chapter 5
DESIGN GUIDELINES

IN THIS CHAPTER

5.1 Overarching Design Guideline Policies

5.2 Private Realm Design Guidelines

5.3 Historic Resources Design Guidelines

5.4 Public Realm Design Guidelines

5.5 Parking and Circulation Design Guidelines

5.6 Sustainable Design Guidelines

This chapter contains design guidelines that, in conjunction with the Land Use Designations and Zoning Districts in Chapter 4 – will guide and define the character of new development in Downtown and implement the vision and goals of the Specific Plan. The development standards in Chapter 4 – Land Use Designations and Zoning Districts are considered prescriptive and quantitative, while the design guidelines in this chapter are more discretionary and qualitative.

Specifically, the design guidelines are crafted to:

- Provide property owners and developers with a clear vision of the type and quality of development the City desires and expects in Downtown;
- Serve as a set of guiding design principles for public officials, developers, designers and the community to evaluate and guide project design in Downtown; and
- Aid project designers in understanding the City's principal expectations for downtown development.

5.1 OVERARCHING DESIGN GUIDELINE POLICIES

The intention of design guidelines is to provide a framework for development design. Design guidelines are not intended to be rigid or inflexible. The City requests that every project in Downtown follows these guidelines. However, the City also encourages creative solutions to design challenges, design that is high quality and reflects "outside the box" ideas.

Design guidelines focus on relationships between buildings, space and people. They are used to coordinate and enhance the diverse activities in Downtown. There are many ways to meet a particular guideline and exceptions may be granted, such as in the case of an extraordinary design.

This chapter covers both private and public realm design, as well as guidelines related to historic resources, parking and circulation. The following overarching design policies set the tone for future development.

1. Foster a pedestrian environment by orienting buildings to the street.
2. Maintain the rhythm and scale of the Downtown environment by designing buildings with articulation and architectural features.
3. Strongly encourage the use of stepbacks to reduce the impact of taller buildings on pedestrians.
4. Preserve and protect historic resources.
5. Use quality materials and façade elements to provide visual interest and durability.
6. Enhance the ambiance and safety of Downtown through the use of strategically placed lighting elements.
7. Encourage the use of sustainable building design.
8. Ensure that public improvements further the goal of a safe and inviting Downtown.

The design guidelines in this chapter coordinate the design of private development and public improvements to create a complete, vibrant Downtown environment.

5.2 PRIVATE REALM DESIGN GUIDELINES

Downtown Napa is the symbolic center of the community. It is an identifiable place with distinct boundaries and a unique urban scale. A range of architectural styles and periods is represented and serves to create a distinctive character for the area, one that is highly valued by the city's residents and leaves a lasting, positive impression upon visitors. New buildings and rehabilitation projects should complement this character.

The variety of architectural styles is an asset to Downtown. Regardless of architectural style, development should exhibit attention to detail, quality architecture and materials, and a pedestrian-friendly scale.

The design and orientation of buildings and the spaces around them greatly influence the character of a place. The design of the "private realm" (buildings and land that are on privately-owned lots or parcels) can have a significant impact on the quality of the "public realm," as private buildings typically provide the edges to streets, sidewalks and open spaces. This interrelationship is critical because together these two realms shape the character, experience and functionality of the city center. New developments should incorporate a diverse range of architectural styles from historically-inspired to modern.

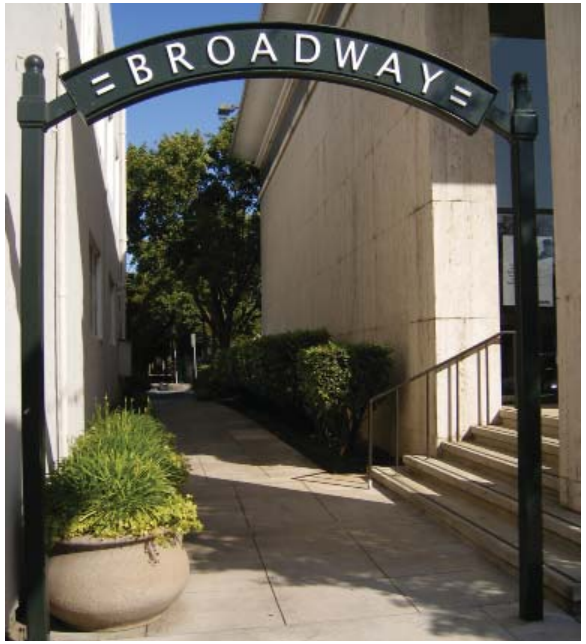
A. SITE LAYOUT AND BUILDING DESIGN

Downtown Napa is characterized by buildings that have strong relationships to the streets. Buildings are generally built up to or close to the sidewalks, providing a well-defined sense of space. Doors and windows orient directly to the streets, creating a feeling of activity and vibrancy. These design relationships should continue to be fostered throughout Downtown.

Site Layout and Building Orientation Guidelines:

1. Orient buildings so that primary façades and key pedestrian entries face major streets or plazas.
2. Locate ground-floor commercial uses on street corners at key intersections.
3. Corners should be accentuated with height, articulation and unique roof silhouettes to emphasize their presence.
4. Locate semi-private open spaces such as common courtyards to face major streets, activating the street corridor and providing "eyes on the street."
5. In the Transition area, maintain privacy by positioning windows and upper floor balconies so as to minimize views into neighboring properties.
6. Encourage pedestrian passages that enable through-block pedestrian circulation.

Design buildings to be oriented to the street. Every building should have its main entrance on a public street.



Encourage pedestrian passages that enable through-block pedestrian circulation.

Design river and creek frontages to optimize water views, as well as shape and activate the Riverfront Promenade.

Design narrow parcels that characterize Downtown (30- to 60-foot typical), with sensitivity to the traditional building size and storefronts.

6. Locate private parking lots, driveways and loading areas behind buildings, with access from side or rear streets to facilitate active pedestrian edges along building frontages.
7. Design river and creek frontages to:
   - Ensure building façades facing the river are articulated with design elements that activate the riverfront, and with buildings that are massed and sited so as not to "wall in" the river;
   - Encourage mid-block breaks between buildings along the Riverfront promenade, that are pedestrian-oriented spaces such as plazas, paseos or courtyards;
   - Encourage every building and/or shop to provide direct pedestrian access to the Riverfront Promenade, where applicable;
   - Encourage access drives to be centralized wherever possible;
   - Discourage service areas on the river side of any property (or camouflage from public view); and
   - Discourage surface parking lots between buildings and the river edge. However, under certain circumstances parking may extend into river edge setback areas if adequate landscape screening is provided and pedestrian access to the river is not diminished.

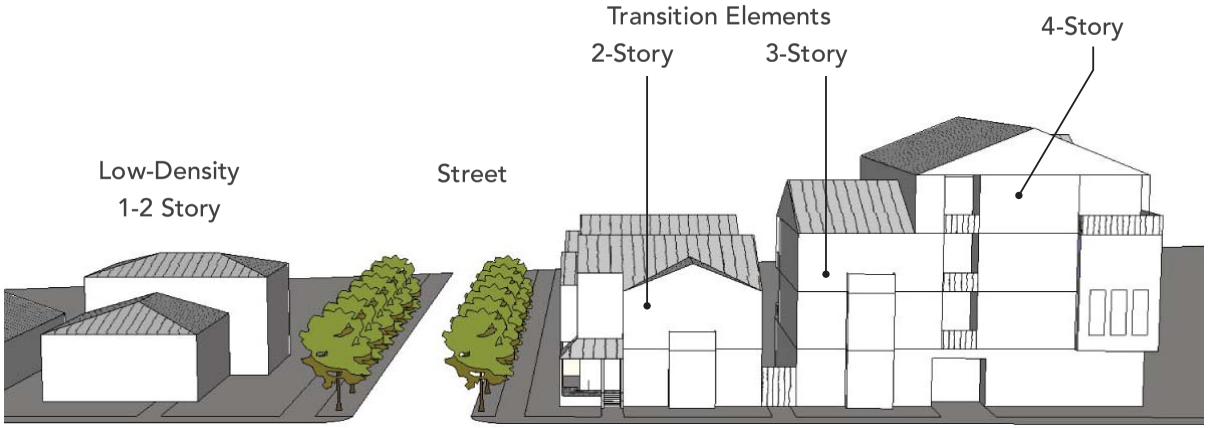
B. MASSING AND SCALE

The original Downtown Napa plat contained blocks measuring 240 feet on each side, divided into parcels with frontages typically ranging from 30- to 60-feet wide. This module is evident in the massing and scale of existing buildings, creating the rhythm and "fine-grained" pedestrian scale of Downtown's streets and should be retained whenever possible..

Massing and Scale Guidelines:

1. Encourage new development to reflect the narrow parcel increments that characterize Downtown (30- to 60-foot typical), with sensitivity to the traditional building size and storefronts.
2. At major street corners, at the terminus of a street corridor, at gateway locations and at other highly-visible building locations, utilize special architectural features such as gables, turrets, towers and loggias to accent buildings.
3. On highly visible corner parcels, encourage new developments to incorporate special features such as rounded or cut corners, corner towers, inviting corner entrances, corner roof features, special shop windows and/or special base designs, etc.
4. Ensure that projects built adjacent to existing lower-scale residential development respect the scale and privacy of adjacent properties. Transitions can be made by varying the massing within a project, stepping back upper stories and varying sizes of elements to transition to smaller-scale buildings.

5. In areas with a predominantly residential character, create individual front entries for residential units at the street level, or ground floor, to maximize activation, reduce building bulk and emphasize building frontages.
6. Break up the mass of large-scale buildings with articulation in form, architectural details, and changes in materials and colors:
   - Use articulation in form including changes in wall planes, upper-story building stepbacks and/or projecting or recessed elements;
   - Incorporate architectural elements and details such as adding notches, grouping windows, adding loggias and dormers, varying cornices and rooflines; and
   - Vary materials and colors to enhance key components of a building's façade (i.e., window trims, entries, projecting elements, etc.).
7. Encourage open spaces, walkways and alleys to break up building mass, allow access through developments and create visual breaks.
8. Encourage a minimum first floor height of 14' in the area identified in Figure 5.1 - Ground Floor Height Guideline Area, to distinguish that area as the retail core of Downtown.

