chapter 4
LAND USE DESIGNATIONS AND ZONING DISTRICTS

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Downtown Napa is the cornerstone of the community. It is the city's center for business, civic and cultural activities with land use, circulation and design policies that retain the focus of Downtown as the community's retail center and as a distinct residential neighborhood. Downtown is a place where residents of the entire community come together on important occasions to meet friends, to build new relationships, and to explore the dynamic and ever-changing conditions of the area. Amenities are found here in Downtown that are not available elsewhere in Napa, such as access to shops, services, restaurants, public and cultural facilities, parks, and entertainment all within a compact and walkable environment.

This chapter identifies land use policies and regulations that support the existing character of Downtown, enhance and improve its urban fabric, and bring to life the vision highlighted in Chapter 3 – Vision. The land use policies and regulations set the overall regulatory framework for the Specific Plan and the types of activities desired in Downtown. The development standards outlined in this chapter are regulatory and, in conjunction with the guidelines in Chapter 5 – Design Guidelines, govern all public and private development. They ensure that new development adheres to the desired land use policies and regulations, and supports the overall vision for Downtown. New land use designations and zoning districts are identified that replace the existing land use designations and zoning districts Downtown that are described in Chapter 2 – Existing Conditions. Ultimately, this chapter provides the tools with which to build on Downtown's distinct qualities in a manner that encourages long-term economic success, compatible private and public development and a balanced mix of vibrant uses.

CHAPTER 4

The following overarching land use policies in section 4.1 operate as General Plan policies. Section 4.2 is regulatory and describes the land use designations and zoning districts. The land use designations and zoning districts use the same descriptions and map. Table 4.1, "Allowable Land Uses," is regulatory in that it outlines allowed uses in each Zoning District. Allowed uses for the Downtown Public and Downtown Parks/Open Space zoning districts are outlined in Chapter 17.16 of the City of Napa Municipal Code. Sections 4.4, "Incentives for Preservation of Historic Resources," and 4.5, "Incentives for Preservation of Housing," provide conceptual information about how these issues are integrated into the Downtown Specific Plan, but are not regulatory. Section 4.6, "Entertainment District Overlay," is regulatory and describes the applicable regulations of this overlay district. Section 4.7, "Property Development Standards," is regulatory in that it provides specific standards applicable to each of the building form zones. Section 4.8, "Focus Areas," provides guidance for future development in each of the three Focus Areas but is not intended to regulate development or design in those areas.

4.1 OVERARCHING LAND USE POLICIES

The goal of the Specific Plan is to revitalize Downtown Napa into a vibrant place where residents and visitors alike come together to work, live, play and actively engage in the community. People should be able to pursue a range of activities, such as shopping at local boutiques, eating in restaurants that open onto the sidewalk or public gathering place, attending markets and festivals, and listening to live music and other entertainment.

To achieve this goal, several overarching land use policies provide the framework for the different districts of Downtown. These policies direct and locate allowed uses in a deliberate and consistent manner. The policies will encourage activity on the streets, promote gathering in public places, and attract more shops and businesses in new and redeveloped buildings, as well as in existing historic structures in Downtown. They are also closely linked to circulation, design and infrastructure policies contained in other chapters of the Specific Plan.

The planning process included significant input from the project Steering Committee, community workshops, stakeholder meetings and surveys. This extensive community input was the basis for development of the following overarching land use policies.

1. Make Downtown Napa an inviting and friendly place to live, work and visit.
2. Revive Downtown as the primary job center in Napa.
3. Celebrate Napa's rich history and agricultural heritage.
4. Promote the role of Downtown as the primary place where civic buildings are concentrated and where people come together to enjoy public art and culture, open spaces, and public facilities.
5. Take advantage of the Napa River as a Downtown amenity and a setting for recreation, residential development, special-event venues and shopping.
6. Provide a human-scale, pedestrian-friendly environment that is inviting to residents and visitors.
7. Build on Napa's inventory of historic structures to set the tone for Downtown design.
8. Reuse, rehabilitate and restore buildings and/or building elements wherever practical and feasible.
9. Promote Downtown Napa as an opportunity area for mixed-use development, including a range of housing options and densities.

9. Remove constraints to obtaining permits for new uses to ensure an economically viable city center, with both local retailers and regional destination stores.
10. Promote the concentration of activity-generating uses in the core area of Downtown, including retail shops, offices, commercial services, restaurants and entertainment venues.
11. Place priority on high-quality design and developing unique structures that complement their surroundings, orienting buildings and entrances to streets and public gathering places.
12. Identify opportunity sites or "Focus Areas" where development can transform Downtown in a way that is consistent with the Vision Statement and can serve as a catalyst to other development in the area.
13. Cultivate a multi-modal transportation network for pedestrians, bicyclists, public transit, river transport and cars.
14. Create linkages to and between public gathering places, parks and the Napa River for people to explore Downtown.
15. Ensure sensitive transitions between Downtown and adjacent residential neighborhoods.
16. Foster neighborhood-serving uses in the transitional areas between the Downtown core and adjacent mixed-use and residential neighborhoods and provide for sufficient residential density to help support these uses.
17. Designate the Downtown core as the location for Downtown's retail activities, supported by retail, service, office and residential opportunities bordering the core in a mixed-use designation.
18. Create exciting, attractive and interesting new gateways to create a welcoming atmosphere to visitors to Downtown.
19. Encourage new development to incorporate sustainable elements and practices.

4.2 LAND USE DESIGNATIONS AND ZONING DISTRICTS

The Downtown Core Commercial land use district allows a mix of active ground-level retail with office, residential and other supporting uses on upper levels.

As part of the vision for Downtown, new retail, service, office, mixed-use and entertainment uses and capital investments will be focused in the area. The Downtown core will become a more defined and active center, providing both commercial and recreational needs with adjoining areas that encourage and permit uses that are supportive of this center. Each area will contain complementary activities and building forms, creating an overall cohesive character and recognizable identity.

To enable this restructuring of Downtown and to distribute allowed uses in a deliberate and consistent manner, the Specific Plan organizes Downtown into six distinct land use designations and zoning districts that are supported by specific development standards. The land use designations are also zoning designations. The land use designations and zoning districts regulate which uses are allowed in each area of Downtown and how they will be managed to minimize conflicts between uses and maximize economic and social vitality. While the vision is intended to foster a vibrant, mixed-use Downtown, allowed uses do vary by location within the area.

The following land use designations and zone districts are established to regulate allowed uses in Downtown.

- Downtown Core Commercial
- Downtown Mixed-Use
- Downtown Neighborhood
- Downtown Public
- Oxbow Commercial
- Downtown Parks/Open Space

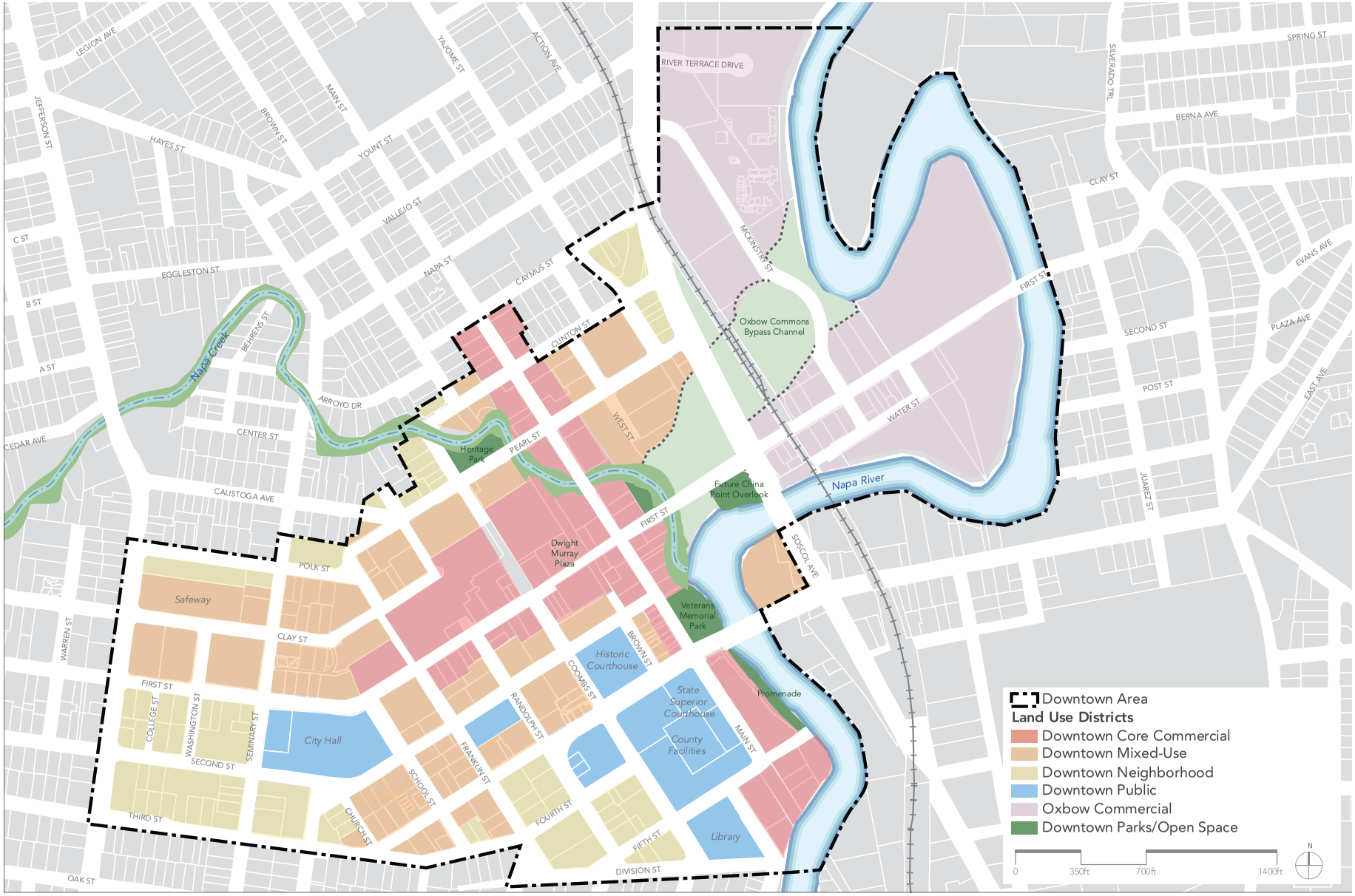
These districts are illustrated on the map in Figure 4.1: Land Use Designations and Zone Districts, and are described as follows:

Downtown Core Commercial

The Downtown Core Commercial land use designation and zoning district generally includes properties on First Street from School Street to the Napa River and on Main Street from Fifth Street and the Napa Mill to Caymus Street. The primary intent of this land use designation and zoning district is to promote the continued development and revitalization of the pedestrian-oriented Downtown area that serves as Napa's unique shopping district, as a neighborhood hub for the residences surrounding it, and as the center of the Napa community.

The Downtown Core Commercial land use designation and zoning district reinforces Downtown's identity as a compelling place for shoppers and visitors, requiring development that is in line with Downtown's traditions and preserving its historic heritage. The goal is to provide a mix of land uses (i.e., shops, restaurants, hotels and entertainment in designated areas) that will draw people Downtown during the day, evening and on weekends; develop an improved streetscape to

FIGURE 4.1: Land Use Designations and Zoning Districts Map



The intent of the Downtown Mixed-Use district is to accommodate a less intensive mix of uses than the Downtown Core Commercial area.

