chapter 3
VISION

IN THIS CHAPTER

3.1 The Vision for Downtown Napa

3.2 Vision Elements

Downtown Napa has a bright future ahead. The community has described a vision for the future in which the city center is a vibrant, dynamic pedestrian-oriented place that respects the rich historical elements in the area while providing a diverse mix of uses and activities.

This chapter includes a Vision Statement and Vision Elements, which articulate in detail the overall community vision. The Vision Statement describes an ideal image of how Downtown should look and feel in the near future. The Vision Elements offer guidance and a framework to achieve that visionary result. These items provide the foundation for the standards, guidelines and policy direction outlined in subsequent chapters that will direct the future character and design of private development as well as public improvements. Together, these guiding concepts and specific tools will help transform the physical, economic and social environment of Downtown in the coming years.

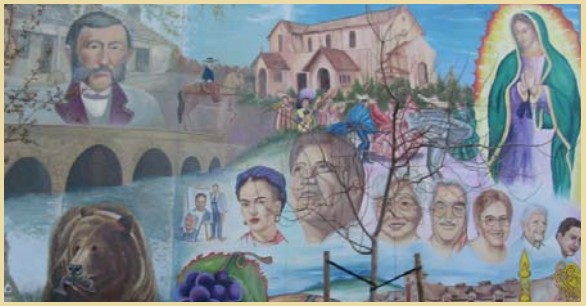
3.1 THE VISION FOR DOWNTOWN NAPA

The following Vision Statement was crafted based on broad community input through avenues including stakeholder, community and steering committee meetings and online surveys. Residents, business owners, property owners, neighborhood representatives, City staff, elected officials and community members all helped shape and refine the vision.

The Vision for Downtown Napa!

Welcome to Downtown Napa in 2030. Enjoy Downtown's unique environment where the community comes together to enjoy a vibrant collection of inviting public spaces, attractive streets, distinctive shops and eateries, exciting entertainment venues, creative public art, historic buildings, sustainable new buildings and an array of housing options.

As the distinctive heart of Napa, Downtown is a welcoming, fun and intimate city center – a place where history, charm, neighborhood and economic vitality come together along the Napa River.



UPTOWN

3.2 VISION ELEMENTS

The Vision Elements support the Vision Statement and further illustrate a transformed Downtown Napa.

DISTINCTIVE HEART OF NAPA

- Downtown is invigorated with live entertainment - music, performances, culinary demonstrations, dancing, art shows and special events.
- The world-renowned Napa Valley wine culture, agricultural heritage, progressive environmental achievements, and temperate climate provide the backdrop of the Napa experience.
- The Napa River and Creek have been restored and are the defining natural feature of downtown, creating a year-round amenity.
- Lovingly cared for historic buildings stand tribute to Napa's colorful history.
- Community members engage in thoughtful decision-making.

TRANSFORMED PHYSICAL LANDSCAPE

- Restored historic buildings and new buildings embody the best of sustainable design and architecture.
- A wide range of high-quality housing choices make Downtown an inviting place to live.
- The Napa River and Napa Creek are lined with active open spaces, plazas, promenades.
- Traffic moves slowly in both directions while people enjoy walking on tree-shaded sidewalks.
- An interconnected network of trails and pathways are used by bicyclists and pedestrians of all ages.
- Downtown creates a sense of place and opportunities to appreciate Napa's picturesque surroundings

DIVERSITY OF PEOPLE AND ACTIVITIES

- Strolling along its lively streets, there is a clear sense of community as people meet up with others of all ages and backgrounds.
- A prosperous hub of hotels, restaurants, shopping, offices and municipal services draw a wide range of employees.
- Residents greet their neighbors, grab a cup of coffee, pick up a carton of milk, shop for produce at the farmers market, have a key made at the hardware store, go for a run or buy a unique gift all in Downtown.
- Napa's healthy outdoor lifestyle provides opportunities to walk, run or bike along miles of trails and through the Oxbow Commons, or fish, boat or kayak on the Napa River.

- Luxurious hotels and intimate B&B inns, the Wine Train, world class entertainment venues, and accessibility to the outdoors draw visitors from around the world.
- Excellent dining options, diverse local shops and a full range of services are enjoyed by the community.
- Locals and visitors enjoy the theatre, a live concert, movies in the park, or dancing as part of the active nightlife "scene."
- Downtown Napa is renowned for being a world-class, sustainable city with supporting pedestrian and bike paths, local merchants, renewable energy and building, and land and water conservation. Downtown Napa remains an extraordinary leader of exceptional, and ecologically responsible living at its best.