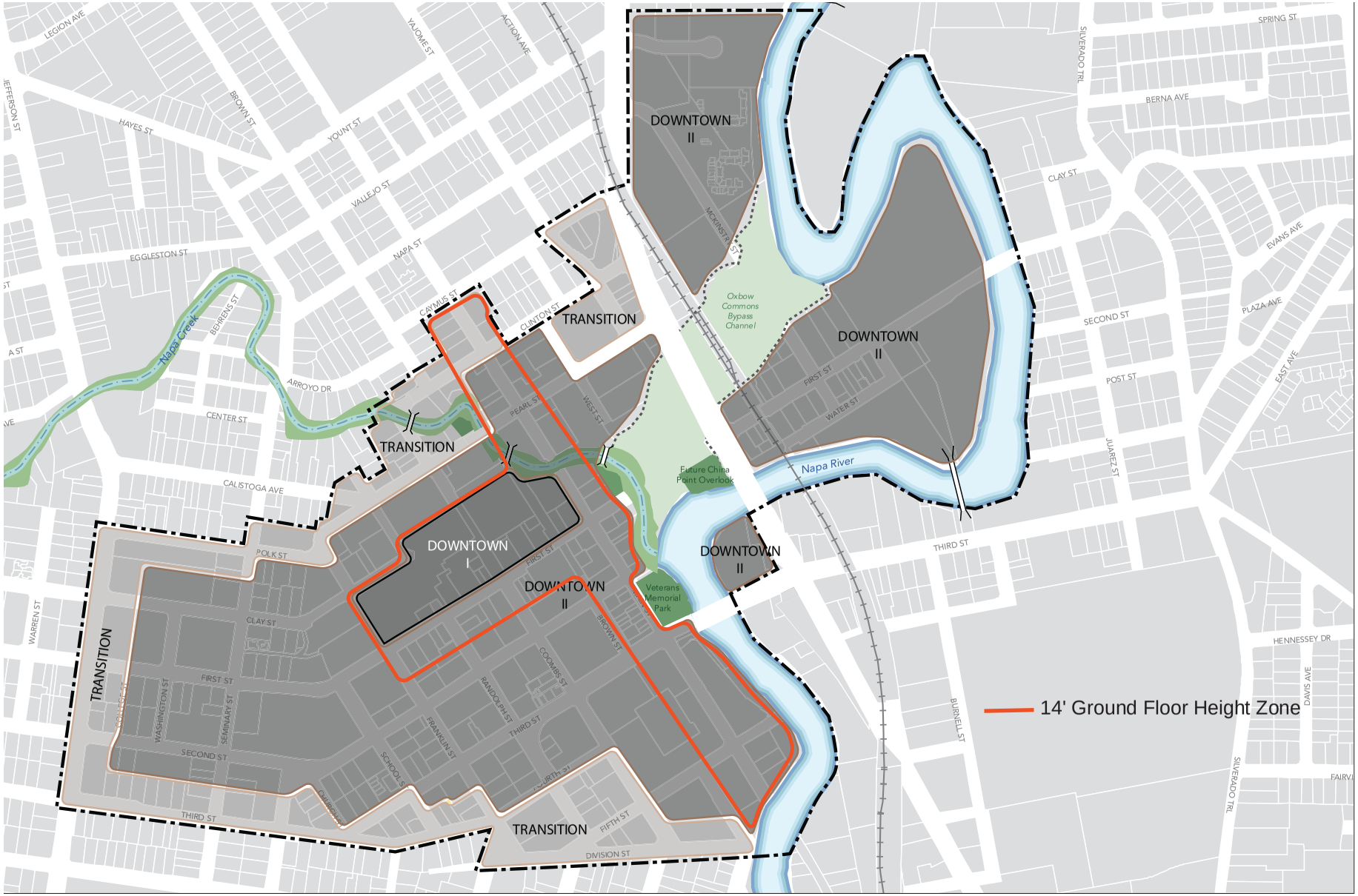


Transition from higher-density to lower-density development by designing different building sizes and varying building mass so it is compatible with the surroundings.

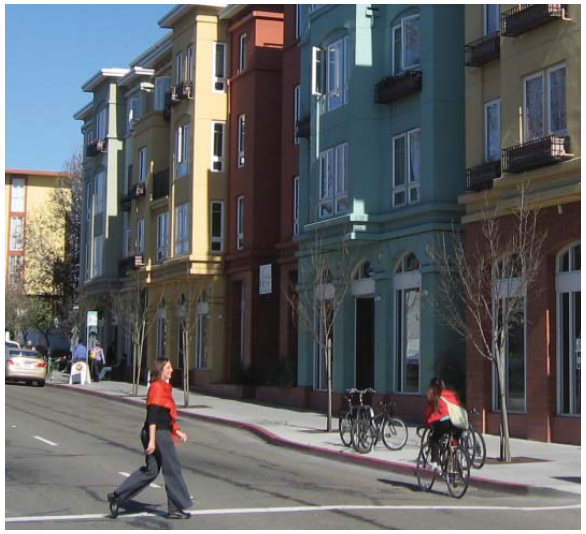
Group buildings to shape distinct and memorable open spaces such as courtyards, paseos, plazas, squares and greens.

Orient doorways and windows to create a strong relationship with the street and engage the pedestrian environment.

FIGURE 5.1: Ground Floor Height Guideline Area



Utilize special architectural features such as gables, turrets, towers and loggias to accent buildings at major street corners, at the terminus of a street corridor, at gateway locations and at other highly-visible building locations.



Encourage vertical building articulation and break up building mass with variation in color or material, open spaces, walkways and alleys to allow access through developments and to create visual breaks.

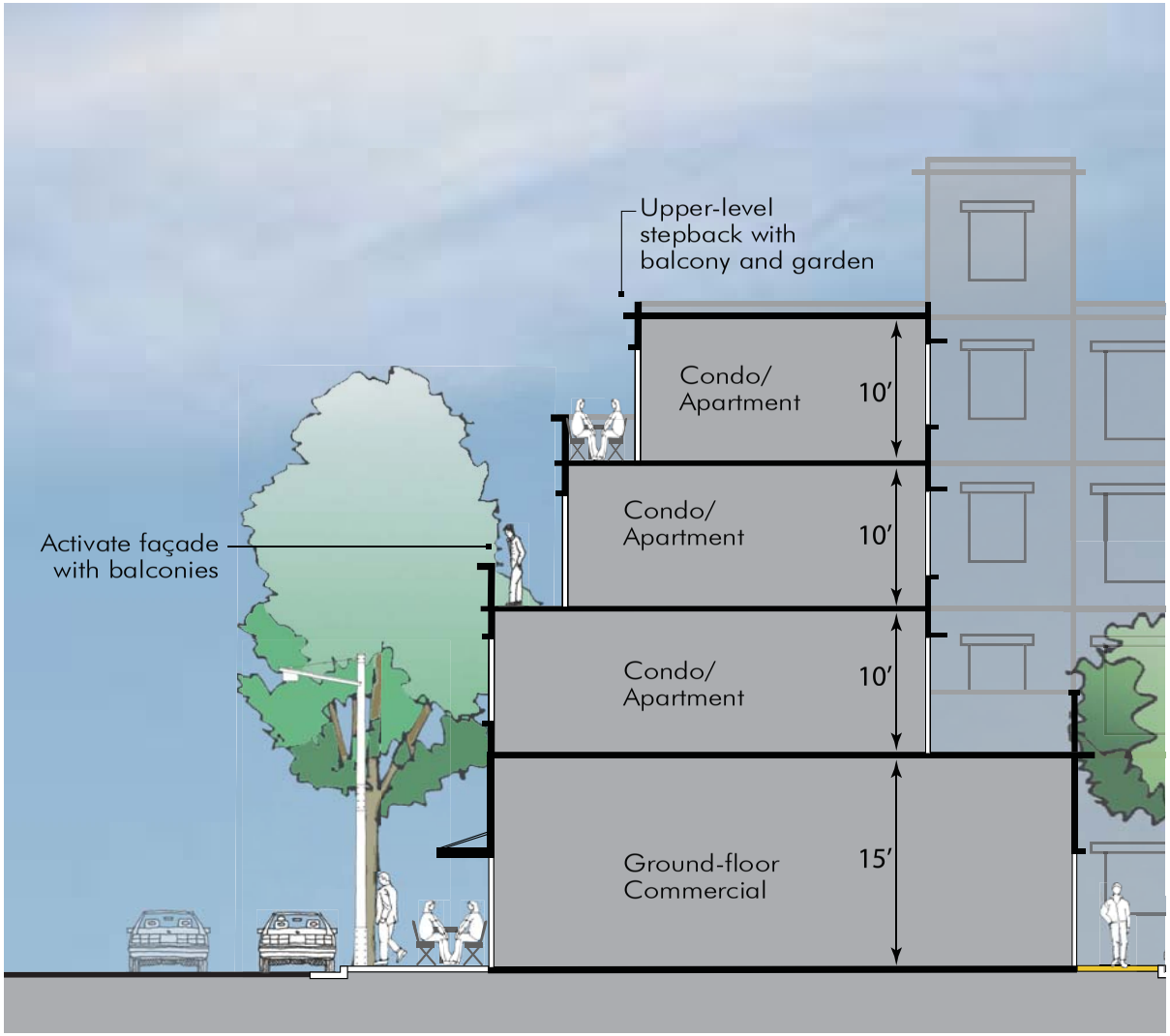
8. Encourage larger developments that group retail, hotel, multi-unit residential and/or office buildings to shape distinct and memorable open space(s), that are accessible to the public. Other clearly-defined spaces for large green areas are recommended including courtyards, paseos and plazas. Special building forms (i.e., towers) and site improvements (i.e., fountains or sculpture) should be incorporated to help organize and accent spaces by framing entrances, terminating views and highlighting central focal points.
9. Break up long horizontal roof lines on buildings with flat or low-pitched roofs by incorporating architectural elements such as parapets, varying cornices and roof lines.
10. Roof lines should be broken at intervals no greater than 50-feet long by changes in height or roof form.

C. BUILDING HEIGHTS AND STEPBACKS

While the height limits allowed in the center of Downtown range from 60- to 75-feet, many existing buildings (particularly buildings with historic character) have façades of a smaller scale. New buildings and building additions should reinforce the historic pattern with heights, setbacks and upper-level stepbacks oriented to the many existing two- and three-story buildings.

Building Heights and Stepbacks Guidelines:

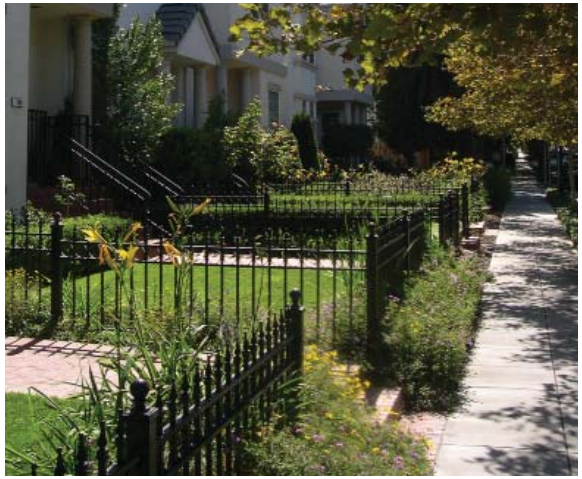
1. Retain pedestrian scale with design strategies such as upper-story stepbacks.
2. Activate upper-story stepback areas with balconies or roof gardens.
3. Give consideration to the potential shading impacts on surroundings. Heights, massing and site plans should respond to potential shading issues, minimizing shading impacts where they would be undesirable or maximizing shading where it is desired.



Ensure that a building's height, mass and scale do not overwhelm the pedestrian experience on the street. Utilize design strategies such as upper floor stepbacks and façade articulation to ensure a comfortable pedestrian scale.

Utilize building setbacks and arcaded spaces to provide adequate space for pedestrian movement as well as outdoor café seating, street furniture, landscaping and public art.

Design setbacks for pedestrian use. Consider installing seating and tables, public art and decorative plantings.



In the Transition districts (see Chapter 4 – Land Use and Zoning Districts), utilize similar front setbacks and side yard spacing to complement neighboring properties. Incorporate landscaping to provide screening and introduce tree canopies.

D. BUILDING SETBACKS

Setbacks and overall building form should maintain the human scale of the city center, with emphasis on creating an active street edge. The character of the setback area should respond to the surrounding context, whether it be on First Street or a quiet street on the edge of Downtown.

Building Setbacks Guidelines:

1. Utilize building setbacks and arcaded spaces as an extension of the sidewalk to provide adequate space for pedestrian movement and activity. This space can be used for outdoor seating, street furniture, landscaping and public art that can enliven the streetscape.
2. Utilize front setbacks and side yard spacing, in the Transition districts, that are similar to the pattern of the surrounding neighborhood.
3. Incorporate landscaping that provides screening and includes additional trees that are consistent with the streetscape. Landscaping should be planned and scaled to complement the existing adjacent landscaping and building forms.

E. BUILDING FAÇADE ARTICULATION

The design of building façades is important for maintaining the existing scale and character of buildings in the city center. Downtown Napa has many examples of finely detailed building façades that create a rich character and human scale. New infill development should reinforce this character with attention to design details and the articulation of the building façades.

Building Façade Articulation Guidelines:

1. Maintain the existing scale and character of Downtown buildings by referencing the relatively narrow increments of development established by the original 30- to 60-foot lot frontages. Buildings with longer frontages should have vertical architectural features such as columns or piers to reflect the historic structural bay spacing.
2. Enliven the façade and provide human scale with generous reveals such as inset doorways and windows, as well as projecting elements such as entrance porches, porticoes, canopies, awnings and trellises.
3. Incorporate design details that have purpose rather than being applied or strictly decorative.
4. Avoid large uninterrupted expanses of wall surfaces.
5. Along commercial frontages, entries to shops or lobbies should be a maximum of 50' apart from one another.

Façade elements help define a building's architectural character and quality of design.

Complement the existing scale and character of buildings in Downtown by ensuring that longer frontages have vertical architectural features such as columns or piers that reflect the historic structural bay spacing.

Relate ground floor retail to Downtown's traditional storefronts by using large display windows, kickplates, and clerestory and transom windows.

Encourage rear and side façades that are visible from the public realm to exhibit sophisticated levels of design and materials.