The Downtown Neighborhood district provides a transition between the commercially-oriented center and the residential neighborhoods that surround Downtown.

offer visitors a pleasant pedestrian experience; and create a series of outdoor spaces to encourage public gatherings in the city center.

Where feasible, future development on the east side of the County superblock may reflect the Downtown Core Commercial district.

Downtown Mixed-Use

The Downtown Mixed-Use land use designation and zoning district generally includes properties on the blocks surrounding the Downtown Core Commercial area from Clay and Pearl streets to the northern boundary of Downtown, and from Seminary and Church streets east to the Napa River and south to Third Street. The Downtown Mixed-Use land use designation and zoning district allows a broad mix of uses that is less intensive than in the Downtown Core Commercial area and more oriented to residents' daily needs.

The Downtown Mixed-Use land use designation and zoning district provides for retail uses; administrative and other offices; institutional, recreational, entertainment, arts and cultural uses; hotels and conference facilities; transportation facilities; and public and quasi-public uses that strengthen Downtown's role as the community's center. The Downtown Mixed-Use land use designation and zoning district also encourages residential uses primarily as part of a mixed-use development. Stand-alone residential development may be permitted where it does not conflict with the land use policy direction of providing continuous linkages in and around Downtown.

Downtown Neighborhood

The Downtown Neighborhood land use designation and zoning district applies to the blocks along the northern, southern and western edges of Downtown. The Downtown Neighborhood land use designation and zoning district creates a transition between the more intensive, commercially-oriented uses in the center of Downtown and the surrounding residential neighborhoods. This land use designation and zoning district provides for a compatible mix of residential uses; limited services; offices oriented to the provision of business and professional services; "live/work" spaces (where living space and work space are combined together into one unit); limited mixed residential/service and residential/office developments; and limited use of bed and breakfast inns and existing residences used as vacation rentals to encourage people to reside in Downtown and create "eyes on the street."

Downtown Public

The Downtown Public land use designation and zoning district provides for public and quasi-public uses dedicated to community-serving purposes such as government offices and related community service facilities. County uses such as the Napa County administrative and courthouse complex and adjoining jail are included in the Downtown Public district, as are uses that support Downtown commerce and living such as the public library, public parking facilities and Napa City Hall. The Downtown Public land use designation and zoning district also provides for appropriately located public lands devoted to public open spaces and trails. The Downtown Public land use designation and zoning do not apply to County facilities which are not regulated by the City.

Some public buildings such as the Economic Development/Housing Division Building at the corner of Seminary and Clay streets and the Community Services Building at 1600 First Street do not have the Downtown Public land use designation and zoning because these properties are better suited as mixed-use opportunities as part of the long-term vision for Downtown. Public functions currently accommodated in these facilities would be relocated into a new civic center complex. The remaining sites would be available for mixed-use development, including residential, retail or office uses. Regulations for Downtown Public land use designation and zoning district are found in Napa Municipal Code chapter 17.16.

Oxbow Commercial

The Oxbow Commercial land use designation and zoning district applies to the eastern portion of Downtown generally between Soscol Avenue and the Napa River and north to River Terrace Drive. The Oxbow Commercial land use designation and zoning district allows for uses oriented to tourists such as hotels and their related amenities; recreational facilities; community and visitor-serving retail, commercial, entertainment and restaurants; and similar compatible uses in addition to live/work opportunities.

Downtown Parks and Open Space

The Downtown Parks and Open Space land use designation and zoning district provides for passive and active recreational uses, as well as act as an amenity for public gatherings and events in downtown. Regulations for Downtown Parks and Open Space land use designation and zoning district are found in Napa Municipal Code chapter 17.16.

The Downtown Public district allows public and quasi-public uses dedicated to community-serving purposes such as the Napa Superior Courthouse.

The Oxbow Commercial district allows for uses oriented particularly toward tourists and visitors such as the Westin-Verasa Napa Hotel.

Mixed-use development is encouraged in the Downtown area, which currently possesses a mix of uses including those within existing historic buildings.

4.3 ALLOWABLE LAND USES

On the following pages, Table 4.1: Allowable Land Uses outlines the Permitted Uses (P), Conditional Uses (C) and uses with Specific Standards (S) within each zoning district, providing a regulatory framework for uses in Downtown. Allowable land uses for the Downtown Public and Downtown Parks and Open Space zoning districts are outlined in Napa Municipal Code chapter 17.16.

Table 4.1 groups uses by category (i.e., retail; services; lodging; food service and drinking establishments; entertainment; food and beverage production; and residential and related uses). Under each category, more specific uses are listed. However, it is not possible to anticipate every land use that might be proposed and suitable in the future. Therefore, where a proposed land use is not listed but is substantially similar to one of the listed uses, the process set forth in Section 17.04.050 of the Napa Municipal Code will be applied.

TABLE 4.1: Allowable Land Uses

P = Permitted C = Conditional S = Specific Standards Apply Blank = not allowed	Downtown Core Commercial		Downtown Mixed-Use		Downtown Neighborhood		Oxbow Commercial		Specific Standards Apply
	ground level	upper levels	ground level	upper levels	ground level	upper levels	ground level	upper levels	
A. Retail									
Appliance, including repair			PS						C if open after 10:00 pm or if larger than 5,000 sq. ft.
Art galleries	PS	PS	PS	PS			PS	PS	C if open after 10:00 pm or if larger than 5,000 sq. ft.
Beer and wine, liquor stores	PS		PS	C			C	C	C if open after 10:00 pm or if larger than 5,000 sq. ft.
Convenience markets			PS						C if larger than 5,000 sq. ft.
Department stores	PS	PS							C if larger than 5,000 sq. ft.
Grocery stores and supermarkets	C	C	PS	PS					C if open after 10:00 pm or if larger than 5,000 sq. ft.
Gun shop			PS	PS					C if open after 10:00 pm or if larger than 1,500 sq. ft.
Medical equipment and supplies			PS	PS	C*				C if open after 10:00 pm or if larger than 5,000 sq. ft. C* only within non-residential structures existing as of 5.1.12
Retail, Downtown (see Glossary)	PS	PS	PS	C	C*		PS	PS	C if more than 10% of the floor area is dedicated to the production of goods on the site or if larger than 5,000 sq. ft. or if open later than 10:00 pm C* only within non-residential structures existing as of 5.1.12
Second hand, consignment, pawn shops and thrift stores			C	C					
Shopping centers	PS	PS							C if open after 10:00 pm or if larger than 5,000 sq. ft
Sporting goods, including rentals	PS	PS	PS	PS			PS	PS	C if open after 10:00 pm or if larger than 5,000 sq. ft.
Video sales and rentals			PS	PS					C if open after 10:00 pm or if larger than 5,000 sq. ft.

TABLE 4.1: Allowable Land Uses (cont.)

P = Permitted C = Conditional S = Specific Standards Apply Blank = not allowed	Downtown Core Commercial		Downtown Mixed-Use		Downtown Neighborhood		Oxbow Commercial		Specific Standards Apply
	ground level	upper levels	ground level	upper levels	ground level	upper levels	ground level	upper levels	
B. Services									
ATM, stand alone	C	PS	C	PS	PS	PS	C	PS	C when not located within a fixed business
Bail bonds			C	C					
Banks, savings and loans, credit unions and other financial institutions, with or without ATM	CS	CS	PS	PS			CS	CS	Prohibited within 100 feet of another bank
Business support services, Downtown		P	P	P	P	P			
Catering		C	C	C			C	C	
Check cashing									
Fitness centers/health clubs		PS	PS	PS	C*				C if larger than 5,000 sq. ft. C* only within non-residential structures existing as of 5.1.12
Funeral services					PS	PS			C if larger than 5,000 sq. ft.
Health services including chiropractic, acupuncture, reiki, physical therapy, occupational therapy		P	PS	P	PS	P	PS	PS	C if larger than 5,000 sq. ft.
Instructional services including performing arts, art, martial arts, sports, vocational and business trade schools		C	C	C	C	C	C	C	
Laundry, dry cleaning			PS						C if larger than 5,000 sq. ft.
Medical services		PS	PS	PS	PS	PS			C if larger than 5,000 sq. ft.
Palm readers and psychics		P	PS	P	PS	P	PS	PS	C if larger than 5,000 sq. ft.
Parking lots, private									
• Surface			CS		CS		CS		Underground parking conditionally permitted, including in Downtown Core Commercial
• Multi-level			C	C	C	C	C	C	

TABLE 4.1: Allowable Land Uses (cont.)

P = Permitted C = Conditional S = Specific Standards Apply Blank = not allowed	Downtown Core Commercial		Downtown Mixed-Use		Downtown Neighborhood		Oxbow Commercial		Specific Standards Apply
	ground level	upper levels	ground level	upper levels	ground level	upper levels	ground level	upper levels	
Parking lots, public			P	P	P	P	P	P	
Personal services, Downtown	PS	P	PS	P	PS	P	PS	PS	C if larger than 5,000 sq. ft.
Pet grooming		P	PS	P	PS	P	PS	PS	C if larger than 5,000 sq. ft.
Professional, administrative or business offices		P	P	P	P	P	P	P	Includes City, special district, public utility. County facilities, while also included, are not regulated by the City.
Recycling, small collection facility			C		C				
Repair and tailoring, including shoes		P	PS	P	PS	P	PS	PS	C if larger than 5,000 sq. ft.
Repair of small electronics and appliances		P	PS	P	PS	P	PS	PS	C if larger than 5,000 sq. ft.
Specialty transportation retail, touring services	PS		PS	PS			PS	PS	C if storage exceeds 50% of the floor area
Vehicle services			CS		CS				Entirely indoors
Wine tasting facility, with or without associated retail sales	PS	PS	PS	PS	C*		PS	PS	C if retail area exceeds 5,000 sq. ft. C* only within non-residential structures existing as of 5.1.12
C. Visitor Accomodations									
Bed and breakfast inns			CS	CS	CS	CS			See Napa Municipal Code section 17.52.060 Bed and Breakfast Inns.
Conference and convention facilities							CS	CS	Stand alone facilities
Hotel	CS	CS	CS	CS			CS	CS	For Condo Hotels, see Municipal Code section 17.52.095
Visitor information centers	P		P				P		

TABLE 4.1: Allowable Land Uses (cont.)

P = Permitted C = Conditional S = Specific Standards Apply Blank = not allowed	Downtown Core Commercial		Downtown Mixed-Use		Downtown Neighborhood		Oxbow Commercial		Specific Standards Apply
	ground level	upper levels	ground level	upper levels	ground level	upper levels	ground level	upper levels	
D. Entertainment Uses									
Inside Entertainment District									
• Primary Entertainment Use (i.e., performance theater, dance club)	C	C							
• Entertainment as Joint Use (i.e., restaurant with live music and dancing)	PS	PS							See Entertainment District standards, Table 4.2
• Entertainment as Incidental Use	PS	PS							See Entertainment District standards, Table 4.2
• Outdoor Entertainment	CS	CS							See Entertainment District standards, Table 4.2
Outside Entertainment District									
• Primary Entertainment Use (i.e., performance theater, dance club)	CS	CS	CS	CS			CS		See Entertainment District standards, Table 4.2
• Entertainment as Joint Use (i.e., restaurant with live music and dancing)	CS	CS	CS	CS			CS	CS	See Entertainment District standards, Table 4.2
• Entertainment as Incidental Use	PS	PS	PS	PS			PS	PS	See Entertainment District standards, Table 4.2
• Outdoor entertainment	CS	CS	CS	CS			CS	CS	See Entertainment District standards, Table 4.2
• Movie Theaters	C	C	C	C			C	C	
• Miscellaneous entertainment/recreation	CS	CS	CS	CS			CS	CS	See Napa Municipal Code section 17.52.070 Cocktail Lounges, Bars and Commercial Recreation Facilities.

