested in this; Dana Smith said the County had applied but a decision was made to keep this citizens committee and coordinate with the County at more of a staff level; staff will work on this request. Kevin Teague requested (as the County can exempt itself from City review) that the County express some level of agreement that they will adhere to Plan design principles. While several members said the County will not change their plans, they would like more information about why the jail can't move. Lisa Gansky said the conversation should at least continue. Jeff Doran said, for example, perhaps if there is a greater building setback on Main, retail could line that frontage. The Committee had an interest in maintaining the library downtown. The Committee will send any additional comments or questions on the County Facilities Master Plan to staff.

III. Draft Vision. Tambri Heyden led a discussion of the draft Downtown Vision. The Committee had provided a variety of concepts that were then woven into a draft Vision statement sent out to the Committee for review over the last month. Several comments from members had been incorporated into this evening's version. After discussion, the Committee agreed it was as good as "working draft" ("95% there") with the inclusion of "an active riverfront" and the "Napa River" in the initial paragraph.

Public Comment:

- The Vision "bullet point" describing a sustainable city should be moved up, perhaps into the first paragraph
- George Altamura presented a concept for a "vintner's walk". To take advantage of the Napa Valley vintners, he suggested that vintners receive a monument in exchange for providing streetscape improvements along that block. It could be an attraction and help define downtown.
- Are there short term deliverables (yes, on web site) and the Committee should take care to recognize how downtown plans affect residential neighborhoods.
- Concern about fire lanes and fire safety in neighborhoods that might be affected by changes downtown
- Is the jail a part of the "diversity" mentioned in the vision statement?
- The jail should not be downtown; maybe both the jail and courthouse should be moved
- The County parking lot block should become a park.
- Are we a micro-urban community?

- A consistent streetscape is important, but maintenance is equally important.
- Maybe a Downtown subcommittee can be formed to meet with the County

IV. Revised Strategy Diagram. Anchi Mei of MIG described the map changes that had been made to the strategy diagram from the last meeting. Ryan Gregory said that the planned pedestrian bridge over the river to the Oxbow Preserve (at north boundary of the Planning Area) needed to be added. After some discussion and including this change, the Committee agreed with the Revised Strategy Diagram. It was recognized that the “focus areas” were yet to be discussed in detail and this could modify the land uses for those areas. The boundary of the Specific Plan area will be moved to include the Borreo Building and adjacent areas on Soscol on request of the Committee.

Entertainment District. Julianne Ward, City Planner said that the Committee had been interested in encouraging entertainment uses over a broad area downtown, but also in having a focused entertainment district for marketing purposes. She said that entertainment uses being discussed include: live music and performances; karaoke, comedy and dancing. She introduced a tiered approach:

- Level 1. Allow incidental entertainment uses (such as individual performers) throughout the city by right as ancillary uses to restaurants, bookstores, etc if they meet performance standards.
- Level 2. Indoor Entertainment. Require an entertainment permit for other indoor entertainment uses and establish standards for review. Inside the entertainment district, the permit would be handled administratively; outside the entertainment district, the entertainment use would still be encouraged but require a Use Permit.
- Level 3. Outdoor entertainment. Require an entertainment permit for outdoor entertainment uses and establish standards for review. Inside the entertainment district, the permit would be handled administratively; outside the entertainment district, the entertainment use would still be encouraged but require a Use Permit.

Inside the entertainment district, new housing would be forewarned about potential noise/activity conflicts and be designed to reduce such conflicts.

The Committee asked questions of clarification and discussed the approach, agreeing that the tiered concept and approach is a good one, with details about specific standards to be discussed further at a later time. Craig Smith said he would provide information on standards that Fullerton uses to staff. The Committee reviewed the Entertainment District boundaries and recommended that they be extended along Main Street up to the south side of Clinton. The boundaries will also be reviewed further as the focus areas are discussed in more detail. The Committee had questions about noise which will be addressed at the time the performance standards are drafted.

One-way Two-way Circulation. The Committee had received a pros and cons discussion paper on one-way two way streets to provide background information regarding one way vs. two-way streets. Jack LaRochelle, Public Works Director introduced this item. He said that within the Downtown Planning Area, the Committee can make a recommendation to change the streets to two way as a part of the Plan. However, any change like this is linked and may have impacts on areas outside the Downtown—in Napa’s case particularly on First and Second Streets between Downtown and Highway 29. These impacts will need to be evaluated as part of the environmental impact report. In response to a question about two way streets outside Downtown, Jack responded that he hasn’t seen an analysis yet, but First Street may not be wide enough east of Jefferson to accommodate two way traffic flows (i.e., it may need more lanes). The Committee supports two way traffic downtown and evaluating the linked alternatives of two way streets or reversing directions outside Downtown in the EIR. Jeff Doran commented that one way streets negatively affect retail success and that economic vitality related to traffic flow should be included in the analysis.