5. Include the elements on commercial façades that make up a complete storefront including doors, display windows, bulkheads, signage areas and awnings. Entrances should be recessed from the façade, creating a small alcove. This should apply to both new and rehabilitated buildings.
6. Utilize architectural elements such as cornices, lintels, sills, balconies, awnings, porches and stoops to enhance building façades. Frame south- and southwest-facing windows with protruding vertical or horizontal shading devices such as lintels, sills and awnings to provide adequate protection from glare.
7. Include a level of architectural detailing and quality of materials that complement historic buildings. New buildings need not mimic a "historic" architectural style, and should avoid imitation that results in caricatures.
8. Design display windows to enliven the street and provide pedestrian views into the interior of the storefront.
9. Encourage rear and side façades that are visible from the public realm that exhibit sophisticated levels of design and materials. Rear façades may look like the back of a building but still be pleasant and inviting. Side and rear facades shall have the same level of trim and finish as the front facade.

10. Maximize transparent windows on all sides of buildings, specifically for ground-floor retail and office uses, and do not obstruct views into the space. For residential uses, design balconies with transparent or semi-transparent railings to enhance natural lighting and maximize "eyes on the street."
11. Encourage retail street frontage to have floor to ceiling windows.
12. Include on upper stories expressive design features such as balconies and bay windows.
13. Reflect the transition in use, scale and height for new projects adjacent to residential neighborhoods, with design elements such as porches, roof slope and architectural features.
14. Ensure that the river-facing sides of buildings are attractive and comparable in level of design attention to the front façades.

Integrate expressive design features at upper levels, such as balconies and windows, giving mixed-use buildings a rhythm and residential scale.

For new projects located adjacent to residential neighborhoods, reflect the transition in use and scale with design elements such as porches, roof slope and architectural features.

Ensure that the river-facing sides of buildings are attractive and comparable in level of design attention to the front façades.

Integrate building materials that are richly detailed to provide visual interest and durability.

Encourage the use of stone and brick to reinforce the unique use of these materials on many of the historic buildings in Downtown Napa.

F. MATERIALS

The choice of materials is one of the most important contributors to defining the character of a building. Materials should be of high quality and detail to provide visual interest and should suggest durability and permanence to last into the future.

The center of Downtown is particularly unusual for its large number of brick buildings and some natural stone buildings. This is a distinction for Napa, unique to the region. Other areas of the city center feature a range of materials reflecting different eras and building styles.

Materials Guidelines:

1. Encourage the use of high-quality and detailed materials such as stone, stone veneers, brick and brick veneers for building façades and landscape walls to reinforce the unique use of these materials in Napa. Depending on the context, also consider wood shingles, clapboard and batten board, as well as the use of steel, glass and recycled materials where contributing to the quality of design.
2. Ensure veneers are formed and/or detailed to reflect traditional stone-setting techniques; i.e., "stones" or "blocks" should appear structural and load-bearing.
3. Ensure that buildings are designed with references to a particular style or period, and use materials consistent with that style or period.
4. Encourage clear or lightly tinted glass on ground floor building façades that preserves transparency. Opaque, reflective or dark tinted glass should not be allowed.
5. Encourage trim and metalwork to be related to the building architecture.

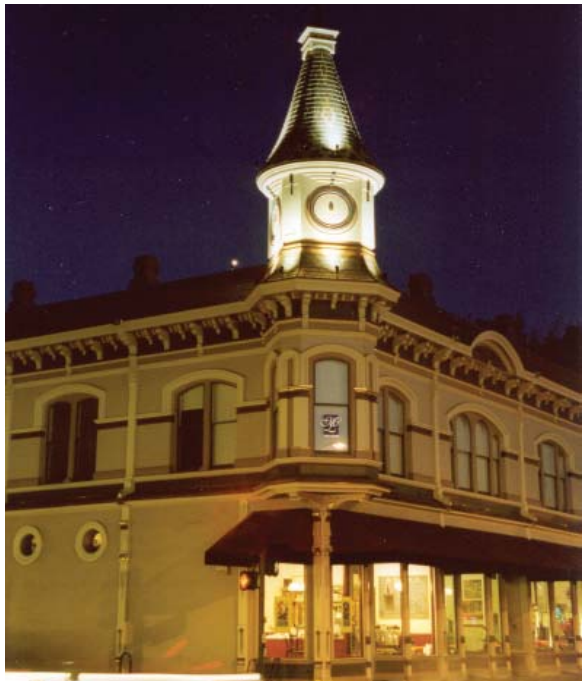
G. LIGHTING

Exterior lighting is important both for providing visibility and safety as well as creating ambiance. Lighting can be used to enhance architectural details, landscape features, illuminate sidewalks, pedestrian paths and plazas. The use of lighting should satisfy functional needs while maintaining the small town ambiance of Downtown.

Lighting Guidelines:

1. Ensure that all light fixtures and poles are architecturally compatible with the building's architectural style.
2. Specify exterior lighting fixtures that are Dark Sky compliant.
3. Ensure building entrances are well-lit with appropriately-scaled light fixtures that complement the architectural style of the building.
4. Verify that fixtures do not cast light directly into adjacent residential windows; a translucent or optical lens diffuser globe or shield is recommended.
5. Balance the need to provide illumination and security:
    - General lighting levels should use the minimum brightness for the illumination of large areas. Brighter light may be used to punctuate and accent important areas such as building entries and special architectural features; and
    - Building-mounted lighting is recommended, particularly in pedestrian-oriented and high-visibility areas, and should be designed and placed to accent the building's architectural characteristics.
6. Color and finish of lighting metalwork should harmonize with building metalwork, if applicable.
7. Architectural lighting can enhance a building during twilight and night time hours:
    - Each building has its own unique characteristics that give it texture and form. Features such as doors, window openings, detail cornices, columns or arcades are prime elements for lighting accent;
    - Stone and brick building façades can benefit from a "close-in" lighting approach that grazes the light across the surface and calls attention to its textural quality by creating shadows and drama;
    - Emphasize the base, middle and top of the building. This allows the building to be viewed from several different vantage points, both near and far from the structure, without looking unnatural;
    - All fixtures and wiring should be well hidden in the architectural details so that the lighting has a minimal impact during the day. Fixture size, shape, color and mounting details are important considerations in the integration process;
    - Situations where a building façade is washed with bright light from a distant location are to be avoided. This approach "flattens" out the building's texture and causes unnecessary glare to the nighttime users;

Use building-mounted lighting to accent architectural characteristics.



Utilize lighting that maintains the small town ambiance of Downtown.

Encourage lighting with separate wallwashing lights or backlighting as silhouettes.

Reinforce the pedestrian scale of Downtown with signs that are crafted, high-quality and finely detailed.

- Light fixtures should be designed so that the light goes exactly where it's intended. Special care should be taken to include louvers, glare shields, or barn doors to the front of floodlight fixtures to prevent light pollution;
- The intent of lighting a building is to enhance the best qualities of that building, not to become a "beacon," therefore, light levels should be appropriate for the amount of illumination intended; and
- Lighting fixtures should be mounted in strategic locations to facilitate maintenance.

8. Ensure that all new lighting considers energy-efficiency and follows Napa's High Performance Building Operations (HPBO) practices and the measures outlined in the HPBO checklist.

Promote façade signs that are individually lettered.

H. BUILDING SIGNAGE

The design of signs is important not just for communicating information but also for reinforcing the architecture of the building and contributing to the overall character of Downtown. Napa's city center is pedestrian oriented so signs should generally be more pedestrian-scaled than elsewhere in the city.

Refer to Chapter 15.56 of the Napa Municipal Code for information regarding size and number of signs permitted.

Building Signage Guidelines:

1. Encourage signs to reflect a crafted, high-quality, detailed design approach.
2. Ensure sign shapes, type styles and color combinations complement building styles and reflect the business they represent.
3 Encourage signs to reflect the uses they represent in creative and fun, as well as functional, ways.
4. Encourage signage to be wall-mounted or suspend from awnings above the sidewalk. Prohibit signs painted directly onto building walls unless historically accurate for the particular historic structure.
5. Promote façade signs that are individually lettered.
6. Require building-mounted signs to be located on wall areas or architectural features specifically designed for them such as recessed wall areas, towers, turrets or parapets.

7. Prohibit pole-mounted signs, free-standing signs and canned signs (internally illuminated plastic panels in a sheet metal box enclosure).
8. Encourage signs to be subtle rather than dominant over a space.
9. Encourage hanging signs that are perpendicular to the site wall.
10. Consider neon signs where reflective of the style of the use, but not where advertising a product sold.

I. AWNINGS

Awnings provide visual interest and pedestrian scale at the street level. While awnings may not be appropriate along every façade, in combination with tree canopies awnings can provide shade and shelter for pedestrians. Awnings are most appropriate along south-facing façades where they can provide shade to interiors and support energy-efficiency measures.

Awnings Guidelines:

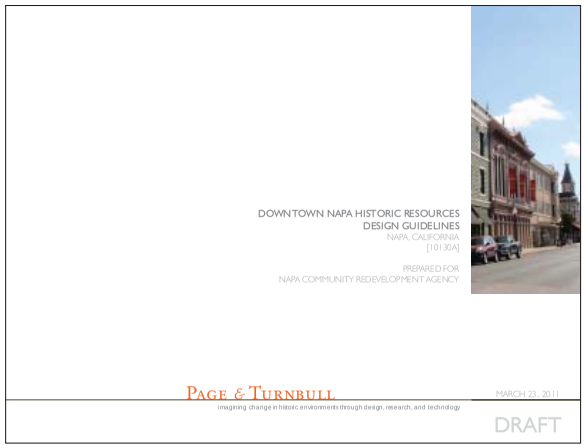
1. Encourage awnings, overhangs and arcades where pedestrians can walk and shop, providing overhead protection and highlighting entrances.
2. Ensure that awnings are in scale with the building and are located so as not to inhibit pedestrian movement or views.
3. Design awnings to be decorative, complementary to the overall façade design, and effective for weather and sun protection.
4. Relate the placement of awnings to major architectural elements of the façade, avoiding covering transom windows or architectural elements such as belt courses, decorative trim or other notable architectural façade elements. Awnings should never cover building piers.
5. Encourage awnings to be regularly maintained and cleaned to ensure a desirable presence.
6. Require signage on awnings to be on the street facing side of the valance with a subtle design reflecting the business name or service. Signage on the sloping portion of the awning is not permitted.

Utilize awnings that are decorative, complementary to the overall façade design, and provide effective weather and sun protection.

Ensure that awnings are consistent with the architecture of the building and do not obstruct architectural elements and structural bays.

5.3 HISTORIC RESOURCES DESIGN GUIDELINES

Support the vision for Downtown by promoting pedestrian-scaled environments and carefully designed public spaces that contribute to special community character.



Consult the Downtown Napa Historic Resources Design Guidelines for any project involving a property listed on the inventory.

Downtown Napa's flexible and timeless buildings from the late 19th and early 20th century contribute historic character and distinctiveness to the city's desirable pattern and mix of structures. The vision for Downtown is to preserve this mix as well as the pedestrian-scaled environment. New buildings should be sensitive to the historic scale and architecture of the city center.

Historic preservation and adaptive re-use are encouraged both to maintain the unique ambiance of Downtown Napa and for their ecological benefits. Preservation maximizes the use of existing materials and infrastructure, reduces waste, and preserves historic character. Historic buildings were often traditionally designed with many sustainable features that responded to climate and site, and when effectively restored and re-used these features can bring about substantial energy savings.

DESIGN GUIDELINES FOR HISTORIC RESOURCES

The Downtown Napa Historic Resources Design Guidelines document (Appendix G) provides specific design guidelines for each resource identified on the City's Historic Resource Inventory. These guidelines must be consulted for any project involving a property listed on the inventory or that is adjacent to a significant historic property as defined in the Downtown Napa Historic Resources Design Guidelines.

Through the design review process, the Planning Commission will have the discretion to grant leeway in setbacks, building coverage and building height for projects that maintain the integrity of locally-registered resources.