TABLE 4.1: Allowable Land Uses (cont.)

P = Permitted C = Conditional S = Specific Standards Apply Blank = not allowed	Downtown Core Commercial		Downtown Mixed-Use		Downtown Neighborhood		Oxbow Commercial		Specific Standards Apply
	ground level	upper levels	ground level	upper levels	ground level	upper levels	ground level	upper levels	
E. Food Service and Drinking Establishments									
• Cocktail lounges, bars, nightclubs	CS	CS	CS	CS			CS	CS	See Napa Municipal Code section 17.52.070 Cocktail Lounges, Bars and Commercial Recreation Facilities.
• Food Service	PS	PS	PS	PS			PS	PS	See Napa Municipal Code section 17.52.070 Cocktail Lounges, Bars and Commercial Recreation Facilities. With outdoor dining, if in public right of way, site license agreement required per Napa Municipal Code section 17.52.340 Outdoor Dining. P with incidental takeout and/or catering. C with takeout and no seating, with or without beer and wine or alcohol sales. C if beer and wine/bar area exceeds 20% of the customer floor area and/or open after 11:00pm.
• Restaurants with drive-through									

TABLE 4.1: Allowable Land Uses (cont.)

P = Permitted C = Conditional S = Specific Standards Apply Blank = not allowed	Downtown Core Commercial		Downtown Mixed-Use		Downtown Neighborhood		Oxbow Commercial		Specific Standards Apply
	ground level	upper levels	ground level	upper levels	ground level	upper levels	ground level	upper levels	
F. Food and Beverage Production									
Bakeries, wholesale (with accessory retail sales)	PS	PS	PS	PS			PS	PS	Retail component must be located in the street frontage. C if 50% or less of the space is retail
Boutique and specialty food and beverage service, with or without production, limited	PS	PS	PS	PS	C*		PS	PS	Retail component must be located in the street frontage. C if 50% or less of the space is retail C* only within non-residential structures existing as of 5.1.12
G. Public and Quasi-Public Uses									
Assembly halls, clubs and lodges, including for youth		C	C	C	C	C	C	C	
Parks, open space and recreation facilities, including docks, piers	C		C		C		C		Subject to design review
Cultural, educational, religious and related facilities, including schools, libraries, museums	PS	PS	PS	PS	C	C	PS	C	C if schools, churches or other educational facilities
Train Depot							P		
Public utility and safety facilities, including corporation or storage yards, pump stations, telecommunication facilities, utility substations, storm drainage ponds, water tanks, utility distribution facilities, police, fire or paramedic	C	C	C	C			C	C	

TABLE 4.1: Allowable Land Uses (cont.)

P = Permitted
C = Conditional
S = Specific Standards Apply
Blank = not allowed

	Downtown Core Commercial		Downtown Mixed-Use		Downtown Neighborhood		Oxbow Commercial		Specific Standards Apply
	ground level	upper levels	ground level	upper levels	ground level	upper levels	ground level	upper levels	
H. Residential and Related Uses									
Single-family, detached			C		P				
Single-family, attached		CS	CS	CS	PS	PS	CS	CS	See Napa Municipal Code section 17.52.090 Condominium Standards.
Multi-family, residential		P	P	P	P	P	C	C	
Mixed-use developments, residential and other uses allowed in district	PS*	PS	PS	PS	P	P	PS	PS	See Napa Municipal Code section 17.52.280 Mixed Use Development Objectives. Permitted if all proposed non-residential uses are permitted and no density bonus or conversion of residential, otherwise C * as long as ground level is retail/service
Group residential, including SROs			CS	CS					See Napa Municipal Code section 17.52.460 Single Room Occupancies.
Live/work developments		CS		CS	PS*	CS*	PS	PS	* only where structure is adding residential component – not converting residential to live/work
Residential care facilities		C	C	C	C	C	C	C	
Day care facility, child or adult (up to 14 children or 8 adults)		P	P	C	P	C			

TABLE 4.1: Allowable Land Uses (cont.)

P = Permitted C = Conditional S = Specific Standards Apply Blank = not allowed	Downtown Core Commercial		Downtown Mixed-Use		Downtown Neighborhood		Oxbow Commercial		Specific Standards Apply
	ground level	upper levels	ground level	upper levels	ground level	upper levels	ground level	upper levels	
Day care center (15 or more children or 9 or more adults) or community care facilities		C	C	C	C	C			
Accessory structures and uses customarily accessory to a permitted or conditional use and contained on the same site.			PS		PS		PS		Accessory uses for residential are as described for the residential districts
I. Accessory Structures and Uses									
Outdoor display or sales	PS		PS				PS		See Napa Municipal Code Section 17.52.330 Outdoor display or sale of merchandise, accessory use.
J. Other Uses									
Conversions of residential structures from non-residential uses to residential uses		P	P	P	P	P	P	P	
Conversion of grocery stores, supermarkets and convenience stores to other uses			C						
Conversion of rental unit to condominium		CS	CS	CS	CS	CS	CS	CS	See Standards Chapter 17.52
Fences & hedges	PS	PS	PS	PS	PS	PS	PS	PS	See Standards Chapter 17.52
Non-Residential Condos	CS	CS	CS	CS	CS	CS	CS	CS	See Standards Chapter 17.52
Satellite dishes	PS	PS	PS	PS	PS	PS	PS	PS	See Standards Chapter 17.52
Signs	PS	PS	PS	PS	PS	PS	PS	PS	See Standards Chapter 17.52
Temporary Uses	PS/CS	PS/CS	PS/CS	PS/CS	PS/CS	PS/CS	PS/CS	PS/CS	See Standards Chapter 17.52

Requirements for All Districts:

- If first floor use continues to second floor, then second floor use is permitted as first floor
- See Definitions in Chapter 17.06
- See Section 17.52.330 for standards that apply to outdoor display
- Other similar permitted or conditional uses, see Napa Municipal Code 17.04.050 Interpretation - Recordkeeping.
- For Temporary Uses, see Napa Municipal Code Section 17.52.490 Temporary Uses.

4.4 INCENTIVES FOR PRESERVATION OF HISTORIC RESOURCES

Throughout this Specific Plan there are guidelines for property owners, the development community, and the general public that provide direction for management of historical resources located within Downtown. It is clear that the community cares for and wants to protect the rich range of historic structures in Downtown that add to the overall character and charm of the area. The Downtown Napa Historic Resources Design Guidelines document prepared by Page + Turnbull (Appendix G) specifically identifies historic structures and provides guidelines for new development to ensure they are designed to complement and protect these existing structures. Chapter 8 – Implementation also includes federal, state, and local measures and incentives for the preservation of historic resources. Finally, the Environmental Impact Analysis (EIR) recognizes the importance of historic resources in Downtown and provides goals, policies and mitigation measures to protect them.

4.5 INCENTIVES FOR PRESERVATION OF HOUSING

The Downtown area currently contains a limited amount of residential units which primarily exist outside of the core area along residential streets that lead toward the edge of the Planning Area. While residential units will be allowed and are encouraged in mixed-use buildings within Downtown as part of this Specific Plan, the community also supports preserving the existing low-density housing and discourages their conversion to other uses. Residential units along neighborhood streets will ensure the presence of residents in the morning and evening hours to help enliven the neighborhood and support a true sense of community. Residents within walking distance of the Downtown core will also be able to take advantage of their proximity to existing and new shops and restaurants, supporting the local economy while not adversely affecting traffic by putting additional cars on the road.

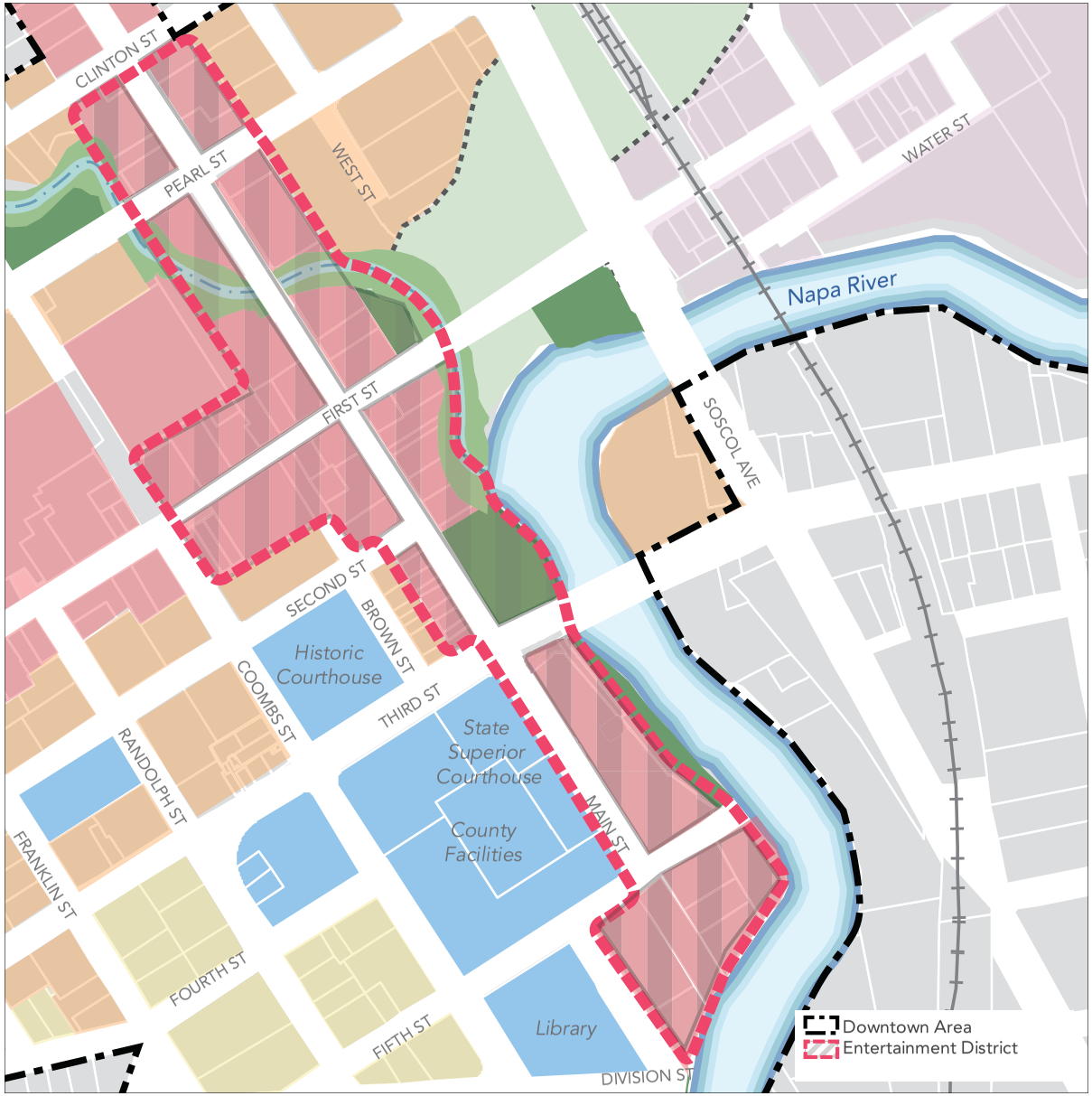
4.6 ENTERTAINMENT OVERLAY DISTRICT

The Entertainment District is an overlay zoning district in the Downtown Specific Plan. The Entertainment Uses Permit Framework in Table 4.2 lays out the manner in which entertainment uses are to be regulated in Downtown. The purpose of this framework is to encourage and provide opportunities for entertainment uses in Downtown in three general categories.