Jack La Rochelle asked whether they want to continue to explore re-opening Coombs 1 or 2-way. Lisa Gansky said she has heard from several neighbors in the Old Town neighborhood concerns that opening Coombs through to Pearl may create more traffic and congestion on Coombs, that could create spillover impacts into their neighborhood for people trying to avoid Coombs. Dan Worden said opening Coombs will improve visibility into the center and access to the parking lot. Kate King said that after walking through Coombs Plaza, she had changed her mind; she believes that the plaza has the potential to be a great green space and she would like it to stay if the Town Center stays. Gordon Huether likes the idea of reducing the “superblock” and providing a slow through street. Peter Mott suggested that if other streets downtown are made two-way, maybe *not* having Coombs open is less of a problem; retaining the plaza’s walkability could be an asset. Craig Smith said that doesn’t address visibility into the center. Ryan Gregory said the street only needs 2- 10’ lanes with wide sidewalks/bike lanes. Grania Lindberg felt some street needs to be opened up; Sarah Van Giesen also was in favor of reopening this and other streets. Paul Wagner said if the Center is developed with stores, people would walk; it doesn’t need to be opened. It can be kept for pedestrians and bicyclists. Chris Beynon noted that clearly there is no consensus yet on this item and it will continue next time when the town center focus area is discussed. Gordon Huether had to leave, but emphasized the County should be invited to future meetings.

Bicycle and Pedestrian Plan proposal

Jean Hasser introduced the proposal, identifying several proposed off road and onstreet routes. The goals as expressed by the committee are to provide an interconnected system, usable by all ages through downtown, the city and beyond. She worked informally with two Committee members, Paul Wagner and

Lisa Gansky to consider the various routes suggested by the Committee. The routes include:

1. An Oxbow/east of river "path" through downtown that would expand the existing sidewalk along the west side of Soscol by using the southbound bike. This would help "close the gap" in providing an off road bike path through the city. It is not ideal as it still requires intersection crossings. To provide a better system, it may be technically feasible to provide undercrossings under Third, First and Soscol, but that is much more expensive and needs further analysis to determine flood project feasibility, both hydraulically and environmentally.
2. A west-side-of-river slower River Trail route from the end of the Crosstown Connector to south of Pearl Street, then along the Oxbow Bypass promenade, a new, wider ped/bike bridge across Napa Creek to the new Plaza behind the Opera House, a First Street crossing preferably *under* the First Street bridge; or a mid block crossing, both of which require further study, then along the existing promenade, continuing south at Napa Mill along the River to Imola.
3. An east-west Class 1 Napa Creek path from Oxbow Bypass Trails to Downtown, the Town Center and neighborhoods to north.
4. A Class 2 north/south route (bike lanes) along Coombs from Division Street to Coombs Street Plaza, which requires removing parking spaces on the east side of Coombs
5. A Class 2 east/west (bike lanes) route along Third from the bridge to Coombs or Franklin to provide an east-west street connector through the busiest part of downtown, removing parking on the south side of Third.
6. Class 3 (signed bike routes) on Third Street past Franklin, on Pearl/Clay Streets west from Coombs and Brown Street north of Clinton.

Paul Wagner said he thinks this is the beginnings of a good system emphasizing the need for a continuous Class 1 route along Soscol. The Committee Ok'd the concept and referred it to the Bicycle Advisory Commission for review and comment, and would like to know the order of magnitude of costs associated with the various options.

Public Comments

- Kohl's big building is a problem and should be demolished. We need more density and hotels downtown.
- I like Juliana Inman's idea of a new "art" bridge, which could be designed after an international competition, citing the beautiful Redding Calavatra pedestrian bridge that is now an attraction
- If going 2-way to 1- way, consider where it changes. If changing direction at Jefferson would require reductions in lawns, consider changing at Seminary.
- Downtown is too small to provide for a vibrant arts district. Consider the area between First/Silverado/Third and the River as an arts district

- A Second Street resident said he was not notified of this meeting and said it would require a general plan amendment to change First or Second to two way. No fact based information has been provided on this topic. Backing out on to the street would become a safety issue. They'd like a win-win and want to be included in the discussion. Chris Beynon said there will be a follow up neighborhood workshop on traffic.
- Carrithers building footprint could be a public plaza
- Consider developing a tiered system in the Downtown for live-work regulations.
- Concur that an environmental impact report is needed. Two way streets are not necessary to make retail successful; look at Bel Aire Plaza.
- MIG and city staff need to be clear that this is a specific plan with specific requirements that will need to be met; and also be clear about the planning process and how it fits with the EIR. This will lead to better community involvement.
- Copia is too far away to be an arts district. Would like to see an arts district closer to the Downtown.
- Invite the County

V. Check in, Summary and Next Steps

Chris Beynon asked for feedback on the meeting; in general members commented they liked coming to clearer decisions on items discussed and appreciated the flow of the meeting.

A meeting is added to discuss the Focus Areas and height, therefore the October 24 Community Workshop needs to be postponed. This date and place will be used for the Steering Committee meeting instead. We will have dates for the Community Workshop finalized in 2-3 days, to allow time for adequate publicity.

Draft Meeting Summary
October 24, 2009 Downtown Plan Steering Committee Meeting #4
Native Sons of the Golden West, First & Coombs Streets, Napa

I. Welcome. Tambri Heyden, Community Development Director, welcomed those present. Chris Beynon, Principal with MIG, described that the purpose of the meeting is to discuss land uses for the three focus areas: the Town Center, Cinedome and Copia, and building heights downtown. He said the Committee members and the public will all be participating in a design charette for the Town Center.