ALTERATIONS TO HISTORIC RESOURCES

The Downtown Napa Historic Resources Design Guidelines outline a series of general guidelines that apply to historic resources:

1. Where possible, follow the Secretary of the Interior's Standards for Rehabilitation.
2. Avoid removal of historic materials.
3. Avoid covering historic architectural details with modern cladding, awnings or signage.
4. Continue a building's original use if possible.
5. Preserve corner parcels' significant façades, typically at least two.
6. Use historic photographs where possible to inform accurate rehabilitation projects.
7. Use paint colors that complement, rather than detract from, the historic character of the property; if possible, consult historic photographs or specifications to determine whether a paint scheme is historically appropriate.
8. Working within the existing building envelope is recommended before proposing an addition. However, if additions are desired, they should generally be located on a secondary or rear façade — or set back from the primary façade if they are rooftop additions — and should not interfere with the building's roofline.
9. Consider consulting with a preservation architect for adaptive re-use of historic resources, to ensure renovations are compatible.

NEW CONSTRUCTION AND HISTORIC RESOURCES

For new development that is adjacent or within close proximity to historic resources:

1. Consider how the style, massing, rhythm, setbacks and materials of new construction may affect the character of adjacent historic resources.
2. Near historic residential properties, set new construction back from the street and preserve the open space and rhythm between residences.
3. Near historic commercial buildings, abut adjacent buildings with new construction to create a solid block face, unless otherwise specified.
4. If an addition or new construction is under consideration, reference the information for adjacent historic resources to verify that the proposed change is compatible with both the subject property and the adjacent historic resources.
5. Consult the building code and zoning code in addition to the Downtown Napa Historic Resources Design Guidelines, as it is not a regulatory document.

Ensure that new development complements the architectural character elements of historic buildings throughout the Downtown area.

5.4 PUBLIC REALM DESIGN GUIDELINES

Create inviting public spaces that the whole community can enjoy.

Provide a range of small and larger gathering places along the street edge in the form of plazas and outdoor dining areas.

A key element to the success of a city center is the provision of an attractive and inviting public realm. Improvements to the streetscape are essential for creating an environment with tree-lined, pedestrian-oriented walking streets and outdoor plazas with numerous gathering spaces, outdoor cafés and seating areas, and unique design elements. Together, these improvements ensure that streets are inviting public spaces that will be used by the community and that also set the stage for new investment along their edges.

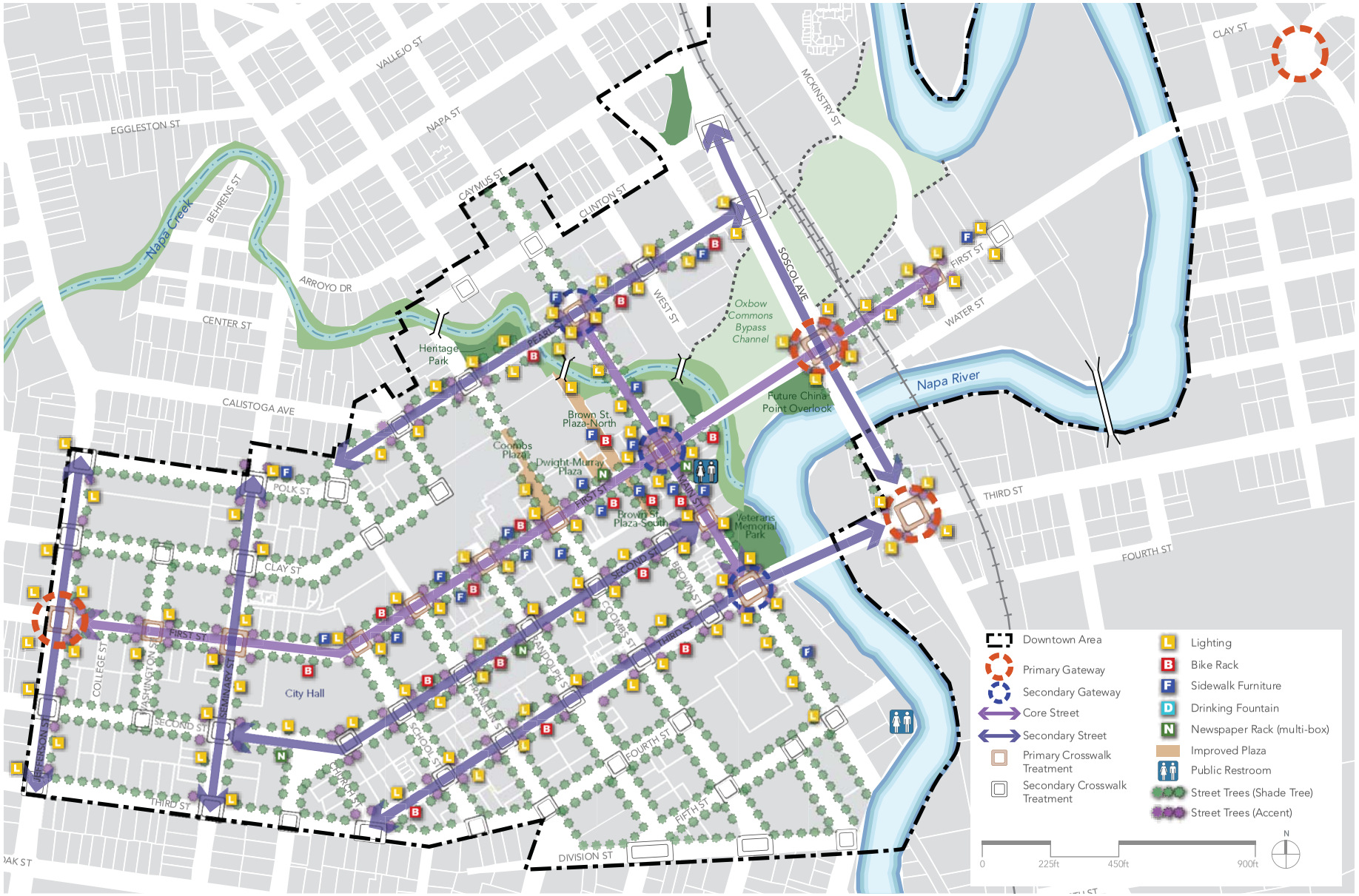
In general, public improvements are intended to enhance existing downtown assets and stimulate new investment. The City of Napa may choose to encourage investment in underutilized areas by installing streetscape improvements in advance of new development as a means of creating a supportive environment to encourage more immediate change. In some instances, such as with larger projects, the City may also require these improvements to be provided by the developer along the property frontage as development occurs, provided that the result creates a consistent streetscape design (see Figure 5.2: Proposed Streetscape Plan). In addition to the guidelines in this section, the City of Napa Downtown Streetscape Standards (October 2006) and Napa Downtown PBID Pedestrian Way-Finding Program provide additional detail regarding the quality and specification of streetscape elements.

OVERARCHING DESIGN GUIDELINES

There is great need to enhance the streetscapes and open spaces in Downtown Napa. The purpose of the overarching design guidelines is to create a safe and inviting city center that has consistent design elements throughout and that connects interlinked public and private spaces.

Streetscape improvements within Downtown include the elements illustrated in Figure 5.2: Proposed Streetscape Plan and described in the following sections.

FIGURE 5.2: Proposed Streetscape Plan



Corner bulbouts shorten crossing distances for pedestrians and can provide additional sidewalk space for outdoor activities.

Encourage the use of bulbouts to serve as additional outdoor space.

A. ROADWAYS

Downtown roadways should be designed and operated to enable safe, attractive and comfortable access and travel for all users. The goal is to provide parity among pedestrians, bicyclists, motorists and public transport users of all ages and abilities where possible and within right of way limitations.

Roadways Guidelines:

1. Encourage "complete streets" that establish a balance between driving, parking, walking and biking interests.
2. Reduce pedestrian crossing distance at crossing locations by utilizing features such as bulbouts in parking lanes between parking spaces and at corners. Provide well-designed traffic calming devices along corridors, including traffic circles, bollards, bulbouts and landscaped chicanes to create a pleasant, livable environment.
3. Provide a buffer of landscaping and/or curbside parking between pedestrian zones and vehicle driving zones to ensure safe and appealing pedestrian environments.
4. Consider installing rumble strips to identify entrances to historic districts. This requires analysis of ADA requirements, maintenance issues, locational appropriateness and funding mechanisms.

B. CROSSWALKS AND BULBOUTS

Crosswalks and bulbouts are important to allow pedestrians to easily circulate throughout Downtown. Crosswalks encourage mobility and alert motorists to the presence of pedestrians. Bulbouts reduce distances across roadways for pedestrians and in some cases can provide small open space amenities (see Figure 5.3: Proposed Streetscape Plan – Gateways, Streets, Crosswalks).

Crosswalks and Bulbouts Guidelines:

1. Provide clearly marked minimum 10-foot wide crosswalks at all controlled intersections and at intersections of key streets.
2. Ensure that all crosswalks have ramps and warning strips that comply with Americans with Disabilities Act (ADA) standards.
3. Explore using special paving materials, colors and/or patterns for crosswalks to heighten visibility and lend identity to the area while creating an attractive pedestrian environment.
4. Consider development of new mid-block pedestrian crossing locations. At mid-block crossings, consider use of in-pavement flashers and crosswalk signage that flashes to alert drivers of a crossing, especially on wider streets.
5. Provide bulbouts at intersections and pedestrian crossing locations. Encourage the design of bulbouts to function as pocket plazas with amenities such as landscaping, seating, trash receptacles and bicycle racks.

C. SIDEWALKS AND LANDSCAPING

Streetscape improvements in Downtown Napa will create a public street environment that "sets the stage" for new investment by providing an attractive and supportive environment for the envisioned land uses and building types. The recent improvements to Second and Third streets, including new street trees, light fixtures and street furnishings, are an example of the desired changes (see Figure 5.7: Proposed Streetscape Plan – Street Trees).

Sidewalks and Landscaping Guidelines:

1. Ensure that sidewalks on Core Streets have a width of at least 10 feet from building face to curb. The existing brick sidewalks need to be replaced, and the new sidewalk scheme for First Street between Main Street and School Street should follow the paving scheme in front of Napa Square and Avia Hotel. For the rest of Downtown, 2' x 2' squares in concrete is appropriate, unless a different paving scheme is proposed by a large-scale development which would be considered as part of the permit process (see Figure 5.5: Core Street Improvements (typical)).
2. Ensure that sidewalks on Secondary Streets have a width of at least six feet and a curbside planting strip four feet in width, where space permits (i.e., where sidewalks are at least 10 feet wide to provide adequate space for pedestrian circulation and reduce conflicts with parked cars (see Figure 5.6: Secondary Street Improvements (typical)).
3. Locate street trees and planter strips between sidewalks and roadway to provide a safety buffer for pedestrians from traffic.
4. Ensure that planters and tree wells are at least four feet wide to allow for healthy street trees. Incorporate well-designed tree grates in tree wells.
5. Use low-maintenance native or drought tolerant plant species in streetscape landscaping to minimize water consumption and maintenance.
6. Activate the streetscape by promoting outdoor dining on sidewalks where sidewalk width is sufficiently wide, through the use of building setbacks. Maintain a clear pedestrian zone of at least five feet, unobstructed by seating, displays or activity areas.

New sidewalks within most of the Downtown area should use the same materials and patterns as the sidewalks along the Avia Hotel frontage.

Consider allowing outdoor activities to occur on sidewalk edge to connect with the pedestrian realm.

Consider in-ground landscaping along streetscapes and at bulb-outs.