- PRIMARY ENTERTAINMENT USE: Entertainment as a primary use (i.e., a performance theater or dance club where limited food and/or beverages may be available, but the primary function of the space is for customers to enjoy live theater, music, dancing, comedy or similar entertainment). These venues generally dedicate at least 50% of their floor area to entertainment use, such as for a stage, viewing area or dance floor. These entertainment uses are generally more intensive in terms of impacts and therefore a Use Permit is appropriate to address these impacts.
- JOINT ENTERTAINMENT USE: Entertainment as a use shared jointly with another primary use (i.e., a full-service restaurant with live music and dancing or a full-service restaurant which, after a certain hour, limits its menu and the use shifts from primarily a restaurant to live music, dancing, comedy or a similar entertainment use). This joint entertainment use generally dedicates less than 50% of floor area to entertainment use.
- ENTERTAINMENT INCIDENTAL TO PRIMARY USE: Entertainment as a use that is incidental to a primary use (i.e., a guitar player in a coffee house or karaoke in a full-service restaurant). In this category of uses, less than 10% of the square footage is dedicated to entertainment use; generally, the entertainment use utilizes space that is normally used for the primary use of the space.

Table 4.2 illustrates how entertainment uses are addressed both inside and outside the Entertainment District, including cross-referencing applicable sections of the City of Napa Municipal Code relating to noise associated with outdoor entertainment (Chapter 17.52.310) and outdoor dining (Chapter 17.52.340). The table also identifies the level of review required for each category of uses (i.e., use permit, administrative permit, no permit required) and describes the permit process, application submittal requirements and applicable performance standards. The Entertainment District regulations do not apply to County facilities which are not regulated by the City.

FIGURE 4.2: Entertainment Overlay District



The Napa Valley Opera House is an example of entertainment as the primary use.

A restaurant with live music performances is an example of entertainment as an incidental use.

TABLE 4.2: Entertainment Uses Permit Framework

	Within Entertainment District Boundary	Outside Entertainment District Boundary
A. Primary Entertainment Use		
Theater, cocktail lounge, dance club or similar live and/or amplified entertainment use that dedicates 50% or more of the floor area available to the public to entertainment use (i.e., band area, dance floor, audience seating, etc.).	Use Permit	Use Permit
B. Joint Entertainment Use		
Restaurant, bar, wine bar or similar use that dedicates less than 50% of the floor area available to the public to a joint live and/or amplified entertainment use (i.e., band area, dance floor, audience seating, etc.). The following performance standards shall apply: • Unless otherwise specified by Use Permit, noise level shall be in accordance with Municipal Code section 17.52.310 and shall not exceed 67 db or less at the property line and less than 55 db and 65 db at the property line of a property designated single-family or multi-family use, respectively, as provided by the General Plan; • Hours shall be between 10:00 am – 12:00 am within the Entertainment District boundary and 10:00 am – 8:00 pm outside the Entertainment District boundary (extensions may be granted through a Use Permit in accordance with Municipal Code chapter 17.60); • An approved operations plan (i.e., security, crowd control, staff training, lighting, litter control, signage, etc.) and loading plan shall be required in accordance with Municipal Code section 17.52.165; and • Exterior changes to the building or site require design review in accordance with Municipal Code chapter 17.62.	Administrative Permit	Use Permit
C. Entertainment Incidental to Primary Use		
Restaurant, specialty retail, coffee house, wine tasting, bookstore or similar use that dedicates 10% or less of the floor area available to the public to an ancillary live and/or amplified entertainment use (i.e., band area, dance floor, audience seating, etc.). The following performance standards shall apply: • Noise level shall be in accordance with Municipal Code section 17.52.310 and shall not exceed 67 db or less at the property line and less than 55 db and 65 db at the property line of a property designated single-family or multi-family use, respectively, as provided by the General Plan; • Hours shall be between 10:00 am – 12:00 am within the Entertainment District boundary and 10:00 am – 8:00 pm outside the Entertainment District boundary (extensions may be granted through a Use Permit in accordance with Municipal Code chapter 17.60); and • Exterior changes to the building or site require design review in accordance with Municipal Code chapter 17.62.	Permitted	Permitted
D. Outdoor Entertainment		
Joint entertainment use and entertainment incidental to a primary use located outdoors, such as in a courtyard, patio, balcony or deck. The following performance standards shall apply: • Unless otherwise specified by Use Permit, noise level shall be in accordance with Municipal Code section 17.52.310 and shall not exceed 67 db or less at the property line and less than 55 db and 65 db at the property line of a property designated single-family or multi-family use, respectively, as provided by the General Plan; • Hours shall be between 9:00 am – 9:00 pm (extensions beyond 9:00 pm may be granted through a Use Permit in accordance with Municipal Code chapter 17.60; and • Exterior changes to the building or site require design review in accordance with Municipal Code chapter 17.62.	Use Permit	Use Permit

4.7 PROPERTY DEVELOPMENT STANDARDS

4.7.1 INTRODUCTION

Development standards are regulatory and address those aspects of development that are essential to achieve the goals of the Specific Plan. They are intended to promote coordinated and cohesive site planning and design; and to provide compatibility between the more intensive areas at the center of Downtown and the less intensive areas surrounding it. They encourage pedestrian, bicycle and transit use rather than exclusively relying on automobiles to access employment, commerce and residences.

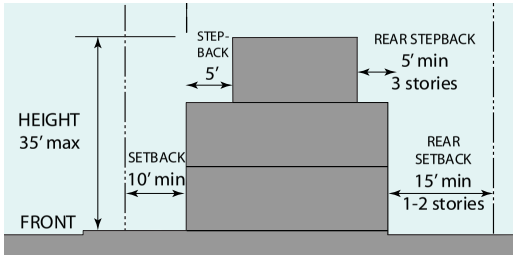
The development standards are targeted towards revitalization by facilitating the redevelopment of underutilized land, and simultaneously protecting sensitive neighborhoods situated along the edges of Downtown. The standards organize new buildings, site improvements, streets and open spaces to create a coherent identity for the area.

Standards are organized by "Building Form Zones" to enable each area to develop a distinct identity. They also encourage a mix of uses, while emphasizing the importance of allowing a variety of residential types to enliven the area throughout the day and night. Enforcement of the development standards will ensure that use, building form and site treatment are coordinated to realize the community's intent for each part of Downtown.

What is the difference between Development Standards and Design Guidelines?

The **development standards** in this section describe the basic building form or "envelope" that applies to a given property. Development standards consist of measurable building elements such as setbacks, stepbacks, building heights, floor area and residential density. The standards are considered prescriptive and quantitative, and are applied to all properties in each zoning district consistently. The development standards are mandatory, and projects may only be approved if the proposed improvements are consistent with the development standards, unless otherwise allowed by a variance.

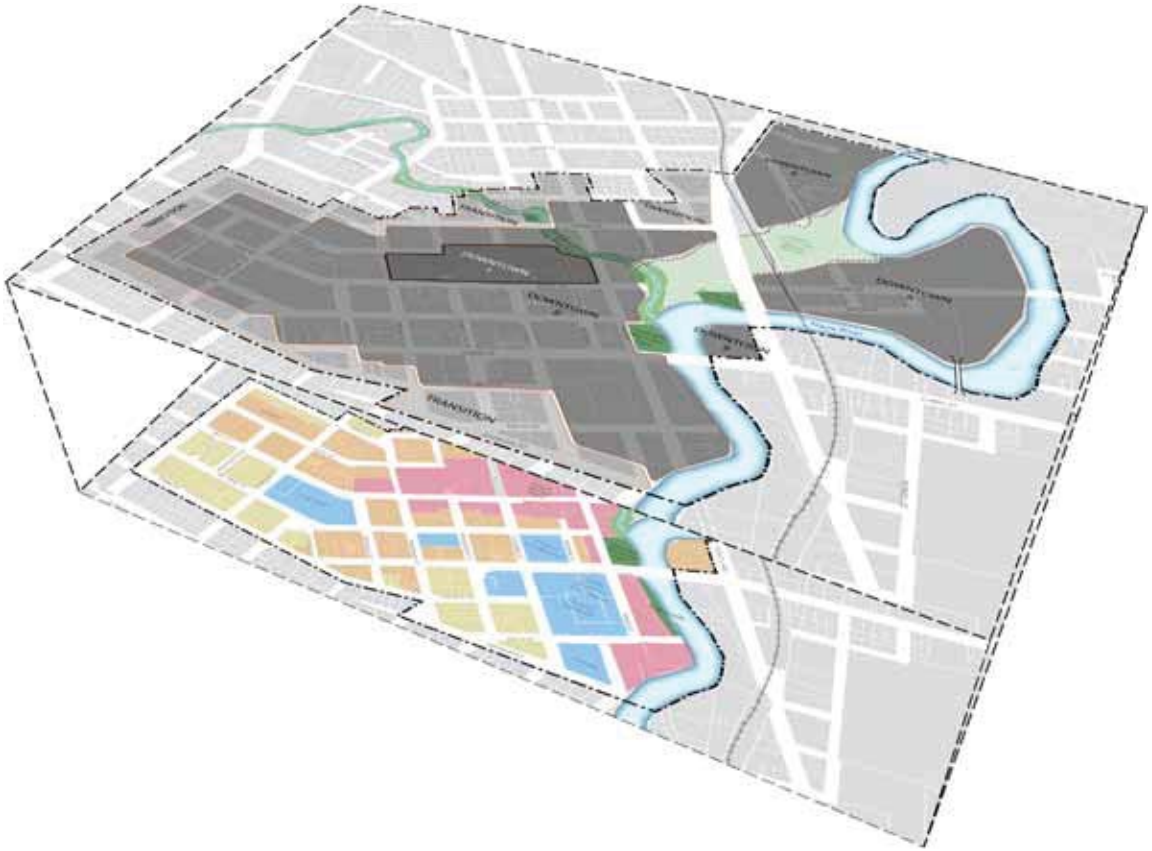
In contrast, the **design guidelines** outlined in Chapter 5 – Design Guidelines are discretionary and qualitative, and are intended to serve as criteria for reviewing projects during the application and approval process. Design guidelines address building elements that cannot easily be measured or quantified, but are important aspects of the design and quality of a building or development. The design guidelines contain recommendations on design aspects that are more open to interpretation such as texture, materials, style and overall design character.



DEVELOPMENT STANDARD: **QUANTITATIVE**
Identifies measurable elements such as height and setbacks

DESIGN GUIDELINE: **QUALITATIVE**
Addresses elements that cannot be easily measured but are important for design and character

Taken together, the development standards and design guidelines will shape future development to achieve the community's vision of the city center as a desirable place to live, work, shop and visit. The standards and guidelines together set the structure for buildings that contribute to the already strong "sense of place" inherent in much of Downtown Napa.