II. Presentation and Discussion of Downtown Focus Areas. Beynon introduced Walter Kieser, Principal with Economic Planning Systems (EPS) to provide the economic feasibility overview of the Focus Areas, summarizing the discussion paper prepared for the Committee.

Town Center: Kieser said that Downtown Napa is an entertainment-oriented and local market that lacks the physical, locational and demographic attributes to become a major regional shopping center. He said EPS looked at feasibility of 3 options for the center. The first option is for the owner to complete façade improvements and work on re-leasing the center. The firm concluded that façade improvements, which could include limited access improvements, could improve the existing retail environment, but this option probably will not be a catalyst for other development downtown. Rather, as other areas of Downtown are strengthened, it may assist the center. This is a very difficult time for retail. The second option would be to keep the center but also include a partial street grid restoration—it may be only Coombs or it could include other streets. He said that increased visibility for retail on Coombs (by reopening the street) could improve sales, but it is uncertain whether the added benefits would outweigh the costs of potentially losing building sq. footage. The third option is to reconstruct the center with more intensive mixed use development. This option would also include restoration of some streets. Their analysis found that this option could be a viable option for a developer. It would result in a reduction of total retail square footage, but there would likely be catalytic impacts on other Downtown development with new residential and employment opportunities. He said that the loss of retail space is not as much of a concern as providing quality retail space with good visibility and access.

Discussion: Paul Wagner commented that the center should include uses beyond retail or residential; in particular it should include a spiritual or cultural focus. It was agreed that land use options aren't mutually exclusive. Craig Smith said we should recognize that redevelopment Downtown won't be around much longer and remaining redevelopment funds are limited.

Cinedome: For the Cinedome, EPS reviewed three options. The first, a cinema and entertainment-oriented retail option is only viable if the approved south Napa theater does not proceed, as the City will only support one multi-plex theater. Further, as such uses are “loss leaders” there would need to be a mix of other uses there may need to be subsidies, particularly for structured parking. Option 2, office mixed use is a viable one

longer term, and the opportunity for off-site parking improves the financial performance of this option. High density residential is also viable longer term. Residential uses typically require onsite parking, thus units may be restricted by onsite parking needs.

Discussion: Members noted the importance of this site for pedestrian/bicycle connections, and there was discussion around theater viability.

Copia: For the Copia site, Kieser said the Copia building is large, attractive and relatively new and appears to be viable for reuse as a conference center or possibly some educational use. A conference center would support valley hotels. On the south part of the property, a resort hotel appears to be a viable option (in addition to existing and planned hotels in the vicinity) as does some kind of residential use.

Discussion: Peter Mott questioned the viability of a conference center. Kieser said it would need a strong business plan, but there appears to be enough of a room base in the valley to support a conference center. Gordon Huether was interested in short term interim uses so the building doesn't sit vacant in a weak economy.

Town Center Charette: Beynon said the Town Center focus area is about 11 acres in size. Building heights vary – from one two stories (although a tall two stories - McCalou's, for example, is 43 feet high). The adjacent 5 story Avia Hotel is 59 feet high. Other Town Center buildings are 1-2 stories. There are several historic resources in the focus area, including the Merrill's, Sushi Mambo, Gordon and Ristorante Allegria buildings. There are other historic buildings in the vicinity, such as the 3 story Native Sons of the Golden West building across First Street.

Everyone in attendance was able to participate in the land use/design charette for the center. Beynon said that some urban design considerations are to consider trail connections, public spaces and new streets; to provide active building edges along street frontages; and to integrate new development with existing streets and historic buildings. Participants should identify what land uses are most appropriate for the focus area, and design concepts to incorporate into potential reconstruction plans. How much grid restoration is desired and how tall should buildings be? These concepts will help inform a land use and circulation plan/vision direction for this area. He went over charette instructions – and separated those attending into two committee and two public groups.

Results of Charette:

Committee Group 4: Facilitator Anchi Mei – This group recommended mixed use throughout --with a retail emphasis on the ground floor. New buildings need to integrate into the downtown and gathering places are important. They recommended a new park on the corner of Main and Pearl, as well as another location, such as First and Main (with a sculpture!) Uses must bring life to First Street, and entertainment uses could be extended down First to some extent if it makes First Street vibrant. Height – could be 7 stories– “whatever it takes to pencil” if architecture is great. Two of the 3 north-south streets (Coombs, Randolph, Franklin) should be extended through as 2 way streets. Some surrounding buildings should “go away” – Carrithers, AT&T.



Public Group 3: Facilitator Kevin Gardiner – This group was also interested in mixed uses throughout the area, letting the market decide the exact mix. Housing, entertainment uses and ground floor retail is important, along with gathering places and improved vehicle/ped/bike circulation. They were interested in putting traffic through on Coombs like in Redwood City, with a cobble paving and a pedestrian emphasis. Building heights should consider the context or match existing buildings- so they could be higher on the west end next to Avia and lower on the east end. Buildings should also step up from the north side and along creek (lower) to the south side (higher). They recommended “green edges” along the creek. The Clay street garage should be expanded, and a building should be on top of the Pearl garage. They were interested in a plaza on First and possibly atop a parking garage.