FIGURE 5.3: Proposed Streetscape Plan – Gateways, Streets, Crosswalks

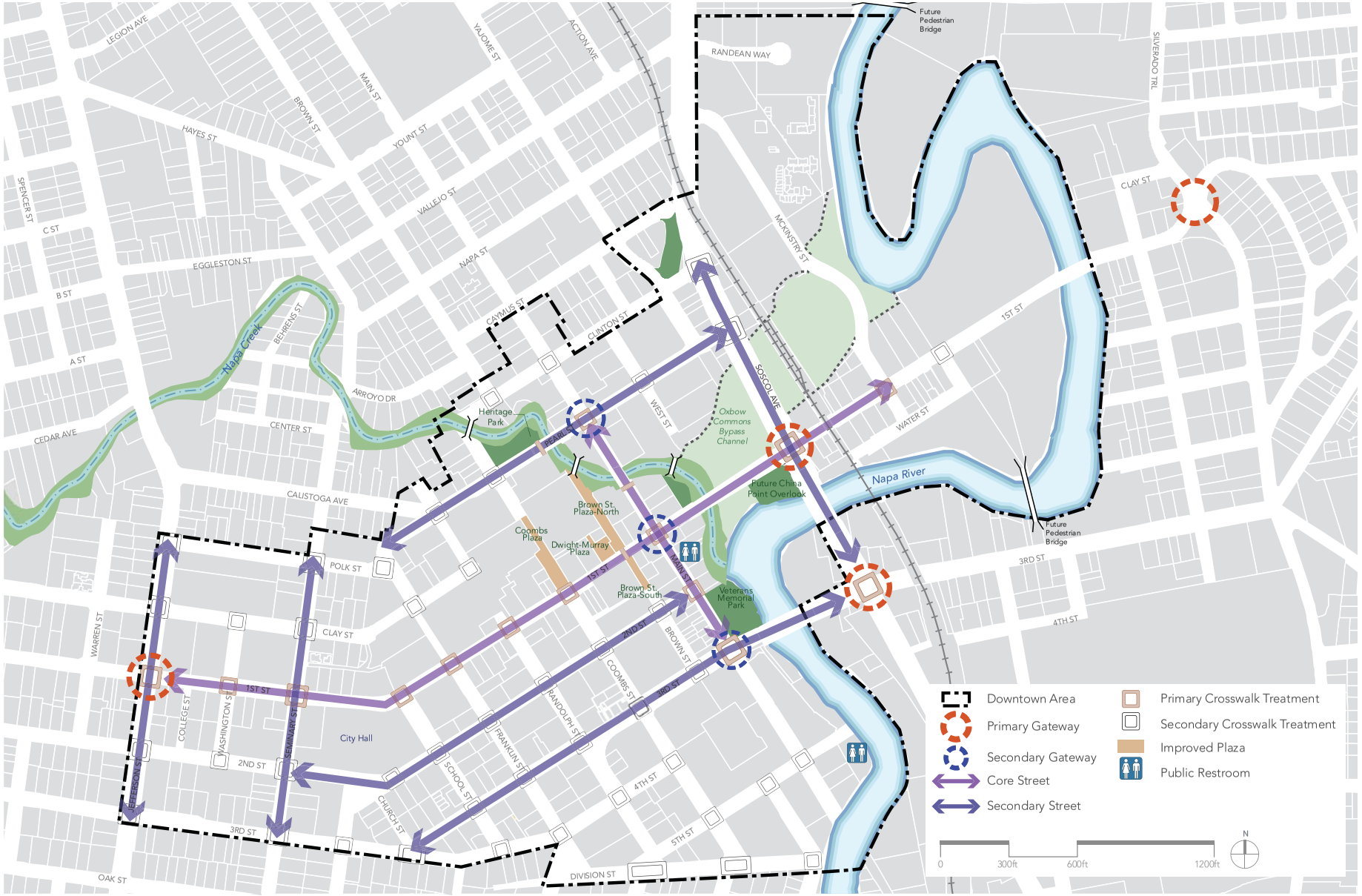
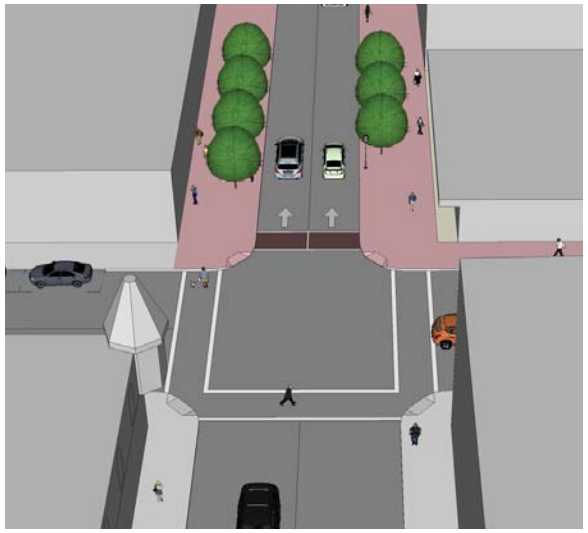
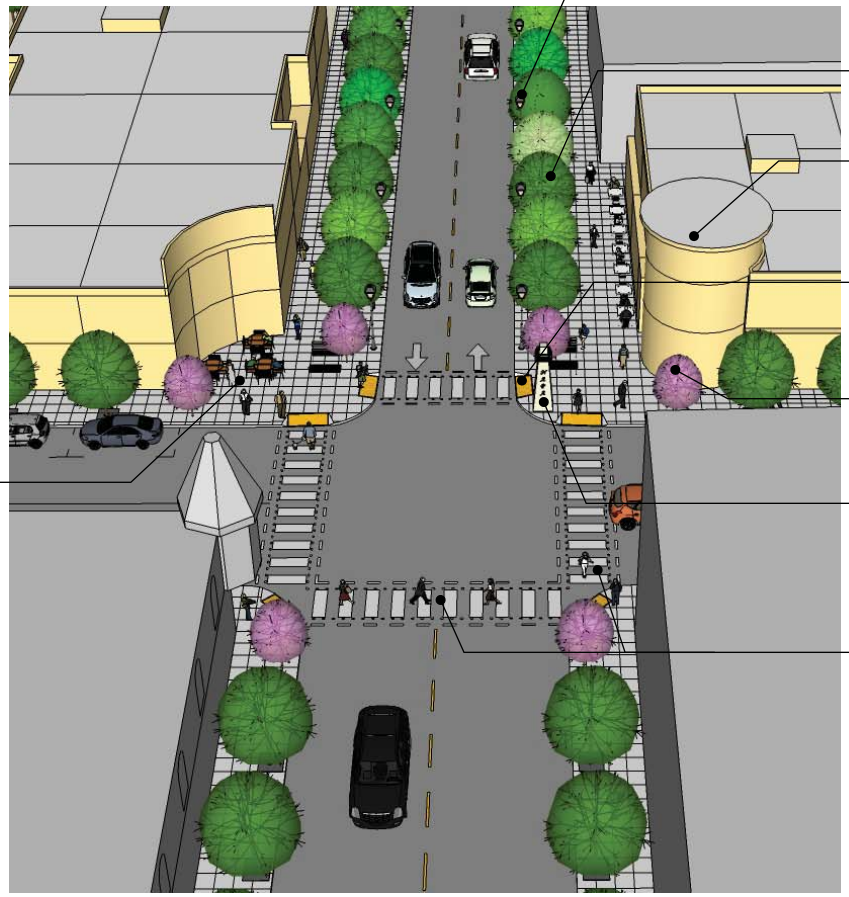


FIGURE 5.4: Proposed Intersection and Streetscape Improvements



Existing Intersection (typical)



Proposed Intersection and Streetscape Improvements (typical)

Setbacks at corners and street edge to provide outdoor space, to activate street

Additional pedestrian lighting and street furniture evenly spaced

Additional full canopy street trees evenly spaced

Tower elements at corner of buildings at intersection

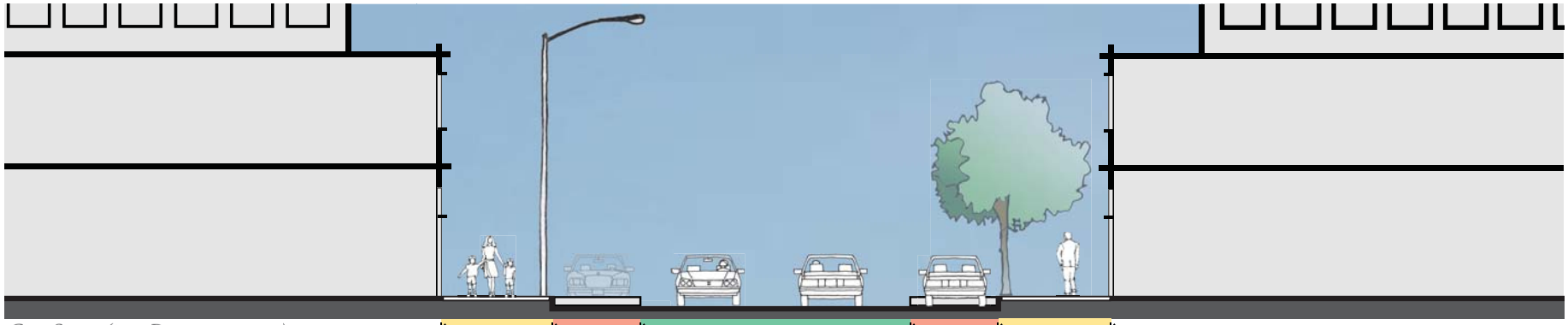
ADA compliant curb cuts with ramps

Accent trees at intersection

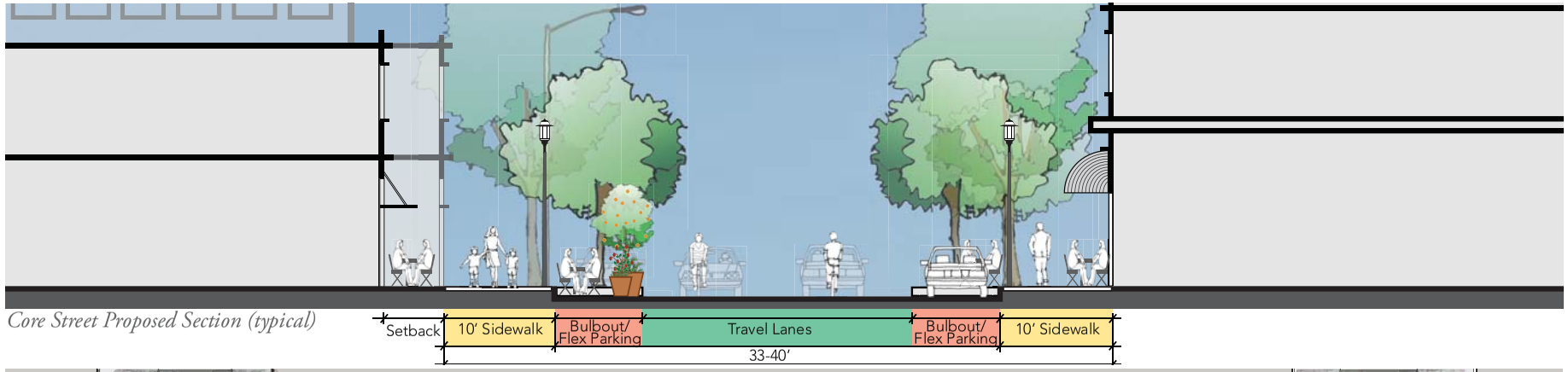
Gateway monument / public art at gateways

Enhanced crosswalks with specially designed thermoplastic treatment to signify entry into Downtown

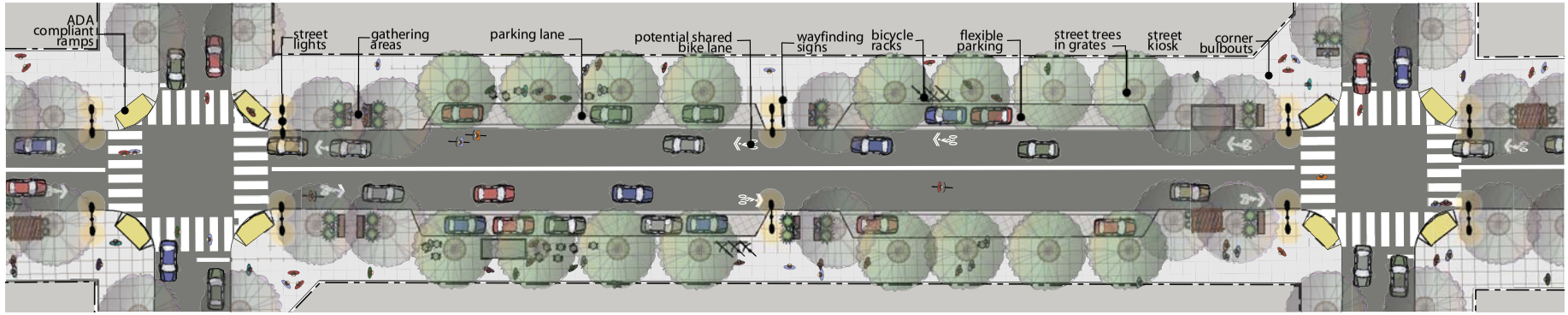
FIGURE 5.5: Core Street Improvements (typical)



Core Street (i.e., Downtown core) Existing Section (typical)