To reflect differences in neighborhood scale and context, the boundaries of each Building Form Zone do not correspond exactly to the land use districts. The Building Form Zones ensure that the scale and character of new buildings will be compatible with the existing surrounding context regardless of land use.

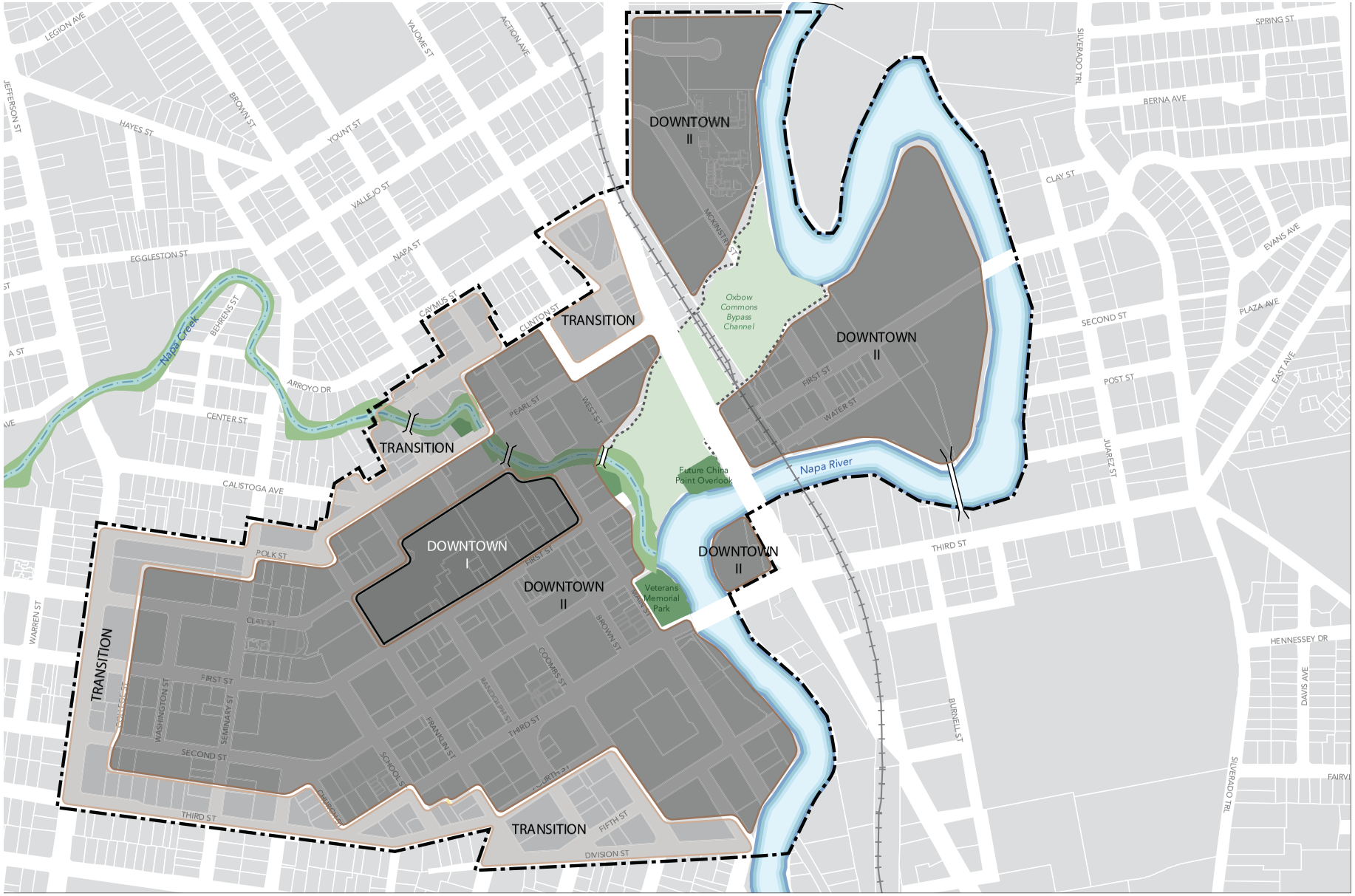
4.7.2 BUILDING FORM ZONES

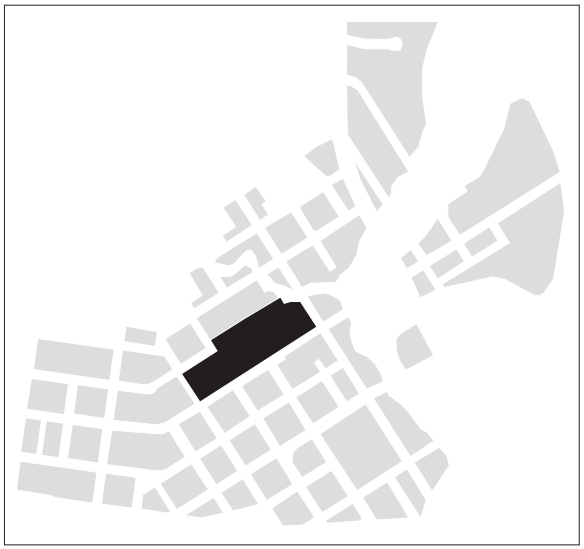
Development standards are regulated by three Building Form Zones which are overlay zones, illustrated in Figure 4.3: Building Form Zones. They are summarized in Table 4.3: Summary of Building Form Standards. Parcels within the Downtown Specific Plan area carry the :BF Building Form zoning overlay as referenced in Chapter 17.35 of the Municipal Code. These zones are regulatory and govern the basic building shapes and sizes such as height, setbacks and development intensity. Each zone has been created to provide for future development that is appropriate for its neighborhood context. The Building Form Zones do not apply to County facilities which are not regulated by the City.

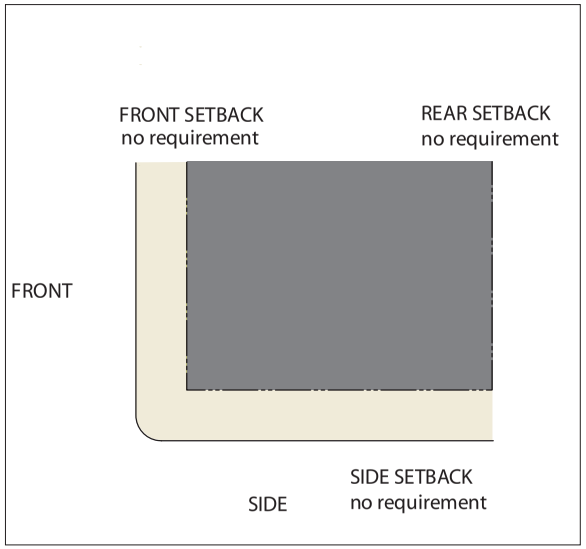
The boundaries of each Building Form Zone do not correspond exactly to the land use zoning districts. Two separate blocks may provide the same allowed land uses but different property development standards, to reflect differences in neighborhood scale and context, and to achieve a desired outcome consistent with the overarching goals of the Specific Plan. While the overall development goals are consistent relating to land use and building form (i.e., the most intensive development is focused in the center of Downtown, tapering downward to lower-intensity development at its edges), the Building Form Zones ensure that the scale and character of new buildings and additions —as well as substantial alterations to existing buildings—will be compatible with their surroundings regardless of land use.

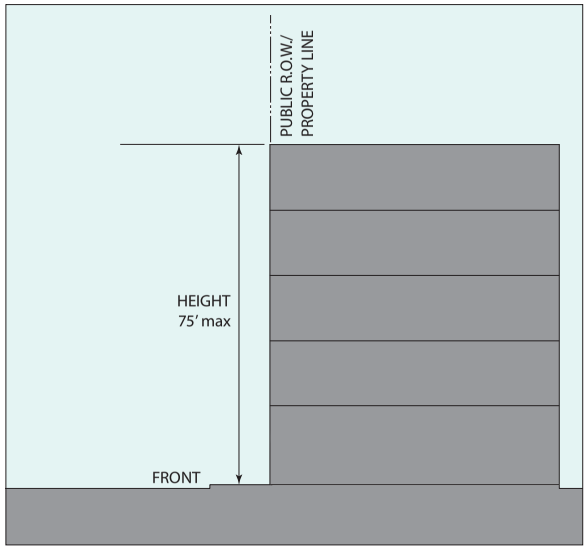
The following sections describe each Building Form Zone, including the intent of the land use district and the respective development standards for new construction. The standards outlined in this chapter regulate basic building form; additional guidance is provided in Chapter 5 – Design Guidelines.

FIGURE 4.3: Building—Form Zones









DOWNTOWN I

The Downtown I zone allows the most intensive development at the very center of the Planning Area, tapering down where necessary to address historic resources and provide a transition to the Downtown II zone. Building form is intended to provide sufficient height, floor area and density to accommodate mixed-use development with residential uses above active storefronts.

Floor Area Ratio (FAR) Standard

- Up to 5.0 FAR

Residential Density Standard

- 20 to 60 dwelling units/acre

Setback Standards

There are no required front, side or rear setbacks. This pattern is consistent with a traditional downtown where buildings are built up to the property line and sit side-by-side. The guidelines in Chapter 5 – Design Guidelines provide guidance for designing buildings to have an active street presence.

Front Setback	no requirement
Side Setback	no requirement
Rear Setback	no requirement

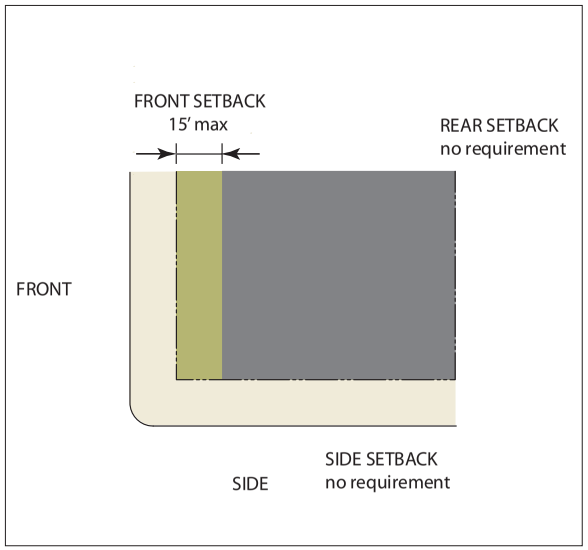
Building Height Standard

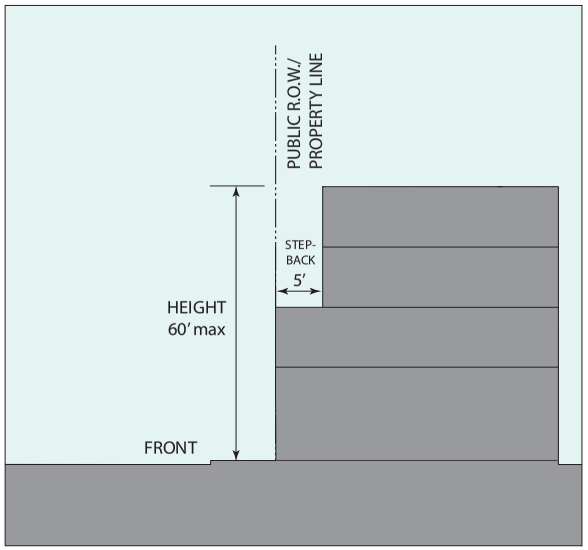
- 75' Maximum[1]

Lot Development Standards

Minimum lot area (sq. ft)	no requirement
Lot Width at front setback line	no requirement
Lot Frontage at front property line	no requirement

[1] In Downtown I, building height is measured from the ground to the mid-point of a pitched roof, or to the parapet of a flat roof. Special design features may extend beyond the height limit, including architectural elements such as steeples and towers. See Municipal Code section 17.52.220.