Public Group 2 – Facilitator Cass Walker – This group was more specific about placement of various uses in the Focus Area – recommending expanding entertainment uses along the First Street to Coombs, and ground floor retail with residential uses above west of Coombs on First Street incorporating courtyard open spaces. Offices were placed in parts of the interior with mixed uses along Main Street and Pearl Street. They recommended highest heights next to the Avia; with 3-5 story heights elsewhere except the First Street Frontage east of Coombs and Main Street, which should be 2-3 stories. Coombs, Randolph and First Streets should be two way streets, and Brown kept as a public space and ped/bike way. Their proposal incorporated archways providing views and access into the courtyard. Vehicle/bike/ped connections were very important.



Committee Group 1 – Facilitator Mukul ____ -- This group was interested in including a cultural/spiritual center, as well as entertainment uses, housing and ground floor retail. The general idea was to keep the existing center in the near term; one idea was to expand the plaza in the existing center and improve visibility into the center by removing some building sq. ft. The longer term approach was ground floor retail along First Street with housing above and housing behind. Entertainment uses may be a good use along a reopened Coombs. There should be a new access off Randolph to the Pearl St Parking Garage. Expanded bicycle/ped access east west and north south is important and the enclosed plaza along Napa Creek should be kept, with Napa Creek an amenity to be improved upon. Coombs and Franklin should be extended as slow, multi use streets. First Street needs to be two way. They also talked about a new park at Pearl and Main, and the need to remove the Carrithers Building and city parking lot (possibly for a park) to provide views of historic buildings.



Summary:

Chris Beynon summarized common themes – context is important for design. There may end up being a range of building heights – generally 3-4 stories but higher heights are ok in some areas.

Doris ___ representing the Kohl’s site owner said they are interested in the long term vision ideas. She said it is expensive to buy out leases and Kohl’s has a long term lease. Kieser said it would be unusual to buy out a lease unless a business failed. Jim Henry, speaking for the Town Center owners, said they’re working on re-opening Coombs to 1-way traffic and a retailing tenanting plan for the existing center.

Cinedome. Beynon introduced this discussion saying the site will be 3.8 acres after the flood project is completed. Trails are planned along the south edge of the site continuing into the Oxbow Bypass, west to Main Street and east to Soscol Avenue. There will be great views. Some urban design considerations for this site include completing planned pedestrian/bicycle connections; possibly expanding connections through the site; taking advantage of the planned open space, views and existing outdoor dining, and designing active building edges along the bypass, street and western edge.

Discussion: Beynon asked the Committee what land uses are most appropriate here considering its location and importance as connecting site, and what design considerations are most important? Members wanted to hear from the property owners. Cass Walker said that the City owns much of the land here—and redevelopment has been expected to be a public/private joint venture. Bill Vierra, representing the Cinedome owners said they are developers that like to hold property long term. He said the existing theater format is not viable. They’ve previously considered a variety of uses--hotel, housing, or retail with other uses above but have never settled on one particular use. If it is housing, they would want rental housing to retain control of their site long term.

Wagner said that recreational commercial uses are an ideal use to consider, and that this property is the best hope to strengthen visual and other connections between the Oxbow and Downtown Core. He said that there should be a landmark, taller building close to Soscol –to let drivers know they’re coming downtown and strengthen the Soscol cross connection. Lindberg asked whether the parking garage could be wrapped with residential on the Pearl Street edge to help provide a transition to the neighborhood. Doran said a development might involve a food/wine/art approach, for example, a working winery. A mixed use office development with restaurants and a plaza along the Oxbow Channel especially near Cole’s could synergize with Cole’s and the open views. Uses should attract or provide lots of people. Ryan Gregory said there are policies/law that require the city to consider housing. Jean Hasser said that the Housing Element identifies a number of sites Downtown and that they are important to meet long term city needs without expanding the city outward. Further, looking at Downtown as a whole can help prioritize the best site or sites for various uses—for example, assuming there is a limited market for hotels, a better site may be elsewhere. Dan Worden said this site needs good access and shouldn’t be designed as a superblock. It is a perfect place to put housing near the housing areas to the north. Kevin Teague said if housing works better here, staff should work with owners on this. Walker said there is a housing need and probably not much of a need for additional retail space. Lindberg said a public or private sports complex here makes sense. Mott asked about moving parking structure; Walker said it doesn’t provide the economy of scale the NSD site does.

Copia. Beynon said that the entire Copia site and adjacent county property is 14.5 acres. Important ped/bike connections are planned through the Oxbow Commons, the River Trail and a pedestrian/bike bridge south to Third Street. Existing uses in or near this area include two major hotels and a third (The Ritz) planned; the Oxbow Public Market and restaurants, retail. The River surrounding this area is a major asset. Some urban design considerations are to plan new connections to integrate with existing/planned trails; to retain and provide public community space such as the gardens, and active building edges along the streets and trails.