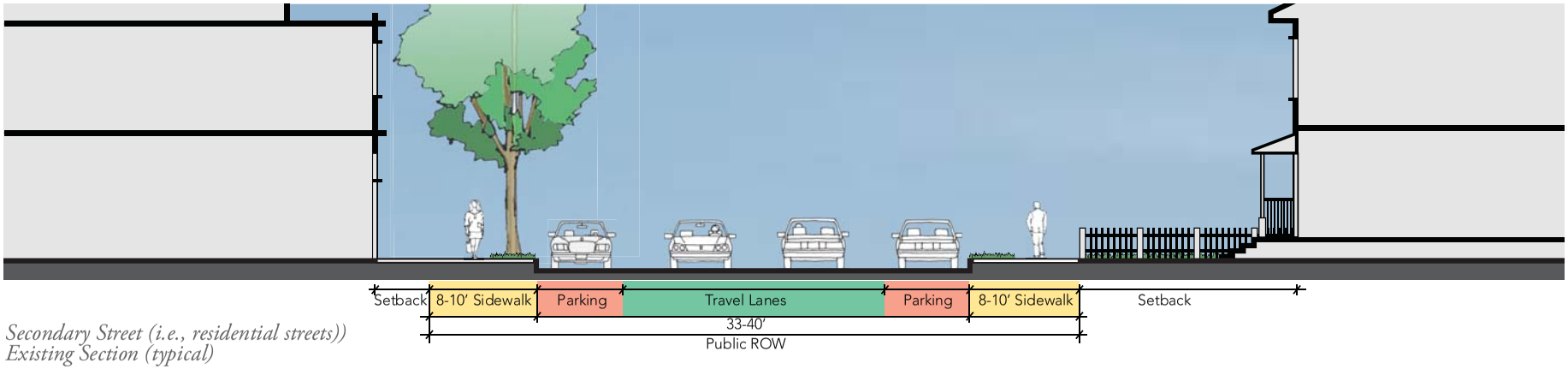


Core Street Proposed Section (typical)

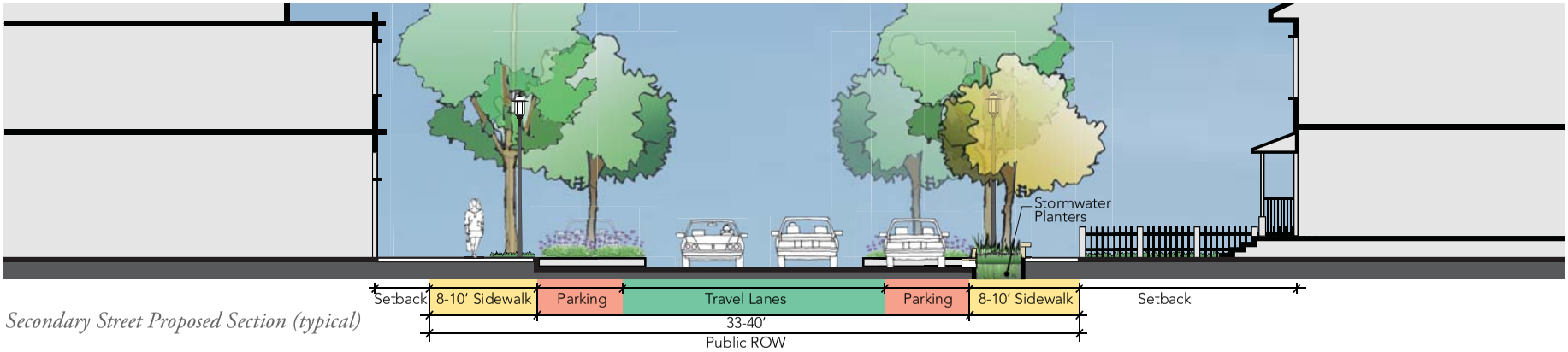


Core Street – Proposed Plan View (typical)

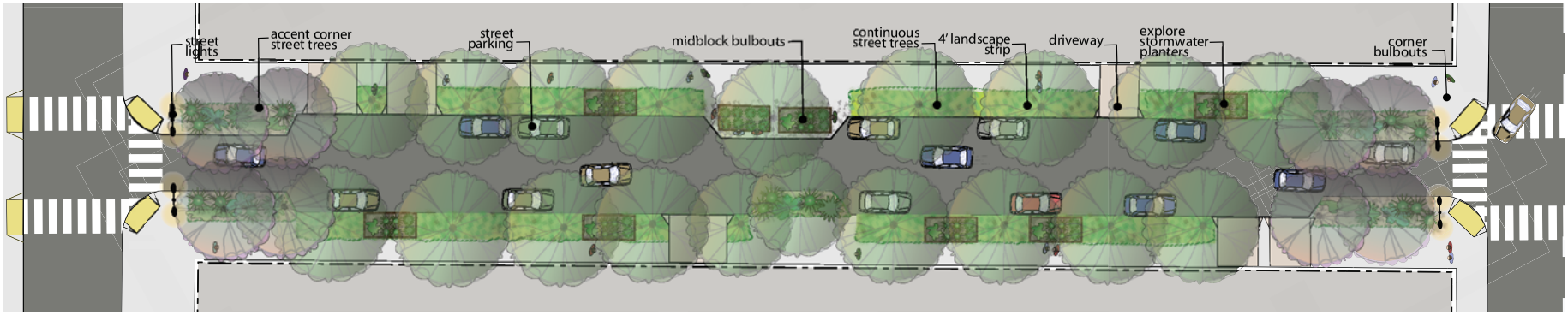
FIGURE 5.6: Secondary Street Improvements (typical)



Secondary Street (i.e., residential streets)) Existing Section (typical)



Secondary Street Proposed Section (typical)



Secondary Street – Proposed Plan View (typical)

TABLE 5.1: Recommended Street Trees

Trees for planting spaces 6-feet wide or greater	
Platanus acerifolia 'Yarwood'	Yarwood Sycamore
Quercus rubra	Red Oak
Ulmus parvifolia 'Truegreen'	Chinese Elm
Trees for planting spaces 5- to 6-feet wide (Shade)	
Acer rubrum	Red Maple
Carpinus betulus fastigata	European Hornbeam
Pistacia chinensis	Chinese Pistache
Tilia cordata	Little Leaf Linden
Trees for planting spaces 3- to 5-feet wide (Accent)	
Acer buergeranum	Trident Maple
Cercis canadensis	Eastern Redbud
Crataegus phaenopyrum	Hawthorne
Lagerstroemia 'Muskogee'	"Light Pink" Crape Myrtle Hybrid
Laurus nobilis	Sweet Bay/Grecian Laurel

Notes:

Street tree species listed in *italics* are new additions to the existing Master Street Tree List of the City of Napa which require approval by the Tree Commission.

D. STREET TREES

New street trees in the city center will create an inviting pedestrian atmosphere that is more protected from the environment or seasons and vehicles. Trees will soften building façades and bring attractive textures to the streetscape (see Figure 5.7: Proposed Streetscape Plan – Street Trees, and Table 5.1: Recommended Street Trees).

Street Trees Guidelines:

1. Ensure at least a 12-foot tree canopy clearance from the finished sidewalk elevation to provide clear emergency and service access, allow light penetration from pedestrian-scale street lights, and create visual connections between buildings, signage, the sidewalk and the roadway.
2. Place new street trees in appropriate locations to avoid blocking views and access to building entrances or signage.
3. Ensure that trees do not obstruct ADA access, or infringe on pedestrian and/or bicycle circulation.
4. Plan landscaping and select species that provide shade, reduce heat gain, and can help reduce light and glare impacts.
5. Explore the use of structural soil two to three feet deep and minimum eight feet long under sidewalks in lieu of standard aggregate base.

Accent Trees
3-5′ planting space

Eastern Redbud

Hawthorne

Crape Myrtle

Shade Trees
5-6′ planting space

Red Maple

European Hornbeam (spring-summer)

European Hornbeam (fall)

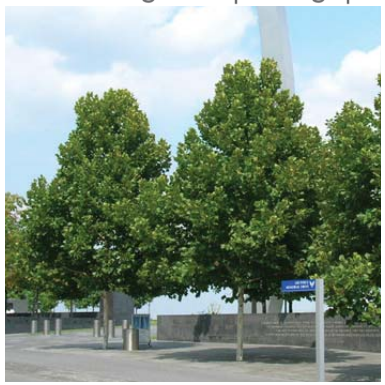
Shade Trees
5-6′ planting space

Chinese Pistache (spring-summer)

Chinese Pistache (fall)

Little Leaf Linden (adult specimen)

Shade Trees
6′- greater planting space

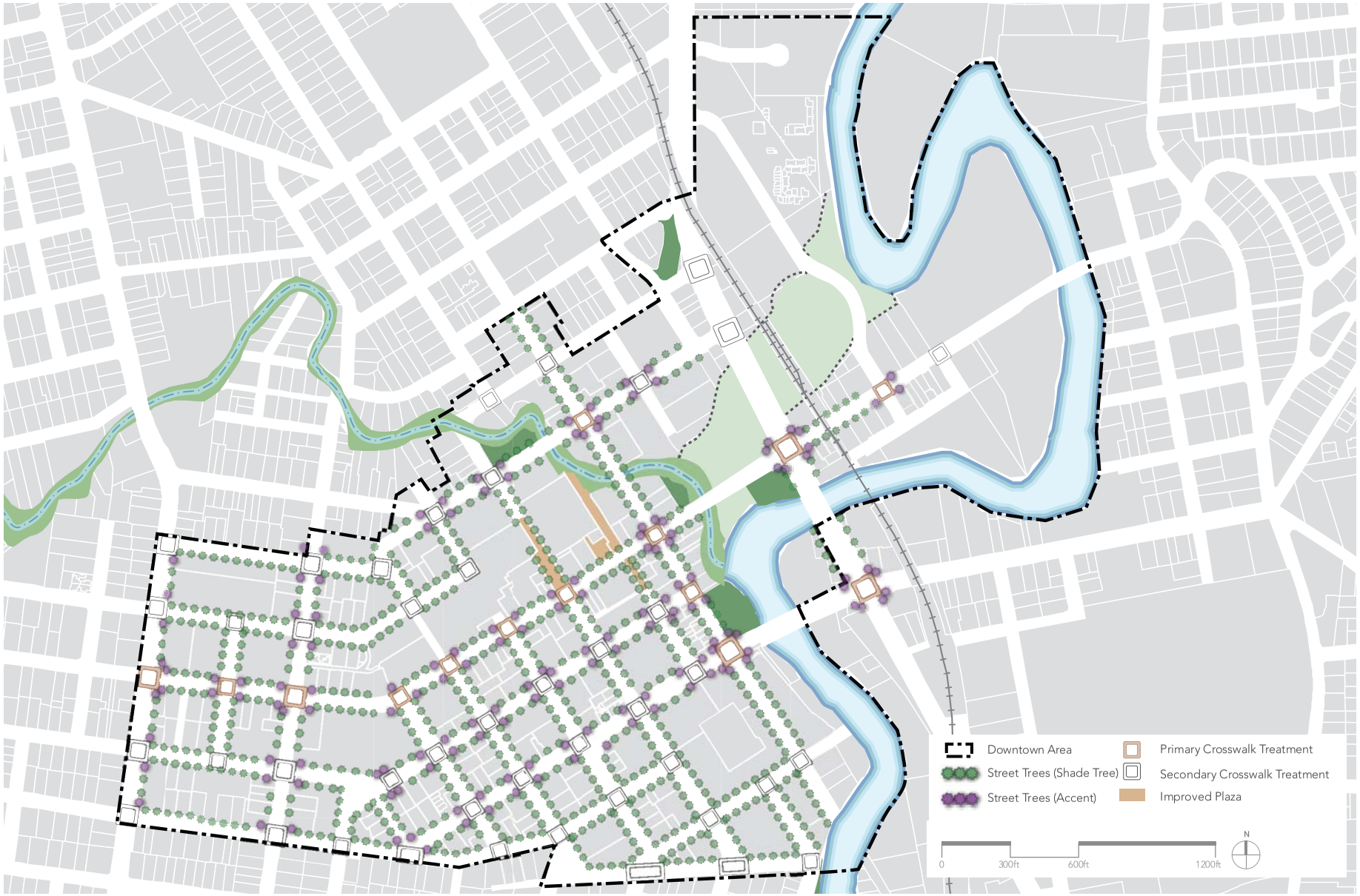


Yarwood Sycamore

Chinese Elm

Red Oak

FIGURE 5.7: Proposed Streetscape Plan – Street Trees



E. STREET FURNITURE, LIGHTING AND PUBLIC ART

Sidewalk furniture includes benches, bollards, waste receptacles and bicycle racks. Furnishings provide convenience to pedestrians and enhance the historic setting of Downtown.