DOWNTOWN II

The Downtown II zone encompasses most of the Planning Area, except for the core and edges. The zone allows medium- to high-density development designed to be complementary to the uses located in the Downtown I zone.

Floor Area Ratio (FAR) Standard

- Up to 4.0 FAR

Residential Density Standard

- 20 to 40 dwelling units/acre

Setback Standards

There is a maximum front setback, but no requirements for side or rear setbacks. This pattern is consistent with a traditional downtown where buildings are built up to the property line and sit side-by-side. The guidelines in Chapter 5 – Design Guidelines provide guidance for designing buildings to have an active street presence.

Front Setback	15′ Maximum
Side Setback	no requirement
Rear Setback	no requirement

Stepback Standards

The side of a building facing adjacent residential structures in the Downtown II areas must step back the third story and above a minimum of five feet.

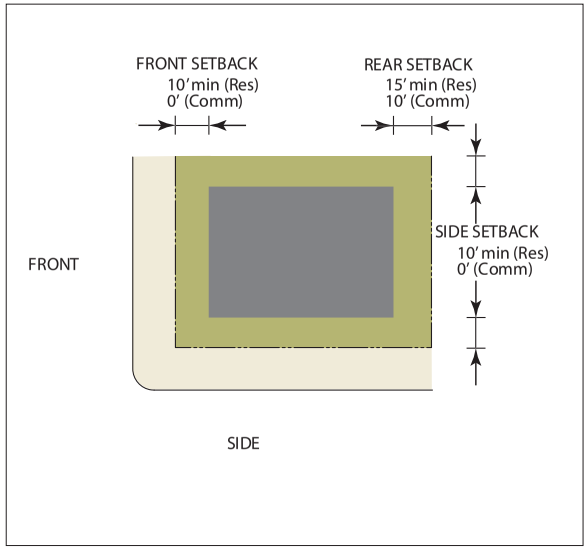
Building Height Standard

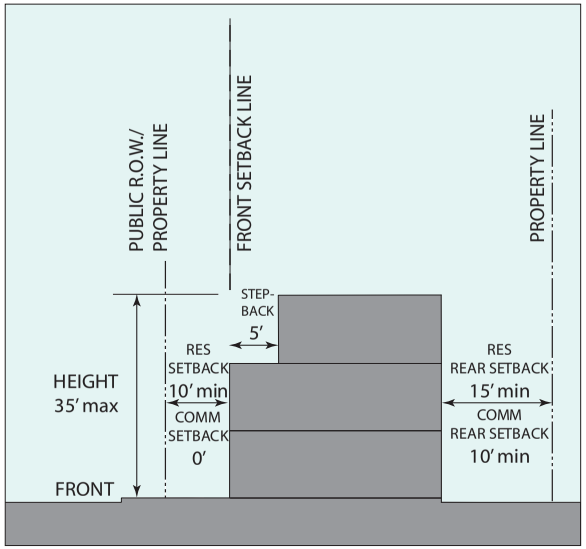
- 60′ Maximum[2]

Lot Development Standards

Minimum lot area (sq. ft)	5,000 (west of Soscol) 10,000 (east of Soscol)
Lot Width (feet) at front setback line	50
Lot Frontage (feet) at front property line	50

2. In Downtown II, building height is measured from the ground to the mid-point of a pitched roof, or to the parapet of a flat roof. Special design features may extend beyond the height limit, including architectural elements such as steeples and towers. See Municipal Code section 17.52.220.





TRANSITION

The Transition zone encompasses blocks or half-blocks between the center of Downtown and the sensitive, lower-scale residential neighborhoods surrounding Downtown.

Floor Area Ratio (FAR) Standard

- Up to 3.0 FAR

Residential Density Standard

- 10 to 25 dwelling units/acre

Setback Standards

Front Setback (Residential)	10' Minimum
Front Setback (Commercial)	no requirement
Side Setback (Residential)	10' Minimum
Side Setback (Commercial)	no requirement
Rear Setback (Residential)	15' Minimum
Rear Setback (Commercial)	10' Minimum

Stepback Standards

Front Stepback	5' Minimum at third story and above
Side Stepback (street facing)	5' Minimum at third story and above

Building Height Standards

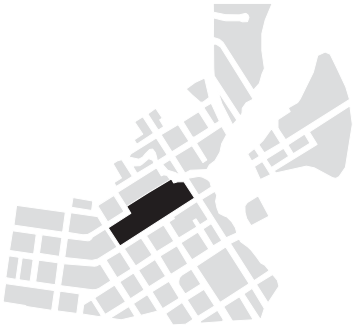
- 35' Maximum[3]

Lot Development Standards

Minimum Lot Area (sq. ft)	5,000
Lot Width (feet) at front setback line	50
Lot Frontage (feet) at front property line	50

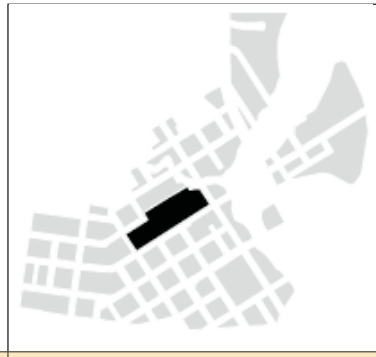
3. In Transition, building height is measured from the ground to the top of the roof ridge, or to the parapet of a flat roof. Special design features may extend beyond the height limit, including architectural elements such as steeples and towers. See Municipal Code section 17.52.220.

TABLE 4.3: Summary of Building Form Standards



Building Form Standards	Downtown I	Downtown II	Transition
Floor Area Ratio (FAR)	Up to 5.0 FAR	Up to 4.0 FAR	Up to 3.0 FAR
Residential Density (dwelling units/acre or du/ac)	20 (Min) to 60 (Max) du/ac	20 (Min) to 40 (Max) du/ac	10 (Min) to 25 (Max) du/ac
Building Height (ft)	Max 75′	Max 60′	Max 35′
Front Setback	no requirement	Max 15′	Min 10′ (Residential) no requirement (Commercial)
Side Setback	no requirement	no requirement	Min 10′ (Residential) no requirement (Commercial)
Rear Setback	no requirement	no requirement	Min 15′ (Residential) 10′ (Commercial)
Stepbacks	no requirement	Min 5′ at third story and above when adjacent to residential uses	Min 5′ along front and side of building facing the street at third story and above
Minimum Lot Area (sq. ft)	no requirement	5,000 (west of Soscol) 10,000 (east of Soscol)	5,000

TABLE 4.3: Summary of Building Form Standards (continued)

			
Building Form Standards	**Downtown I**	**Downtown II**	**Transition**
Lot Width (feet) at front set-back line	no requirement	50	50
Lot Frontage (feet) at front property line	no requirement	50	50

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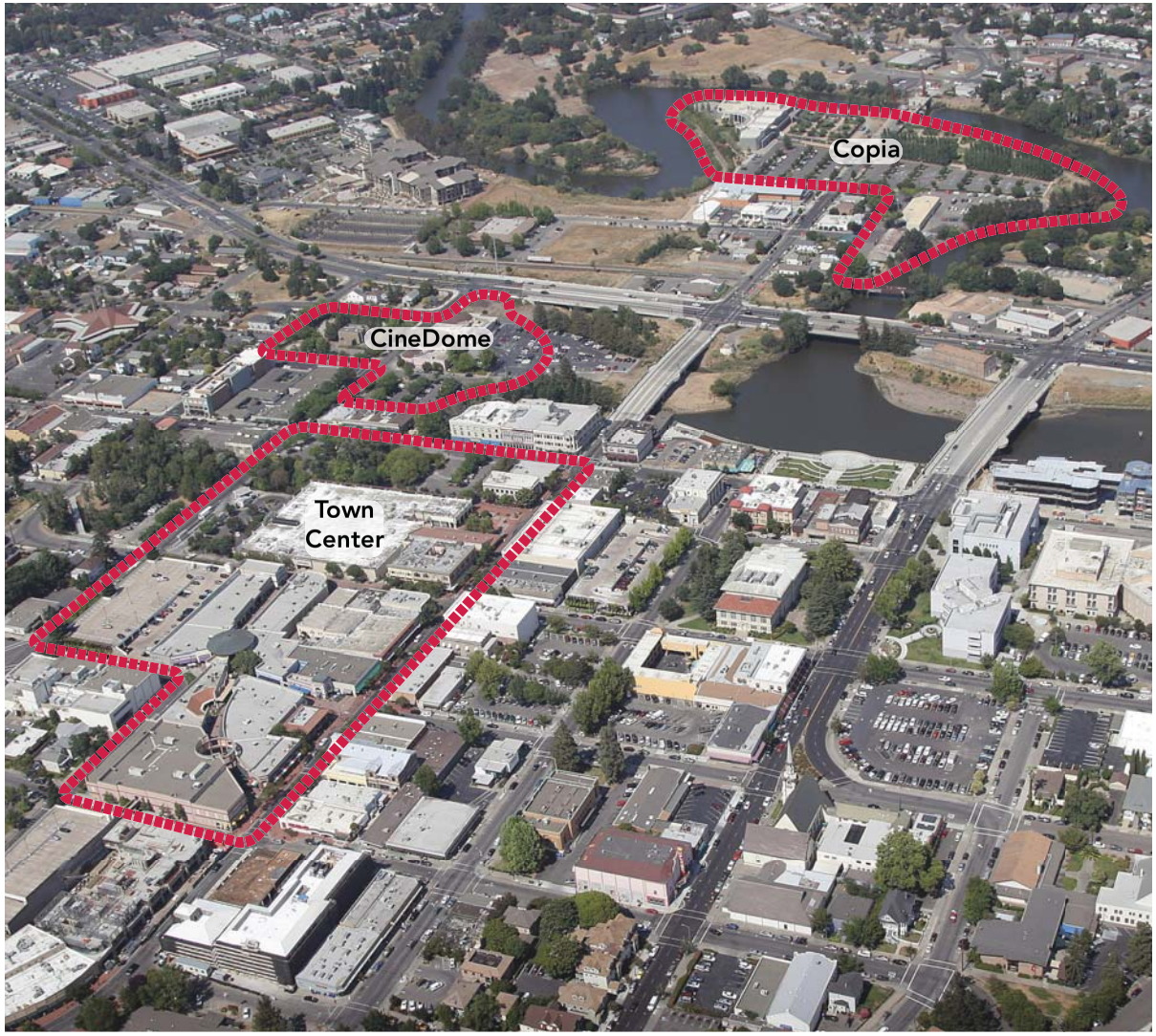