Discussion: Jerry Pietroforte, representing the bond holders of the Copia site, said that from the studies they have done, their conclusions are similar to the committee’s studies, that the site lends itself to hospitality uses and a destination resort; the existing building does lend itself to an educational facility or conference facility; and perhaps there may be some type of ancillary housing. He said flexibility will be important going forward. They have issued a request for proposals and have informed potential buyers of the Specific Plan process; November 12 is when proposals are due. Gordon Huether questioned Pietroforte about the entitlement process timing – he said it could take two years and it is important to have some interim uses in the Copia building sooner. Pietroforte said that ACA liability on the site make it challenging to allow interim uses.

Teague said it is important to keep the existing building and to be cautious and not overdevelop the site. There are important community features here like the gardens and it should be somewhat lower intensity/lower buildings than the downtown core; prospective owners shouldn’t bank on needing too much development to make it work.

The value of the site is in what exists. Worden said that housing is appropriate on the south part, and maybe a hotel in front of the Copia building on the north side. Gregory said we need to consider that there is likely to be a disconnect between what potential developers see being needed and what the community wants for this site. Wagner said protecting the river and access to the Napa River here is key and that he thinks a conference center reuse of the existing building and a resort would be good uses. Peter Mott likes the idea of a conference center; he felt it would be good for hotels and for downtown but questioned its viability. Kieser responded that there would need to be a business plan developed, but with the lack of facilities in Napa Valley and number of hotels, it appears workable, along with scheduling for other events. Mott said he would like to see “what pencils” but said the community gardens and public access are important. Teague disagreed about cost considerations, saying the important thing for them to consider is not the bankruptcy costs but the current land value, which is low. Beynon asked whether they wanted to wait to provide any direction. Teague said it is important to indicate to those proposing what are the important community aspects relating to this site. Huether said the city should push for interim uses within the Copia building so it does not sit unused for a long period. Beynon asked if the Committee wanted staff to develop a draft “white paper” that would provide some ideas/direction regarding the site to circulate to members; there was agreement this would be a good approach. Doran then asked about the status of the Ritz; Walker said the city understands they are continuing to move forward but are waiting for funding.

Overall Building Heights. Beynon introduced the building heights discussion, noting that current regulations, construction technology and design considerations all play into the height discussion. In most of Downtown, there is an existing 50 foot height limit and a height bonus of up to 6 stories/68 feet for residential mixed use, which the Riverfront project took advantage of. The Oxbow area has a 40 foot height limit with height increases to 48 feet allowed for pitched roofs. The south edge of Downtown has a 35 foot height limit, and a Planned Development overlay district allows higher heights case by case if findings can be made for superior design. Construction technology allows less expensive wood frame construction for buildings 4 stories or less; taller steel frame construction costs 20-30% more. Over time, however, the economic feasibility of taller buildings will depend on market conditions. Beynon noted that the relationship of height with number of stories varies by use: residential uses need 8.5-10 feet per floor while commercial buildings typically need 12-18 feet per floor. Thus, a 50’ building height limit may allow for 4-5 stories residential but only 3 stories of commercial uses. He also described how buildings can reduce the impacts of height and bulk through building articulation, landscaping, building setbacks and step backs of upper floors. Further, in a Downtown, to achieve a good “street enclosure” it is important to have a minimum building height. For Napa’s downtown streets, this is about 30 feet high. Anchi Mei also described the height limits of areas surrounding Downtown to provide further context. Immediately south of Downtown, height limits are 35 feet. Along the Jefferson corridor, height limits are 40 feet. The Soscol mixed use area has a 40-48 foot height limit, while the city’s low density residential neighborhoods have height limits of 30 feet.

Discussion: Wagner was generally OK with current limits, but recommended that there be higher buildings at key gateways – particularly along Soscol to help improve the enclosure/scale along that wide street. Lindberg suggested there should be a lower transition next to neighborhoods and higher heights in the center. In the interest of saving historic buildings, there could be height bonuses offered. Teague said we should scrap existing limits and offer heights in exchange for providing public amenities. He said developers should be asked to do something for higher heights; going up is fine in the center but he agreed we should be careful about the residential edges. Others said we should be careful to not “overcrowd” landmarks or to lose landmarks – this needs to be a focus. Worden suggested we may need higher heights in the Oxbow to make development viable; Beynon noted there were some differences of opinion on this. Mott said we shouldn’t limit architectural features like towers (similar to current regulations, which exempt such features). There appeared to be agreement among members that providing a lower height transition nearest the residential edges and going up in the center is OK to address needs – however, buildings need to be beautiful and heights should respect historic buildings and park/plaza areas. While going to even 7-8 stories in the center in the right place would be OK, it should be in exchange for providing public amenities. Soscol buildings should be allowed to be higher too. Beynon said staff would draft up a height paper to circulate for Committee comments/approval.