Lighting should provide attractive and safe outdoor illumination for sidewalks and pedestrian routes. Pedestrian lighting shall be installed in conjunction with new sidewalks or replacement of existing lighting fixtures (see Figure 5.8: Proposed Streetscape Plan: Street Furniture and Lighting).

Public art is an important component in creating a unique downtown experience. The City's Public Art Master Plan identifies key locations for the placement of public art. As part of this plan, some public art is displayed on a rotational basis, while other pieces are owned by the City and placed in permanent locations. Public art may function as gateway identifiers.

Street Furniture, Lighting and Public Art Guidelines:

1. Match new installations to current fixture specifications in the Downtown area:

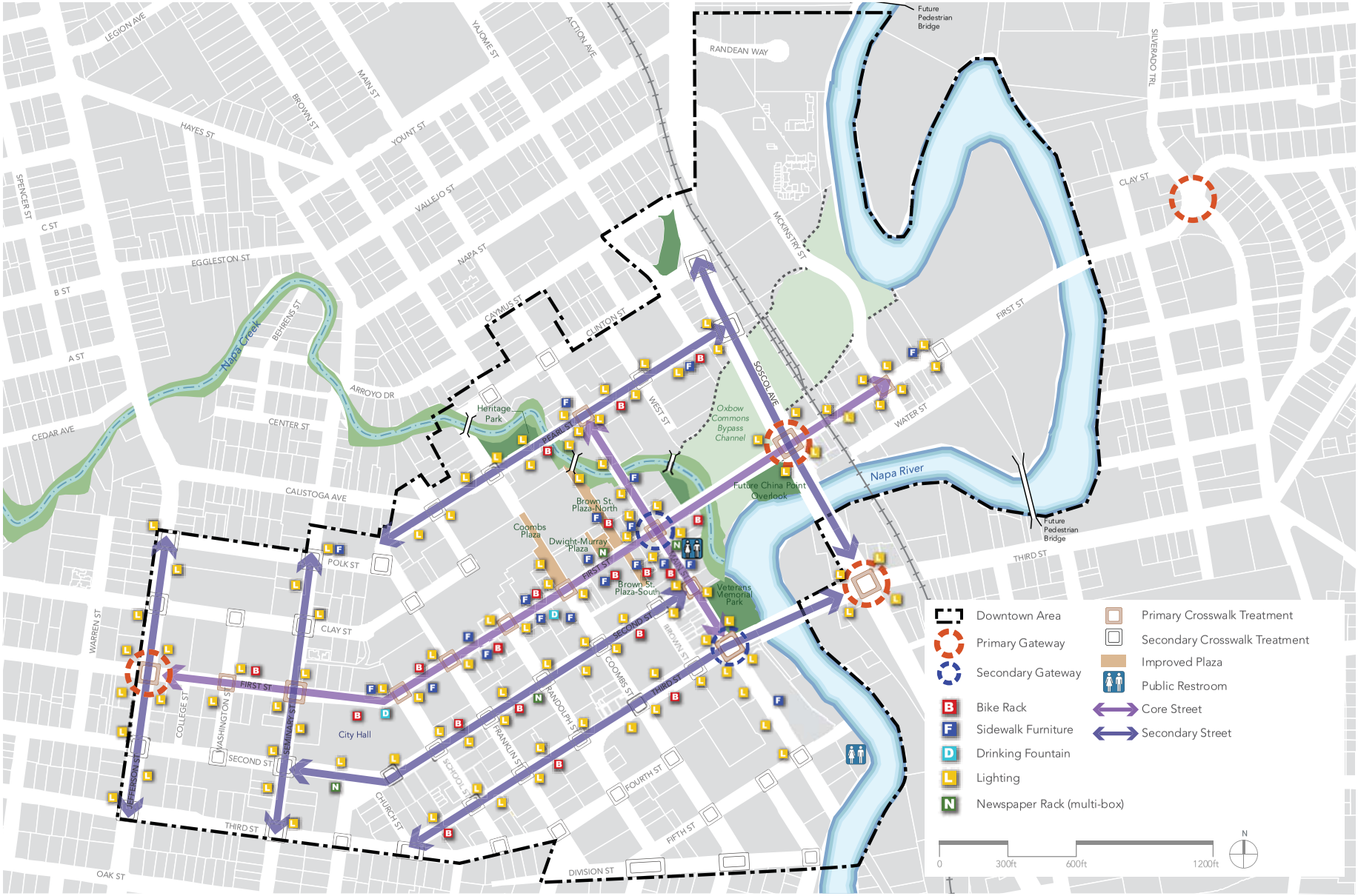
    - Benches: Timberform Renaissance Bench with arms, black powdercoat steel;
    - Waste Receptacle: DuMor Receptacle 84 with 32 gallon plastic liner, black powdercoat steel;
    - Recycle Bin: DuMor Receptacle 84 with 32 gallon plastic liner, blue powdercoat steel; and
    - Bollards: South Bay Foundry Inc. DCB-B without rings, black metal.

Existing Timberform Renaissance bench.

Existing DuMor waste receptacle and recycle bin.

Existing South Bay Foundary bollard.

FIGURE 5.8: Proposed Streetscape Plan – Street Furniture and Lighting



2. Install custom "loop" bicycle racks on First and Main streets to accommodate short-term bicycle parking.
3. Install larger "W" bicycle racks in areas with higher, longer-term bicycle parking needs such as Veterans' Memorial Park, parking garages, Safeway and other locations as demand prescribes.
4. Place bicycle racks near transit, adjacent to public buildings, adjacent to parks and in other visible locations as appropriate.
5. Provide public art in Downtown at gateways and other recommended locations as provided in the Public Art Master Plan.
6. Provide drinking fountains at the southwest corner of First and School streets in front of City Hall, and at Goodman's Library on Main Street.
7. Require pedestrian lighting to be installed in conjunction with new sidewalks as part of future streetscape improvement projects.
8. Specify the "Coral Gables Ornamental" model light fixture manufactured by Shakespeare Composite Structures (or equal), consistent with previous installations within Downtown.
9. Encourage lighting fixtures to be spaced approximately 25-feet on center.
10. Allow standard galvanized steel "Cobra" fixtures to continue to be installed and maintained at key intersections.
11. Replace existing multi-box newspaper racks in Downtown along sidewalks within the furniture areas with multi-box newspaper racks.
12. Substitute street furnishings only in the event any of the specified street furnishings or lighting fixtures are no longer manufactured. Substitutes should be as similar as possible to those specified in terms of appearance, maintenance and durability.

Existing pedestrian lighting and "W" bike rack.

Existing custom bike rack.

Encourage new multi-box newspaper racks in Downtown.

Consider public art or monuments to emphasize the approach to Downtown at Primary Gateway locations.

Existing Riverfront kiosk.

F. GATEWAYS

Gateway identifiers upon entering and leaving Downtown Napa would significantly reinforce a distinct identity for the area. The Proposed Streetscape Plan identifies a number of gateways for special design treatment. Gateways may include public art as a defining entry treatment.

Gateways Guidelines:

1. Create a sense of entry for Primary Gateways using public art, signage and special tree plantings. Primary Gateways are situated at key intersection locations on the edges of Downtown. They announce arrival and departure, and are generally oriented and scaled to vehicles.
    - Third Street at southwest corner of Soscol Avenue – Implement the plan for the future Riverfront Green, which includes an open planting design to provide views of the riverfront. A public art piece titled "Moonrise" by Roger Berry will be installed in conjunction with the new Riverfront Green, currently under construction. This piece will enhance the unique character and history of Downtown. A sign/map panel incorporated in a landmark architectural sign that orients bicyclists and pedestrians to routes and destinations within the greater Downtown area will be included.
    - Soscol Avenue median at Third Street – Specify the median of Soscol Avenue on the southern approach to Third Street to be planted with crape myrtle trees (space permitting) or drought tolerant landscaping similar to the median north of Third Street, or with a unique median design element.
    - First Street at southwest corner of Soscol Avenue – Establish a public art piece or other gateway element at the southwest corner of First Street and Soscol Avenue in conjunction with the future China Point Overlook Park.
    - First Street east of Soscol Avenue – Establish a gateway element, such as a public art piece, on the east side of First Street and Soscol Avenue. This will help with wayfinding and identify the entrance to the Oxbow District .
    - First and Jefferson streets – Establish a gateway at First and Jefferson streets to mark the approach to Downtown from the west. Possibilities for the gateway include paired columns, public art or a special intersection paint treatment.
    - Silverado Trail and First Street – Establish a gateway at Silverado Trail and First Street that orients vehicles towards Downtown with directional signage.
2. Create Secondary Gateways to include pedestrian-scaled wayfinding signage and/or directional kiosks. Secondary Gateways are located within Downtown and are scaled to pedestrians rather than vehicles.

G. WAYFINDING AND SIGNAGE

Downtown Napa has a vehicular wayfinding signage program to assist visitors and residents in finding major destinations. However, there is also a need for pedestrian-scaled signage such as multi-business fixtures with a design theme consistent with the larger-scale vehicle wayfinding signs.

Wayfinding and Signage Guidelines:

1. Continue and expand Downtown wayfinding signage program to be located at opportune locations and enhance the visitor experience.
2. Install durable, permanent, pedestrian-scaled multi-business fixtures at strategic locations. Sign fixtures should have metal frames and painted metal directional plaques.
3. Explore opportunities for educational and interpretive signage to highlight important historic or natural features of the area. Where feasible, landscaping at the base of these signs is advisable.
4. Provide visually-attractive, easy-to-read and well-located signage to direct vehicles to new parking areas, complementary to the existing directional parking signage.
5. Consider installation of sign tops at key locations identifying historic neighborhoods adjacent to Downtown. These signs could be installed upon establishment of a historic district to facilitate recognition of historic neighborhoods.

Install pedestrian-scaled fixtures that assist in locating specific businesses.

Mark Secondary Gateways with pedestrian-scaled elements such as directional kiosks.

Provide pocket parks to offer a more modest, intimate supplement to the large public parks in Downtown.

Encourage plazas with special paving materials, attractive landscaping, and pedestrian and bicycle amenities.

H. OPEN SPACE

Optimally, Downtown Napa will not be viewed simply as a place for economic opportunities, but rather as a welcoming and central community gathering point with beautiful streets and green open spaces. Increased opportunities for leisure and community activities will promote a complementary relationship between the economic aspects of Downtown and its role as a community center.

Veterans Memorial Park, Oxbow Preserve and Fuller Park are important public parks in and adjacent to the city center. These parks, together with the formal lawns around the Court House, are united by streetscape elements to provide a civic framework that connects urban plazas, parks, the river, Downtown and the surrounding neighborhoods.

Open Space Guidelines:

1. Create a new park at the southwest corner of Pearl and Main Streets following development of parking facilities to replace existing parking at that location.
2. Expand Heritage Park following completion of the Napa Creek project as a linear parkway providing connections along both sides of Napa Creek.
3. Create pocket parks on remnant land between buildings, within street rights-of-way or in strategic locations where there is a desire to accommodate small seating areas, gathering places and places for quiet contemplation.
4. Encourage plazas to have special paving materials such as pavers, scored concrete, stone or other accent materials, but provide a balance between hardscape and landscape areas that create character and provide pedestrian scale.
5. Complement paved areas with trees and landscaping to provide shade and visual relief.
6. Provide a range of seating area options, allowing for both large group socializing and more intimate, quiet contemplation.
7. Enhance and maintain the North and South Brown Street Plazas as part of the overall pedestrian and bicycle circulation system. The Brown Street Plazas also have the opportunity to serve as a plaza/community gathering space in conjunction with Dwight Murray Plaza.
8. Ensure that new and enhanced existing community-oriented public spaces including Dwight Murray Plaza, Coombs Plaza, and potential new parks and skate park, are designed to be safe, well-lit, easily accessible by all modes of transportation, and encourage multi-use areas with a variety of seating options. Per the City of Napa Parks and Facilities Master Plan, public spaces such as Dwight Murray Plaza also are encouraged to integrate water features to draw additional users to the selected sites.