4.8 FOCUS AREAS

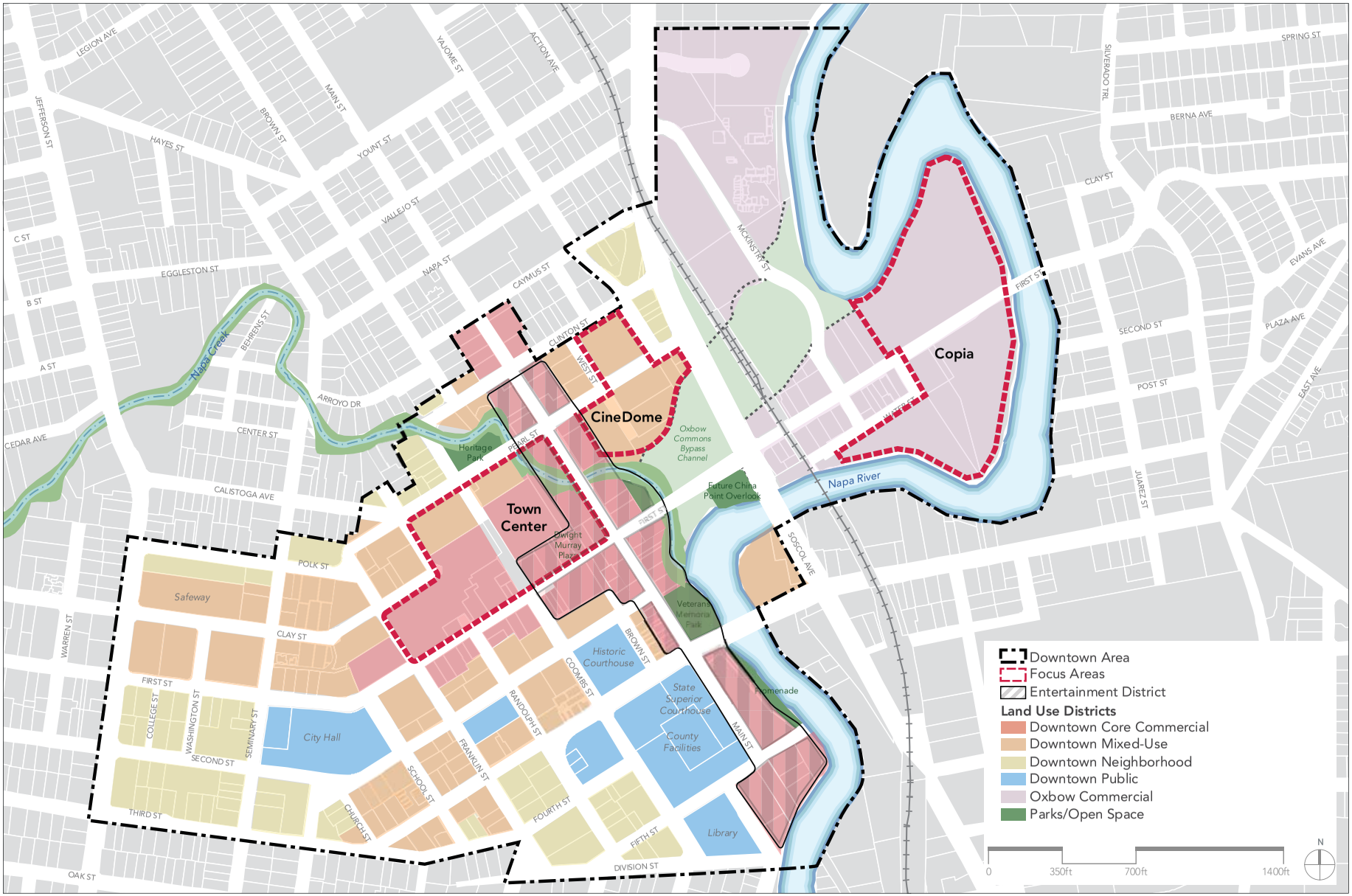
This section provides guidance for development in the three identified Focus Areas. It is not intended to be regulatory, but rather to be utilized in formulating design for new development in these areas. Focus Areas are geographic areas in Downtown Napa which, due to their strategic locations and existing mix and intensity of land uses, offer catalytic development opportunities. Three specific areas within the city center are identified as Focus Areas (see Figure 4.4: Focus Areas):

- Town Center
- CineDome
- Copia

While these Focus Areas differ from each other in terms of character, land uses, vacancies, potential development sites and location within Downtown, taken together they represent the highest concentration of opportunities for change within the Planning Area.

The following Focus Area descriptions include specific objectives that should guide future redevelopment of the area to better achieve the vision. Diagrams show the key components of each Focus Area such as land use, access routes and existing assets, including cultural amenities and historic buildings. The descriptions and diagrams represent development concepts or scenarios for each Focus Area, but they are not intended to dictate specific design solutions. The ultimate development of these areas should be shaped through specific project design and refined during the review and approval process.

FIGURE 4.4: Focus Areas



The Town Center Focus Area has a rich variety of historic buildings. New infill is required to respect the historic context with upper-floor stepbacks.

Coombs Street Plaza should be redesigned to create safe access for all modes of transportation and reconnect the overall street grid, with paving patterns that define areas.

Town Center Focus Area

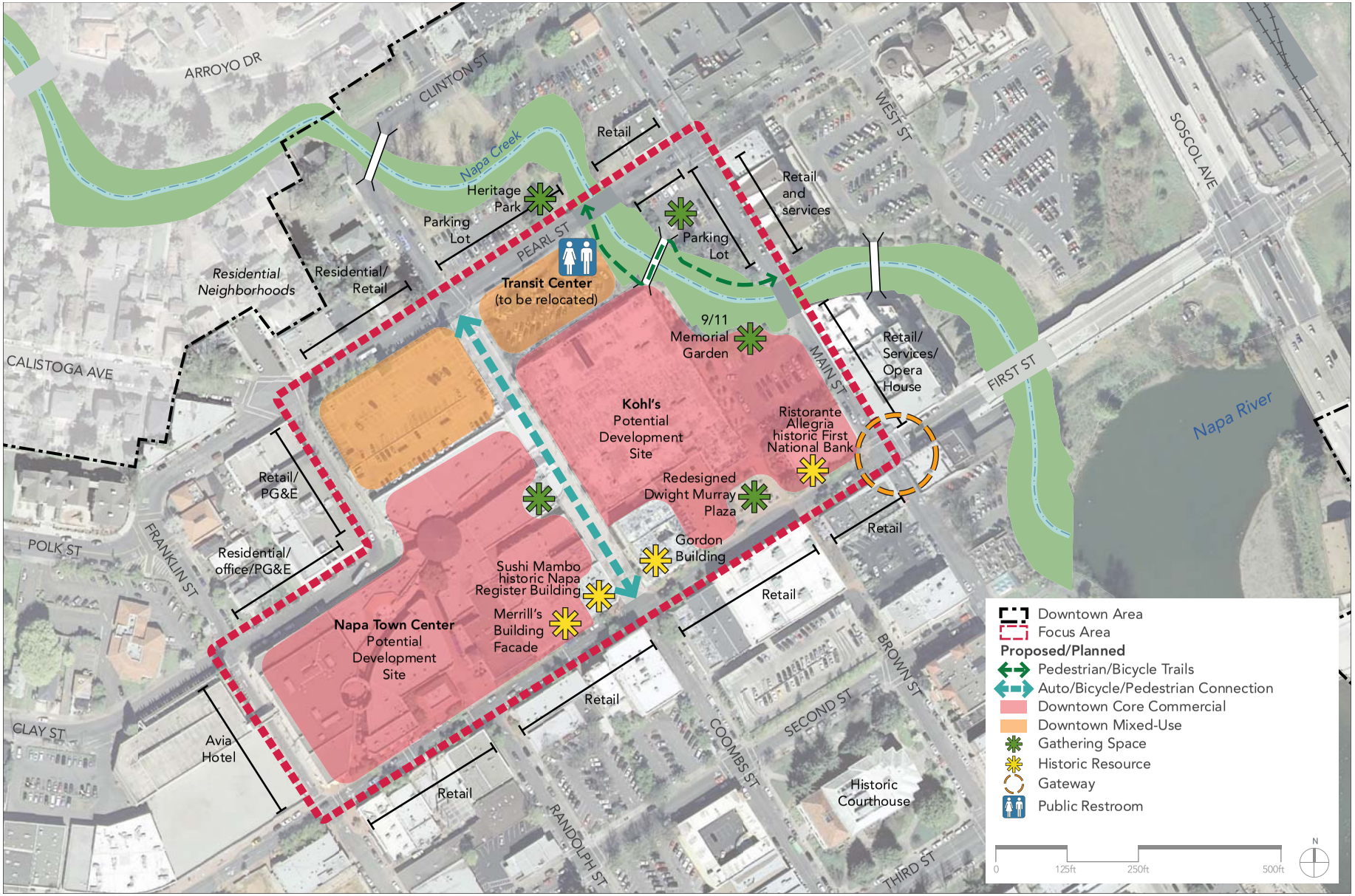
The Town Center Focus Area is located near the center of Downtown on First Street between Main and Franklin streets. It is the commercial "heart" of the city, bounded to the east by Main Street, to the south by First Street, to the west by Franklin Street and to the north by Clay and Pearl streets (see Figure 4.5: Town Center Focus Area). The majority of the area is composed of the Napa Town Center and Kohl's development, a shopping mall located on several consolidated blocks.

The Town Center Focus Area is approximately 14 acres, including all surrounding streets and a portion of Napa Creek. Potential site development and land use relationships are reflected by the underlying Downtown Commercial Core district and currently include commercial uses, surface and structured parking, two public plazas, and a transit center that will be relocated outside the Planning Area to Fourth and Burnell Streets.

The following are specific objectives guiding future redevelopment of the Town Center Focus Area to achieve the vision of the Specific Plan:

- Establish a gateway at Main and First streets.
- Respect the scale and patterns of historic buildings by transitioning taller building heights on the west and north ends to lower heights on the east and south ends.
- Improve pedestrian, bicycle and auto circulation through the design of streets, pathways and passageways.
- Promote mixed-use development throughout the area, with retail emphasis on ground floors to activate building edges and housing and/or office above. This site represents the best opportunity for density and height in Downtown.
- Encourage gathering places such as plazas and outdoor seating areas in public spaces as well as private development projects.
- Emphasize Napa Creek as an amenity by orienting development toward it and establishing greenways along its edge.
- Reactivate Brown Street as public space that supports pedestrian and bicycle activity.
- Redesign Coombs Street Plaza to allow for future two-way vehicular circulation and allow for a safe "shared street" environment for vehicles, bicycles and pedestrians. Variations in paving design can designate areas where vehicles may pass through, and operable bollards or gates can allow the plaza to be closed to vehicles for special events. See Chapter 6 – Circulation and Parking for more detail
- Redesign and reactivate the Dwight Murray Plaza with an open and inviting "town square" quality. Remove obstructions to open up visibility of storefronts. Regrade the plaza, and integrate landscaping to create a garden setting.
- Provide space for a 9-11 memorial.

FIGURE 4.5: Town Center Focus Area



Development in the CineDome Focus Area should address Oxbow Commons and the creek, as the outdoor dining area at the Napa River Inn does.

Encourage pedestrian/bicycle promenades that connect to Oxbow Commons and Napa Creek in the CineDome Focus Area, and to the River Trail in the Copia Focus Area.