Public Comments

- Joe Fischer said he liked the Committee coming up with ideas for the Copia site, but we should leave an element of creativity as there will be new owners soon and we will need to discuss ideas with them.
- Alex Shantz encouraged the Committee to think about arts space and affordable housing to meet needs of younger people and others.
- Bernard Krevet, Friends of the Napa River said the City needs to be proactive in protecting views of the river in its planning.
- Students and youth feel ignored; please consider their needs. The Committee should specifically consider providing a water fountain downtown, as well as rest rooms.
- We need to consider the size needed for community gardens at Copia, based on restaurant or other needs.
- Having pedestrian access is key.

III. Check in, Summary and Next Steps

Beynon asked for feedback on the meeting. Huether said he appreciated having Focus Area owners present. Gregory thanked the younger speakers for coming and speaking. Mott said he thought this was a good start always remembering we need to keep the plan “real” and implementable. Lindberg said at some point she would want to see target numbers for housing and other uses.

Beynon said the Community Workshop will be the evening of November 18, also at the Native Sons of the Golden West.

downtown napa

SPECIFIC PLAN



I. INTRODUCTION

The Downtown Napa Specific Plan (the “Plan”) will guide the City of Napa in its planning efforts to create a more inclusive and vibrant Downtown Napa. The purpose of the Plan is to develop a community vision for the Downtown and create tools and strategies to implement the vision through recommendations for public and private development. The Plan will include detailed policies, design guidelines and development standards that work toward a holistic vision of Downtown. Building from the input gathered during a comprehensive community engagement process, the Plan will help lead the City towards a more sustainable, pedestrian-friendly and attractive Downtown.

To help guide the process as the Plan develops, the Downtown Steering Committee (DSC) has been established and will provide feedback and serve as a liason between the planning team and the community at large. The DSC includes Downtown residents, property and business owners, and community members. It is a diverse group with a breadth and depth of knowledge and interests for all aspects of the Downtown, and above all else, a passion for bringing positive change to Napa. The charge of the DSC is to help shape and refine community concepts and recommend a draft Downtown Napa Specific Plan to the City Council. A total of eight DSC meetings are scheduled to take place throughout the planning process. Meetings will typically be held from 6 p.m. to 9 p.m. on Wednesday evenings.

II. MEETING FORMAT

On Wednesday, January 13, 2010, the City held its fifth DSC meeting. The meeting was held at the Native Sons of the Golden West Hall in Downtown Napa from 6:00 p.m. to 9:00 p.m. approximately 40 members of the public attended this meeting.

The meeting commenced with an introduction and description of meeting purpose from Tambri Heyden, the Community Development Director for the City of Napa. Following this introduction, City staff and consultant team members provided a process update. Julianne Ward, Planner for the City of Napa gave an overview of DSC completed and

future tasks. Dave Javid, project manager from MIG, summarized the overall project work plan and highlighted relevant information from the Parks Master Plan Update process. This segment of the meeting was closed by Cass Walker, Economic Development Department Director for the City of Napa, who provided updated information regarding the Downtown focus areas and retail strategy.

Chris Beynon, principal from the lead consultant team MIG, Inc., followed with a presentation and facilitated discussion to confirm the strategy framework for Downtown Napa. Next, Julianne Ward gave an overview of approach and roles for the two different sub-committee groups, Design Guidelines/Zoning and Financing/Infrastructure, formed by DCS members. Sub-committee members will work with the consultant team and City staff in the creation of guidelines and policy for the draft plan. DSC members were asked to sign to be part of either sub-committee. Tambri Heyden closed the meeting announcing upcoming events.

Two public comment periods were held during the meeting. Comments were recorded and transcribed in the following section. Please reference the Powerpoint presentation for more information.

III. COMMUNITY COMMENTS

The following is a summary of comments gathered from community members throughout the meeting.

Public Comment Period #1

Retail consultant? EDS – Economic Development System

The January 26th is open to Public at City Council

Coombs Street – Temporary opening could be successful

Multimedia / Social networking opportunity

Skateboard a plus downtown but cause conflict with retail environment

How surveys conducted?

- Through Specific Plan process
- Volunteer work

Bypass should be strong part of Specific Plan – integrate concept plan

- Bring back info to DSC

Promote arts / art center!

Encourage locally owned businesses

- Affordable / Serve local residents

Connect Specific Plan to surrounding areas

County building Downtown is out of place

Current disconnect between large property owners Downtown and specific plan process

Parks Master Plan

- Concern with Community Center impact on Senior Center

Will 3D concepts be presented to describe Vision? Yes.

Why only one skatepark?

- Where and room for more?

Are considering balance of local and regional businesses Downtown?

Website not as user-friendly as could be

- Add public forum

Outreach to existing residences

- Survey Downtown residences

Consider two-way 1st and 2nd streets

- Important to have a thorough understanding of context

Theater downtown for the young community

Skatepark works where it is. Kennedy park is too far away

Think long-term – give more opportunity for the youth

- Survey children / youth

Consider music venue for local musicians

Ensure that future surveys are available for Spanish speaking members of the community

1 Theater Strategy

Objective: Draft policies that provide direction on the size and location of a theater in the Downtown area, in the event a theater is not constructed on the Gasser site.

Want a theater Downtown but it could be very difficult

We should fight for it Downtown!