5.5 PARKING AND CIRCULATION DESIGN GUIDELINES

The following guidelines provide a framework for review of parking areas, structures and circulation facilities throughout the Downtown area.

A. PARKING LOTS AND STRUCTURES

The availability of parking is important for the success and well-being of a downtown. At the same time, the provision of parking should not detract from the pedestrian experience and ambience. The allocation and design of parking should balance the need to serve land uses with protecting the pedestrian environment.

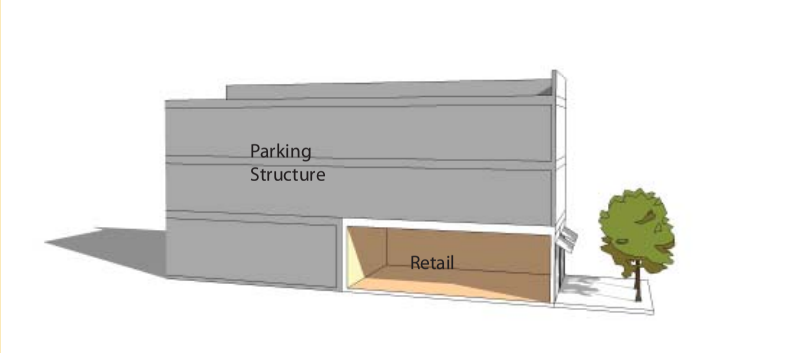
Parking Lots and Structures Guidelines:

1. Create safe walkways and visual connections to parking lots and structures, and provide ample lighting in and around parking lots and structures to enhance safety.
2. Ensure parking is as unobtrusive as possible and does not detract from the pedestrian orientation of Downtown.
3. Integrate parking garage access into the overall design of the building façade, and minimize disruptions along the street frontage.
4. Reduce the bulk of large parking structures by breaking up façades with articulated fronts, architectural details and upper-story stepbacks.
5. Locate parking strategically where demand is highest.
6. Strive to make parking easy to locate and access.
7. Encourage solutions that minimize the visual impact of driveways such as sharing driveways, using alleys or other innovative design approaches.
8. Access parking garages from side streets or alleys, where possible, rather than from pedestrian-oriented streets.
9. Require that surface lots be located to the side and/or rear of buildings. Parking in front setbacks is not allowed.
10. Encourage ground-level enclosed parking to be fronted or wrapped with actively occupied spaces such as storefronts and lobbies.
11. Provide design elements to reduce adverse effects on the pedestrian environment (if ground-floor uses are not feasible) such as green-screens, landscaping, public art, lighting and semi-opaque windows.
12. Disallow additional curb cuts on First Street, and avoid curb cuts to the extent feasible on Main Street.
13. Provide attractive signage to clearly direct drivers into and out of parking structures and surface parking entrances.
14. Encourage the installation of solar panels on roof-decks of parking structures and carports in surface lots, both as shading devices for vehicles and as a sustainable energy source.
15. Consider incorporating other technologies, such as charging stations for electric vehicles, into parking.
16. Discourage entrances or exits of parking facilities on residential streets.
17. Incorporate public art into parking structures.

Provide attractive signs that complement existing signage to clearly direct drivers into and out of parking areas.

Design façades at garage entrances so that access to underground parking does not overwhelm the character of the project or detract from the pedestrian environment.

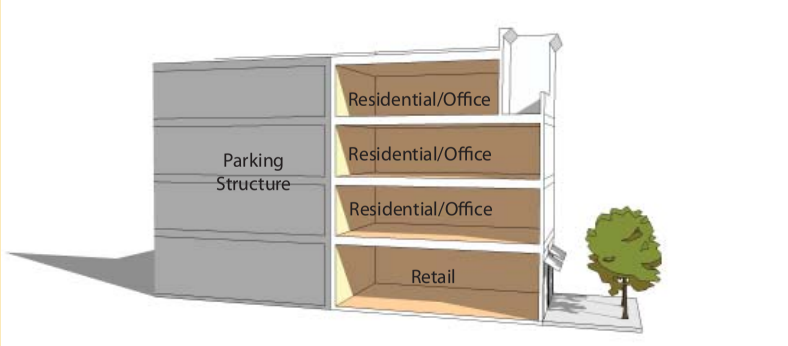
STRUCTURED PARKING DESIGN APPROACHES



A. Wrapped on Ground Level

An above-ground parking structure where non-parking uses, such as retail spaces, are integrated into the ground level of the building along the street frontage of the parcel. The parking structure may be exposed to the building street frontage on upper levels, with appropriate design and screening.

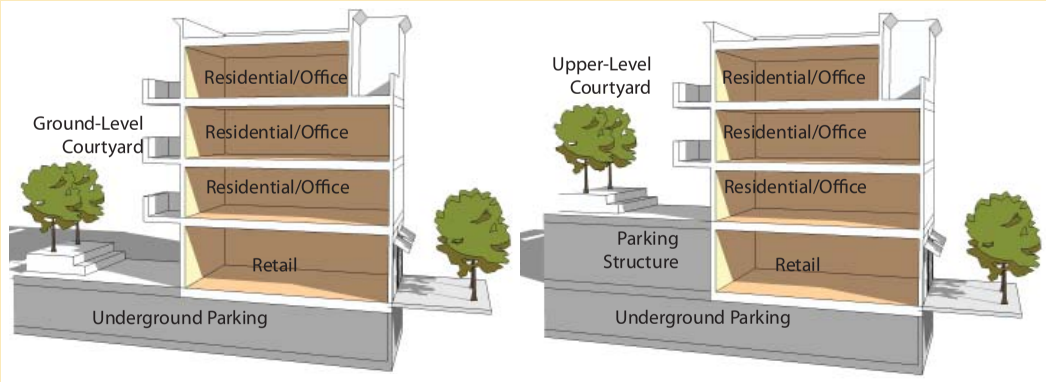
Application: Municipal parking structure.



B. Wrapped on All Levels

An above-ground parking structure where non-parking uses are integrated into the building along the entire street frontage of the parcel on all levels of the building. The parking structure is totally hidden behind a "liner building" of non-parking uses.

Application: Projects with relatively large amount of parking provided on-site. Typically requires a relatively large site to accommodate the parking structure.



C. Underground

A parking structure that is fully submerged underground and is not visible from the street. Depending on amount of parking provided, it may also include a level of at-grade parking hidden behind non-parking uses such as retail.

Application: Suitable for projects on relatively small sites, as well as larger sites provided water table is not a constraint. Could also be combined with in-lieu arrangement, where some parking is provided on-site, such as for residential uses, and other parking is provided off-site in a municipal facility through in-lieu fees.

B. ALLEYS AND SERVICE AREAS

The design of alleys and service areas should balance the need to accommodate services and deliveries with the desire to maintain an attractive Downtown ambience.

Alleys and Service Areas Guidelines:

1. Encourage shared alleys and service areas for multiple properties to minimize curb cuts and space used for service.
2. Use special paving materials or patterns for alleys to indicate a shared-use zone that serves as both auto access and pedestrian connection.
3. Provide lighting in alleys to ensure safety.
4. Ensure alleys are a minimum of 25-feet wide to allow for emergency access and landscaping.
5. Require service facilities such as trash enclosures and mechanical equipment to be screened with attractive architectural walls and/or fences consistent with the building architecture in form, material and detail.
6. Encourage roofs and trellises for screening views of service areas from above.
7. Locate garbage service, to the extent possible, away from public pathways or public gathering places. Minimize views and offensive odors.
8. Incorporate loading areas for new development within the building footprint or within private parcel, where possible, to minimize adverse traffic impacts and street activities.

C. BICYCLE AND PEDESTRIAN FACILITIES

Projects should be designed for easy pedestrian and bicycle access, and provide on-site bicycle parking.

Bicycle and Pedestrian Facilities Guidelines:

1. Provide a clear path of travel for pedestrians and bicyclists through new development, and particularly through parking lots and open spaces.
2. Ensure that bicycle parking is conveniently located and accessed.
3. Provide route and wayfinding signage along bike pathways for orientation and to encourage long-distance use.
4. Encourage developers to integrate facilities for bicyclists into the building design.

Screen service facilities with enclosures such as attractive architectural walls consistent with the building architecture in form, material and detail.

Locate bicycle parking so that it is convenient, visible and accessible.

5.6 SUSTAINABLE DESIGN GUIDELINES

Encourage green roofs, where applicable, to capture and filter run-off and provide a potential gathering space.

Explore use of permeable paving materials or porous asphalt along parking lanes and surface parking areas.

Throughout the public outreach process the community of Napa expressed clearly and repeatedly that sustainability is a critically important component of managing both existing resources and new development Downtown. In working to create a holistic vision of Downtown Napa's future, including progressive designs and materials that conserve and maximize its natural and built resources in new development will help to achieve that vision.

To that end the Specific Plan will require that new development follow Napa's High Performance Building Ordinance (HPBO) practices and the measures outlined in the HPBO checklist including but not limited to:

A. GREEN BUILDING

1. Encourage adaptive re-use of an existing building or portion of a building as an alternative to demolition and rebuilding.
2. Design new buildings to accommodate diverse uses over time, allowing for continued re-use in the future. This is particularly applicable to commercial and mixed-use buildings.
3. Encourage the use of green and/or 'cool' roofs to reduce the heat-island effect. Green roofs should include water collection devices such as cisterns and rain barrels. Cool roofs should have materials that effectively reflect the sun's energy.
4. Utilize materials and finishes that are durable and long-lasting.
5. Include accommodations for recycling and, if possible, composting.
6. Specify lighting, plumbing and equipment that provide for efficient use of energy and resources.
7. Provide light-shelves on south-facing windows and entries to maximize natural lighting.
8. Use adjustable exterior shade screens on east, west and south-facing windows for blocking glare.
9. Provide operable windows wherever possible to allow for passive ventilation, heating and cooling.
10. Install skylights to maximize the use of natural light.
11. Encourage the use of solar panels to provide energy efficiency.

B. SITE DESIGN AND LANDSCAPE

1. Ensure that projects are designed to allow for easy pedestrian, bicycle and transit access.
2. Encourage landscape design that creates comfortable micro-climates and reduces heat-island effect. Landscape design should incorporate sun angle and shade/shadow studies to maximize energy efficiency.
3. Minimize impervious surfaces that have large thermal gain. Plant groundcovers and use mulch to prevent ground reflection and keep the surface soil cooler.
4. Encourage large tree canopies in the setbacks of private development and in parking lots, greenways, parks and plazas.
5. Ensure that projects incorporate sufficient space for recycling, solid waste and food waste

enclosures as required by the City's Solid Waste and Recycling Enclosure standards (see Municipal Code section 17.52.390 and resolution R2008 185 or as amended), as well as provide access for service vehicles that minimizes impacts on street circulation.

C. STORMWATER MANAGEMENT

1. Encourage the utilization of sidewalk planters and planter strips (i.e., in landscaped bulbouts and along sidewalk edges) to serve as stormwater run-off collectors. Explore the transition from piped to natural percolation.
2. Install, where possible, naturally drained, landscaped stormwater planters, including on sidewalks, bulbouts, parks and plazas.
3. Encourage the use of permeable pavers around tree wells instead of impervious materials in order to increase the infiltration of stormwater run-off.
4. Encourage the use of permeable pavers or porous asphalt along parking lanes and surface parking areas.
5. Consider the use of permeable pavers and stormwater planters as opportunities for interpretive or educational signage.
6. Use new open spaces as opportunities for stormwater detention and infiltration.
7. Use native or drought-tolerant, low maintenance plant species for landscaping of streetscapes, parks and plazas.
8. Incorporate the design of all required stormwater management measures at the beginning of the site planning process for new developments, to ensure they will be effective and attractive.

For a comprehensive list of High Performance Building Measures, see the City of Napa's "High Performance Building Non-Residential Checklist" and the "Napa Residential High Performance Building Checklist."

Consider use of stormwater planters and permeable areas as opportunities for educational and interpretive signage.

Install naturally drained, landscaped stormwater planters where possible (i.e., on sidewalks, bulbouts and plazas).

Incorporate sustainable design techniques into the project design and the choice of materials from the initial concept forward.

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