CineDome Focus Area

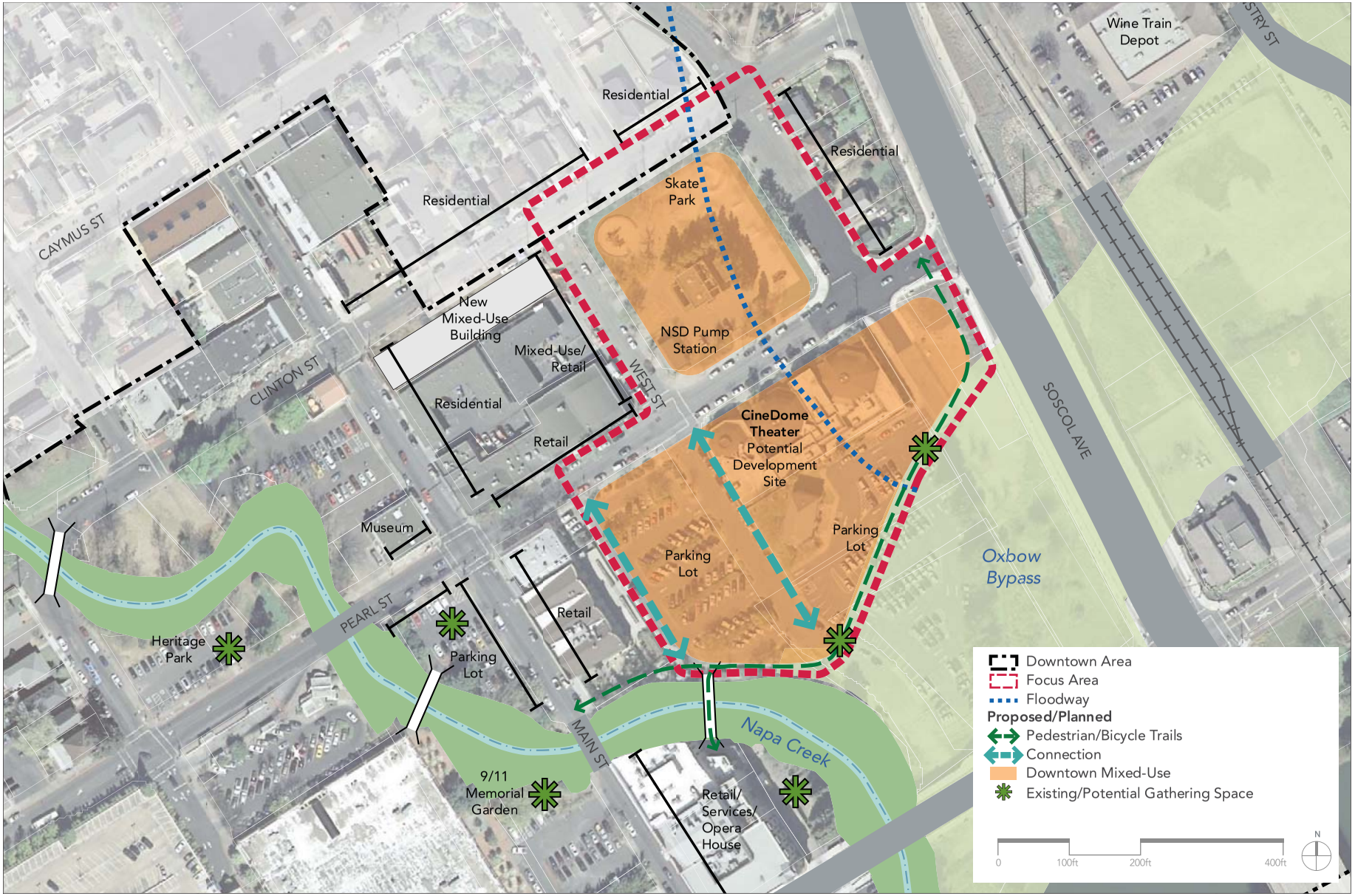
The CineDome Focus Area is 5.4 acres in size and is bounded by Soscol Avenue to the east, the future Oxbow Commons Bypass to the south, the buildings that front Main Street to the west, and Clinton Street to the north (see Figure 4.6: CineDome Focus Area). The site is bisected by Pearl Street and West Street. West Street terminates at the Bypass boundary. The Focus Area includes the current location of the CineDome movie theater (which is being relocated to the Gasser property west of South Napa Marketplace), the parking lot to the south of the existing theater, the parking lot behind the Kyser-Williams block and the block north of Pearl Street, which includes the Napa Sanitation District (NSD) pump station and Napa Skate Park (proposed for relocation).

The CineDome Focus Area will be substantially changed in character with the completion of the Oxbow Commons Bypass, the relocation of the CineDome movie theater and the anticipated removal of the Napa Sanitation District pump station. Redevelopment of the Focus Area presents special opportunities for the public realm.

The following are specific objectives that guide future redevelopment of the CineDome Focus Area to achieve the vision of the Specific Plan:

- Promote mixed-use, office and residential uses in the CineDome Focus Area.
- Improve pedestrian and bicycle connections to take advantage of the proximity to the Oxbow Commons recreational opportunities.
- Encourage development to provide access and visual connections to Oxbow Commons, Napa Creek and a link to the Downtown core.
- Promote mixed-use development and a plaza on the south side of the Focus Area facing the Oxbow Commons as part of a development project. Provide seating and gathering facilities in the plaza that are complementary to the active recreational opportunities in the Oxbow Commons.
- Ensure that building massing along large blocks is broken up to allow passage or circulation through them with paths leading to destinations including public spaces.
- Encourage pedestrian and bicycle promenades and seating areas to take advantage of location next to the Oxbow Commons and Napa Creek.
- Integrate structured public parking to replace and supplement surface parking that will be removed when the bypass channel is constructed.
- New development on the NSD site should minimize its impact on neighboring residential uses.
- New development should respect adjacent historic buildings. See Appendix G.
- Development adjacent to Napa River, Creek or Bypass should enhance vitality and activity in the area.

FIGURE 4.6: CineDome Focus Area



The Copia building and elements of the Copia gardens should be preserved and re-used as part of future developments in the Copia Focus Area.

Copia Focus Area

The Copia Focus Area is located in the eastern part of Downtown. It is bounded by the Napa River on three sides, and by the Oxbow Public Market, Vernon Street, and commercial and residential uses in small structures to the west (see Figure 4.7: Copia Focus Area). This Focus Area is comprised of the site of the Copia structure, parking lots north and south of First Street, gardens east of both parking lots, and the County's Corporation Yard. The sale and redevelopment of the County's Corporation Yard is predicated on the relocation of the County's activities currently on the site.

The Copia Focus Area, including the First Street right-of-way, is approximately 16 acres. The Copia property is 13 acres, not including areas located within the floodway. In addition to the standard property development regulations for building locations and setbacks in the Oxbow Commercial District, additional building restrictions within the current floodway on the site (excluding the existing Copia building) stipulate that there can be no net increase in flood obstructions. These restrictions will be eliminated upon completion of the Flood Project improvements and re-mapping of the area by the Federal Emergency Management Agency (FEMA).

Building on the tourism-serving nature of the Oxbow Commercial land use, the Copia Focus Area is envisioned to house a multi-purpose development with a range of commercial uses such as meeting spaces, exhibit areas, retail, boutique food and beverage production, hotel, cafés and restaurants.

The following are specific objectives that should guide future redevelopment of the Copia Focus Area to achieve the vision of the Specific Plan

- Retain existing Copia building for re-use.
- Encourage flexibility for a variety of uses including hospitality, educational, conference, cultural, arts, hotel and residential uses. A lower density of development as compared to the Downtown core is encouraged in this area.
- Preserve elements of the gardens as part of future development projects.
- Integrate and incorporate public amenities like the River Trail and access to the river, including provisions for connections as part of development projects.
- Preserve gardens on north side of First Street for use as a unique community open space amenity.
- Ensure future uses are sensitive to and do not impact the Napa River. There may be an opportunity to provide for river related recreational access.

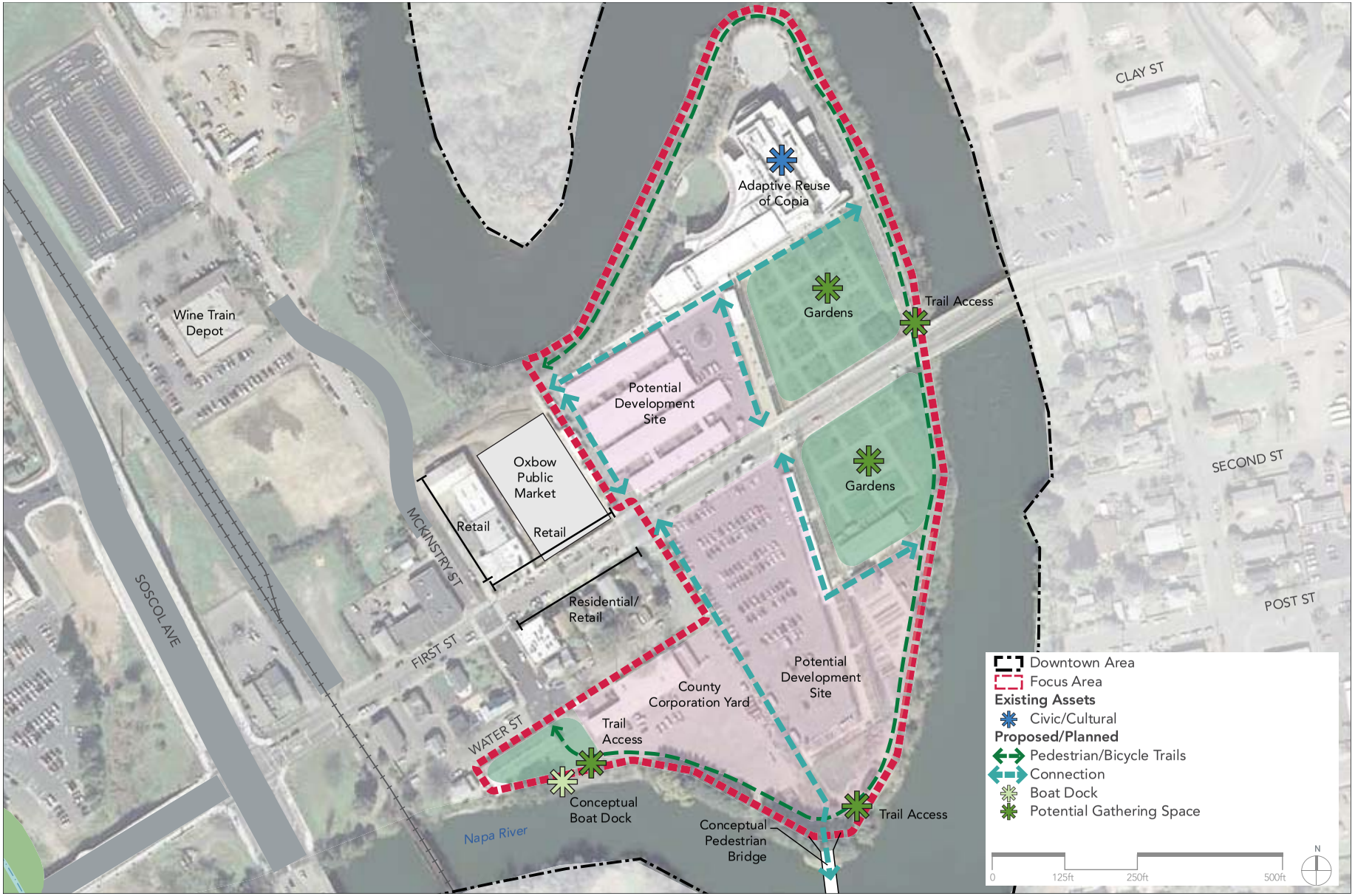



FIGURE 4.7: Copia Focus Area