Parking needed is significant / Downtown may not be right fit

Bring kids Downtown to go to Theater is a positive

Copia might be good location

Consider kids venue

Leave potential to support visitors Downtown (10 – 20 year plan)

- Family / Pedestrian traffic a plus

Parking should not be factor / Shared parking (County building etc.)

Consider scale / Multiplex not a good fit

Small art / multi-plex near Town Center

Uptown info relevant?

- Reopen theater May 5th
- Not a movie theater

Do you support movie theater Downtown?

- **15 yes**

With appropriate street exposure?

- **Yes**
- **Small entry and internal**
- **No theater access on 2nd floor**

2 Skatepark

Objective: Determine if the appropriate location is in or near the Downtown area and if so, draft policies to support. Policies should ensure that the skate park does not conflict with surrounding uses.

Needs to be Downtown – Kennedy too far

- Oxbow Bypass could be a good option if design/engineered appropriately

Bypass ideal location / Yes Downtown / Need more than one

Need multiple skateparks in community, maybe two

- Design critical / Safe for all ages

Bypass a short walk, good location

- Oxbow is essentially Downtown

Make a decent park at Oxbow and it could be sufficient for Downtown

Priority Downtown with bypass a backup

- Bypass might not be safe

Support skatepark in Downtown with access

Skateboarding belongs Downtown

Only in Oxbow – 1 yes /many on the fence

- **If feasible with design quality**
- **Higher income uses Downtown**

Downtown

- **Yes 15 (including Oxbow)**
- **No 0**

3 Flexibility for Ground Floor Retail

Objective: Determine whether to provide flexibility in ground floor uses in the pink area of the map along First Street and Main Street, considering the current economic reality and the potential that recovery will be slow.

Need to engage large/single property owners in Specific Plan discussion (including County etc.)

Restore the historic street grid and retail presence

What does temporary mean? Temporary office won't work.

- Plan proactively for retail

Office not a good fit

- Make spaces smaller for small/local retail

Think long-term

- Consider penalizing land owners for vacancies

Supply up / Demand down issue

- Give incentives to lease

What's affordable and demographic breakdown

- How does that impacts potential retailers?

How do we make residential happen in mixed-use?

Activate spaces with temporary use (i.e. art, etc.)

Don't want any downtown USA retail

Retail depends on pedestrian activity

- Offices adds foot traffic

Add flexibility to allow growth

Creative solutions (avoid vacancy)

- Limited leases with triggers

Retail at corners with flexibility elsewhere and performance standards?

- **9 Yes**

Allow only retail on ground floor?

- **6 Yes**

4 Arts / Public Art Strategy

Objective: Determine if and how visual and performing arts should be incorporated in the Downtown. Consider what role art plays and to what extent we want to encourage it in the Downtown area.

Public art ordinance – art in empty spaces / activate spaces

- Use uniqueness of Napa as a draw
- Create experiences with quality art that pulls from what exists to enliven space
- Competitions to promote
- Copia – art integral

Public awareness – increases retail growth

Encourage rather than promote

Should we be doing more with art?

- **13 Yes**

5 Waterways

Objective: Draft policies and design guidelines that provide direction for development along the river, creek, and other waterways to ensure those amenities are integrated into building and site design.

Pursue Riverfront guidelines “river friendly”

Friends of Napa River (adopt / integrate)

- **Go to DG / Zoning subcommittee. – 15 Yes**
- Bring forth guidelines

Orient toward river

- Check setbacks / EIR address

Public Access / Views to river a must

- Dock / Promenade

Napa River has divided City east / west

- Integrate with Downtown

6 Coombs Street

Objective: Provide concepts and criteria to provide guidance to work toward a preferred concept for Coombs Street between First and Pearl streets.

Completely support to enliven space. Property owners support

If do it, do it right. Don't disrupt system

Don't want to deter grid

Bad idea. Impact on biking and pedestrian system / won't improve circulation

Don't disrupt with one way

Already allows bikes / pedestrians. Don't confuse system with trial

Will trial be long enough to allow growth?

Allowing through traffic improves circulation for autos

Need street presence and spaces to entice retail and venues for arts etc.

Restoring grid a positive and increase for businesses

- Restore Downtown to historic quality
- Trail could work

Phasing key

One-way could cause issue

1. Multi-modal approach 2. Phased one-way Northbound?

- 1 – 12 Yes, 3 No
- 2 – 4 Yes, 9 No

7 Brown Street

Objective: Preserve and amplify utilization of Brown Street between Pearl and Second Street (or Third Street or to the Riverfront) into Downtown's circulation system for pedestrian/bike use. Look at opportunities to include Brown Street as a plaza/community gathering space.

14 Yes to strengthen with bike / pedestrian

Public Comment #2

Concentrate on bike / pedestrian traffic

- Create bike culture

Napa has a “there there” with the River:

- Draw with river – key to success
- Not a town with a river but a “River City” that should be embraced to unify downtown and brand or defines area
- Spread to infuse life throughout!
- River trail
- Integrate existing Riverfront guidelines
- Need for tax revenue to support
- Be creative!

Add counter to project website

Music venues can be regional draw

Cinedome experience supports theater Downtown

Link Downtown Riverfront plan to project website

Concerned with attachment to grid – will that open other streets?

Coombs Street works now and could be enhanced to work even more efficiently

Encourage street vendors to promote art

Grocery store for local vendors needed

Include more public noticing for meetings

Go green!

Check demographics / rent cap

Sustainable issues:

- Live / work
- Encourage skateboards on Riverwalk
- Street vendors
- Grocery store for local vendors
- Access to river – check non-point source

Retail:

- Consider developing a retail committee
- Ratio of tax
- Restrict businesses in areas

Support and enable the arts – funding

- Galleries for art shows etc.

Need access:

- One-way out of town not working
- Insist change!

Theater Downtown will stimulate businesses

Active retail

- 1st / Main streets – anchor hotels, etc. need retail

Protect music and arts (e.g. City of Austin) – Cinedome opportunity
(www.phoenextheater.com Petaluma)

Consider river access for boating

Napa DSC #6

PUBLIC COMMENT

Copia Area – incorporate Ritz Carlton site

Downtown Core – celebrate/ focus historic resources

- Sensitivity
- Compatible

VPS misleading

- Predetermined
- Need flexibility, variety in design

VPS very thought provoking and a great experience

Don't support reuse of housing for office uses

Heights too high

- Historic homes downtown (1-2 story with stepback max)
- Concentrate six story heights downtown

Survey of historic resources not adequate

- Need before EIR
- Look at Napa Valley landmarks and threatened areas

Insufficient outreach to neighborhoods

- Ensure entire doesn't reach max height for EIR purposes
- Survey inadequate

Noticeable Bias in Survey (Friends of Napa River)

- Wording implies contemporary seen as negative, why?

VPS

- Infill more appropriate
- Increase flexibility and awareness
- Mix of types/uniqueness that complement existing

Historic resources must be maintained

- Respect – dev capacity, absorption

Survey Resources

- Valley quality impacted by heights (blocks views)

Transition line not appropriate

- Start downtown at 3rd Street and buffer at uptown neighborhood
- Existing transition line Will destroy integrity
- Check-in with old town and other neighborhood associations

Support the direction plan is going, great job!

- Taller buildings OK
- Consider Patios in stepback
- Parks – small quality urban parks

VPS eliminates free thinking

- Historically incorporate mixed-use with retail and shops at base
- 2nd – office, meeting, public areas
- Downtown oriented toward shopping
- Flexibility

Survey confining – suggest charette

- Interest in new, stimulating, brilliant, explore more than stucco, transform

Design guidelines should address commercial

- Explore converting parking at 3rd and Coombs to open space/park
- More green downtown
- What kind of business so we want to attract – for tourism
- Parks downtown for all ages

DSC COMMENTS

Downtown I & II

FAR – DT 1: 2 – 4 FAR

- Focus downtown with highest FARs
- How does it work in Oxbow, range? yes
- Currently downtown not sustainable – more density downtown makes sense
- Heights generally same as existing - increase DU/AC
- Diversify FAR to allow more open space (land-use issue)
- Encourage infill
- Need examples of FARs in town – incentive based code
- Quality architecture
- Minimum FAR too high – consider lowering to 0?

DU/AC

Transition I + II - 20-40 DU/AC (2-3 stories)

Vote: 9 yes decrease DU/AC- could go higher in Transition II

Downtown I - 40 – 50 DU/AC

Vote: 10 yes

Downtown II 50 – 60 DU/AC

Vote: 9 yes

Setbacks

Downtown I and II

- Look at stories and lot coverage
- Max setbacks necessary?
- Consider impact to mature trees
- Oxbow min setbacks (reconsider) on local street level
- Streetscape
- Specific per area/street

HISTORIC DISTRICT STANDARDS

- Compatibility – what does it mean?
 - Stepbacks
 - Material
 - Style
- Parking Reduction
 - Decrease impact on residential - reuse to office (not a good idea)
- Compatible to Napa?
 - Look at carefully.

HISTORIC RESOURCES

Remove HR.III in Copia

Development Regulations

- HR.1 should require minimum 20' setback or buffer with no dev
- Support for HR.1 and 2 not nec. for 3
- What if building is more than one story high? – identify pattern
- Talk to Landmark Committee

PARKING

Exempt District Boundary

- How will it impact City fiscally and planning?
- Funding
- Different application for residential vs. commercial

Residential

- Look at residential ability to buy commercial spaces
- Petaluma and Santa Rosa numbers work but need on site parking
- Lower standards!
- Consider area specific

Vote:

- Exist #: 3 yes / More aggressive like Petaluma and Santa Rosa: 12 yes
- On site parking residential: 15 yes
- Residential able to purchase: 10 yes (only guest parking)
- Incentivize bike parking: 15 yes

GATEWAYS

Auto-oriented

- Street trees: 15 yes (landscaped medians)
- Artwork
 - Napa artwork (1st/3rd and Main) match Artwalk elements
- Gateway arches: No!
 - Consider column elements

Pedestrian-oriented

- Coordinate with others
- Signs a +
- Kiosk (look at proposed)
 - Could include active use (newspaper, flowers, etc.)